



University of Bucharest  
Faculty of Journalism and Communication  
Studies

SPARTA Research Center



**Call for papers**

**e-CONNECTING EUROPE**

**Bucharest, October 14, 2016**

**International Workshop**

Bd. Iuliu Maniu 1-3, sector 6, Bucharest, CP 16170, ROMANIA

Tel/Fax. (40)021 / 318.15.55; 0724.390.038

Web: [www.fjsc.ro](http://www.fjsc.ro)



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In the European Communication Monitor (2012), it was highlighted that communication management in organizations has changed from an operational practice of preparing, producing and disseminating communication materials into a full strategic management function, which includes speaking as well as listening and consulting. Since this shift is mainly focused on decentralization, European organizations have less control over their message, have more touchstone points with their publics, and the organizational voice is created by all organizational members interacting with stakeholders (Zerfass et al., 2012, pp. 43-44). Throughout these four years since the ECM (2012) was published, the influence of stakeholders has become more and more visible in the online participatory activities.

Organizations 2.0, whether we talk about companies, political parties, national public institutions or European institutions, should, on the one hand, allow a collaborative construction of knowledge where citizens/consumers/ clients are significant prosumers of information and, on the other hand, select those online instruments which allow not only informing, but participating, sharing, mobilizing and interactivity as well.

This international workshop aims to bring together researchers and professionals presenting a broad variety of approaches to the ways in which organizations 2.0 have succeeded in engaging and empowering citizens/consumers/clients in their online communication.

This workshop is the perfect opportunity for young researchers and PhD students to share their scientific work in an interdisciplinary context and to take part in debates over the advantages and disadvantages of e-connecting European organizations and publics.

## Thematic scope of the workshop

- online communication tools and strategies of EU citizens' empowerment;
- European citizens' initiatives;
- e-communication of European policies;
- Member States' online communication;
- European countries' online communication;
- EU platforms as communicative spaces;
- online European and national elections;
- citizen/consumer/client participation and involvement;
- organizations 2.0;
- e-government;
- online activism, protests 2.0;
- digital single market strategy;

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- quantitative and qualitative research of citizen/consumer/client online participation;
- the use of CAQDAS (computer assisted qualitative data analysis) and social networks in the analysis of citizen/consumer/client online participation;
- etc.

## Important Dates

Closing date for submission of abstracts: **September 1, 2016**

Notification of abstract acceptance: **September 15, 2016**

Deadline for complete manuscripts: **December 1, 2016**

## Registration

### No participation fee

This workshop is supported by a grant of the Romanian National Authority for Scientific Research and Innovation, CNCS-UEFISCDI, project number PN-II-RU-TE-2014-4-0599.

## Submission of proposals

Please send a 250 word abstract (in English/ French) with a short bio for a 30-minute paper (max. 20 minutes of presentation and 10 minutes for discussion) to [camelia.cmeciu@fjsc.ro](mailto:camelia.cmeciu@fjsc.ro)

Paper proposals should also include the following elements: title of the paper, author's name/authors' names, author's institution affiliation, address and e-mail contact; the purpose of the research, design /methodology/approach, (expected) findings, (possible) practical implications, originality/value.

## Publication of papers

Please send your paper to [camelia.cmeciu@fjsc.ro](mailto:camelia.cmeciu@fjsc.ro) by **December 1, 2016**. After the blind review process, the papers will be published in the workshop proceedings (the University of Bucharest Publishing House).

Selected papers that will undergo the journal's peer-review process will be published in *Styles of Communication* (<http://stylesofcomm.fjsc.unibuc.ro/>), an academic journal indexed in the following research data-bases: EBSCO, DOAJ, and Index Copernicus.

## Languages of the conference

### English and French

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## Scientific committee

Prof. Cristina Coman (University of Bucharest, Romania - UB, RO), Prof. Piotr P. Chruszczewski (University of Wrocław, Poland), Prof. Mirela Lazăr (UB, RO), Assoc. Prof. Cristina Bădulescu (University of Poitiers, France), Assoc. Prof. Camelia Cmeciu (UB, RO), Assoc. Prof. Tomaž Deželan (University of Ljubljana, Slovenia), Lecturer Alexandra Bardan (UB, RO), Lecturer Mihaela Păun (UB, RO), Lecturer Szymon Wach (Opole University of Technology, Poland), PhD Carmen Aguilera-Carnerero (University of Granada, Spain).

## Organizing committee

Tulia-Maria Cășvean (UB), Mădălina Manolache (Europe Direct Relay Bacău), Andreea Meșteru (UB), Raluca-Andreea Munteanu (UB).

This workshop is jointly organized by the Faculty of Journalism and Communication Studies and the Doctoral School in Communication Sciences.

## Conference Venue

– European Public Space, 31 Vasile Lascăr Street, Bucharest

## Accommodation

Student Hostel Academica, Hotel Lujerului Str., or Hotel Siqua.

## Contact details

**email:** [camelia.cmeciu@fjsc.ro](mailto:camelia.cmeciu@fjsc.ro)

## Tourism in Bucharest

<http://romaniatourism.com/bucharest.html>

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