



University of  
**Salford**  
MANCHESTER

# Developing corporate communications : insights from the Italian scenario

Palazzo, M, Foroudi, P, Kitchen, PJ and Siano, A

<http://dx.doi.org/10.1108/QMR-12-2017-0185>

<b>Title</b>	Developing corporate communications : insights from the Italian scenario
<b>Authors</b>	Palazzo, M, Foroudi, P, Kitchen, PJ and Siano, A
<b>Type</b>	Article
<b>URL</b>	This version is available at: <a href="http://usir.salford.ac.uk/id/eprint/48819/">http://usir.salford.ac.uk/id/eprint/48819/</a>
<b>Published Date</b>	2020

USIR is a digital collection of the research output of the University of Salford. Where copyright permits, full text material held in the repository is made freely available online and can be read, downloaded and copied for non-commercial private study or research purposes. Please check the manuscript for any further copyright restrictions.

For more information, including our policy and submission procedure, please contact the Repository Team at: [usir@salford.ac.uk](mailto:usir@salford.ac.uk).



**DEVELOPING CORPORATE COMMUNICATIONS:  
Insights from the Italian scenario**

Journal:	<i>Qualitative Market Research</i>
Manuscript ID	QMR-12-2017-0185.R1
Manuscript Type:	Research Paper
Keywords:	Corporate communications, marketing communications, communications consultants, integrated communications

SCHOLARONE™  
Manuscripts

Qualitative Market Research

## DEVELOPING CORPORATE COMMUNICATIONS: Insights from the Italian scenario

### Abstract

**Purpose** - Based on managerial perceptions from large firms, this paper explores the emergence, growth and importance of corporate communications and how it is evolving and creating competitive advantage for Italian firms.

**Design/methodology/approach** - A qualitative approach is deployed, comprising depth interviews with senior managers from Italian corporations from a broad spectrum of industries including: energy, telecommunications, automotive, transport, retail chain, appliances, technology and engineering, private shipping, government-owned holdings, marketing consultancy, and construction.

**Findings** - The paper offers insight into to corporate communications (corpcoms) practices in the sampled companies. The research shows that corpcoms involves a complex range of activities leading to performance - managed and implemented under CEO direction.

**Practical implications** - Corpcoms is perceived as a strategic concept with effective application relative to managing corporate image and reputation. The findings offer insights for communication professionals who deal with corpcoms, branding, and marketing communications.

**Originality/value** - Corpcoms can be viewed via the lens of social actors' perspectives, i.e. via practitioners – including brand managers and senior executives as they possess practical knowledge of business practice in specific contextual business settings and have managerial ability and remit to design, implement and evaluate integrated corporate communications.

**Keywords** - Corporate communications, integrated communications, communications consultants, marketing communications

Paper type - Research paper

## Introduction

A growing number of researchers emphasize the importance of corporate communications (hereafter corpcoms) (Gupta et al., 2008; Karaosmanoglu and Melewar, 2006; Siano et al., 2015). Corpcoms is utilized by companies in an attempt to differentiate themselves and their brand(s) in an increasingly competitive world (Dev and Schultz, 2005; Goodman, 2006; Kapferer, 2012). For example, a paper by Invernizzi and Romenti's (2009) illustrated that strategic corpcoms was fundamental in the agendas of business and communication practitioners. Earlier, Van Riel (1995) and Grunig et al. (2002) had focussed upon managing mutually beneficial relationships inside and outside the company as this highlights that a company is a social institution that generates value, in economic and social terms. Cornelissen (2008; 2011) and James and Phillips (2010) indicated that corporate culture can focus on service to different stakeholders as an essential and differentiating organisational characteristic. Previous studies highlighted that companies need to respond to stakeholder expectations and requirements to obtain and maintain competitive advantage (Van Riel and Fombrun, 2007). These views facilitate understanding and renew discussion about the role of corpcoms in organisational behaviour (Bandsuch et al., 2008; Burchell and Cook, 2008).

Argenti (2006) and Cornelissen (2004) demonstrated that communication had become cogent in practice and outlined its role in the development of corporate strategy (see also Argenti, 2006; Kitchen, 1997). Burchell and Cook (2008) noted that communicating well with stakeholders leads to positive consequences such as decreased conflict and risk reduction as well as greater proximity to stakeholders. However, despite these emphases from past research that strategic communication creates commitment and could underpin positive organisational behaviour (Van Riel and Fombrun, 2007), evidence suggests that communication executives need to develop a greater awareness of the nature and strategic role of communication relative to organisational and stakeholder goals (Holm, 2006; Van Riel and Fombrun, 2007; Siano et al., 2013).

As communication managers are potentially involved in strategic decisions within corporations (Goodman, 2006; Grunig et al., 2002), they understand and adapt what they do to 'others' sense of the company. When this happens, it can create bidirectional communication that may lead to dialogic practice in which all parties participate. Over time, this underpins sustainable competitive advantage (Siano, 2014) and lead to a communication-oriented organisation (Bowen, 2009; Johansson and Ottestig, 2011). Nonetheless, controversy still surrounds corpcoms with issues as to its 'newness' and applicability either practically or theoretically, i.e. having always existed, or whether it is more of a managerial fad (Duncan and Everett, 1993; Schultz and Kitchen, 2004).

Based on practice theory (Jarzabkowski, 2005; Schau et al., 2009), this paper explores the emergence, growth and importance of corporate communications; and its implementation and application in Italian firms, an under-researched country in the EU insofar as this subject is concerned. We also consider its implementation and application in selected companies, paying attention to budgetary decisions and decision-making processes. In this way - albeit embryonically - integrated communications actions can be explored.

## FOCUSING ON CORPORATE COMMUNICATIONS

Conceptualising corpcoms is predicated on considerations that increasing globalisation, changing market environs and media channels impact organisations and *inter alia up* on their imperative to communicate (Duncan and Moriarty, 1998; Kitchen and Eagle, 2002; Schultz, 2004, 2007). Increasing regulation and competitive business settings are also strong pressures for today's business communicators. Therefore, investigating corpcoms in Italy may offer insights of value in how to deal with challenges or assist in solving problems (Foroudi et al., 2016).

Since the 1990s, corpcoms programmes have become increasingly important due multiplied media channels, fragmented audiences, increasingly diverse stakeholders involved in the firm, and technological development (Argenti, 2006; He and Mukherjee, 2009; Invernizzi and Romenti, 2013). In analysing these and other factors and their effect on communication, many authors initiated studies focused upon stakeholder perceptions about the ways a firm may express itself and such communication studies have multiplied ad nauseum (Forman and Argenti, 2005; Foroudi et al., 2016; Schultz and Kitchen, 2004). Unsurprisingly, this has resulted in diverse definitions of corporate communications. For example (Van Riel and Fombrun, 2007) proclaimed that corpcoms was:

*“that set of activities involved in managing and orchestrating all internal and external communication aimed at creating favorable starting points with stakeholders on which the company depends. Corporate communications consist of the dissemination of information in [and out with] an organisation, with the common goal of enhancing the organisation's ability to retain its license to operate”.*

Not to be outdone, Cornelissen (2008, p. 23) added that

*“corporate communications is a management function that offers a framework and vocabulary for the effective co-ordination of communications with the overall purpose of establishing and maintaining favorable reputations with stakeholder groups upon which the organisation is dependent”.*

Yet these definitions only offer a limited understanding. For example, corpcoms can influence distinctiveness, in addition to a company's services and brands, and underpin sponsorship, and other corporate communications activities (Foroudi et al., 2014). Further, corpcoms focuses upon organisational image and reputation (Carreras et al., 2013) and, for this reason, requires an integrated approach using a potentially constrained specialist frame of reference including corporate branding, media relations, issues management, investor relations, public affairs, internal and CEO communication.

Such communications aims to establish and maintain favourable relations with company stakeholders (Kitchen, 1997). The general idea is that corporate success and sustainability may depend significantly upon how an organisation is perceived by stakeholders. Thus, an integrated corpcoms approach aims to fulfil several communication needs, each designed to avoid or minimise reputational damage (Schultz and Kitchen, 2004; Van Riel and Fombrun, 2007).

1  
2  
3 Starting from these considerations, this paper examines Italian managers understanding of corporate  
4 communications. The overarching research question is “whether there is a corporate communications  
5 definition established from a practitioners’ point of view?” (RQ1).  
6

7  
8 In order to understand the main features of corpcoms, both corporate and marketing communications’  
9 must be compared. Corpcoms goals differ in their nature from marketing goals because they serve a  
10 broader variety of stakeholder groups (Foroudi et al., 2016). In general, corpcoms – owing to the  
11 strategic use of corporate brands - aims to present, augment, improve, or, in some cases, stabilise a  
12 company’s overall image and reputation (Melewar and Jenkins, 2002). Moreover, corporate  
13 communications goals are designed for the long-term success of a company and may have little to do  
14 with shorter-term or annual tactics such as marketing communications (De Pelsmacker et al., 2007;  
15 Kitchen and Schultz, 2001; De Roeck et al., 2013). Table 1 demonstrates relationships and  
16 arrangements between the two communication typologies.  
17  
18

19  
20 **Please place Table 1 about here**  
21

22  
23 Both typologies are viewed as separate entities. During the 1990s, Markwick and Fill (1997)  
24 attempted in a rudimentary manner to integrate marketing, organisational and management  
25 communication under the heading of corporate communications. They were not alone in this as  
26 earlier for van Riel (1995) marketing communications was a function concerned with promotional  
27 mix elements, such as advertising or personal selling, while organisational communication was  
28 reified to deal among (different) stakeholders and, therefore, managed public affairs and public  
29 relations, as well as investor relations. Van Riel was both right and wrong in essentially seeking to  
30 delimit either communication typology and in seeking to exert corporate control over marketing  
31 communications. He omitted to mention that marketing communications budgets – then and now-  
32 tend to dwarf the budgets allocated for corporate communications purposes.  
33  
34

