

An exploration of Contingency Theory of Accommodation: Communicating environmental sustainability measures in Norway

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Abstract

Public relations literature suggests that there is a gap between existing public relations theory in a global context and what's needed, and this research aims to help fill that gap by testing existing manifestations of the Contingency Theory of Accommodation in Europe for the first time, specifically in Norway. The research is similar in nature to contingency theory tests in China (Li, Cropp, & Jin, 2010; Zhang, Qui & Cameron, 2004), South Korea (Bae and Park, 2011; Choi & Cameron, 2005; Shin, Heath, & Lee, 2011) and Singapore (Jin, Pang, & Cameron, 2006). The study finds that factors in all 11 categories of contingency theory manifest, suggesting that the principles of contingency theory are relevant to the practice of conflict management for communication practitioners in Norway. While no entirely new factors manifest, a clear fact-based orientation emerges for the existing factor "how individuals receive, process and use information and influence" emerges. Additionally, this analysis suggests that internal variables related to characteristics of individual people not be as relevant to the practice of conflict management in Norway on the issue of corporate environmental responsibility concerns.