



CORPORATE COMMUNICATION INTERNATIONAL CONFERENCE ON CORPORATE COMMUNICATION 2013

Sponsored by ...

CCI - Corporate Communication International at Baruch College/CUNY

Offered in association with ...

Corporate Communications: An International Journal

Tuesday, June 4 – Friday, June 7, 2013 / New York, NY, USA

William & Anita Newman Library Conference Center
Baruch College/City University of New York
151 East 25th Street, 7th Floor
New York, NY 10010

PRELIMINARY PROGRAM AGENDA

TUESDAY, JUNE 4

6:30 PM - 7:30 PM / Conference Center Atrium
WELCOME RECEPTION & REGISTRATION

7:30 PM – 9:00 PM / Room 750 & Faculty Lounge
WELCOME REMARKS & DINNER BUFFET
Michael B. Goodman, Conference General Chair

CONFERENCE RECOGNITION AWARDS
Michael B. Goodman, Conference General Chair
Christina M. Genest, Conference Coordinator

Conference Sponsors:

Daniel W. C. So, CCI Hong Kong Chapter, The Hong Kong Polytechnic University
Patricia Scott, Uhmms

Conference Supporter:

ABC - Association of Business Communication:

Debbie Dufrene, Rusche College of Business, Stephen F. Austin University, USA
Sam H. DeKay, BNY Mellon Corporation, USA
Geraldine E. Hynes, Department of General Business & Finance, Sam Houston State University, USA

Conference Proceedings Editorial Assistants

Roslyn Petelin, Writing, Editing & Publishing Program, The University of Queensland
(Others to Be Announced)

WEDNESDAY, JUNE 5

8:30 AM – 8:45 AM / Faculty Lounge
REFRESHMENTS

8:45 AM – 9:30 AM / Room 750
PLENARY SESSION SPEAKER & DISCUSSION

The Sixty Minute Challenge: Managing Crisis in Real Time



Christopher Atkins, *Managing Director, US Public Relations and Internal Communications, PwC*

Chris Atkins joined PwC (PricewaterhouseCoopers) in May 2011 as its Managing Director of US Public Relations and Internal Communication. Previous to PwC, he was Vice President, Communications at Standard & Poor's, joining it in June 2006 after 26 years in PR on the agency side. At S&P, he was responsible for external communications for credit ratings and indices such as the S&P 500. He was in the forefront of S&P's crisis response regarding the role of ratings in the financial meltdown. Before joining S&P, he was Managing Director of the global corporate practices at Ogilvy PR and Ketchum, serving as senior counselor to, among others, FedEx, the New York Stock Exchange and GE. While at Ketchum, Chris founded the Ketchum Reputation Lab, which used the 20+ year data set from Fortune Magazine's "America's Most Admired Corporations" survey to develop an analytical tool to inform communications strategy.

Chris also served as Chief Operating Officer of the New York office of Burson-Marsteller, and spent several years in the Corporate Group at Hill & Knowlton. A frequent speaker and guest lecturer at NYU and Columbia on the topic of crisis preparedness and response, Chris was named by PR Week as one of the "20 crisis counselors CEOs should have in their speed-dialer."

Chris is a member of the Arthur W. Page Society and a trustee of the Institute for Public Relations. He is the co-author of a book on corporate reputation called *Image Wars: Protecting Your Company When There's No Place to Hide*, (1989, John Wiley & Sons).

