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| Tidspunkt | Tittel | Ansvarlig |
| 08.30-09.00 | VelkommenPresentasjon av seminaretBakgrunnen for seminaret | Peggy Brønn og Arild Wæraas |
| 09.00-10.30 | Preliminary results from research project: Virksomhetskommunikasjonens status og betydning i norske bedrifterOrganisasjonsteoriens forhold til organisatorisk kommunikasjon Legitimacy, Identity, Hierarchy: Strategic communication in the hospital sector (LIHCOM) 2007-2011 | Peggy Brønn, BIArild Wæraas, UiTøHogne Sataøen og Svein Ivar Angell, med Haldor Brykjeflott, Rokkan-senteret |
| 10.30-10.45 | Pause |  |
| 10.45-12.00 | Professor Tor J. Larsen, Viserektor, BI, leder forskning og fagressurserEffective communication as a main component in successful organizational change: A case study of four Norwegian organizationsCross-functional communication – the impact of cross-functional common knowledge and structural flux and on customer information useAn investigation of communication directors’ social networks: implications for organizational learning  |  Eva Løkken, IBMSilja Korhonen-Sande, BICarl Brønn, UMB |
| 12.00-12.45 | Lunsj |  |
| 12.45-14.00 | Arguments for arguments. An advertisement for social epistemology and the idea of public reasonCredibility in corporate discourseDigital interventions to reduce uncertainty during organizational change processes | Jan Arne Halvorsen, VoldaMaria Isaksson, BIPål Kraft, UiO |
| 14.00-14.15 | Pause |  |
| 14.15-16.00  | Diskusjoner: Veien videre | Peggy og Arild |

Research Seminar on Organizational and

Corporate Communication

A Discussion on

The Future of Communication Education

and Research in Norway

19 May 2009

08.30 – 16.00