



10-Feb-2015

## **Value Creating Communication – the world's most comprehensive research program for corporate communications**

A unique research initiative by more than 30 global companies and four universities

**Shaping the future of corporate communications, designing a consistent profile of the profession, emphasizing its contribution to corporate performance – these are the key objectives of the research program ‘Value Creating Communication’, which has now been started by the Academic Society for Corporate Management & Communication. Researchers at the German universities of Leipzig, Hohenheim, Münster, and the Humboldt University of Berlin are working together with Chief Communications Officers of leading German and international companies to research key areas of communication management.**

“With regard to the scope and content, the number of the experts involved and the budget, this is the most comprehensive research program in the discipline of corporate communication and will promote the profession considerably”, says Uta-Micaela Dürig from the Robert-Bosch-Foundation. She was one of the initiators of this research project and has been supporting the Academic Society for Corporate Management and Communication since it started in 2010.

The close cooperation between business and academia in this research program is exceptional. More than 30 leading German and international companies support the Academic Society – a double-win situation for each side. “Science and economy jointly define a comprehensive framework for corporate communications to systematically report our contribution to the success of our organisations”, says Elisabeth Schick, Senior Vice President Communications & Government Relations at BASF, the largest chemical producer in the world.

Scientific research in the field of communication management has grown internationally in recent years. However, it is still fragmented and rarely interdisciplinary. With the new research program, ‘Value Creating Communication’, the Academic Society intends to change that. “We need to provide a common understanding of the profession, its tasks and its contribution to the business success, thus positioning corporate communications at the top management level”, says Ansgar Zerfass, Professor and Chair in Strategic Communication at the University of Leipzig and recipient of the 2014 Pathfinder Award, the highest academic honour bestowed by the Institute for Public Relations (IPR) in the US.

Running for five years and set up in four modules, the research program Value Creating Communication will address key questions of every communication department: How will changing social conditions and megatrends influence corporate communications? How does communication contribute to the company's success? How should communication be organized in the future? And how can content be managed and



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Günter-Thiele-Foundation for Communication and Management  
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More information on the research program 'Value Creating Communication' and the Academic Society can be found at [www.akademische-gesellschaft.com](http://www.akademische-gesellschaft.com).



### Picture:

The academic lead of the research program Value Creating Communication (left to right): Ansgar Zerfass, Professor and Chair in Strategic Communication, University of Leipzig; Claudia Mast, Professor for Communication Science and Journalism, University Hohenheim (Stuttgart); Guenter Bentele, Professor emeritus, University of Leipzig; Ulrike Roettger, Professor for Communications, University of Muenster; Joachim Schwalbach, Professor emeritus at Humboldt University of Berlin.

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The **Academic Society for Corporate Management & Communication** is a joint initiative by businesses and universities with the aim to actively shape the future of corporate communications in Germany through joint research and knowledge sharing. The initiative was founded in 2010 by the universities of Leipzig, Stuttgart-Hohenheim, Münster and the Humboldt University of Berlin as well as leading German corporations. To date, 33 German and international companies have become members of the Academic Society: Airbus Group, ARAG, B. Braun Melsungen, BASF, BMW, Boehringer Ingelheim, BP Europe, Celesio, Clariant, Continental, Deutsche Bahn, Deutsche Bank, Deutsche Börse, Deutsche Post DHL, Giesecke & Devrient, GIZ, HOCHTIEF, ING-DiBa, Mercedes-Benz, Merck, Microsoft Germany, Nord Stream, Osram, Otto, Pfizer Germany, PUMA, Robert Bosch, Roche Pharma, Shell Germany, Siemens, ThyssenKrupp, Vattenfall, and Volkswagen.

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