



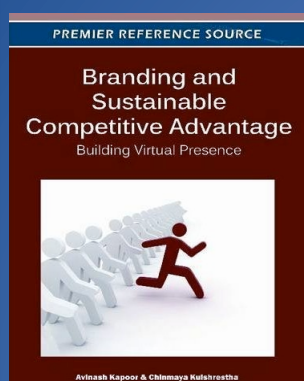
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So.Re.Com.THE.NET. @-NEWS n°31 – June/September 2011
The integrated Newsletter of the European PhD on Social Representations and Communication
and of the So.Re.Com. THEmatic NETWORK

Branding and Sustainable Competitive Advantage: Building Virtual Presence



We are pleased to announce the publication on the 30th September of the book "**Branding and Sustainable Competitive Advantage: Building Virtual Presence**" edited by Avinash Kapoor and Chinmaya Kulshrestha (Publisher: IGI Global – ISBN: 9781613501719).

Successful brand building helps sustain relationships with consumers, creating long-term sustainable competitive advantage and protecting businesses from market turbulence and uncertainties. Manufacturing processes can often be duplicated in ways that strongly held attitudes established in consumers' minds cannot. **Branding and Sustainable Competitive Advantage: Building Virtual Presence** explores the processes involved in managing brands for long-term sustainable competitive advantage.

Managers, professionals, and researchers will better understand the importance of consumers' perceptions in brand management, gain insight into the interface of positioning and branding, learn about the management of brands over time and in digital and virtual worlds, be able to name new products and brand extensions, and discover how marketers develop and apply strategies to position their brands. The book provides an insight into the world of sustainable and competitive branding through thirteen chapters divided into four sections:

- Section 1: "Branding and Sustainable Competitive Advantage"
- Section 2: "Strategic Branding Decisions"
- Section 3: "Consumers and Brands"
- Section 4: "Digital And Virtual World"

The book includes, among others, two chapters by prof. Annamaria de Rosa:

- "Between Physical and Virtual reality: the case of Benetton Brand" that identifies the organizational dynamics of the Benetton Company and presents a perspective theory that seeks to analyze the connections between social representations and corporate communication.
- "E branding and Institutional Websites: the Visiting Cards of the Municipalities of Rome and Paris" that presents the analysis of the municipal web sites of two historical capitals, Rome and Paris, considered as the Visiting Cards these two cities offer citizens and tourists. In sum, the chapter offers guidelines for web professionals and institutional communication managers.

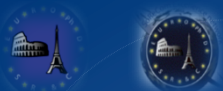
The book can be ordered directly from the [IGI Global website](#).

LLP ERASMUS IP project "EuroPhD International Summer School"

On March 12th, the European Ph.D. coordinator has submitted the project for LLP / Erasmus / Intensive Programmes (IP) to the Italian National LLP Agency in Rome, within the framework of the 2011-2012 **Life Long Learning** Programme.

The project is entitled "**The contribution of Social Representations to Economic Psychology**" and is aimed at ensuring the organisation of the 2012 session of International Summer Schools (18th edition).

The Italian National LLP Agency has informed us that our project has been selected for funding. We thank all our partners again for their involvement and participation in the project.



17th European Ph.D. on Social Representation Summer School



8th-20th JULY 2011, Rome (Italy)



The 17th Edition of the International Summer School has been held from the 8th to the 20th of July 2011 at the *European PhD on S.R. & C. Research Centre and Multimedia Lab* (Rome – Italy), in combination with worldwide on-line connection points via the interactive video-conference system European Ph.D. web Auditorium.

