

## *Digitisation of Corporate Communications – State of research and interdisciplinary perspectives*

### **Interdisciplinary Conference**

While corporate communications have long been the subject of intensive corporate governance research, a paradigm shift towards fast, adaptive and widely available communication media can be observed with the advance of digitisation. This also affects the communication of shareholders, corporate bodies and intermediaries, especially investors and investment advisors. The conference will provide a wide-ranging overview of the international state of research in the fields of law, philosophy and economics and contrast it with initial empirical findings of the project group. On this basis, further implications for the normative sciences will also be discussed.

The conference is organised by the project group [\*Digitisation of Corporate Communications \(DigUKom\)\*](#) of the Centre Responsible Digitality (ZEVEDI).

#### **When?**

Friday, 6 October 2023, 13:45 – 18:15 (CEST)

#### **Where?**

Online via Zoom

#### **Registration**

Until 4 October 2023 via

<https://pretix.eu/digital-corporate-communication/06-10-23-tickets/>

See also

<https://zevedi.de/en/activities/events/>

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Friday, 6 October 2023

**13:45: Opening remarks**

**14:00: Dr. Steve Kourabas**, Monash University

*Social Network Communities: The New Corporate „Shapeholders“*

**14:30: Dr. Benjamin Clapham**, Goethe-Universität Frankfurt am Main

*Investor Attention & Algorithmic Decision-Making*

**15:00: Dr. Markus Kaulartz**, Kanzlei CMS Hasche Sigle

*Krypto-Influencer und MiCAR*

**15:30: Dr. Nora Jansen**, Goethe-Universität Frankfurt am Main

*Empirische Analysen im Bereich digitale Unternehmenskommunikation*

**16:00: Break**

**16:30: Ann-Kathrin Koster**, Wissenschaftszentrum Berlin für Sozialforschung  
/ Weizenbaum-Institut

*Digitale Öffentlichkeit, Handlungsfähigkeit und Wissensformen*

**17:00: Prof. Dr. Henning Wachsmuth**, Leibniz Universität Hannover

*Argument Mining in Social Media*

**17:30: Prof. Sue S. Guan**, Santa Clara University

*The Rise of the Finfluencer*

**18:00: Closing remarks**

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