

Introducing the

ACADEMIC SOCIETY FOR MANAGEMENT & COMMUNICATION

November 2023



ACADEMIC SOCIETY
FOR MANAGEMENT & COMMUNICATION

01
Who we are

Our partners from research and industry (Nov 2023)



amul OSRAM



B BRAUN
SHARING EXPERTISE

Beiersdorf



BMW
GROUP



CLARIANT



4

universities

6

professors

46

international
companies

We are part of the non-profit Guenter Thiele Foundation



ACADEMIC SOCIETY
FOR MANAGEMENT & COMMUNICATION

An initiative of the Günter Thiele Foundation



**CENTER FOR RESEARCH IN
FINANCIAL COMMUNICATION**

Eine Initiative der Günter Thiele Stiftung



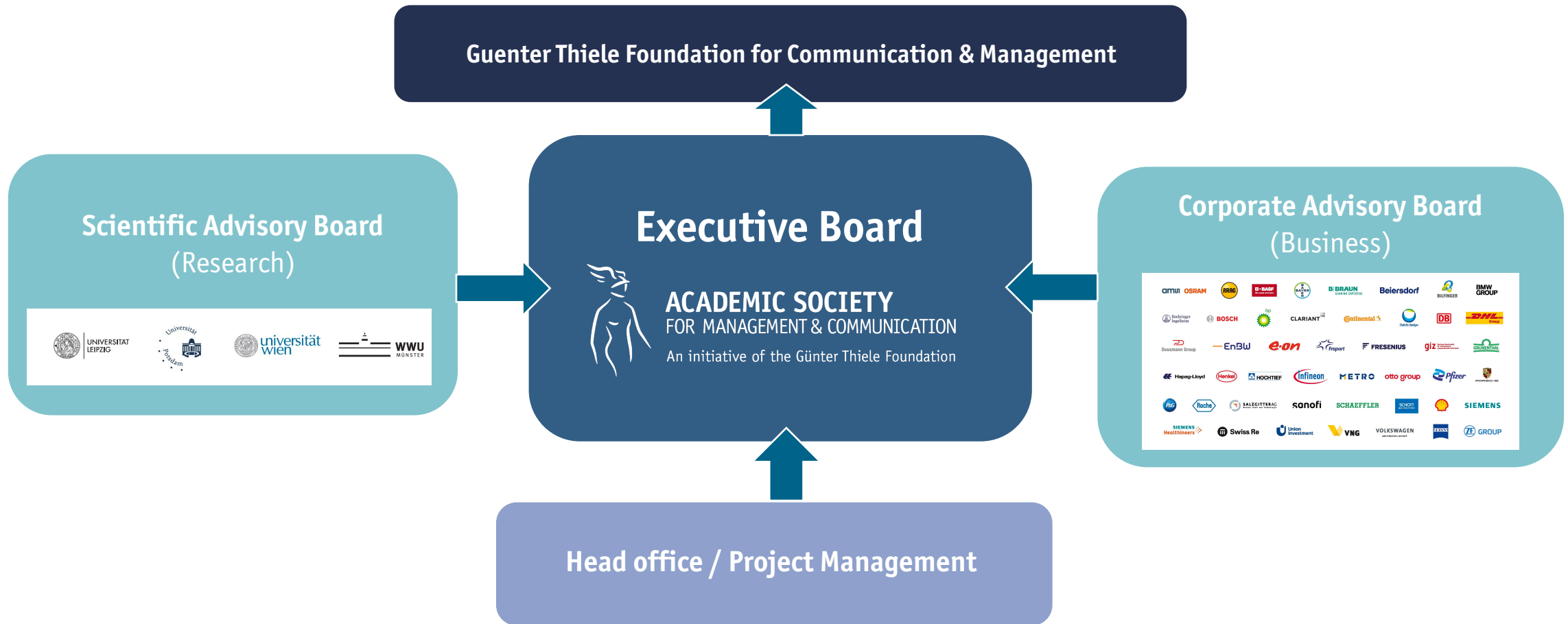
**CENTER FOR HISTORY &
CORPORATE COMMUNICATION**