Moderator: **Michael B. Goodman**, Conference General Chair & CCI Director

Wednesday, June 5 - CONCURRENT SESSIONS -- #1

9:30 AM – 10:45 AM / Room 750

PANEL SESSION #1A: MANAGEMENT ISSUES

The Designing of Decision Support Systems for Corporate Communication: Increasing Professionalization by Linking Theory and Practice

Caroline Wehrmann, Dept. of Science Communication, Faculty of Applied Sciences, Delft University of Technology & Betteke van Ruler, Amsterdam School of Communications Research, Dept. of Communications Science, University of Amsterdam, THE NETHERLANDS

How Does It Work in Italian Companies? The Communication Planning Process

Annamaria Esposito, IULM University of Milan, ITALY

Strategic Media Communication: The Development of Media Relations in Late Modernity

Jesper Falkheimer, Dept. of Strategic Communication, Campus Helsingborg, Lund University, SWEDEN

9:30 AM – 10:45 AM / Room 763

PANEL SESSION #1B: STRATEGIES FOR DIGITAL COMMUNICATION (1)

Communication with Stakeholders through Corporate Websites: A Study on the CEO Messages of Major Listed Corporations in Greater China

Sing-bik Cindy Ngai, Dept. of Chinese and Bilingual Studies, The Hong Kong Polytechnic University & Rita Gill Singh, The Language Center, Hong Kong Baptist University, HONG KONG

The Ideal of Neutrality in Wikipedia: Discursive Struggle over Promotion and Critique in Corporate Entries

Merja Porttikivi, Dept. of Communications, Aalto University School of Business & Salla-Maaria Laaksonen, Helsinki University, FINLAND

Social Media and the World of Work: A Strategic Approach to Employees' Participation in the Social Web

Sonja Dreher, MA in Corporate Communication, Dept. of Communication Studies, Baruch College/CUNY, USA

10:45 AM – 11:15 AM / Faculty Lounge

MORNING BREAK & REFRESHMENTS

Wednesday June 5 – CONCURRENT SESSIONS -- #2



11:15 AM – 12:30 PM / Room 750
PANEL SESSION #2A: ASSOCIATION FOR BUSINESS COMMUNICATION (ABC)
Promoting Employee Relations in Challenging Times

Panelists:

Debbie Dufrene, Rusche College of Business, Stephen F. Austin University, USA
Sam H. DeKay, BNY Mellon Corporation, USA
Geraldine E. Hynes, Department of General Business & Finance, Sam Houston State University, USA

12:30 PM – 1:30 PM / Served in Faculty Lounge / Enjoyed in Room 750
BUFFET LUNCH

Wednesday, June 5 - CONCURRENT SESSIONS -- #3

2:00 PM – 3:15 PM / Room 750
PANEL SESSION #3A: CRISIS COMMUNICATION (1)

Crisis Communication During Hurricane Sandy at NYU Langone Medical Center Evacuation: A Case Study

Allison Clair, Office of Communications and Public Affairs, NYU Langone Medical Center, USA

The “Cushion Factor”: Explicating Media Reputation as a Key Influencer of Crisis Preparedness and Recovery

Ernest Martin, Jr. & Yan Jin, School of Mass Communications, Virginia Commonwealth University, USA

Exploring the Effectiveness of Regulatory Fit in Crisis Communication:

Daniel Laufer, School of Marketing and International Business, Victoria University of Wellington, NEW ZEALAND & Tamar Avnet, Yeshiva University, USA

2:00 PM – 3:15 PM / Room 763
PANEL SESSION #3B: CORPORATE IDENTITY

Mergers in Higher Learning Institutes: The Challenge of Identity and Identification

Adeline Nkwimba Mpuya, Dept. of Public Relations & Advertising, St. Augustine University of Tanzania, TANZANIA

Maintaining Relations with and Meeting Expectations of Western Donors: Success and Failure of the 20-year Media Development in Ukraine

Katerina Tsetsura, Gaylord College of Journalism and Mass Communication, University of Oklahoma, USA

Motivating Public Participation without Sharing Decision-making Authority: Collaborative Policy Making in The U.S. National Forest Service

Leila Trapp, Institute of Business Communication, School of Business and Social Sciences, Aarhus University, DENMARK

2:00 PM – 3:15 PM / 765

PANEL SESSION #3C: COMMUNICATING CHANGE (1)

Communicating Strategic Changes to Stakeholders

Roger Hutt, Arizona State University, USA

“It’s a Great Example that Must-Win Battles Drive a Cultural Change”: Strategic Text as Constitutive of a Strategic Change

