

The background of the slide is a composite image. On the left, there is a high-angle, slightly blurred photograph of several people walking on a paved plaza. On the right, there is a close-up of a person's hands holding and interacting with a tablet computer. The text 'CENTRE FOR CORPORATE COMMUNICATION' is overlaid in the center in a bold, white, sans-serif font.

# CENTRE FOR CORPORATE COMMUNICATION

**"Shaping the future of corporate communication in Norway"**

# Norge - en sinke i Europa

**Vi må bygge opp et forskningsmiljø i strategisk kommunikasjon. Dersom vi ikke styrker utdanningen og forskningen innen faget, blir vi hengende etter resten av Europa.**

*Av Pål Horsle, seniorrådgiver i Statskonsult*

## **Eget professorat**

Norsk kommunikasjonsforening er helt sikkert av samme oppfatning og bør være en av de viktigste pådriverne for å bringe strategisk kommunikasjonsforskning opp på et allment europeisk nivå. Et første steg på veien er å etablere et faglig godt forskningsmiljø i strategisk kommunikasjon. Dette må ledes av en egen professor. Suksess er også avhengig av personer. Kommunikasjonsforeningen bør i samarbeid med vårt hjemlige utdanningsmiljø også oppmuntre til å etablere internasjonale nettverk for å stimulere norsk forskning.

# **Nytt forskningssenter for kommunikasjon**

*14. desember 2007*

Handelshøyskolen BI oppretter et forskningssenter innen kommunikasjon i samarbeid med Kommunikasjonsforeningen og partnere i næringslivet og det offentlige.

# Kommunikasjon

Fagblad om strategisk kommunikasjon. Utgitt av Norsk kommunikasjonsforening

NR 5/07



## Nytt norsk senter for strategisk kommunikasjon

Norsk kommunikasjonsforening og Handelshøyskolen BI har det siste året jobbet med etableringen av et eget senter for strategisk kommunikasjon i Norge. Sammen ønsker vi å etablere et senter som skal gi utøvere av kommunikasjonsfaget en bredere faglig og etisk plattform. Ønsker du og din organisasjon å bli en del av BI Center for Corporate Communication, ber vi dere ta kontakt med Kommunikasjonsforeningens sekretariat. Telefon 22 05 99 50 eller e-post [medlem@kommunikasjonsforeningen.no](mailto:medlem@kommunikasjonsforeningen.no) Utfyllende informasjon ligger også ute på våre nettsider.



Kommunikasjonsforeningen

Hovedmeny



AKTUELT

Publisert 9. desember 2008, endret 9. mars 2009



## Bringer Mars og Venus sammen

# Purpose of Center

- **Contribute to:**
  - Professionalization of the field
  - Development of new knowledge
  - Research at a high level
  - Conveying importance of communication for value creation (formidling)

# Objectives

- Develop knowledge within the field
- Communicate knowledge
- Contribute to the transfer of knowledge between BI and the practitioner community
- Enhance dialogue and networking between relevant academic communities and practice
- Contribute to the development of knowledge with each partner

# Partnership provides:

- A professional meeting place
- Competence development of own employees
- Lecturing possibilities by partners for students
- Sharing of experiences and challenges
- Feedback, profiling or asking for advice
- Exchange of experience with peers and BI researchers
- Access to latest international research results before published
- Opportunities for research projects for own organization

# Priorities for Research (as identified by partners in 2007)

- Correlation between corporate communication practice and organizational performance
- Internal communication
- ROC
- Role of communication executive
- Measurement/evaluation – communication metrics
- Corporate communication/organizational culture
- CSR – samfunnsansvar
- Methodology
- Social Media
- PR versus marketing



Corporate Motives for Social Initiative:  
Legitimacy, Sustainability, or the Bottom  
Line?

