

PROGRAMMA D'ESAME
COMUNICAZIONE ORGANIZZATIVA E DI CORPORATE

Prof.ssa Barbara Mazza

19 SETTEMBRE - 20 DICEMBRE 2022

Lunedì 10-14 (aula Blu5)
Martedì 12-14 (aula Blu2)

Link Classroom:

<https://classroom.google.com/c/NTQ3MzcxwNjIzNjY2?cjc=kqgodxl>

TESTI DI ESAME

PROGRAMMA PER STUDENTI FREQUENTANTI

- 1- Dispense del corso fornite dal docente.
- 2- Un testo a scelta fra: Mazzei A., *Strategia e management della comunicazione d'impresa. Relazioni e sense-making per gestire e competere*, FrancoAngeli; Milano, 2015, oppure Kreitner R., Kinicki A., *Comportamento organizzativo*, Apogeo, Milano, 2015 (cap. 2-3-4-10-13-16-17).
- 3- Due articoli sui temi della comunicazione d'impresa tratti da testi e/o riviste scientifiche internazionali a scelta dello studente e da concordare con il docente.
- 4- Realizzazione di un project work che verrà definito in aula durante il corso.

PROGRAMMA PER STUDENTI NON FREQUENTANTI

- 1- Mazzei A., *Strategia e management della comunicazione d'impresa. Relazioni e sense-making per gestire e competere*, FrancoAngeli, Milano, 2015.
- 2- Kreitner R., Kinicki A., *Comportamento organizzativo*, Apogeo, Milano, 2015 (cap. 2-3-4-10-13-16-17).
- 3- Un testo a scelta fra: Schein, E. H., & Schein, P. *Cultura d'azienda e leadership*. Raffaello Cortina, 2018, Mazzei, A. (2018). *Engagement e disengagement dei collaboratori: Comunicazione interna e valorizzazione delle risorse umane per un contesto di voce*. FrancoAngeli, Cardile D, Mayer G., Moder P.(2017), *Trasformazione digitale. Strategie e strumenti per le PMI del futuro*, Egea, Milano; Cocco G., *La comunicazione interna da Maslow al Covid-19. Saperi, strategie e strumenti per le organizzazioni eccellenti*, FrancoAngeli, Milano, 2020
- 4- Due articoli sui temi della comunicazione d'impresa tratti da testi e/o riviste scientifiche internazionali a scelta dello studente e da concordare con il docente.

Ulteriori testi potranno essere indicati durante il corso.

ARTICOLI CHE POSSONO ESSERE PORTATI ALL'ESAME SENZA LA NECESSITÀ DI DOVERLI CONCORDARE:

1. Ahmad M. H., et al. (2017). Trust in management, communication and organisational commitment: Factors influencing readiness for change management in organisation. In: AIP Conference Proceedings. AIP Publishing.
2. Aldousari, A. A., Robertson, A., Yajid, M. S. A., & Ahmed, Z. U. (2017). Impact of employer branding on organization's performance. *Journal of transnational management*, 22(3), 153-170.

