

## Author Guidelines for *Research Insights*

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### ABOUT CORPORATE COMMUNICATION REVIEW

Corporate Communication Review is an open-access magazine that provides communication leaders and practitioners with insights into quality-proven international research and state-of-the-art academic knowledge. It features comprehensive, professionally formatted articles that encourage readers to delve deeper by accessing full studies or contacting the authors.

- The **editorial board** invites authors of thought-provoking academic articles and instructive chapters to present their key insights to decision-makers in the profession. Selected contributions will be complemented by case studies by chief communication officers from global brands.
- **Researchers** will find a unique opportunity to reach out to communication leaders and make their research accessible and impactful to a broad global audience.
- **Communication leaders** can contribute by sharing their experiences and inspiring future research, or by reviewing books from a practitioner's point of view.
- **Authors** are generally invited and selected based on the magazine's profile and high standards, following the established publication policies of magazines such as the Harvard Business Review. Non-invited manuscripts cannot be reviewed or accepted.

### READERSHIP AND DISTRIBUTION

The magazine is aimed at communication leaders and practitioners worldwide in all industries, with a focus on in-house practitioners in markets with large professional communities. It is also read by business leaders in general management and other roles, consultants, representatives of professional associations and conference organizers, as well as by academics in universities, and the next generation of practitioners and researchers interested in looking beyond their own circles for inspiration.

All articles are published open access and free of charge. A dedicated DOI allows authors and readers to recommend and promote each article through the social media channels of their choice. The magazine and its issues will be promoted globally via social media by major initiatives and associations. Print issues will be presented at relevant professional and academic conferences.

### EDITORIAL BOARD AND PUBLISHER

The magazine's topics and authors invitations are discussed by the magazine's editorial board. It consists of renowned chief communication officers of global brands, senior professors and editors of academic journals, and well-connected influencers who are committed to bridging the gap between research and practice: Laura Duda (Goodyear), Sabine Einwiller (University of Vienna), Christof Ehrhart (Bosch), Jesper Falkheimer (Lund University / Journal of Communication Management), Belén Frau (Ikea), Dennis Larsen (EACD), Vilma Luoma-aho (Jyväskylä University), Sora Kim (The Chinese University of Hong Kong), Tina McCorkindale (Institute for Public Relations), Juan Meng (University of Georgia), Sujit Patil (Godrej), Laurent Turpault (Essendi), Stephen Waddington (CIPR / Leeds University) and Ansgar Zerfass (Leipzig University / International Journal of Strategic Communication).

- Managing editor Dr. Michelle Wloka is the point of contact for all authors.

Corporate Communication Review is a non-profit initiative. The magazine is published by the Academic Society for Management & Communication in partnership with EUPRERA, the European Public Relations Education and Research Association representing researchers and educators in more than 40 countries, EACD, the European Association of Communication Directors and IPR, the Institute for Public Relations based in the United States.

## TYPES OF ARTICLES

Corporate Communication Review features different types of articles:

1. **Research insights** – short articles based on recent empirical or conceptual journal articles, conference papers, or academic book chapters with practical relevance.
2. **Overview articles** – longer articles that introduce key concepts in corporate communication (e.g., reputation, measurement, CEO communication) by highlighting state-of-the-art definitions, research findings, and literature that allows practitioners to delve deeper; usually written by academics who are world-renowned experts on that topic or by handbook editors.
3. **Book recommendations** summarizing and evaluating thought-provoking books with practical implications for the field.
4. **Study highlights** introducing empirical studies in corporate communication or related disciplines.
5. **Case studies** based on short interviews with CCOs on key insights related to the topic of the overview articles or research insights.

## MANUSCRIPT REQUIREMENTS

Authors are required to use the Word template provided.

### Word limits

One page is limited to max. 500 words (including pictures or graphics).

- **Research insights:** 4–6 pages

### Writing style and language

- Reportage style: Use short sentences; active rather than passive; descriptive writing; quotations; attractive figures (please do not write as if you were writing for a scientific journal – overall, write neither too scientific nor too journalistic or colloquial).
- Always keep your audience in mind when preparing your manuscript (communication and business leaders from different industries and countries around the world)
- Paragraphs should be no longer than 100 words and have no more than one main point
- Language: American English (proofreading will be provided).

