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Rachel Barker is an associate professor in the department of communication science at the University of South Africa. George Charles Angelopulo is a teacher at the University of South Africa and a...

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Knowledge Management as Change Agent for Strategic Integrated Communication and Leadership Paradigms: A Critical Review, University of Hawaii, Honolulu, Hawaii, 19-20 April 2016. Barker, R. 2016. Knowledge management as change agent to ensure the sustainability of emerging knowledge organizations, in Proceedings of The 17 th European Conference on Knowledge Management, 1-2 September 2016, Belfast, Ireland.

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Integrated online (or digital) communication, much like the Internet which as a communication medium has the ability to instantaneously impart information to a vast number of consumers (Conway, Ward, Lewis & Bernhardt; 2007), offers organisations new opportunities for building relationships with their consumers and stakeholders.

Integrated online communication

Barker R. 2006. Dynamics of organisational communication, in Integrated organisational communication, edited by R Barker & G Angelopulo. Cape Town: Juta:73-106. Chasi, C & De Wet. G. 2008. Towards an ethics perspective on the rational structure tradition of organisational communication.

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