

EUPRERA 2008 Congress

Institutionalizing Public Relations and Corporate Communication

in partnership with



October 16-18, 2008
IULM University, Milan, Italy

The European Public Relations Education and Research Association (EUPRERA), Federazione Relazioni Pubbliche Italiana (FERPI) and IULM University invite all interested colleagues to our joint conference at IULM University Campus in Milan, Italy, October 16-18, 2008.

EUPRERA 2008 Congress Call for Papers

Institutionalizing Public Relations and Corporate Communication

Theme of the congress

Institutionalizing Public Relations and Corporate Communication

Public Relations and Corporate Communication have been, and are, rapidly evolving and expanding their influence within complex organizations. This process is forceful and pervasive, and has initiated an “institutionalization” of the professional practice which modifies the theory of the firm and where both the management of stakeholder relationships and communication have reached a pivotal position. This process needs to be carefully analyzed in its operational, managerial and strategic components.

Sub-themes

1. Trends of Communication Roles and Functions

- technical and operational (e.g. financial, environmental, internal)
- managerial and entrepreneurial
- consultant (towards other departments)
- strategic (educational, reflective/reflexive)

2. Organizing the Management of Relationships and Communication

- operational and interfunctional coordination
- relationship and/or reputation management
- PR in the “executive suite”

3. Developing Corporate Academic Public Relations and Communication Education

- educational curricula and accreditation
- integration of corporate and academic education
- evolution in different European contexts

4. Public Relations, Communication and the Theory of the Firm

- the influence of Public Relations on corporate governance
- sociological and managerial approaches
- present and future research perspectives and directions

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Academics and practitioners are invited to submit papers relating to the general theme and with one or more of the sub-themes. All relevant academic, and interdisciplinary, approaches are welcomed, such as sociology, psychology, business theory, organizational theory, media sciences and communication sciences.

Special sessions

Papers for the following special sessions are invited from practitioners, scholars and doctoral students.

- 1) **Professional best practices.** Papers from practitioners should contribute to the theme of the conference from a practice perspective and comply with the general requirements for papers. In any case papers should give a new important conceptual contribution, not just a professional experience presentation.
- 2) **Open session on innovative developments on PR Research in Europe.** Papers about innovative research contributions, also if not consistent with the congress theme, are welcomed. The open session will take on a workshop format aimed at stimulating thinking and exchanging ideas.
- 3) **Doctoral session.** A session dedicated to the presentation of PhD Students research projects on Public Relations.

Papers submitted for a special session must indicate the session title on the front page.

Submission

All who are interested in presenting a paper on the above and related topics are invited to submit a paper for consideration.

Every paper will be submitted to a two-person double-blind reviewing process by representatives from EUPRERA and the local organizers.

Relevant dates to be considered:

- | | |
|--------------------------------|--------------------|
| a. Deadline for abstracts: | January 31, 2008 |
| b. Feedback on abstracts: | February 28, 2008 |
| c. Deadline for full papers: | July 1, 2008 |
| d. Feedback on full papers: | August 25, 2008 |
| e. Deadline for final version: | September 15, 2008 |

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Abstracts and papers

Abstracts should be maximum 500 words, excluding tables and figures. The required format of submission is electronic (MSWord for Windows or for Mac).

Full papers should be maximum 7,000 words, excluding tables, figures, and references.

See abstracts and full papers format requirements for details.

Language for both abstracts and full papers: English

Address for both abstracts and full papers: euprera2008@iulm.it

Selected papers will be published in a book following the congress.

Special prize awarded by the IPR (Institute for Public Relations): any accepted paper which will explicitly addresses the "Personal Influence Model of Public Relations" and its correlations to the Congress Theme, will be eligible for a special 500 Euro award by a special Euprera Peer Review Committee. The personal influence model describes the predominant use of relationships with strategic individuals to achieve public relations objectives as the major factor in a professional's contribution to the organization.

Registration

All participants in the conference, including those who present papers, must register electronically. Registrations will open in **June 2008**.

Further information concerning conference fees, accommodation and travelling to and from Milan will be made available as soon as the registration for participation opens.

Information

For more information please e-mail: euprera2008@iulm.it

Organizing committee

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ABSTRACT AND FULL PAPERS FORMAT REQUIREMENTS

→ **Page:** A4 Format; Upper margin: 3 cm; Lower margin: 3 cm; Left margin: 3 cm; Right margin: 3 cm.

→ **Main title:** **TIMES NEW ROMAN 14 CAPITAL LETTERS BOLD, centred**

→ **Author:** **First name and last name : Times new roman 12 bold, centred**

University or organisation : Times new roman 12 normal, centred

E-mail : Times new roman 12 normal, centred

Names and addresses of the authors must be written only on the front page.

e.g. : **John Flag**, University of Nowhere, e-mail

→ **Kew words:** Times new roman 12 bold

→ **Text:** Times new roman 12 normal, space between the lines 1,5 rows, justified paragraph

Abstracts should be no longer than 500 words, table and figures excluded.

Full papers should be no longer than 7,000 words, tables, figures and references excluded.

→ **Space before the first line:** 18 pt

→ **Title of part:** Capital letters Times new roman 12 bold

→ **Title of sub-part (rank 1):** *Times new roman 12 bold italic*

→ **Title of sub-part (rank 2):** *Times new roman 12 normal italic*

→ **Titles of tables or exhibits:** all called Exhibit 1 to n as they appear: Times new roman 10 normal

→ **Notes and references:** Times new roman 12 normal

e.g.:

Argenti P., (2003), *Corporate Communication*, Mc Graw Hill, New York.

Barney J.K., (1991), "Firm Resources and Sustained Competitive Advantage", *Journal of Management*, n. 17.

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