



Reboot: Should Organizations Rediscover Communication with Internal & External Stakeholders?



BledCom is an annual gathering of scholars and practitioners in public relations and related disciplines to discuss contemporary communication and management problems. Organized annually since 1994, it is the oldest conference in our field that is not affiliated with a professional or academic association. So far, eight books and nine special issues or sections of peer-reviewed journals have been published based on previous symposia.

CONFERENCE DATES AND VENUE



The 29th International Public Relations Research Symposium (BledCom) will be held on July 1-2, 2022, in Rikli Balance Hotel, Lake Bled, Slovenia.

CONFERENCE THEME: REBOOT: SHOULD ORGANIZATIONS REDISCOVER. COMMUNICATION WITH INTERNAL & EXTERNAL STAKEHOLDERS?



The pandemic has demonstrated the fragility of humans and the societies we inhabit. Personal relationships were suspended and digitalized. Atomized employees were asked to work from home, and the very definition of the workplace seems to have been redefined. So, it is appropriate to ask whether organizations should be proactive and rediscover effective communication strategies and techniques. Is it time to explore the definition and distinction between what are internal and what are external relationships? Communication and public relations (in all its denominations: communication management, corporate communication, strategic communication...) have gained a new and bigger role in management around the world.

For all these reasons, based on the innate relationship between communication and this pandemic, BledCom 2022 selected this theme, which seeks to analyze questions such as:

- Have internal communication and employee engagement changed during the covid pandemic, and if so, how?
 - Are there any changes in perception of what are internal and what are external relationships essential for organizational success?
 - How has “social distancing” within organizations affected organizational culture? That is, with the complete cessation of personal meetings and interactions, what kind of organizational culture has evolved?
 - How have relationships with external stakeholders changed (if at all) given the unprecedented changes to the way organizations have been forced to communicate with them?
 - What impact has “working from home” had on employee morale?
 - How many of the changes in communication patterns seen during this pandemic might remain as we return to a “new normal?”
 - How has internal communication affected communication with external stakeholders?
 - Is reliance on ICTs a boon or a curse given how the big tech companies are being accused of anti-trust activities among other things
- Obviously there are many other dimensions to this theme that we invite authors to explore as well.

SUBMISSIONS

.....

You're invited to submit abstracts that are between 500 and 800 words (including title and keywords) with up to 5 references. Please note that as has been the norm in the past, BledCom welcomes ALL papers that are relevant to public relations and communication management and not just papers that discuss the conference theme. We also welcome panel proposals.

Paper abstracts and panel proposals should be submitted via email to bledcom@fdv.uni-lj.si no later than February 1, 2022. Decisions will be made by March 4, 2022 after peer review. Full papers not exceeding 6.000 words will be due by September 16, 2022 for inclusion in the conference proceedings.

PROGRAM COMMITTEE:

-
- Dejan Verčič, University of Ljubljana and Herman & partners, Slovenia
 - Krishnamurthy Sriramesh, University of Colorado Boulder, USA
 - Ana Tkalac Verčič, University of Zagreb, Croatia