



Corporate Communication Institute at Fairleigh Dickinson University

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NEWS RELEASE

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Glenda Jacobs, New Zealand Scholar, Receives Best Paper Award at the Conference on Corporate Communication 2007

Wroxtton, England. Glenda Jacobs received the Academic Best Paper Award at the Conference on Corporate Communication 2007, June 1 – 4, sponsored by the Corporate Communication Institute (CCI) in association with *Corporate Communications: An International Journal* at Wroxtton, College, Wroxtton, England. Her paper, “Constructing Corporate Commitment Amongst Remote Employees: A Disposition and Predisposition Approach,” offers a look at organizational commitment from the viewpoint of dispersed employees. “Glenda Jacobs’ study of the commitment and perceptions of field service engineers and their managers offers a framework that suggests new relationships and combinations of conditions that influence both the communication assumptions and practices of managers and employees in organizations that are increasingly flat and decentralized,” said Michael B. Goodman, Ph.D., director of CCI and chair of the conference.

Glenda Jacobs is the Associate Undergraduate Division Dean and Senior Lecturer in International Communication at UNITEC Institute of Technology, New Zealand and is a Ph.D. candidate at the University of Waikato, New Zealand. Her teaching experience in the public sectors spans twenty years. Ms. Jacobs research concerns how technology is used in organizational networking with a particular emphasis on the creation of knowledge management

communities in virtual and dispersed working contexts and the challenges of managing dispersed technical workforces.

The Conference on Corporate Communication 2007 attracted scholars and practitioners from seventeen 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. Communicating global corporate responsibility, localization and globalization of issues management, global education for future leaders, and communicating to diverse and dispersed workforces were among the issues discussed. Papers given at the conference were included in the *Conference on Corporate Communication 2007 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (U.K.).

The Corporate Communication Institute at Fairleigh Dickinson University (U.S.A.), devoted to the theory and practice of corporate communication, provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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