



CORPORATE COMMUNICATION INTERNATIONAL

at Baruch College/CUNY *A global center for information and knowledge on corporate communication*

CCI CONFERENCE ON CORPORATE COMMUNICATION 2017

June 6-9, 2017

Baruch College/CUNY

PROGRAM

Sponsored by CCI, Corporate Communication International at
Baruch College/CUNY

In association with Corporate Communications: An International Journal





**CORPORATE COMMUNICATION
INTERNATIONAL** at Baruch College/CUNY

Michael B. Goodman, Ph.D., Conference Chair & Director
CCI - Corporate Communication International at Baruch College/CUNY, USA
Regional Editor - North America
Corporate Communications: An International Journal, UK

Lancia Yan, M.A., Conference Coordinator & Assistant Director
CCI - Corporate Communication International at Baruch College/CUNY, USA

W. Timothy Coombs, Ph.D, Editor
Corporate Communications: An International Journal, UK

In partnership with ...

CCI – The Baruch Chapter, Master in Corporate Communication, Department of Communication Studies, Baruch College/CUNY, USA

CCI – The Hong Kong Chapter, Department of Chinese & Bilingual Studies, The Hong Kong Polytechnic University, Hong Kong

Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands

Centre for Corporate Communication, Department of Business Communication, Aarhus University, Denmark

Corporate Communication, Department of Communication, Aalto University School of Business, Finland

Department of Strategic Communication, Lund University, Sweden

Department of Strategic Communication, University of Johannesburg, South Africa

Grady College of Journalism and Mass Communication, University of Georgia, USA

Institute for Design and Communication, University of Southern Denmark, Denmark

IULM University of Milan, Italy

Richard T. Robertson School of Media & Culture, Virginia Commonwealth University, USA

Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

Writing, Editing & Publishing Program, School of Communication and Arts, The University of Queensland, Australia

Welcome to Corporate Communication International CONFERENCE ON CORPORATE COMMUNICATION 2017

CCI's Conference on Corporate Communication, with its global focus on the theory, practice, roles, processes, and issues of concern to corporate communication scholars and practitioners; annually gathers industry and university speakers from across the globe in a collegial environment to exchange ideas and information on relevant issues facing the corporate communication profession.

CCI's Conference on Corporate Communication is intended to:

- Illuminate the interest in corporate communication as a strategic function in organizational success.
- Continue as a forum for the exchange of ideas and information among industry and university representatives.
- Indicate trends and provide analysis for communication professionals, university faculty, and others interested in corporate communication.
- Disseminate the conference discussions through the publication of a conference *Proceedings*. Papers will also be considered for publication in *Corporate Communications: An International Journal*.

The Conference on Corporate Communication is sponsored by Corporate Communication International at Baruch College/CUNY, U.S.A., in association with *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited, U.K. This year's conference venue is Baruch College, City University of New York (CUNY), within easy reach of Wall Street, Midtown, and the global headquarters of major companies and non-profit organizations.

Abstracts are peer reviewed for conference acceptance. Papers are published in the conference *Proceedings*. Best and Highly Commended Paper awards, sponsored by Emerald Group Publishing Limited, publisher of *Corporate Communications: An International Journal*, are presented at the conference to the authors of the best papers overall. Papers are also considered for publication in *Corporate Communications: An International Journal*, and in the *Journal of Business Strategy*. This year a Special Panel is being held underwritten by *the Journal of Communication Management*. Uhmms is the sponsor of the ACORN™ speaker commendations to be presented at the close of the Conference on Corporate Communication 2017.

Enjoy your visit to Baruch College/CUNY and New York!

Baruch College of the City University of New York (CUNY) remains dedicated to being a catalyst for the social, cultural, and financial mobility of a diverse student body, reflective of its historical mission. It offers rigorous baccalaureate, masters, and doctoral programs to qualified students who seek careers in business, public affairs, and the arts and sciences. The College's more than 17,000 students, who speak 110 languages and trace their heritage to more than 170 countries, have been repeatedly named one of the most ethnically diverse student bodies in the United States. This, coupled with the attributes of New York City, make Baruch an attractive venue for an international conference on corporate communication and home for CCI – Corporate Communication International, the conference sponsor.

We encourage you to participate in the entirety of the conference. When the conference is not in session, explore the many restaurants and attractions New York City has to offer.

PROGRAM AGENDA

Tuesday, June 6

PRE-CONFERENCE WORKSHOP

William & Anita Newman Vertical Campus

One Baruch Way (55 Lexington Ave./entry 25th or 24th Streets)
8th Floor, room 8-250 (Dean's Conference Room)
(646) 312-3749

PRE- CONFERENCE WORKSHOP

2:15 PM – 4:45 PM



Creating Credibility in Your Academic and Corporate Writing and Speaking

In the time-starved Internet world, where everyone's a writer and everyone's a reader, the demand for literacy is more intense than it has ever been. The ability to articulate ideas in smart, tight writing is crucial for scholars working in academic and corporate contexts. This workshop will cover the conventions of scholarly documents such as papers for academic journals, along with workplace genres such as reports and e-mails. The workshop will provide you with pointers about how words work so that you can write the concise, lucid, nuanced, and compelling prose that is so valued by readers. It will sharpen your writing and enhance your editing competence and self-confidence. Presenting is also a crucial skill, so the latter part of the workshop will cover presenting skills for conferences and for pitching ideas in the workplace.

Workshop Facilitator



Associate Professor Roslyn Petelin designed the award-winning postgraduate program in Writing, Editing, and Publishing at The University of Queensland (UQ) and has been the recipient of teaching excellence awards from UQ and the Australian Learning and Teaching Council. She edited the Australian Journal of Communication from 1988–2013; has co-authored two books, *The Professional Writing Guide: Writing Well and Knowing Why* (Allen & Unwin) and *Professional Communication: Principles and Applications* (Pearson); and consults internationally on corporate and academic writing. In 2014, she designed and presented a MOOC (massive open online course) on Grammar (WRITE101x) for the edX consortium of Harvard and MIT that has now

been delivered five times and has attracted 450,000 students. Her new book *How Writing Works: A Field Guide to Effective Writing* (Allen & Unwin) was published in 2016.

Pre-registration requested for pre-conference workshop

Please register by emailing cci@corporatecomm.org

CORPORATE COMMUNICATION INTERNATIONAL CONFERENCE ON CORPORATE COMMUNICATION 2017

Tuesday, June 6 – REGISTRATION, RECEPTION & OPENING SESSION



5:00 PM – 5:30 PM / Conference Center Atrium
WELCOME RECEPTION & REGISTRATION

5:30 PM – 7:00 PM / Room 750 & Faculty Lounge
WELCOME REMARKS & BUFFET DINNER
Michael B. Goodman, Conference General Chair



Michael B. Goodman is Professor and Director of the MA in Corporate Communication at Baruch College, The City University of New York. He is the founder and director of CCI Corporate Communication International. He is Visiting Professor of Corporate Communication at Aarhus University (Denmark), Bangkok University, Hong Kong Polytechnic University, and Università IULM (Italy).

