



NEWS RELEASE

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Deborah Rolland and Jana O’Keefe Bazzoni Receive The Highly Commended Paper Award at the Conference on Corporate Communication 2008

Picture Caption: Wim J. L. Elving, Ph.D., Editor of *Corporate Communications: An International Journal*, presents the Conference on Corporate Communication 2008 Practitioner Highly Commended Paper Award to Cortney C. McDermott.



Wroxton, England. Deborah Rolland and Jana O’Keefe Bazzoni received the Academic Highly Commended Paper Award at the Conference on Corporate Communication 2008, held June 6-9, at Wroxton College, Wroxton, England, for their paper “Greening Corporate Identity: The Role of Persuasion, Responsibility and CSR in Online Identity Reporting for a Global Marketplace.” “Rolland and Bazzoni’s “Greening Corporate Identity” offers positive research results that indicate that multinational corporations use their websites to develop a strong identity,” said Dr. Michael B. Goodman, General Conference Chair and Director of Corporate Communication International (CCI) at Baruch College/CUNY. He added, “Corporations use the web strategically to manage the perception of the corporation among key constituents, a fundamental element of the corporation’s reputation.”

Deborah Rolland is a senior lecturer in the School of Communication Studies at Unitec Institute of Technology, New Zealand, and deputy chair of Unitec’s Research Ethics Committee. Her research focuses on the influence of corporate social responsibility (CSR) activities on online reporting and corporate web site credibility. Jana O’Keefe Bazzoni, Ph.D. is

Professor and Chair, Department of Communication Studies at Baruch College, City University of New York. She worked in advertising at J. Walter Thompson and Doyle Dane Bernbach before pursuing an academic career, first in speech and theatre and later in business communication. She is a member of the Association for Business Communication and the Modern Language Association. Her current research interests include corporate communication, in particular CSR, communication in organizations, intercultural communication, communication pedagogy and electronic communication.

The annual Conference on Corporate Communication is sponsored by Corporate Communication International (CCI) at Baruch College/CUNY (USA) in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). The 2008 conference attracted scholars and practitioners from twenty countries. They 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. Papers given at the conference were included in the *Conference on Corporate Communication 2008 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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Picture Caption: Wim J. L. Elving, Editor of *Corporate Communications: An International Journal*, presents the Conference on Corporate Communication 2008 Academic Highly Commended Paper Award to Jana O'Keefe Bazzoni (left) and Deborah Rolland.