Eine Initiative der Günter Thiele Stiftung



ACADEMIC SOCIETY
FOR MANAGEMENT & COMMUNICATION

The Academic Society's Governance structure



The Academic Society's Executive Board

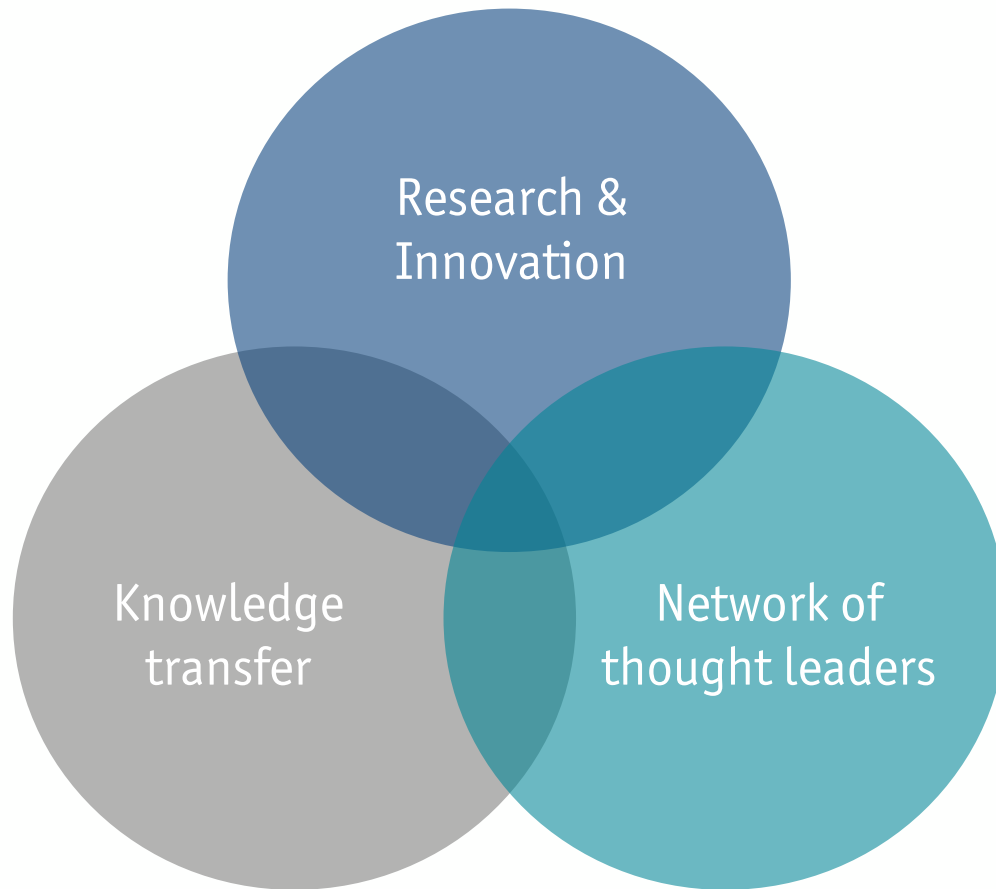




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FOR MANAGEMENT & COMMUNICATION

02
What we stand for

The Academic Society's mission



Europe's leading non-profit think tank for strategic communication

- ✓ Conducting independent, interdisciplinary research projects on communication challenges
- ✓ Providing insights into the latest theories and findings of international communication science
- ✓ Bringing together companies and researchers in an exclusive network of thought leaders

Our USP



Insights into latest research findings

- ✓ Interdisciplinary research on corporate communications
- ✓ Independent and reliable research findings



Access to academia

- ✓ Being in touch with leading researchers at renowned universities
- ✓ Exclusive insights into international communication research findings



New ideas for practice

- ✓ Latest know-how for chief communication officers and their teams
- ✓ Sharing experience on an equal footing with business representatives



Closed circle

- ✓ Selected number of leading companies
- ✓ Close dialogue among communication experts
- ✓ No consultancies, service providers, or media representatives



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03
What we are working on

Research topics of the past months

Trends 2023

Virtual internal communication

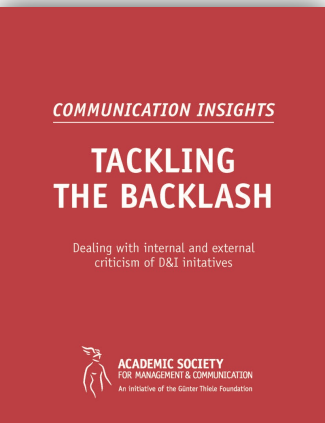
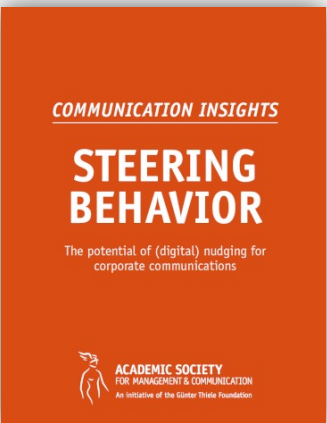
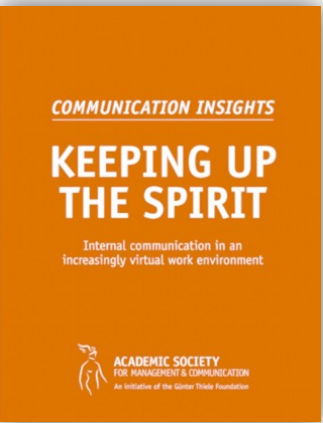
Digital nudging