He has published widely, including most recently: *Corporate Communication: Critical Business Asset for Strategic Global Change*, *Corporate Communication: Strategic Adaptation for Global Practice*, *Corporate Communication: Tactical Guidelines for Strategic Practice*, *Corporate Communication for Executives*; *Intercultural Communication for Managers*, and *Work with Anyone Anywhere: A Guide to Global Business*.

Michael is on the Editorial Advisory Board and Associate Editor for North America of *Corporate Communication: An International Journal* (UK). He is a member of the Arthur W. Page Society; a Fellow of the RSA (The Royal Society for the encouragement of Arts, Manufactures & Commerce), London; a Fellow of The Society for Technical Communication; and a member of the Board of Directors of the Association for Business Communication.

He has been a consultant to more than 40 corporations and institutions on corporate communication, managerial communication, problem-solving, new business proposals, change, and corporate culture.

WEDNESDAY, JUNE 7

8:45 AM – 9:15 AM / Faculty Lounge
BREAKFAST

9:15 AM – 10:00 AM / Room 750
PLENARY SESSION SPEAKER & DISCUSSION

Featuring special conference session:

What Emerging Trends in Communications Mean for Practitioners

Perri Richman, VP, Communications for Ingersoll Rand Business Units

As stakeholders today make more demands than ever on global corporations, communications has become an increasingly critical function. Employees want purpose and openness; customers insist on responsiveness; citizens demand social responsibility; shareholders push for transparency. Meanwhile, digital and social technologies have exponentially increased the number of influencers and audiences, and senior executives now recognize that corporate culture, employee engagement, and brand reputation materially support strategy.

Perri Richman will use secondary research and storytelling to describe what these changes mean for communications executives. Fundamentals remain the same—employees first, empowering the manager, preparing spokespeople, solid messaging, persuasive storytelling, and channel management are more important than ever because of the amount of noise. But beyond these fundamentals communications practitioners must be able to do three things: 1) prepare for risk while producing reward, 2) become “bilingual” in business and communications, with the ability to translate perceptions into business impact and back again, and 3) crack the data code to demonstrate the results and value of communications.



Perri Richman, Vice President, Communications for Ingersoll Rand Business Units, helps the company's eleven strategic business units incorporate internal and external communications into the way they operate their businesses. Her communications strategies are designed to integrate leadership, employee engagement, change management, and crisis communication—as well as new media and public and community relations—into a powerful instrument of improved business performance. Over her 20+ year career, Perri has held key internal and external communications and brand roles at American Standard, Trane, and Ingersoll Rand. She has also taught social media and new media at Kean University; and, as a communications consultant with Burson-Marsteller, she served Fortune 500 companies.

NOTE: Only Presenters appear in the conference program.

Wednesday, June 7 - CONCURRENT SESSIONS -- #1A

10:00 AM – 11:30 AM / Room 750
PANEL SESSION #1A: CORPORATE COMMUNICATION ISSUES (1)

Employee Engagement and Disengagement: The Role of Employee Voice Approaches, Organizational Justice Climate, and HRM
 Alessandra Mazzei

Cont. on next page

Treading Troubled Water: Lessons from Public Relations Practice in the Great Depression
Yan Jin, Shelley Spector, Miquel Morales and Rosanna Plasencia

Three Types of Communication on Internal Social Media: Findings from Two Explorative Studies of
Coworkers as Communicators
Vibeke Thøis Madsen

10:00 AM – 11:30 AM / Room 763

PANEL SESSION #1B: MANAGEMENT ISSUES

Exploring the Culture of Listening and Customer Engagement Online during Complaint Handling Across
19 European Airline Companies
Taina Erkkilä and Matias Lievonen

Communicating Change: A Long-Term Employee Engagement Journey
Michele Glorie and Aimee Lea

Managing Corporate Prestige among Corporate Communications Heterarchies. An Integrative Literature
Review
Mari Juntunen

11:30 AM – 12:00 PM / Room 750

SPECIAL GLOBAL CRISIS COMMUNICATION CASE STUDY

Corporate Kidnapping: The Longest Hostage Crisis in Danish History

Jakob Wandel, Head of Communication, Danish Maritime Officers

This very comprehensive case study examines the longest hostage crisis in Danish history, in which Somali pirates held six seamen from a Danish cargo vessel hostage for 838 days. The study shows how a corporate kidnapping turned in to a major crisis and how the news media fueled the process.

During the crisis Jakob Wandel was Head of Communication at Danish Maritime Officers, media advisor for the captive captain's relatives and later, after his release, also for the captain himself. In this presentation he shares his first hand experiences from the case study and his ideas on how to prepare for crises in the future when crises are so complex that it's impossible to get an overview of the "arena", its actors and the communication processes between them – especially when the media play such a crucial role.



Jakob Wandel, E-MCC, is Head of Communication at Danish Maritime Officers, a trade union for officers in the Danish merchant fleet. He has 18 years of experience with corporate communication and management in political organizations and the private sector – the last 10 years on strategic level. He holds degrees in media production, business administration and journalism and has recently completed an Executive Master in Corporate Communication (E-MCC) from Aarhus School of Business and Social Science, Aarhus University, Denmark. As Head of Communication at Danish Maritime Officers, Jakob was responsible for the organization's crisis management and communication during the longest hostage crisis in recent Danish history, in which two Danish maritime officers were held hostage in Somalia for 838 days from January 2011 to April 2013. In addition to this, he acted as media advisor for the captain's relatives during the hostage crisis, and after his release, for the captain himself.

held hostage in Somalia for 838 days from January 2011 to April 2013. In addition to this, he acted as media advisor for the captain's relatives during the hostage crisis, and after his release, for the captain himself.

12:00 PM – 1:15 PM / Room 750

LUNCH

Wednesday, June 7 - CONCURRENT SESSIONS -- #2

1:15 PM – 2:45 PM / Room 750

PANEL SESSION #2A: CORPORATE COMMUNICATION THEORY

Sorry Seems to be the Hardest Word: An Analysis of the Discourse of Corporate Non-Apology in Social Media

Carolyn Meyer

Media Coverage of Corporate Financial Communication: A Discourse Perspective

Irene Pollach

Aesthetic Choreographies from the Middle Ages to the Skyscraper: A Comparative Analysis of Bank Architecture in Europe and the United States

Angela Bargenda

1:15 PM – 2:45 PM / Room 763

PANEL SESSION #2B: CORPORATE COMMUNICATION MANAGEMENT ISSUES

Realizing Business Benefits within a Re-Defined Client-Agency Business Model: A South African Client System Perspective

Sonja Verwey and Clarissa Muir

Prerequisites and Behavioral Responses for Effective Public Relations Strategies

Márta Konczosné Szombathelyi

Leaders Navigating Organizational and Personal Boundaries on Social Media

Constance Kampf

2:45 PM – 3:00 PM / Faculty Lounge

AFTERNOON BREAK & REFRESHMENTS

Wednesday, June 7 - CONCURRENT SESSIONS -- #3

3:00 PM – 4:30 PM / Room 750

PANEL SESSION #3A: BRANDING, ADVERTISING AND DIGITAL MEDIA ISSUES (1)

Digital Dialogue and Engagement

Wim J.L. Elving

Online Healthcare Branding and Online Purchase Decisions: the Mediating Role of Digital Word of Mouth

Olomo Oluwayemisi

3:00 PM – 4:30 PM / Room 763

PANEL SESSION #3B: SOCIAL MEDIA

Organizational Conflicts & Emotions on Social Media

Joost W.M. Verhoeven and Yan Jin

Cont. on next page

Employee Motivations for Self-Censorship on Social Media
Joost W.M. Verhoeven and Vibeke Thojs Madsen

4:30 PM – 5:15 PM / Room 750

PLENARY SESSION SPEAKER & DISCUSSION

Nowhere to Hide: Leadership Communications and the New New Authenticity

Vern Oakley, Founder, CEO, and Creative Director of Tribe Pictures



Vern Oakley, as the Founder, CEO, and Creative Director of Tribe Pictures, Vern Oakley has produced and directed films that drive high performance culture for the Global 1000 for over 30 years. He's the author of the new book *Leadership in Focus: Bringing Out Your Best On Camera*, which helps business leaders convey their authenticity on camera.

