Multidisciplinarity in internal communication and the challenges ahead

Milena Araújo, Sandra Miranda

Corporate Communications: An International Journal

ISSN: 1356-3289

Content Type: 5 October 2020

Support & Feedback ▲

Manage cookies
Multidisciplinarity in internal communication and the challenges ahead

Design/methodology/approach

Departing from a communicational background, the authors integrate dispersed contributions from disciplines such as organizational communication, public relations, corporate communication and marketing communications, to the literature on internal communication.

Findings

The significant role played by internal communication is supported by scholars with different theoretical backgrounds. Despite the clear differences between disciplines, the defense of a strategize internal communication and a focus on the employee is widely accepted.

Practical implications

Both scholars and practitioners will need to keep adapting to a reality where: internal communication practices are not only managerial but also dependent on the inputs of the employees; the ability to listen and collect feedback is sacred, and internal communication plans are expected to be strategically implemented and measured.

Originality/value

By showing the plurality of disciplines that influence internal communication, a strategized multidisciplinary focus on the topic is encouraged.

Keywords

Internal communication, Employee communication, Strategic communication, Strategy, Multidisciplinarity

Citation

COVID-19: information on accessing the platform off-site here.

Welcome Guest user

Home / Journals / Corporate Communications: An International Journal
/ Multidisciplinarity in internal communication and the challenges ahead

If you think you should have access to this content, click the button to contact our support team.

Contact us

Services
Authors
Editors
Librarians
Researchers
Reviewers

About
About Emerald
Working for Emerald
Contact us
Publication Sitemap

Policies and information
Privacy notice
Site policies
Modern Slavery Act
Chair of Trustees governance statement
COVID-19 policy

© 2020 Emerald Publishing Limited

Manage cookies

Support & Feedback

27/10/2020, 12:22