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| Tidspunkt | Tittel | Ansvarlig |
| 08.30-09.00 | Velkommen  Presentasjon av seminaret  Bakgrunnen for seminaret | Peggy Brønn og Arild Wæraas |
| 09.00-10.30 | Preliminary results from research project: Virksomhetskommunikasjonens status og betydning i norske bedrifter  Organisasjonsteoriens forhold til organisatorisk kommunikasjon  Legitimacy, Identity, Hierarchy: Strategic communication in the hospital sector (LIHCOM) 2007-2011 | Peggy Brønn, BI  Arild Wæraas, UiTø  Hogne 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 fagressurser  Effective communication as a main component in successful organizational change: A case study of four Norwegian organizations  Cross-functional communication – the impact of cross-functional common knowledge and structural flux and on customer information use  An investigation of communication directors’ social networks: implications for organizational learning | Eva Løkken, IBM  Silja Korhonen-Sande, BI  Carl Brønn, UMB |
| 12.00-12.45 | Lunsj |  |
| 12.45-14.00 | Arguments for arguments. An advertisement for social epistemology and the idea of public reason  Credibility in corporate discourse  Digital interventions to reduce uncertainty during organizational change processes | Jan Arne Halvorsen, Volda  Maria Isaksson, BI  Pål 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