



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY

A global center for information and knowledge on corporate communication

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NEWS RELEASE

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Annette Agerdal-Hjermind Receives the Highly Commended Theoretical Paper Award at CCI - Corporate Communication International's Conference on Corporate Communication 2012 and Finn Frandsen and Winni Johansen Are Presented *Corporate Communications: An International Journal's* 2011 Best Paper Award



From left to right: Annette Agerdal-Hjermind, Ph.D., award winner, and Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited, award sponsor.

New York, New York. Annette Agerdal-Hjermind, Ph.D. (Denmark) received the Highly Commended Theoretical Paper Award at CCI – Corporate Communication International's Conference on Corporate Communication 2012, held June 5- 8, at Baruch College, City University of New York, New York, NY for her

paper, "Organizational Blogging: An Explorative Case Study of a Corporate Weblog from an Employee's Perspective". Emerald Group Publishing Limited (UK) sponsors the annual award. Presenting the award and representing Emerald was Wim J.L. Elving, Editor of *Corporate Communications: An International Journal*.

"Agerdal-Hjermind's case study of blogging at the Danish Patent and Trademark Office reveals that corporate blogging creates a new set of challenges, primarily transparency," said Dr. Michael B. Goodman CCI Director. Her paper addresses blog usage as a corporate communication activity from the perspective of employees by analyzing the underlying motivations of a group of corporate bloggers in response to expectations in their local and corporate environments. The study provides corporate managers with insights into the employee

experience as bloggers, or when communicating on other Web 2.0 mediated platforms for corporate purposes, and its implications for corporate communication.

Annette Agerdal-Hjermind, Ph.D. is Assistant Professor at the Center for Corporate Communication at the School of Business and Social Sciences, Aarhus University. Her primary research interests include the corporate usage of Web 2.0 technologies, new and social media, and corporate blogging and knowledge-sharing on online platforms.

From left to right: Winni Johansen, Ph.D., award winner; Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited, award sponsor; and Finn Frandsen, Mag.Art., award winner.

Also honored at the Conference on Corporate Communication 2012 were Finn Frandsen, Mag.Art., and Winni Johansen, Ph.D., for their work, “The Study of Internal Crisis Communication: Towards an Integrative Framework” which garnered the 2011 Best Paper Award published in *Corporate Communications: An International Journal* (Emerald Group Publishing, Vol. 16, No. 4, 2011). The paper creates an integrative framework for the study of internal crisis communication in both public and private organizations.



Finn Frandsen, Mag.Art., is Professor of Corporate Communication and Director of the Centre for Corporate Communication, and Winni Johansen, Ph.D., is Professor of Corporate Communication and Director of the Executive Master’s Program in Corporate Communication, both at the School of Business and Social Sciences, Aarhus University.

CCI - Corporate Communication International at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). At the 2012 conference nearly 100 scholars and practitioners gathered from 20 countries 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 2012 Proceedings*

published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

CCI - 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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