

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/>

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13:45: Opening remarks

14:00: Dr. Steve Kourabas, Monash University

Social Network Communities: The New Corporate „Shapeholders“

14:35: Dr. Benjamin Clapham, Goethe-Universität Frankfurt am Main

Investor Attention & Algorithmic Decision-Making

15:10: Dr. Markus Kaulartz, Kanzlei CMS Hasche Sigle

Krypto-Influencer und MiCAR

15:45: Break

16:15: Dr. Nora Jansen, Goethe-Universität Frankfurt am Main

Empirische Analysen im Bereich digitale Unternehmenskommunikation

16:50: Prof. Dr. Henning Wachsmuth, Leibniz Universität Hannover

Argument Mining in Social Media

17:25: Prof. Sue S. Guan, Santa Clara University

The Rise of the Finfluencer

18:00: Closing remarks

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