THURSDAY, JUNE 8

8:45 AM – 9:15 AM / Faculty Lounge

BREAKFAST

9:15 AM – 10:00 AM / Room 750

PLENARY SESSION SPEAKER & DISCUSSION



Preliminary Findings: CCI Corporate Communication Study 2017

Michael B. Goodman, Professor and Director of the MA in Corporate Communication at Baruch College/CUNY and Director of CCI.

Thursday, June 8 - CONCURRENT SESSIONS -- #4

10:00 AM – 11:30 AM / Room 750

PANEL SESSION #4A: CRISIS COMMUNICATION (2)

Use of Humor in Crisis Communication
Eugene Ming-Yang Goh

Students' Social Media Attitudes During a Campus Crisis
Kimberly Flanders

Communicating in a Post-Truth Landscape: Analyses of Donald Trump and Rodrigo Duterte's Crisis Response Strategies
Natasha Binte Mohamed Ismail, Marie Angeline Monterde Pagulayan and Carlo Miguel Alfonso Aligaen Francia

THE PRELIMINARY PROGRAM AGENDA IS SUBJECT TO CHANGE. Please note: Not all paper authors are listed, only presenters. Conference paper or summaries will be made available at the conference in the CCI Conference on Corporate Communication Proceedings 2017. Conference abstracts will be posted on the 2017 Conference page of CCI's website at www.corporatecomm.org.

10:00 AM – 11:30 AM / Room 763

PANEL SESSION #4B: REPUTATION

Satire News and the Impact on Organizational Reputation
Lisbeth Lee Yi Hui and Juliana Chia

Strategic Corporate Reputation Management through Relationship-Based Approach: An Empirical Analysis of Behavioral and Symbolic Communication Management
Yeun Jae Lee

Seeking Social Meaning of NPOs' Reputation in Turkey
Ebru Uzunoğlu

Thursday, June 8 – SPECIAL PANEL PRESENTATION

11:30 AM – 12:15 PM / Room 750

SPECIAL PANEL PRESENTATION:

Digital Listening in Corporate Environments: Obtaining, Analyzing, and Interpreting Information on Electronic Communication Platforms



Panel underwritten by:

[ABC – Association for Business Communication](#)

Moderator: Jana O’Keefe Bazzoni



Jana O’Keefe Bazzoni, (Ph.D., 1983) worked in advertising at J. Walter Thompson and Doyle Dane Bernbach before pursuing an academic career. Jana is currently on fellowship leave from her position as Professor and Chair at Baruch College in the Department of Communication Studies. She is the author of a translation and commentary of *Natural Stories #1*, a play by Edoardo Sanguineti (*Guernica*, 1998) and coauthor of *Pirandello and Film* (University of Nebraska Press, 1995). She has published chapters in edited books-- *International Perspectives on Business Communication: From Past Approaches to Future Trends*. (2002), *Pirandello e la sua opera*, (1997), and *A Companion to Pirandello Studies* (1991). Selected venues for articles include *Business Communication Quarterly*, *Corporate Communications: An International Journal*, *Communication Journal of New Zealand*, *Modern Drama*, *Pirandello Studies*, *Pirandello Society Annual*, *Forum Italicum*, *Rivista di Studi pirandelliani* and *Western European Stages*.

She has given national and international presentations on corporate and intercultural communication, communication pedagogy at national and international conferences, such as the Association for Business Communication and Corporate Communication International.

Presentation #1: Digital Listening

Recent survey research suggests that in more profitable, more innovative, and higher emotional-capital organizations, leaders “listen” far better on the organizations’ internal virtual communication platforms than in less profitable, less innovative, and lower emotional-capital organizations. Yet, little is known

about what constitutes the perception by employees that leaders are “listening” to them on virtual communication platforms. Based on open-ended interviews with business managers, this presentation explores the nature of listening on virtual communication platforms compared to those in face-to-face and interpersonal situations. In particular, it contrasts what is meant by “listening” on digital platforms to models of listening (e.g., various descriptive models of listening such as the HURIER model and various prescriptive models of active listening such as that developed by the Center for Creative Leadership) that were developed for interpersonal listening contexts. This presentation provides applied recommendations for business leaders to listen more effectively on internal digital platforms as well as theoretical implications for research about listening in technology-mediated, often asynchronous contexts.

Peter Cardon is the academic director for the MBA.PM program and a professor of business communication at the Marshall School of Business at the University of Southern California. He researches team communication, the role of technology in leadership communication, and intercultural business communication. Professor Cardon previously served as president of the Association for Business Communication.

Presentation #2: Annus Horribilis at Wells Fargo: Failing to Manage Customer Relations on Facebook

On September 8, 2016, the U.S. Consumer Financial Protection Bureau (CFPB), the Los Angeles City Attorney, and the U.S. Office of the Comptroller of the Currency (OCC) fined Wells Fargo \$185 million, claiming that more than 2 million bank accounts or credit cards were opened or applied for without customers’ knowledge or permission between May 2011 and July 2015. In less than a week, Wells announced that the fraudulent activities had been committed by 5300 employees seeking to benefit from aggressive sales tactics and that the employees were terminated. Shortly thereafter, the U.S. Congress held hearings and concluded the bank’s senior management was complicit in massive malpractice. On October 12, John Stumpf, CEO and Chairman of the Board, announced his retirement, effective immediately, and with no severance package. Following the scandal, applications for credit cards and checking accounts at the bank reduced precipitously, and the Better Business Bureau dropped its accreditation of Wells. This paper will examine the strategies that the bank adopted for responding to thousands of negative comments posted to its official Facebook page from the onset of the scandal until March 2017. The study will explore how strategies adopted from Customer Relationship Management theory may be inadequate in a social media environment.



Sam DeKay

sam.dekay@bnymellon.com, shdekay@earthlink.net

Sam is a Vice President for Technical Communications at BNY Mellon Corporation, which is headquartered in New York City. He also serves as Chair of the Business Practices Committee of the Association of Business Communication (ABC). This committee is responsible for informing members concerning current workplace trends and for publishing the Business Practices Themed Section in Business and Professional Communication Quarterly, an ABC journal. His research interests include the influence of technology upon business and professional communications and also the history of workplace communication. Sam is a CCI member.

