



CMC 2020

25th International Conference on  
Corporate and Marketing  
Communications

# CALL FOR PAPERS

Omni-Channel communication: Delivering  
unified communications across all branded  
touch-points

Hosted by the University of Granada (Spain)  
Faculty of Economics and Business  
Venue: Online Conference  
14-16 April 2021



UNIVERSIDAD  
DE GRANADA



# AGENDA

Omni-channel communication:  
Delivering unified  
communications across all  
branded touch-points

The 25th International Conference on Marketing and Corporate Communications (CMC) was originally scheduled to be held in Granada (Spain) on April 22nd-24th, 2020. However, due to the COVID-19 pandemic, which has affected us all, it was postponed to 14th-16th April, 2021 and will be held ONLINE.

All decisions regarding acceptance of submissions for 2020 will be carried forward to 2021. We also encourage colleagues and friends to submit their more recent work by the new deadline to add value to the conference and underpin the debate.

In today's globalized, digital world, firms strive to attract consumers and keep them engaged online, along with other stakeholders. To achieve this, organizations need to practice *unified* communication between all branded touch-points, which is the premise of omni-channel communications. There is some way to go before firms fully implement the omni-channel approach, as it demands significant effort in terms of integrated communications to achieve truly personalized omni-channel content across apps, the Web, print, and so on. Many firms are still operating from the phase that precedes multichannel communications, in which they seek to engage stakeholders by using multiple touch-points such as the Web, apps, social networking sites, email, and mass media. However, this approach presents a risk, in that it can give rise to a lack of consistency in the messages communicated by the firm due to the differing nature of the various channels used. Other firms follow a *cross-channel* communications strategy, designed to ensure that stakeholders regard multiple touch-points as part of the same brand. But even though this conception of marketing communication seeks to unify the messages across different channels and thus also achieve a unified view of stakeholders for the firm, each channel nevertheless still operates as an independent silo. By contrast, an omni-channel communications strategy is designed to overcome such drawbacks, by positioning stakeholders at the heart of all communication efforts and enabling them to enjoy a seamless brand experience. This means firms must deliver an identical experience across all touch-points, amid the ongoing consequences of the fall-out from the COVID-19 pandemic which has impacted businesses and non-profits everywhere.

Therefore, the topic of CMC 2020 focuses on the challenges firms and organizations face in implementing a genuine omni-channel communications strategy. This topic goes a step further in addressing the issues examined in previous editions of the conference. It raises a number of interesting questions including: how firms might make the shift from a multichannel or cross-channel communications strategy to omni-channel communications; how consumer engagement and profitability are influenced by the diverse customer touch-points in an omni-channel environment; how to create immersive consumer experiences; the role of mass media in an omni-channel environment; how off- and online consumer-brand touch-points may enhance engagement and profitability; the role that integrated marketing communications (IMC) should play in an omni-channel context; and, what next for omni-channel IMC?





# GRANADA

CMC 2020 invites you to stay in Granada, a lively city giving rise to the development of a modern, multicultural and vibrant study city that welcomes people from all backgrounds.

