

## Plenary Interactive Poster Session

More than 50 interactive poster presentations will compete at this year's Reputation Institute Conference in Amsterdam. To help you get the most out of your Poster Presentation, our goal is to make the setting highly *interactive* for you:

- The poster session has plenary status at our conference, so no other programs are scheduled against it and refreshments are provided to attract a bigger crowd.
- We award the three best poster sessions. A panel will judge the papers and award \$750.00 USD for the best paper, \$500.00 USD for second and \$250.00 USD for the third best paper.
- The interactive poster session consists of aisles of freestanding boards on which you present your research. Each board is numbered so that colleagues can find the presentation they are looking for by referring to their programs and finding the corresponding display board.

Whether or not your poster display captures audiences' attention depends for a large part on how much effort you put into the presentation. By putting some thought and effort into designing and executing your poster presentation, you can help assure that your presentation will draw the crowd that your work deserves.

- Design your poster to fit a 6 ft.(1.8 m) x 4 ft. (1.2m) space (RI will supply push pins to fasten your materials to the display boards).
- Use 1- to 2-inch (2.5 – 5 cm) letters to create a prominent label for the top of your poster, showing the title of your paper and authors' names. Note that you are trying to draw an audience from 8 to 10 feet (2.5 -3 m) away.
- Prepare the remainder of your poster for reading at arm's length, using no smaller than 1/2-inch letters (1.25 cm).
- Determine the key points of your paper and emphasize these. Do not try to cover the whole paper.
- Use bullets, tables, clip art, graphs, figures or photos to get across your most salient points in a clear and concise manner.
- Use color to draw attention to important parts of your presentation.
- Get advice from colleagues or your university's/company's photocopying center to help you visually communicate your ideas. The success of your poster presentation depends in large part on how creatively and effectively you get your ideas across.
- At the conference, allow yourself plenty of time to set up your poster display, so that you are ready to discuss your research and answer questions when the session opens.
- Bring some samples of your paper and your personal cards, so that you can make the most out of networking and 'selling' your research ideas.

# What should organizations communicate to create favourable responses among external stakeholders?

Mignon van Halderen  
Erasmus University Rotterdam, The Netherlands  
E-mail: Mhalderen@rsm.nl



## Background

Organizations increasingly profile themselves through different communication efforts (e.g. corporate website, annual reports). Due to these developments, stakeholders receive more and more organizational information such as the organization's mission, strategy and environmental activities.

It has been in particular marketing research that focused on the influence of this organizational information (beyond product information) on customers' evaluative and behavioural reactions toward an organization. This study extends these studies to the broader field of corporate communication by looking at the added value of communicating organizational information to other stakeholders as well.

## Research question

What is the added value of communicating organizational information<sup>1</sup> in addition to 1) recruitment information for potential applicants or 2) financial information for investors?



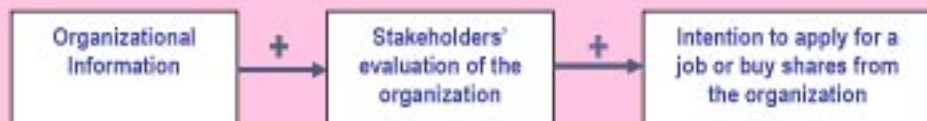
<sup>1</sup>Organizational information is defined as all the information that deals broadly with the company such as the firm's history, mission, people, R&D activities, social responsibility etc.

## Research method

- Experiment
- 170 students were randomly assigned to one of four corporate brochures of a fictitious company called "Odin".
  - Two variants of recruitment brochures:
    1. Only recruitment information
    2. Both recruitment and organizational information
  - Two variants of financial brochures:
    1. Only financial information
    2. Both financial and organizational information
- Main measurements:
  - Overall impression of "Odin" (7-point scale: very negative – very positive).
  - Intention to apply for a job (4 items ; 7-point scale)
  - Intention to buy shares of the company (3 items ; 7-point scale)

## Results

Organizational information has added value on top of only recruitment or financial information



## Theoretical explanations

### Social identity theory and organizational identification

Providing potential applicants and investors with organizational information may positively affect their attraction toward the company because the additional information may contain identity signals that

- 1) matches their own identity
- 2) emphasizes personal distinctiveness
- 3) enhances their self-esteem.

### Message-based persuasion and information search theory

Potential applicants and investors are strongly motivated to search for diagnostic information to reduce uncertainty regarding the risk that the job or share will not fulfil their needs. The organizational information likely has diagnostic value and therefore positively affects their judgment about the firm.

### Mere exposure

Organizational information in addition to recruitment information or financial information positively affects people's evaluation of a company because exposure to the additional information makes them more familiar with the company which leads to a better liking of the company.

## Research question forthcoming study

"How should the organizational information be expressed in order to create a favorable image among stakeholders?"

- Method: Focus groups, Content Analysis, Quantitative study.  
Currently conducted