

CALL FOR BOOK CHAPTERS

Title of Book

Corporate Communication Guidebook

Design, Best-Practices, and Tools for Startups to Listed Companies

Editor(s)

Prof. h.c. Dr. Uwe Seebacher (MBA)

University of Applied Sciences for Marketing and Communication Vienna
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Publisher

The book is planned to be published by Springer in the *Management for Professionals* or the *Future of Business and Finance* series

Theme

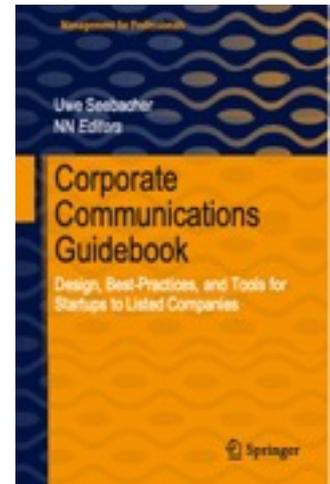
This book will comprehensively present the current state of knowledge in practice and science in the field of corporate communications work. Based on extensive research, the currently most relevant theoretical principles and concepts, proven approaches and models from business practice, but also concrete operational and already realized case studies were selected, structured and documented.

The book will not only build on the existing classic literature on corporate communications, but – much more crucially – it finally closes the ever-widening gap to the rapidly growing eco-system of modern marketing terms, instruments, products and topics. Technical terms such as account-based communication, investors journey, investors personas, performance communication, communication automation, touchpoint sensitivity analysis, and even predictive communication and media analytics are explained theoretically, put into context, and examined in depth in terms of their applicability and implementation.

Structure of Book

The book is set up along the life cycle and growth path of organizations. In this context it is structured in the parts: Corporate Communication for Start-ups, non-listed and listed companies. This ensures that the reader can immediately find himself based on his own situation and use the book as a guide, so to speak, in his daily work for years.

The special suitability for research and scientific as well as applied teaching results from the structured, validated variety of topics, which could be developed against the background of the decades of experience of the publisher in identifying, researching, validating and final compilation of topics relevant to the target group. The publisher and his team have also succeeded in a unique way in mapping and covering the provider, consultant and product landscape, without being too pushy-promotional but stringently focusing on their unique selling points, experiences and competencies.



Possible topics are (but are not limited to)

- New and innovative process and organizational concepts in Corporate Communications
- Best practices of change management initiatives in Corporate Communication in different organizational processes
- Technology adoption concerning Corporate Communication regarding latest developments in MarTech, SalesTech but also Predictive Intelligence-TechStack
- Implementation challenges concerning the adoption and use of latest findings and best practices in marketing and sales
- Concepts, studies, and case studies for e.g., Performance Communications, Investors Journeys, Corporate Communication Intelligence and Dashboards, Corporate Communication Automation, Event and Media Intelligence, Impuls Communication
- Application of Artificial Intelligence a/o Predictive Intelligence in Corporate Communication
- Projects and studies on the application and transfer from best practices in marketing and sales into the area of Corporate Communication
- Results and findings from studies in the matter area on challenges, development, topics, and trends
- Lessons learned from studies of failure

Target audience

The target audience includes researchers, practitioners and (Masters/PhD) students. Therefore, papers need to address both scientific and practical implications of the research.

Type of contributions and length

- Case studies: In-depth reports of social media implementations to support knowledge management in organizations or networks.
- Full research papers: Both quantitative and qualitative contributions that study a particular aspect of social media application for knowledge management, e.g., technology adoption, knowledge protection, implementation challenges, absorptive capacity, collaboration, and innovation, etc. Only completed research will be considered, meaning that research in progress will not be considered to be included in the book.
- Conceptual papers: Contributions that synthesize existing studies.

Both type of contributions are typically 15 to 20 pages in length (excluding references) when applying the Springer formatting instructions. Contributions should be original and not be submitted elsewhere.

Review process

There will be a two-stage review process. In the first stage potential authors will be invited to submit an abstract of 500 words. The editors will review the abstract to evaluate if the proposed book chapter (1) fits to the theme of the book, (2) makes a substantial practical or scientific contribution and (3) is of interest to the target audience.

In the second stage the selected authors will be invited to submit a full version of the proposed book chapter. (It is expected that the book will have 30 – 40 chapters.) This full

version will be reviewed by the editor(s). Based on the outcome of the review process, the authors will be requested to revise their book chapters and to submit the final version. If the editors are satisfied with the revision of the book chapter, the authors will be invited to submit a camera-ready version of the paper.

Deadlines

June 30, 2021: Submission of abstracts (500 words)

July 15, 2021: Invitation to submit full paper

September 15, 2021: Submission of full chapter

September 30, 2021: Review notification

October 30, 2021: Submission of revised paper

November 15, 2021: Final notification of acceptance

November 30, 2021: Submission of final version

Submission and formatting

Abstracts should be submitted as plain Word or PDF files by e-mail to uwe.seebacher@edu.fh-wien.ac.at. The abstract should contain:

- 1) Title of the proposed chapter
- 2) Author(s) of the chapter (including affiliation)
- 3) Type of contribution (case study, full research paper or conceptual paper)
- 4) Estimated amounts of pages (excl. references)
- 5) Abstract of 500 words describing contents of the book chapter (incl. methodology)
- 6) Keywords (at least 2 and maximum of 5)

Full book chapters will also be submitted through e-mail to uwe.seebacher@edu.fh-wien.ac.at. Full book chapters need to be formatted according to the Springer instructions and submitted in Word or PDF format. These formatting instructions will be e-mailed together with the acceptance notification of your abstract.

For further questions please contact Uwe Seebacher (uwe.seebacher@edu.fh-wien.ac.at).