35  
36 Through the same rose-tinted spectacles, Van Riel (1995) also saw management communication as  
37 the ‘most important function’ within an organisation because it was apparently in control of planning,  
38 control, delegation and coordination of employees and programmes for the entire organisation (Jo  
39 and Shim, 2005). Thus, management communication should be able to present the strength of the  
40 corporation through planned identity, while also augmenting corporate personality and strategy  
41 (Gylling and Lindberg-Repo, 2006; Foroudi et al., 2016; Forman and Argenti, 2005). This element  
42 aside, van Riel’s (1995) view of marketing communications countermanded that of other researchers,  
43 many of whom stated that marketing communications was not merely just concerned with tactical or  
44 promotional activities (Kitchen and Schultz, 2003; Schultz, 2004). Marketing communications also  
45 serves customers and consumers, thus enabling both short and long-term sales, profit and market  
46 share objectives without which there would no business to present to stakeholders. Without pressing  
47 the issue further, employees from both domains should be able to work together to increase brand  
48 loyalty and value (Gylling and Lindberg-Repo, 2006).  
49  
50  
51  
52

53  
54 Following this, common starting points can act as facilitators in developing corporate identity and  
55 image and product/service brands (Foroudi et al., 2016; Schultz, 2007). Therefore, companies could  
56 in theory develop a common communication strategy to ensure that all disciplines and  
57  
58  
59  
60

1  
2  
3 communication activities work in harmony and support each other's functions (Schultz, 2004; Van  
4 Riel, 1997). Thus, there is a need of some rapprochement between corporate and individual brands  
5 and their respective managerial teams. These could be used as a gestation point for corporate and  
6 marketing communications interactions (Calder and Malthouse, 2005; Garretson and Scot, 2005).  
7

8  
9 Table 1 highlights that marketing communications is managed by the marketing department in most  
10 companies, whereas corporate communications lies firmly in the CEO's domain. In consequence,  
11 companies ideally need to have a corporate communications strategy that is integrated at all levels;  
12 corporate, strategic business unit and brand (Kitchen and Eagle, 2002; Wightman, 1999). In addition,  
13 corpcoms could - potentially - be envisaged as a process in coordinating and creating synergy  
14 between departments and functional areas (Cornelissen, 2000; 2011; Kitchen and de Pelsmacker,  
15 2004).  
16  
17

18  
19 Taking these issues into consideration, corpcoms involves features and corporate performance issues  
20 that need to be ostensibly managed and implemented by the CEO aided by senior company  
21 managers. All these activities and the associated communication strategy can be consolidated into  
22 one or few departments thus enabling companies to create and manage the strategic directionality of  
23 their communications with various stakeholder groups (Melewar et al., 2016). In all this, corpcoms is  
24 a significant function within organisation with the same nascent 'power' of other functions and  
25 evidently can be strategically managed. Therefore, in exploring how large companies in Italy manage  
26 corporate communications, we derive two research questions from the literature - (RQ2a): How do  
27 Italian large companies manage their corporate communications? and (RQ2b): Are corporate  
28 communications departments (or their equivalents) both organised and effective in our sample firms?  
29  
30  
31

32  
33 In addition, taking into consideration new trends and future perspectives, it emerges that, in many  
34 companies senior communication managers are becoming members of the corporate dominant  
35 coalition (Bowen, 2009; Dozier et al., 1995). These positions in an organisational hierarchy allow  
36 managers to direct communication following a strategic organisational approach (Berger, 2005).  
37 Frequently large companies place such a department at a high vertical organisational level. Indeed  
38 Bowen (2009) asserted that, most global corporations have a communication department strictly  
39 linked to the CEO and her/his executive team. This means that corpcoms department may advise  
40 senior decision-making teams, and that communications management personnel directly report to the  
41 CEO as an active part of the dominant coalition. Thus, we investigate large companies that have  
42 developed corporate communications whether - (RQ3) Is the department developing significant  
43 interactions at different organisational levels – vertical top-down, bottom-up vertical, or horizontal –  
44 an active part of the dominant coalition?, and - (RQ4) Taking into account the important role of  
45 corpcoms in large companies, to what extent are our sample companies likely to increase investment  
46 in corporate communications over the next three years?  
47  
48  
49  
50

51  
52 Moreover, it is likely that a dominant coalition, including communication managers, will use several  
53 communication tactics to communicate with internal and external stakeholders, and work with  
54 communication consultants as needed (Canato and Giangreco, 2011). Considering that several studies  
55 focus on the relationships that large companies have with consultants, and especially, on the  
56 approach and conduct of companies toward 'their' consultants may also lead to successful  
57  
58  
59  
60

relationships (Kitchen and Schultz, 2001), we also explore (RQ5): What kind of relationship should be developed between the company (dominant coalition) and the consultant(s)?

## RESEARCH METHODS

The preceding literature review afforded little by way of application for Italian-based firms. Limited studies to date comprise mainly descriptive studies in the domain (Foroudi et al., 2014). This scenario allows justification of an explorative qualitative research design to (Veludo-de-Oliveira et al., 2006) to enable understanding of the subject. Thus, our primary purpose is to develop preliminary ideas and move toward refined research questions by focusing on 'what' or 'why' questions (Neuman 2006, p. 33), and exploratory research is used to arrive at a set of assumptions on which to base the research design. Since this research aims to explore the definitions, features, tasks, responsibilities and competencies of corpcoms, a qualitative approach was more appropriate as this method uncovers and explores the way social actors (internal and external communication managers) behave, and why (Collins and Hussey, 2003). Put differently, qualitative methods enable researchers to unpack the processes by which people come to final decisions (White et al., 1999), and provide opportunity for contextual analysis. Therefore, taking into consideration the research questions and the chosen method, a semi-structured instrument was designed which allowed opportunity for empirical inquiry into this contemporary phenomenon within a live context (Yin, 2009). The further advantage of this approach is that it allows preliminary situational understanding, which enables findings to contribute to later research.

A sample of 194 large Italian companies were contacted by e-mail and telephone and respondent selection made according to revenues achieved in 2015. Moreover, only large companies headquartered in Italy were selected. Companies that belonged to an international corporate group such as P&G, Henkel, etc. were excluded. Like many exploratory studies, companies and interviewees were selected based on a judgment sample criterion (Gopaldas, 2016). In implementing the judgement sampling criterion - a type of non-probability sampling - the authors' judgement was used for choosing companies and interviewees which were considered to be representative of the population (Supriadi and Pheng, 2018). Actually, judgement sampling is used regularly in conducting qualitative research where the main goal is to develop understand of a phenomenon rather than to generalise to larger populations (Creswell and Creswell, 2017).

Thus, after elimination of firms that did not meet the criteria and others unwilling to participate, eventually 15 large companies were selected whose executives participated in the research. Moreover, it has to be highlighted that, the main aim of researchers was to increase understanding of the explored phenomenon rather than obtain a fully representative sample. For this reason, the sample selection was completed at the point of redundancy, that is, at the point when no new information was approaching (Lincoln and Guba, 2000; Patton, 2002). However, a purposive approach was put into practice to guarantee that the sample contained organisations from a range of different sectors (Gopaldas, 2016). Strauss and Corbin's (1990) theoretical approach was used in the data analysis, selected given that the data is qualitative in nature. Secondary data was also accessed including information from websites and corporate literature in order to overcome the limitations of interviews. To achieve the research objective, the authors conducted 25 face-to-face semi-structured interviews



1  
2  
3 in 2015 with key informants, marketing and communication consultants responsible for  
4 implementation of the companies' corporate communications.  
5

#### 6 *Field interviews*

7 Italian businesses that were not SMEs and had 250 or more employees were selected (Loecher,  
8 2000) from a broad spectrum of industries including four energy companies, one telecommunication,  
9 one automotive, one transport, a retail chain, a leading appliance company, two technology and  
10 engineering companies, a private shipping company, a government-owned holding, a marketing  
11 consultancy and a construction company. This cross-section was chosen as the study explores the  
12 emergence, growth and importance of corpcoms and how may be evolving and creating competitive  
13 advantage. Therefore, the sample is composed by interviewee selections of executives/managers in  
14 Italian companies, functional areas/departments and roles/positions with the proviso that all relate to  
15 communication.  
16  
17  
18  
19

20 An interview protocol was designed (Gruber et al., 2008; Gopaldas, 2016) and after a brief  
21 introduction to delineate the research focus, each interviewee discussed subjects relative to the  
22 research objectives to obtain insights into corpcoms practice. Each interview lasted approximately  
23 one hour. All interviews were recorded and transcribed verbatim to ensure reliability (Malhotra and  
24 Birks, 2003). Based on the nature of the research topic, where permission was not extended to record,  
25 interviews were paused, notes taken and written up immediately afterwards.  
26  
27  
28

