



**CORPORATE COMMUNICATION INTERNATIONAL** at Baruch College/CUNY  
A global center for information and knowledge on corporate communication

## CALL FOR PAPERS

# The Conference on Corporate Communication 2012

Tuesday, June 5 – Friday, June 8, 2012, Baruch College/CUNY, New York, NY, USA

Sponsored by Corporate Communication International in association with *Corporate Communications: An International Journal*

You are cordially invited to join us for CCI's 2012 conference with its global focus on the theory, practice, roles, processes, and issues of concern to corporate communication scholars and practitioners. The three-day international conference, serving as a bridge between practitioners and scholars, gathers speakers from industry and universities in a collegial environment to exchange ideas and information on relevant issues facing the corporate communication profession.

The conference seeks proposals focusing on applied corporate communication and implications for practice as well as concepts, frameworks, and theories that further corporate communication performance as a management function. In 2012 we continue to be interested in **new practices, relationships, thinking, and attitudes created by the shifting and evolving models for business and media.** We also invite contributions from business scholars and consultants engaged in the practical and theoretical aspects of strategic management and their applicability to corporate communication planning and practice. Topics of interest include:

- Leading practices in corporate communication
- Communicating through crisis and change management
- Corporate communication policy and strategy
- Corporate governance, policy, and practice
- Corporate responsibility
- Cross cultural communication and stakeholder relations
- Government relations
- Image, identity, and reputation management
- Integrated advertising and marketing
- Employee engagement
- Social media and Internet/intranet practices
- Investor relations and sustainability reporting
- Strategic corporate communication management
- Issues management
- Strategic public relations and evolving practices in media relations
- Performance measures for corporate communication
- Research in corporate communication practice
- Transparency and corporate reporting

Papers and conference presentations must be relevant to both academics and practitioners.

### Plan now to participate!

The deadline for submission of proposals/abstracts to CCI is **December 15, 2011**. We encourage submissions from both those working in corporate communication and those studying in the field. Proposals for original research, case studies and other life lessons, panel discussions, workshops or demonstrations, or a complete

session devoted to an issue are welcome. Your proposal should include a title, author(s), and an abstract or summary (limited to 150 words) covering purpose, approach, findings, research implications, and practical implications or applications. Also provide key words and paper type (case study, technical concept, editorial, research, general review). Please send to [cci@corporatecomm.org](mailto:cci@corporatecomm.org) attention of Dr. Michael B. Goodman, CCI Director. Include contact information for all authors (name, position, organization, mail address, email address, and phone).

**Papers for inclusion in the refereed conference Proceedings are due March 15, 2012.** Conference Proceedings are published before the conference and made available at it.

**Practicing professionals and scholars not presenting at the conference are welcome and encouraged to attend and join the discussion.**

### Conference Awards

Best and Highly Commended Paper awards, sponsored by Emerald Group Publishing Limited, publisher of *Corporate Communications: An International Journal*, will be presented at the conference to best papers overall. **To be considered, papers must be received by March 15, 2012.** Papers will also be considered for publication in *Corporate Communications: An International Journal*. A Best Presenter award will be announced at the close of the conference, sponsored by Uhmms (USA), a communication training organization.

### Conference Venue

In 2012, the conference will be held at Baruch College/CUNY in the William and Anita Newman Library Conference Center, 151 East 25th Street (between Lexington and 3rd Avenues), New York, NY. CCI has arranged for accommodations at the Park South Hotel, three blocks from Baruch in Manhattan's Murray Hill section on 28th Street between Park Avenue South and Lexington Avenue.

Visit CCI's website at <http://www.corporatecomm.org> for information on conference registration and hotel accommodations. For further inquiries: email [cci@corporatecomm.org](mailto:cci@corporatecomm.org), or call (001) 646.312.3749 or (001) 973.270.0038.

**Conference Academic Partners:** ASB Centre for Corporate Communication, Aarhus University (Denmark); *Australian Journal of Communication*, The University of Queensland (Australia); The Bilingual Corporate Communication Program Committee, The Hong Kong Polytechnic University (PRC); Wee Kim Wee School of Communication and Information, Nanyang Technological University (Singapore).