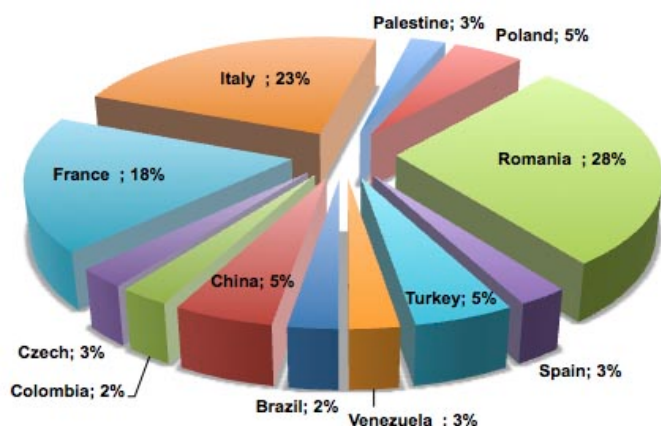
The event – organised by the European Ph.D. scientific coordinator Annamaria de Rosa - was focussed on “*Social Representations of Urban Places and Environment: Images, Memory and Identity*”. 10 invited lecturers from 6 countries have participated in the event: Martha De Alba (Universidad Autónoma Metropolitana, Mexico), Annamaria de Rosa and Marialibera d'Ambrosio (Sapienza University, Italy), Conny Ericsson (CONERI, Sweden), Andreea Ernst-Vintila (Université Paris V Descartes, France), Valérie Haas (Université Lyon 2 Lumière, France), Guan Jian (University of Nankai, China), Radim Marada (Masaryk University, Czech Republic), Patrick Rateau and Karine Weiss (Université de Provence, France).

37 researchers from 12 worldwide countries (Brazil, Colombia, China, France, Italy, Palestine, Poland, Romania, Spain, Slovakia, Turkey and Venezuela) have been admitted to this 17th Edition of the European Ph.D. International Summer School.

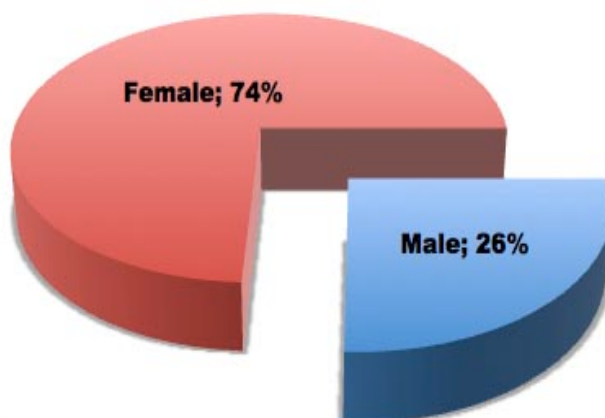
All information about the event is available on the European PhD on S.R. & C. website at:

<http://www.europhd.eu/IntSummerSchools>

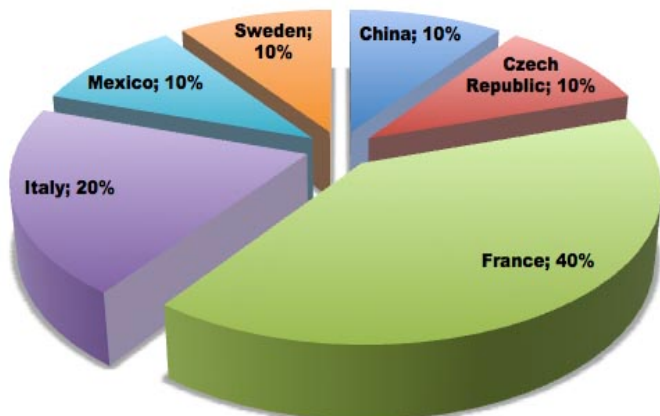
Participants according to nationality



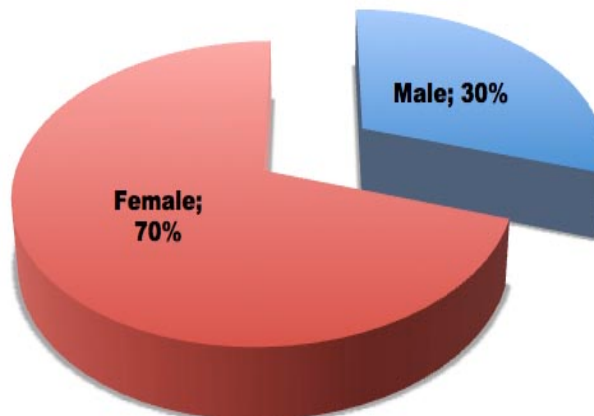
Participants according to gender



Teaching Staff according to nationality



Teaching Staff according to gender





Employment Opportunity for a Doctorate at INRA/Université de Lorraine

We have the pleasure to inform that a three-year employment contract opportunity is given by the INRA (Institut National de Recherche Agronomique) for a candidate willing to undertake a doctorate at the Université de Lorraine on the specific research "**Représentations sociales dans les milieux de l'agro-alimentaire et des agriculteurs producteurs de blé et de colza en France**" under the supervision of Prof. Jean-Marie Seca (Laboratory 2L2S EA 3478).

