

22<sup>nd</sup> Interdisciplinary Conference of the Research Network European Cultures in Business and Corporate Communication (EUCCO)

---

**EUCCO 2022**

# Diversity in Business Communication

October 6<sup>th</sup> to 8<sup>th</sup>, 2022 | Hamburg



# 22<sup>nd</sup> Interdisciplinary Conference EUCO 2022

---

The 22<sup>nd</sup> interdisciplinary conference of the EUCO research cooperation, which is operating in a European cooperation, will take place in Hamburg in 2022 under the general topic of „**Diversity in Business Communication**“. The symposium aims to consciously bring researchers and practitioners from different disciplines together under a common range of topics. The contributions can be held in either German or English.

Since 2001, the EUCO research network has been organizing an annual **international and interdisciplinary conference** at different universities in Europe and with various hosts on different topics of advertising and business communication in the second half of each year. The conference volumes are each published in the **series of publications** of the same name by the network “European Cultures in Business Communication” (Springer VS). For more information about the EUCO research network, please visit:

[www.wirtschaftskommunikation.net](http://www.wirtschaftskommunikation.net)



# Topic: Diversity in Business Communication

---

**Diversity** means variety or difference. What is subsumed under the term diversity can vary depending on the context. Lately, diversity of media and opinions has been discussed in many countries due to current events and developments. In addition, the diversity of media and opinions is discussed in many countries due to current events and developments. What these various discourses have in common is that there is a warning against the loss of diversity or diversity is declared worth preserving.

In relation to socio-political fields, diversity mostly refers to the protection of the dimensions defined by European legislation: **gender** and **gender identity**, **ethnic origin** and **nationality**, **age**, **physical** and **mental constitution**, **religion** and **belief**, **sexual orientation** and **social origin**. In regard to these fields of application, a constant change can be observed in society: Gender roles, family models and ways of life are changing. Over a quarter of Germany's population immigrated themselves or have at least one parent who was not born in Germany. Around 7% of Germans identify as lesbian, gay, bisexual, trans or queer.

This **social diversity** also changes the expectations on companies as well as the total of customers' different needs and wishes. It changes the way we live, work and communicate with one another. The consequences these changes have on business communication and how corporate and marketing communication deal with this diversity will be the topic of the conference.

A **broad understanding** of the terms "diversity" and "communication" is assumed. Lecture topics with new approaches and studies that link both topics are particularly welcome. It should be explicitly mentioned that contributions **from all academic fields** – linguistics and communication studies, economics, sociology, psychology, law, etc. – are welcome, both in the fields of foundational research and applied research.

Examples of interesting **topics** can include developments and findings in the following areas:

- Diversity, inclusion and social sustainability as objects of communication
- Changes in communication caused by diversity
- Diversity of media and opinion
- Ethnic marketing and advertising
- Gender marketing – traditional gender roles in marketing
- Gender shift – changes in gender roles and stereotypes
- Gender and diversity-sensitive communication in language and images
- Diversity Marketing – between mass and individual marketing
- Social Washing – abuse of the idea of Corporate Social Responsibility (CSR)
- Gender equality and accessibility in the workplace
- Diversity in HR communication
- Inclusive, accessible or universal communication
- Purple Washing – feminist criticism of marketing strategies
- Legal peculiarities of diverse communication
- Psychological aspects of diversity for communication
- Best practice examples
- and much more



# Organization

---

## Call for Papers

If you are interested in giving a lecture, please submit an abstract of a maximum of 2,500 characters (including spaces) as a Word document (\*.doc) in German or English by e-mail with the subject „EUKO 2022“ to the conference management. The abstracts will be handed out to all conference participants as part of an abstract volume at the beginning of the conference.

**When submitting your application, please only use the template provided by us at [fom.de/EUKO2022](http://fom.de/EUKO2022).**

The presentations during the conference are scheduled to last 30 minutes (including discussion). Traditionally, the conference languages are German and English. Please note that experience has shown a high probability that most lectures will be in German.

## Schedule

- by June 19<sup>th</sup> 2022: Submission of abstract
- Mid-July, 2022: Confirmation about acceptance or rejection by the conference management
- end of August, 2022: Publication of conference schedule by the conference management
- by September 4<sup>th</sup>, 2022: Participants register (with or without a lecture)

## Conference Venue and Contact

**FOM Hochschule für Oekonomie & Management**  
gemeinnützige Gesellschaft mbH  
Hochschulzentrum Hamburg  
Schäferkampsallee 16a | 20357 Hamburg  
[fom.de/EUKO2022](http://fom.de/EUKO2022)

## Conference Chairmen

**Prof. Dr. Silvia Boßow-Thies**  
Professor of Business Administration,  
with a focus on Marketing  
E-Mail: [silvia.bossow-thies@fom.de](mailto:silvia.bossow-thies@fom.de)



**Prof. Dr. Marcus Stumpf**  
Professor of Business Administration,  
with a focus on Marketing and  
Brand Management  
E-Mail: [marcus.stumpf@fom.de](mailto:marcus.stumpf@fom.de)



## Conference Fee

The conference mode (attendance, hybrid or virtual) depends on the pandemic situation. The conference fee of 95€ is obligatory for all participants. It includes participation in all lectures, the conference papers (abstract volume) and catering on the days of the event. Additionally, as part of the supporting program, restaurant visits etc. are offered at the participants' own expense.

