Preliminary Program Agenda

FRIDAY, JUNE 6

7:30PM / Lecture Hall
WELCOME REMARKS & BUFFET

8:30PM – 11:00PM / Buttery
BUTTERY BAR OPEN

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)

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

Ebru Uzunoglu, Sema Misci, Burcu Oksuz (Izmir University of Economics, Turkey)
Advertising Agencies’ Corporate Web Sites as an Indicator of Corporate Culture

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

Poul Erik Jorgensen (Aarhus School of Business, Aarhus University, Denmark) and Maria Isaksson (Norwegian School of Management BI, Norway)
Expressing Corporate Values and Visions: A Cross-Cultural Study of How PR Agencies Explain Their Credibility

12:30PM – 1:00PM
BREAK

12:30PM – 1:00PM / Buttery
CCI BOARD OF ADVISORS MEETING

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

Ivana Kalay (SPIN HUNTERS Ltd., England)
Black PR vs. Reputation Management

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)
From the Water-Cooler to the Wiki: Colleagues Communicating Collaboratively in Telework Environments

Madhavi Pandya and S. F. Chandra Sekhar (Siva Sivani Institute of Management, India)
Intra Corporate Communication: E Learning Initiatives, Motivation and Performance Among Users: A Case Study of Premier B School

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)
How Corporate Social Responsibility is Publicized Through Advertisements in Brazil and the UK: The Case of Banco Real ABN AMRO and Shell.

L. Simone Byrd (Howard University, USA)
Collaborative Corporate Social Responsibility: A Critical-Interpretive Analysis of the Public Relations Agency Dominant Coalition as a Public of the United Nations Global Compact

Constance Kampf, Line Ramsing, 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

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)
*Continuous Crisis 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 Behavior*

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

Helle Aggerholm, Mona 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)
*Carbon Communication: How Companies Are Positioning*

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)
*The Effect of Governmental Regulations on Markets: Sarbanes-Oxley and the Decline of the U.S. Dollar*

11:00AM – 12:45 PM / Regency Room

**PANEL SESSION #11: PUBLIC DIPLOMACY & INTERNATIONAL ISSUES**

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

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

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

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?*
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 TV: Strategies and Impact*

2:00PM – 4:00PM / Regency Room
**PANEL SESSION #13: INTERNATIONAL ISSUES IN CORPORATE COMMUNICATION**

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*

Aidana Muzan (Fairleigh Dickinson University, USA)
*Corporate Communication in Kazakhstan*

4:30PM – 5:30PM / Lecture Hall
**SESSION #14: CORPORATE COMMUNICATION RESEARCH**

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

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**

Michael B. Goodman (Director, Corporate Communication Institute, USA & Associate Editor – North America, *Corporate Communications: An International Journal, UK*)

Wim J. L. Elving (Associate Professor, Amsterdam School of Communications Research, University of Amsterdam & Editor, *Corporate Communications: An International Journal, UK*)

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: MANAGEMENT ISSUES IN CORPORATE COMMUNICATION**

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

Ilse Niemann-Struweg (Monash University, South Africa)
*Corporate Governance and Corporate Communication: A View from Top South African Companies*
Line Ramsing (Aarhus School of Business, Aarhus University, Denmark)
Project Communication in a Strategic Internal Perspective

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

9:00AM – 11:00AM / Regency Room
PANEL SESSION #16: 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 Quantitative 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

11:00AM
FAREWELL

11:00AM/ Buttery
TEA & COFFEE

1:00PM – 2:00PM / Dining Room
LUNCH OPTIONAL