CORPORATE COMMUNICATION INTERNATIONAL

A global center for information and knowledge on corporate communication

CONFERENCE ON CORPORATE COMMUNICATION 2014

June 3 – 6, 2014

The Hong Kong Polytechnic University

PROGRAM

Sponsored by Corporate Communication International at Baruch College/CUNY

Offered in association with *Corporate Communications: An International Journal*

Hosted by CCI – The Hong Kong Chapter, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University



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

Christina M. Genest, M.A., Conference Coordinator & Associate Director
CCI - Corporate Communication International at Baruch College/CUNY, USA

Daniel W.C. So, Ed.D., Conference Host & Founder, CCI – The Hong Kong Chapter
Department of Chinese & Bilingual Studies, The Hong Kong Polytechnic University

Valentina Chan, M.Sc., Conference Coordinator, CCI –The Hong Kong Chapter
Department of Chinese & Bilingual Studies, The Hong Kong Polytechnic University

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

Australian Journal of Communication and The Writing, Editing & Publishing Program, Faculty of English, Media Studies & Art History, The University of Queensland, Australia

Centre for Corporate Communication, School of Business and Social Sciences, Aarhus University, Denmark

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

Department of Strategic Communication, Lund University, Sweden

IULM University 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

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Welcome to Corporate Communication International
CONFERENCE ON CORPORATE COMMUNICATION 2014

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. and hosted by CCI – The Hong Kong Chapter, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University.

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*. Uhmms is the sponsor of the ACORN™ speaker commendations to be presented at the close of the Conference on Corporate Communication 2014.

Enjoy your visit to Hong Kong PolyU and Hong Kong!

In 1971 The Hong Kong Polytechnic was formally established with the mandate to provide professionally-oriented education to meet Hong Kong's need for professional manpower. On November 25, 1994, having gained approval from the University and Polytechnic Grants Committee for self-accreditation of its degree programs, the institution assumed full university status and had its name changed to The Hong Kong Polytechnic University.

In 2012/13, the total number of students at PolyU exceeded 32,000, of which more than 17,000 were enrolled in government-funded programs. Independent reviews, conducted by the University Grants Committee, confirmed PolyU's outstanding performance. PolyU has played an important role in the different stages of social and economic development of its community, helping to propel progress in Hong Kong, the Chinese mainland and the world.

CCI – The Hong Kong Chapter is sponsored by The Department of Chinese and Bilingual Studies (CBS). CBS formerly known as the Department of Chinese, Translation and Interpretation, was established in 1988. The department is one of the leading academic departments in Asia that studies Chinese and its interaction with English. It addresses real life language issues in a bilingual society. As a department with two undergraduate programs, six taught master programs, and a program for M.Phil. and Ph.D. students; CBS has worked hard to become an innovative pioneer in establishing academic programs that are underpinned by our research and which fulfill the demands of society. CBS established the first M.A. in Teaching Chinese as a Foreign Language in Hong Kong as well as the first Master of Speech Therapy in Hong Kong.

Enjoy all that Hong Kong has to offer and have a productive conference and a memorable stay.

Program Agenda

TUESDAY, JUNE 3

PRE-CONFERENCE WORKSHOPS

1:00 PM – 3:00 PM / G Core, 8th Floor, Room GH803
PRE-CONFERENCE WORKSHOP #1



Engaging Your Audience with Your Message and Your Slides

The purpose of this workshop is to understand and apply the elements necessary to create and deliver an engaging slide presentation. The ability to communicate data is a specialized communication skill. The communication strategy for using data is not just about deciding what content needs to be transferred. More importantly, it is about deciding what strategy will allow the audience to understand, remember, and have the ability to apply the information. In this workshop, we will focus not just on delivery, but also on how to use strategic communication to develop messages, so they are memorable and useful (not just a "data dump").

Workshop Objectives: At the end of the workshop, participants will:

- Distinguish the key elements of what makes successful vs. unsuccessful messages
- Understand the importance of and develop the skills needed to chunk information, determine a governing message and ensure that the message is relevant to the specific audience
- Compare and contrast the persuasive vs. narrative structures of speeches, so that even in short time frames the key points of the governing message are delivered
- Understand and practice techniques to help bridge what the learner already knows to the new information being received
- Learn the three V's (visual, vocal and verbal) and how they impact the audience perceptions of your presentation

Determine what characteristics of a speaker add to or detract from the quality of their presentation