The doctoral student will be affiliated to the Doctoral School "Langages, Temps et Sociétés", work at INRA's research center in Grignon, and be granted a net monthly salary of 1371,18 €. The three-year period should start on 1st January 2012; however, in case no valid candidate has been selected by that date, it is possible to postpone the beginning of the 3-year period until June 2012.

More information on the conditions and requirements can be found in the [employment offer](#).



Revue İLETİŞİM Call for contributions on "Management et Communication"



[Galatasaray University](#) is a Turkish francophone university founded in Istanbul in 1992 following an agreement signed by the French and Turkish Presidents. Since its creation, the Faculty of Communication has taken an important place. It publishes a biannual research journal, İletisim.

Since 2009, this academic review has began publishing special issues in French. The next special issue, entitled "Management et Communication" will be conducted in collaboration with the [IAE Gustave Eiffel](#), the higher institution for training and research in management of both universities [Créteil Université Paris-Est](#) and [Paris-Est Marne-la-Vallée](#).

Researchers in communication, management, psychology, or more generally Humanities and Social sciences are invited to propose contributions on the issue of "Management and communication". Taking into account the psychology of communication and theories of organizations in their most recent developments (a fortiori enrolled in a critical approach), the proposed articles will deal with internal communications or with communication considered as an intra and inter-organizational environment. Indeed, as Pierre Legendre taught, "socially, speech is the empire of force. Communication is a dogma, a network of propositions which we refer to the principle of authority". Enterprises bare this to mind to deploy the managing language as a word of evidence. It is the power of this organizational communication that this issue İletisim wants to investigate.

The publication of the special issue is foreseen for the end of 2012.

A preliminary article proposal (3000 characters) must be sent by Monday 31 October 2011.

The deadline to send the articles (maximum 40000 characters) is the 15 April 2012. These proposals will be subject to an anonymous analysis by 2 experts according to the scientific regulations currently in force. The outcome of such evaluations will be communicated in July 2012.

For further information you can consult the [detailed call for contributions](#), or contact one of the editors of the special issue:

- Jale Minibaş-Poussard (Professeur à l'Université Galatasaray) jalemp@yahoo.fr
- Joan Le Goff (Maître de conférences à l'IAE Gustave Eiffel) legoff@u-pec.fr
- Banu Karsak (Maître de conférences à l'Université Galatasaray) bkarsak@gsu.edu.tr



**11th International Conference on Social Representations
25th – 28th June 2012, Evora (Portugal)**

Following the great success of the ten International Conferences on Social Representations (ICSR) held until now, we are pleased to announce that the next 11th ICSR will be organised in Portugal by the University of Evora, from the 25th until the 28th June 2012. The conference's Honorary President is Prof. Jorge Correia Jesuino.

Further information will soon be available on the website: <http://www.cirs2012.uevora.pt/>

**11ª CONFERÊNCIA INTERNACIONAL DE REPRESENTAÇÕES SOCIAIS
11^e CONFÉRENCE INTERNATIONALE DE REPRÉSENTATIONS SOCIALE
11th INTERNATIONAL CONFERENCE ON SOCIAL REPRESENTATIONS**



All So.Re.Com.THEmatic NETWORK partners are kindly invited to post information concerning editorial news, launching of new projects, call for partnerships and events of general interest to the participants in the European Ph.D. programme and the wider
So.Re.Com. THEmatic NETWORK scientific community.

Please send the information you wish to disseminate via the
So.Re.Com.THE.NET. @-NEWS and the on-line So.Re.Com.THE.NET. Event Agenda
to: annamaria.derosa@uniroma1.it
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