29 A back translation was followed from Italian to English by expert translators. An interview guide  
30 helped ensured all areas were covered, though interviewees were allowed to move from concept to  
31 concept without following the topic order in the guide. Using open-ended questions improved the  
32 validity of the collected answers, as is suitable for exploratory studies (Malhotra and Birks, 2003). In  
33 order to structure a comprehensive synthesis of information obtained from the data, NVivo was  
34 utilised. This assisted the authors to understand recurrent topics, examine the text, and interrogate the  
35 data at different levels and ensure reliability and validity of the research. Using NVivo, the  
36 researchers tried to find the research phenomenon inside the data, and indicators of where the  
37 phenomenon started and completed (Patton, 2002). Thus, this study is in line with the criteria of  
38 trustworthiness for qualitative study by using multiple methods for analysis employed to prove  
39 internal validity and credibility, comprehensive description of the research setting, taking into  
40 consideration the criteria of ecological validity and transferability, cases and informants  
41 confidentiality protected, and verbatim interview transcription, following objectivity and  
42 confirmability principles (Lincoln and Guba, 2000).  
43  
44  
45  
46

## 47 **RESEARCH FINDINGS**

### 48 *Definition and Features of Corporate Communications*

49 In these two sections, findings (summarized in Table 2) are preceded by background information and,  
50 according to Langley (1999), presented with a narrative approach.  
51  
52  
53

54 **Place Table 2 About here**  
55  
56  
57

1  
2  
3 Aiming at answering to whether there is a corpcoms definition established from a practitioners' point  
4 of view (RQ1), we commence by exploring the definitions and importance interviewees expressed.  
5 An interviewee mentioned that,  
6

7  
8 *"...it seems effective. However, remember that (...) involves both planning and practice.*  
9 *The second part is more difficult than the first. Usually, communication is identified with*  
10 *immaterial and speculative activities. In actuality, the most expensive phase in terms of*  
11 *time and resources is when "words" become practice" (Corporate Communications*  
12 *Manager).*  
13

14  
15 The majority of respondents indicated that their corporate communications definition was aligned  
16 with that of Cornelissen (2008) i.e. focussed upon a strategic corpcoms perspective. Thus,  
17 Cornelissen's definition is relevant only if words become facts. In addition, a corporate HRM  
18 manager said "we use communication in order to spread information inside and outside the  
19 company". This highlights that corpcoms has to reach (and influence) different audiences (internally  
20 and externally). Moreover, another opined that in order to manage this properly, several  
21 functions/departments must be involved:  
22  
23

24  
25 *"the definition of corpcoms accords with (...) mine. However, here, several*  
26 *functions/departments manage it" (VP - External Relations and Communications).*  
27

28  
29 On the other hand, two interviewees said that they agreed partially with the definition, while another  
30 manager stated that corpcoms are not developed in the company where he works. In particular, an  
31 interviewee said,  
32

33  
34 *"...I don't agree with the second part of the definition i.e. "establishing and*  
35 *maintaining favorable reputations". Actually, we work in order to reach a coherent*  
36 *management of corpcoms using different integrated channels and the internal*  
37 *communication department" (Internal communication and training manager).*  
38

39  
40 This highlights that the company focuses mainly on internal communication. However, this manager  
41 does not think that reputation could be a goal which corpcoms should reach. Besides, this interviewee  
42 remarkably stated that there is no space for corpcoms in his company,  
43

44  
45 *"Nowadays, there is no corpcoms department. Such activities are developed with sporadic events*  
46 *that the company decides to promote. External communication is mainly based on advertisements*  
47 *and offers, while internal communications is managed by a specific manager in charge of*  
48 *training staff as well" (Corporate HRM Development Manager).*  
49

50  
51 This perspective takes into consideration primarily the tactical side of communication. In addition, it  
52 is linked with discontinuous implementation in order to reach short-term aims or follow a trend,  
53 and/or may be related to relative unsophistication as to corporate and marketing communications  
54 boundaries. However, most interviewees intimated that corpcoms was a necessary asset for large  
55 companies and that played an important role in their business. Based on the data, the key elements  
56  
57

1  
2  
3 associated with the words ‘corporate communications’ in the Italian scenario are illustrated in Figure  
4 1. The selection of elements is based on an association index. In particular, the index was carried out  
5 following analysis that allowed understanding of the features of corpcoms approaches. Word  
6 association analysis of practitioners’ points of view was done to classify main key words about  
7 corpcoms and visualise them in a radial diagram (see Figure 1) with the words ‘corporate  
8 communications’ in the centre and other words disseminated around, each at a distance proportional  
9 to its degree of association. The statistically significant relations between words are, consequently,  
10 univocal and mono-directional.  
11  
12

### 13 14 **Place Figure 1 about Here** 15

16 It is useful to consider statements that focus on the importance of corpcoms. For example, a corporate  
17 communications manager said,  
18

19  
20 *“Communications is essential for a company that would like to be successful. Our*  
21 *company was among the first in Italy to understand the importance of innovation in*  
22 *putting into practice communication strategies. We love innovation since the company*  
23 *was born in the sixties. In those days, the president hired American firm Booz Allen &*  
24 *Hamilton as their marketing and communication consultant. Our company was the first*  
25 *to hire an American consultant. However, instead of passively accepting a foreign*  
26 *model, we integrated it into our corporate culture and thus we changed how corpcoms*  
27 *is developed in Italy” (Corporate Communications Manager).*  
28  
29

30  
31 This implies that corpcoms not only plays a significant role in the company but that it has done so for  
32 decades. It also reveals the ambivalent nature of the relations between marketing and corporate  
33 communications. For example, Booz, Allen and Hamilton had at that time very little experience of  
34 corpcoms *per se*. Another interviewee also mentioned corporate social responsibility, indicating its  
35 fundamentality:  
36  
37

38  
39 *“among the principles and values that inspire corporate performances are*  
40 *transparency and fairness. These can be reached giving to stakeholders clear and*  
41 *sustainable communications about strategies, activities, results and decisions. All these*  
42 *actions and relations together create internal and external value, which guarantees*  
43 *trust and credibility, creates profit for the company and helps in changing strategic*  
44 *choices. Due to this, our company was honoured to receive numerous awards for*  
45 *outstanding corporate communications in areas such: good reporting and financial*  
46 *communications, online financial communications, web ranking, corporate governance,*  
47 *and an award for the most innovative intranet in Europe” (Corpcoms and External*  
48 *Relations Manager).*  
49  
50

51  
52 About main influences exerted, several interviewees noted that corporate communications is  
53 responsible for emphasising corporate values, (of more importance to stakeholders, and latterly upon  
54 sustainability). In this respect, a manager said:  
55  
56  
57

1  
2  
3 *“All communication projects starts from analysis of the stakeholder system. This helps*  
4 *us to constantly strengthen reputation and focus responsibly on different publics. This is*  
5 *followed by a regular interest in sustainability, a further element that can become the*  
6 *basis for strengthening intangible corporate assets. This is an essential value that helps*  
7 *give more consideration to people, environment, communities, technological*  
8 *innovations and to all employees in the company. The activity dedicated to maintain*  
9 *relationships can be considered strategic. In fact, it represents an added value for us.*  
10 *Creating and sustaining value depends on the quality of stakeholder relationships. For*  
11 *this reason, strategies cannot be developed without strong and open dialogue with all*  
12 *legitimate organisations in contact with the company” (External Relations Manager).*  
13  
14  
15

16 Thus, corpcoms is seen to be both tactical and strategic simultaneously. Taking into consideration all  
17 interviewee views, the most meaningful aspect that affects corpcoms – especially, in terms of budget  
18 and organisation – is company size especially in response to stakeholder issues. For example, an  
19 interviewee from an energy company stated:  
20  
21

22 *“the most important thing in a company that influences... is that it is necessary to*  
23 *answer to stakeholder pressure. Once managers use corpcoms then corporate problems*  
24 *[may] become easier to solve. Corpcoms helps underpin relations among different*  
25 *SBU’s”.*  
26  
27  
28

29 For the majority of interviewees – corpcoms is influenced by resource and information exchange  
30 among different areas of communication and new technologies. So, it can be said that any corpcoms  
31 definition established from a corporate perspective should take into consideration all the elements,  
32 issues and features highlighted heretofore. Actually, it was found that when comparing the theoretical  
33 definitions of corpcoms with those of practitioners, it was noticeable that interviewed managers did  
34 not have a holistic definition of the topic and perhaps this is not needed so much in practice, as in the  
35 constant welter of academic opinion.  
36  
37  
38

39 Moreover, in the data analysis on corpcoms’ definitions and features, three keywords were extracted  
40 from interviews, i.e. stakeholders, image and relations (see Figure 2). Moreover, further important  
41 keywords were identified related to the main subject: responsibility, transparency, positive behaviour,  
42 staff/employees relations, public relations, marketing and external communications.  
43  
44

#### 45 **Place Figure 2 about Here**

  
46

#### 47 *Corporate Communications Tasks, Responsibilities, Competencies*

48 Aiming at finding out how Italian large companies manage their corpcoms (RQ2a) and if corporate  
49 communications departments are both organised and effective (RQ2b), this second part of the  
50 findings illustrates the main features of the Italian communication unit/function in terms of tasks,  
51 responsibilities and competencies. According to interviewees, in each company there is a single  
52 organisation unit/function (mainly titled the PR department) in charge of managing corpcoms. The  
53 business manager responsible for planning is head of the Communication Department or the Public  
54 Relations/External relation manager while the business manager responsible for implementation is  
55  
56  
57  
58  
59  
60

1  
2  
3 the communication manager (in other companies the person responsible was external relations  
4 manager - or PR manager, Marketing manager, or Sales manager). The number of employees  
5 working in such units is restricted – in no case was there more than fifteen. Departments involved in  
6 managing corpcoms usually interact through meetings. Moreover, it seems that the External  
7 Relations manager is the person responsible for coordinating activities developed by corporate and  
8 the marketing communication department, and he was also charged with directing a permanent cross-  
9 functional team coordinating communication activities. An interviewee speaking of activities by  
10 cross-functional teams said:  
11  
12

