

INTERNAL CRISIS COMMUNICATION IN THE TIME OF COVID-19 PANDEMIC

The study **Internal Crisis Communication in the Time of Covid-19 Pandemic** provides data and insights gathered in real time over the global pandemic we have been experiencing since February 2020.

The CERC at Università IULM has immediately launched an intense research program that monitored the evolution of internal crisis communication in the first year of the pandemic.

Findings are now available for both the academic and the professional communities as we need a major effort for knowledge creation to afford this unprecedented crisis.

The study has been carried out by the Working Group 2018-2020 and 2020-2022 @Centre for Employee Relations and Communication (CERC) operating at Università IULM.

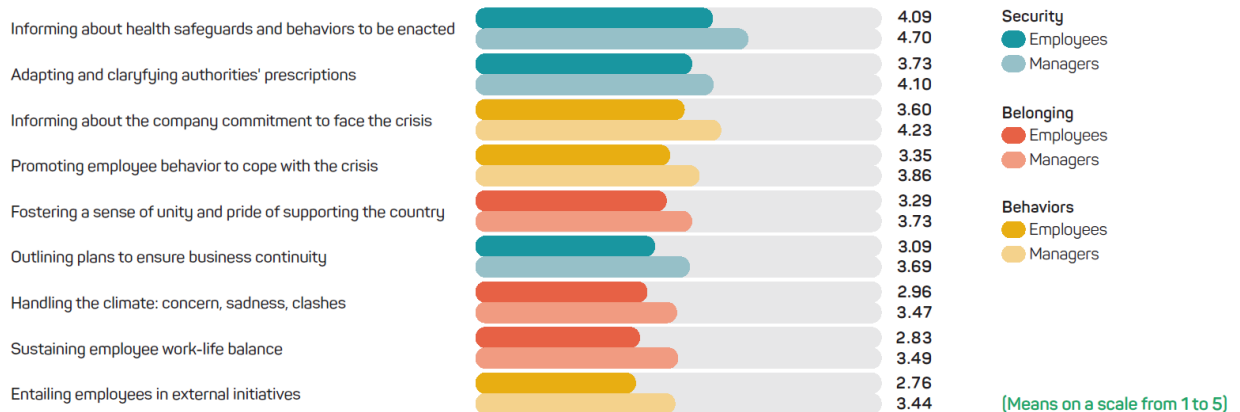
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How have Italian companies communicated with their employees during the crisis?

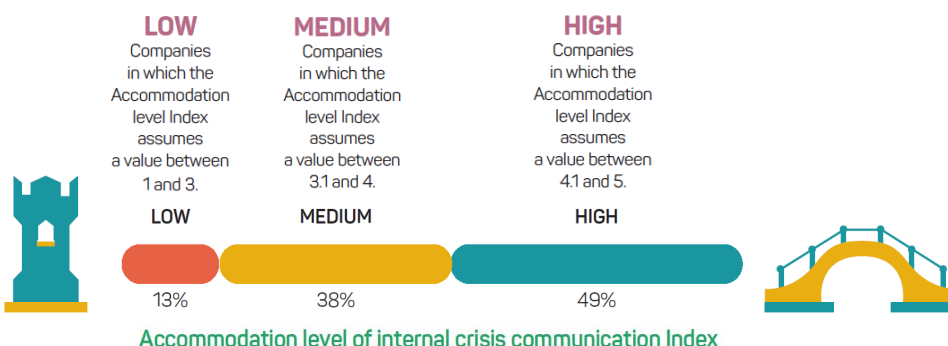
- Kinds of content addressed at employees
- Tools used to communicate with employees
- Features that characterized internal communication during the pandemic
- Difficulties faced by internal communication managers
- Semantic areas covered through formal and informal communication in the perception of employees and internal communication managers
- The role played by top managers, middle managers and internal communication managers in the internal communication dynamics during the pandemic
- Features that will characterize internal communication after the pandemic, due to what companies experienced during the crisis

Accommodation

Internal crisis communication strategies



To what extent have companies adopted accommodating internal crisis communication strategies?



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