



DEPARTMENT OF MANAGEMENT
AARHUS UNIVERSITY



EUPRERA 2018

20th Annual Congress

BIG IDEAS!

Challenging Public Relations Research and Practice

Aarhus BSS, Aarhus University

27-29 September 2018

EUPRERA 2018

Call for Papers

EUPRERA, 20th Annual Congress, Aarhus, 27-29 September 2018 **BIG IDEAS! Challenging Public Relations Research and Practice**

Hosted by the Department of Management, Section on Corporate Communication, Aarhus BSS (School of Business and Social Sciences), Aarhus University (AU).

The **European Public Relations Education and Research Association (EUPRERA)** is an autonomous organization with nearly 500 members from 40 countries interested in advancing academic research and knowledge in strategic communication. In order to spread new methodologies and research results, EUPRERA organizes a highly regarded annual congress each autumn in collaboration with a university or business school in Europe.

Aarhus University (AU) is Denmark's second largest university. It was founded in 1928. Today, it has more than 44,000 students and more than 11,000 employees. Aarhus University is a top ten university among universities founded within the past 100 years. AU has a strong commitment to the development of society which is manifested through its collaboration with government agencies and institutions and the business community. The university's goal is to contribute towards solving the complex global challenges facing the world. The university therefore strives to connect the high level of academic standards of its researchers with collaboration across disciplinary boundaries to combine research in new ways.

OUTLINE OF PROGRAMME

Tuesday 25 September to Thursday 27 September, 2018

- PhD seminar (from Tuesday to Thursday noon)

Thursday 27 September, 2018

- Registration from 11:30 pm
- Conference starts at 1 pm
- Welcome to Aarhus!
- Keynote speaker (1)
- Parallel panel sessions
- Reception

Friday 28 September, 2018

- Parallel panel sessions
- Lunch
- Keynote speaker (2)
- Parallel panel sessions
- EUPRERA General Assembly
- EUPRERA Awards and Projects
- Gala dinner

Saturday 29 September, 2018

- Parallel panel sessions
- Conference ends at 1:30 pm

BEFORE, DURING AND AFTER EUPRERA 2018

Call for Contributions

Academics, PhD students and practitioners are invited to submit papers and panel proposals related to the congress theme: Big Ideas!

Dates for submission of anonymous papers and panels for peer review:

- Deadline for abstracts: 28 February, 2018
- Feedback on abstracts: 10 April, 2018
- Deadline for full papers: 19 June, 2018

The scientific committee is chaired by Associate Professor, Dr. Stefania Romenti, IULM University, Milan. The board of reviewers will be announced on the congress website: www.euprera2018.au.dk

All abstracts and papers to be submitted in English
Abstracts: 800 words. Full papers: 30,000–40,000 characters, including blanks. Guidelines for panel proposals and full papers on the congress website

Publication of papers

A special issue of *Journal of Communication Management*
A congress book (part of a book series published by Emerald)

PhD seminar

The EUPRERA PhD seminar will take place on 25-27 September, 2018, prior to the congress, and is dedicated to young researchers. The aim of the seminar is to provide an international setting where doctoral students within public relations and strategic communication can present their ongoing work, get feedback from experts and peers and establish a valuable network for the future. The PhD convenors are Professor Øyvind Ihlen, Dr. Jens Seiffert and Professor Winni Johansen. More information and how to apply is available on the congress website.

Awards:

During the congress the following awards are presented:
EUPRERA Best Paper
EMERALD Professional Impact
EUPRERA Best Reviewer
EUPRERA Master Thesis Award for Excellence – Deadline for applications: 27 February, 2018
EUPRERA Best Viking! Bring your swimwear!

Local Organizing Committee:

- Finn Frandsen, Professor (chair)
- Winni Johansen, Professor
- Christa Thomsen, Professor
- Helle Aggerholm, Associate Professor, Head of Section
- Heidi Houlberg Salomonsen, Associate Professor

THE CONGRESS THEME:

We seldom challenge ourselves as public relations researchers and/or practitioners. We prefer to stay inside our academic comfort zone. We travel to the same conferences, we analyze the same kind of data, and we apply the same kind of concepts and models. These are the Kuhnian routines of 'normal science'. One way to get us out of this comfort zone is by producing Big Ideas.

