



Corporate Communication International Conference on Corporate Communication 2014

Tuesday, June 3 – Friday, June 6, 2014, The Hong Kong Polytechnic University

Offered in association with *Corporate Communications: An International Journal* / Hosted by CCI – The Hong Kong Chapter

Guidelines for Published Proceedings & Conference Presentations

Please ensure that your paper and your conference presentation meet the stated purpose of the conference: *The three-day international conference serves as a bridge between practitioners and scholars to exchange ideas and information on relevant issues facing the corporate communication profession.* Please also ensure that your paper has been edited to the appropriate standard of idiomatic English expression.

FORMAT GUIDELINES FOR PUBLISHED PROCEEDINGS

The maximum length is 15 single spaced pages, including illustrations, notes, and references (about 4,500 words).

Please set your document to the following formatting guidelines:

- A. *Paper Size & Margins*
Size: **Letter (8 ½ x 11)**
Margins: Set left and right margins at 1.25"; top and bottom margins at 1.2; header at .6" and footer at .4".
- B. *Document Style*
Set paragraphs block style with a single space between each paragraph
- C. *Typeface*
Use 11 point, Times New Roman in your paper. For your abstract and references, use 10 point, Times New Roman.
- D. *Spacing*
Single-space the document.
Put one line space before and after section headings and section sub-headings.
- E. *Justification*
Use full justification for the entire document.
- F. *Page Headers and Footers*
DO NOT use page headers or footers.
- G. *Page Numbers*
DO NOT use page numbers.
- H. *Section Headings*
Place section headers flush left and use bold type. Initial cap each major word in title.
- I. *Section Sub-headings*
Place section sub-headings flush left in italics, capitalizing the first word only
- J. *Graphics and Charts*
Please keep graphics and charts to a minimum.

K. *Footnotes and Endnotes*

DO NOT use the footnotes or endnotes function. If you must use notes, please insert manually and place at the end of your paper.

L. *Title, Your Name, Organization, E-mail & Country*

At the beginning of your paper, flush left your title, your name, organization, country, and e-mail address. For example:

2013 CCI Corporate Communication Practices and Trends Study (Title: 16 pt., Bolded)

United States (Subtitle: 12 pt. Bold)

Michael B. Goodman (12 pt.)

Baruch College/CUNY, USA (12 pt.)

cci@corporatecomm.org (10 pt., not hyperlinked)

L. *Abstract/Summary*

Start your paper with an abstract or summary of 100 to 150 words. Make it flush with the left margin, put font in italics, and single space it in 10 pt. font. Include the purpose, approach or methodology, findings, research implications, and the practical implications or applications, keywords, paper type.

M. *References*

References to other publications must be shown within the text as the first author's name followed by a comma and year of publication, all in round brackets, e.g. (Fox, 1994). At the end of your paper, put a reference list in alphabetical order of authors' names as follows:

For books: surname, initials (year), title publisher, place of publication, e.g.

Casson, M. (1979), *Alternatives to the Multinational Enterprise*, MacMillan, London.

For journals: surname, initials (year), "title", journal, volume, number, pages, e.g.

Fox, S. (1994), "Empowerment as a catalyst for change: an example for the food industry", *Supply Chain Management*, Vol. 2, No. 3, pp. 29-33

Italics should be used in place of underlining for books and journals. Use 10 pt. typeface.

All papers must be received by Friday, March 15, 2014 for inclusion in the Conference Proceedings and for consideration for Conference Best Paper Awards. Please submit your document in Microsoft Word and e-mail it as an attachment to: cci@corporatecomm.org. Papers not following these format guidelines will be returned to authors for revisions.

GUIDELINES FOR CONFERENCE PRESENTATIONS

The Conference Chair arranges presentations on similar topics in a panel, unless your presentation is a workshop, demonstration, or panel discussion that you have organized. Each panel includes two to three presenters in a one and one-half or two-hour session. Please prepare a 15-20 minute presentation, leaving time for questions. You may use PowerPoint. Projectors are provided.

Please remember that your audience consists of both academics and practitioners. In preparing your presentation, please make your remarks relevant to both.

Please contact Tina Genest, CCI Associate Director, at genest@corporatecomm.org or her direct line at 973-270-0038 for further information. *Thank you for your cooperation.*

We look forward to your contribution to the success of the conference.



Corporate Communication International at Baruch College/CUNY

A global center for information and knowledge on corporate communication

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