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Multidisciplinarity in internal communication and the challenges ahead

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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 strategized 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

[Araújo, M.](#) and [Miranda, S.](#) (2020), "Multidisciplinarity in internal communication and the challenges ahead", [Corporate](#)

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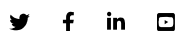


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