



NEWS RELEASE

For Immediate Release

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Contact: Michael B. Goodman, Ph.D., Director
646-312-3749
cci@corporatecomm.org

Grazia Murtarelli and Stefania Romenti Receive the Best Theoretical Paper Award at CCI - Corporate Communication International's Conference on Corporate Communication 2012



From left to right: Stefania Romenti, Ph.D., award winner; Wim J.L. Elving, Ph.D., Editor, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited, award sponsor; and Grazia Murtarelli, award winner.

New York, New York, Grazia Murtarelli and Stefania Romenti (Italy) received the Best 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 their paper, "Dialogue Strategies via Social Networks and Organizational Performance". 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*.

Dr. Michael B. Goodman, CCI Director, said: "Murtarelli and Romenti's examination of social media dialogue strategies of large international companies reveals that the ones that are open and transparent on social networks are more 'appreciated' and more successful in their effort to create 'convergent' opinions, points of view, and mutuality about their real business practices." Their study examined social media dialogue strategies employed by thirty large international companies, and evaluated the relationship between their dialogue strategies and organizational financial performance. It provides a practical tool to strategically approach online dialogues in response to organizational aims and context.

Grazia Murtarelli is in the Ph.D. Program in Corporate Communication at IULM University. She was a Visiting Scholar at Leeds Metropolitan University for five months where she participated in multidisciplinary research of social media dialogue and communication. Stefania Romenti is Assistant Professor in public relations and corporate communication at IULM where she is the Vice-Director of the Executive Master in Corporate Public Relations and is part of the teaching research commission for the Ph.D. program on corporate communication.

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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