



CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY
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NEWS RELEASE

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Helle Kryger Aggerholm and Birte Asmuß Receive the Highly Commended Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2015



Birte Asmuß, Ph.D. and Helle Kryger Aggerholm, Ph.D. present their paper at the Conference on Corporate Communication, June 3, 2015

New York, New York. Helle Kryger Aggerholm, Ph.D. and Birte Asmuß, Ph.D. (Denmark) received the Highly Commended Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2015, held June 2 – 5 at Baruch College, City University of New York, for their paper, "A Micro-Ethnographic Perspective on Strategy Change Communication: Framing Downsizing as an Institutionalized, Strategic Practice." *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited (UK), sponsors the annual award. Presenting the award were Wim J.L. Elving, Ph.D., Editor, and Michael B. Goodman, Ph.D., North America Regional Editor of *Corporate Communications: An International Journal* and CCI Director.

Speaking about Aggerholm and Asmuß's paper, Goodman states, "In their study "A Micro-Ethnographic Perspective on Strategy Change Communication: Framing Downsizing as an Institutionalized, Strategic Practice" Helle Kryger Aggerholm and Birte Asmuß, use ethnographic research methods to question the current practices used in corporations in effecting communication change, such as business re-engineering. Their findings indicate that a significant reexamination of change communication tools and techniques is needed."

Helle Kryger Aggerholm, Ph.D. is an associate professor and director of Corporate Communication Studies at Department of Business Communication, Business and Social Sciences, Aarhus University, Denmark. Her primary interest is studying how communication constitutes organizations from a micro-ethnographic perspective. Her major research areas are strategic communication, strategy communication within a strategy-as-practice context, organizational communication, change and crisis communication, as well as language as social interaction.

Birte Asmuß, Ph.D. is an associate professor at the Department of Business Communication at Aarhus University, Denmark. Her research focuses on workplace interaction with a specific focus on strategy work, various meetings types (formal - informal), and performance appraisal interviews. She is also interested in exploring the potential of micro ethnographic research for organizational studies in general and for a strategy-as-practice perspective in specific.

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). 120 scholars and practitioners from 27 countries gathered at the 2015 conference to exchange information and explore 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 2015 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*, the *Journal of Communication Management*, and the *Journal of Business Strategy*.

The Centre for Corporate Communication at Aarhus University, a CCI Academic Partner, along with the Department of Business Communication and the Executive Master in Corporate Communication were recognized at the conference for their ten years of collaboration with and contributions to CCI.

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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