

Leipzig, 04. Dezember 2024

## Führende Köpfe aus Wissenschaft und Praxis starten internationales Wissenschaftsmagazin „Corporate Communication Review“ in 2025

- **Akademische Gesellschaft für Unternehmensführung & Kommunikation startet mit Partnern aus Europa und den USA neues Magazin und Open-Access-Plattform.**
- **Ziel ist die Erschließung praxisrelevanter Forschungsergebnisse zu Strategischer Kommunikation, Public Relations und Public Affairs für Kommunikationsverantwortliche.**
- **Getragen wird die Initiative von einem internationalen Herausgeberkreis mit renommierten Vordenkern aus Wissenschaft und Praxis.**

Die Akademische Gesellschaft für Unternehmensführung & Kommunikation kündigt gemeinsam mit dem Institute for Public Relations (IPR), USA, der European Public Relations Education and Research Association (EUPRERA) und der European Association of Communication Directors (EACD) den Start des neuen Open-Access-Magazins *Corporate Communication Review* für Anfang 2025 an. Das Magazin soll die Lücke zwischen wissenschaftlicher Forschung und der Praxis der Unternehmenskommunikation schließen und wertvolle Einblicke für Fach- und Führungskräfte sowie Wissenschaftlerinnen und Wissenschaftler liefern.

Inspiziert von erfolgreichen Vorbildern aus anderen Disziplinen wie dem *Harvard Business Review* und dem *MIT Sloan Management Review* macht das Magazin die neuesten Erkenntnisse aus der Unternehmens- und Strategiekommunikation für die Praxis zugänglich. Damit wird die Lücke zwischen akademischen Publikationen und Fachzeitschriften im Kommunikationsbereich geschlossen werden. Die gemeinnützige Initiative ermöglicht es erstmals, dieses für kommerzielle Verlage nicht attraktive Segment zu erschließen.

### Renommiertes Editorial Board aus Wissenschaft und Praxis

Die Qualität des Magazins wird von einem international renommierten Herausgeberkreis aus Praxis und Wissenschaft gesichert. Zu den Mitgliedern gehören

- **Laura Duda**, Leiterin Konzernkommunikation (CCO), The Goodyear Rubber and Tire Company, USA
- **Christof Ehrhart**, Leiter Konzernkommunikation (CCO), Bosch, Deutschland
- **Sabine Einwiller**, Professorin, Universität Wien, Österreich
- **Jesper Falkheimer**, Präsident EUPRERA, Professor, Universität Lund, Schweden
- **Belén Frau**, Leiterin Konzernkommunikation (CCO), Ingka Group (IKEA), Schweden
- **Lynette Jackson**, Leiterin Konzernkommunikation (CCO), Siemens, Deutschland
- **Sora Kim**, Professorin, Chinese University of Hong Kong, Hong Kong, Hong Kong, China
- **Dennis Larsen**, Vorstandsmitglied, EACD und Managing Partner, Reputation Inc., Belgien/Norwegen
- **Vilma Luoma-aho**, Professorin, Universität Jyväskylä, Finnland
- **Tina McCorkindale**, Präsidentin und CEO, Institute for Public Relations, USA
- **Juan Meng**, Professorin, University of Georgia, USA
- **Sujit Patil**, Leiter Konzernkommunikation (CCO), Godrej Industries Group, Indien
- **Laurent Turpault**, Leiter Konzernkommunikation (CCO), AccorInvest, Frankreich
- **Stephen Waddington**, unabhängiger Wissenschaftler, Geschäftsführer, Wadds Inc., Großbritannien
- **Ansgar Zerfass**, Professor, Universität Leipzig, Deutschland

Das Herausgebergremium stellt sicher, dass das Magazin sowohl wissenschaftlich fundiert als auch praxisorientiert ist und Kommunikationsverantwortlichen wertvolle Einblicke bietet.