Peggy Simcic Brønn  
Deborah Vidaver-Cohen

*Business and Society Review* 113:4 441–475

## Relationship outcomes as determinants of reputation

Peggy Simcic Brønn  
*Norwegian School of Management, Oslo, Norway*

## Corporate Citizenship and Managerial Motivation: Implications for Business Legitimacy

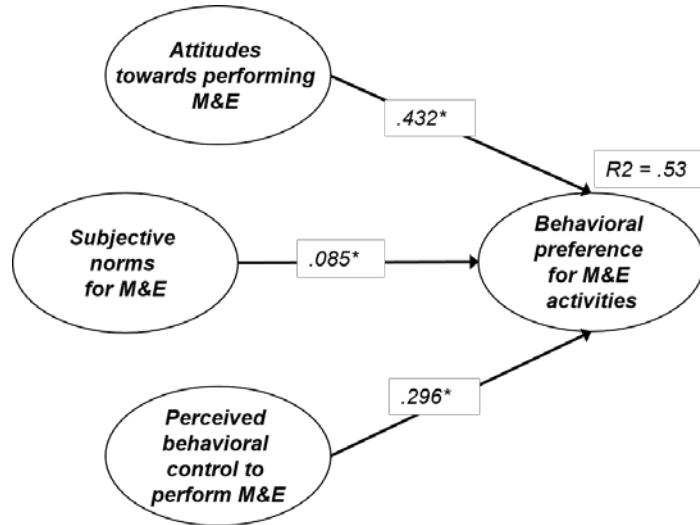
DEBORAH VIDAVER-COHEN AND PEGGY SIMCIC BRØNN

## How others see us: leaders' perceptions of communication and communication managers

Peggy Simcic Brønn  
*Norwegian Business School, Communication, Culture and Languages,  
Oslo, Norway*

(Best paper award  
Euprera 2012)

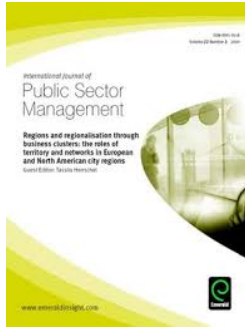
## Drivers and Barriers in Public Relations Measurement and Evaluation: Analyzing Intention to Measure Communication Outcomes (2016, Buhmann and Brønn)



**Advancing PR measurement and evaluation:  
Demonstrating the properties and assessment of variance-based structural equation models using an example study on corporate reputation**  
*By Diana Ingenhoff, Alexander Buhmann*



**The networked communications manager : A typology of managerial social media impression management tactics** *Christian Fieseler and Giulia Ranzini*



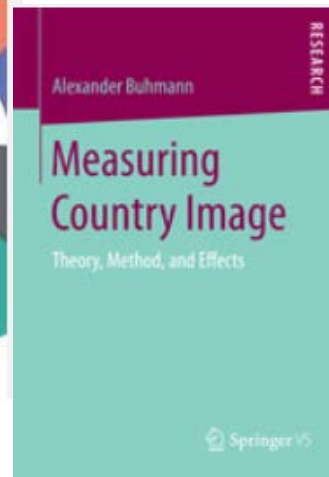
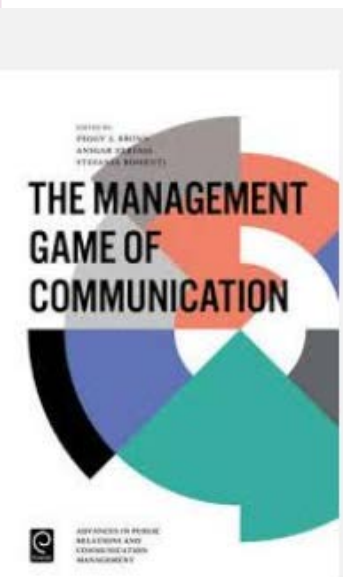
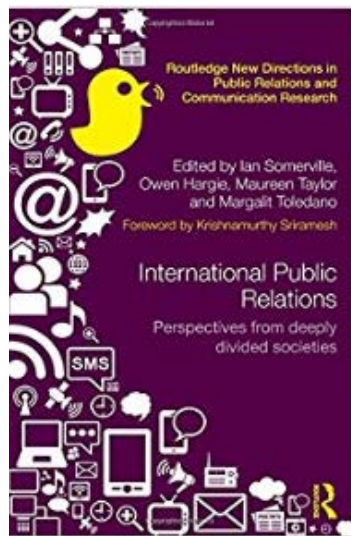
**The compassionate organisation: Contesting the rhetoric of goodwill in public sector value statements**  
*By Poul Erik Flyvholm Jørgensen, Maria Isaksson*




