



News and resources for CCI partners and colleagues ...

CONFERENCE ON CORPORATE COMMUNICATION 2008 HIGHLIGHTS

Participants from twenty countries gathered on June 6 - 9 at Wroxton College, Wroxton, England for the Conference on Corporate Communication 2007. Dr. Nicholas J. Baldwin, Dean of Wroxton College, presented the keynote address, "Politics and Corporate Communication after the U.S. Presidential Election."

Winning the Academic Best Paper Award were presenters Marela Lucero and Alywin Tan with their co-author Dr. Augustine Pang of the Wee Kim Wee School of Communication and Information, Nanyang Technological University of Singapore for "Effective Leadership in Crisis: When Should the CEO Step Up to Be the Organization's Spokesperson?"

E. Bruce Harrison, Chairman, EnviroComm International (USA) and an Arthur W. Page Society member, received the Practitioner Best Paper Award for "Corporate Greening 2.0: Five Factors at Play as Executives Zero in on Climate Change." Bruce's topic will soon be published as a book.

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

And winning the Practitioner Highly Commended Award was Cortney McDermott of Vanity Fair Corporation (Italy) for "Corporate Agenda 21". Her paper depicts a model for an international non-profit association of corporate members who agree to develop, adopt, and monitor for their corporations guidelines and strategies for a global sustainable enterprise.

CCI is grateful to the Conference Program Committee who gave countless hours reviewing submitted abstracts and proposals and final conference papers. They are: Dr. Stacey Connaughton, Purdue University (USA), Dr. Krishna Dhir, Berry College (USA), Prof. Finn Frandsen, University of Aarhus (Denmark), Dr. John Leipzig, Alma College (USA), Dr. Roslyn Petelin, University of Queensland (Australia), Dr. Pat Scott, Ultimate Synergy and University of Pennsylvania (USA), Jo-Ann Straat, Daiichi Sankyo (USA), Dr. Daniel W. C. So, The Hong Kong Polytechnic University, Dr. Don Swanson, Monmouth University (USA), and Adam Yates, Fujifilm USA. We toast our conference sponsors, The Yalumba Wine Company, Negotiants UK, and Emerald Group Publishing Limited. And we offer a heartfelt thank you to Dr. Wim J. L. Elving, Conference Co-Chair and Editor of *Corporate Communication: An International Journal* and to Dr. Nicholas D. J. Baldwin and the staff of Wroxton College for their warm hospitality.

The Conference on Corporate Communication 2008 Proceedings can be purchased. Email CCI at cci@corporatecomm.org for more information.

CCI'S INTERNATIONAL RESEARCH AGENDA

Corporate Communication Practices and Trends: South Africa Benchmark Study 2007/08 was presented at Conference '08. Prof. Gideon De Wet, University of Johannesburg, now Executive Dean of Research and Development, Govan Mbeki Research and Development Center, University of Fort Hare, and Corné Meintjes and Dr. Ilse Niemann-Struweg, Monash University South Africa conducted the research. The study will be released on CCI's website in September.

CHINA: A reminder to members that the 2008 CCI Corporate Communication Practices and Trends: A China Study 2008 - Phase II is available at

<http://www.corporatecomm.org/pdf/ChinaCorpCom12March08.pdf>.

Dr. Jay Wang, Purdue University, was the principal author with the assistance of Dr. Michael B. Goodman, CCI Director, and Vidhi Chaudhri and Deng Lifeng, research assistants. 60 Shanghai-based Chinese companies, members of the Federation of Industry and Commerce, a leading trade group in China, took part in the survey. Prudential Financial, Inc. underwrote the study.

U.S.: The final report of the 2007 CCI Practices & Trends Study: United States study is available at

<http://www.corporatecomm.org/pdf/CCI2007Study--USFinalReportJune08.pdf>.

All CCI studies are an outgrowth of CCI U.S. studies conducted since 1999. A new study is scheduled for 2009. Dr. Michael B. Goodman, CCI Director is the principal author of the U.S. Study.

EUROPEAN UNION: Corporate Communication Practices and Trends in the E.U. was a briefing topic given at Baruch College/CUNY in March and at Conference 08.

Research to date covers Denmark. The final study will include six countries: the United Kingdom, Germany, France, Sweden, Norway and Denmark. The study is being conducted by the ASB Centre for Corporate Communication, Aarhus School of Business, University of Aarhus under the leadership of Prof. Finn Frandsen and Dr. Winni Johansen. The Norway portion of the study is being done in collaboration with Dr. Peggy Brønn, the Center for Corporate Communication, Norwegian School of Management.

Plans are also underway to undertake research in Australia/New Zealand and in India.

