

Abstract of Paper Submission Requirements for the Integrated Communications Nomination Category Under the Student Research Papers Competition (the “NIRS Competition”)

Dear HSE University students and alumni,

We are pleased to invite you to submit a research paper for the Integrated Communications nomination category under the HSE University Student Research Papers Competition (also referred to as the “NIRS Competition”). We are accepting papers that are grounded in primary empirical data and feature original research covering various areas in the field of Communication Studies, encompassing such subfields as marketing communications; advertising and public relations; digital communications; internal and external communications; HR communications; interpersonal, group, public, and mass communications; intercultural communications; political communications; and healthcare communications.

Papers will be evaluated based on a number of factors, including the substantiation of the research problem and its scientific novelty, a comprehensive review of the relevant academic literature, and the proper application of the theoretical framework. As well, the paper’s explication of the research design and data gathering and analysis methods will be taken into account. A key evaluation criterion is whether the given paper provides research outcomes and an in-depth interpretation of them, as well as whether it gives substantive recommendations, delineates research limitations, and suggests avenues for further research. Finally, the paper must comply with the relevant academic writing and text formatting standards.

Please note that only research-type papers that are based on primary empirical data will be accepted for the Integrated Communications nomination category. Project-type papers (i.e., containing neither an analysis of the relevant academic discussion nor an explication of the research design or method of gathering and analysing the primary empirical data provided) will not be accepted for consideration.