



Corporate Communication International at Baruch College/CUNY

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## CONFERENCE ON CORPORATE COMMUNICATION 2008

Friday, June 6 – Monday, June 9, 2008

**Wroxton College ❖ Wroxton, Nr. Banbury, Oxfordshire, UK**

*Offered in association with Corporate Communications: An International Journal*

### Preliminary Program Agenda

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#### FRIDAY, JUNE 6

7:30PM / Lecture Hall

##### **WELCOME REMARKS & BUFFET**

**Michael B. Goodman** (Conference General Chair)

**Wim J. L. Elivng** (Conference Co-Chair)

**Nicholas D. J. Baldwin** (Dean, Wroxton College)

8:30PM – 11:00PM / Buttery

##### **BUTTERY BAR OPEN**

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#### SATURDAY, JUNE 7

8:00AM – 8:50AM / Dining Room

##### **BREAKFAST**

8:55AM – 9:00AM / Lecture Hall

##### **PLENARY SESSION**

9:00AM – 10:30AM / Lecture Hall

##### **PANEL SESSION #1: CCI RESEARCH STUDIES**

**Finn Frandsen and Winni Johansen** (Aarhus School of Business, Aarhus University, Denmark)  
*2008 CCI Corporate Communication Practices and Trends: EU Benchmark*

**Gideon de Wet** (University of Johannesburg, South Africa), **Corné Mientjes** and **Ilse Niemann-Struweg**  
(Monash University, South Africa)  
*2008 CCI Corporate Communication Practices and Trends: South Africa*

**Michael B. Goodman** (CCI at Baruch College/CUNY, USA)  
*2007 CCI Corporate Communication Practices and Trends: United States - Final Report*

10:30AM – 11:00AM / Buttery

##### **TEA AND COFFEE**

11:00AM – 12:30PM / Lecture Hall

##### **PANEL SESSION #2: CORPORATE COMMUNICATION IN CHINA**

**Daniel So and Cindy Ngai** (The Hong Kong Polytechnic University)  
*Fortune-500 Corporations in Greater China: Does Having a Chinese Version of Their Name Make a Difference?*



**Patrick Ng** and Miranda Lee (The Hong Kong Polytechnic University)  
*Cross-Cultural and Translingual Communication Strategies of Official Sponsoring Corporations in Beijing Olympics*

**Michael B. Goodman** (CCI at Baruch College/CUNY, USA) with Jay Wang (Purdue University, USA)  
*2008 CCI Corporate Communication Practices and Trends: China Report Phase II*

11:00AM – 12:30PM / Regency Room

**PANEL SESSION #3: CORPORATE CULTURE**

**Lida Holtzhausen** and L. M. Fourie (North West University, South Africa)  
*Employees' Perceptions of Company Values and Objectives and Employer-Employee Relationships*

**Mona Agerholm Andersen** (Aarhus School of Business, Aarhus University, Denmark)  
*Employee Identification with Corporate Values Within the Danish Windmill Company NEG Micon – A Study of Both Top Management's View and Employee Perceptions of the Values*

**Maria Isaksson** (Norwegian School of Management BI, Norway) and **Poul Erik Jorgensen** (Aarhus School of Business, Aarhus University, Denmark)  
*Credibility Discourse of PR Agencies: A Cross-Cultural Study of Corporate Ethos on the Web*

12:30PM – 1:00PM

**BREAK**

12:30PM – 1:50PM / Buttery

**CCI BOARD OF ADVISORS MEETING & LUNCH**

1:00PM – 1:50PM / Dining Room

**LUNCH**

2:00 PM – 4:00 PM / Lecture Hall

**PANEL SESSION #4: CORPORATE IDENTITY**

**Deborah Rolland** (UNITEC Institute of Technology, New Zealand) and **Jana O'Keefe Bazzoni** (Baruch College/CUNY, USA)  
*Greening Corporate Identity: The Role of Persuasion, Responsibility and CSR in Online Corporate Identity Reporting for a Global Marketplace*

**John Leipzig** (Center for Responsible Leadership, Alma College, USA)  
*The State of Leadership in the States: What Businesspeople Say They Value*

**Ilse Niemann-Struweg** (Monash University, South Africa)  
*Corporate Governance and Corporate Communication: A View from Top South African Companies*

**Trine Susanne Johansen** (Aarhus School of Business, Aarhus University, Denmark)  
*Relational Corporate Selves - Focus on Multiplicity in Identity Construction*

2:00PM – 4:00PM / Regency Room

**PANEL SESSION #5: NEW MEDIA & CORPORATE COMMUNICATION**

**Corné Meintjes** (Monash University, South Africa)  
*The Perceived Role of Blogging in the Practice of Corporate Communication Among Top Communicators in South Africa: An Exploratory Study*

**Irene Pollach** (Aarhus School of Business, Aarhus University)  
*Who Reads Corporate Web Sites? A Cross-Cultural Study of Audience Behavior*