Minna Mars Logemann, International Business Communication, Aalto University School of Business, FINLAND

3:15 PM – 3:45 PM / Faculty Lounge

AFTERNOON BREAK & REFRESHMENTS

Wednesday, June 5 - CONCURRENT SESSIONS -- #4

3:45 PM – 5:00 PM / Room 750

PANEL SESSION #4A: CORPORATE COMMUNICATION IN ASIA (1)

Beyond Culture: Further Dimensions of Difference in Corporate Communication Operating Environments in South East Asia

Graeme Domm, Deakin University & RMIT University, RMIT University, AUSTRALIA

Public Relations in Vietnam: Examining How Activists Won and a Corporation Lost in a Complex Media Environment

Tham T. Nguyen & Owen Kulemek, University of Oklahoma, USA

When Thai Corporations Use LINE Application as a Corporate Communication Tool

Wonghatai Tunshevavong, Faculty of Journalism and Mass Communications, Thammasat University, THAILAND

3:45 PM – 5:00 PM / Room 763

PANEL SESSION #4B: GLOBAL ETHICAL ISSUES

Ethics, Culture and Consequences of Naming Suspects in Global Media

Wil McCarthy, College of Communication and Media Sciences, Zayed University, UAE

Political Communication in Ghana - A Case of Secret Tapes, Serial Callers and Foul Language and How Ghana Avoided a Post-Election Civil War in December 2012

Kwame A.S. Bedu-Andor, Ghana Investment Fund for Electronic Communications, GHANA

An Exploration of the Prevalence and Predictors of Interracial Primary Relationships in Television Advertising

Thomas Clark & Rebecca Engle, Xavier University & Julie Steward, University of Cincinnati, USA

3:45 PM – 5:00 PM / 765

PANEL SESSION #4C: STRATEGIES FOR DIGITAL COMMUNICATION (2)

Baby Boomers and Social Media

Joseph Basso & **Marilena Olguta Vilceanu**, Dept. of Public Relations & Advertising, Rowan University, USA

Communicating Corporate Responsibility with Sustainability Reporting and Social Media Tools: Analysis of Global Pulp and Paper Industry

Anne Toppinen & Vasyliisa Hänninen, Dept. of Forest Sciences, University of Helsinki, FINLAND

Enhancing the Quality of Corporate Writing: The Efficacy of Editing Software?

Roslyn Petelin, School of English, Media Studies, & Art History, The University of Queensland, AUSTRALIA

THURSDAY, JUNE 6

8:30 AM – 8:45 AM / Faculty Lounge

REFRESHMENTS

8:45 AM – 9:30 AM / Room 750

PLENARY SESSION SPEAKER & DISCUSSION

2013 Edelman Trust Barometer



Amy Treanor, *EVP and Director of Intellectual Property, Edelman*

Amy Baker Treanor is Executive Vice President and Director of Operations for Edelman Square, the center for intellectual capital at Edelman. Edelman Square produces the annual Edelman Trust Barometer, a leading piece of intellectual property in the communications field, as well as the Edelman Health Barometer and goodpurpose. In her role as Director of Edelman Square, Amy ensures Edelman maintains its status as a thought leader in public relations and beyond.

Prior to re-joining Edelman in 2011, Amy was a Senior Vice President at LCG. While at LCG, she advised on and managed projects covering a variety of industries including technology and

telecommunications, healthcare, consumer products and packaged goods, and government. Amy designed and implemented projects that informed corporate image, reputation and responsibility, brand equity, message and communication development, service and product launches, as well as advertising and public relations campaign development. She managed numerous international projects for Fortune 100 companies.

In addition to strategic research, Amy consulted on image and issue advertising campaigns for a variety of clients, including the biotechnology industry and Telstra. She also served as a senior corporate communications and image consultant for several firms.