**The dawn of a new golden age for media relations?: How PR professionals interact with the mass media and use new collaboration practices**  
*By Ansgar Zerfass, Dejan Vercic, Markus Wiesenber*

THE EUROPEAN COMMUNICATION MONITOR


RALPH TENCH, DEJAN VERAČIĆ, ANSGAR ZERFASS,  
ANGELIS MORENO, PIET VERHOEVEN






## THE PROMISE OF TECHNOLOGY- MEDIATED COMMUNICATION

Corporate Communication Opportunities  
and Challenges.



CENTRE FOR  
CORPORATE  
COMMUNICATION





kommunikasjonsseminar om CCS

# Formidling/Dissemination

- Website, reports, meetings/seminars, articles
- Events/seminars/conferences
- Communication for Leaders Magazine
- Networking in Norway and internationally
- Lectures for business & public sector
- Award committees
- Social media



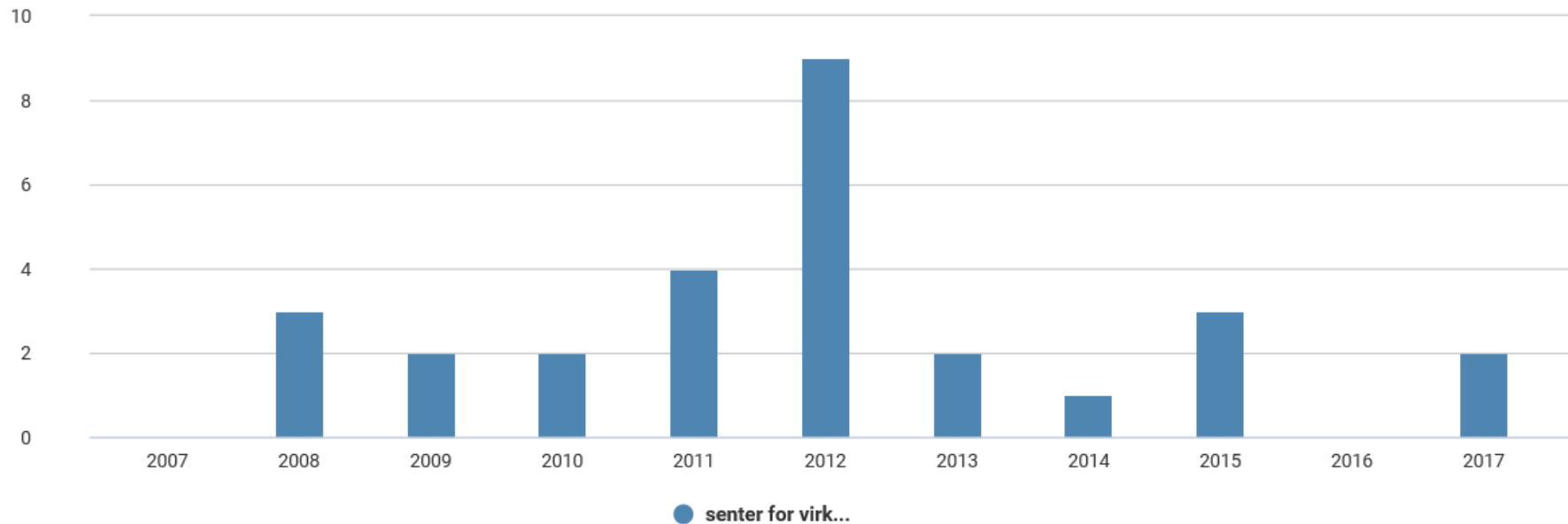
## FOLLOW US!