13  
14 *“they manage strategically and tactically national and international communication*  
15 *projects; support media relations; reinforce corporate reputations thanks to strategic*  
16 *and tactical management of CSR projects; manage press releases in Italy and other*  
17 *countries; create communication and PR plans; support event management; media*  
18 *monitoring (press releases, monitor press agencies, online, in TV and on radio); write*  
19 *and review texts and materials for different journals; and measure media results”*  
20 *(Managing Partner).*  
21  
22  
23

24 In terms of whether the corpcoms department is developing significant interactions at different  
25 organisational levels (RQ3), it was noted that relations and coordination among different departments  
26 were quite well developed in this sample of companies. However, vertical top-down interaction (from  
27 executives to employees) appears dominant in all firms. The approach utilised to arrive at the  
28 communications budget in the companies is that of tasks and objectives though this is usually  
29 associated with marketing. In terms of investment in communication budgeted for the next three  
30 years (RQ4), 50% of the companies stated their budgets would increase by 10% on corpcoms – still  
31 however with 90% allocated to marketing, while others were not planning to change their  
32 communication budget. Notably, a distinction between corpcoms and marcoms budgets was not  
33 specified in any of the sampled companies. The main reason for those increasing budget was to  
34 renovate and refresh the corporate image. Thus, as noted earlier, interviewees seem to place more  
35 importance on image than upon reputation though this requires further research.  
36  
37  
38  
39

40 In addition, as regards the relationship between the company and external consultants, according to  
41 the majority of interviewed managers, usually external communication agencies are employed to  
42 manage advertising plans and website design. This relationship seems to involve long-lasting  
43 cooperation; in fact, managers said that they collaborate with external consultants for periods from 5  
44 to 10 years. Moreover, when managers decide to substitute their partners they do it mainly because  
45 they need to manage communication in a market divided into geographic areas (regional, national  
46 and international). Hence, they usually employ different consultants for different geographical areas.  
47 There are many reasons for the employment of communication consultants, such as (i) lack of  
48 expertise inside the company, (ii) presence of qualified staff but not expert in the communication  
49 department, (iii) efficient contacts with differential media, (iv) worthwhile investment, and (v)  
50 development of communication strategy.  
51  
52  
53  
54

55 However, the main tasks that communications consultants perform are to create logos/trademarks,  
56 and develop textual and graphical messages as most interviewees stated. In addition, four managers  
57  
58  
59  
60

1  
2  
3 said that “the external communication consultants are usually involved in creating a new corporate  
4 brand”. Others suggested that:

5  
6 *“it could be useful to hire a consultant to create packaging, create new product brands,*  
7 *develop the corporate house style, recommend investment advertising, sponsorships,*  
8 *sales promotions, or MPR., and/or recommend which media communication channels*  
9 *are appropriate”.*  
10  
11

12 To summarise, the majority of interviewees stated that when an external communication consultant  
13 worked for a large company, he/she usually receives briefing and guidance direct from the CEO.  
14 However, an interviewee from an engineering company suggested that, “communication decisions  
15 are taken by the CEO together with the external consultant”. Another manager from a construction  
16 company said “communication decisions are exclusively taken by the CEO”. These data allowed a  
17 glimpse into the complexities of the relations between a company (dominant coalition) and  
18 consultant(s) (RQ5).  
19  
20  
21

## 22 **DISCUSSION**

23 This paper explores the emergence, growth and importance of corpcoms and how it is evolving and  
24 creating competitive advantage via qualitative research into the perceptions of business managers in  
25 large Italian based firms. Besides, enhancing previous understanding and contributing to literatures  
26 on corporate communications, the study re-defines the concept as (RQ1):  
27  
28  
29

30 *“corporate communications is a management function that effectively and transparently*  
31 *co-ordinates all means of communications in practice, in order to responsibly create*  
32 *and support a positive image with different stakeholders”.*  
33  
34

35 This means, according to the findings, although scholars highlight the fact that the main benefit  
36 reached through corpcoms to establish and maintain a favorable reputation with [all] company  
37 stakeholders, large Italian companies - in this sample - seem to be interested in creating and  
38 supporting a positive corporate image. However, one may well be perceived to lead to the other.  
39 Actually, Italian organisations have put significant effort into creating and sustaining corporate image  
40 by aligning and managing communication campaigns with different publics. However, they seem to  
41 pay more attention to company’s visibility and awareness at the time of this research.  
42  
43  
44

45 Several interviewees considered image and reputation as overlapping, although authors (Foroudi et  
46 al., 2016; Melewar et al., 2016) mentioned that it is important to keep them separate. In fact, they  
47 advise that to achieve a strong reputation, companies need a strong image. Nevertheless, interviewees  
48 seemed unclear as to whether or not corporate reputation was better than a positive image or vice  
49 versa. Image is more variable for the reason that it is built upon beliefs and opinions while corporate  
50 reputation, built on values, usually does not vary in the short-term. In addition, reputation is more  
51 stable in the presence of negative publicity. This is due to the fact that “it is value-based and not  
52 belief-based” thus, “negative information about the company will have a much more difficult time  
53 altering the association in memory” (Percy 2008, p. 64). It is likely that image in Italy is preferred to  
54  
55  
56  
57  
58  
59  
60

1  
2  
3 reputation due to cultural habits and social pressures companies face, especially in the aftershocks of  
4 the global economic crisis which has impacted the ways corpcoms is managed.  
5

6  
7 Considering RQ2 it is clear that there are signals highlighting that a corporate communications  
8 department is assuming greater importance in these Italian companies. Managers were well aware of  
9 the importance of managing corporate communications (RQ2a). In all the sampled firms there is a  
10 single department/function for corpcoms albeit under a different title such as 'External Relations' or  
11 'Public Relations'. This emphasizes that while corpcoms has taken and is considered significant  
12 inside companies, the use of the term "corporate communications" is not fully realisable ... despite  
13 academic advocacy! External relations and PR are well-used recognisable labels. However, the  
14 current existent departments – follow the rule of efficacy and efficiency while seeking to create and  
15 support positive corporate image with different publics (RQ2b).  
16  
17

18  
19 The rise of relevance of this topic via organisational structures is in line with other findings exploring  
20 the role played by the corporate communications officer (CCO). Over the past years, the literature  
21 has highlighted the increasing importance of the CCO in firms, by showing different "predominant  
22 role types" involved into CCO's main duties and tasks (Invernizzi and Romenti, 2013) and by  
23 investigating the fact that CCO has been progressively taking on a leadership role (Beurer-Züellig et  
24 al., 2009; Holtzhausen and Zerfass, 2011). If the spotlight is on the 'leader', the same is happening  
25 also for departments as they are (Simoes et al., 2005), the function that helps companies gain  
26 competitive advantage, integrating communications between internal and external stakeholders.  
27  
28

29  
30 From the theoretical point of view, in a company that develops an integrated corpcoms approach, the  
31 department should develop different significant interactions at different levels within the company -  
32 top-down vertical, bottom-up vertical, and horizontal, as an active part of the dominant coalition. We  
33 find some support for this (RQ3). Results show that inside most of our sampled firms, relations and  
34 coordination among different departments are well developed in Italy.  
35  
36

37  
38 However, communication managers pay more attention in developing vertical top-down interactions.  
39 This aligns with the fact that large companies often position the communication department at a high  
40 vertical level organisationally. This means that top down vertical interactions are necessary in order  
41 to allow managers that are located in the higher position to direct tasks to other employees. Thus, the  
42 location of the department close to senior management also means that this department often interacts  
43 directly with the CEO as it develops several tasks relevant for senior managers such as (1) text-based  
44 productions; (2) managing content and production of internal and external web sites; (3) consultation  
45 about means and media of communication; (4) coordination of communication projects; and (5)  
46 monitoring communication quality in accordance with Lurati and Eppler (2006); Mahoney (2011)  
47 and Moreno et al. (2010).  
48  
49

50  
51 In terms of budget, the analysis highlighted that 50% of the sampled firms will increase investment in  
52 communications in the next 3 years (RQ4). However, budget increases average just 3% per year. The  
53 economic crisis is affecting the communication budget according to interviewees. Moreover, the fact  
54 that companies put into practice the task and objective method seems to indicate that managers are  
55  
56  
57

1  
2  
3 interested in achieving long-term objectives, despite the fact that this method is more often utilised in  
4 the marketing communication domain.  
5

6  
7 The trend in terms of investment in communications is only partially validated by access to a public  
8 database with information about advertising and promotional expenditure made since 2009 (see  
9 Fondazione Accademia di Comunicazione). These data reveal a substantial decline in advertising and  
10 a move to below-the-line promotion and online materials especially in the period from 2012-2015.  
11 This leads to less expenditure on corpcoms evidences shifts and changes over time. Information  
12 from the public database reveals that, in Italy, most investment is made in advertising (78% of total  
13 expenditure goes into above-the-line media) made just by very few companies (less than 2.5% of the  
14 total number of existing companies, i.e. 400 organisations).  
15  
16

17  
18 Moreover, among the circumscribed amount of companies that still invest in traditional  
19 communication, the budget set for promotion is more close to “15-50 million Euros” than to “over 50  
20 million Euros”, actually, in 2013, this kind of investment was even more restricted. Bearing in mind  
21 RQ5, exploring the relationship between the company (dominant coalition) and external consultants,  
22 this tends to be a long term relationship. Such approach creates a collective understanding about  
23 corpcoms among communication practitioners – internally and externally. In fact, it allows managers  
24 and consultants to take part and institutionalise the processes of integration (see Kitchen and Schultz  
25 2001 for an early slant on this). A question must arise as to the types of skills, qualifications and  
26 experiences of the consultants which may stem primarily from marketing.  
27  
28  
29  
30

