

## Call for Papers

### **Opportunities and Challenges of Business Communication through AI**

RWTH Aachen University, Germany, October 22–24, 2026

The rapid development and dissemination of Artificial Intelligence (AI) is transforming the landscape of corporate communication across Europe. From customer interaction and corporate messaging to automated content creation and data-driven decision-making, AI technologies are redefining how organizations communicate internally and externally. These changes raise fundamental questions about quality, trust, ethics, and the human role in communication processes, as well as about the influence of cultures and societies on the use and evaluation of generative AI. Culture is understood broadly, for example as national, industry-specific, or organizational culture.

The conference addresses experts from academia and practice across various disciplines who study the use of AI and its impact on European business and corporate communication. We are seeking contributions that critically examine the influence of generative AI on work processes, customer relationships, services, products, and professional roles, as well as papers that discuss the emergence of new communicative competencies and political responses to related phenomena. Interdisciplinary and (cross-)cultural comparative perspectives are particularly welcome. The conference languages are German and English.

We invite submissions that address one of the following topics:

#### **Topic 1: Industry and Economy**

How are work processes, customer relationships, services, products, and professional profiles being transformed by AI-supported communication at the national and international level? How do cultures and industries differ in the maturity and extent of integration of AI-based tools for business and corporate communication purposes? Is generative AI changing these areas permanently, or are we merely witnessing another technological hype? And where do AI-based communication solutions reach their limits?

## **Topic 2: Education and training**

What new communication skills (e.g., AI literacy) need to be developed in education, vocational training, and workplace learning, and how is AI being used to support this? How are learning and ongoing professional development changing?

## **Topic 3: AI-supported transformation as a subject of political action and discourse**

What (corporate) policy responses and implications arise from the increasing use of Artificial Intelligence? How is the use of generative AI in companies and organizations perceived by society, and how does the social discourse on AI influence its use in economic and corporate communications?

## **Topic 4: Quality, Trust, and Standards**

How is generative AI changing concepts of quality and trust? Where are impacts on the standardization of communication becoming evident? How do (internal and external) target groups assess both the potential and the limitations of using generative AI? Which everyday concepts of AI shape perceptions of AI-based corporate communication, and what consequences do these have for the acceptance of ostensibly AI-generated products?

Please submit your abstract (2,000–3,000 characters, including spaces and references, in German or English) by **March 15, 2026**, to: [EUKO2026@isk.rwth-aachen.de](mailto:EUKO2026@isk.rwth-aachen.de). You will receive feedback regarding acceptance or rejection of your submission by March 30, 2026.

As is customary for EUKO conferences, there will be a conference proceedings volume published in the Springer series. As the topic is time-sensitive, the volume is intended to be published as quickly as possible. Please plan the process early:

- Paper submission deadline (4,000–7,000 words, German or English): November 30, 2026
- Review and feedback: by February 9, 2027
- Final manuscript submission: March 15, 2027