



NEWS RELEASE

For Immediate Release

July 8, 2014

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Crystalee Beck Receives the Best Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2014



Crystalee Beck (center) receives Best Theoretical Paper Award at CCI's Conference on Corporate Communication, June 5, 2014. Standing with her are Christina Genest, CCI Associate Director and Michael B. Goodman, Ph.D., CCI Director.

New York, New York. Crystalee Beck (USA) received the Best Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2014, held June 3 - 6, at The Hong Kong Polytechnic University, Hong Kong for her paper, "Perceptions of Thanks in the Workplace: Use, Effectiveness, and Dark Side of Management Gratitude." *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited (UK), sponsors the annual award. Presenting the award was Michael B. Goodman, PhD, North America Regional Editor of *Corporate Communications: An International Journal* and CCI Director.

Speaking about Beck's award, Goodman states, "How a corporation or an organization expresses gratitude is the focus of Crystalee Beck's ground breaking paper. Beck's work provides an important synthesis of experiential themes that offer "... practical applications for executives, managers, and corporate communication leaders seeking to improve day-to-day operations and overall employee satisfaction in their organizations," as described in it by Beck."

Crystalee Beck is a recent graduate of the Master of Professional Communication program at Weber State University in Ogden, Utah. As a corporate communication professional,

she manages social intranet engagement for more than 3,500 employees at the sales and marketing outsourcing company, MarketStar, a subsidiary of Omnicom. She is committed to the use of corporate storytelling and to unifying organizations through creative internal communication. A dedicated writer, she hosts delightedtowrite.com.

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).). In 2014 the conference was hosted by CCI – The Hong Kong Chapter associated with the Department of Bilingual and Chinese Studies at The Hong Kong Polytechnic University. 122 scholars and practitioners from 26 countries gathered at the 2014 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 2014 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

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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