

COURSE SYLLABUS FOR DOCTORAL STUDIES

Name of the course	Field of study and its code	Faculty
Research on organisational communication and information activities	Communication and information S 008	Communication

Study method	Number of credits ECTS	Study method	Number of credits ECTS
Lectures		Consultations	2 ECTS
Individual work	4.5 ECTS	Seminars	0.5 ECTS

Course abstract
<p>Course aim. The course is aimed at providing relevant knowledge on relevant research on organisational communication and information activities allowing monitoring, analysing and evaluating organisational communication and information activities, their principles by distinguishing the interested parties, their possible influences to different organisational communication and information activities. The course is aimed at introducing the complex of organisational communication and information activities research allowing to properly assessing the application of respective research methods and their combinations on theoretical and applied analysis and evaluation of organisational communication and information activities.</p> <p>Course themes. Typologies of organisational communication and information activities, research access of these activities. Organisational communication, main communication management platforms and their research. Theoretical access of integrated communication, elements of integrated communication, their interaction and research. Audiences of organisations and their research. Problems of internal organisational communication, main theories. Research of organisational culture. Research on corporate communication management; research on corporate communication efficiency. The theory of the interested parties and its application in corporate communication. The image of organisations and reputation of an organisation, their research (analysis of access provided by individual authors). Corporate social responsibility: aims, values, communication on sustainability. Application of social networks in corporate communication and possible research accesses. Problems of information and knowledge management in an organisation. Procedural models of information and knowledge management and their application. Problems of application of technological solutions in information and knowledge management. Information and knowledge management research. User's information behaviour research. User's information behaviour research theories. Communication management of multicultural organisation: communication environment research, strategy and tactics of international communication, sustainable activities of organisation, organisation of cultural contexts. Communication research of international organisations (organisational culture).</p> <p>Study methods</p> <ol style="list-style-type: none"> 1. Individual consultations with course lecturers. 2. Individual studies of scientific literature and preparation of a scientific paper dedicated to the analysis of open access resources (on the topic of the doctoral thesis) or individual studies of scientific literature and preparation of a scientific communication report (on the topic of the doctoral thesis). <p>Evaluation methods</p>

1. A scientific paper intended for research analysis of organisational communication and information activities (the topic of the scientific paper is selected according to the doctoral thesis) (5,000–10,000 characters).
2. An oral discussion by presenting and interpreting problems raised in the scientific communication paper by others.

Course literature

ABITO, J.M., BESANKO D., DIERMEIR D. *Corporate Reputation and Social Activism. Strategic Interaction, Firm Behavior and Social Welfare*. Oxford, 2019. ISBN 9780199386154.

BYSTRÖM, K., HEINSTRÖM, J., & RUTHVEN, I. (2018). *Information at Work: Information Management in the Workplace*. Facet. doi:10.29085/9781783302772

BROWN, Andrew. *Organisation culture*. Essex, 1998. ISBN 0273631470.

CASTELLS, Manuel. *Communication power*. London, 2012.

CASTELLS, Manuel. *The Rise of the Network Society – The Information Age: Economy, Society, and Culture*. Vol. 1. John Wiley & Sons, 2011. 656 p. ISBN 9781444356311.

CARRERAS E., ALLOZA A., CARRERAS A. *Corporate Reputation*. London. 2013. ISBN 9788483567975.

DEAL. T. E., KENNEDY, A. A. *Corporate Cultures. The Rites and Rituals of Corporate Life*. New York, 2000. ISBN 0738203300.

HOLMES, David. *Communication theory: media, technology and society*. London, 2005. 255 p.

HAWRYSZKIEWYCZ, Igor. *Knowledge management. Organizing knowledge based enterprises*. Palgrave Macmillan, 2009. 384 p. ISBN 9780230230279.

HISLOP, Donald. *Knowledge management in organizations*. New York: Oxford University Press, 2013. 310 p. ISBN 978019969.

Introducing information management: the business approach /edited by Matthew Hinton. Amsterdam [etc.]: Elsevier Butterworth-Heinemann, 2006. 212 p.

Introducing information management: an information research reader /edited by Elena Macevičiūtė and T.D. Wilson. London: Facet Publishing, 2008. 235 p.

RUDD, Jill E.; LAWSON, Diana R. *Communicating in Global Business Negotiations*. London: SAGE Publications, 2007. 288 p. ISBN 9781412916585.

