



Call for papers

Corporate Communications: An International Journal

Special issue on

Integrated communications

Guest Editors

**Lars Thøger Christensen, The University of Southern Denmark – Odense and
A. Fuat Firat, University of Texas-Pan American**

After almost two decades of research and debate, integrated communications continues to be a topic of great interest and relevance to scholars and practitioners of marketing, public relations and communication. Indeed, usage statistics demonstrate that among the most downloaded papers from the *CCIJ* web site, several deal with integrated communications. As the field is maturing and expanding to still more dimensions of the organisation and the market, other disciplines like management, HRM and consumption theory are beginning to show an interest in the notion of integrated communications and its implications for their specific spheres of activity. While such development may change or dilute the meaning of integrated communications, it is simultaneously such expansion that allows us to explore more fully the strengths and weaknesses of the concept and its underlying assumptions.

For this special issue, we invite theoretical and empirical papers that approach, discuss and/or critique integrated communications as a communications tool, a theoretical concept, a practitioner discourse, a system of media planning, or as co-ordinated practices and behaviours. Relevant subtopics include, but are not restricted to, the following:

- **The (expanding) meaning and practice of integrated communications.**

- **The customer-orientation of integrated communications.**
- **The organisation of integrated communications.**
- **The reception of integrated communications (internally and externally).**
- **New perspectives on integrated communications.**

Submissions should be e-mailed to Dr Christensen at lrc@sam.sdu.dk with the manuscript attached to the e-mail as a MS Word file.

Papers for this special issue should be no longer than 4,000 words in length and include a structured abstract of up to 250 words and up to six keywords that encapsulate the principal subjects covered by the paper.

Deadline for papers: 1 January 2008

Notification for authors: 1 April 2008

Resubmissions deadline: 1 September 2008

All papers will first be considered by the Guest Editors for general relevance and significance to this special issue. If accepted for review, papers will then be subject to a strict double blind peer review.

For further information on the journal please see www.emeraldinsight.com/ccij.htm