Workshop Facilitator: Patricia Scott, Ph.D., *President and CEO, Uhmms*



Pat founded Uhmms as a communication consulting company specializing in teaching clients how to speak, lead and inspire by engaging your audience. Her specialty is teaching the tools and strategy to break through distraction to get your message heard. Her more than 15 years of corporate leadership experience - coupled with a Ph.D. in Communication; her role as lecturer in the Communication Program at the Wharton School, University of Pennsylvania; and her national best-selling book *Getting a Squirrel to Focus: Engage and Persuade Today's Listeners* - establishes her as a leader in the field of communication and provides her clients a unique blend of time-tested strategies and real-world application. Pat also serves on the advisory board of the MA in Corporate Communication at Baruch College/CUNY.

patscott@uhmms.com

PRE- CONFERENCE WORKSHOP #2

3:30 PM – 5:30 PM / G Core, 8th Floor, Room GH803



Creating Credibility in Your Academic and Corporate Writing

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.



Workshop Facilitator: Roslyn Petelin, *Associate Professor and Convenor, Writing, Editing and Publishing Program, The University of Queensland (UQ)*

In addition to convening the award –winning post-graduate program in Writing, Editing, and Publishing, Roslyn has been the recipient of teaching excellence awards from UQ and the Australian Learning and Teaching Council. She edits the *Australian Journal of Communication,* 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. She is currently preparing a MOOC (massive open online course) on Grammar under the edX banner of Harvard and MIT.

r.petelin@uq.edu.au

CORPORATE COMMUNICATION INTERNATIONAL
CONFERENCE ON CORPORATE COMMUNICATION 2014

Tuesday, June 3 – REGISTRATION & OPENING SESSION



6:30 PM – 7:00 PM / M Core, 16th Floor, Lobby
WELCOME RECEPTION & REGISTRATION

7:00 PM – 7:10 PM / M Core, 16th Floor, Senate Room (M1603)
WELCOME REMARKS
Daniel W. C. So, CCI – The Hong Kong Chapter, The Hong Kong Polytechnic University
Michael B. Goodman, Conference General Chair

7:10 PM – 7:55 PM / M Core, 16th Floor, Senate Room (M1603)
OPENING SESSION SPEAKER & DISCUSSION

Strategic Communication Continuum: Corporate Culture, Reputation, Issues, Crisis



Keynote Speaker: Michael B. Goodman, Ph.D. *Professor and Director of the MA in Corporate Communication at Baruch College, The City University of New York and Founder and Director, CCI Corporate Communication International*

Michael is also Visiting Professor of Corporate Communication at Aarhus University (Denmark), Bangkok University, Hong Kong Polytechnic University, and Universita IULM (Italy).

He has published widely, including most recently: *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.

michael.goodman@baruch.cuny.edu

8:00 PM – 9:30 PM / A Core, Ground Floor, Theatre Lounge
WELCOME DINNER

WEDNESDAY, JUNE 4

8:30 AM – 8:45 AM / Y Building, 3rd Floor, Lounge
REFRESHMENTS

8:45 AM – 9:30 AM / Y Building, 3rd Floor, Room Y301
PLENARY SESSION SPEAKERS & DISCUSSION

Challenges and Opportunities in Public Relations and Reputation Management for Chinese State-Owned Companies



Keynote Speaker: Hong Fan, Ph.D., *Professor, School of Journalism and Communication, Tsinghua University, China*

Hong was deputy chair of Foreign Languages Department before she joined the School of Journalism and Communication in 2002.

She received her MA in Applied Linguistics in English at Tsinghua University in 1988, and then started to work as lecturer at the Tsinghua University. During 1994-1997, she worked as the private secretary to the Chinese Ambassador to New Zealand. In 2005 she earned her Ph.D. in Cross-Cultural Communication at Oxford University, UK. During the academic year of 2007-2008, she was a visiting professor at Kean University in the US, where she taught Managerial Communication and Cross-Cultural Business Communication for their Global MBA program. In 2009, she was appointed as an adjunct professor of the Communication Department of Purdue University, USA. She was also invited by Tsinghua-INSEAD EMBA program to teach Cross-Cultural Communication course at INSEAD in France.

She is currently deputy director of the Academic Committee of China Public Relations Association (CPRA), academic director of Tsinghua Public Relations and Strategic Communication Institute, director of international programs of the National Research Centre for Cultural Industries at Tsinghua University, executive director of the Tsinghua-Ruder Finn CSR Program, and senior research fellow of the Research Centre for International Communication Studies of Tsinghua University.

