

CALL FOR PROPOSALS

Annual Conference of the International Communication Association (ICA) Prague, Czech Republic

Half-day ICA Pre-conference PhD Workshop in Public Relations and Strategic Communication

Date: 24 May, 2018 from 9:00 a.m. until 1:00 p.m.

Venue: Charles University, Prague

Sponsored by the ICA PR Division

Organizers: Drs Katerina Tsetsura and Dean Kruckeberg

The aim of the workshop is to provide doctoral students with an opportunity to discuss their dissertation research in a constructive atmosphere. The workshop is relevant for PhD students within the research field of Strategic Communication including Public Relations and Organizational Communication fields, at different stages of their dissertation process. Students receive feedback and advice on their projects, theoretical frameworks, methodologies and research designs from **senior scholars and fellow students, who review the proposals.**

The workshop also serves as a platform for students working in these areas to establish a valuable network and examine issues which are important for their future careers. It provides a basis for general discussions on a variety of other issues.

Senior scholars in the field will give more insights on questions and the specific areas of public relations and/or strategic communication research that are discussed in the PhD projects with a focus on:

- *Theoretical developments:* Emerging perspectives, theories and methods in the field of Strategic communication (e.g., excellence theory, institutional theory, CCO, qualitative and quantitative methods etc.) and in specific fields (e.g., relationship management, crisis communication, CSR, social media, leadership communication, etc.)
- *Methodological developments:* Methodologies, empirical challenges and solutions are discussed and evaluated with regard to the field of Strategic Communication
- *Publication strategies:* By reviewing other students' papers and taking part in the discussions students learn also more about the reviewing process as well as improving their skills on how to write, submit and revise papers for top journals.

This is a competitive workshop. Only a selected number of students will be granted the possibility to attend it.

After completing the workshop, a certificate of attendance will be presented to all students who have actively participated by submitting a full paper and reviewing a fellow student's paper as well as attending the workshop.

Application and submission

- Students apply with a *short proposal (max. 3 pages excl. figures, tables, references)* that describes the (planned) research by outlining the research problem and research gap, core theories or perspectives, the methodology or even empirical results. The proposal needs to outline core challenges and questions the student has at this stage of

his project. By submitting a proposal a student confirms his/her intention to participate to the workshop.

- The proposals will be reviewed in February, 2018.
- Once accepted, students need to hand in a *short paper* of ca. **6,000 words, no later than March 1, 2018 via email to organizers**. This paper can be focused on the core aspects the student would like to discuss (theories, empirical part, etc.).
- The written peer review (ab. 1,000 words) is due **May 1, 2018 via email to organizers**.

At the seminar, students will present a *peer review* of a fellow student's paper.

The number of participants at this workshop is **limited to 15** to allow for discussion. Only those students whose proposals are accepted will be able to attend.

Deadlines

- **Deadline for submission of short proposal** (3 pages max): **January 29, 2018** (please email your entry to dean.kruckeberg@uncc.edu AND to tsetsura@ou.edu)
- Acceptance provided by: February 5, 2018
- **Deadline for short paper** submission (6,000 words): March 1, 2018
- **Deadline for short review** (1,000 words): **May 1, 2018** (email to organizers and be ready to distribute at the workshop)

Participation fee: Participation is free to all students whose papers are accepted. Each participant's fee will be covered by the Public Relations Division of ICA. However, you must be a current ICA PRD member, at the time of the conference, in order to participate. Please register via the ICA website.