**Twitter:** @BICCC\_

**Website:** [www.bi.edu/ccc](http://www.bi.edu/ccc)

**Facebook:** CentreForCorpComm

**Linkedin:** BI Centre for Corporate Communication





# Kommunikasjon

På dagen til minuttetorden 6  
Norge – sett med informasjonale øyne 22



En heranste, en forening og ett lag har vokst seg ston

**Jubileumsåret 2009**



BI Senter for virksomhetskommunikasjon ønsker  
velkommen til:

Corporate Communication Summit







Integrert kommunikasjon;  
Organisatoriske utfordringer, muligheter  
og fallgruver

September 2010



“Authenticity”, eller autenticitet, ekthet  
i organisasjoners identitetsmiks, og  
hvordan dette kan kommuniseres til  
ulike interessentgrupper.

September 2011



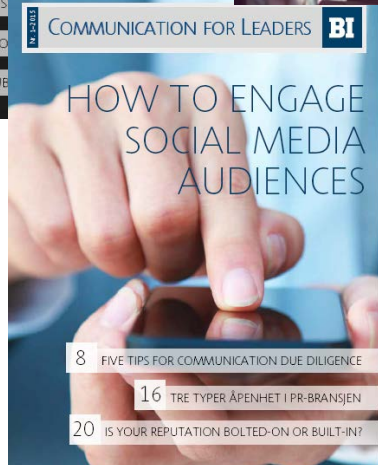
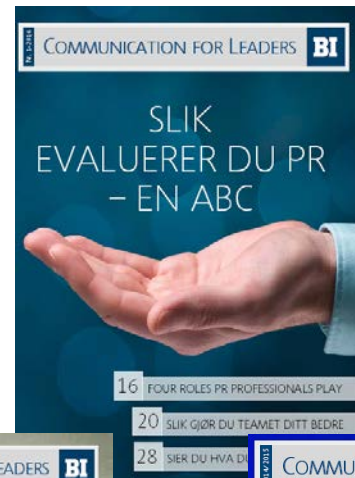
The Alignment Factor.  
Leveraging Total Stakeholder Support.

September 2012



Leadership Communication /  
Communicating for Leadership

September 2013



# Accomplishments

- Built significant body of knowledge in Norway
- Established as the only organized research group in Norway in Public Relations, corporate communication, strategic communication, organizational communication
- Expanded faculty and researchers
- Significant efforts in disseminating and sharing knowledge
- Expanded faculty and research

