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Global Communication Leaders To Launch Research Magazine "Corporate Communication Review" to Bridge Academia and Practice

- Non-profit initiative announces launch of new open access platform and magazine.
- Professionals working in strategic communication, corporate affairs, and public relations will gain access to inspiring and useful research insights.
- Supported by an editorial board of thought leaders from different continents, including renowned chief communication officers of global brands.

The Academic Society for Management & Communication, the Institute for Public Relations (IPR), the European Public Relations Education and Research Association (EUPRERA), and the European Association of Communication Directors (EACD) are excited to announce the forthcoming launch of *Corporate Communication Review*, a new open access magazine set to be released in early 2025. The magazine will serve as a platform to bridge the gap between academic research and corporate communication practice, providing valuable insights for both practitioners and researchers in the field.

Corporate Communication Review provides a unique resource that combines academically rigorous research with practical relevance. Inspired by successful models in other disciplines, such as the *Harvard Business Review* and *MIT Sloan Management Review*, the magazine aims to make the latest findings in corporate and strategic communication more accessible to practitioners. This initiative represents a significant step forward in bridging the current gap between academic publications and trade magazines in the communications field. It has been made possible by a grant and addresses a need that established publishers cannot fulfill.

An international editorial board of renowned experts

The development of *Corporate Communication Review* has been guided by a distinguished editorial board composed of leading academic and industry experts, including:

- **Laura Duda**, Chief Communications Officer, The Goodyear Rubber and Tire Company, USA
- **Christof Ehrhart**, Chief Communications Officer, Bosch, Germany
- **Sabine Einwiller**, Professor at the University of Vienna, Austria
- **Jesper Falkheimer**, Professor at Lund University, Sweden
- **Belén Frau**, Chief Communications Officer, Ingka Group (IKEA), Sweden
- **Lynette Jackson**, Chief Communications Officer, Siemens, Germany
- **Sora Kim**, Professor at The Chinese University of Hong Kong, Hong Kong, China
- **Dennis Larsen**, Board Member at EACD and Managing Partner, Reputation Inc., Belgium/Norway
- **Vilma Luoma-aho**, Professor at Jyväskylä University, Finland
- **Tina McCorkindale**, President and CEO, Institute for Public Relations, USA
- **Juan Meng**, Professor at the University of Georgia, USA
- **Sujit Patil**, Chief Communications Officer, Godrej Industries Group, India
- **Laurent Turpault**, Chief Communications Officer, AccorInvest, France
- **Stephen Waddington**, Independent Researcher and Managing Director, Wadds Inc., UK
- **Ansgar Zerfass**, Professor at Leipzig University, Germany

This team of experts will shape the content of the magazine, ensuring that it offers both high academic quality and practical value to communication leaders.



Filling a gap in the communication industry

The forthcoming *Corporate Communication Review* is designed to fill a critical gap in the corporate communication landscape. It will provide communication leaders and practitioners with the latest insights from high-quality research with practical applications. Articles will include:

- **Research insights**, summarizing recent empirical or conceptual studies with practical relevance;
- **Knowledge sections** providing comprehensive overviews of key concepts such as reputation, CEO communication, and measurement;
- **Study highlights**, showcasing relevant research from adjacent disciplines such as digital media and leadership trends;
- **Book reviews** by leading practitioners and academics, recommending thought-provoking reading for the field;
- **Case studies** based on short interviews with CCOs on key insights related to the knowledge section topic or research findings.

A global non-profit initiative with major partners

The magazine is a non-profit initiative published by the Academic Society for Management & Communication, which brings together research universities and around 50 global companies. The magazine is produced in partnership with three key organizations:

- EUPRERA, the European Public Relations Education and Research Association, representing researchers across 40+ countries.
- EACD, the European Association of Communication Directors, representing communication leaders from a range of industries.
- IPR, the Institute for Public Relations, a non-profit foundation based in the United States dedicated to advancing research-based knowledge and its application to the practice of public relations and corporate communications.

These partnerships ensure the magazine's reach and credibility in both the academic and professional communication communities.

To find out more about the forthcoming launch of *Corporate Communication Review* and to keep up to date with its progress, please visit www.corporatecommunicationreview.com (currently available as a LinkedIn page until the official launch).

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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.