



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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Cindy Ngai, Ph.D. and Rita G. Singh Receive the Best Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2015



Cindy S.B. Ngai, Ph.D. receives Best Theoretical Paper Award at CCI's Conference on Corporate Communication, June 5, 2015. Standing with her are: **Michael B. Goodman, Ph.D.**, CCI Director, **Christina M. Genest**, CCI Associate Director, and **Wim J.L. Elving, Ph.D.**, Editor, *Corporate Communications: An International Journal*.

New York, New York. Cindy S. B. Ngai, Ph.D. and Rita G. Singh (Hong Kong) received the Best 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, "Developing a Thematic Categorization System for Leaders' Web-based Communication in Greater China." *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 Ngai and Singh's paper, Goodman states, "The six main themes Chinese corporations use to project their messages in their websites are -- *company development, operating philosophy, company profile, business environment, performance, and products and services*, according to a ground breaking paper "Developing a Thematic Categorization System for Leaders' Web-based Communication in Greater China" by Cindy S.B. Ngai and Rita G. Singh. They use advanced textual analysis software to discover their insights. They provide an important synthesis of experiential themes that offers a clearer understanding of how Chinese corporations implement corporate communication."

Dr. Cindy Ngai is Research Assistant Professor and Program Leader of Master of Arts in Bilingual Corporate Communication in the Department of Chinese and Bilingual Studies at the Hong Kong Polytechnic University. She is currently a Member of the IoL (MCIL) and Professional Translator in NATTI. Her research interests lie in the fields of literary translation and bilingual corporate communication in Greater China. She has published research papers in communication studies in peer-reviewed journals including *Journal of Business and Technical Communication*, *Journal of Business Communication*, *Public Relations Review* and research books titled *New Trends in Corporate Communication- Language, Strategies and Practices* (2012) and *Role of Language & Corporate Communication in Greater China: From Academic to Practitioner Perspectives (Forthcoming)*.

Rita Gill Singh is a senior lecturer in the Language Centre at Hong Kong Baptist University (HKBU). She teaches undergraduate general English, academic English and business communication courses. She has taught a variety of business communication courses in organizations in Hong Kong prior to joining HKBU. She has published papers in the *Journal of Business and Technical Communication* and *International Journal of Business Communication*. Her research interests include corporate communication, web-based language learning, and materials development.

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 Department of Chinese and Bilingual Studies at Poly U, a CCI Academic Partner, and its recently established CCI – The Hong Kong Chapter (2011) were recognized at the conference for their ten years of collaboration with and contributions to CCI. CCI – The Hong Kong Chapter was a 2015 conference sponsor. The 2014 conference was held at Poly U under the guidance of Professor Daniel So. Professor Shui Duen Chan currently represents Poly U on CCI’s Board of Advisors.

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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