### Citation and references

- In-text citations refer only to "(Author, Year)" without page numbers, e.g., "(Morrison, 2024)". We use a looser style of citations than in scientific publications to avoid interrupting the flow of reading.
- Quotes from anonymized participants (based on qualitative interviews or surveys) are contextualized by explaining the function/role of the interviewee(s), e.g., "(Head of Internal Communications, Global Energy Company)", or by using abbreviations such as "(Interviewed CEO)" and explaining the sample in a box with an overview of the sample.
- For non-anonymous statements, obtain permission from the interviewees for any quotes and photographs used.
- Prepare the reference list using to APA 7 style.

## RESEARCH INSIGHTS

Please see published articles as an example.

### Structure

**Title of the article** (max. 5–8 words)

**Overview** (max. 70–85 words)

This part should answer the following questions: What is the topic of the article? What is new / why is it relevant to corporate communications? What are the key takeaways of the article?

**Introduction** (approx. 250–500 words)

The introduction should address the relevance, state of research and, if applicable, the research design. If the research involved a complex method or multi-method design, a large infobox (see below) can be used.

**Body text** (approx. 1,000–1,500 words)

Please highlight the research findings of the study and describe what is new/unique about the findings. Feel free to use graphics and tables to illustrate your text (see “visual elements” for the main section below). You may structure the text using several sub-titles.

**Recommendations and implications for corporate communications** (approx. 250 words)

Please describe the implications for corporate communications practice. What are the recommendations and take-aways for chief communication officers and other communication professionals?

**Conclusion and outlook** (approx. 250 words)

This part should highlight the overall insights and an outlook on implications.

### Background / Info box

This section includes background information on the research project.

- About the authors: Please include a license-free picture of each author (and indicate whether there is the need to include any information for the images)

Include the following information for each author

- *Title, first name, surname of each author*
- *Current position*
- *Organization/University, Department*
- *Professional expertise or subject areas (e.g., “Her main research areas are corporate and digital communication”)*
- *Contact details (Email address)*
- More information:
  - *Include information on what the article is based on (e.g., is part of a larger research project; on academic journal article, website, ...)*

### References

Please include no more than ten sources [quotation based on APA 7 Guidelines]

### Visual elements

Please use bullet points, lists, graphics, tables, or info boxes to improve readability and help illustrate the content.

**Emphasize statements and quotes** (max. 10–15 words)

Please highlight 1–2 of the most exciting and important statements per page that can be graphically emphasized as key statements.

### **Figures/tables**

- Feel free to use graphics or tables to illustrate your findings in Word format.
- Each figure/table needs a headline and a short caption [font “caption”].
- We are happy to assist you with ideas or with the creation.

### **Infoboxes**

- You can use a small infobox to emphasize selected content, e.g., a definition or reading recommendations for books, essays, and websites on the main topic.
- You can use a large infobox to include extra information on the topic that might not fit in the running text (for example multi-method design).
- Each infobox needs a headline.

## **RESEARCH & PUBLISHING ETHICS**

- While invited manuscripts for research insights are usually based on previously published journal articles, book chapters or conference paper(s), any manuscript you submit needs to be rewritten for Corporate Communication Review. This means that the content will usually reflect existing publications, but the writing style, titles, abstract etc. shall be different as another audiences is addressed. The submitted manuscript should not have been previously published in its present form.
- By submitting your work, you guarantee that it does not infringe any existing copyright. Researchers are free to present insights in different formats to different audiences, and are usually required to reach out to practice. The original work (e.g., study report, academic journal article, conference paper) should be referenced in the “More information” section – this ensures that the original work is properly acknowledged and that readers can access those academic publications if they want to.
- The editors and publisher are entitled to propose modifications of the content or styles if this seems necessary to make the articles more accessible to the target audience. They have the right to accept or reject manuscripts.
- There are no submission fees, publication fees or page charges.
- Authors do not get compensated, and no royalties are paid to authors.
- All articles in the magazine will be published under the Creative Commons Attribution license 4.0 International (CC BY 4.0), which means the article will be free to share and adapt for any purpose as long as appropriate credit is given.

### **Principles on the usage of generative AI**

- The author(s) must mention the content created or modified by generative AI tools and appropriately cite the name and version of the AI tool; any additional works relied upon by the AI tool should also be appropriately cited and referenced.
- This does not apply to standard tools used to improve spelling and grammar or provide translations.

## **CONTACT**

If you have any queries, please contact:

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