*Acta Universitatis Sapientiae, Communicatio, 2021 (8)*

**Organizational Identity Representation on Online Platforms**

**Call for Papers**

Under the circumstances of globalization, the economic and social actors are interacting louder than ever, and everyone would like to gain the attention of their environment in the intensifying communication noise. Emphasizing uniqueness and distinctiveness are common ways of capturing attention both for individuals and for organizations. There is a broad array of branding efforts made by organizations and public figures worth exploring. The online platforms offer a supporting space for the intensified multi-directional communication (OECD, 2019); the economic and social actors are striving to represent their identity in order to appear similar to the others and at the same time outstanding, original, and distinctive.

The issue of organizational identity construction and representation has grown opportune again since the spread of online platforms (Horowitz, Freberg, 2016). The online messages of organizational identity are effective forms of communication, and yet defining online identity from the perspective of different target groups, is a territory to be explored. Research shows that conveying clear and unique organizational identity messages contributes to gaining stakeholders’ trust and stimulates performance (Horowitz, Freberg, 2016). The organizational identity involves the assumption of a certain world view and values, which enhances the relation of the various target groups – such as customers, investors, employees, competitors, local communities, governments etc. – connecting to the organization. It is at the same time questionable whether the organizational identity is planned cognitive structure, or is it rather a changing, continually forming collective creation of both the organization and its stakeholders. Finally, how do online platforms – with its autonomous ways of operation – affect and form everything we consider organizational identity?

For its 2021 issue, the journal *Acta Universitatis Sapientiae, Communicatio* expects original research articles discussing **organizational identities**. Editors encourage approaches dealing with the definition of organizational identity, mapping connections and interferences of online and offline identities, the construction and representation of online organizational identity.

**References**

1. Nell Huang-Horowitz, Karen Freberg, (2016), Bridging organizational identity and reputation messages online: a conceptual model, *Corporate Communications: An International Journal*, 21(2).
2. OECD (2019), An Introduction to Online Platforms and Their Role in the Digital Transformation, OECD Publishing, Paris, <https://doi.org/10.1787/53e5f593-en>.

**About the Journal**

*Acta Universitatis Sapientiae, Communicatio* is a series of the international scientific journal of [Sapientia Hungarian University of Transylvania, Cluj-Napoca, Romania](http://www.sapientia.ro/en) (<http://www.acta.sapientia.ro/>).

*Communicatio* is a peer-reviewed scientific journal published yearly in cooperation with [Sciendo by De Gruyter](https://www.degruyter.com/view/j/auscom) (<https://content.sciendo.com/view/journals/auscom/auscom-overview.xml>).

*Communicatio* aims to publish theoretical and empirical research in communication studies, with a focus on information society and digital media issues. The journal is interested in all the variety of academic traditions in the field, and promotes dialogue between them.

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The length of an article should be between 5000-7000 words, including references, appendix and/or other notes. To be considered for publication, the article must be prepared according to the aims of the journal, and conform to the instructions for the authors (<http://www.acta.sapientia.ro/acta-comm/communicatio-main.htm>).

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