



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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Elizabeth de Groot, Receives the Best Applied Paper Award at the Conference on Corporate Communication 2011

New York, New York, Elizabeth de Groot, Business Communication Studies, Radboud University Nijmegen (The Netherlands) received the Best Applied Paper Award at the Conference on Corporate Communication 2011, held June 7-10, at Baruch College, City University of New York, New York, NY for her paper, “Personal Preference or Policy? Language Choice in a European-based International Organization.” Emerald Group Publishing Limited (UK) sponsors the annual award.

“This research underscores the importance, as well as the difficulties of selecting and implementing a common language in international organizations, in this case Dutch and German employees using English for internal contact with foreign colleagues,” said Dr. Michael B. Goodman, CCI Director about de Groot’s work. Her paper reports on a cross-cultural survey that was conducted in a Dutch international company intending to improve internal communications. Based on the premise that language use within an organization is not only a practical but also an identity-related issue, the survey asked individual employees to describe their experience with the languages currently employed for international internal communications (i.e. Dutch, German, English), and to assess their skills in the use of English as a corporate language in particular. Employees’ answers to the survey questions allowed insight into the forms of communication for which English and the forms of communication for which local languages were desirable and appropriate within the organizational context. As such, de Groot’s paper indicates that employee surveys can help international companies in drawing up language use guidelines tailored to the specific needs of the organization.

Dr. Elizabeth de Groot is an assistant professor in the Department of Business Communication Studies at the Radboud University Nijmegen, the Netherlands. Her research interests involve the design and effectiveness of verbal and visual communication across cultures. In particular, she focuses on multinationals' (English) business texts aimed at various international external and internal stakeholders. Her research activities have been theory-driven as well as practice-driven.

Corporate Communication International (CCI) 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 2011 conference over 100 scholars and practitioners gathered from 23 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 2011 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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