



## NEWS RELEASE

For Immediate Release  
July 7, 2009

Contact: Michael B. Goodman, Ph.D., Director  
(001) 646-312-3749  
[cci@corporatecomm.org](mailto:cci@corporatecomm.org)

### **N. Leila Trapp of Aalborg University Receives the Academic Highly Commended Paper Award at the Conference on Corporate Communication 2009**



Left to right: N. Leila Trapp and Wim Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, award sponsor

**Wroxton, England.** N. Leila Trapp received the Academic Highly Commended Paper Award at the Conference on Corporate Communication 2009, held June 5-8, at Wroxton College, Wroxton, England for her paper, “The Persuasive Strength of Values,

Reputation and Interest Arguments for Promoting Ethical Behavior in a Global Corporate Setting.” “Using a case analysis of Novo Nordisk’s internal communications, Trapp demonstrates that shared corporate identity, values, and reputation matter positively in motivating the ethical behavior of company employees spread across the globe,” said Dr. Michael B. Goodman, Conference General Chair and Director of Corporate Communication International (CCI) at Baruch College/CUNY.

Leila Trapp is a Ph.D. candidate with the Institute of Language and Culture, Aalborg University, Denmark. She has a M.A. in English and Applied Linguistics from Aarhus University, Denmark. Her research interests include corporate and business ethics, communication, corporate social responsibility and cultural influences on communication reception and preferences.

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 2009 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 2009 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.

###