**Roslyn Petelin and Caroline McKinnon** (University of Queensland, Australia)  
*The Corporate Gardener: Respecting the 'Wiki Way'*

**Colin Hastings** (Majority of World CJC, UK and Bangladesh)  
*Pioneering Digital Fair Trade: A New Ethical Brand Licensing Opportunity*

4:00PM – 4:30PM / Buttery

**TEA AND COFFEE**



4:30PM – 6:00PM / Lecture Hall

**PANEL SESSION #6: CORPORATE SOCIAL RESPONSIBILITY**

**Francisca Farache** (Brighton School of Business, University of Brighton, England)

*Corporate Social Responsibility Advertisements in Brazil and the UK: A Case of Banco Real and Chevron*

**Constance Kampf** and Christa Thomsen (Aarhus School of Business, Aarhus University, Denmark)

*Managing Projects with CSR in Mind: CSR Knowledge Communication in Project Management*

**Gilmar Santos** (Universidade Federal de Juiz de Fora, Brazil)

*From Commercial to Philosophical: An Analysis of the Shifts in a Brazilian Bank's Corporate Advertising Content*

4:30 PM – 6:00PM / Regency Room

**PANEL SESSION #7: CASE STUDIES**

**Sam H. DeKay** (The Bank of New York Mellon Corporation, USA)

*Document Cycling and Gatekeeping: A Case Study of Policy Development in a Fortune 100 Company*

**Martin Nielsen** (Aarhus School of Business, Aarhus University, Denmark)

*Blancmange Powder and Thermostats in the Experience Economy – Modern Corporate Theme Parks as Channels of Corporate Communication*

**Peter Walker** (PIELLE Consulting Group, England)

*Public Attitudes and Personal Concerns: Informing Public Policy – Engaging Civil Society*

6:00PM – 6:30PM

**BREAK**

6:30PM – 7:00PM / Great Hall

**RECEPTION & TOUR**

**Nicholas D. J. Baldwin** (Dean, Wroxton College, England)

7:00PM / Dining Room

**DINNER**

**DINNER SPEAKER -- KEYNOTE ADDRESS**

**Nicholas D. J. Baldwin** (Wroxton College, England)

*Politics and Corporate Communication after the U.S. Presidential Election*

8:30PM – 10:00PM / Buttery

**BAR OPEN**

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**SUNDAY, JUNE 8**

8:00AM – 8:45AM / Dining Room

**BREAKFAST**

9:00AM – 10:30AM / Lecture Hall

**PANEL SESSION #8: CRISIS COMMUNICATION MANAGEMENT**

**Finn Frandsen** and **Winni Johansen** (Aarhus School of Business, Aarhus University, Denmark)

*To Be or Not to Be a Crisis Commander: An Explorative Investigation of the Crisis Management and Crisis Communication Consulting of Danish Public Relations Agencies*

**Alywin Tan, Marela Lucero** and Augustine Pang (Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore)

*Effective Leadership in Crisis: When Should the CEO Step Up to Be the Organization's Spokesperson?*

**Michele Zak** (School of Economics and Business Administration, Saint Mary's College of California)

*Sepsis! Cognition and Communication in Critical Care*



9:00AM – 10:30AM / Regency Room

**PANEL SESSION #9: INTERNAL COMMUNICATION ISSUES (1)**

**Alessandra Mazzei** (Institute of Economics and Marketing, IULM University of Milan, Italy)  
*Internal Communication to Enact Active Communication Behaviour*

**Mary Welch** (Lancashire Business School, University of Central Lancashire, England)  
*Engaging Employees with Internal Corporate Communication*

**Helle Aggerholm, Mona Agerholm Andersen, Birte Asmuss and Christa Thomsen** (Aarhus School for Business, University of Aarhus, Denmark)  
*Conversations in Management: Results from a Danish Survey Study*

**Mari Ahonen** (University of Oulu, Finland)  
*Corporate Re-Branding Process: A Preliminary Theoretical Framework*

10:30AM – 11:00AM / Buttery

**TEA & COFFEE**

11:00AM – 12:45 PM / Lecture Hall

**PANEL SESSION #10: ISSUES MANAGEMENT**

**Bruce Harrison** (EnviroComm International, USA)  
*Corporate Greening 2.0: Five Factors at Play as Executives Zero in on Climate Change*

**Gideon de Wet** (University of Johannesburg, South Africa)  
*Issues Management: An Exploratory Study of its Perceived Value for Chief Corporate Communication Managers in the Strategic Positioning of their South African Companies*

**Brian Higgins** (Baruch College, CUNY, USA)  
*Sarbanes-Oxley and its Effect on Markets: Investor Relations in an Increasingly Regulated Global Market*

11:00AM – 12:45 PM / Regency Room

**PANEL SESSION #11: MANAGEMENT ISSUES IN CORPORATE COMMUNICATION**

**Krishna Dhir** (Campbell School of Business, Berry College, USA)  
*Managing Contrary Internal Communication in a Small Company*

