

GLOBAL MEDIA JOURNAL – Indian Edition

Sponsored by the UNIVERSITY OF CALCUTTA, ISSN 2249 – 5835

SUMMER ISSUE/JUNE 2018

Volume: 9/ Number: 1

Theme: CORPORATE COMMUNICATION

EDITORIAL

Corporate Communication is a dynamic profession playing an important role as a management function steering today's business ventures towards profitability and as entities playing a larger role as benefactors in this complex social and economic environment.

This issue of Global Media Journal has eight attachments delineating on different aspects of corporate communication, which will provide a rounded view to the readers about the different aspects of the profession, which is presently undergoing a state of metamorphosis.

This has surely been a rewarding experience bringing together all of them.

I would also like to express my sincere gratitude to the University of Calcutta and the GMJ Indian Edition Editorial Board for providing me with the opportunity of acting as the guest editor of this volume.

Dr. Debjyoti Chanda
Guest Editor
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Call for Papers
Announcement for the
GLOBAL MEDIA JOURNAL – Indian Edition

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Deadline for submission: 30.4.2018

The dynamism and resilience demonstrated by Corporate Communication as a profession since India embarked on the path of Liberalization, Privatization and Globalization (LPG) has received accolades from professionals, industry watchers and academicians alike. As ground rules of working changed domestic industry faced multi-dimensional challenges from established foreign players. Corporate Communicator played a decisive role in image and identity construction of the Indian industry in that challenging and tumultuous phase of transition and metamorphosis. Corporate Communication is strategic communication. It is wide-ranging and ephemeral in nature. Critics have noted that “It is a conduit, a facilitator and a manager of communication, conducting research, defining problems and creating meanings by fostering communication among many groups in society.” It is also a management function which contributes to the effective coordination of the activities of an enterprise to achieve desired objectives.”

However, Corporate Communication relatively is one of the newest and fastest growing fields of communication. With time, as complexities within our societies grow the necessity for effective and well-managed relationships between various institutions and individuals acquires urgency. According to Agee, Ault and Emery Corporate Communication includes a wide range of activities from legitimate attempts at persuasive communication to the bribery efforts of unscrupulous lobbyists.

With changing times leading to digitization of the environment the tools used by Corporate Communication are also changing and laws guiding the profession also deserve a renewed focus. With economy in a fast growing mode together with heightened disparity in wealth and income distribution Corporate Communication professionals are destined to play a more pivotal role in management of enterprises in days ahead.

In this context, articles are invited for the December 2017 Issue of Global Media Journal Indian Edition which may be related (but not exhaustively limited) to the following subthemes:

1. Corporate Communication: Global Scenario
2. Corporate Communication: Indian Perspective
3. Corporate Communication: Tools and Techniques
4. Corporate Communication: Academic-Industry Partnership
5. Corporate Communication: Laws and Ethics
6. Corporate Communication: Role of Professional Bodies
7. Corporate Communication: Research and Audit
8. Corporate Communication and Allied Disciplines
9. House Journal and Role of the Industrial Editor
10. Corporate Communication Professional : Qualifications and Functions
11. Corporate Communication and Media: A Symbiotic Relationship
12. Academic Input for Corporate Communication: Syllabus and Training
13. Corporate Social Responsibility

Please see 'Submission Guidelines'

http://www.caluniv.ac.in/global-mdia-journal/submission_guideline.html

All submissions should be accompanied by the following information which should be presented on the front page only:

- (a) Article title,
- (b) Author name/s,
- (c) Current position/affiliation,
- (d) Brief biography (approximately 50 words),
- (e) Email and mail addresses,
- (f) A brief abstract (approximately 200 words)
- (g) Five to ten keywords reflecting the contents of paper,
- (h) Word count (excluding notes)
- (i) The URL for author/s' personal web page
- (j) A brief statement that clearly indicates the article/review etc is not submitted simultaneously for consideration to any other publication.

Word Limit:

For Articles: Approximately 7000 words, excluding notes.
Students' Research: Approximately 7000 words, excluding notes.
Commentaries: Between 2500 and 3500 words.
Book Reviews: Approximately 1500 words.

GUEST EDITOR FOR THE ISSUE:

Please direct your submissions and queries to the Guest Editors of the Issue

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Book Review submissions and queries should be directed to Prof. BuroshivaDasgupta,
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All papers/ submissions must be submitted via attachment to the following Email addresses:--
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