



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

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NEWS RELEASE

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Trine Susanne Johansen and Anne Ellerup Nielsen of Aarhus University Receive Academic Best Paper Award at the Conference on Corporate Communication 2010



From left to right: Anne Ellerup Nielsen, Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited., award sponsor, and Trine Susanne Johansen.

Wroxton, England. Trine Susanne Johansen and Anne Ellerup Nielsen received the Academic Best Paper Award at the Conference on Corporate Communication 2010, held June 4-7, at Wroxton College, Wroxton, England for their paper, “Strategic

Stakeholder Dialogues: A Discursive Perspective on Relationship Building.” Emerald Group Publishing Limited sponsors the award.

“Johansen and Nielsen explain the power of social networks and ethical capital in corporate communication,” says Dr. Michael B. Goodman, CCI Director. Societal developments and stakeholder awareness place responsibility and legitimacy high on corporate agendas. Increased awareness heightens focus on stakeholder relations and dialogue. Dialogue is a key aspect in CSR, corporate identity, and communication, but the question remains about how dialogue can be initiated and maintained. Johansen and Nielsen expand the notion of dialogue within communication research and provide organizations with a framework for strategically engaging stakeholders in identifying relevant issues of responsibility and legitimacy.

The reach, flexibility, and user-driven potential of social media make them particularly appropriate for networking and may explain why dialogue forums like Facebook and Twitter are increasingly used by companies in addressing consumers and citizens through scripts of

engagement and experience. In the new economy, ethical—rather than financial—capital is the main driver conceived as the ability to create networks in which trust, commitment, and solidarity are key elements. Networking through self-realization, experience, and engagement is part of postmodern living and consumption. Consequently, it forms a natural platform for corporate understanding of consumers and for adjusting dialogue forms and scripts accordingly. Similar contextual framing can be envisioned for the other stakeholder relations entailed in the proposed dialogic framework.

Trine Susanne Johansen is a Ph.D. student at the Centre for Corporate Communication, Aarhus School of Business, Aarhus University. She worked as a business consultant before joining ASB as a full-time instructor in corporate communication, marketing communication and branding. Anne Ellerup Nielsen, Ph.D. is an Associate Professor at the Centre for Corporate Communication where her research focuses on investigating how corporations can use corporate social responsibility as a branding and reputation management strategy through stakeholder dialogue and relationship building, and reflecting on what drives consumers and corporations to engage in social responsibility.

Corporate Communication International (CCI) at Baruch College/CUNY (USA) sponsors the annual Conference on Corporate Communication in association with *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited (UK). At the 2010 conference, scholars and practitioners gathered to exchange information and explore the influence of globalization on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Of particular interest in 2010 were papers investigating the evolving relationship between corporations and stakeholders in the wake of the global financial crisis of 2008-2009. Papers given at the conference were included in the *Conference on Corporate Communication 2010 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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