Dealing with criticism on D&I

Community management

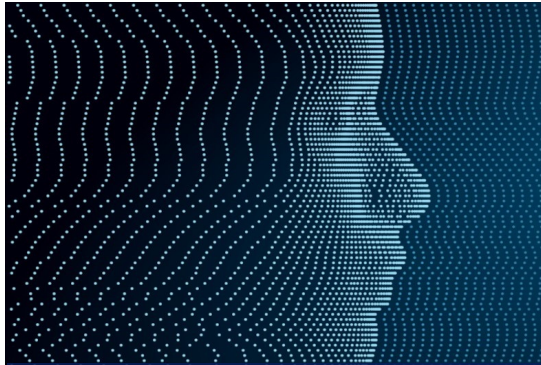
Corporate activism

Fake news



www.academic-society.net > Publications

Research projects underway



Synthetic Media – Zukunft
der Content Generation?
(December 2023)



Communications Trend Radar
(February 2024)



Sustainable
communication
departments (Early 2024)



Perception and positioning
of comm departments
(Mid 2024)



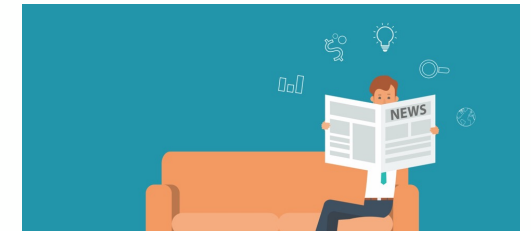
Employee Engagement &
Appreciation (Spring 2024)



CEOs in the midst of activism
(Summer 2024)



European Communication
Monitor (Fall 2024)



International Research in
Corporate Communications



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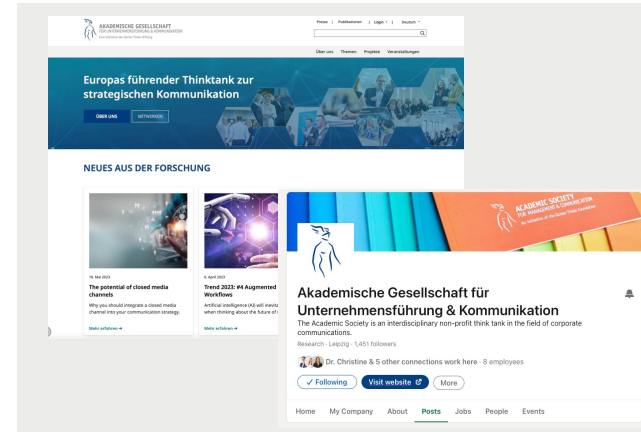
How you can benefit

Benefits for our partner companies

- ✓ Benefit from personal access to the Academic Society's exclusive network of professors, researchers, and corporate communications executives
- ✓ Propose research projects to be financed and implemented by the Academic Society
- ✓ Participate in research projects and thus gain sound insights into their own communication work
- ✓ Access the latest findings, theories, and studies from international PR research
- ✓ Attend regular face-to-face learning and knowledge-sharing events (depending on the event, the management level and/or the team level is invited)
- ✓ Access a wide range of publications, webinars, workshops, conferences, and other offerings
- ✓ Contribute to the professionalization of communications management, promote the acceptance of communications within organizations, and support the expansion of global PR knowledge

The latest insights from international PR research

Communication Insights and Communication Snapshots



Website & LinkedIn

www.academic-society.net

In-person events for CCO level and team members

Leadership Forum, Hermes Dinner, Research Dialogue, workshops



Webinars

Upcoming events and research findings in 2023/2024

Synthetic Media & Virtual Influencer

Fall 2023



NOV

DEZ

Communications Trend Radar 2024

February 1, 2024



JAN 24

FEB

Wertschätzung & Mitarbeiterbindung

University of Vienna



MÄR

APR

MAI

Leadership Forum

June, 13-14
Frankfurt



JUNI

JULI

Hermes Dinner & Science Update

Nov 23-24, 2023
Erlangen



Sustainable Communication Departments

University of Münster



Perceptions & Positioning of Com Departments

Leipzig University



CEO Activism

University of Vienna



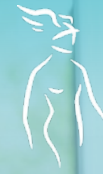
In-person meeting



Research report



Webinar



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How to become a partner

Three ways to support the Academic Society

The basic annual subscription is **€10,000** per company.

The Academic Society for Management & Communication can be supported in different ways:

1. Sign a **sponsorship contract or cooperation agreement** with the Academic Society (ideally for a three-year period, subject to VAT).
2. Place an **advertisement** in the annual report of the Academic Society (subject to VAT).
3. Make a tax-deductible **donation** to the Guenter Thiele Foundation, the initiator and legal representative of the Academic Society (VAT-exempt).

Payment in advance is possible on request.

Contact

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