

May 20, 2025

Introducing *Corporate Communication Review* — first issue of the research magazine now available

- **Insights from academic research in strategic communication made easily accessible for communication professionals.**
- **Free magazine backed by a global editorial board of chief communication officers from leading brands, renowned professors, and thought leaders.**
- **Offered by an alliance of non-profit initiatives fostering knowledge transfer between science and practice to advance the field.**



A new open-access magazine, *Corporate Communication Review*, published by the Academic Society for Management & Communication, bridges the gap between academia and professional practice in strategic communication, communication management, and corporate affairs. It offers a platform for experts and researchers in the field. “Every article is based on quality-proven and usually peer-reviewed academic research, and the topics discussed clearly matter for communication leaders”, explains Tina McCorkindale, President and CEO of the Institute for Public Relations, USA, who is a founding partner of the magazine. The first issue features contributions from renowned professors such as Timothy W. Coombs (Center for Crisis and Risk Communications, Canada), Yan Jin (University of Georgia, USA), Don Stacks (University of Miami, USA), Sora Kim (The Chinese University of Hong Kong, Hong Kong, China) and Vilma Luoma-aho (University of Jyväskylä, Finland). Chief communication officers from three different industries report about the use of AI applications in strategic communication at Goodyear, SAP, and Clariant. Book reviews and reading recommendations for freely available study reports help communicators to stay ahead of the debate.

Why *Corporate Communication Review* stands out

“*Corporate Communication Review* is a distinctive and easy digestible resource that combines academically rigorous research with practical relevance”, explains Ansgar Zerfass, Professor at Leipzig University, Germany, one of the initiators of the magazine and Chairman of the Executive Board at the Academic Society for Management & Communication. “It represents a significant step forward in bridging the current gap between academic publications and trade magazines in the communications field”. The magazine contains diverse formats, facilitating getting access to state-of-the-art academic research:

- **Research insights**, summarizing recent empirical or conceptual studies with practical relevance.
- **Knowledge sections**, providing comprehensive overviews of key concepts such as reputation, CEO communication, and measurement.
- **Study highlights**, showcasing relevant research from adjacent disciplines such as digital media and leadership trends.
- **Case studies**, based on short interviews with CCOs on key insights related to the knowledge section topic or research finding.
- **Book reviews**, recommending thought-provoking reads for the field.



“We believe *Corporate Communication Review* is the perfect vehicle to ensure that the communication field develops based on the latest research insights”, says Dennis Larsen, EACD. “We want to encourage a connection between academia and practice and inspire everybody with this valuable resource”, adds Professor Jesper Falkheimer, President EUPRERA, both serving as founding partners of the magazine.

- For **leaders and practitioners**, the magazine provides inspiring reflections on their business, food for thought for debates in their teams and with top executives, and contacts to peers and high-profile researchers who are intrigued to collaborate with the practice.
- **Researchers** can equally benefit by gaining access to a high-quality publishing platform to disseminate valuable knowledge, finding inspiration for future fieldwork, and meeting the growing demand to contribute to the “Third Mission” of universities.

A global non-profit collaboration for advancing communication practices

Corporate Communication Review is a non-profit initiative of key players in the field:

- The **Academic Society for Management & Communication**, a think-tank for corporate communications, brings together research universities and over 50 global companies. It acts as publisher and runs the editorial office.
- **IPR**, the Institute for Public Relations, a non-profit foundation based in the United States dedicated to advancing research-based knowledge and its application to the practice of public relations and corporate communications.
- **EACD**, the European Association of Communication Directors, representing communication leaders from a range of industries.
- **EUPRERA**, the European Public Relations Education and Research Association, representing researchers and educators across 40+ countries.

High-profile editorial board

The international editorial team consists of CCOs from leading brands, renowned professors and thought leaders:

- **Laura Duda**, Chief Communications Officer, The Goodyear Rubber and Tire Company, USA
- **Christof Ehrhart**, Chief Communications Officer, Bosch, Germany
- **Sabine Einwiller**, Professor at the University of Vienna, Austria
- **Jesper Falkheimer**, Professor at Lund University, Sweden
- **Belén Frau**, Chief Communications Officer, Ingka Group (IKEA), Sweden
- **Sora Kim**, Professor at The Chinese University of Hong Kong, Hong Kong, China
- **Dennis Larsen**, Board Member at EACD and Managing Partner, Reputation Inc., Belgium/Norway
- **Vilma Luoma-aho**, Professor at Jyväskylä University, Finland
- **Tina McCorkindale**, President and CEO, Institute for Public Relations, USA
- **Juan Meng**, Professor at the University of Georgia, USA
- **Sujit Patil**, Chief Communications Officer, Godrej Industries Group, India
- **Laurent Turpault**, Chief Communications Officer, AccorInvest, France
- **Stephen Waddington**, Independent Researcher and Managing Director, Wadds Inc., UK
- **Ansgar Zerfass**, Professor at Leipzig University, Germany



Explore the first issue

The first issue explores the transformative potential of AI in corporate communication, strategic directions of communication departments, and the effective navigation of crises. It is open access and free of charge. To explore the first issue of *Corporate Communication Review* and to learn more about its content, please visit <https://corpcommreview.com>.

Contact

Dr. Michelle Wloka, Managing Editor, *Corporate Communication Review*

Email: editor@corpcommreview.com | Phone: +49-341-9735065