MAIER, Ronald. *Knowledge Management Systems: Information and Communication Technologies for Knowledge Management*. Springer, Berlin, Heidelberg. 2007. 720 p. <https://doi.org/10.1007/978-3-540-71408-8>

SCHOPFLIN, K., & WALSH, M. (2018). *Practical Knowledge and Information Management*. Facet. doi:10.29085/9781783303373

THUSSU KISHAN, Daya. *International communication: continuity and change*. London: Bloomsbury Academic, 2000. 342 p. ISBN 9780340741313.

WARTICK, Steven Leslie; WOOD, Donna J. *International Business and Society*. Wiley, 1998. 264 p. ISBN 9781557869449.

Name of consulting lecturer	Academic rank	Major works published in the last 5 years
Renata Matkevičienė	Prof. Dr.	DĀVIDSONE, Agnese; MATKEVIČIENĒ, Renata; TELYČĒNAITĒ, Austē; SILKANE, Vineta; JURĀNE BRĒMANE, Anžela. Social simulation transfer to online: Pedagogical reflections on teaching presence // <i>Remote learning in times of pandemic: issues, implications and best practice</i> / edited by Linda Daniela and Anna Visvizi. London : Routledge, 2021, chapter no. 4. ISBN 9780367765705.

		<p>eISBN 9781003167594. p. 74–89.</p> <p>DĀVIDSONE, Agnese; SEPPEL, Külliki; TELYČĒNAITĒ, Austē; MATKEVIČIENĒ, Renata; UIBU, Marko; SILKĀNE, Vineta; JURĀNE-BRĒMANE, Anžela; ALLAJE, Ōne. Exploring students' perceptions on acquisition of transversal skills during an online social simulation // <i>Human, technologies and quality of education, 2021 = Cilvēks, tehnoloģijas un izglītības kvalitāte, 2021</i> / Editor Linda Daniela. Rīga: University of Latvia, 2021. ISBN 9789934187353. p. 727–738. DOI: 10.22364/htqe.2021.57.</p> <p>MATKEVIČIENĒ, Renata; JAKUČIONIENĒ, Lina. Change in communication management roles due to globalization: A case of communication management competencies mapped by international professional public relations associations (2015-2020) // <i>Ekonomicko-manazerske spektrum: University of Zilina</i>. ISSN 1337-0839. eISSN 2585-7258. 2021, vol. 15, iss. 2, p. 65–86. DOI: 10.26552/ems.2021.2.65-86.</p> <p>MATKEVIČIENĒ, Renata; JAKUČIONIENĒ, Lina. Communication professionals as social change agents in times of uncertainty // <i>Accelerating the progress towards the 2030 SDGs in times of crisis: 27th annual conference, of the International Sustainable Development Research Society, Östersund, Sweden, July 13-15 2021: proceedings of abstracts and papers</i>. Östersund: Mid Sweden University, 2021. ISBN 9789189341173. p. 1514–1529.</p> <p>MATKEVIČIENĒ, Renata. How media constructs topics on public interest: case of internet media reaction to the political corruption scandal in Lithuania in 2016 // <i>Public interest communication: selected articles</i> / editor-in-chief Renata Matkevičienė, Andris Petersons. Riga: Turiba University, Ltd., 2019. p. 64–77. ISBN 9789934543227.</p> <p>TAMUTIENĒ, Lina; <u>MATKEVIČIENĒ, Renata</u>. Kokybės samprata aukštajame moksle: kokybės kaip idėjos raiškos aukštųjų mokyklų strateginiuose dokumentuose analizė // <i>Informacijos mokslai</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2018, t. 83, p. 8–23.</p>
Daiva Siudikienė	Assoc. Prof. Dr.	ATKOČIŪNIENĒ, Zenona Ona; SIUDIKIENĒ, Daiva. Communication management in

