



Call for Papers

ECREA OSC Conference

**The Good, the Bad, and the Ugly:
Contemporary Challenges for Organisational and Strategic
Communication**

14-16 May 2025

Location:

University of Cagliari, Department of Political and Social Sciences
Cagliari, Italy

In today's rapidly evolving communication landscape, organisations are navigating a complex interplay of opportunities and threats. Strategic communication has become more critical than ever as organisations confront developments, such as the rise of digital platforms, AI-driven tools, and the potential of influencer partnerships, alongside significant threats, including misinformation, cyberattacks, and polarised public opinion. Furthermore, deep-rooted issues like trust erosion and stakeholder activism are reshaping organisational communication practices. This conference aims to explore the "good," "bad," and "ugly" sides of contemporary challenges on strategic and organisational communication, examining how organisations across various sectors (private, public, and third sector) are addressing these multifaceted factors while considering the implications of their communication strategies.

We invite the community of scholars, Ph.D. students, and practitioners to reflect upon the scope of those thoughts and to submit proposals that explore empirical research, case studies, innovative approaches, or critical reflections on contemporary challenges of organisational and strategic communication.

Themes and Topics

We welcome submissions that address, but are not limited to, the following questions:

- **The Good**
 - How can organisations leverage strategic communication to build stronger relationships with their stakeholders?
 - What are the most promising developments in technological and digital platforms that are enhancing organisational communication effectiveness across diverse contexts?

- How do successful communication strategies contribute to fostering trust and collaboration within and outside the organisations?
- **The Bad**
 - What are the key risks and ethical dilemmas organisations face in maintaining transparency and trust in communication in contemporary society?
 - How are organisations dealing with misinformation, crises, and negative public perception?
 - In what ways can organisations' communication strategies inadvertently alienate certain stakeholder groups?
- **The Ugly**
 - In what ways has organisational communication failed or contributed to conflict and misunderstanding within organisations or between stakeholders?
 - What are the long-term implications of poor strategic communication decisions for organisational reputation and stakeholder trust?
 - How can organisations reflect on and learn from past communication failures to improve their future strategies and prevent recurrence?

Important Dates

- Submission Deadline: **15 December 2024**
- Notification of acceptance: 15 February 2025
- Full programme release: April 2025

Submission Guidelines

We invite theoretical, empirical, and case study papers that address any aspect of strategic communication within organisations.

Submission:

- Extended abstracts: Must have a scope of 1,500 and 2,000 words in length (including a short title, keywords, tables/figures, and references). All submissions must follow APA 7 style guidelines.
- Double-blinded review: All author identifiers must be removed from the extended abstract (this also includes the MS Word file properties).
- Submissions must be prepared in MS Word format, 12-point font size, 1.5 spacing with a 1-inch (25mm) margin on A4 page size.
- Authors' information (full name, position, affiliation, contact). It must be submitted in a separate document.

How to Submit

Submit your proposal via OSC section e-mail [ecreaosc@gmail.com] no later than **15 December 2024**. For any inquiries, please contact the local organiser Alessandro Lovari: alessandro.lovari@unica.it

Registration Fee

Registration for the conference includes access to all sessions, coffee breaks, and lunches.

Early Registration Fee: before February 28, 2025

- PhD Students: €100
- Scholars, Researchers, and Academics: €150
- General admission: €250

Regular Registration Fee: between March 1 and April 30, 2025

- PhD Students: €120
- Scholars, Researchers, and Academics: €180
- General admission: €300

More details regarding the registration process and Gala Sardinian Dinner will be provided soon.

Programme at a Glance

To help attendees plan their travels, here is a tentative overview of the conference programme:

- May 14, 2025
Morning: PhD Workshop and Seminar
Afternoon: Conference starts
Evening: Welcome Aperitif
- May 15, 2025
Full-day Scientific Programme
Evening: Gala Sardinian Dinner (not included in the registration fee)
- May 16, 2025
Full-day Scientific Programme
Evening: Conference Conclusion

We look forward to your contributions and an engaging discussion on the future of organisational strategic communication!