Professor Fan's research and publications mainly concern cross-cultural communication, corporate communication, branding and image management, managerial communication, PR and Corporate Social Responsibility.

fanhong@tsinghua.edu.cn

Keynote Speaker: Randy Xiao, *Executive Director and Senior Researcher of the Institute of Public Relations and Strategic Communication at Tsinghua University, China*



Randy was also Vice President of DDB Beijing, an Omnicom group company, and earlier held senior management roles in other international communication groups.

He graduated from Taiwan Chiaotung University. In 1997 he began to host the business expansion for Ogilvy in the northeast China. Since then he has worked for many multinational companies and state-owned enterprises by providing them with professional solutions and strategies for marketing communication and branding. In 2012 he was invited by the Institute of PR & Strategic Communication of Tsinghua University to teach a Corporate Communication course to MA students as a field professional. He was also asked to join the Tsinghua branding team as a senior consultant in branding Chinese cities and companies overseas. Randy has frequently been invited to serve as a global judge for Ads Awards such as Effie China, MAA, and China Ad Fair.

Randy's professional expertise and research interests include corporate strategic communication, branding strategy, integrated marketing communication, and social media communication.

randyxiaothu@qq.com

Moderator: Doreen Wu, Ph.D., Associate Professor, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University

Sponsored by: Department of Chinese & Bilingual Studies, The Hong Kong Polytechnic University

Wednesday, June 4 - CONCURRENT SESSIONS -- #1

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y417
PANEL SESSION #1A: CORPORATE COMMUNICATION IN ASIA

Corporate Communication Practices and Trends in Hong Kong 2012 – 2014
Daniel W.C. So, Cindy S.B. Ngai, Patrick P. K. Ng, Doreen D. Y. Wu, Valentina Y.K. Chan, Rining Wei and Thomas C.F. Pang, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University, HONG KONG

A Comparative Study of Chinese and German Automobile Companies on Chinese Social Media
Sabine Einwiller, Department of Communication, Johannes Gutenberg-University Mainz, GERMANY and **Cindy S.B. Ngai**, Department of Chinese and Bilingual Studies, The Hong Kong Polytechic University, HONG KONG

Evangelist or Sensualist? Emotional Branding by Top Chinese Corporations on the Changing Internet Landscape of China
Doreen D.Y. Wu and **Wei Feng**, Department of Chinese and Bilingual Studies, The Hong Kong Polytechic University, HONG KONG

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y416
PANEL SESSION #1B: STRATEGIES FOR DIGITAL COMMUNICATION (1)

*Facial Expressions of Emotion: Identification on Big or Small Scree*n
Ernest Franklin Martin Jr. and Vivian Medina-Messner, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University, USA

Framing IT and Government
Annette Klarenbeek, Hanze University of Applied Sciences; **Tom Baitens** and **Jan Maessen**, EMMA Communicatie; Roel van Veen, Hanse University of Applied Sciences; and Baukje Stinesen, HU University, THE NETHERLANDS

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y415
PANEL SESSION #1C: INTERNAL COMMUNICATION (1)

Creating Organizational Conditions for Employees' Strategic Communication Behaviour: The Role of Listening Practices
Alessandra Mazzei and Luca Quaratino, Institute of Economics and Marketing, IULM University of Milan, ITALY

Multicultural Workplace: A Challenge to Internal Crisis Communication?
Silvia Ravazzani, Center for Corporate Communication, Department of Business Communication, Aarhus University, DENMARK

Understanding Employees' Work-related Social Media Use: An Extention of the Theory of Planned Behavior
Joost Verhoeven, Ward van Zoonen and Wim Elving, Amsterdam School of Communication Research, University of Amsterdam, THE NETHERLANDS

10:45 AM – 11:15 AM / Y Building, 3rd Floor, Lounge
MORNING BREAK

Wednesday June 4 – SPECIAL PANEL PRESENTATION



11:15 AM – 12:30 PM / Y Building, 3rd Floor, Room Y301
SPECIAL PANEL PRESENTATION # 1

Social Media and Crisis Communication*

Social Media's Value in Crisis: Channel Effect or Stealing Thunder?
Timothy Coombs, Nicholson School of Communication, University of Central Florida, USA; An-Sophie Claeys, KU Leuven University, BELGIUM and Sherry Holladay, Nicholson School of Communication, University of Central Florida, USA.