Amy was the Director of Strategic Planning for StrategyOne, the market and public opinion research division of Edelman Public Relations, where she directed quantitative and qualitative research programs for clients such as Pfizer, Huggies, Telstra, and Raytheon. Additionally, Amy was an account executive at BSMG Worldwide, working at Bozell|Eskew Advertising on developing advertising strategies that integrated market and public opinion research and as a project manager for KRC Research.

Amy received a Bachelor of Science from the University of Miami in Coral Gables, Florida. She double majored in Broadcast Journalism and English with a concentration in creative writing.

Moderator: **Michael B. Goodman**, Conference General Chair & CCI Director

Thursday, June 6 - CONCURRENT SESSIONS -- #5

9:30 AM – 10:45 AM / Room 750

PANEL SESSION #5A: CORPORATE RESPONSIBILITY

The Case for CSR as a Vehicle for Conflict Prevention and Conflict Resolution

Rachel Kovacs, Department of Media Culture, College of Staten Island & John Jay College of Criminal Justice, City University of New York, USA

Notions of Meaning in the Corporate Communication of the Dutch Government and/or NGO's Regarding Nature

Peter Jansen, Academy for Journalism and Communication, Ede Christian University of Applied Science, & Dept. of Applied Philosophy, Wageningen University, THE NETHERLANDS

Standardized Pharmaceutical Advertising? An International Comparison of Non-Prescription Drug Advertising with Regard to Ad Appeal in General and CSR Appeal in Particular

Isabell Koinig & Sandra Diehl, Dept. for Media and Communication, Alpen-Adria University, AUSTRIA

9:30 AM – 10:45 AM / Room 763

PANEL SESSION #5B: REPUTATION MANAGEMENT ISSUES

Reputation Counts: Development and Measurement Properties of the Automated Reputation Quotient

Ernest F. Martin, Jr. & **Will Sims**, School of Mass Communications, Virginia Commonwealth University, USA

The Most Admired Companies of the Three Sectors: Automotive, Pharmaceutical and Banking in Turkey. What is the Role of Corporate Communication for Them? An Analysis of Five Years, 2008-2012

Serra Görpe, Faculty of Communication, Istanbul University & **Burcu Oksuz**, Faculty of Communication, Ismir University of Economics, TURKEY

Blogging for Legitimacy: The Discursive Construction of the American Beverage Industry in the Face of Delegitimation Threat

Kirsti Iivonen, Dept. of Communication, Aalto University School of Business, FINLAND

9:30 AM – 10:45 AM / Room 765

PANEL SESSION #5C: BRANDING AND ADVERTISING ISSUES

Effects of the Use of English in non-English Advertising Contexts: An Eye-Tracking Approach

Dieter Thoma, University of Mannheim, GERMANY

Dilemmas of Co-creation

Åsa Thelander, Dept. of Strategic Communication, Lund University & **Filippa Säwe**, Dept. of Service Management, Lund University, SWEDEN

10:45 AM – 11:15 AM / Faculty Lounge

MORNING BREAK & REFRESHMENTS

Thursday, June 6 - CONCURRENT SESSIONS -- #6

11:15 AM – 12:30 PM / Room 750

PANEL SESSION #6A: CRISIS COMMUNICATION (2)

Errors in Organizations: Opportunities for Crisis Management

Mats Heide & Charlotte Simonsson, Dept. of Strategic Communication, Lund University, SWEDEN

Crisis Communication Agencies and the Communication Department: Interaction and Relations During a Crisis Situation

Winni Johansen, Center for Corporate Communication, Aarhus University, DENMARK

Crisis Communication and Social Media: A Chick-fil-A Case Study

Michele Sack, MA in Corporate Communication, Dept. of Communication Studies, Baruch College/CUNY, USA

11:15 AM – 12:30 PM / Room 763

PANEL SESSION #6B: INTERNAL COMMUNICATION (1)

Strategic Communication in a Knowledge-intensive Network: An Ethnographic Study

Nick W. Verouden & Maarten C.A. van der Sanden, Dept. of Science Education and Communication (SEC), Delft University of Technology, THE NETHERLANDS