## Lücke in der Kommunikationsbranche schließen

Mit der neuen *Corporate Communication Review* wird eine Lücke in der Unternehmenskommunikation geschlossen. Das Magazin bietet Kommunikationsprofis und -managern aktuelle wissenschaftliche Erkenntnisse, die praktische Impulse für ihre Arbeit liefern. Die Inhalte umfassen:

- **Forschungseinblicke**, die aktuelle empirische oder konzeptionelle Studien verständlich aufbereiten und Schlussfolgerungen für die Praxis verdeutlichen.
- **Wissensrubriken**, die „Dauerbrenner-Themen“ wie bspw. Reputation, CEO-Kommunikation und Erfolgsmessung auf aktuellem Stand kompakt beleuchten.
- **Studien-Highlights**, die relevante Forschungsergebnisse aus angrenzenden Bereichen wie Digitalisierung, Journalismus oder Strategischem Management vorstellen.
- **Buchrezensionen** von führenden Köpfen aus Wissenschaft und Praxis mit Leseempfehlungen für die Kommunikationsbranche.
- **Fallstudien**, die auf Kurzinterviews mit Chief Communication Officer (CCOs) basieren und wichtige Erkenntnisse zu Themen der Wissensrubriken oder Forschungseinblicke liefern.

## Gemeinnützige, internationale Initiative mit starken Partnern

Die *Corporate Communication Review* ist ein gemeinnütziges Projekt der Akademischen Gesellschaft für Unternehmensführung & Kommunikation, in der sich führende Forschungsuniversitäten mit rund 50 globalen Unternehmen im deutschsprachigen Raum zusammengeschlossen haben. Unterstützt wird das Magazin von drei starken Partnern:

- *EUPRERA*, der europäischen Vereinigung für Kommunikationsmanagement- und PR-Forschung, die Wissenschaftlerinnen und Wissenschaftler aus über 40 Ländern vertritt.
- *EACD*, der europäischen Vereinigung von Kommunikationsmanagerinnen und -managern aus unterschiedlichen Branchen.
- *IPR*, der bekannten Stiftung aus den USA, die bereits seit 1956 forschungsbasierte Erkenntnisse und deren Anwendung in Public Relations und Unternehmenskommunikation unterstützt.

Diese Partnerschaften sichern dem Magazin hohe Reichweite und Glaubwürdigkeit in der internationalen Kommunikations- und Wissenschaftsgemeinschaft.

Weitere Informationen zum Start von *Corporate Communication Review* sowie regelmäßige Updates finden Sie unter [www.corporatecommunicationreview.com](http://www.corporatecommunicationreview.com) (bis zum offiziellen Launch als LinkedIn-Seite).

### Pressekontakt

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## Editorial Board



**Laura Duda** is Senior Vice President and Chief Communication Officer for The Goodyear Rubber and Tire Company, USA, leading internal and external communications and community engagement globally, including media relations and corporate reputation management. She previously led the communications function for two corporations in the energy industry: Exelon and TECO Energy. She's actively involved in various professional associations and is committed to several charitable initiatives. She was named one of the Top 50 Chief Communications Officers in the United States in 2023.



**Dr. Sabine Einwiller** is Professor of Public Relations Research and Head of the Department of Communication at the University of Vienna, Austria. She is a board member of the European Public Relations and Research Association (EUPRERA) and the Academic Society for Management & Communication. Einwiller has extensive research experience and has headed the Austrian PR Ethics Council for several years. In her research she focuses on employee and crisis communication.



**Dr. Christof Ehrhart** is Executive Vice President and Head of Corporate Communications and Governmental Affairs at Bosch, Germany. He previously held similar positions at Deutsche Post DHL and EADS (now Airbus). With 30 years of international communications experience, he's an Honorary Professor at Leipzig University. He is a two-time winner of the German Image Award and is actively involved in research and teaching.



**Dr. Jesper Falkheimer** is Professor of Strategic Communication at Lund University, Sweden. He also serves as Editor of the Journal of Communication Management and President of the European Public Relations Education and Research Association (EUPRERA). With more than 150 publications and 15 years of leadership experience in academia, he also consults and actively participates in various academic and professional boards.