UPCOMING CCI EVENTS

CCI is now creating its calendar of events. Currently we look forward to:

- **SEPTEMBER 11/6:00pm-8:00pm:** Ilse Niemann-Struweg presents the research findings of Corporate Communication Practices and Trends: South Africa Benchmark Study 2007/08.
- **OCTOBER 16/6:00pm-8:00pm:** Ron Alsop, previously of *The Wall Street Journal*, discusses his newly published book, *The Trophy Kids Grow Up: How the Millennial Generation is Shaking Up the Workplace*. Peter Hirsch, Partner and Global Leader of Porter Novelli's Corporate Affairs Discipline will join Alsop with further comments on the topic.
- **NOVEMBER 7/8:30am-2:00pm:** *Putting \$\$\$ on Green* emphasizes metrics used to provide valuation for the sustainable enterprise. The event is sponsored by the Robert Zicklin Center for Corporate Integrity and CCI, both at Baruch College/CUNY. More details to come.
- **JANUARY 13-17/NEW YORK CITY:** The 2009 Corporate Communication Leaders Forum, CCI's intensive professional and academic experience in the current theory and practice of corporate communication combining presentations, panel discussions, case studies, site visits, and interaction with leading professionals and scholars. The Forum is intended for corporate communication professionals who have moved beyond functional responsibilities into greater leadership roles.
- **JUNE 5-8/WROXTON ENGLAND:** Conference on Corporate Communication 2009, CCI's three-day global conference serves as a bridge between practitioners and scholars, providing a collegial environment in an historic, picturesque setting to dialogue on relevant issues facing the profession.

Further details will be announced. Other exciting events are in the planning stages. Watch for CCI list serve announcements!

CCI RECEIVES COUNSEL FROM BOARD OF ADVISORS

CCI welcomes the counsel of its Board of Advisors. Please see list of members and their biographies at <http://www.corporatecomm.org/board.html>. Meetings were held in New York City on February 12, 2008 and in Wroxtton, England on June 7, 2008. The agenda included CCI's move to Baruch College/CUNY and accompanying rebranding, research agenda, partnerships, Leaders Forum, Conference '08 debrief, Conference '09 plans, funding, membership offerings, and a proposal for the appointment of CCI fellows.

CONSIDER CCI MEMBERSHIP OR SPONSORSHIP**We invite you to invest in Corporate Communication International ...**

a world-class organization driven by research, enhancing the performance of corporate communication as a strategic management function. Founded in 1999 as the Corporate Communication Institute at Fairleigh Dickinson University, CCI receives no institutional financial support. Its mission is made viable by its corporate sponsors and individual members ... professionals like you who believe in the power of corporate communication to enhance organizational performance for the public good.

CCI offers you the best thinking in the current theory and practice of corporate communication ...

- Executive Briefings on emerging corporate communication issues
- Symposia on strategic trends in corporate communication
- The four-day Corporate Communication Leaders Forum, an intensive professional development opportunity exploring corporate communication best thinking and practices
- The three-day global Conference on Corporate Communication, a gathering of practitioners, scholars, and graduate students, matching rigorous academics with real world corporate communication
- Access to three prestigious communication journals: *Corporate Communications: An International Journal*, endorsed by CCI, (2003 to current), *Journal of Business Strategy* (2003 to 2006 volume), *Journal of Communication Management* (2001 – 2006 volume)
- Access to *Management First*, an online management library offered by Emerald Group Publishing Limited
- First availability to findings of CCI Corporate Communication Practices and Trends Studies.

For more information on CCI membership or sponsorship please visit the membership page of our website at <http://www.corporatecomm.org/membership.html> or contact CCI at cci@corporatecomm.org. The following page describes the online resources provided to members.

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Corporate Communications: An International Journal addresses the issues arising from the increased awareness that an organization's communications are part of the whole organization, and that the relationship an organization has with its external publics requires careful management. The responsibility for communications is increasingly being seen as part of every employee's role and not simply the function of the marketing/PR departments. This journal illustrates why communications are important and how best to implement a strategic communications plan.



Journal of Business Strategy publishes articles with a practical focus designed to help readers develop successful business strategies. Articles say something new or different and may propose a unique perspective. They do not offer prescriptions to CEOs on how to manage, but rather are directed toward middle and senior managers at companies of all sizes and types, as well as consultants and academics who want to think about their businesses in new ways.



Journal of Communication Management strives to be the definitive international quarterly publication for communications and public relations professionals in private and public sector organizations as well as academics in universities and business schools.

 *Emerald Management First is an online library that provides busy managers with the latest research from business schools and universities across the globe, presented in a concise, accessible format.*