Presentation #3: A Rhetorical Analysis of Corporate Social Media Response to Complaints on Competitors

Monitoring social media complaints on competitors is a strategy increasingly proposed to businesses as a way to help their brands and boost their customer service. A company that ignores social media complaints from its customers and severs the social listening feedback loop by failing to respond may inadvertently open the door to competitors and allow them to “swoop in” and realize opportunities to engage complainants and acquire them as customers. While much analysis has been directed to

customer complaints on social media and to the understanding of them as competitive intelligence, less is known about the practice of social media monitoring to disrupt competitors and how competitor responses are rhetorically constituted. This presentation provides a rhetorical move analysis of social media complaint responses from corporate competitors.

Carolyn Meyer is the undergraduate program director for the School of Professional Communication at Ryerson University, where she also teaches in the Master of Professional Communication program. She researches public apology and discourses of innovation. Professor Meyer serves as a regional vice-president (Canada) of the Association for Business Communication.

12:15 PM – 1:15 PM / Room 750

AMERICAN PICNIC LUNCH

Thursday, June 8 - CONCURRENT SESSIONS -- #5

1:15 PM – 2:45 PM / Room 750

PANEL SESSION #5A: CORPORATE CITIZENSHIP

A Model of Consumer Values, Corporate Social Responsibility and Purchase Behaviour: Perspectives from an Emerging Economy
Abosede Ijabadeniyi

Sensemaking, Contradictions and Tensions in CSR Employee Communication
Anne Ellerup Nielsen and Christa Thomsen

Multiculturalism in Corporate Contexts
Gunel A. Ismailov

1:15 PM – 2:45 PM / Room 763

PANEL SESSION #5B: TOPICS IN CORPORATE COMMUNICATION

Re-Tailoring Masculinity: How Fashion Influencers are Defining a New Taste and a New Identity for Men
Chiara Basso

Organizational Writing: "The Work of Our Time"
Roslyn Petelin

Priming the Pipeline: Attracting the Next Generation of Corporate Communicators
Yvette Sterbenk

2:45 PM – 3:00 PM / Faculty Lounge

AFTERNOON BREAK & REFRESHMENTS

Thursday, June 8 - CONCURRENT SESSIONS -- #6

3:00 PM – 4:30 PM / Room 750

PANEL SESSION #6A: EMPLOYEE ENGAGEMENT/INTERNAL COMMUNICATION

The Evolution of Benefits – Communications Successes and Pitfalls
Michele Glorie and Aimee Lea

Employee Engagement in the Production of Corporate Culture through Symbolic Interaction
Donald D'Silva

Employer Perceptions and Employee Competencies: Are Employers Getting What They Want From Entry-Level Candidates?
Randi London

3:00 PM – 4:30 PM / Room 763

PANEL SESSION #6B: ORGANIZATIONAL ISSUES

Challenges and Opportunities in Strategic Corporate Communication: Balancing Purposefulness, Participation and Process Transparency
Helle Kryger Aggerholm and Christa Thomsen

Purpose-Led Organizations and their Ethical Behavior: A Case Study of South Africa
Sonja Verwey and Clarissa Muir

Developing a Composite Measure of Media Reputation
Xiaoqun Zhang

4:30 PM / Room 750

CCI CONFERENCE 2017 GROUP PICTURE

5:30 PM – 6:30 PM / Room 763

CCI and MA ADVISORS BOARD MEETING

6:30 PM – 8:00 PM / Faculty Lounge

CONFERENCE AWARDS RECEPTION: ANNOUNCEMENT OF BEST PAPERS

Michael B. Goodman, Conference General Chair

Tim Coombs, Conference Co-Chair

FRIDAY, JUNE 9

8:45 AM – 9:15 AM / Faculty Lounge

BREAKFAST

9:15 AM – 9:45 AM / Room 750

PLENARY SESSION SPEAKER & DISCUSSION

Update on Corporate Communications: An International Journal

THE PRELIMINARY PROGRAM AGENDA IS SUBJECT TO CHANGE. Please note: Not all paper authors are listed, only presenters. Conference paper or summaries will be made available at the conference in the CCI Conference on Corporate Communication Proceedings 2017. Conference abstracts will be posted on the 2017 Conference page of CCI's website at www.corporatecomm.org.

The discussion will review the progress of the journal thus far and the plans for the next two years.

Keynote Speaker

Timothy Coombs, Editor CCIJ

Friday, June 9 - CONCURRENT SESSIONS -- #7

9:45 AM – 11:15 AM / Room 750

PANEL SESSION #7A: PR TOPICS

Beyond Selling Stories: How to Manage Corporate Media Relations in Transitional China
Jenny Zhengye Hou

Corporate Visual Identity: Questioning the Managerial Notion of Consistency
Magnus Gregersen

Comparing the Measures of Seven Dimensions of Media Reputation
Xiaoqun Zhang

9:45 AM – 11:15 AM / Room 763

PANEL SESSION #7B: BRANDING AND MARKETING ISSUES (2)

Dark Social Influencer Strategy in Marketing Communications
Jason Shi-yang Lim

CSR Communication of UAE Companies who have the “Dubai Chamber Corporate Responsibility Label” and the Impact of CSR on the Organization’s Corporate Communication
T. Serra Gorpe

Friday, June 9 – CONFERENCE CLOSING SESSION

11:15 AM – 11:30 AM / Room 750

CLOSING ACTIVITIES

ACORN COMMENDATIONS FOR BEST PRESENTERS

Patricia Scott, PhD, University of Pennsylvania & Uhmms Corp

“Getting a squirrel to focus: Engage and Persuade Today’s Listeners” -by Pat Scott

A squirrel has an attention span of about 1 second on normal things, but when he has an acorn, his attention span increased to 4 minutes (about 23,900% increase). The average attention span of an adult today is about 8 seconds, so as presenters, we need to give our audiences an acorn. So Pat created the ACORN Communication Strategy. Each letter represents a tool to increase engagement.

A - Audience (focus on the audience and what they will get out of the speech)

C - Credibility (need personal or credentialed credibility)

O - Order of Message (put most important thing first)

R - Remember me (make it easy for the audience to access your message)

N - Need to Connect (use visualization to connect facts to meaning)

FAREWELL

Michael B. Goodman, Conference General Chair

W. Timothy Coombs, Conference Co-Chair

Conference Panel Underwriter

Peter W. Cardon, President, ABC - Association of Business Communication

Conference Proceedings Editor

Yan Jin, PhD, Grady College of Journalism and Mass Communication, University of Georgia, USA
Proceedings Editorial Assistant

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Conference Proceedings Assistance

Sarwat Zabeen

Conference Coordination and Volunteers

Lancia Yan

Ina Beilina

Agnese Gangadeen

Chia Yu Grace Hou

Gunel Ismailov

Sarwat Zabeen

Conference Award Sponsors

Jessi Schatz, *Corporate Communications: An International Journal*, Emerald Group Publishing Limited

Patricia Scott, PhD, University of Pennsylvania & Uhmms Corp

Conference Program Committee (in attendance¹) (reviewer²)

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Shui Duen Chan, EdD, The Hong Kong Polytechnic University, Hong Kong²

Wim Elving, PhD, *Corporate Communications: An International Journal*^{1 2}

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Sonja Verwey, PhD, University of Johannesburg, South Africa^{1 2}

Michael B. Goodman, PhD, CCI at Baruch College/CUNY^{1 2}

Lancia Yan, MA, CCI at Baruch College/CUNY¹

Panel Presenters

Helle Kryger Aggerholm

Helle Kryger Aggerholm is an associate professor of corporate communication at the Department of Management, Aarhus School of Business and Social Sciences, Aarhus University, Denmark, where she is also head of research section Corporate Communication. Her research examines the role of corporate and strategic communication in organizational change processes, strategy communication within a strategy-as-practice context, organizational communication, and language as social interaction. Her most recent work in these areas has been published in *Journal of Management Inquiry*, the *International Journal of Strategic Communication*, *Journal of Management Communication*, *Public Relations Review*, *Business Ethics: A European review*, and *Corporate Communication: An International Journal*.

