



NEWS RELEASE

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Joanna Siah Ann Mei, Namrata Bansal and Augustine Pang of Nanyang Technological University Receive Academic Best Paper Award at the Conference on Corporate Communication 2009



Left to right: Augustine Pang, Ph.D., Namrata Bansal, Wim Elving, Ph.D. (Editor, *Corporate Communications: An International Journal*, award sponsor) and Joanna Siah Ann Mei.

Wroxton, England. Joanna Siah Ann Mei, Namrata Bansal and Augustine Pang, Ph.D. received the Academic Best Paper Award at the Conference on Corporate Communication 2009, held June 5-8, at Wroxton College, Wroxton, England for their paper, “New Media and Crises: New Media

– A New Medium in Escalating Crises?” “Siah, Bansal and Pang look critically at the downside of new media particularly how it can exacerbate a crisis, as it did in the cases analyze – Taco Bell - KFC rats infestation (2007), JetBlue ice storm delays (2007) and Kryptonite bike locks (2004),” said Dr. Michael B. Goodman, Conference General Chair and Director of Corporate Communication International (CCI) at Baruch College/CUNY.

Joanna Siah Ann Mei and Namrata Bansal are graduate students of mass communication and Augustine Pang, Ph.D. is Assistant Professor at Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Siah and Bansal presented their work at the conference. Siah has over six years experience in the creative industry, including award-winning projects in the public sector. She is currently in the Internet Marketing department

of an international technology company and previously managed her own writing consultancy, where she specialized in the creative conceptualization of multi-faceted corporate objectives. Bansal has six years of professional experience in communication related to social development, public relations and corporate communication. She has maintained a blog on the application of ICT (Information and Communication Technologies) to social development issues. Dr. Pang is a corporate communication scholar whose research interests include crisis management and communication, image management and repair, public relations, journalism, and media sociology and systems. He has won top paper awards at leading international conferences including the Conference on Corporate Communication (2008); The Association of Educators in Journalism and Mass Communication (AEJMC) conference (2007), and the International Public Relations Research Conference (2004, 2005, 2009).

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.

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