Forging Community in the Workplace: A Qualitative Content Analysis of Sabena's In-house Journal (1952-2001)

Mark Verheyden, Studies on Media, Information & Telecommunication, Vrije Universiteit Brussel, BELGIUM

Trust, Transparency and Appreciation: The Contribution of Internal Communication to Innovation Engagement

Miriam Meckel, Christian Fieseler, Christian P. Hoffman & Milena Mend, Institute for Media and Communications Management, University of St. Gallen, SWITZERLAND

11:15 AM – 12:15 PM / Room 765

CONFERENCE PROGRAM REVIEWERS MEETING

12:30 PM – 1:45 PM / Served in Faculty Lounge / Enjoyed in Room 750

LUNCH & FEATURED DISCUSSION

Strategies of Influence



Stephen K. Dishart, *Principal, COGITO & Adjunct Faculty, Baruch College/CUNY/*

Steve is Principal of Cogito Partners, Inc. and the President of Dishart Communications and Crisis Management Consultants in New York. He is also a member of the Adjunct Faculty of Baruch College, CUNY, and is a frequent speaker on communications issues.

Dishart CCMC, LLC, directs and executes strategic reputation management, marketing, media and crisis communications consulting to its clients.

Previously, Steve was Executive Director of Blue Ocean Institute, and from 2000-2009, he was a managing director of Communications and Human Resources for Zurich-based Swiss Re, a leading and diversified reinsurer with offices in 25 countries. Before joining Swiss Re in 2000, he was the director of Corporate Communications for Pittsburgh-based Mellon Bank, now BNY Mellon.

Steve began his career as a broadcast journalist. He has served as President of the Board of Trustees of Arts Westchester and currently serves on the board of Green Chimneys Children's Services. He is active in the New York League of Conservation Voters and is a board member of Bridges to Community, which builds homes in the poorest regions of Nicaragua.

An accredited member of the Public Relations Society of America, Steve is also a trustee of the Institute for Public Relations, a member of the Board of Advisors of CCI-Corporate Communication International and a member of the Arthur W. Page Society.

A native of Pittsburgh, Pennsylvania, Steve is a graduate of the International Executive Programme at INSEAD in Fontainebleau, France. He holds a master's degree from Duquesne

University in Pittsburgh and a bachelor's from West Virginia University. He also earned certificates through additional studies with Columbia University's Graduate School of Business and the Thunderbird School of Global Management.



Nicholas Dungan, Principal, COGITO

Nicholas is Principal of Cogito Partners, Inc., a Senior Fellow (nonresident) in the Transatlantic Relations Program of the Atlantic Council in Washington DC, a Senior Advisor to the Institut de Relations Internationales et Stratégiques (IRIS) in Paris, a writer, speaker and commentator on international relations, politics and business and author of the biography *Gallatin: America's Swiss Founding Father*, published by New York University Press in autumn 2010. He is a member of the Board of Directors of the Chatham House Foundation, the US arm of the Royal Institute of International Affairs at Chatham House in London; a member of the Boards of Directors of Sciences Po Alumni USA and of the Swiss-American Chamber of Commerce New York Chapter; and an Honorary Fellow of the Foreign Policy Association in New York.

Nicholas was president and chief executive of the New York-based French-American Foundation from 2005 to 2008. The French-American Foundation is the principal non-governmental organization linking France and the United States at leadership levels and across the full range of the French-American relationship.

He previously spent more than twenty years as an international investment banker in New York, London and Paris, notably with Merrill Lynch and Société Générale, serving clients in Europe and the United States in private and public debt, equity and hybrid financings as well as mergers and acquisitions.

Nicholas has published and /or been quoted in the *International Herald Tribune*, the *Financial Times* and the daily and weekly printed press in France, in addition to significant radio and television experience. As a speaker, he has addressed multiple trans-Atlantic audiences and participated in numerous conferences.