### 31 **IMPLICATIONS OF THE STUDY**

32 This research offers managerial contributions for decision-makers who wish to understand and apply  
33 corpcoms from the communication managers’ perspective. Managers should understand that  
34 corpcoms are complex in nature as it is determined by multiple factors. The paper, in fact, suggests  
35 that managers should be cautious in implementation while at the same time using a strategic, long-  
36 term approach: corpcoms is perceived to be a constructive strategic tool that can be successfully  
37 applied to managing corporate image and reputation. That said, this paper offers implications for  
38 managers/decision-makers on what should and could shape their approaches to corpcoms  
39 management and its key elements (features, tasks, responsibilities, competencies). In order to  
40 formulate and execute corpcoms strategy, practitioners will have to become more conversant with the  
41 meaning of ‘strategy’ in a corporate communications context. They also need to understand the  
42 environmental issues the organisation is facing and be or become expert in utilizing communication  
43 with stakeholders to help alleviate or remove barriers to success.  
44  
45  
46  
47  
48

49 In this perspective, this exploratory qualitative study may lay the groundwork for future research  
50 along three dimensions (i) quantitative research across different organisations using the present  
51 study’s interview instrument in order to generate findings from a large number of firms; (ii) studies  
52 with firms that represent industries not considered here, such as multinational companies with  
53 headquarters outside Italy, but characterised by similar cultural aspects; and (iii) a bottom-up  
54 exploration of those who are the receivers of corporate communications strategy. Such a study could  
55 address the following themes: a) how effective is the corpcoms function in building ‘strategy’ and  
56  
57  
58  
59  
60



1  
2  
3 reputation; and/or b) research focused on outcomes, not just single corpcoms activities. Usually,  
4 corporate communications departments assess their work measuring implemented actions - for  
5 example, how many campaigns they create - rather than their results, which might include effect on  
6 corporate image or reputation, brand cognisance, overall sales, brand image, awareness, share value;  
7 and c) research on the relations between the corpcoms group and other departments or functions with  
8 emphasis on effect in terms of overall strategy.  
9

10  
11 Despite the contributions achieved by this explorative study, we acknowledge some several  
12 limitations. First, we recognize these results cannot be extended to other markets as cultural variants  
13 which linked to the Italian perspective – do seem to play an important role in this study. However,  
14 this investigation may facilitate other researchers to propose an inclusive instrument appropriate to  
15 structure empirical investigation from a cross-country context. Furthermore, this research used semi-  
16 structured interviews with communication managers to explore respondent experiences and  
17 understanding. Thus, a choice of a different research instrument may be considered for subsequent  
18 research. In addition, the study was restricted to communication managers, so did not consider other  
19 members of staff perspective. Hence, care should be taken in interpreting these findings, as other  
20 corporate employees could express different perceptions about both communication and strategy.  
21 Finally, there is always a concern about the representativeness of the specific data being studied, and  
22 whether the findings could be applied to other similar cases. The short answer is no as the data is not  
23 representative of all Italian large firms, and generalization is not possible. Nonetheless, the insights  
24 are interesting and serve to indicate general themes and issues across the firms sampled.  
25  
26  
27  
28  
29

### 30 **CONCLUSIONS**

31 This exploratory paper adds a new context to the study of corpcoms. The study explored the  
32 emergence, growth and importance of corpcoms within large consumer companies in the Italian  
33 context. This objective enabled better understanding of the importance that corporate  
34 communications has in these companies. Then, the paper analysed implementation and application  
35 within the selected companies, paying attention also to budget decisions and who made these  
36 decisions, including external communication consultants.  
37  
38  
39

40 About the way in which communications is still practised and planned in many of the selected  
41 organisations, the paper contributes in this field highlighting the need for professional development  
42 and changes. The main idea is to have an across-the-board developmental shift from a craft  
43 orientation to communications, represented by functions or units performing tactical communication  
44 procedures, to a strategic management department. When corpcoms is seen as a management  
45 function, communications practitioners would then carry out managerial tasks by taking part in the  
46 dominant coalition and by being involved in management and decision-making oriented duties  
47 including the preparation of corporate communications objectives, the formulation of long and short-  
48 term values/philosophies, and interacting with senior management.  
49  
50  
51

52 This suggested shift clearly creates a number of challenges in the core part of communications: each  
53 of these challenges needs to be met by practitioners with suitable competencies in order to enhance  
54 communications as a strategic management function. In order to face these issues, it was also  
55 highlighted that the sampled companies are attempting to follow a new direction in planning and  
56  
57  
58  
59  
60

1  
2  
3 implementing corpcoms, though it may seem like copying activities from elsewhere. Actually, the  
4 most interesting change that emerges from the data concerns the role played by corporate  
5 communications which is not only considered to be an operational tool, which deals with 'how' to  
6 communicate, but also as a managerial activity that highlights 'what' to communicate. In fact,  
7 interviewees described corpcoms as both strategic and tactical at the same time. Moreover, according  
8 to the interviewees, the communication activities aim at building corporate image, although there are  
9 signs of a new approach to reputation management.  
10  
11

12 Another positive factor of change is the attention paid to CSR and communication to all stakeholders.  
13 Hence, this may show that the direct or indirect impact of corpcoms in Italian firms is gaining  
14 ground. However, the most involved departments are still under the heading of PR or External  
15 Relations. This means that there is not a full understanding of 'what' corpcoms means or indeed  
16 'who' should manage it. Finally, cooperation of company/external consultants seems to be  
17 consolidated in these firms over time. In fact, communication activities are carried out, mainly, by  
18 external consultants in accordance with instructions from CEOs. With no attempt at decrying  
19 consultants work, the evidence of skills, competencies and qualifications must be challengeable and  
20 hence further research is necessitated.  
21  
22  
23  
24

25 Due to the open-ended features of the exploration, the paper identifies these companies' attempts in  
26 clarifying both the current and future trends of communication relative to their specific domain.  
27  
28

29 As the research agenda proposes, this exploratory qualitative study poses many subsequent questions.  
30 The expectation is that other academics will undertake further work in this area and create a  
31 communication viewpoint to address issues that are identifiable but under-researched in business  
32 management, marketing and strategy.  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

**REFERENCES**

- Argenti, P.A. (2006), "The Power of Integration: Building a Corporate Communication Function That is Greater Than the Sum of its Parts", paper presented at the 10<sup>th</sup> Conference on Reputation, Image, Identity and Competitiveness, May, New York, (accessed 20 February 2016).
- Balmer, J.M.T. (2008), "Identity Based Views of the Corporation: Insights from Corporate Identity, Organizational Identity, Social Identity, Visual Identity, Corporate Brand Identity and Corporate Image", *European Journal of Marketing*, Vol. 42 No. 9/10, pp. 879-906.
- Bandsuch, M., Pate, L. and Thies, J. (2008), "Rebuilding stakeholder trust in business: an examination of principle-centered leadership and organizational transparency in corporate governance", *Business & Society Review*, Vol. 113 No. 1, pp. 99-127.
- Berger, B.K. (2005), "Power over, power with, and power to relations: Critical reflections on public relations, the dominant coalition, and activism", *Journal of Public Relations Research*, Vol. 17 No. 1, pp. 5-28.
- Beurer-Züellig B., Fieseler C., Meckel M. (2009), "A descriptive inquiry into the corporate communication profession in Europe", *Public Relations Review*, Vol. 35, pp. 270-279.
- Bowen, S.A. (2009), "What communication professionals tell us regarding dominant coalition access and gaining membership", *Journal of Applied Communication Research*, Vol. 37 No. 4, pp. 427-452.
- Burchell, J. and Cook, J. (2008), "Stakeholder dialogue and organisational learning: changing relationships between companies and NGOs", *Business Ethics: A European Review*, Vol. 17 No. 1, pp. 35-46.
- Calder, B. J. and Malthouse, E.C. (2005), "Managing Media and Advertising Change with Integrated Marketing", *Journal of Advertising Research*, Vol. 45 No. 4, pp. 356-361.
- Canato, A. and Giangreco, A. (2011), "Gurus or Wizards? A Review of the Role of Management Consultants", *European Management Review*, Vol. 8 No. 4, pp. 231-244.
- Carreras, E., Alloza, A. and Carreras, A. (2013), *Corporate Reputation*, LID Publishing, London.
- Collins, J. and Hussey, R. (2003), *Business Research*, Palgrave MacMillan, New York, NY.
- Cornelissen, J. (2000), "Integration in Communication Management", *Journal of Marketing Management*, Vol. 16 No. 6, pp. 597-606.
- Cornelissen, J. (2004), *Corporate Communications: Theory and Practice*, Sage, London.
- Cornelissen, J. (2008), *Corporate Communications: A guide to Theory and Practice*, (2<sup>nd</sup> ed.), Sage, London.
- Cornelissen, J. (2011), *Corporate Communication. A guide to theory and practice*, (3<sup>rd</sup> ed.), Sage Publications, London.
- Creswell, J.W. and Creswell, J.D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- De Pelsmacker P., Geuens, M. and Van den Bergh, J. (2007), *Marketing Communications. A European Perspective*, Prentice Hall, London.
- De Roeck, K., Maon, F. and Lejeune, C. (2013), "Taking Up the Challenge of Corporate Branding: An Integrative Framework", *European Management Review*, Vol. 10 No. 3, pp. 137-151.
- Dev and Schultz, D.E., (2005), "A Customer-Focused Approach can bring the current Marketing Mix into 21st Century", *Marketing Management*, Vol. 14 No. 1, pp. 16-22.
- Dozier, D.M., Grunig, L.A. and Grunig, J.E. (1995), *Manager's guide to excellence in public relations and communication management*, Lawrence Erlbaum Associates, Hillsdale, NJ.
- Duncan, T.R. and Everett, S.E. (1993), "Client Perceptions of Integrated Marketing Communications", *Journal of Advertising Research*, Vol. 33 No. 3, pp. 30-39.
- Duncan, T.R. and Moriarty, S.E. (1998), "A Communication-Based Marketing Model for Managing Relationships", *Journal of Marketing*, Vol. 62 No. 2, pp. 1-13.