## Registration

Registration takes place via XING Events. A link will be available in future on [fom.de/EUKO2022](http://fom.de/EUKO2022).

## Accommodation

**Block bookings** have been reserved near the event location in the hotels NH Hamburg Mitte and Mercure Hotel Hamburg Mitte. This special quota can be booked directly at the hotels at reduced rates under the keyword „EUKO 2022“ **until September 4<sup>th</sup>, 2022**.

# Agenda

---

## Scheduled conference agenda

- Thu, October 6<sup>th</sup>, 2022, from 1 p.m. - 6 p.m.  
from 7:30 p.m. Registration and snack  
Presentations  
Dinner\*
- Fri, October 7<sup>th</sup>, 2022, 9 a.m. - 6 p.m.  
from 7:30 p.m. Presentations and poster session,  
Light lunch  
Conference Dinner\*
- Sat, October 8<sup>th</sup>, 2022, 9 a.m. - 12 p.m. Presentations  
Light lunch

Depending on the number of lectures, changes in the schedule may occur.

## Supporting program

In addition to the presentations, we have planned an attractive supporting program in line with the conference theme and location.

\* Self-payment, not included in the conference fee

Status: 26.10.2021

Photo credits (Page references)

Adobestock.com/freshidea (1); Tom Schulte (2, 4 (above)); Andreas Klemm (4 (center)); Adobestock.com/eyetronic (4, 5)



## FOM University of Applied Sciences

With over 57,000 students, FOM University of Applied Sciences, Germany's university for working people, is one of the largest universities in Europe. It is an initiative of the non-profit foundation BildungsCentrum der Wirtschaft based in Essen. FOM offers employees and apprentices the opportunity to study without having to interrupt or give up their employment. The offer includes more than 40 practice-oriented courses from the university areas of business & management, business & psychology, business & law, health & social affairs, IT management and engineering. The courses take place at one of the 35 university centers in Germany and in Vienna, in different study time models. For the winter semester of 2021, FOM has also expanded its range of courses by digital live courses, in which lectures are broadcasted online from multifunctional FOM studios. The digital live study sets new standards in university teaching.

Practical relevance is very important at FOM: The university is in close contact with over 1,000 cooperation companies, including corporations such as Bertelsmann, IBM, Siemens and Telekom and many medium-sized companies.

## Research network European Cultures in Business and Corporate Communication (EUCO)

The EUCO network was established in 2000 on the initiative of the Department of Intercultural Business Communication of the German department of the University of Åbo Akademi in cooperation with the University of Regensburg and the Århus Business School. To date, universities and business schools from Darmstadt, Nijmegen, Århus, Åbo, Hamburg, Regensburg, Lucerne, Salzburg, Riga and Eichstätt have actively participated in the further development of the network and many other universities and organizations are now also involved. Our objective is to gradually expand the range of our activities. The network organizes annual symposia on specific topics in the field of intercultural business communication which take place in different European countries. The network consciously seeks to forge links between research and practice from various fields of modern business life and promotes dialogue from an interdisciplinary and intercultural perspective.

This international network was founded and is constantly expanding due to the realization that today's internationalized and multi-faceted business life is faced with challenges that cannot always be satisfactorily mastered only from the perspective of a single faculty. The members of the network come from fields including cultural theory, linguistics, media, marketing, organizational theory, intercultural communication, human resource management and cultural psychology.

The network also publishes its own scientific book series (Springer/VS). Selected conference papers will later be published in the network's publication series. The official languages of the network at the conferences and in the publications are German and English.

The objective of the conference is to bring together leading researchers and practitioners from around the world as well as future scientists and students. The congress also strives to create synergies with relevance for the business world of today between the participating disciplines and various stakeholders.

---

fom.de



Aachen | Arnsberg | Augsburg | Berlin | Bochum | Bonn | Bremen | Dortmund | Duisburg | Düsseldorf | Essen | Frankfurt a. M. | Gütersloh | Hagen | Hamburg | Hannover | Herne | Karlsruhe | Kassel | Koblenz | Köln | Leipzig | Mainz | Mannheim | Marl | München | Münster | Neuss | Nürnberg | Oberhausen | Saarbrücken | Siegen | Stuttgart | Wesel | Wuppertal | Wien