Angela Bargenda

Angela Bargenda is a Professor in the Departments of Marketing and Communication and Management and Organizational Environment at ESCE International Business School in Paris. She holds a Ph.D. from City University of New York and a doctorate from Ecole des Hautes Etudes en Sciences Sociales in Paris. Her areas of specialty include organizational aesthetics, corporate architecture and art, corporate identity, heritage branding, and visual communication. She regularly contributes on these topics to international conferences and journals.

Chiara Basso

Chiara Basso is an experienced Italian journalist who successfully transferred her journalistic skills to public relations, corporate communications, and integrated marketing. She is currently working as marketing and communication manager at Luciano Moresco & Co., a company which imports high-end made in Italy menswear. She will graduate in June in the MA Corporate Communications program at Baruch College with a thesis on influencer marketing and male fashion. During her twelve years in journalism, Chiara had the opportunity to cover top economic and financial news, but also the most important events in politics, foreign affairs, lifestyle, and fashion, for high-end magazines and newspapers. In the seven years since she moved from Italy to New York, she has been working as a freelance correspondent from the U.S. for many national media outlets in Italy, from the most traditional ones, like radio and newspapers, to TV networks and websites. She also became one of the official bloggers for the Italian coffee company Illy. Chiara is proficient in four languages - Italian, English, German and French.

Jana O'Keefe Bazzoni, (Ph.D., 1983)

Jana O'Keefe Bazzoni worked in advertising at J. Walter Thompson and Doyle Dane Bernbach before pursuing an academic career. Jana is currently on fellowship leave from her position as Professor and Chair at Baruch College in the Department of Communication Studies. She is the author of a translation and commentary of *Natural Stories #1*, a play by Edoardo Sanguineti (*Guernica*, 1998) and coauthor of *Pirandello and Film* (University of Nebraska Press, 1995). She has published chapters in edited books--*International Perspectives on Business Communication: From Past Approaches to Future Trends*. (2002), *Pirandello e la sua opera*, (1997), and *A Companion to Pirandello Studies* (1991). Selected venues for articles include *Business Communication Quarterly*, *Corporate Communications: An International Journal*, *Communication Journal of New Zealand*, *Modern Drama*, *Pirandello Studies*, *Pirandello Society Annual*, *Forum Italicum*, *Rivista di Studi pirandelliani* and *Western European Stages*. She has given national and international presentations on corporate and intercultural communication, communication pedagogy at national and international conferences, such as the Association for Business Communication and Corporate Communication International.

Juliana Chia

Juliana Chia is a Communication Studies undergraduate at Wee Kim Wee School of Communication and Information, Nanyang Technological University in Singapore. She is in her penultimate year at NTU. This is her first time attending a conference, and she is grateful for such an opportunity.

Wim J.L. Elving

Wim J.L. Elving is professor of Sustainable Communication at the Hanze University of Applied Sciences, Groningen, the Netherlands and still member of the Amsterdam School of Communications Research (ASCoR). He has been leading Corporate Communication, an International Journal for 10 years as editor in chief. His research interest deals with CSR and Sustainability. He has written more than 100 articles, bookchapters, books, editorials, blogs etcetera on communicating change, communication management, CSR communication, social media, corporate communication and corporate branding. He has been member of the program committee of CCI for almost one decade.

Taina Erkkilä M.A.

Taina Erkkilä is a Doctoral Student in Corporate Communication at the Jyväskylä University School of Business and Economics. Her dissertation focuses on organizational listening in online and social media. Erkkilä has over twenty-five years experience in Communications. She has held executive and senior positions within energy, consumer packaging and automotive industries and worked for brands like Reebok, Huhtamaki and Nissan. She has developed communications and brand strategies, integrated strategies, and has experience in developing change programs, crisis and issues plans, public- affairs programs as well as internal and digital strategies. Most recently she headed Communications at Nissan in Nordic Europe.

Carlo Miguel Alfonso Francia

Carlo Miguel Alfonso Francia is a student under the Master of Mass Communication programme of the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. He is also currently a contributing editor for Wedding Essentials Magazine, the Philippines' leading bridal magazine. He is a former special lecturer at the Institute of Communication under the College of Liberal Arts and Sciences of Colegio de San Juan de Letran in Intramuros, Manila where he taught Creative Nonfiction and Introduction to Communication and Journalism. He also served as the adviser of the editorial board of The LANCE, the official student publication of Letran. He is also a part-time theatre producer, co-producing the critically acclaimed Maxie the Musicale in 2013 and Children's Plays for Adults in 2015, both under Bit by Bit Company. He has been a member of the Philippines Communication Society since 2014.

Eugene Ming-Yang Goh

Eugene Ming-Yang Goh is currently holding a managerial position in Headquarters, Republic of Singapore Navy (RSN). Having joined the RSN in 1998, he has held a range of appointments, including operational appointments on board RSN ships, as well as staff appointments in operations and intelligence. In 2015, Eugene attended the Goh Keng Swee Command and Staff Course, from which he graduated with a Distinguished Graduate award. Eugene graduated with a Bachelor of Engineering (Mechanical Engineering) degree from the National University of Singapore in 2003 but has since developed an interest in the field of communication. In 2013, he obtained a professional certificate in Public Relations and Mass Communication from the Institute of Public Relations of Singapore, and is currently pursuing a Masters in Mass Communication at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. He hopes to further his studies in Communication following the completion of his Masters programme.

T. Serra Gorpe

T. Serra Gorpe has worked as a public relations professional prior to joining the academia in 1999. She has a postgraduate degree in Public Relations (MSc) from Boston University/USA- School of Communication. She received her PhD degree in Public Relations and Advertising from Istanbul University. She started her academic life as full-time academic at Istanbul University, Faculty of Communication, Public Relations and Advertising Department. She teaches undergraduate and graduate

courses in marketing communications, social responsibility/ethics, international public relations, public relations campaign, crisis communications, intercultural communication, media management, international communication, and research methods. She is currently a visiting academic in the College of Communication at University of Sharjah in the United Arab Emirates (UAE). She worked in the College of Communication and Media Sciences at Zayed University's Dubai campus as well. (2013-2016)

Magnus Kristian Gregersen

Magnus Kristian Gregersen is a PhD student at the section of Corporate Communication at the department of Management, Aarhus University. Prior to his academic career, Magnus has worked with international business communication and brand consultancy. The working title of his PhD project reads: Challenging the typical conceptualization and management of Corporate Visual Identity: consistency and authenticity from a procedural perspective. His main areas of interests include corporate communication, corporate visual identity, corporate identity, organizational identity and management.