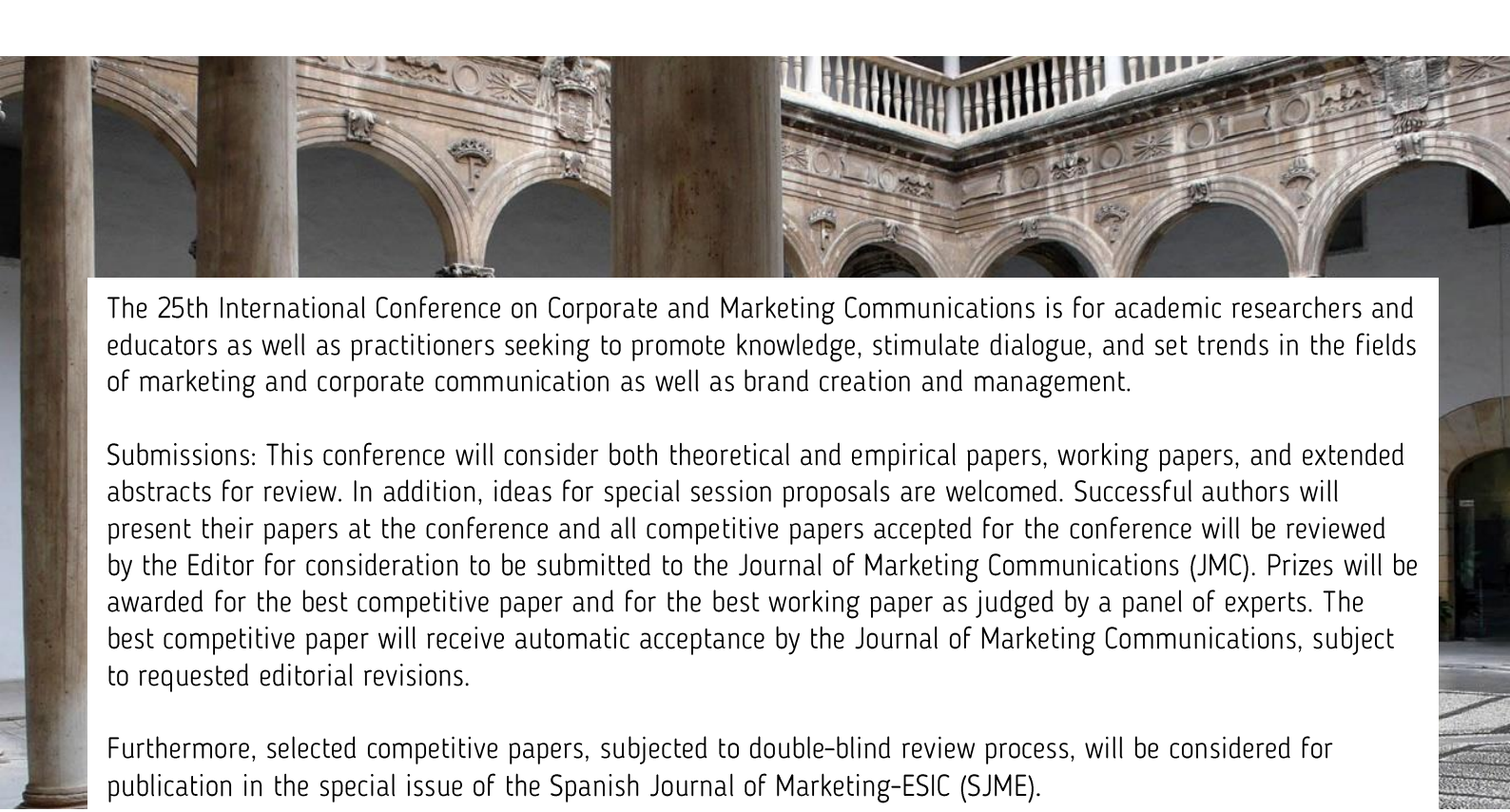
## University of Granada (UGR), an international and multicultural university



Since its founding, the UGR has expanded on a par with the city, with educational centres distributed throughout the metropolitan area. Indeed, given its increasingly growing role in the life of the city over the last 500 years, the University has come to define the city architecturally, culturally and economically. Approximately 80,000 individuals – students, researchers, lecturers, and administrative and service staff are directly linked to the UGR, making it the 4th largest university in Spain. This university community has turned Granada, with its 240,000 inhabitants, into a lively, vivacious and culturally rich city. Every year the UGR receives more than 2,000 Erasmus students. As such, it is the most popular Erasmus destination in Europe. We also send more Erasmus students to foreign universities than any other European higher education institution.