He is a graduate of Sciences Po Paris, Stanford University and St. Paul's School.

Having spent most of his adult life living in London and Paris, he is now based in New York City.

Thursday, June 6 - CONCURRENT SESSIONS -- #7

2:00 PM – 3:15 PM / Room 750

PANEL SESSION #7A: COMMUNICATION THEORY

Across Boundaries: Shifting Paradigms, Perspectives and Practice

Sonja Verwey, Dept. of Strategic Communication, School of Communication, University of Johannesburg, SOUTH AFRICA

From the Size of a Clipping Book to Sophisticated ROI - Measuring Corporate Communication Strategic Management

Sam Blili & Lukasz M. Bochenek, Enterprise Institute, University of Neuchatel, SWITZERLAND

Strategies for Composing the Communications Function of Large Companies

Caroline Wehrmann, Dept. of Science Education and Communication, Delft University of Technology, THE NETHERLANDS

2:00 PM – 3:15 PM / Room 763

PANEL SESSION #7B: CASE STUDIES

Brand Voice in Social Media – A Strategic Guideline for Development and Maintenance

Katharina Volkmer, MA Program in Corporate Communication, Dept. of Communication Studies, Baruch College/CUNY, USA

Case Study of Apple Supply Chain Controversy

Katerina Tsetsura, Gaylord College of Journalism and Mass Communication, University of Oklahoma, USA

A Cold Case and a Warm Conversation: A Discourse Analysis of Civil Fora on Large Scale DNA Familial Searching

Annette Klarenbeek & Reint Jan Renes, Research Group - Crossmedial Communication in the Public Domain, University of Applied Science Utrecht, THE NETHERLANDS

2:00 PM – 3:15 PM / Room 765

PANEL SESSION #7C: COMMUNICATION CHANGE (2)

Communicating Through the Love Lens: Using Communication to Progress Stakeholders Through Relationship-based Phases

Mark Badham, Dept. of Communication, Aalto University School of Business, FINLAND

There is No Textbook Approach: The Overcome of Culture Shock Process through the Eyes of Australian Expatriates Working in Jakarta, Indonesia

Fitri Arfiani & Rino Febri, Graduate School of Communication, The London School of Public Relations, INDONESIA

3:15 PM – 3:45 PM / Faculty Lounge

AFTERNOON BREAK & REFRESHMENTS

Thursday, June 6 - CONCURRENT SESSIONS -- #8

3:45 PM – 5:00 PM / Room 750

PANEL SESSION #8A: CORPORATE COMMUNICATION IN ASIA (2)

Corporate Communication Practices and Trends in Hong Kong 2012 & 2013

Daniel W. C. So, Cindy Ngai, Doreen Wu & Patrick Ng, Dept. of Chinese and Bilingual Studies, The Hong Kong Polytechnic University, HONG KONG

A Study of Intercultural Communication in Offshore Outsourcing

Yan Wang, School of International Studies, University of International Business & Economics, PRC

Bridging the Dialogue Between Stakeholders: Establishing the Role of Indonesian Civil Society Organizations (CSO) within Multi-stakeholder Approach of the 8th Internet Governance Forum

Hersinta & Sherly Haristya, STIKOM The London School of Public Relations Jakarta, INDONESIA

3:45 PM – 5:00 PM / Room 763

PANEL SESSION #8B: INTERNAL COMMUNICATION (2)

Employee Engagement Communications: Employee Engagement Correlates with Communication Topics in Small to Medium-sized Canadian Companies

Karen Humphreys Blake, Master of Communication Management, McMaster University & 8020Info Inc., CANADA

Peering Through Glassdoor.com: What Social Media Can Tell Us About Employee Satisfaction and Engagement

Sam H. DeKay, BNY Mellon Corporation, USA

Effective Project Communication: A Case Study in a French-Russian Joint Venture

Alexandra Serbinovskaya, South Russia State Technical University & Novochoerkassk Electric Locomotive Plant, RUSSIA

