



**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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### **Mala Sinha and Perveen Receive the Highly Commended Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2014**



**Perveen (center) receives the Highly Commended 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.** Mala Sinha and Perveen received the Highly Commended 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 their paper, "Nature and Impact of Strategic Corporate Communication in Indian Service Sector Organizations." *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, "Sinha and Perveen's work has significant impact in three strategic areas "(a) communication synergy, (b) value representation, and (c) organizational reliability. This important study not only provides guidelines to practitioners to formulate an effective corporate communication strategy designed to increase communication impact, but also offers a statistically constructed assessment instrument of Strategic Corporate Communication."

Mala Sinha, PhD is Associate Professor of Faculty Management Studies (FMS) at the University of Delhi where she teaches business ethics, corporate social responsibility and business communication. She has published several research papers in the areas of work values, emotions, leadership & life skills education, and is co-author of the book, *Business Communication– A South Asian Perspective*. She is case analyst for *Business World*, a well-established journal for management professionals. Her co-author, Perveen, PhD is Assistant Professor in the Department of Commerce, PGDAV College, University of Delhi. She has also been visiting faculty at the Faculty of Management Studies, University of Delhi, where she earned her PhD, teaching full-time MBA students. Previous to her academic career, she was as a trainee with the media agency, Maxus (Group M), Gurgaon in India and has worked with a variety of clients, such as Seagram, Dabur, TV Today, Perfetti and SBI Credit Cards.

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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