

Call for chapters
«Handbook of Public and Corporate Diplomacy Research»
Edward Elgar Publishing

Editors:

Diana Ingenhoff, University of Fribourg, Switzerland
Jerome Chariatte, University of Fribourg, Switzerland
Elad Segev, Tel Aviv University, Israel

Public Diplomacy refers to a country's efforts to promote its interests, by building a good country image and international relationships. However, research in public diplomacy is confronted to several challenges. Multitude of actors are involved in today's public diplomacy, involving nation-states but also sub-state actors such as corporates, which are only few investigated. Concepts like corporate diplomacy, meaning corporations taking a stand on societal issues and building international relationships, are discussed on a theoretical basis, but lack empirical research and measurement. There is a high need for "empirical research to explore to what degree and in which situations corporations play a diplomatic, positive role in foreign relations, as well as when they do not" (Westermann-Behaylo and colleagues (2015, p. 400).

How to implement this research is challenged by vast methodological issues, which can be considered as the "next big obstacle in public diplomacy" (Ayhan & Sevin, 2022). Indeed, previous public diplomacy research is limited to certain methods and often fail to combine methods and take new research approaches, which is especially important in times of globalization and digitization. Further, previous studies often fail to look at the whole picture of strategic public diplomacy communication. Researchers and practitioners often focus on the outputs of their communication strategies, but fail to look at other relevant levels of the communication process such as the input or outcomes. To grasp results of public diplomacy (such as country image formation, trust, legitimacy, relationship building), having a comprehensive view and evaluation is essential (Ingenhoff & Chariatte, 2020)

The focus of this book is on empirical studies presenting activities of public and corporate diplomacy actors across the whole strategic communication process. Thereby, different methodological approaches should be used and discussed with the goal to show how various methods contribute and fit best to the analysis of different communication levels.

The editors of the book are happy to receive chapters making empirical research on public and especially corporate diplomacy actors, in one of the following domains

1. The *input level* refers to the resources that are invested in the communication strategy. Studies that deal with how public diplomacy actors plan their strategies and communication activities and what corporate diplomacy looks like around the world are of interest. Explorative methods such as interviews could be useful to study the activities and goals of public diplomacy practitioners.
2. The *output level* should include research on the dissemination of communication. This may for example be addressed through content analysis of mass media and social media channels as well as semantic network analysis.
3. The *outcome level* of corporate and public diplomacy is dealing with perceptions, attitudes and opinion changes among key stakeholders. Studies may for example include experiments, surveys or trace data.

4. *Interplay of different communication levels and use of mixed-methods/triangulation methods*: we encourage the use of mixed methods, which is still very rare in the field. Researchers may e.g., analyze the formulation of communication goals and their implementation, and show that the combination of qualitative and qualitative methods allow for generally valid, but also contextualized results (Spry & Lockyer, 2021).

The proposed research methods are not exclusive. Other research methods are also very welcome.

Submission instructions

Contributions may address various topics relevant to public and corporate diplomacy (e.g, corporate responsibility, environmental and climate issues, pandemics, political processes, country image and tourism) and can include methods commonly used in the field but also innovative research methods. Interested contributors shall send an **extended abstract** of **1000-1500 words**, which presents their topic of investigation and highlights the advantages and disadvantages of their research method for the analysis of the communication level of their choice. Abstracts need to be send in by **August 29th 2022**. Decision on acceptance will be communicated by October 2022. Your full-length article is expected by July 31, 2023. The Handbook is planned to be published beginning of 2024.

Ayhan, K.J. & Sevin, E. (2022). Moving public Diplomacy research forward: methodological approaches. Place Branding and Public Diplomacy, online first. <https://doi.org/10.1057/s41254-022-00263-5>

Westermann-Behaylo, M. K., Rehbein, K., & Fort, T. (2015). Enhancing the concept of corporate diplomacy: Encompassing political corporate social responsibility, international relations, and peace through commerce. *Academy of Management Perspectives*, 29(4), 387-404. <https://doi.org/10.5465/amp.2013.0133>

Ingenhoff, D. & Chariatte, J. (2020): Solving the Public Diplomacy Puzzle-Developping a 360 degree Listening and Evaluation Approach to Assess Country Images. *CPD Perspectives*. Figueora Press. https://uscpublicdiplomacy.org/sites/default/files/useruploads/u47441/Solving%20the%20Public%20Diplomacy%20Puzzle_1.9.21.pdf