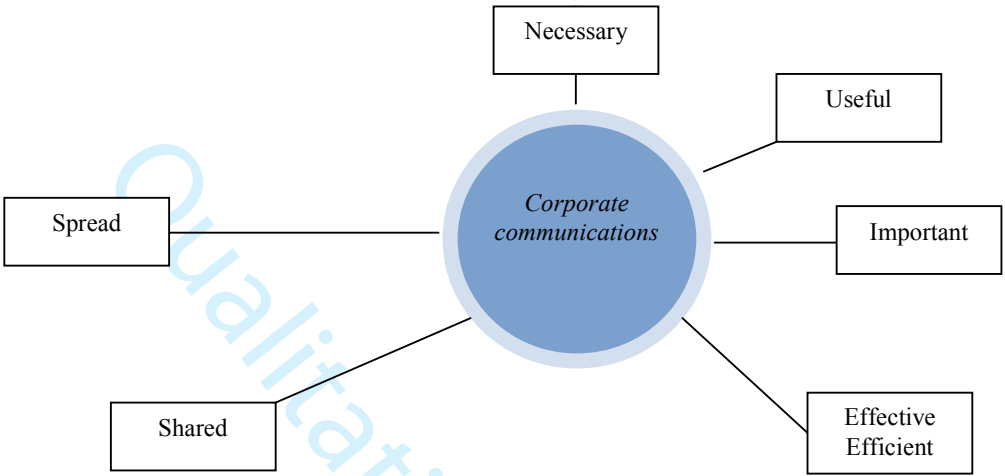
- 1  
2  
3 Forman, J. and Argenti, P.A. (2005), "How Corporate Communication Influences Strategy  
4 Implementation, Reputation and the Corporate Brand: An Exploratory Qualitative Study",  
5 *Corporate Reputation Review*, Vol. 8 No. 3, pp. 245-264.
- 6 Foroudi, P., Dinnie, K., Kitchen, P. J., Melewar, T. C., and Foroudi, M. M. (2016), "IMC antecedents  
7 and the consequences of planned brand identity in higher education", *European Journal of*  
8 *Marketing*.
- 9 Foroudi, P., Melewar, T. C., and Gupta, S. (2014), "Linking corporate logo, corporate image, and  
10 reputation: An examination of consumer perceptions in the financial setting", *Journal of*  
11 *Business Research*, Vol. 67 No. 11, pp. 2269-2281.
- 12 Garretson, J.A. and Scot, B. (2005), "The Role of Spokes characters as Advertisement and Package  
13 Cues in Integrated Marketing Communications", *Journal of Marketing*, Vol. 69 No. 4, pp. 118-  
14 132.
- 15 Goodman, M.B. (2006), "Corporate communication practice and pedagogy at the dawn of the new  
16 millennium", *Corporate Communications: An International Journal*, Vol. 11 No. 3, pp. 196-  
17 214.
- 18 Gopaldas, A. (2016), "A front-to-back guide to writing a qualitative research article", *Qualitative*  
19 *Market Research: An International Journal*, Vol. 19 No. 1, pp. 115 – 121.
- 20 Gruber, T., Szmigin, I., Reppel, A.E. and Voss, R. (2008), "Designing and conducting online  
21 interviews to investigate interesting consumer phenomena", *Qualitative Market Research: An*  
22 *International Journal*, Vol. 11 No. 3, pp. 256 – 274.
- 23 Grunig, L.A., Grunig, J.E. and Dozier, D.M. (2002), *Excellent organizations and effective*  
24 *organizations: a study of communication management in three countries*, Lawrence Erlbaum  
25 Associates, New Jersey.
- 26 Gupta, S., Grant, S. and Melewar, TC. (2008), "The expanding role of intangible assets of the brand",  
27 *Management Decision*, Vol. 46 No. 6, pp. 948- 960.
- 28 Gylling, C. and Lindberg-Repo, K. (2006), "Investigating the Links between a Corporate Brand and a  
29 Customer Brand", *Brand Management*, Vol. 13 No. 4/5, pp. 257-267.
- 30 He, H-W and Mukherjee, A. (2009), "Corporate Identity and Consumer Marketing: A Process Model  
31 and Research Agenda", *Journal of Marketing Communications*, Vol. 15 No. 1, pp. 1-16.
- 32 Holm, O. (2006), "Integrated marketing communication: from tactics to strategy", *Corporate*  
33 *Communications: An International Journal*, Vol. 11 No. 1, pp. 23-33.
- 34 Holtzhausen, D.R. and Zerfass, A. (2011), "The status of strategic communication practice in 48  
35 countries", *International Journal of Strategic Communication*, Vol. 5, pp. 71-73.
- 36 Invernizzi, E. and Romenti, S. (2009), "Institutionalization and evaluation of corporate  
37 communication in Italian companies", *International Journal of Strategic Communication*, Vol.  
38 3 No. 2, pp. 116-130.
- 39 Invernizzi, E. and Romenti, S. (2013), "Adopting an Entrepreneurial Perspective to the Study of  
40 Strategic Communication", in D. Holtzhausen, A. Zerfass (eds.), *Handbook of strategic*  
41 *communication*, Routledge, pp. 214-228.
- 42 James, N. and Phillips, R. (2010), "Stakeholder Engagement, Discourse Ethics and Strategic  
43 Management", *International Journal of Management Reviews*, Vol. 12 No. 1, pp. 39-49.
- 44 Jarzabkowski, P. (2005), *Strategy as Practice: An Activity-Based Approach*, Sage Publications,  
45 London.
- 46 Jo, S., and Shim, S.W. (2005), "Paradigm shift of employee communication: The effect of  
47 management communication on trusting relationships", *Public Relations Review*, Vol. 31 No.  
48 2, pp. 277-280.
- 49 Johansson, C. and Ottestig, A.T. (2011), "Communication executives in a changing world:  
50 Legitimacy beyond organizational borders", *Journal of Communication Management*, Vol. 15  
51 No. 2, pp. 144 – 164.
- 52 Kapferer, J.N (2012), *The New Strategic Brand Management: Advanced Insights and Strategic*  
53 *Thinking*, Kogan Page, London.
- 54  
55  
56  
57  
58  
59  
60

- 1  
2  
3 Karaosmanoglu, E. and Melewar, T.C. (2006), "Corporate communications, identity and image: a  
4 research agenda", *Journal of Brand Management*, Vol. 14 No. 1-2, pp. 196-206.
- 5 Kitchen, P.J. and de Pelsmacker, P. (2004), *Integrated Marketing communications: A Primer*,  
6 Routledge, London and New York.
- 7 Kitchen, P.J. and Eagle, L. (2002), "Towards a Globalized Communications Strategy: Perceptions  
8 from New Zealand", *Marketing Intelligence & Planning*, Vol. 20 No. 3, pp. 174-184.
- 9 Kitchen, P.J. and Schultz, D.E. (2001), *Raising the Corporate Umbrella*, Palgrave, Basingstoke.
- 10 Kitchen, P.J. and Schultz, D.E., (2003), "Integrated Corporate and Product Brand Communication",  
11 *Advances in Competitiveness Research*, Vol. 11 No. 1, pp. 66-86.
- 12 Kitchen, P.J., (1997), "Was Public Relations a Prelude to Corporate Communications?", *Corporate*  
13 *Communications*, Vol. 2 No. 1, pp. 22-30.
- 14 Kohli, A.K., and Jaworski, B.J. (1990), "Market-orientation: The Construct Research Propositions,  
15 and Managerial Implications", *Journal of Marketing*, Vol. 54 No. 2, pp. 1-18.
- 16 Kotler, P. and Mindak, W. (1978), "Marketing and Public Relations", *Journal of Marketing*, Vol. 42  
17 No. 4, pp. 13-20.
- 18 Langlely, A. (1999), "Strategies for theorizing from process data", *Academy of Management review*,  
19 Vol. 24 No. 4, pp. 691-710.
- 20 Lincoln, Y.S. and Guba, E.G. (2000), "Pragmatic Controversies, Contradictions and Emerging  
21 Influences", in Denzin, N.K. and Lincoln, Y.S. (Eds.), *Handbook of Qualitative Research*,  
22 Thousand Oaks, Sage Publications, pp. 163-188.
- 23 Loecher, U. (2000), "Small and medium-sized enterprises-delimitation and the European definition in  
24 the area of industrial business", *European Business Review*, Vol. 12 No. 5, pp. 261-264.
- 25 Lurati F. and Eppler M. (2006), "Communication and management: researching corporate  
26 communication and knowledge communication in organizational settings", *Studies in*  
27 *Communication Sciences*, Vol. 6 No. 2, pp. 75-98.
- 28 Mahoney, J. (2011), "Horizons in strategic communication: theorizing a paradigm shift",  
29 *International Journal of Strategic Communication*, Vol. 5 No. 3, pp. 143-153.
- 30 Malhotra, N.K. and Birks, D.F. (2003), *Marketing Research: an applied approach* (second European  
31 edition), Essex, Pearson Education Limited.
- 32 Markwick, N. and Fill, C. (1997), "Toward a framework for managing corporate identity", *European*  
33 *Journal of Marketing*, Vol. 31 No. 5/6, pp. 396-409.
- 34 Melewar, T.C. and Jenkins, E. (2002), "Defining the corporate identity construct", *Corporate*  
35 *Reputation Review*, Vol. 5 No. 1, pp. 76-90.
- 36 Melewar, T.C., Foroudi, P., Gupta, S., Kitchen, P.J., and Foroudi, M.M. (2016), "Integrating identity,  
37 strategy and communications for trust, loyalty and commitment", *European Journal of*  
38 *Marketing*.
- 39 Moreno À., Verhoeven P., Tench R., Zerfass A. (2010), "European Communication Monitor 2009.  
40 An institutionalized view of how communication management professionals face the economic  
41 and media crises in Europe", *Public Relations Review*, Vol. 36, pp. 97-104.
- 42 Neuman, W.L. (2006), *Social research methods: Qualitative and quantitative approaches* (5th ed.),  
43 Allyn & Bacon, Toronto.
- 44 Patton, M.Q., (2002), "Enhancing the quality and credibility of qualitative analysis", in M.Q. Patton,  
45 *Qualitative Research and Evaluation Methods*, Sage Publications, USA, pp. 1189-1208.
- 46 Percy, L. (2008), *Strategic Integrated Marketing Communications*, Elsevier, Oxford, England.
- 47 Schau, H.J., Muñoz Jr., A.M., and Amould, E.J. (2009), "How Brand Community Practices Create  
48 Value", *Journal of Marketing*, Vol. 73 September, pp. 30-51.
- 49 Schultz, D.E. (2004), "More Questions than Answers", *Marketing Management*, Vol. 13 No. 1, pp.  
50 10-11.
- 51 Schultz, D.E. (2007), "Focus on Improving Six Areas on To-Do List", *Marketing News*, Vol. 41 No.  
52 1, pp. 7-23.
- 53  
54  
55  
56  
57  
58  
59  
60