Jenny Zhengye Hou, PhD

Jenny Zhengye Hou is a Senior Lecturer in Public Relations in the School of Communication, Journalism and Marketing at Massey University, New Zealand. Jenny teaches both undergraduate and postgraduate classes including Public Relations Management, Risk and Crisis Communication, and Advanced Public Relations. Her research interest revolves around institutional theory and public relations, social media and crisis communication, strategic communication practices. Her work has been published in Public Relations Review, Journal of Business & Technical Communication, PRism and Organization Science. She also sits on the editorial board of Journal of Business Management, Anthropology & Sociology and PRism. Address: PO Box 756, Wellington 6140, New Zealand; Email: Z.Hou@massey.ac.nz

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Dr Mari Juntunen is a Senior Lecturer at the Department of Marketing, Oulu Business School, University of Oulu, Finland. Her research interests include branding and organizational change, which she has studied in different contexts; for example, small and medium-sized enterprises (SMEs), B2B, software, logistics and military forces. She has published in Journal of Business Research, Journal of Services Marketing, Journal of Brand Management, Marketing Intelligence and Planning, and International Journal of Physical Distribution and Logistics Management among others.

Abosede Ijabadeniyi

Abosede Ijabadeniyi is a doctoral candidate in the Department of Marketing and Retail Management, Durban University of Technology, South Africa. She has taught social sciences related courses both on the undergraduate and post graduate programs at the Pearson Institute of Higher Education and Durban University of Technology, South Africa. Her research interests are cross-cultural marketing communication and the intersection between Corporate Social Responsibility (CSR) and corporate marketing. She has successfully mentored, inspired and enhanced the academic performance of vulnerable learners through her passion for teaching and learning and has made significant contributions toward the positive change in attitudes and perceptions of CSR corporate identity communication of key manufacturing companies in South Africa. She has presented papers at both local and international conferences and has publications in internationally accredited journals and has won the Baruch College/CUNY ACORN award for best presentation. She is also passionate about empowering women smallholder farmers through her research into the business case for CSR in the manufacturing sector.

Natasha Ismail

Natasha Ismail is a graduate student currently pursuing a Masters in Mass Communication at the Wee Kim Wee School of Communication and Information, Nanyang Technological University. She previously graduated with a Bachelor in Business Administration (Honours) from the National University of Singapore. Natasha worked as an Assistant Manager in SHATEC, a hospitality school engaged in training students at the Diploma Level and adult learners in continuing education. She has developed and conducted curriculum for both groups and works closely with hotels, banks and government agencies to engage and improve training and education within Singapore's service sector. Prior to this Natasha worked as a Relationship Manager in The Bank of Tokyo-Mitsubishi, UFJ servicing listed Singapore

companies in their financing needs. Upon graduation, Natasha aspires to continue in the education industry and pursue academic research in corporate communications.

Gunel Alizade Ismailov

My global perspective towards life reflects having lived in multiple cultures and countries. Therefore my interest in cross-cultural communications and multicultural approach to leadership comes from personal experience. I proudly call myself a multicultural citizen of the world. I studied International Public Law, specializing in the implementation of international environment law and graduated from Moscow State University of International Relations. Passionate about modern art, I have worked as an interior decorator for an architect firm and as a freelancer in New York City. Later on I have discovered a passion for writing and public relations. I am currently a graduate student at Baruch College and work in public relations. Furthermore, I am fluent in Azerbaijani (my native language), Russian, Turkish and English, also conversational in French. Originally from Baku, Azerbaijan, I now reside in New York City with my husband and three children.

Yan Jin

Yan Jin (Ph.D., University of Missouri-Columbia) is an Associate Professor of Public Relations and Associate Director of the Center for Health and Risk Communication at the University of Georgia. Her research focuses on crisis communication, social media, and strategic conflict management. She has authored more than 50 peer-reviewed journal articles and 20 book chapters. She has presented over 100 research papers and received 14 top paper awards at national and international research conferences. Jin has been awarded AEJMC's Kriegbaum Under-40 Award. She is a member of the Arthur W. Page Society.

Matias Lievonen, MA

Matias Lievonen is a Doctoral Student in Corporate Communication at the Jyväskylä University School of Business and Economics. His research focuses on negative engagement and customer post-consumption behaviors in the online environments (e.g. negative electronic Word-of-Mouth). In addition to research related to customer emotions, experiences, and engagement behaviors online, Lievonen is also part of two research projects at the University of Jyväskylä. In the first project, he examines the variable impacts of online content marketing. On the other project, Lievonen concentrates on the critical incidents of customer emotional journey in the electronic commerce.

Randi London

Randi London is a 25-year communications veteran with experience in strategic communications, new business development, executive message training and counseling, as well as talent acquisition. She has held a variety of senior level positions at major NYC public relations agencies, including Edelman PR and Weber Shandwick. For the past three years, London has been educating the next generation communications professionals through her work as Adjunct Professor at William Paterson University. There, she guides students to improve their communications skills, showcasing real world public relations strategies and campaigns. London's research explores how students can best improve their strategic communications and career readiness skills. Her research project "Employer Perceptions and Employee Competencies: Are Employers Getting What They Want From Entry-Level Employees?" surveyed more than 100 HR professionals to examine the skills most important to employers. Randi holds a Masters in Professional Communication from William Paterson University and Bachelor of Science in Communications from Ithaca College.

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Vibeke Thøis Madsen is an external lecturer at Section of Corporate Communication, Department of Management, Aarhus University, Denmark. Her research interests are organizational communication, coworkers as strategic communicators, self-censorship, internal communication, internal social media and organizational identity. Her article is a spin off of her PhD her dissertation "Internal Social Media: A New

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Alessandra Mazzei

Alessandra Mazzei is Associate Professor at IULM University, Milan, Italy where she teaches Corporate Communication and Public Relations. At IULM University she is the founder and the scientific coordinator of the Working Group Employee Communication; the Director of the Master in Intercultural Communication; a member of the Faculty of the Doctoral Program in Communication and Markets. She has been Visiting Researcher at the Department of Communication Studies, Baruch College/CUNY and Visiting Professor at the Centre for Corporate Communication, Aarhus School of Business and Social Sciences, University of Aarhus, Denmark. She is as a member of the Advisor Board of CCI at Baruch College/CUNY and of the Editorial Board of Corporate Communications: An International Journal and International and Journal of Strategic Communication. She has been awarded with several scientific prizes.

Her primary research interests and publications focus internal communication and employee engagement, internal crisis communication, corporate communication, reputation and brand management, marketing ad communication for credence goods, communication planning and evaluation. She has worked as a business consultant and management education trainer.

Clarissa Muir

Clarissa Muir is a lecturer and also Head of Curriculum in the Department of Strategic Communication that forms part of the School of Communication at the University of Johannesburg. She lectures at both an undergraduate and postgraduate level in Strategic Communication. In the past, she has held a full-time lecturing position at the University of Pretoria and was the National Academic Navigator at Vega School of Brand Leadership. Her research primarily focuses on the state of the South African communication industry and the trends and issues currently faced by the industry. Furthermore, her research also deals with digital communication platforms and their role as strategic brand and business tools. Her work has been presented at both national and international conferences. Clarissa has been extensively involved in corporate training, workshops and research projects for brands such as ABSA, Discovery, Nampak, Nedbank, Netcare, Roche, SABC (South African Broadcasting Corporation), Ster-Kinekor and Vodacom (RSA and Democratic Republic of the Congo – DRC).

