| | | |
|---|---|---|
| 1. | Record Nr. | UNINA9910812227103321 |
| | Titolo | Strategic corporate communication in the digital age / / Mark Anthony Camilleri |
| | Pubbl/distr/stampa | Bingley, England : , : Emerald Publishing Limited, , [2021] ©2021 |
| | ISBN | 1-80071-264-2 1-80071-266-9 |
| | Descrizione fisica | 1 online resource (280 pages) : illustrations |
| | Disciplina | 658.45 |
| | Soggetti | Business communication - Technological innovations Digital communications Strategic planning Business & Economics - Business Communication - General |
| | Lingua di pubblicazione | Inglese |
| | Formato | Materiale a stampa |
| | Livello bibliografico | Monografia |
| | Note generali | Includes index. |
| | Nota di bibliografia | Includes bibliographical references. |
| | Nota di contenuto | Chapter 1. Strategic dialogic communication through digital media during COVID-19 / Mark Anthony Camilleri -- Chapter 2. Trust and belonging in individual and organizational relationships / Kelly-Ann Allen, Gert Tinggaard Sven, Syed Marwan, and Gokmen Arslan -- Chapter 3. Corporate communication through social networks: The identification of key dimensions for dialogic communication / Paul Capriotti, Ileana Zeler, and Mark Anthony Camilleri -- Chapter 4. The corporate communications executives& - interactive engagement through digital media / Mark Anthony Camilleri, and Pedro Isaias -- Chapter 5. Using the balanced scorecard for strategic communication and performance management / Cidalia Oliveira, Adelaide Martins, Mark Anthony Camilleri, and Shital Jayantila -- Chapter 6. Recruit, retain and report: UK universities' strategic communication with stakeholders on Twitter / Emmanuel Mogaji, Josue Kuika Watat, Sunday Adewale Olaleye, and Dandison Ukpabi -- Chapter 7. The use of mobile learning technologies for corporate training and development: A contextual framework / Ashley Butler, Mark Anthony Camilleri, Andrew Creed, and Ambika Zutshi -- Chapter 8. The effect of macro celebrity |

and micro influencer endorsements on consumer-brand engagement on Instagram / Ines Rios Marques, Beatriz Casais, and Mark Anthony Camilleri -- Chapter 9. Large-scale retailers, digital media and in-store communications / Sabina Riboldazzi, and Antonella Capriello -- Chapter 10. The use of digital media for marketing, CSR communication and stakeholder engagement / Ciro Troise, and Mark Anthony Camilleri -- Chapter 11. Corporate communication and integrated reporting: the materiality determination process and stakeholder engagement in Spain / Pablo Rodriguez-Gutierrez -- Chapter 12. E-marketing practices of micro, small and medium sized enterprises. Evidence from India / Tejinderpal Singh, Raj Kumar, and Prateek Kalia -- Chapter 13. Small and medium sized enterprises& - engagement with social media for corporate communication / Oluwasola Oni -- Chapter 14. A taxonomy of online marketing methods for corporate communication / Mohammad Hajarian, Mark Anthony Camilleri, Paloma Diaz, and Ignacio Aedo.

| Sommario/riassunto | Strategic Corporate Communication in the Digital Age explores how contemporary communication approaches are crossing boundaries as innovative media formats and digital transformations offer new challenges and opportunities to academia and practitioners. New technologies have empowered various organisations and their stakeholders. The digital and social media are central to the process of building trust, reputation and support, as online users can use them to scrutinise and influence corporate decisions and actions. This authoritative book features a broad spectrum of theoretical and empirical chapters on topics relating to organisations' interactive engagement with stakeholders during COVID-19. It sheds light on dialogic communications through different digital media, the utilisation of mobile learning technologies for corporate training and development, corporate disclosures of CSR practices, communications of small and medium sized businesses, and provides a taxonomy of online marketing methods, among other topics. This title is a premier reference source and a valuable teaching resource for courses in marketing, communications, strategy and organisational behaviour. |