National and international ranking agencies collectively indicate that the UGR continues to make strides as a higher education institution, including it among the top 3% of universities worldwide. The 2020 edition of the Academic Ranking of World Universities (ARWU) places the University of Granada in 276th position in the world and as the fifth-highest ranked university in Spain, reaffirming its position as an institution at the forefront of national and international research. The UGR vows to remain a university open to all, regardless of culture, creed or personal beliefs, and is fully committed to pioneering research, innovation, and delivering world-class education.





The 25th International Conference on Corporate and Marketing Communications is for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue, and set trends in the fields of marketing and corporate communication as well as brand creation and management.

**Submissions:** This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review. In addition, ideas for special session proposals are welcomed. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed by the Editor for consideration to be submitted to the *Journal of Marketing Communications (JMC)*. Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the *Journal of Marketing Communications*, subject to requested editorial revisions.

Furthermore, selected competitive papers, subjected to double-blind review process, will be considered for publication in the special issue of the *Spanish Journal of Marketing-ESIC (SJME)*.

## CONFERENCE TRACKS

### CORPORATE COMMUNICATIONS

- Corporate identity, image, reputation
- Integrated marketing communications
- Corporate branding and corporate online communities
- Corporate reputation in social media sites (SNS)
- Communication to stakeholders
- Internal communications and branding
- Public relations perspectives
- Organizational, Business and Management Communications
- Non-profit and voluntary sector organizations and branding
- Place marketing communications and branding

### MARKETING COMMUNICATIONS

- Integrated marketing communications (IMC) campaigns and its dimensions
- Promotional mix offline-online issues including: advertising, marketing public relations (MPR), native advertising (and other forms of paid content), direct marketing, sales promotion, events, sponsorship and other promotional elements
- Owned earned and paid media
- Online marketing communications
- Marketing communications efficacy and effectiveness
- Measuring attitudinal/behavioral response
- Marketing communications in non-profit and voluntary sector organizations
- Political marketing communications
- Tourism communications

### INTERACTIVE AND MULTICHANNEL COMMUNICATIONS

- Brand touchpoints
- Viral marketing and eWOM
- Mobile marketing communications
- Native advertising (NA) on social media sites (SNA)
- The consumer decision journey
- Digital web advertising conversion funnel
- Building customer relationship online
- Content management
- The changing media landscape

### RELATED AREAS

- Ethical issues of marketing communications
- Cultural issues of marketing communications
- Marketing communications research methods
- Rhetoric, semiotics in communication
- Knowledge management and communication
- Organization culture and communication
- Marketing communications in times of economic crisis
- Cross-cultural analysis
- Leadership, networks, trust-building and communication
- Marketing communications theory
- Communication management
- Marketing communications agencies in the digital age



# DEADLINES

Submission of proposals: December 15, 2020

Early registration: February 15, 2021

## FURTHER INFORMATION

Conference website: [www.ugr.es/local/cmc2020](http://www.ugr.es/local/cmc2020)

Conference e-mail: [cmc2020@ugr.es](mailto:cmc2020@ugr.es)

## Conference Chairs:

### Dr. Lucia Porcu

Faculty of Economics and Business,  
Department of Marketing and Market Research,  
University of Granada, Spain  
[luciapor@ugr.es](mailto:luciapor@ugr.es)

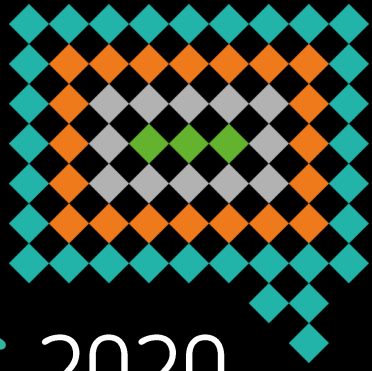
### Dr. Salvador del Barrio-García

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Fees	Early registration fee in Euro. Registration by February 15, 2021	Late registration fee in Euro. Registration after February 15, 2021
Presenter	230	320
Non-presenter	400	450
PhD student	160	200





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