Digital Dialogue: Crisis Communication in Social Media
Øyvind Ihlen, University of Oslo, NORWAY and Abbey Levenshus, University of Tennesse, USA

Ethical Social Media Engagement in a Time of Crisis
Chung-ju Flora Hung-Baesecke, Department of Communication, Hong Kong Baptist University, HONG KONG and Shannon Bowen, School of Journalism and Mass Communication, USA

Corporate Social Media Spokesperson: Who should speak on behalf of the organization in times of crisis?
Ratna Damayanti, Stacey Anne Rodrigues, Samuel Chua, and Augustine Pang, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

*Panelists selected from the conference's Special Call for Papers: Social Media and Crisis Communication

Panel Moderators: Lucinda Austin, Assistant Professor of Strategic Communication, Elon University, USA and **Yan Jin**, Associate Professor, Richard T. Robertson School of Media & Culture, Virginia Commonwealth University, USA

12:30 PM – 1:30 PM / Communal Building, 5th Floor, PolyU Staff Club
LUNCH

Wednesday, June 4 - CONCURRENT SESSIONS -- #2

2:00 PM – 3:15 PM / Y Building, 4th Floor, Room Y417
PANEL SESSION #2A: CRISIS COMMUNICATION (1)

Communicating an Air Crash Tragedy on Weibo: A Conflict Communication Analysis of Asiana Airlines' Crisis Responses on Social Media
Yan Jin, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University, USA; **Cindy S.B. Ngai** and Wing Man Lee, Department of Chinese and Bilingual Studies, The Hong Kong Polytechic University, HONG KONG

Image Repair and Brand Recovery Strategy: Findus Nordic and the Horsemeat Scandal
Jesper Falkheimer and Mats Heide, Department of Strategic Communication, Lund University, Campus Helsingborg, SWEDEN

Brand Crisis Communication through Social Media: A Dialogue between Brand Competitors on Sina Weibo
Yan Wang, School of International Studies, University of International Business & Economics, CHINA

2:00 PM – 3:15 PM / Y Building, 4th Floor, Room Y416
PANEL SESSION #2B: SOCIAL MEDIA ISSUES (1)

Small Local Business on Facebook: An Initial Survey
Chyng-Yang Jang, Department of Communication, University of Texas at Arlington, USA

Social Media Crisis Preparedness of Organizations in Singapore
Christabel Reena David and Augustine Pang, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

Social Media ROI: A Qualitative Study on Social Driver's Journey in Creating New Industry Standards for Social Media Measurement
Candace P. Parrish, Virginia Commonwealth University, USA

2:00 PM – 3:15 PM / Y Building, 4th Floor, Room Y415
PANEL SESSION #2C: MANAGEMENT ISSUES

Corporate Communication in the Boardroom: The Presence of Chief Communication Officer on Top Management Teams
Irene Pollach, Department of Communication, Business, School of Business and Social Sciences, Aarhus University, DENMARK

Managing the CEO Image: Overexposed or Understated?
Ratna Damayanti, **Truda Yue-Ming Kwan**, **Janet Lim**, Cuili Ng, and Augustine Pang, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

Sisters Are Doin' It to Themselves: Examining Messages on Women and Leadership in Sheryl Sandberg's Lean In
Courtney Kurysh, Baruch College/CUNY, USA

3:15 PM – 3:45 PM / Y Building, 3rd Floor, Lounge
AFTERNOON BREAK & REFRESHMENTS

Wednesday, June 4 - CONCURRENT SESSIONS -- #3

3:45 PM – 5:00 PM / Y Building, 4th Floor, Room Y417
PANEL SESSION #3A: COMMUNICATION ISSUES

Legal Aid Decision Letters and Plain Language: Advice for the Vulnerable
Roslyn Petelin and Dorothy Proellocks, School of English, Media Studies, & Art History, The University of Queensland, AUSTRALIA

Successful Leadership in Complex, Emotional and Collaborative Situations: The Realities of Listening and Cognitive Depletion, and the Impact on Decision Making
Don R. Swanson, Dept. of Communication, Monmouth University, USA and Alan R. Ehrlich, The Center for Listening Disorders Research, USA

Vocal Variations and Sincerity: Using Human Bioacoustics (Voice Profiling) and Perceptions of Corporate Communicator Speech
Ernest Franklin Martin Jr., Richard T. Robertson School of Media and Culture, Virginia Commonwealth University and May Yan Chang, The Voice Analyst, USA

3:45 PM – 5:00 PM / Y Building, 4th Floor, Room Y416
PANEL SESSION #3B: GLOBAL ETHICAL ISSUES

Dehistoricizing Hong Kong: Memory Crisis and Communication
Danny W.K. Chan, Hong Kong Community College, The Hong Kong Polytechnic University, HONG KONG

How Crisis Managers Define Ethical Crisis Communication Practice: Identifying Organizational Factors that Influence the Adoption of Ethical Stances
Yan Jin and Joshua Smith, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University, USA and **Augustine Pang**, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

Wednesday June 4 – CONFERENCE WORKSHOP



3:45 PM – 5:45 PM / Y Building, 4th Floor, Room Y404
CONFERENCE WORKSHOP #1

Meeting the Challenges of Communicating Complex and Conflicting Global Issues

The complexity of communications has grown exponentially:

- The missing plane that becomes a mystery sparks a global debate over terrorism, passport control and international air traffic regulations.
- A crisis in the Ukraine not only develops into an international diplomatic crisis, it impacts the Paralympics within a few days of a successful Olympics in Russia.
- While Nigeria is Africa's most populous nation and its oil fields promise greater growth in the continent's second largest economy, violence in Nigeria's central region remains deadly and it is largely ignored.

