



TITLE

Strategic Communication. The new dynamics between innovation, reputation, and communicative processes in the business environment and the Arts: Philanthropy, patronage and sponsorship as tools of communication

LAB & PEOPLE

- Name of the hosting Research Centre/Faculty: CIAC, University of Algarve
- General activities of the lab: Research
- Website:
Number of staff / PhD: 48 (integrated researchers) + 52 (PhD students) + 2 (secretariat)
- Supervisor name and contact: czmonereo@ualg.pt

TOPIC OF THE INTERSHIP

- Scientific context of the internship
This project is intended to clarify and indicate the values of the strategy organizational culture that are responsible for a fundamental strategic communication for companies that intend to be innovative. It addresses the advantages, opportunities and risks of various values of an organizational culture, such as the partnership with artists and cultural sector. Innovation is a necessity for companies in contemporary times, its importance has been highlighted at least since the writings of Schumpeter (1934, 1942) and the endomarketing is vital important for the company to be innovative too. The tools of communication such philanthropy, patronage, Crowdfunding and sponsorship are great relationship with the values of the companies and organizational culture of a company, since it is by means of the daily practices and interactions between professionals that this culture is established. This, in turn, tends to shape the communication that is made within the company. The ability to join differences and cultivate distinct profiles among professionals is necessary for innovation within a company and communication plays a relevant role in this dynamic. A straight relation between Business Environment and the Arts is much more likely to arise from the exchange of disparate knowledge than from exchanges of information between like-minded people who think and communicate alike. This project constitutes a multiple case study made by means of a descriptive, and exploratory approach to the relationships studied. It starts from a bibliography relevant to his theme.

Keywords: storytelling; Strategic Communication, companies, Innovation, reputation, Philanthropy, Patronage, crowdfunding, Arts



2023 Master internship at University of Algarve



Bibliography

Devlin, M. & Billings, A. (2018). Examining confirmation biases: implications of sponsor congruency. *International Journal of Sports Marketing and Sponsorship*. doi: [10.1108/IJSMS-10-2016-0078](https://doi.org/10.1108/IJSMS-10-2016-0078)

Monereo, C. (2018). *Partnering your Business with Artists: a win-win relation. Case studies of Portugal*. Lisboa: Media XXI Formalpress.

Parés, M. (1994). *La nueva filantropía y la comunicación social: mecenazgo, fundación y patrocinio*. Barcelona: ESRP-PPU.

Parker, K. (1991). Sponsorship - legitimizing the medium. *European Journal of Marketing*, 25(2), 22-30.

Reich, R. (2018). *Just Giving. Why Philanthropy is failing democracy and How it can do better*. New Haven: Princeton University Press.

Reich, R., Cordelli, C., & Bernholz, L. (2016). *Philanthropy in Democratic Societies: History, Institutions, Values*. Chicago, IL: University of Chicago.

Throsby, D. (2001). *Economics and Culture*. United Kingdom: Cambridge University Press.

- Tasks and duties entrusted to the student: Tasks can be related to literature review, data collection and data analysis
- Skills to be acquired or developed: learn how to conduct applied research

PROFILE OF THE DESIRED STUDENT

- Minimum level of study required: student at a master level
- Field(s) of study: Communication, Marketing, Economics and Management
- Scientific skills: Soft skills, search in scientific databases, scientific writing, data collection and analysis (qualitative and/or quantitative)
- Language skills required: English

THE INTERNSHIP ASSIGNMENT:

Desired duration of the internship (in months): minimum: 2 months – maximum: 6 months

Desired Starting date of the mission: all across the academic year, except summer (July and August)

Indicative weekly schedule: 35h / week

Remuneration: Not available

Erasmus grant? Application should be made by the student at the sending institution

Internship agreement: *an internship agreement will be signed.*

To SEA-EU students:

If you're interested please send your CV and letter of motivation to the scientist in charge, czmonereo@ualg.pt