Anne Ellerup Nielsen

Anne Ellerup Nielsen, Ph.D. is professor of corporate communication at Aarhus University, Faculty of Business and Social Sciences. Her main areas of research are CSR communication, CSR and reporting, stakeholder dialogue, consumer relations, CSR in SME’s and in the supply chain. Her research is published in international journals e.g. Business & Society Review, Corporate Communication: An International Journal, Business Ethics: A European Review, Corporate Social Responsibility & Environmental Management, social Responsibility Journal, International Studies of Management and Organization and books published at Routledge, Sage

Vern Oakley

As the Founder, CEO, and Creative Director of Tribe Pictures, Vern Oakley has produced and directed films that drive high performance culture for the Global 1000 for over 30 years. He’s the author of the new book Leadership in Focus: Bringing Out Your Best On Camera, which helps business leaders convey their authenticity on camera.

Oluwayemisi Olomo

Yemisi is a doctoral student of Marketing at Lagos Business School, Nigeria. Her research interests include health branding, corporate branding, corporate communications and the intersection of the social media with marketing. Her hobbies include reading, creative writing, drawing, storytelling, jewelry making, traveling and singing.

Marie Angeline Pagulayan

Marie Angeline Pagulayan is a Master of Mass Communication student at Nanyang Technological University, Singapore. She received her bachelor’s degree in journalism with honors from the University of Santo Tomas in Manila, Philippines. She previously worked with the corporate communications department of General Electric, Philippines Inc. handling both internal and external communications. She also served as a segment producer for Lifestyle Network where she covered various events and interviewed some high-profile personalities including New York Times best-selling authors Mitch Albom and Ransom Riggs, CEOs of international brands, and local celebrities.

Roslyn Petelin

Associate Professor Roslyn Petelin teaches in the award-winning postgraduate program in Writing, Editing, and Publishing that she designed and established in 2000 at The University of Queensland (UQ). She has been the recipient of teaching excellence awards from UQ and the Australian Learning and Teaching Council and edited the Australian Journal of Communication from 1988–2013. She has co-authored two books, *The Professional Writing Guide: Writing Well and Knowing Why* (Allen & Unwin) and *Professional Communication: Principles and Applications* (Pearson), and, in 2016, published a new book *How Writing Works: A Field Guide to Effective Writing* (Allen & Unwin). She consults internationally on corporate and academic writing and, in 2014, designed a MOOC (massive open online course), WRITE101x English Grammar and Style, for the edX consortium of Harvard and MIT. The course, which has now had its fifth run, has attracted more than 480,000 students.

Perri Richman

Perri Richman, Vice President, Communications for Ingersoll Rand Business Units, helps the company’s eleven strategic business units incorporate internal and external communications into the way they operate their businesses. Her communications strategies are designed to integrate leadership, employee engagement, change management, and crisis communication—as well as new media and public and community relations—into a powerful instrument of improved business performance. Over her 20+ year career, Perri has held key internal and external communications and brand roles at American Standard, Trane, and Ingersoll Rand. She has also taught social media and new media at Kean University; and, as a communications consultant with Burson-Marsteller, she served Fortune 500 companies.

Yvette Sterbenk

Yvette Sterbenk has more than 20 years of experience in event planning, promotions, marketing communications, media relations and digital media management. From 2004-2015, she was the senior manager of communications at The Corning Museum of Glass, in Corning, NY, where she managed the museum’s international communications. Prior to this, she worked on consumer and technology accounts at agencies including BSMG/Weber Shandwick in Boston and in program and event planning at museums in New York City and New Hampshire. In 2015, Sterbenk became a tenure-track assistant professor of corporate communication at the Roy H. Park School of Ithaca College. She teaches classes in corporate communication, social media, public relations and event planning. Her research interests include reputation management and CSR, as well as new and emerging media for communication. Sterbenk holds a BA in Anthropology from Adelphi University and an MA in Integrated Marketing Communication from Emerson College.

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Márta KONCZOSNÉ SZOMBATHELYI is working for the Széchenyi István University in Hungary, as associate professor of the Department of Leadership and Organizational Communication. She wrote her PhD thesis (2006) in intercultural management (Linguistic and cultural infrastructure of foreign capital investment), and habilitated (2013) in Economics and Management Sciences (Aspects of strategic communication management). She teaches across a range of undergraduate and postgraduate courses, MBA and doctoral programs. Her teaching portfolio covers communication management, management competencies, organizational culture and leadership behaviour, public relations, PR activity planning,

management, intercultural communication, gender management, family businesses, and talent management. Founder, leader and organizer of HR and PR club of local Chamber of Commerce and Industry. As chair of Scientific Students' Associations at the University, she leads several projects related to skills, labour market, and talent management. Her most cited monograph is "Communicating cultures" (2008). E-mail: kszm@sze.hu

Christa Thomsen, PhD

Christa Thomsen is an Associate Professor at the Department of Management, School of Business and Social Sciences, Aarhus University, Denmark. Her research is within the area strategic/corporate communication and stakeholder relations, the focus being mainly on corporate social responsibility (CSR) strategy making, communication and branding in a national and international context. Rooted in this theoretical field and with an academic background in linguistics and communication, she has investigated (CSR) strategizing, communication, branding and reporting in large companies, Small and Medium-Sized Enterprises (SMEs) and cross-sector social partnerships (CSSPs). Her studies are based on qualitative data (written material, interviews, conversations, observations) combined with discourse and dialogue/interaction analysis and to some extent also on statistical data/surveys. Thomsen has made a special contribution by introducing linguistic and communication theory into the field of CSR and more recently Strategy-as-Practice. Her most recent research has appeared in international academic journals such as Corporate Communications: An International Journal, International Journal of Strategic Communication, Journal of Management Inquiry, Journal of Communication Management, Business Ethics: A European Review and Journal of Modern Accounting and Auditing.

Sonja Verwey

Prof Sonja Verwey is presently the Head of the School of Communication as well as Head of the Department of Strategic Communication at the University of Johannesburg. Prior to this she was Executive Director: Human Resources at the University of Johannesburg where her responsibilities included professionalizing the Human Resources function and acting as key change navigator through the renewal and re-design of the University of Johannesburg. While she was Head of the Department of Communication at the previous Rand Afrikaans University, she was seconded to act as strategic communication specialist and to manage the merger communication and re-branding process of the University of Johannesburg. She specializes in the field of organizational communication/ communication management and she obtained both her masters and doctorate in this field. She is past and present editor of *Communicare*, the Journal for Communication Sciences in Southern Africa, and serves on the editorial boards of several national and international journals. She also serves on the Advisory Board of Corporate Communication International. She is past president of the Southern African Communication Association. She has published various academic articles and is the editor/author of several chapters/ academic textbooks. She has taught across a broad range of communication disciplines at both local and overseas universities.