In these complex issues, where organizations both look to the risks and opportunities involved, what do individuals do to protect their reputations? What do corporate sponsors do to preserve their support yet demonstrate to their shareholders and clients they are consistent with their "messaging," – who are they and what to they authentically believe and practice? And how do NGOs ensure their missions remain on track and their supporters back them as conflicts tear apart at their ideals?



Workshop Facilitator: Stephen K. Dishart, *President of Dishart Communications and Crisis Management Consultants, LLC*

Steve is a 30-year veteran of news media and corporate communications leadership. Today, he is a regular guest speaker on the subject of organizational communications. Dishart developed a course for Baruch, City University of New York, titled, "Counseling the Corporation," which examines the issues that stress organizations at the highest levels and can lead to stock price fluctuations and determine company success or failure.

During his 30-year career, Mr. Dishart served as the head of communications for a Fortune 200 company and a Fortune 500 company. He has been involved in some of the most intense issues to impact our financial landscape in the past decades. From the crisis of 9/11, where Steve led Swiss Re's management of crisis communications and subsequent litigation, to leading communications on many mergers and acquisitions, hostile takeovers, CEO successions and financial crises. He has been at the helm of his organizations' efforts to get the message right and to protect and enhance its reputation.

sdishart@dishartccmc.com

Working Session: In this two-hour workshop, participants will join in a discussion of the complex environment of communications and discuss ways to manage the intersections where missions, goals and objectives become conflicted with reality. The case study to be used in this session involves hydraulic fracturing, the latest technique in reaching previously unavailable natural gas supplies, but risks water purity. Meanwhile, the potential of "fracking" may shift the balance of energy suppliers across the globe and create financial success for producers. Further, natural gas is seen as 'cleaner burning' than coal, yet increased pipelines, new shipping facilities and more infrastructure will be required to transport the fuel. That's good for many businesses and especially employment, but what will it mean for the future of renewable resources? The future of a carbon-free world? And the earth?

The questions are endless on this topic and the stakeholders are virtually everyone on the planet when it comes to energy and water supply. Taking a position today may be impacted by multinational issues of tomorrow. Our exercise will expose these conflicts and challenge participants to reach reasonable solutions between stakeholders.

THURSDAY, JUNE 5

8:30 AM – 8:45 AM / Y Building, 3rd Floor, Lounge
REFRESHMENTS

8:45 AM – 9:30 AM / Y Building, 3rd Floor, Room Y301
PLENARY SESSION SPEAKER & DISCUSSION

Engaging Stakeholders in a Liberalizing Environment: Are Corporations on a Collision Course with Affected Publics in Increasingly Affluent Asia?



Keynote Speaker: Glenn Schloss, *Head of Corporate & Public Affairs, Golin/Harris, Hong Kong*

Glenn has a decade of experience as a corporate communications adviser to senior executives which builds on his 15-year award-winning career in journalism. He has provided counsel to a broad range of blue-chip multinational and Asian companies including those from the financial, energy, technology, healthcare and FMCG sectors as well as leading conglomerates.

Glenn has steered coverage of leading corporates and their top executives in global publications and international television networks as well as online media. As an experienced crisis and issues management practitioner, he is also called on to keep companies out of the media. This involves close monitoring of emerging threats across Asia based on a deep understanding of the political and NGO environments.

Glenn has consulted to a diverse portfolio of clients including AIA, HSBC, CIGNA, Chevron, Merck, Deloitte, DLA Piper and Asian companies with diversified operations. He has also worked with governments and senior officials in the region.

His background in consulting and journalism over the past 17 years based out of Hong Kong provides strong insights into Asian political/social issues and their impact on business. While at the *South China Morning Post*, Glenn won a number of awards including the Amnesty International/Foreign Correspondents Club Human Rights Press Awards, and the Newspaper Society of Hong Kong's Award for Best General News Story. As a former investigative journalist and features writer, Glenn retains a passion for writing.