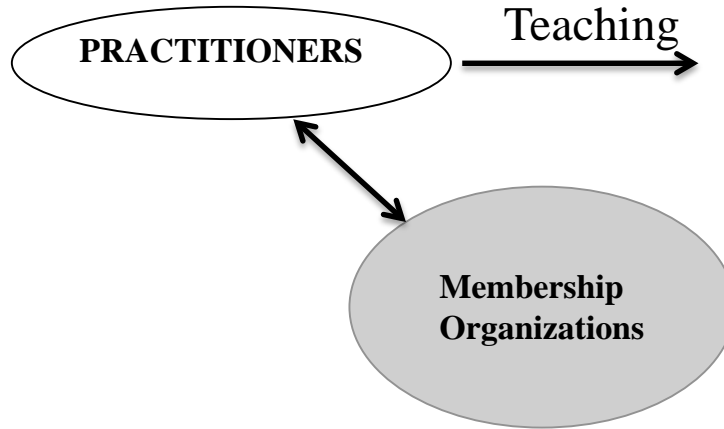




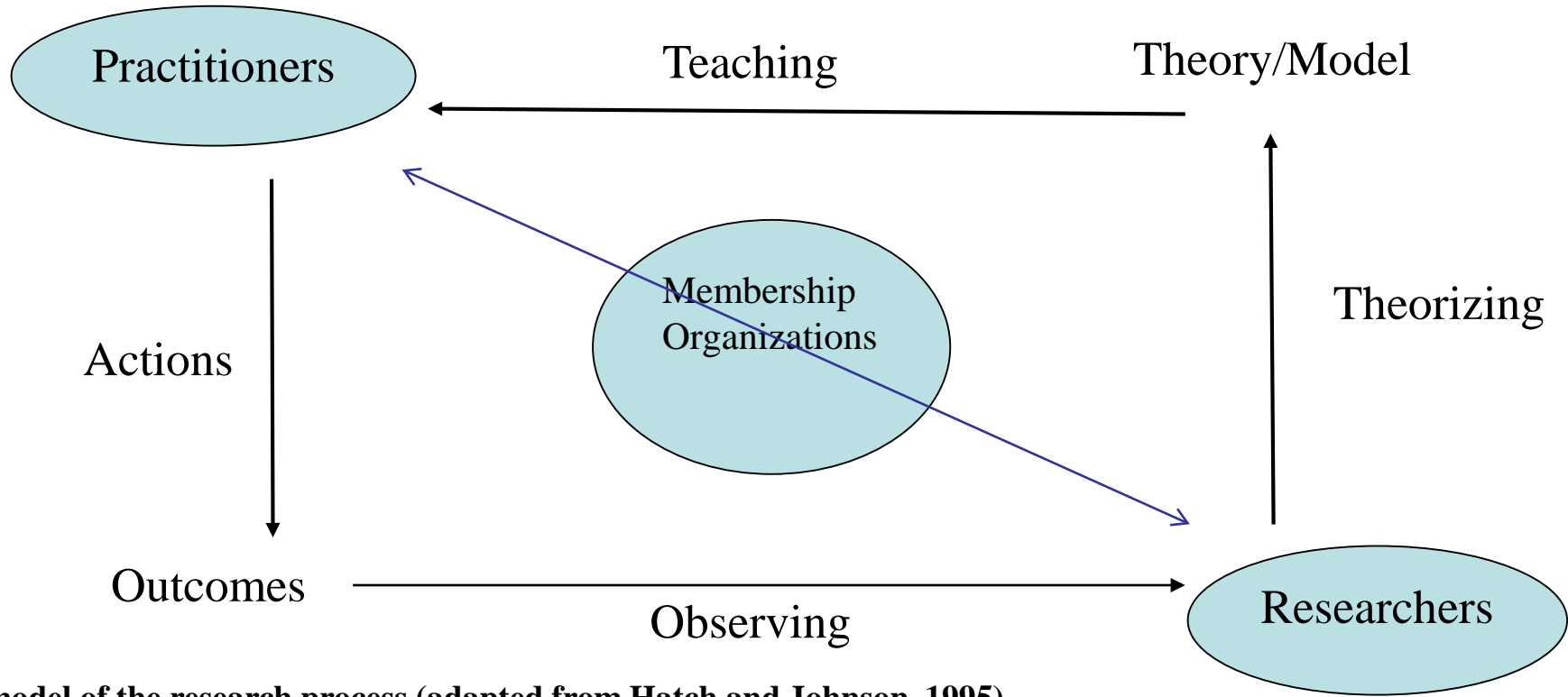
# Supported by excellent students

- Mark Hartland
- Michael Eriksson
- Lone Bonde
- Thomas Groot
- Pernille Løvlie
- Astri Hjad-Pirounn Grytten

