



Guidelines for Proceedings & Presentations

Conference on Corporate Communication 2012

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

Sponsored by:

Corporate Communication International at Baruch College/CUNY

In association with:

Corporate Communications: An International Journal

Please ensure that your paper and your conference presentation meet the stated purpose of the conference: *The three-day international conference serves as a bridge between practitioners and scholars to exchange ideas and information on relevant issues facing the corporate communication profession.* Please also ensure that your paper has been edited to the appropriate standard of idiomatic English expression.

FORMAT GUIDELINES FOR PUBLISHED PROCEEDINGS

The maximum length is 15 single spaced pages, including illustrations, notes, and references (about 4,500 words).

Please set your document to the following formatting guidelines:

- A. *Paper Size & Margins*
Size: **Letter (8 ½ x11)**
Margins: Use 1.25” for left, right, top and bottom margins; 0.6” for the header and footer
- B. *Tabs*
Set Tab for paragraph indent at 0.5”
Tab at the beginning of each new paragraph, but nowhere else in the document.
- C. *Typeface*
Use 11 point, Times New Roman in your paper. For your abstract and references, use 10 point, Times New Roman.
- D. *Spacing*
Single-space the document.
Put one line space before and after section headings and section sub-headings.
- E. *Justification*
Use full justification for the entire document.
- F. *Page Headers and Footers*
DO NOT use page headers or footers.
- G. *Page Numbers*
DO NOT use page numbers.
- H. *Section Headings*
Center and use bold type for your section headings. Initial cap each word that usually has a capital letter.
- I. *Section Sub-headings*
Place section sub-headings flush left in italics, capitalizing the first word only
- J. *Graphics and Charts*
Please keep graphics and charts to a minimum.

K. *Footnotes and Endnotes*

DO NOT use footnotes. Place notes at the end of your paper.

L. *Title, Your Name, Organization, E-mail & Country*

At the beginning of your paper, center your title, your name, company, country, and e-mail address. For example:

CCI Corporate Communication Study 2011 (14 pt., Bolded)

A US Study (12 pt. Bold)

Michael B. Goodman (12 pt.)

Baruch College/CUNY, USA (12 pt.)

cci@corporatecomm.org (10 pt., not hyperlinked)

L. *Abstract/Summary*

Start your paper with an abstract or summary of 100 to 150 words. Make it flush with the left margin, italicise it, and single space it in 10 pt type. Include the purpose, approach or methodology, findings, research implications, and the practical implications or applications, keywords, paper type.

M. *References*

References to other publications must be shown within the text as the first author's name followed by a comma and year of publication, all in round brackets, e.g. (Fox, 1994). At the end of your paper, put a reference list in alphabetical order of authors' names as follows:

For books: surname, initials (year), title publisher, place of publication, e.g.

Casson, M. (1979), *Alternatives to the Multinational Enterprise*, MacMillan, London.

For journals: surname, initials (year), "title", journal, volume, number, pages, e.g.

Fox, S. (1994), "Empowerment as a catalyst for change: an example for the food industry", *Supply Chain Management*, Vol. 2, No. 3, pp. 29-33

Italics should be used in place of underlining for books and journals. Use 10 pt. typeface.

All papers must be received by Thursday, March 15, 2012 for inclusion in the Conference Proceedings and for consideration for Conference Best Paper Awards. Please submit your document in Microsoft Word and e-mail it as an attachment to: cci@corporatecomm.org. Papers not following these format guidelines will be returned to authors for formatting.

GUIDELINES FOR CONFERENCE PRESENTATIONS

The program chair arranges presentations on similar topics together as a panel, unless your presentation is a workshop, demonstration, or panel discussion that you have organized. Each panel includes three or four presenters in a one and one-half or two-hour session. Please prepare a 15-20 minute presentation, leaving time for questions. You may use PowerPoint. Projectors are provided.

Please remember that your audience consists of both academics and practitioners. In preparing your presentation, please make your remarks relevant to both.

Please contact Tina Genest, CCI Associate Director, at cci@corporatecomm.org or her direct line at 973-270-0038 for further information. *Thank you for your cooperation.*

We look forward to your contribution to the success of the conference.



Corporate Communication International at Baruch College/CUNY
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