

## **INFORMATION:**

### **ASB Centre for Business Communication**

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A new research centre was founded at the Aarhus School of Business in November 2001. The name of the centre is ASB Centre for Business Communication.

#### **The purpose of the centre**

The ASB Centre for Business Communication has been established for a period of four years and the vision is for it to develop into an international *centre of excellence* within research in business communication. In this connection, business communication includes all the aspects of communication where Danish or foreign companies function as either sender, receiver or are mentioned. Business communication thus includes areas such as management communication, market communication, corporate communication, public relations, internal communication and business journalism.

The purpose of the ASB Centre for Business Communication is:

- To collect, coordinate and strengthen the research in business communication taking place at the Faculty of Modern Languages at the Aarhus School of Business.
- To profile the research of the faculty in business communication towards international and national groups of researchers and towards the Danish business sector.
- To enter into a close cooperation with Danish and foreign companies concerning research projects in business communication.

Consequently, the centre is able to comply with the large and new needs for knowledge about communication existing in the business sector.

#### **New research, new events**

Several research projects have already been initiated at the ASB Centre for Business Communication. The projects concern research in *crisis communication*,

*environmental communication* and the *digital rhetoric* appearing on company websites. Other areas which will be researched are: *management communication* (for example storytelling as management), *market communication* (for example communication in relationship marketing), *corporate communication* (for example branding, image and reputation), *internal communication* (for example performance reviews, use of intranet, development of annual reports), *tourism communication* and *business rhetoric* (in connection with the cross faculty research group at the Aarhus School of Business within this specific area).

From spring 2002, the ASB Centre for Business Communication organizes a series of meetings and company conferences for the Danish business sector where the research of the centre will be presented and discussed.

The centre will also organize international conferences, seminars and workshops concerning business communication during the four-year period. Furthermore, an annual lecture by an internationally recognized expert in business communication will be arranged. This lecture will be sponsored by a Danish company.

The centre is managed by senior lecturer Finn Frandsen and includes for the present four senior researchers (Finn Frandsen, Inger Askehave, Winni Johansen and Anne Ellerup Nielsen), three junior researchers (Dorrit Bøilerehauge, Peter Kastberg and Martin Nielsen) and six PhD. students (Charlotte Albrechtsen, Mona Agerholm Andersen, Bjørg Hellum, Michael Kristensen, Bente Foged Madsen and Carmen Daniela Maier). Moreover, both a panel of international researchers in business communication and a panel of Danish business leaders will be established. These two panels will function as consulting authorities and “ambassadors” for the centre both in- and outside Denmark.

### **New educational programs**

Apart from being a research centre, the ASB Centre for Business Communication also possesses a coordinating function in relation to the new educational programs in business communication at the Aarhus School of Business: the new Bachelor in Language and Communication, which started in September 2001 as well as the new Master in Corporate Communication and the new cand.comm.merc., which are expected to start in February 2003 and September 2004 respectively.

### **Contact**

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Read more about the ASB Centre for Business Communication at: [www.cbcom.dk](http://www.cbcom.dk)

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