



NEWS RELEASE

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Ratna Damayanti, Stacey Anne Rodrigues, Samuel Chua and Augustine Pang Receive the Best Applied Paper Award at Corporate Communication International's Conference on Corporate Communication 2014



Augustine Pang (2nd from left), Samuel Chua and Stacey Anne Rodrigues receive the Best Applied Paper Award at CCI's Conference on Corporate Communication, June 5, 2014. Standing with them are Christina Genest, CCI Associate Director (left) and Michael B. Goodman, Ph.D., CCI Director (right).

New York, New York. Ratna Damayanti, Stacey Anne Rodrigues, Samuel Chua and Augustine Pang received the Best Applied 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 their paper, "Corporate Social Media Spokesperson: Who should speak on behalf of the organization in times of crisis?" *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 the award, Goodman states, "An essential question for corporations undergoing crisis is asked and answered by Damayanti, Rodrigues, Chua, and Pang. Their research has developed the Spokesperson Social Media Task Analysis, a 'new framework that can guide organizations to identify suitable spokespersons, and train others to fill the role,' as described by the authors."

Ratna Damayanti, Stacey Anne Rodrigues and Samuel Chua conducted their research under the supervision of Augustine Pang, PhD as Master of Mass Communication students at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. Damayanti is an academic associate at the Centre of Enterprise and Communication, Republic Polytechnic, Singapore. Rodrigues is Features & Lifestyle Editor of ELLE Singapore (published by MediaCorp Pte Ltd) and Chua works as a communications practitioner at Republic Polytechnic, Singapore. Augustine Pang, PhD is Associate Professor, Division of Public and Promotional Communication, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore.

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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