Jakob Wandel, E-MCC

Jakob Wandel is Head of Communication at Danish Maritime Officers, a trade union for officers in the Danish merchant fleet. He has 18 years of experience with corporate communication and management in political organizations and the private sector – the last 10 years on strategic level. He holds degrees in media production, business administration and journalism and has recently completed an Executive Master in Corporate Communication (E-MCC) from Aarhus School of Business and Social Science, Aarhus University, Denmark.

As Head of Communication at Danish Maritime Officers, Jakob was responsible for the organization's crisis management and communication during the longest hostage crisis in recent Danish history, in which two Danish maritime officers were held hostage in Somalia for 838 days from January 2011 to April 2013. In addition to this, he acted as media advisor for the captain's relatives during the hostage crisis, and after his release, for the captain himself.

Xiaoqun Zhang

Xiaoqun Zhang is an Assistant Professor in the Department of Media Arts at University of North Texas. He gained his first Ph.D. in management science and engineering from Tsinghua University, and his second Ph.D. in media studies from Bowling Green State University (BGSU). Dr. Zhang's research interests include media management and economics, media technology and policy, and the measurement of media coverage. His work has been recently published in *Communication Research, Journalism & Mass Communication Quarterly, Telematics & Informatics, Telecommunications Policy, Time & Society, Journalism Studies, Journal of Applied Journalism and Media Studies, and Corporate Reputation Review*. His work also gained four research paper awards from the Association for Education in Journalism and Mass Communication (AEJMC), and four research paper awards from the Broadcasting Education Association (BEA).

Conference Coordinator, Assistants and Volunteers

Lancia Yan, Assistant Director, CCI — Corporate Communication International at Baruch College/CUNY
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At CCI, Lancia, manages initiatives to further the CCI mission: including cultivating corporate sponsors/members/academic partners and developing corporate communication programs, events, forums and conferences. She also supports CCI's research efforts and manages global relationships with its stakeholders. Additionally, she coordinates professional development opportunities for Baruch College's M.A. in Corporate Communication.

Prior to CCI, she enjoyed multiple academic roles. Including managing several undergraduate programs fostering the intercultural and professional competence of students. Additionally, as an academic advisor, she assisted numerous undergraduate students from orientation to graduation. As a career counselor, she successfully developed competitive internship opportunities for students from diverse cultural backgrounds, adding multicultural skills and value to area businesses. In this role, she also acted as a liaison pairing qualified students with organizations, matching their skill set and professional interests. Since 2004, Lancia has taught undergraduate courses for the marketing, business and communications studies departments of several CUNY colleges, incorporating innovative 3D printer technology into course curriculum. Furthermore, she has served on the board of the Friends of the French Culinary Institute, raising funds for talented students at a first-rate culinary academy.

Lancia is an alum of Baruch College and holds B.A. and M.A degrees in Corporate Communication.

Ina Beilina

Ina Beilina is a recent graduate of Baruch College and holds a B.A. degree in Corporate Communication. Prior to Baruch, she completed a four-year program majoring in Voice at the State Music Conservatory of Jazz and Variety Arts in Moscow, Russia. Originally coming from Belarus, Ina has an international experience of understanding communication within a variety of cultures across Europe and America.

In the fall of 2016, Ina worked with VH1 Save The Music Foundation as a PR communication and research intern. She assisted this nonprofit organization with spreading awareness of the importance of music education and providing less fortunate children with the tools to excel in academics and in life.

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Ina gets enormous joy and gratification in communicating for individuals and organizations that have authentic intentions to make a positive change in the world.

Agnese Gangadeen's

Agnese Gangadeen is recent graduate of Baruch College with an M.A. degree in Corporate Communications. She also holds B.A. degrees in Psychology and Speech-Language Pathology, however her path led her to communication studies when upon receiving her Bachelor's degree she was invited to teach communications at Kingsborough Community College.

Agnese is an accomplished educator, lecturing courses in communication studies at various CUNY schools, primarily focusing on building effective and confident communicators. Her expertise is public speaking incorporating various presentation methods, as well as accent reduction and confidence building in speakers of English as a Second Language.

Agnese was the first to represent KCC as a finalist at CUNY wide speech competition. Coming from Latvia, she was also a representative of Latvia at a People's United Nations event and has been an active event coordinator at LativanUSA organization. Participating at annual receptions of the President of Latvia, upon request Agnese has provided in-depth analyses for improvements of the former President Berzin's speech addressing the United Nations.

Agnese's mantra is: 'Communication is a key to success' and she devotes her life to not only building effective communicators but also ensuring success to any endeavor she is part of.

ChiaYu Grace Hou

Grace is a graduate student currently pursuing a Masters in Corporate Communication at Baruch. She's originally from Taiwan, and have a background in Education for several years. From her previous professional experience, she concentrated on creating and maintaining an immersive learning environment for students from age 7-15. Her research interests include emotional branding and customer relationship management, to see how organizations utilize emotional attachments to build customer loyalty.

Gunel Ismailov

Gunel's global perspective towards life reflects having lived in multiple cultures and countries. Therefore her interest in cross-cultural communications and multicultural approach to leadership comes from personal experience. She proudly calls herself a multicultural citizen of the world.

She studied International Public Law, specializing in the implementation of international environment law and graduated from Moscow State University of International Relations. Passionate about modern art, she worked as an interior decorator for an architect firm and as a freelancer in New York City.

Later on Gunel discovered a passion for writing and public relations. She is currently a graduate student at Baruch College and working in public relations.

Furthermore, she is fluent in Azerbaijani (my native language), Russian, Turkish and English, also conversational in French. Originally from Baku, Azerbaijan, she now resides in New York City with her husband and three children.

Sarwat Zarbeen

Sarwat Zabeen is an international student from Bangladesh. She holds a Bachelor degree in Business Administration and now a candidate for the MA in Corporate Communications program at Baruch College.

Her range of experiences include local think tanks that promote good governance as well as global development networks such as United Nations Development Program (UNDP). She has also had an opportunity to work for the Foreign Office of the UK government where her responsibilities centered on marketing, PR and communications. In addition, she has done voluntary work as an active member of the Junior Chamber International (JCI) such as awareness raising regarding AIDS and books distribution for the well rounded development of the street kids. She wants to continue to pursue a career in international development or public diplomacy in future.

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CORPORATE COMMUNICATIONS

An International Journal

Corporate Communications: An International Journal addresses theory and practice arising from the awareness that corporate communication, as the name implies, lies at the heart of effective strategic management, planning and control. The journal recognizes the impact that new digital media technologies are having on news management and the monitoring and evaluation of corporate identity, organizational reputation and overall performance. Successful internal and external integration of corporate communication programmes involves all stakeholder groups and interested parties. Corporate advertising, public and media relations go beyond the gatekeeping functions of personnel development and marketing to embrace the interdisciplinary, strategic framework of corporate communication.

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CORPORATE COMMUNICATION INTERNATIONAL
at Baruch College/CUNY

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The mission of CCI - Corporate Communication International is to enhance the performance of corporate communication as a strategic management function; and to be the number one choice of both practicing professionals and scholars for information on corporate communication.

OBJECTIVES

To serve a:

- Bridge between theory and practice; bringing students, practitioners and scholars together to share information and ideas
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- Clearinghouse and integrator of knowledge from a variety of academic disciplines relevant to the theory and practice of corporate communication
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