

17th interdisciplinary conference of the research network European
Cultures in Business and Corporate Communication (EUKO)

EUKO 2017

Communication and Digitization

19th – 21st October 2017 | Frankfurt/Main



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17th interdisciplinary conference of the research network European Cultures in Business and Corporate Communication (EUKO) from 19th – 21st October 2017 at the FOM University of Applied Sciences for Economics and Management, study center Frankfurt/Main.

The seventeenth interdisciplinary conference of the pan-European research network EUKO will take place in Frankfurt/Main in 2017 under the motto „**Communication and Digitization**“. The symposium aims to bring together researchers and practitioners from different disciplines to explore a range of common topics. The papers can be submitted either in German or in English.

Since 2001, the EUKO research network has organized an annual **international and interdisciplinary conference** on various topics of marketing and business communication in the second half of each year, hosted by different universities or colleges in Europe. The conference volumes are published in the „European Cultures in Business and Corporate Communication“ network's publication series of the same title (Springer VS). For more information on the EUKO research network, please visit:

www.wirtschaftskommunikation.net



Topic: Communication and digitization

The **concept of digitalization**, often referred to as the digital revolution, is the autonomization, flexibilization and individualization of existing (business) processes resulting from digital technologies and innovative business models. Over the years, this development has led to trends such as big data or cloud computing, an enormous increase in the use of so-called „mobile devices“, as well as the emergence of intelligent, autonomously controlled processes.

In the field of increasingly **digitalized communication**, the number of channels and platforms is continuously growing. WhatsApp, Facebook, YouTube, Twitter, Instagram, Snapchat, commercial blogs – to name but a few external channels – compete for the attention of different target groups. Add to these the digital channels of the companies themselves – corporate blogs, wikis, digital press rooms, online forums or traditional e-mails – and there seem to be virtually no limits to the possibilities to communicate digitally. How does corporate and marketing communication deal with this complexity? Which channels, used where, when and how, are the most effective, where can which target groups best be reached and what technical possibilities are there to produce and distribute content – these can and will be the topics of the conference.

The conference is based on a **broad definition** of the two terms „communication“ and „digitization“. We particularly welcome papers with new approaches and studies that link both topics. We would like to emphasize that papers **from all fields of science** – communication studies, economics, computer science, psychology, engineering, law, etc. – are welcome, both in the field of basic research and applied research.

Examples of interesting **topics** could be developments and findings in the following areas:

- Digitization as the subject of communication
- How digitization has changed communication
- How communication can reduce reactance toward digital communication
- Legal aspects of digital communication
- New business models and digital transformation of corporate communication
- The potential of digital technologies for marketing and business communication
- Digital media in internal and external company communication
- User requirements for digital media
- Changed media consumption due to the digital transformation of the media
- etc.



Key factors of digital communication

(Source: Institute of Electronic Business e.V. 2013)

Organization

Call for Papers

If you are interested in holding a lecture, please submit an abstract with a maximum of 2,500 characters including spaces as a Word document (* .doc) in German or English by e-mail with the subject „EUKO 2017“ to the conference management. The abstracts will be handed out to all conference participants in an abstract volume at the beginning of the conference.

Please use only the format provided by us at fom.de/EUKO2017.

The conference presentations are scheduled to last 30 minutes (including discussion). Following the tradition of previous conferences, presentations will be held in German and English. As experience has shown, it is very likely that most of the presentations will be held in German.

Schedule

- By 31st July 2017: Submission of abstracts
- By 31st August 2017: Confirmation of acceptance or rejection by the conference management
- Mid-September: The conference management will publish information on the conference program
- By 20th Sept. 2017: Participants register (with or without a presentation)

Conference venue and contact

FOM Hochschule für Oekonomie & Management
gemeinnützige Gesellschaft mbH
Hochschulzentrum Frankfurt am Main
Franklinstraße 52 | 60486 Frankfurt am Main
fom.de/EUKO2017

Conference chairman

Prof. Dr. Marcus Stumpf

Professor for Business Administration, with a focus on marketing and brand management
Email: marcus.stumpf@fom.de



Conference fee

The conference fee of € 95.00 is obligatory for all participants. It includes attendance at all the presentations, the conference papers (abstract volume) and the catering at the event.