Prior to joining Golin/Harris, Glenn was Regional Director, Corporate Communications, Asia Pacific, and Deputy Managing Director, Hong Kong, at Hill+Knowlton Strategies. He worked in Australia as a political and diplomatic correspondent in Canberra's National Press Gallery writing for News Corporation newspapers.

Glenn holds a Bachelor of Arts from The University of Queensland, where he studied government and international relations. He is a member of the Hong Kong Football Club, where he plays rugby.

glenn.schloss@golinharris.com

Moderator: Michael B. Goodman, Ph.D., CCI Director

Thursday, June 5 - CONCURRENT SESSIONS -- #4

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y417
PANEL SESSION #4A: CORPORATE RESPONSIBILITY (1)

The Multinational Mining Corporations, Host Communities and Corporate Social Responsibilities: A Quest for a New Approach
Gibson Godwin and **David Haruna Mrisho**, Department of Public Relations and Advertising, St. Augustine University of Tanzania, & Hon. Lazaro Nyalandu (MP), TANZANIA

Shareholders and Managers: Who Cares More about Internal Corporate Social Responsibilities?
Yixi Ning, School of Business Adminstration, University of Houston - Victoria & Jaesub Lee & Zhiwen Xiao, School of Communication, University of Houston, USA

Global Expectations, Influences and Means for Communicating Integrated Non-Financial Reporting
Deborah Rolland, Department of Communication Studies, Unitec Institute of Technology, NEW ZEALAND and **Jana O'Keefe Bazzoni**, Department of Communication Studies, Weissman School of Arts & Sciences, Baruch College/CUNY, USA

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y416
PANEL SESSION #4B: BRANDING AND ADVERTISING ISSUES

AP Stands for 'Associated Press': Defining the Success of the World's Oldest Media Company's First Rebranding
Hal Hilliard, Associated Press, USA

The Evolution of Corporate Visual Identity: The Case of Chinese Heritage Brands
Chaoyuan Li, Department of Chinese and Bilingual Studies, The Hong Kong Polytechic University, HONG KONG

User Generated Brand Risk within Communities of Affinity of South African Cellular Service Providers
Sonja Verwey and Clarissa Muir, Department of Strategic Communication, University of Johannesburg, SOUTH AFRICA

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y415
PANEL SESSION #4C: CORPORATE IDENTITY

Building a Unique Online Corporate Identity of Korean Companies
Rabiah Adawiah Abu Seman, UCSI University, MALAYSIA and **Zulhamri Abdullah**, Centre of Entrepreneurial Development & Graduate Marketability, University Putra Malaysia, MALAYSIA

Corporate Communication Incorporated: A Study of the Perceptions of Corporate Communication among Danish Museum Professionals
Anna Karina Kjeldsen, Center for Corporate Communication, Department of Business Communication, School of Business and Social Sciences, Aarhus University, DENMARK

*Telemarketing: The Effective Communicative Strategy of the Promotion of Innovative Banking Products and Services in the Intercultural Environment of Kazakhsta*n
Sholpan Kairgali, ID Drive Innovative Training Center, N. Zhagiparov & I. Yespenbetova, Kazkommertsbank JSC, KAZAKHSTAN

9:30 AM – 10:45 AM / Y Building, 4th Floor, Room Y404
CONFERENCE PROGRAM REVIEWERS MEETING

10:45 AM – 11:15 AM / Y Building, 3rd Floor, Lounge
MORNING BREAK

Thursday, June 5 – SPECIAL PANEL PRESENTATION

11:15 AM – 12:30 PM / Y Building, 3rd Floor, Room Y301
SPECIAL PANEL PRESENTATION #2:

The Corporate Communication Process and Environment in Hong Kong: A Descriptive and Theoretical Analysis with Comparisons with other Asian Countries

Panelists:

Bertha Du-Babcock, *Associate Professor at City University of Hong Kong and Vice President Asia and the Pacific for ABC – Association for Business Communication.*

Bertha received the Kitty O Locker Outstanding Researcher Award in 2008, the Meada Gibbs Outstanding Teaching Award in 2004, the Outstanding Article Award in the *Journal of Business Communication* in 2007, and the Outstanding Article Award in the *Business Communication Quarterly* in 2001. In 2007, Dr. Du-Babcock organized the ABC's 7th Asia-pacific International Conference with the theme of "Professional Communication: Globalizing the local and localizing the global". One hundred and twenty participants from 15 countries and three continents attended. She has been published in various international refereed journals including: *Journal of Business Communication, Management Communication Quarterly, Business Communication Quarterly, English for Specific Purposes Journal, Journal of Asia-Pacific Business, Journal of Asia-Pacific Communication, and Intercultural Communication Studies*.

