



UNIVERSITY *of* NICOSIA

## CALL FOR PAPERS CMC2022

26<sup>th</sup> International Conference on Corporate and Marketing  
Communications

Digital Technologies in the light of COVID-19: a changing  
landscape for Corporate and Marketing Communications

Hosted by the University of Nicosia, Business School  
Nicosia – Cyprus  
April 18-20, 2022

Conference Chairs:

Prof. Ioanna Papasolomou, University of Nicosia  
Prof. Yioula Melanthiou, University of Nicosia

Further information and Contacts:

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Traditional marketing communications is still around us. It has been tried and tested ever since the early days of Marketing. Moving on to a digital era, new technologies are being introduced promising more effectiveness, more efficiency, more interactivity, and more transparency. While 5G, Artificial Intelligence (AI), viral and augmented reality (AR), and gaming are evolutions of technologies that have existed for more than 50 years in some cases, Blockchain is a new technology. People in marketing have surely heard of Blockchain, but what it does exactly and how it can improve marketing communications, is yet to be understood. Among other things, Blockchain can make things like personal information economy (PIE) become a reality. Because Blockchain can allow verification of personal identity, this can be extended for consumers to keep their data as they travel around the digital landscape, and they can make the decision about who can use their data, when and how. But although this seems quite beneficial for consumers, how will this affect a marketer's now far more complex route to communicating with its audience? 5G is far more powerful, faster, and smarter than the current standard. This new generation is promising to unleash the possibilities of augmented reality since it will now be cheaper and more energy-efficient. Voice assistants will become the norm as we become truly immersed, which is what AR is all about, but are mobile advertisers ready to work voice conversations and voice-based advertising? Finally, the global gaming market was valued at €151 billion in 2020 and is expected to reach a value of €250 billion by 2026. Social influencers, the current hype in Marketing Communications, can make thousands with a single post and this is especially true with gaming influencers on YouTube. With a world going mobile mad, with males and females of all ages being social and gaming, with vast opportunities for inclusivity at all levels and video content richness, this too poses an important question to advertisers: Are we ready?

COVID-19 has hit the world in an unprecedented way and has impacted among others both locally and internationally the society, the economy, education, travel and the business sector. It certainly has stretched the overall physical and emotional requirements for most of us. For many if not all organisational members, the workload at least doubled because of the transition to remote learning, adjustments to constantly changing learning environments, planning for contingencies and a heightened struggle to balance work, life and family responsibilities.

The pandemic has already forced the whole world to rethink long-standing social values and life orientations. People and businesses have been forced to change their patterns of human interactions and utilize technology and new communication tools to remain connected, work and do their shopping. Consumer behaviour has changed. Some behaviours have changed for good such as the growth of e-grocery shopping and remote learning. The pandemic changed a generation of students. During the peak of lockdown nearly 1.6 billion children were out of classroom. Digital learning and the enhanced use of technology were utilised during the coronavirus transmission. The pandemic has also forced business leaders to re-assess and even change organizational constructs, structures, strategies and business orientations. Several companies shifted rapidly to online channels and utilised technologies to respond to the increased pressure and constant challenges posed by the constant developments related to the pandemic. How has the pandemic impacted marketing and corporate communications? How have businesses managed challenges?

The topic of CMC 2022 looks into understanding how new technologies are challenging companies today, how new technologies have helped businesses to cope with the challenges created by the pandemic, how the pandemic has shaped the marketing and corporate communications fields, and how these new technologies could be used to offer businesses and customers a more direct and interactive way to communicate with audiences, and especially those new generation consumers who are intertwined with digital technologies. But will new technologies have sustaining or disruptive effects on organizations? How must new technologies be strategically approached and adequately embedded in the organizational structure in ways that will strengthen rather than damage their competitive advantage? What barriers might companies be faced with when adopting new technologies? And what are the ethical, social and long-term consequences that need to be addressed?

## THE UNIVERSITY OF NICOSIA (UNIC)

Located in Cyprus, a European Union member state, the University is committed to inclusive access to higher education, providing an equal-opportunity student centred system that extends its educational boundaries, from its modern campus hub in Nicosia, to the most remote places of the world. To this end, the University offers more than 100 conventional face-to-face (on campus) and distance learning online programmes at the Bachelor, Master and Doctorate level, hosting more than 11,500 students from all over the world. From its state-of-the-art premises, and its innovative e-learning platform that provides access to extensive online learning resources, UNic helps foster a multicultural learning environment that promotes cooperation, friendship and understanding. As an entrepreneurial digital university, it responds to, and shapes the needs of, the knowledge-based society we live in. Both its core educational services (delivery of learning) and administrative support operations employ advanced Information Communication Technology, providing a fully digital educational environment that promotes teaching and learning innovation, inspired by technology and driven by pedagogy. Teaching and learning is, therefore, the focus of work, and UNic students are always at the centre of attention. In line with this, a student-centred learning environment is facilitated that promotes active self-learning and imparts lifelong learning skills and competences to students.