- 1  
2  
3 Schultz, D.E. and Kitchen, P.J., (2004), "Managing the Changes in Corporate Branding and  
4 Communication: Closing and Re-opening the Corporate Umbrella", *Corporate Reputation*  
5 *Review*, Vol. 6 No. 4, pp. 347–366.
- 6 Siano, A. (2014), *Management della comunicazione per la sostenibilità*. FrancoAngeli, Milano.
- 7 Siano, A., Siglioccolo, M. and Vollero, A. (2015), *Corporate communication management:*  
8 *Accrescere la reputazione per attrarre risorse*. Giappichelli Editore.
- 9 Siano, A., Vollero, A., Confetto, M.G. and Siglioccolo, M. (2013), "Corporate communication  
10 management: A framework based on decision-making with reference to communication  
11 resources", *Journal of Marketing Communications*, Vol. 19 No. 3, pp. 151-167.
- 12 Simoes, C., Dibb, S. and Fisk, R. (2005), "Managing corporate identity: An internal perspective",  
13 *Journal of the Academy of Marketing Science*, Vol. 3 No. 2, pp. 153-168.
- 14 Strauss, A., and Corbin, J. (1990), *Basics of qualitative research: Techniques and procedures for*  
15 *developing grounded theory*, Sage, Newbury Park, CA.
- 16 Supriadi, L.S.R. and Pheng, L.S. (2018), Research Design and Methodology. In *Business Continuity*  
17 *Management in Construction* (pp. 209-220). Springer, Singapore.
- 18 Van Riel, C.B.M. (1995), *Principles of Corporate Communication*, Prentice Hall, London.
- 19 Van Riel, C.B.M. (1997), "Protecting the Corporate Brand by Orchestrated Communication",  
20 *Journal of Brand Management*, Vol. 5 No. 6, pp. 409-418.
- 21 Van Riel, C.B.M. and Fombrun, C. (2007), *Essentials of Corporate Communication*, Routledge,  
22 Oxon.
- 23 Veludo de Oliveira, T.M., Ikeda, A.A. and Campomar, M.C. (2006), "Laddering in the practice of  
24 marketing research: barriers and solutions", *Qualitative Market Research: An International*  
25 *Journal*, Vol. 9 No. 3, pp. 297–306.
- 26 White, C., Devine, F. and Ritchie, J. (1999), "Voter Volatility: A Qualitative Study of Voting  
27 Behavior at the 1997 General Election", *Social and Community Planning Research*, January.
- 28 Wightman, B. (1999), "Integrated communications: Organisation and education", *Public Relations*  
29 *Quartely*, Vol. 44 No. 2, pp. 18-22.
- 30 Yin, R.K. (2009), *Case Study Research – Design and Methods*, *Applied Social Research Methods*  
31 *Series*, 5, 4th ed., Sage, Newbury Park, CA.
- 32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

**Fig 1: Thematic elements most associated with the word ‘corporate communications’ in the Italian scenario extract from the interviews’ transcript with NVivo**



**Source: Authors' elaboration**

Qualitative Market Research

Fig 2: Word cloud extract from the interviews' transcript with NVivo



Source: Authors' elaboration

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60



**Table 1: Comparing Marketing and Corporate Communications**

	<b>Marketing Communications</b>	<b>Corporate Communications</b>
<b>Focus</b>	Affects behaviour through communication.	Institutional focus. Takes into account everything: what a company says what it makes and/or communicates.
<b>Different features</b>	Starts with the customer or prospect and work backwards to the marketing communicator.	Has a clear stakeholder focus. Recognises the importance of personnel. Extends importance of CSR.
	Uses all forms of communication and all sources of brand or company contacts as prospective message delivery channels.	Provides managers with tools, allowing them to take strategic decisions relating to the organisation potential multiple identities.
	Uses synergy in order to achieve a strong brand image.	Assigns importance to corporate identity. Allows the identification of gaps between corporate personality, identity, and image.
	Aims to build relations between brands and customers.	Focuses on communication and behaviour, reducing gaps between them. Considers different ways in which corpcoms are deployed.
<b>Tools</b>	Marketing communications involves pre-eminently the promotional mix.	Corpcoms involves pre-eminently the corporate communication mix.
<b>Management responsibility</b>	Marketing/communications management.	CEO, other corporate personnel.
<b>Functional responsibility</b>	Brand/Marketing.	Most departments
<b>General responsibility</b>	Marketing personnel.	Corporate personnel.
<b>Disciplinary roots</b>	Brand/Marketing.	Multidisciplinary.
<b>Brand gestation</b>	Short.	Medium/long.
<b>Stakeholder focus</b>	Consumers.	Stakeholders.
<b>Values</b>	Contrived.	Real (also contrived).
<b>Communications domain</b>	Promotional mix.	Corporate communications mix.
<b>Dimensions requiring alignment</b>	Brand values/ product performance.	Brand values, identity, strategy, vision.
	Image and reputation, consumer commitment.	Identity, image and reputation, stakeholder involvement, dialogues, relationships.
	Environment (PESTEL).	Environment (PESTEL).

**Table 2: An Overview of Corporate Communications in Italian Firms extract from the interviews' transcript with NVivo**

	<b>Corpcoms in the Italian scenario</b>
<b>Focus</b>	Plays an important role in the company's life and influences corporate performances.
<b>Different features</b>	Helps create and maintain a positive image with stakeholders.
	Consists of strategies and tactics.
	Is important, widespread, shared, necessary, useful, effective, and efficient.
	Its influence generates change, enhancing and strengthening the relations between firm and stakeholders.
	Several impactful factors: corporate dimensions, new technologies, environmental issues, etc.
<b>Tools</b>	Different channels are used in order to integrate departments in a corpcoms perspective: i.e. meetings, conferences, workshops, intranet, etc.
	There is a cross-functional team which helps development
	The main duty of the cross-functional team is to coordinate.
<b>Management responsibility</b>	CEO.
<b>Functional responsibility</b>	It is preferable to have a single SBU in charge of managing.
	The manager responsible for developing strategically and practically corpcoms is the communication manager.
	The number of employees who work in the communication department varies according to firm size and budget.
<b>General responsibility</b>	There is a manager in charge of coordinating both departments of marketing and corporate communications.
	Consultants: Companies employ different kind of external consultants of communications, who have to develop communication activities.
	Companies employ communication consultants if: they do not have specific competencies, they have skilful members of the staff but they are not experts.
	Communication consultants are employed to: create new logos/brands, develop and manage text and graphical messages.
	Before being able to work in terms of communication, consultants "learn" about companies' needs.
	The CEO gives the main communication guidelines to consultants.
	The relationship between consultant and company is usually long term .
<b>Brand gestation</b>	Medium to long.
<b>Stakeholder focus</b>	All Stakeholders.
<b>Dimensions requiring alignment</b>	Brand
	Budget: In order to set the communication budget, companies follow an inclusive approach.
	Many reasons can push a company to change its mind about the communication budget.
	The communication budget will be marginally increased for half the sampled firms over the next three years.

**DEVELOPING CORPORATE COMMUNICATIONS: An Exploratory Study**

*Dear reviewers,*

***We would like to thank you the editor and reviewers for providing detailed constructive comments and enabling us to revise the manuscript. We have addressed all the issues and comments carefully and hope the responses appropriately deal with the concerns raised. We feel the paper has effectively benefited from your input, thus presenting a clearer contribution to knowledge regarding the issues stated in the paper. Below, we provide our detailed responses to each issue raised.***

**Reviewer 1**

The **implications** seem to be well founded but some of them are generic, for example:

“Managers should understand that corpcoms complex as it determines and is determined by multiple factors. It suggests that managers should be cautious about communication using a strategic, long term approach.”  
Pag. 14

It could be useful to explain this sentence.