**Line Ramsing** (Aarhus School of Business, Aarhus University, Denmark)  
*Project Communication in a Strategic Internal Perspective*

**Maria Palazzo and Alfonso Siano** (University of Salerno, Italy)  
*Bernstein's Communication Wheel Revisited.*

1:00PM – 2:00PM / Dining Room

**LUNCH**

2:00PM – 4:00PM / Lecture Hall

**PANEL SESSION #12: ETHICS AND CORPORATE SOCIAL RESPONSIBILITY**

**J. Paulo Moreira** (Centro de Estudos de Saúde Pública (CIESP), Escola Nacional de Saúde Pública – Universidade Nova de Lisboa)  
*European Health Policy on Anti-Tobacco: New Strategic Corporate Communication Challenges?*

**L. Simone Byrd** (Howard University, USA)  
*Collaborative Corporate Social Responsibility: A Case Study Examination of the International Public Relations Agency Involvement in the United Nations Global Compact*

**Peter Walker** (PIELLE Consulting Group, England)  
*Pakistan Women's Empowerment Group: Overcoming Cultural Barriers to Secure Social Change*

**Rachel Kovacs** (USA) and **Carole Tongue** (England)  
*The Campaign for U.K. Children's Television: Strategies and Impact*



2:00PM – 4:00PM / Regency Room

**PANEL SESSION #13: INTERNATIONAL ISSUES IN CORPORATE COMMUNICATION (1)**

**Wim J. L. Elving** and Betteke van Ruler (Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands)  
*Communication Management in the Netherlands: Trends and Developments*

**Wes Heinel** (Fairleigh Dickinson University, USA)  
The National Football League Goes Flat: American Football's Oct. 28 Experiment in London

**Cortney McDermott** (Vanity Fair Corporation, Italy)  
*Corporate Agenda 21*

**Cecil Camilleri** (The Yalumba Wine Company, Australia)  
*True Blue – Authenticity and Yalumba's Journey of Discovery*

4:30PM – 5:30PM / Lecture Hall

**SESSION #14: CORPORATE COMMUNICATIONS: AN INTERNATIONAL JOURNAL: NEWS & DEVELOPMENTS**

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

**Mark van Vuuren** (Institute of Behavioral Research, University of Twente, The Netherlands & CCIJ 2007 Best Paper Award Winner)  
*Direct and Indirect Effects of Supervisor Communication on Organizational Commitment*

5:30PM – 6:30PM

**BREAK**

5:30PM – 6:30PM / Lecture Hall

**CONFERENCE PROGRAM COMMITTEE MEETING**

6:30PM – 6:55PM / Great Hall

**RECEPTION**

6:55PM – 7:00PM / Wroxton Abbey Front Steps

**GROUP PICTURE**

7:00PM / Dining Room

**DINNER: ANNOUNCEMENT OF BEST PAPERS**

**Martyn Lawrence** (Publisher, Emerald Publishing Group Limited, UK)

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

8:30PM – 10:00PM / Buttery

**BAR OPEN**

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**MONDAY, JUNE 9**

8:00AM – 8:50AM / Dining Room

**BREAKFAST**

9:00AM – 11:00AM / Lecture Hall

**PANEL SESSION #15: INTERNAL COMMUNICATION ISSUES (2)**

**Marianne Wolff Lundholt** (Suddansk University, Denmark)  
*Internal Communication and Storytelling - Management by Stories*

**Helle Kryger Aggerholm** (Aarhus School of Business, Aarhus University, Denmark)  
*Organizational Communication in Times of Downsizing: A Explorative Study Among Danish Corporations*



**Alison Theaker** (Marjon University, England), Joseph Basso and Suzanne Fitzgerald  
(Rowan University, USA)  
*How to Design an Effective Online Corporate Training Program*

**Maria De Luca** (University of Studies of Insubria, Italy)  
*Strategic Role of Corporate Communication for Health Care Providers*

9:00AM – 11:00AM / Regency Room

**PANEL SESSION #16: INTERNATIONAL ISSUES INCORPORATE COMMUNICATION (2)**

**Christina M. Genest** (CCI at Baruch College/CUNY, USA)  
*Coaching: Leveraging the Art of Communication Across Cultures*

**Saila Saraniemi and Mari Ahonen** (University of Oulu, Finland)  
*Destination Branding from a Corporate Branding Perspective*

**Saroj Koul** (Fred C. Manning School of Business Administration, Acadia University, Canada)  
*Communication Structure of the Public Sector in India*

11:00AM / Lecture Hall

**CLOSING SESSION**

**Michael B. Goodman** (Conference Chair)

**Christina M. Genest** (Conference Coordinator)

11:15 AM +/- Buttery

**TEA & COFFEE**

1:00PM – 2:00PM / Dining Room

**LUNCH OPTIONAL**

**Corporate Communication International** at Baruch College/CUNY  
*A global center for information and knowledge on corporate communication*

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