3. Avram, A., Nicolescu, A.C., Avram, C.D. and Dan, R.L., 2019. Financial Communication in the Context of Corporate Social Responsibility Growth. *Amfiteatru Economic*, 21(52), pp. 623-638.
4. Bani Hani, I., Tona, O., & Carlsson, S. (2019). Modes of Engagement in Self-Service Business Analytics: a Service Dominant Logic Perspective.
5. Brennan, N. M., & Merkl-Davies, D. M. (2018). Do firms effectively communicate with financial stakeholders? A conceptual model of corporate communication in a capital market context. *Accounting and Business Research*, 48(5), 553-577. (vale 2 saggi)
6. Brunton M., Eweje G., Taskin N., (2017). Communicating Corporate Social Responsibility to Internal Stakeholders: Walking the Walk or Just Talking the Talk?, *Business Strategy and the Environment*
7. Bundy J., Pfarrer Cole E., Coombs T. (2016). Crises and Crisis Management: Integration, Interpretation, and Research Development.
8. Camilleri, M. A. (2020). Strategic dialogic communication through digital media during COVID-19 crisis. In Camilleri, MA (Ed.) *Strategic Corporate Communication in the Digital Age*, Emerald, Bingley, UK.
9. Carstens, J. G., & De Kock, F. S. (2017). Firm-level diversity management competencies: development and initial validation of a measure. *The International Journal of Human Resource Management* (vale 2 saggi)
10. Daniel, Avram Costin. (2017). Some Considerations on The Role of Financial Communication Within Corporate Governance. *Ovidius University Annals, Economic Sciences Series*.
11. Fu, J., Sawang, S., & Sun, Y. (2019). Enterprise Social Media Adoption: Its Impact on Social Capital in Work and Job Satisfaction. *Sustainability*, 11(16), 4453.
12. He, H., & Harris, L. (2020). The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy. *Journal of Business Research*.
13. Hollebeek, L. D., Conduit, J., & Brodie, R. J. (2016). Strategic drivers, anticipated and unanticipated outcomes of customer engagement. *Journal of Marketing Management*.
14. Kraus, S., Clauss, T., Breier, M., Gast, J., Zardini, A., & Tiberius, V. (2020). The economics of COVID-19: initial empirical evidence on how family firms in five European countries cope with the corona crisis. *International Journal of Entrepreneurial Behavior & Research*.
15. Kraus S., Meier F., Eggers F., Bouncken R. B., & Schuessler F. (2016) Standardisation vs. adaption: a conjoint experiment on the influence of psychic, cultural and geographical distance on international marketing mix decisions. *European Journal of International Management* (vale 2 saggi).
16. Longinos M., Cuestas P.J., Román S. (2016). Determinants of consumer attributions of corporate social responsibility. *Journal of Business Ethics*.
17. Mazza B. (2015). La comunicación financiera responsable a través de Internet y de las redes sociales
18. Mazza B., The employees as corporate spokesperson in web2.0: approaches and strategies of social media policy, in *De los medios y la comunicación de las organizaciones a las redes de valor*. Actas del II Simposio de la Red Internacional de Investigación de de Gestión de la Comunicación (XESCOM, Quito - 2016), Edición de la Red Internacional de Investigación de Gestión de la Comunicación (XESCOM) y los Departamentos de Ciencias de la Comunicación y Ciencias Empresariales de la Universidad Técnica Particular de Loja (UTPL)
19. Mazza B. (2014) Estrategias de Gestión Humana 2.0: desde el employer branding a su reclutamiento y la retención, (vale 2 saggi)

20. MAZZA B., PALERMO A. (2018) "Social media content for business and user engagement on Facebook. ESSACHESS–Journal for Communication Studies 11.1 (21): 49-73.
21. Mirbabaie M., Stieglitz S., Eiro M.R. (2017). Twitter during a Corporate Crisis.
22. Neugebauer, F., Figge, F. & Hahn, T.: (2016). Planned or emergent strategy making? Exploring the formation of corporate sustainability strategies, Business Strategy and the Environment.
23. Puncheva-Michelotti, P., Hudson, S., & Jin, G. (2018). Employer branding and CSR communication in online recruitment advertising. Business Horizons, 61(4), 643-651.
24. Suh, A., & Cheung, C. M. (2019). Revisiting User Engagement: Concepts, Themes, and Opportunities, Pacis.
25. Tidwell M. (2016). Preparing for the coming storm: Exploring interactions between corporate values and crisis management.
26. Verčič, A. T., & Ćorić, D. S. (2018). The relationship between reputation, employer branding and corporate social responsibility. Public Relations Review, 44(4), 444-452.
27. Verma, S., & Gustafsson, A. (2020). Investigating the emerging COVID-19 research trends in the field of business and management: A bibliometric analysis approach. Journal of Business Research.

* *Ulteriori articoli saranno indicati durante il corso*

ALCUNE RIVISTE CONSULTABILI PER LA RICERCA DI SAGGI DI RECENTE PUBBLICAZIONE:

- A European Review Academy of Management
- Journal Academy of Management Review
- American Sociological Review British
- Journal of Industrial Relations
- British Journal of Management
- Business and Management Sciences
- International Quarterly Review Business
- Horizons Communication Research Contemporary
- Accounting Research Corporate governance: An International Review
- Corporate Social Responsibility and Environmental Management Entrepreneurship: Theory & Practice
- European Journal of Communication
- Group & Organization Management Human Relations
- Human Resource Management
- Industrial Marketing Management
- International Business Review
- International Journal of Human Resource Management
- International Journal of Research in Marketing International
- Journal of Strategic Communication
- Journal of Accounting and Economics
- Journal of Accounting Research
- Journal of Business Research
- Journal of Communication
- Journal of Computer-Mediated Communication
- Journal of Corporate Finance
- Journal of Information Systems
- Journal of Management

- Leadership & Organization Development
- Journal Organizational Processes and Performance. Management Science
- Review of Accounting Studies
- Social Science Computer Review
- Strategic Management Journal