In addition, we offer a supporting program including the option of dinners at restaurants etc. at the participants' own expense.

Registration

To register, please use the form provided at fom.de/EUKO2017.

Hotel accommodation

Block bookings have been made in the vicinity of the conference venue at the hotels Ibis Hotel Frankfurt City Messe (two stops from the event venue with tram no. 17) and at Mercure Hotel & Residenz Frankfurt Messe (5-10 minutes' walk from the venue). The rooms can be booked under the specified terms and conditions **until 20.09.** via the following link:

<https://www.frankfurt-tourismus.de/en/Sonderkontingente/EUKO-2017>

This special quota of rooms can only be booked using this reservation system, not directly at the hotel. For queries related to reservations, please contact Ms. Annika Teitge of the Frankfurt Convention Bureau on 069/21 23 08 08 or by e-mail at a.teitge@infofrankfurt.de.

Agenda

Scheduled conference agenda

- **Thur, 19th Oct 17** 10.30 a.m.
from 1 p.m.
2-6 p.m.
from 7.30 p.m.
Tour of the **European Central Bank (ECB)**
Registration and snack
Presentations
Dinner*
- **Fri, 20th Oct 17** 9 a.m.-6 p.m.
from 7.30 p.m.
Presentations and poster session
Light lunch
Conference dinner*
- **Sat, 21st Oct 17** 9 a.m.-12 noon
Presentations
Light lunch

Changes to the schedule may occur depending on the number of presentations.

In addition to the presentations, we have planned an attractive supporting program in line with the theme of the conference, including the following items:

- **Keynote: "Digital Storytelling: It's the relevant story, smarty-pants!"**
Digital storytelling is more than the production of digital formats for platforms on the net. It is about creating relevance, identifying key issues and becoming the preferred source of information for stakeholders. In his presentation, Nico Reinhold explains how a new storytelling format can be developed and implemented for content strategy.



*Nico Reinhold is Co-Head Digital Communications at **Deutsche Bank**. Amongst other things, he is responsible for content strategy, content marketing and digital storytelling. Prior to that, he worked for the bank as Deputy Global Head of Emerging & Social Media and as a press officer.*

- Presentation: "How the FAZ is investing in digitization without squandering its inheritance", chief editor **Frankfurter Allgemeine Zeitung** (not yet confirmed)
- etc.

* at participants' own expense, not included in the conference fee

FOM

The state-recognized non-profit FOM university, founded in 1991 with the support of trade associations, has 28 study centers in Germany.

As a practice-oriented university of applied sciences, FOM promotes the transfer of knowledge between universities and companies. All FOM degree programs are tailored to the needs of professionals and trainees. The high level of acceptance of the FOM is reflected not only in its close cooperation with state universities, but also by numerous collaborations with regional SMEs as well as with large international corporations. With more than 42,000 students, FOM is the largest private university in Germany.

Research network European Cultures in Business and Corporate Communication (EUKO)

The EUKO network was established in 2000 on the initiative of the Department of Intercultural Business Communication of the German department of the University of Åbo Akademi in cooperation with the University of Regensburg and the Århus Business School. To date, universities and business schools from Darmstadt, Nijmegen, Århus, Åbo, Hamburg, Regensburg, Lucerne, Salzburg, Riga and Eichstätt have actively participated in the further development of the network and many other universities and organizations are now also involved. Our objective is to gradually expand the range of our activities. The network organizes annual symposia on specific topics in the field of intercultural business communication which take place in different European countries. The network consciously seeks to forge links between research and practice from various fields of modern business life and promotes dialogue from an interdisciplinary and intercultural perspective.

This international network was founded and is constantly expanding due to the realization that today's internationalized and multi-faceted business life is faced with challenges that cannot always be satisfactorily mastered only from the perspective of a single faculty. The members of the network come from fields including cultural theory, linguistics, media, marketing, organizational theory, intercultural communication, human resource management and cultural psychology.

The network also publishes its own scientific book series (Springer / VS). Selected conference papers will later be published in the network's publication series. The official languages of the network at the conferences and in the publications are German and English.

The objective of the conference is to bring together leading researchers and practitioners from around the world as well as future scientists and students. The congress also strives to create synergies with relevance for the business world of today between the participating disciplines and various stakeholders.