



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

Special Call for Papers: Panel on Social Media & Crisis Communication

Educators and practitioners are invited to submit papers for a special conference panel on “Social Media and Crisis Communication” at CCI’s Conference on Corporate Communication 2014. Submissions to this special call will be reviewed by the CCI Conference Program Committee and considered for publication in a forthcoming book (Editors: Dr. Lucinda Austin and Dr. Yan Jin).

Submissions should address how social media are influencing the practice of crisis communication, either through a theoretical, empirical, review, or case study perspective. Submissions are encouraged to focus on one of the following areas regarding social media and crisis communication: current/emerging issues, overviews of research streams, emerging theories and frameworks, areas for special consideration (including characteristics of crises, organizations, audiences, and communication), future directions, or applications in specific areas of crisis communication practice, including health, corporate, nonprofit/philanthropic, political, sport, disaster, university, or other specific crisis. Interdisciplinary approaches and mixed methods, as well as global media perspectives and cases, are welcomed. Authors may also propose a topic or area not listed above.

The deadline for this special panel submission of **abstracts** to CCI is **December 15, 2013**. Submissions should include a 150-word abstract, a one-page outline (12 pt type, Times New Roman font, single spaced, flush left), and a separate title page with contact information for all authors (name, position, organization, mail address, email address and phone) in a single Word document file to cci@corporatecomm.org, attention of Dr. Michael B. Goodman, CCI Director. All submissions will be peer reviewed.

Full papers for inclusion in the refereed conference proceedings and for possible inclusion in the forthcoming book are due **March 15, 2014**. Final acceptance to the book will be determined at that time, and revisions may be requested for selected papers.

Questions about this special CCI conference panel submission and the potential book chapters can be directed to Dr. Lucinda Austin at laustin@elon.edu or Dr. Yan Jin at yjin@vcu.edu.