*“The University of Nicosia (UNIC) has been named among the top 801-1000 universities in the world, according to the 2021 edition of the Times Higher Education (THE) World University Rankings”*

*“The Times Higher Education (THE) World University Rankings by Subject 2021 rank the University of Nicosia (UNIC) among the top 301-400 universities in the world in the subject area of Business and Economics”*

*“QS World University Rankings places UNIC among the top 4% of universities in the Emerging Europe and Central Asia (EECA) Region, with the University ranking #126 among 3,300 tertiary institutions across 24 countries”*

## SUBMISSIONS

The 26<sup>th</sup> International Conference on Corporate and Marketing Communications is for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue, and set trends in the fields of marketing and corporate communication as well as brand creation and management. This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review. In addition, ideas for special session proposals are welcomed. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed by the Editor for consideration to be submitted to the Journal of Marketing Communications (JMC). Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial revisions.

An electronic copy in Microsoft Word should be sent to the following e-mail address [cmc2022@unic.ac.cy](mailto:cmc2022@unic.ac.cy) no later than February 14, 2022, clearly indicating the track (see section “Conference Tracks”) to which the manuscript should be considered. The submitted papers will be reviewed by the Committee of the conference. Upon acceptance, the authors agree the following:

- To return the manuscript in correct format and time to be included in the conference proceedings.
- At least one author will present the manuscript at the conference and will register
- In case that an author presents more than one manuscript, each manuscript will require the registration of a different co-author.

## Manuscript Preparation

### Full paper

Papers should follow the Journal of Marketing Communications style. English is the language of the Conference and all related publications. Full-length articles: 6,000 words in total, including references and a maximum of 5 tables/figures.

### Working paper

A working paper will generally not exceed 4,000 words. However, these papers, which are still work in progress, are expected to cover a short literature review, main research questions, methodological frame and preliminary results of research in order to get constructive feedback during the presentation.

### Extended abstract

A typical extended abstract will generally not exceed 1,000 words excluding tables, figures and references. The extended abstract should include keywords at the beginning and the list of relevant references at the end. While writing your abstract, please consider covering the research objectives and questions, the research method, results or findings and originality of paper.

Before submitting your paper, you **MUST** ensure that you have fulfilled all of the journal's style requirements.

## CONFERENCE TRACKS

### Corporate Communications

- Corporate identity, image, reputation
- Integrated marketing communications
- Corporate branding and corporate online communities
- Corporate reputation in social media sites (SNS)
- Communication to stakeholders
- Internal communications and branding
- Public relations perspectives
- Organizational, Business and Management Communications
- Non-profit and voluntary sector organizations and branding
- Place marketing communications and branding

### Marketing Communications

- Integrated marketing communications (IMC) campaigns and its dimensions
- Promotional mix offline-online issues including: advertising, marketing public relations (MPR), native advertising (and other forms of paid content), direct marketing, sales promotion, events, sponsorship and other promotional elements
- Owned, earned and paid media
- Online marketing communications
- Marketing communications efficacy and effectiveness
- Measuring attitudinal/behavioral response
- Marketing communications in non-profit and voluntary sector organizations
- Political marketing communications
- Tourism communications

### Interactive and Multichannel Communications

- Brand touchpoints
- Viral marketing and eWOM
- Mobile marketing communications
- Native advertising (NA) on social media sites (SNA)
- The consumer decision journey
- Digital web advertising conversion funnel
- Building customer relations
- Content management

### Related Areas

- Ethical issues of marketing communications
- Cultural issues of marketing communications
- Marketing communications research methods
- Rhetoric, semiotics in communication
- Knowledge management and communication
- Organization culture and communication
- Marketing communications in times of economic crisis
- Cross-cultural analysis
- Leadership, networks, trust-building and communication
- Marketing communications theory
- Communication management
- Marketing communications agencies in the digital age



## DEADLINES AND FEES

Submission of proposals: February 14, 2022

Early registration starts: January 15, 2022

### Early Registration January 15- March 10, 2022 – Fee\* in Euro

Early registration fee for presenter: €300

Early registration fee for non-presenter: €200

Early registration fee for student presenter: €150

Early registration fee for student non-presenter: €150

### Late Registration March 11-April 7, 2022 – Fee\* in Euro

Late registration fee for presenter: €350

Late registration fee for non-presenter: €250

Late registration fee for student presenter: €200

Late registration fee for student non-presenter: €180

\*The fee includes admission to all sessions, lunches and refreshments, the gala dinner, the social event and the conference proceedings.

*\* The fee also includes an online subscription for one year to the Journal of Marketing Communications*

\*An extra third day for social events will be offered with extra charge.

Note: We plan to hold the conference, preferably in situa (on the university's grounds) but we may have to shift to a virtual form subject to the situation with regards to COVID-19 and the guidelines issued by the government.

## AWARDS

There will be two Best Competitive papers awards one of which is the:

***Don E. Schultz Best competitive paper award***