**Belén Frau** is Global Communication & Positioning Manager at Ingka Group (IKEA), Sweden, leading internal and external communications, including brand positioning, media relations and public affairs. She previously held positions at IKEA as Country Manager in Spain and Italy, and as Deputy Retail Manager globally. She's actively involved in various professional associations advocating ED&I. Belén is known for her efforts to promote female leadership and has received several awards for her initiatives.



**Lynette Jackson** is Chief Communications Officer at Siemens AG in Munich, Germany. During her more than 20-year career in marketing and communications at leading industrial and technology companies such as ABB and TRW Automotive (now ZF TRF), she has developed deep expertise in branding, thought leadership, media relations, and demand generation.



**Dennis Larsen** is a Board Member at EACD, the European Association of Communication Directors in Brussels, Belgium, and Managing Partner of Reputation Inc., where he leads international projects and the Scandinavian office in Oslo, Norway. He has more than 20 years of global reputation management experience, is a frequent lecturer at business schools, and is also a partner in the Nordic Alliance of Communication and Management (#NORA).



**Dr. Vilma Luoma-aho** is Professor of Corporate Communication and Vice Dean of Education at the School of Business & Economics, University of Jyväskylä (JSBE), Finland. Her research focuses on digital communication and stakeholder expectations. She's actively involved in various boards and has published extensively. She was named Communications Professional of the Year in Finland in 2014.



**Dr. Sora Kim** is Professor and Director of the CSRCom & Sustainability Hub at The Chinese University of Hong Kong, Hong Kong, China. With more than 25 years of experience in sustainability communication, she has been supported by leading institutions and published in top international journals. She has received numerous awards for her scholarly contributions, and is included in the Stanford Top 2% List of Scientists.



**Dr. Tina McCorkindale** is President and Chief Executive Officer (CEO) of the Institute for Public Relations, USA. With more than 20 years of experience in research and education, she's committed to advancing the communications industry. With a PhD in communications, she has received numerous awards and sits on several boards.



**Dr. Juan Meng** is Professor and Head of the Department of Advertising and Public Relations at the University of Georgia and Georgia Athletic Association Endowed Professor, USA. A recipient of the 2023 IPR Pathfinder Award, her research focuses on PR leadership, diversity and global communication. She has published extensively, co-authored four books and serves on boards including the Plank Center, the Institute for Public Relations, and the Arthur W. Page Society.



**Sujit Patil** is Chief Communications Officer at Godrej Industries Group, India, and one of the few IABC-accredited communicators in the country. A three-time winner of the International Gold Quill, he has been consistently listed in Provoke Media's Influence 100 and is a recipient of the 2024 SABRE Individual Achievement Award. Sujit co-authored the best-selling book *The Pursuit of Reputation* (2023) and is recognized as one of India's top ten corporate communications leaders by Reputation Today.



**Laurent Turpault** is Head of Communications and Public Affairs at AccorInvest, France, a leading hotel investment and operation company. Previously, he held senior positions at Heineken, Bacardi-Martini, and Coca-Cola, driving communications strategies and corporate social responsibility initiatives. He holds an Executive MBA from HEC Paris and has a keen interest in digital transformation and social dialogue.



**Stephen Waddington** is a consultant and independent researcher at Leeds Business School, United Kingdom, researching the role of public relations in management processes. He previously ran several international communication agencies and co-founded an initiative to promote the PR profession. He has written several books on PR and served as President of the Chartered Institute for Public Relations (CIPR), London.



**Dr. Ansgar Zerfass** is Professor of Strategic Communication at Leipzig University, Germany, and leader of executive courses at RSM Rotterdam School of Management. The author and editor of 44 books and more than 450 other publications in various languages serves as Leader of the European Communication Monitor research series, Consulting Editor of the International Journal of Strategic Communication, Routledge, USA, and Chairman of the Board of the Academic Society for Management & Communication.