		<p>promoting knowledge and creativity in fostering innovations in the creative organizations // <i>Creativity studies</i>. Vilnius: Vilnius Gediminas Technical University. ISSN 2345-0479. eISSN 2345-0487. 2021, vol. 14, iss. 2, p. 549–576. DOI: 10.3846/cs.2021.15550.</p>
		<p>SIUDI KIENĖ, Daiva; STUNDŽĖ, Lijana. Moterų vaidmenų reprezentavimo ypatumai ir jų kaita moterims skirtuose žurnaluose: žurnalo „Moteris“ atvejo analizė = For peculiarities of representation of women's roles and their changes in women's magazines: case of the magazine <i>Moteris</i> // <i>Informacijos mokslai</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2021, t. 92, p. 65–89. DOI: 10.15388/Im.2021.92.52.</p>
		<p>ATKOČIŪNIENĖ, Zenona Ona; SIUDI KIENĖ, Daiva. Manifestation of innovative leadership in cultural organizations: what Is It like? // <i>Интеллект XXI: Національний університет харчових технологій</i>. ISSN 2415-8801. 2019, No. 6, p. 9–12</p>
		<p>ATKOČIŪNIENĖ, Zenona Ona; SIUDI KIENĖ, Daiva; GIRNIENĖ, Ingrida. Inovatyvios lyderystės vaidmuo žinių valdymo ir inovacijų kūrimo procesuose šiuolaikinėje organizacijoje = The role of leadership in the knowledge management and innovation processes in a modern organization // <i>Informacijos mokslai</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-0561. 2019, t. 86, p. 68–97. DOI: 10.15388/Im.2019.86.27.</p>
Erika Janiūnienė	Assoc. Prof. Dr.	<p>STONKIENĖ, Marija; MAŽYLĖ, Jolanta; JANIŪNIENĖ, Erika. Legal and ethical aspects of social media user provision of information to the public regulation: the view of media regulatory and self-regulatory bodies in Lithuania // <i>Media studies and applied ethics</i>. Niš: University of Niš. ISSN 2683-5355. 2022, vol. 3, no. 1, p. 115–126. DOI: 10.46630/msae.1.2022.08.</p> <p>JANIŪNIENĖ, Erika; STONKIENĖ, Marija. University teachers training during Covid19: knowledge sharing behaviour in a community of practice at Vilnius University // <i>ICERI 2020: 13th international conference of education, research and innovation, 9th-11th November 2020, Seville (Spain): proceedings</i>. Valencia: IATED Academy, 2020. ISBN 9788409242320. p. 2656–2664. (ICERI Proceedings, ISSN 2340-1095).</p>

		<p>DOI: 10.21125/iceri.2020.0618.</p> <p>STONKIENĖ, Marija; JANIŪNIENĖ, Erika. Tinklaidės neformaliajame mokymesi: socialinių medijų naudojimas asmeninės mokymosi aplinkos, asmeninio mokymosi tinklo kūrimui = Podcasts for nonformal learning: using social media for creating personal learning environments, personal learning networks // <i>Informacijos mokslai</i>. Vilnius: Vilniaus universiteto leidykla. 2020, t. 88, p. 46–65. ISSN 1392-0561. eISSN 1392-1487. DOI: 10.15388/Im.2020.88.31.</p> <p>STONKIENĖ, Marija; ŠUPA, Maryja; JANIŪNIENĖ, Erika. Audience participation in the creation and dissemination of public interest-related content in Lithuanian online media // <i>Public interest communication: selected articles / editor-in- chief Renata Matkevičienė, Andris Petersons</i>. Riga: Turība University, Ltd., 2019. ISBN 9789934543227. p. 186–232.</p> <p>STONKIENĖ, M.; ŠUPA, M.; JANIŪNIENĖ, E. Populiariausių Lietuvos Interneto žiniasklaidos Portalų Auditorijos į(si)traukimo į Turinio Kūrimą Ir Sklaidą Galimybės. <i>Informacijos Mokslai</i>. Vilnius: Vilniaus universiteto leidykla, 2018, nr. 84, p. 8–27. ISSN 1392-0561.</p>
Lijana Stundžė	Assoc. Prof. Dr.	<p>SIUDIKIENĖ, Daiva; STUNDŽĖ, Lijana. Moterų vaidmenų reprezentavimo ypatumai ir jų kaita moterims skirtuose žurnaluose: žurnalo „Moteris“ atvejo analizė = For peculiarities of representation of women's roles and their changes in women's magazines: case of the magazine Moteris // <i>Informacijos mokslai</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2021, t. 92, p. 65–89. DOI: 10.15388/Im.2021.92.52.</p> <p>STUNDŽĖ, Lijana. Seksualinio priekabiavimo diskursas delfi.lt naujienų portale: 2017-2018 = Sexual harassment discourse in news portal delfi.lt: 2017-2018 // <i>Informacijos mokslai</i>. Vilnius: Vilniaus universiteto leidykla. ISSN 1392-0561. eISSN 1392-1487. 2021, t. 92, p. 28–45. DOI: 10.15388/Im.2021.92.50.</p> <p>STUNDŽĖ, Lijana; NOVELSKAITĖ, Aurelija. Sexuality education in school and family: communicational aspects // <i>(Nie)równość płci w sferze publicznej = Gender (in)equality in the public sphere / Martyna Kawińska, Olga A. Kotowska-Wójcik (red.)</i>. Warszawa: CeDeWu,</p>

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Approved by the Doctoral Committee of the field of Communication and Information of the Social Sciences area on 19 December 2022, minutes of the meeting No. (7.17 E) 15600-KT-518

Chair of the Committee Prof. Dr. Aušra Navickienė