We hereby invite you to join us at the EUPRERA 2018 Annual Congress in Aarhus, Denmark. The congress theme is Big Ideas. Big Ideas can do many things. Big Ideas are transformative, they can change the way we work and communicate in organizations and societies. They might even change what we understand by public relations. Big Ideas are dynamic, they can cross borders, not only in our minds but also between disciplines. Big Ideas can create new relationships between people, organizations and nation states.

Why Big Ideas? Because we sometimes are too obsessed with details. What we need is more 'big picture thinking', more theory-building, more cross-disciplinarity, more innovation in practice – in short, new ideas that are bigger and better and that will make us look up.

SUB-THEMES:**Approaches to theory-building in public relations**

Theory-building is one of the roads that lead to big ideas. Theory-building is a cognitive process guided by well known principles such as criticism and construction, explication and emendation, evaluation and extension. Challenge (1): Can we find new approaches to theory-building? Are we 'inventing' too many or too few ideas?

Cross-disciplinary excursions: searching for big ideas outside of public relations

Sometimes it is easier to generate big ideas when we leave our discipline and visit other disciplines? Recently, management and organization scholars have caught interest in rhetoric, text, discourse, and communication. The new umbrella term is communicative institutionalism. At the same time, a large number of public relations researchers seem to forget about the role of communication in public relations. Challenge (2): Are we selling out of our core ideas? Are there big ideas that we can import from other disciplines?

Rethinking the old ideas of public relations

Big ideas are often new ideas. However, rethinking old ideas remains a possibility. Among the old ideas that would benefit from rethinking we find, for example, the ideas of publics and relation (and public relations?). Our understanding of management and organization would also benefit from rethinking. Challenge (3): How can we rethink the conceptual heritage of public relations research and practice?

The practitioners' big ideas

Big ideas are not only invented by academics. Communication managers and communication consultants, working in and for private and public organizations, also produce their share of big ideas. Often big ideas develop when the two worlds collide in fruitful ways. Challenge (4): How can we facilitate and strengthen the interaction and the exchange of big ideas between the world of research and practice?

Public relations in a post-factual society

Some big ideas – such as Big Data, Disruption, and Hypermodernity – have already occupied both the academic agenda and the political agenda. The idea of a 'post-factual society', a society fuelled by 'alternative facts', for example, is of particular interest for public relations researchers and practitioners. Challenge (5): Will the idea of the post-factual society (elected Word of the Year in Germany in 2016) influence the image of our discipline?

Current public relations research

In order to open up EUPRERA 2018 to the most recent and thought-provoking research, we also invite high-quality papers that present empirical studies of other aspects of corporate and organizational communication.

PRACTICALITIES:

REGISTRATION	EARLY FEE (31.07.2018)	STANDARD FEE
EUPRERA members:	275€	325€
Standard participants (academics)	300€	350€
Standard participants (practitioners)	400€	450€
PhD students (congress + seminar)		400€
PhD students (congress only)	200€	250€
PhD students (seminar only)		270€
Accompanying persons	50€	100€

Gala dinner (not included in the registration fee): 70€

Registration fee includes: All congress materials, coffee breaks, congress lunches (all days) and congress reception (Thursday).

PhD seminar fee also includes accommodation.

Accommodation: More information on the congress website

AFTER EUPRERA

Why not stay a little longer with us... in Aarhus!

Lonely Planet:

The long-held acclaim of New Nordic restaurant Noma helped Copenhagen to become the world's number one culinary hotspot. But head west to Jutland, and Denmark's second city, Aarhus, and you'll find a food scene that's taking New Nordic cuisine in new and fascinating directions. From a booming annual food festival to a string of Michelin-starred spots, this is where to go in Denmark if you place food above all else."

More information:

 euprera2018.au.dk

 congress2018@euprera.org

