

INFORMATION:

Networking in International Business Communication – how to establish fruitful co-operation with business

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In early 1999, the first seminar within the Network for International Business Communication at Aalborg University was held. Researchers from the Department of International Business Communication and language specialists from North Jutland companies and organisations met to establish a forum for the exchange of knowledge and research.

Since then approx. 15 seminars have been held dealing with such different subjects as intercultural communication, management and communication, Netiquette, IT-tools for language specialists, language policies, etc. Most seminars have taken the form of a one-hour presentation of the subject followed by questions and discussion by the participants – a form which has led to many interesting and fruitful debates. Moreover, this exchange of ideas and knowledge has contributed to making the newly revised Study Programme in International Business Communication both up-to-date and in accordance with the needs and wishes of the business community.

The Network was initiated as a result of the need for establishing relations with companies and organisations in the North Jutland area in a more formalised way than previously. Most researchers had, of course, established personal contacts to businesses in the area, but a more coherent strategy on a departmental level had never been attempted. In this connection the Industrial Liaisons Office at Aalborg University has played a decisive part in providing an appropriate framework. The Office was established at the Faculty of Engineering and Science with the aim to encourage and organise relations with business life and as such support a two-way transfer of knowledge and technology. This is done by assisting researchers in formulating and developing new network relations, in taking care of administrative tasks in connection with the arrangement of meetings and seminars, in editing and producing newsletters, etc.

For the Department of International Business Communication this means that the Office functions as marketing consultants and takes care of all practicalities in connection with the seminars, whereas the researchers provide the theoretical and professional input – all in all a very fruitful form of co-operation.

For more information on the Industrial Liaisons Office and the Network for International Business Communication, you may visit the following sites: www.nc.auc.dk and www.sprog.auc.dk/edu/sne/nyhed (Danish only).
