# SIG 13 - SM - Strategic Management

We invite you to submit your research to explore the theme of **The Business of Now: the future starts here** for the EURAM 20th Conference.
We look forward to receiving your submissions.

## T13_11 - What, When, and to Whom? Organizational Communication, Stakeholder Management, and Social Evaluations

**Proponents:**
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**Short description:**
Organizations communicate constantly with numerous stakeholders, e.g., through financial reporting, press releases, and advertising. At the same time, organizations are constantly evaluated by stakeholders such as analysts, consumers, and the press. Consequently, organizational communication and social evaluations are deeply intertwined and what, when, and to whom firms communicate can affect evaluations and vice versa.

 Research has addressed both activities and their interplay in stakeholder management. However, important questions remain unanswered, and new questions arise from fundamental changes in organizations and media. This track provides a forum for interdisciplinary conversations on antecedents, consequences, and contingencies around organizational communication and social evaluations.

**Long description:**
Organizations communicate constantly with a variety of stakeholders, be it in the form of financial reporting, press releases, CEO interviews, regulatory filings, conference calls, and advertising (e.g., Gao et al., 2016). At the same time, organizations are constantly evaluated by a host of stakeholders, including analysts, investors, consumers, and the press (e.g., Graf-Vlachy et al., 2019). Consequently, both activities are deeply intertwined, and what, when, and to whom firms communicate (or not) can affect evaluations and vice versa (Gomulya, & Mishina, 2017; König et al., 2018).

 Research in a variety of fields like strategic management, communications, cognitive linguistics, and sociology has addressed both communication and evaluation, as well as their interplay in stakeholder management. However, important questions remain unanswered, and new questions arise with the emerging fundamental evolution of organizations and the media landscape. This track attempts to provide a forum for interdisciplinary conversations on antecedents, consequences, and contingencies around organizational communication and social evaluations.

 Accordingly, we call for research into organizational communication and social evaluations of organizations. Questions and topics of interest include, but are not limited to:

Antecedents of communication: Situational triggers, executives' and organizations' characteristics, etc.

Consequences of social evaluations: reputation, stigma, legitimacy, social approval, etc.

Deliberate organizational communication to manage stakeholders and influence social evaluations: Strategic public language and impression management, including what, when, and to whom organizations communicate

Communication failures: Miscommunication and friction in communication

Differential effects of communication on evaluations by different stakeholders and audiences (e.g., journalists vs. analysts; popular press vs. financial press)

Organizational communication and social evaluation in specific contexts, e.g., in crises, corporate wrongdoing, leadership transition, IPO, adoption of innovation, M&A, etc.

Social evaluations in novel, digitally enabled forms of media, e.g., social media, and corresponding communication strategies

Patterns of communication and evaluations of different populations of firms (e.g., family firms vs. publicly traded firms; SMEs vs. major corporations; cross-country analyses)

Interactions between different types of evaluators

Organizational communication as a reflection of the organization and its top managers

Methodological considerations, e.g., advanced computer-aided methods of using firm communication as a discursive vehicle in empirical research

 We are open to work that addresses organizational communication or social evaluation separately. However, we are particularly interested in research at the interface of the two, as well as research that introduces new scholarly lenses and methodological approaches, including from other scholarly disciplines. We welcome conceptual as well as empirical work and are open to all research methods.

**Keywords:**
Organizational communication
Strategic public language
Stakeholder management
Social evaluation

**UN Sustainable Development Goals (SDG):**
Goal 3: Good health and well-being for people,Goal 5: Gender equality,Goal 6: Clean water and sanitation,Goal 7: Affordable and clean energy,Goal 8: Decent work and economic growth,Goal 9: Industry, Innovation, and Infrastructure,Goal 11: Sustainable cities and communities,Goal 12: Responsible consumption and production,Goal 13: Climate action.

**Publication Outlet:**

We are currently preparing special issue proposals to submit to several journals in the field of strategy.

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