We thank the reviewer for this comment.  
This is addressed as follows:

Implications were strengthened and several sentences were better explained:

“This research offers managerial contributions for decision-makers who wish to understand and apply corpcoms from the communication managers’ perspective”.

Managers should understand that corpcoms is complex in nature and is determined by multiple factors. The paper suggests that managers should be cautious about communication using a standard strategic, long-term approach: corpcoms need to be seen as a constructive strategic tool that can be successfully applied to managing corporate image and reputation. Having said that, this paper offers implications for managers/decision-makers on what should and could shape their approaches to corpcoms management and its key elements (features, tasks, responsibilities, competencies).

In order to formulate corpcoms strategy, practitioners will have to become conversant with the meaning of ‘strategy’ in a corporate communications context. They will also need to understand the business and societal issues that the organisation is facing and be expert in using communication with all stakeholders to help remove barriers to success.

In this perspective, this exploratory qualitative study may lay the groundwork for future research along several dimensions:

- quantitative research across different organisations using the present study’s interview instrument in order to generate findings from a large number of firms;
- studies with firms that represent industries not considered here, such as a multinational organisation with headquarters outside Italy, but characterised by similar cultural aspects;
- a bottom-up exploration of those who are the receivers of corporate communications strategy. Such a study could address the following themes: a) how effective is the corpcoms function in building ‘strategy’ and reputation b) research focused on outcomes, not just single corpcoms activities. Usually, corporate communications departments assess their work measuring implemented actions - for example, how many campaigns they create - rather than their results, which might include effect on brand recall, sales, brand image, awareness, etc. c) research on the relationship

<p>1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32</p>	<p>between corpcoms departments and other departments, focussing on the effect in terms of strategy.</p> <p>Despite the contributions achieved by this explorative study, the paper shows several limitations. First of all, we recognize these results cannot be extended for other markets as we suggest that cultural variants – linked to Italian perspective - play an important role in the study. However, this investigation may facilitate other researchers to propose an inclusive instrument appropriate to structure empirical investigation from a cross-country context. Furthermore, this research conducted semi-structured interviews with communication managers to explore interviewees' experiences and understanding. Thus, the choice of semi-structured interviews as basis of the research design could be considered another limitation of this study.</p> <p>In addition, the study was restricted to communication managers, this entails that the research did not consider other members of staff perspective. Hence, care should be taken in interpreting these findings, as other members of the organisation could express a different perception about communication and strategy.</p> <p>Finally, the main limitation of this study is that there is always a concern about the representativeness of the particular data being studied, and thus whether the findings can be applied to other similar cases. The short answer is no, the data is not representative of all Italian large firms, and generalization is not possible. Nonetheless, the insights are interesting and serve to indicate general themes and issues across the firms sampled”.</p>
<p>33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60</p> <p>Implications seem to be consistent with the findings of the paper, in fact, the issues identified in the paper, as well as the results in general, can be utilised in practice. There are also opportunities identified for further research.</p> <p>However, as said before, these sections need to be strengthened.</p> <p>In addition, the <b>future</b>research agenda should be linked with discussions and implications provided.</p>	<p>We thank the reviewer for these recommendations. Thus, the future research agenda was linked with discussions and implications provided.</p> <p>Please see below:</p> <p>“In this perspective, this exploratory qualitative study may lay the groundwork for future research along several dimensions:</p> <ul style="list-style-type: none"> <li>- quantitative research across a spectrum of organisations using the present study's interview instrument in order to generate findings across a large number of firms;</li> <li>- studies with firms that represent industries not considered here, such as a multinational organization with headquarters outside of Italy but characterised by similar cultural aspects;</li> <li>- a bottom-up exploration of those who are the receivers of corporate communications. Such a study could address the following themes: a) how effective is the corpcoms function in building 'strategy' and reputation b) research focused on outcomes, not just single corpcoms activities. Usually, corporate communications departments assess their actions - for example, how many campaigns they create - rather than their results, which might include effect on</li> </ul>

	brand recall, sales, brand image, awareness, etc. c) research on the relationship between corpcoms departments and other departments, focussing on the effect in terms of strategy”.
<b>Reviewer: 2</b>	
Comments: - There is a typo in p.5 lines 27-29. You write R2a and R2b for the Research Questions 2 a and b. It should be RQ2a, and RQ2b.	This has been corrected. Thank you.
- The sample is quite small, and the authors poorly justify the selection of the final companies. I think that it is just a <b>convenience sample</b> , but I’d be happy to see a different justification.	In implementing the judgement sampling criterion - a type of non-probability sampling - the authors’ judgement was used for choosing companies and interviewees which were considered to be representative of the population (Supriadi and Pheng, 2018). Actually, judgement sampling is used regularly in conducting qualitative research where the main goal is to develop understand of a phenomenon rather than to generalise to larger populations (Creswell and Creswell, 2017).
- On p.7 the authors mention that they take into account the criteria of external validity, which is hard to cover with small samples. I’d rather focus on <b>ecological validity</b> of the study and would <b>avoid including population validity</b> , which is tough to defend in this particular research.	Thus has been corrected. Thank you.
The authors should clarify the <b>implications</b> of the study, as the section on “Implications” looks very generic at the moment.	This has been done. The implications have been strengthened and several sentences are revised to facilitate reader understanding more ably.
<b>Reviewer: 3</b>	
1. While the title suggests a “global” approach to corporate communications I would add (to the title and the abstract) that the study involved Italian companies. Maybe, instead of “An exploratory study” the author/s could use the “Insights from Italy/Italian businesses/the Italian scenario/the Italian arena”.	Thus has been corrected. Thank you.
2. Regarding the definition, instead of “with different stakeholders”, would not it be better to say “among (different) stakeholders”?	This has been done. Thank you.
3. In the “implications of the study” section, instead of posing the implication as a “possibility” (i.e. “the research outcomes may provide...”), I would opt for more direct statements (i.e. “the research outcomes PROVIDE”)	Thank you. This has been done.
4. I find the “conclusions” section too concise, plus I think the author/s could clarify this by highlighting the key <b>contributions</b> of the study to the <b>literature</b> instead of repeating the research purposes. In addition, the final part of this section seems to overlap the <b>implications</b> section. Please, check this.	Thank you for these comments.  The “conclusions” section has been enriched thus clarifying the key contributions of the study to the literature instead of repeating the research purposes. In addition, the final part of this section was checked and amended.  Please see below:  “This exploratory paper adds a new context to the study of corpcoms. The study explored the emergence, growth and importance of corpcoms within large consumer companies in the Italian context. This objective enabled better understanding of the importance that corporate

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

communications has in these companies. Then, the paper analysed the implementation and the application within the selected companies of corpcoms, paying attention also to budget decisions and who made these decisions, including external communication consultants.

About the way in which communications is still practised and planned in many of the selected organisations, the paper contributes in this field highlighting the need for professional development and changes. The main idea is to have an across-the-board developmental shift from a craft orientation to communications, represented by functions or units performing tactical communication procedures, to a strategic management department. When corpcoms is seen as a management function, communications practitioners would then carry out managerial tasks by taking part in the dominant coalition and by being involved in management and decision-making oriented duties including the preparation of corporate communications objectives, the formulation of long and short term values/philosophies, and interacting with senior management.

This suggested shift clearly creates a number of challenges in the core part of communications: each of these challenges needs to be met by practitioners with suitable competencies in order to enhance communications as a strategic management function.

In order to face these issues, it was also highlighted that the sampled companies are attempting to follow a new direction in planning and implementing corpcoms, though it may seem like copying activities from elsewhere. Actually, the most interesting change that emerges from the data concerns the role played by corporate communications which is not only considered to be an operational tool, which deals with 'how' to communicate, but also as a managerial activity that highlights 'what' to communicate. In fact, interviewees described corpcoms as both strategic and tactical at the same time. Moreover, according to the interviewees, the communication activities aim at building corporate image, although there are signs of a new approach to reputation management.

Another positive factor of change is the attention paid to CSR and communication to all stakeholders. Hence, this may show that the direct or indirect impact of corpcoms in Italian firms is gaining ground. However, the most involved departments are still under the heading of PR or External Relations. This means that there is not a full understanding of 'what' corpcoms means or indeed 'who' should manage it.

Finally, cooperation of company/external consultants seems to be consolidated in these firms over time. In fact, communication activities are carried out, mainly, by external consultants in accordance with instructions from CEOs. With no attempt at decrying consultants work, the evidence of skills, competencies and qualifications must be challengeable and hence further research is

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28  
29  
30  
31  
32  
33  
34  
35  
36  
37  
38  
39  
40  
41  
42  
43  
44  
45  
46  
47  
48  
49  
50  
51  
52  
53  
54  
55  
56  
57  
58  
59  
60

	<p>necessitated.</p> <p>Due to the open-ended features of the exploration, the paper was also able to identify these companies' attempts in clarifying both the state of the art and future trends of communication.</p> <p>As the research agenda proposes, this exploratory qualitative study poses many more questions than it responses. The expectation is that other academics will start to find new space in this area and create a communication viewpoint to address a set of issues that have been in part faced by other researchers in business management, marketing and strategy”.</p>
<b>Editor</b>	
<p>Proof read, preferably by a native English speaker, correct typos and improve readability where appropriate</p>	<p>We appreciate this comment.</p> <p>The paper has been proofread and copy edited by a native English speaker.</p> <p>Typos have been corrected and overall readability enhanced.</p>

