



**CORPORATE COMMUNICATION INTERNATIONAL** at Baruch College/CUNY  
*A global center for information and knowledge on corporate communication*

## **Corporate Communication International CONFERENCE ON CORPORATE COMMUNICATION**

**May 29 - June 1, 2018**

### **CALL FOR PAPERS & PROPOSALS**

Greetings!

Join us for Corporate Communication International's Conference on Corporate Communication 2018 with its global focus on the theory, practice, roles, processes, and issues of concern to corporate communication scholars and practitioners. CCI continues to welcome all communication specialists at the annual Conference on Corporate Communication which has served not only as an academic platform for scholars but also a valuable professional development and continuing education opportunity for practitioners since 2001.



CCI's 17th annual international conference will gather international speakers from industry and universities in a collegial environment to exchange ideas and information on relevant issues facing the corporate communication profession.

The 2017 conference seeks submissions focused on applied corporate communication and implications for practice, as well as concepts, frameworks, case studies and theories furthering corporate communication performance as a strategic management function.

#### **TOPICS OF INTEREST INCLUDE**

- Reputation, image and identity management
  - Crisis, risk, and change management
  - Corporate communication policy and strategy
  - Corporate governance, policy, and practice
  - Corporate responsibility
- Government relations & issues management
  - Integrated advertising and marketing
  - Digital communication strategies; Big Data
  - Corporate culture and employee engagement
  - Social media and Internet/intranet practices
  - Investor relations and sustainability reporting
- Strategic corporate communication management
  - Strategic public relations and media relations
- Metrics & research for corporate communication practice
  - Transparency and non-financial reporting

## Plan to Participate!

The deadline for submission of proposals/abstracts is December 19, 2017.

We encourage submissions from organizations, practitioners, scholars, doctoral candidates and graduate students for original research, case studies, panel discussions, or complete sessions devoted to an issue.



If your proposal is selected you/your co-presenters will be invited to present at the Conference on Corporate Communication in May-June 2018 at Baruch College/CUNY in New York City. You do not have to submit a paper to *present* at the conference, only a proposal/abstract. Additionally, attendees are not required to submit a proposal/abstract to *attend* the conference.

### Proposal/Abstract Submission Guideline:

#### Include:

1. Title, summary (limited to 150 words), covering, where applicable: purpose, approach, findings, research, implications, and practical implications or applications, keywords, and paper type. Also, **include** contact information for all authors (name, position, organization, mail address, email address and phone).
2. Proposal/Abstract submissions should be single-spaced and use 11-point, Times New Roman Font with 1" margins. If you need to include citations, please list them within the same page using APA style. Do not use endnotes or footnotes.
3. Indicate if submission is for a special conference panel.
4. Indicate whether you are submitting a proposal/abstract *with* a paper to follow or a proposal/abstract alone. Paper guidelines will be posted on the conference webpage on [www.corporatecomm.org](http://www.corporatecomm.org).
5. Email proposal/abstract following the above guidelines to [melodie.carli@baruch.cuny.edu](mailto:melodie.carli@baruch.cuny.edu) or [cci@corporatecomm.org](mailto:cci@corporatecomm.org).

**Papers for inclusion in the refereed conference Proceedings (published before the conference) are due March 15, 2018.**

Practicing professionals and scholars not presenting at the conference are welcome and encouraged to attend and learn the latest communication theories, best practices and benefit from the continuing education and professional development opportunities!



### Conference Awards

Emerald Group Publishing Limited will sponsor Best and Highly Commended Paper awards presented by *Corporate Communications: An International Journal*. ACORN™ speaker commendations will also be presented sponsored by Uhmms (USA), a communication training program.

## Conference Venue

The 2018 conference will be held at [Baruch College, City University of New York](#), New York, NY, USA. CCI has arranged for accommodations at the [Park South Hotel](#), three blocks from Baruch on 28th Street between Park Avenue South and Lexington Avenue.



**Conference Webpage with paper guidelines, registration, hotel and travel information coming soon on the conference [webpage](#).**

### INVITE YOUR COLLEAGUES!

Please share CCI's Conference on Corporate Communication by forwarding this email. Plan now to participate in June 2018!

[LEARN MORE](#)

646-312-3749 | [cci@corporatecomm.org](mailto:cci@corporatecomm.org) | [www.corporatecomm.org](http://www.corporatecomm.org)

#### CCI Corporate Sponsors

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#### Conference Sponsors

CCI - The Hong Kong Chapter, The Hong Kong Polytechnic University, *Corporate Communications: An International Journal* (Emerald Group Publishing Ltd.), Uhmms

#### CCI Conference Partners

ABC-Association for Business Communication; *Journal of Communication Management* and *Journal of Business Strategy* (Emerald Group Publishing Ltd.)

#### CCI Academic Partners

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