



NEWS RELEASE

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Fred Robins of the University of Adelaide Business School Receives the Practitioner Best Paper Award at the Conference on Corporate Communication 2009



Left to right: Fred Robins and Wim Elving, Editor, *Corporate Communications: An International Journal*, award sponsor

Wroxton, England. Fred Robins, Ph.D. received the Practitioner Best Paper Award for his contribution to the practice of corporate communication at the Conference on Corporate Communication 2009, held June 5-8, at Wroxton College, Wroxton, England for his paper,

“Learning from Corporate Mistakes.” “Robins analyzes three important cases -- BHP Billiton (the world’s largest mining company) and Papua New Guinea; Bayer’s Baycol/Lipobay recall; and Mikasa resale of tainted rice --and concludes that reason, facts, risks, and relationships will certainly become public. So increasingly corporate transparency reduces risk, “said Dr. Michael B. Goodman, Conference General Chair and Director of Corporate Communication International (CCI) at Baruch College/CUNY.

Fred Robins holds higher degrees in economics and in marketing. After university he spent ten years as a manager, first in the public sector and later in the private sector. During this time he worked in a range of European and East Asian countries. He is now an academic in Australia teaching and conducting research at the University of Adelaide Business School. Robins publishes

in academic journals, mostly on international business topics. He presently is following the current global financial crisis while writing on aspects of contemporary business in China.

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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