# Situation Norway anno 1994



# 2017: Nearing the desired research model



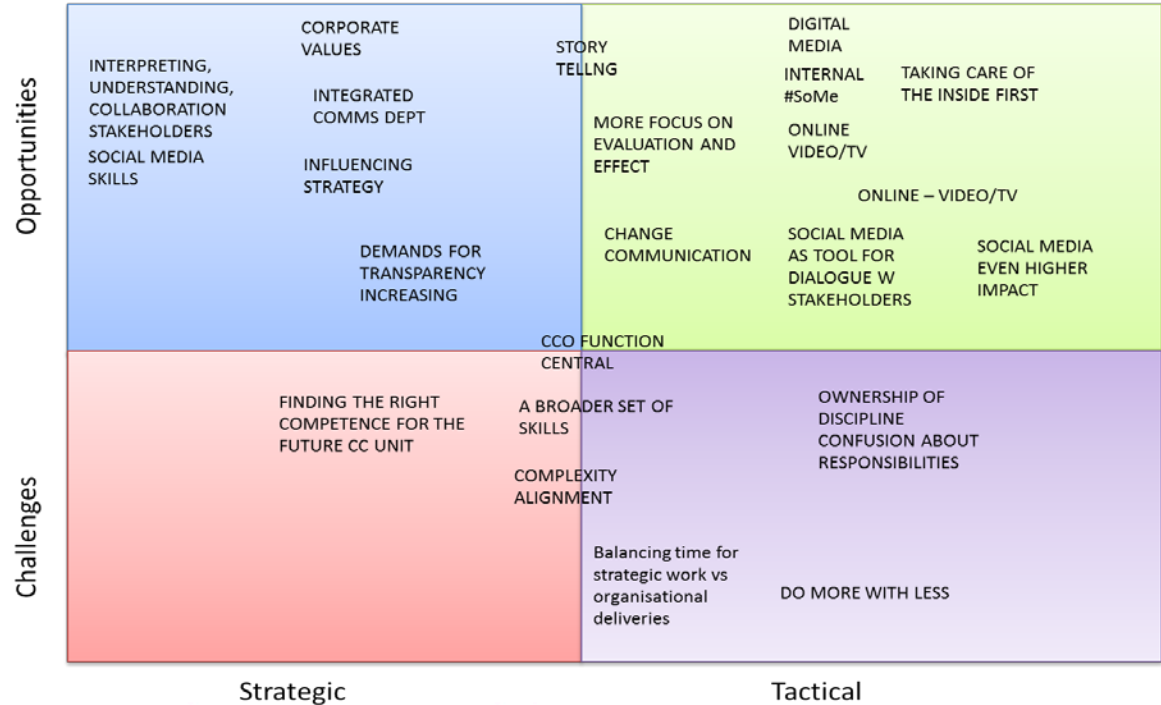
A model of the research process (adapted from Hatch and Johnson, 1995)

# Expert panel of communication executives in September 2014 at Kleivstua

## The Value-Adding Collaborator

*Drive and improve organisational strategy by interpreting and aligning stakeholders*

*A summary of the main strategic and tactical challenges and opportunities:*





# Challenges

- **Obtain continued financial support by engaged partners**
- **Continue to build Norwegian body of knowledge**
- **Build recognition of communication as an academic discipline in Norway**
  - Lobby for master's program that can provide basis for:
    - Relevant doctoral theses
    - Young persons furthering the discipline in academia
- **Expand platform for sharing of knowledge**
- **Establish Norwegian research network**

**Unlike some industries such as banking, insurance, or energy, research/development of the PR/corporate communication field is dependent on the kindness of individuals.**

**And we are extremely grateful to the following:**

# Årsgang 2008



- Kjetil Svorkmo Bergman & Astrid Mathisen, Innovasjon Norge
- Ole Christian Apeland, Apeland Informasjon
- Ole Kristian Lunde, Orkla
- Frode Vik Jensen & Elin Klakken, Kommunikasjonsforeningen
- Trond Bentestuen (Ole Gilbo), DnBNOR
- Ellen Hov Aanæs, Statens landsbruksforvaltning
- Janne Log, BI
- Bjørn Richard Johansen, Glitner
- Trine Larsen, Hammer & Hanborg
- Jarle Aabø, Aabø & Co.
- Irene Melby, Statnett

Elisabeth Gjølme

Sissel Faller

Åshild Indresøvdde

Bernhard Stormyr/Esben Tuman

Janne Log

Bjarte Reve

Torild Uribarri

Kristian Hvilen

Bjørn Kløvstad

Bente E. Engesland

Posten

Statens vegvesen

Elkjøp

Yara

Evry

Ahus

Telenor

Mondelez

Coop

Statkraft

# Today:

Cathrine Torp, DNV GL  
Torund Bryhn, Gassnova  
Håkon Mageli, Orkla  
Yngve Kveine, BI

- ***We promote the attitude that research should have practical applications, and that research is necessary to increase the skills and knowledge of our profession.***

*Enjoy  
your  
Day*

## **The Changing Face of PR/Corporate Communication in Norway**