

European Cultures in Business and Corporate Communication (EUCC)

Lucerne, 19–21 October 2023

New Generation Communication: Communication in a Changing World

Communication of the new generation is upon us. It was not long ago that the idea of remote working or of machine learning seemed like futuristic endeavors—the stuff of science fiction. Yet now, the prospect of using various communication technologies to work for us has never been more feasible. We are navigating connected ecosystems, using data technologies and algorithms to keep pace with an ever-shifting business world. Organizational structures and the ubiquity of location-independent communication tools are continuing to transform where we work, when we work, and how we work. “New Generation Communication” is in short innovative, dizzying, and dynamic.

However, if we were to speak of the future of communication in just these terms, we run the risk of isolating or even intimidating those who believe themselves to lie in the margins of the technological landscape. For this reason, the 2023 EUCC conference envisions “New Generation Communication” not as a product of technology, accessible only to the few with the technical know-how, but as a facilitator of dialogue for an inclusive community—a social interface that enables the very human desire to come together with our different experiences and expertise and engage in meaningful conversation with one another.

We aim to create a space for the exchange of ideas about what the new generation holds for communication in its various media, modes, and forms. This might involve conversations in marketing and client relations, in understanding how companies deal with changing customer experience requirements in hybrid marketing content design. There is also much potential for discussions concerning the advent of open-source natural language processing programs, and in finding ways we as communication professionals can work with such technologies rather than seeing them as competitors. There may be still more opportunities for dialogue when considering the effects of new and algorithm-driven media sources on perceptions and constructions of reality, and how to account for biases that are invariably present in data.

Based on a broad understanding of “communication” and “new generation,” we welcome contributions from all scientific fields. We are particularly looking forward to presentations that bridge research and practice, as well as those that address the interface between sustainable value creation and digital innovation.

Some areas of interest may include but are not limited to developments and insights in the following areas:

- Marketing and customer interaction possibilities
- AI's role and limits in gaining customer insights and generating content
- Digitalizing language and communication
- Society's adaptation to digital innovations
- Psychology of digital transformation
- Agile methods to drive change
- World of work and its transformation
- Research in communication using technology
- General business and corporate communication topics

Individual and panel contributions are welcome. Texts and presentations can be submitted and given in German or English. In addition, there will be one or more English-language tracks. To ensure accessibility for all participants, we strongly encourage visual aids (e.g., PowerPoint) in the other language. EUKO membership is not required for submission, presentation, or participation. Please send abstracts of 2,000 to 4,000 characters (including spaces) by **30 June 2023** to euko2023@hslu.ch.