enbertha@cityu.edu.hk

Estrid Wai, *Principal, Green PR Limited*

For 18 years, Estrid has championed the communications, marketing and sustainability efforts for Ogilvy Public Relations, Business Environment Council, Ericsson China, Swire Properties, First Pacific Company, and Lippo's Across Asia. Most recently, she served Ogilvy Public Relations Worldwide as Chief Counsel of Ogilvy Earth responsible for business planning and outreach development. Prior to joining Ogilvy PR, she was Head of Communications and Marketing of Business Environment Council, having revitalized its corporate face, new website, fundraising strategy, membership affairs, media relations in addition to its intensive events and training schedule including its Eco Products Award and Enviro Series conferences.

estridw@greenpr.com.hk

Desmond Marshall, *Managing Director at Rouge Luxury International, Hong Kong & China*

Desmond is a 20-year veteran in the China and Asia Pacific markets. He has been working with various Fortune 500 companies (e.g. Rolls Royce, Ralph Lauren, JP Morgan, etc.) from sales and marketing to strategic C-level roles, mainly focusing on luxury industries and VIP clientele. His vast worldwide experience and long term operations in tier 2-3 cities in China has helped companies expand into China's affluent world,

developing practical CRM strategies for sales and providing strategic advice for CEOs and high level executives. He is fluent in English and Chinese.

desmond@RLSCLUB.com

Panel underwritten by: ABC – Association for Business Communication

12:30 PM – 1:30 PM / Communal Building, 5th Floor, PolyU Staff Club
LUNCH

1:40 PM / Logo Square, beside M Core
CCI CONFERENCE 2014 GROUP PICTURE

Thursday, June 5 - CONCURRENT SESSIONS -- #5

2:00 PM – 3:15 PM / Y Building, 4th Floor, Room Y417
PANEL SESSION #5A: COMMUNICATION THEORY

Nature and Impact of Strategic Corporate Communication in Indian Service Sector Organizations
Mala Sinha, Faculty of Management Studies and **Perveen**, PGDAV College, University of Delhi, INDIA

Towards a Strategic Communication Paradigm: An Analysis of the South African Communication Industry
Sonja Verwey and Andrea Crystal, Department of Strategic Communication, University of Johannesburg, SOUTH AFRICA

Public Relations Media Uses for Public Participation Building of Southern Rajabhat Universities in Thailand
Methawee Kaeosanit, Faculty of Management Sciences, Nakhon Si Thammarat Rajabhat University, THAILAND and Jamilah Ahmad, School of Communication, Universiti Sains Malaysia, MALAYSIA

2:00 PM – 3:15 PM / Y Building, 4th Floor, Room Y416
PANEL SESSION #5B: CASE STUDIES

Repurposing American History: Steel Production Ends in Bethlehem, Pennsylvania: A Case Study
June West, Darden School of Business, University of Virginia, USA

Communication Gaps in Public Policies Implementation: A Case Study in the Secretary of Education, State of Minas Gerais, Brazil
Gilmar J. Santos, Faculty of Administration and Accounting Sciences, The Federal University of Juiz de Fora and Aliza G.A. Amorim, Secretary of Education, State of Minas Gerais, Brazil, BRAZIL

2:00 PM – 3:15 PM / Y Building, 4th Floor, Room Y415
PANEL SESSION #5C: REPUTATION MANAGEMENT ISSUES

Corporate Response to Potential Reputation-Damaging Incidents
Roger W. Hutt, Arizona State University, USA

Reputation Repair: Rebranding as a Strategy
Kelley Bertoli, Department of Communication Studies, Weissman School of Arts & Sciences, Baruch College/CUNY, USA

Perceptions of Thanks in the Workplace: Use, Effectiveness, and Dark Sides of Managerial Gratitude
Crystalee Beck, Social Community Manager, MarketStar Corporation, Susan Hafen and Sheree Josephson, Communication Department, Weber State University, USA

3:15 PM – 3:45 PM / Y Building, 3rd Floor, Lounge
AFTERNOON BREAK & REFRESHMENTS

Thursday, June 5 - CONCURRENT SESSIONS -- #6

3:45 PM – 5:00 PM / Y Building, 4th Floor, Room Y416
PANEL SESSION #6A: INTERNAL COMMUNICATION (2)

Are We Overloading Employees?
Vanessa Marcié, BondPR, UK

Information versus Relationship: Dominant Factor of Employee Engagement. The Uses of Exploratory Factor Analysis as Evidence in Indonesia
Rino F. Boer and Novi Yanti, The London School of Public Relations Jakarta, Indonesia, INDONESIA

