

European Cultures in Business Communication (EUKO)

London, United Kingdom, 23 – 25 October 2025

Call for Papers

Storytelling: The power of stories and narratives in business communication and media discourses

Storytelling is a cornerstone of human culture, from ancient oral traditions to modern media. It is a fundamental aspect of human communication, deeply rooted in our history and psychology. Engaging narratives can synchronise the brains of the storyteller and the audience, creating a shared experience. This phenomenon, known as the *transportation-imagery model*, allows audiences to immerse themselves in the story, altering their perceptions and attitudes. Additionally, prototypical narratives can emerge in society, shaping how new phenomena and future developments are addressed from a culturally sensitive perspective.

In business communication, storytelling is used to create emotional connections with audiences, whether that's consumers, employees, investors, or other stakeholders. (Branded) storytelling transcends traditional promotional communications by crafting compelling narratives that resonate on a deeper level. By understanding and harnessing the psychological and emotional aspects of storytelling, brands can create advertisements and other communications that not only capture attention, but also foster engagement and long-term loyalty. As people increasingly reject overtly commercial messages, seeking authentic and meaningful interactions with brands, the role of storytelling is critical to business success. On a broader level, media plays a crucial role in forming narratives, providing a backdrop against which specific storytelling for target audiences can emerge.

This year's EUKO conference aims to uncover the mechanisms through which storytelling, in its broadest sense, impacts audiences and enhances business communication. It will provide insights for both academics and industry professionals to craft the next generation of compelling narratives that resonate with those consuming them.

We welcome presentations that investigate various aspects of storytelling, including but not limited to:

- Theoretical frameworks and models of storytelling in branding and business relationships
- Case studies of (un-)successful storytelling in business communication
- Visual storytelling (e.g., storytelling as part of brand design)
- Generational storytelling – stories for Millennials, Gen Z, Gen Alpha, etc.
- Cultural and intercultural dimensions of storytelling
- Digital storytelling and its influence on brand perception and customer relationship
- Narratives on AI in societal developments
- New technology and storytelling (e.g., Virtual Reality as a tool for immersive branded storytelling; The impact of AI on branded storytelling through personalised communication)
- Storytelling as part of anti-advertising and disruptive design

- Data-driven storytelling
- Storytelling and law
- Storytelling in entrepreneurial branding (e.g., founder stories)
- Internal communication – stories told within organisations
- Storytelling and Employer Branding
- Storytelling as method for (market) research
- Storytelling as part of content marketing
- Storytelling for services and service management
- Storytelling in a B2B / C2C context
- The psychology of storytelling – creating impactful and memorable communication
- Genre and narrative types of storytelling in business communication
- Storytelling for equity, diversity and inclusion (EDI)
- Ethical considerations in storytelling

We welcome contributions from all academic disciplines. We are particularly looking forward to presentations that bridge research and practice, as this year's EUKO is a dedicated **Knowledge Exchange** event. We therefore encourage contributions from brands, agencies and freelancers to share their industry insights via case studies, client work and/or live projects. Our aim is to bring together diverse perspectives and insights from scholars, practitioners and industry experts to advance the understanding of how storytelling can shape and enhance business communication and audience engagement.

Individual and panel contributions are welcome. Abstracts and presentations can be submitted and delivered in either English or German. However, English language delivery is encouraged. Please note that there will be one track available for German-language presentations. To ensure accessibility for all participants, we strongly encourage visual aids (e.g., PowerPoint) in the English language. EUKO membership is not required for submission, presentation, or participation. **Please send abstracts of 2,000 to 3,000 characters (including spaces) by 15 July 2025 to EUKO2025@uwl.ac.uk**

We look forward to your contributions and to the stimulating discussions that will emerge from this exploration of storytelling.

Check out [EUKO 2025's conference website](#).