Greetings from the MCQ Staff!

Our final issue for 2017 is now published! Please take a look at the Table of Contents, highlighted articles from that issue, as well as articles published online that will appear in later issues. In addition, we highlight two members of the MCQ Editorial Board – Brian Richardson and Ted Zorn.

I hope to see you next week in Dallas for the NCA conference!

Patty Sias
Editor-In-Chief

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**MCQ Stats:**

For articles submitted to MCQ in 2017 to date:

- **Acceptance rate = 13%**
- **Average time to first decision = 41 days**
Featured Articles

The Institutionalization of Corporate Social Responsibility Communication: An Intra-Industry Comparison of MNCs’ and SMEs’ CSR Reports

AMY O’CONNOR, JOSHUA M. PARCHA, & KATERHINE G. TULIBASKI

The authors compared corporate social responsibility (CSR) communication of multinational corporations (MNCs) and small- and medium-sized enterprises (SMEs) within the petroleum industry in the Bakken Formation, one of the largest contiguous deposits of oil and gas in the United States. Using a purposive sample of petroleum company websites, the authors analyzed CSR communication in four phases using the MAXQDA data analysis software. In addition to several nuanced findings, the authors found that five practices – communication, environment, health and safety, legal compliance, and philanthropy comprised the majority of CSR communication for both groups. Moreover, their analysis indicates that such practices have become institutionalized as legitimate CSR reporting.

Getting the Words Right: When Wording of Job Ads Affects Ethnic Minorities’ Application Decisions

LIEN WILLE & EVA DEROUS

In field experiments with actual job seekers in Belgium, the authors investigated whether and how the wording of job advertisements affected ethnic minorities’ job attraction, and their decision to apply for the job. Guided by signaling theory, social identity theory, and the theory of symbolic attraction, the authors found that the type of recruitment mattered to the job seekers. The wording of desired characteristics as traits versus behavior described in a job advertisement did not affect its attractiveness to the job seekers but it did affect their decision to apply, particularly when the characteristic was relevant to a stereotype. A general discussion interpreting and explaining the many findings, along with a limitations and future research section conclude this article.
The Current Issue

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Articles

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Getting the Words Right: When Wording of Job Ads Affects Ethnic Minorities’ Application Decisions
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Women’s Discourses of Leadership in STEM Organizations in Singapore: Negotiating Sociocultural and Organizational Norms
DEBALINA DUTTA
Editorial Board

Each newsletter profiles a member of our editorial board.

Brian K. Richardson is a Professor at the Department of Communication Studies at the University of North Texas. He is currently serving as chair of the department. His recent publications include a co-authored article, ‘The Role of Occupational Identity in Negotiating Traumatic Experiences: The Case of a Rural Fire Department’ published in the Journal of Applied Communication Research. His research and reviewing interests include whistleblowing, organizational dissent, stress and burnout, and crisis communication.

Brian K. Richardson
University of North Texas

Ted Zorn is the Vice-Chancellor and Dean of Massey Business School, Kaupapa Whai Pakihi, and the Deputy Vice-Chancellor of Massey University. His recent publications include two co-authored articles, ‘Doubt, delay and discourse: Communication and climate change denial’ published in Science Communication, and ‘Positive employment practices or reputational capital? Tensions inherent in third-party legitimation processes’ published in Management Communication Quarterly. His research and reviewing interests are mainly focused on communication in and about organizational change.

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