5:00 PM / Room 750

GROUP PICTURE

6:30 PM – 8:30 PM / Black Duck Restaurant at the Park South Hotel, 122 East 28th Street

DINNER: ANNOUNCEMENT OF BEST PAPERS

Michael B. Goodman, Conference General Chair

FRIDAY, JUNE 7

8:30 AM – 8:45 AM / Faculty Lounge

REFRESHMENTS

8:45 AM – 9:15 AM / Room 750

CORPORATE COMMUNICATIONS: AN INTERNATIONAL JOURNAL – NEWS & DEVELOPMENTS

Wim J.L. Elving, Editor, *Corporate Communications: An International Journal*

Michael B. Goodman, Regional Editor, *Corporate Communications: An International Journal*

INTRODUCING JOURNAL OF BUSINESS COMMUNICATION

Nanci Healy, Editor, *Journal of Business Strategy*

Friday, June 7 - CONCURRENT SESSIONS -- #9

9:15 AM – 10:30 AM / Room 750

PANEL SESSION #9A: INVESTOR RELATIONS AND CORPORATE REPORTING

Exploring the Effects of Plausibility and Stability of the Cause in External Explanations of Poor Financial Results: A Study among Dutch Professionals

Elizabeth de Groot & Wendy van Duijnhoven, Business Communication Studies, Radboud University Nijmegen, THE NETHERLANDS

“Sell the Sizzle”: Communicating Environmental, Social, and Governance Issues to Investors

Säde Rytkönen, Milton Oy & Leena Louhiala-Salminen, Dept. of Communication, Aalto University School of Business, FINLAND

9:15 AM – 10:30 AM / Room 763

PANEL SESSION #9B: SOCIAL MEDIA ISSUES

How Companies Handle Complaints on Social Media

Sabine Einwiller & Sarah Steilen, Johannes Gutenberg-University Mainz, GERMANY

You're Not That Special: How Misuse of Social Media Among Job Seekers Has Changed the Recruitment Landscape

Joseph Basso, Dept. of Public Relations & Advertising, Rowan University, USA

CSR in Social Media

Gry Høngsmark Knudsen & Jeanette Lemmergaard, Dept. of Marketing & Management, University of Southern Denmark, DENMARK

9:15 am – 10:30 am / Room 765

PANEL SESSION #9C: CRISIS COMMUNICATION (3)

Image Transformation: Drivers, Factors, Outcomes and Implications

Victor Yew-Cho Yen, Augustine Pang & May Lwin, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

When Friends Become Enemies: Emotional Stakeholders and Crisis Communication on Facebook – The Case of the Telenor Facebook Site

Britt F. Johansen, Nina M. Weckesser & Winni Johansen, School of Business and Social Sciences, Aarhus University, DENMARK

10:30 AM – 10:45 AM

MORNING BREAK & REFRESHMENTS

10:45 AM – 11:30 AM/Room 750

CLOSING ACTIVITIES

Acorn Commendations for Best Presenters

Patricia Scott, Uhmms & Conference Program Committee

Announcement: Corporate Communication International Conference on Corporate Communication 2014

Daniel So, CCI Hong Kong Chapter at The Hong Kong Polytechnic University & Conference Program Committee

Farewell

Michael B. Goodman, Conference General Chair

Christina M. Genest, Conference Coordinator

11:45 AM – 12:45 PM / Room 765

CONFERENCE PROGRAM COMMITTEE MEETING

1:00 PM – 2:30 PM / Room 763

ADVISORS LUNCHEON



PRE-CONFERENCE WORKSHOP

Create Engaging Slide Presentations

With Patricia Scott, Ph.D., President and CEO of Uhmms & Lecturer, Wharton School, University of Pennsylvania

Tuesday, June 4, 2013 / 2:00 PM – 4:00 PM

Baruch College's Newman Vertical Campus

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Details and registration information available at www.corporatecomm.org/conference.html.

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University, Singapore



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