Role of Internal Communication in Building Sports Commitment: A Survey of Indian Cricket Players
Neha Sharma, Faculty of Management Studies, Dehradun Institute of Technology; **Navodita Ahuja (Mishra)** and T.J. Kamalanabhan, Department of Management Studies, Indian Instittue of Technology Madras, INDIA

3:45 PM – 5:00 PM / Y Building, 4th Floor, Room Y415
PANEL SESSION #6B: SOCIAL MEDIA ISSUES (2)

Engaging in the Aftermath: An Exploration of the Post-Disaster Role and Use of Organizational Social Media in Joplin, Missouri
Rowena L. Briones, Richard T. Robertson School of Media and Culture, Virginia Commonwealth University, USA and Abbey Blake Levenshus, University of Tennessee, USA

Understanding Fast Diffusion of Information in the Social Media Environment: A Comparison of Two Cases
Boyang Zhang, Department of Communication, University of Jyväskylä; Alexander Semenov, Department of Mathematical Information Technology, University of Jyväskylä; Marita Vos, Department of Communication, University of Jyväskylä and Jari Veijalainen, Department of Computer Science and Information Systems, University of Jyväskylä, FINLAND

Building Effective Media Relations with Social Media Influencers
Augustine Pang, **Elizabeth Yingzhi Tan**, **Truda Yue-Ming Kwan**, **Rachael Song-Qi Lim**, and Priyanka Bhardwaj Lakhanpal, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

Thursday, June 5 – CONFERENCE WORKSHOP



3:45 PM – 5:45 PM / Y Building, 4th Floor, Room Y404
CONFERENCE WORKSHOP #2

Why Storytelling Still Works

Why is storytelling—the oldest form of persuasive communication—now the hottest trend in organizational communication? Because it works. It is in our nature to connect with other's experiences, and storytelling can help put the blinding pace of organizational change into context. In this workshop, John Santoro, the senior speechwriter for the global biopharmaceutical firm, Pfizer, will address the latest trends in storytelling, provide counsel on the use of stories in this age of instantaneous connections, and draw on the storytelling heritage of Chinese culture to provide lessons relevant to modern business. This workshop is recommended for those engaged in corporate communications, including change communication.



Workshop Facilitator: John P. Santoro, *Executive Speechwriter, Pfizer*

In his 24 years with Pfizer, John has served many of the company's leaders as a speechwriter and communications counselor. He was also head of employee communications for the company from 2005 to 2007. Currently, he works most frequently with Pfizer's Chief Medical Officer, Dr. Freda Lewis-Hall, who is the "face of the company" to the general public. In this role, he helps develop communications strategy as well as engaging content, ranging from high-level speeches to opinion leaders to scripts for guest appearances on television shows such as "The Doctors" and "Rachel Ray."

John began his career in 1975 with the communications consulting firm Brecker & Merryman, where his clients included Merck, Honeywell, Chevron, Ford, Caltex Pacific Indonesia, and the New York City Police Department. In 1990, he joined Warner-Lambert as head of HR communication and then became principal speechwriter for two CEOs there. In 2000, he joined Pfizer with that company's acquisition of Warner-Lambert. He has been widely acknowledged as one of the nation's best corporate speechwriters and has won a number of Cicero Awards for his work.

He is a speaker and writer on corporate communications issues, as well as an Adjunct Professor at Seton Hall University's graduate program in Strategic Communications Leadership.

John holds a B.A. in Political Science from Dickinson College and a master's degree in Corporate and Public Communications from Seton Hall. He serves as a trustee for The Compassionate Friends Foundation, which addresses the needs of families dealing with the loss of a child, and is on the board of the Paula Rosina Santoro Foundation, which funds research into pediatric Cushing's Syndrome, along with a variety of other charitable endeavors.

john.santoro@pfizer.com

6:30 PM – 8:30 PM / Choi Fook Restaurant, Shop 858, The Metropolis Arcade, 6 Metroplis Drive, Hung Hom
CONFERENCE AWARDS DINNER: ANNOUNCEMENT OF BEST PAPERS

Michael B. Goodman, Conference General Chair

FRIDAY, JUNE 6

8:30 AM – 8:45 AM / Y Building, 3rd Floor, Lounge
REFRESHMENTS

8:45 AM – 10:00 AM / Y Building, 3rd Floor, Room Y301
PLENARY SESSION SPEAKER & DISCUSSION

The Power of #Moments - Redefining Marketing in the Age of Real-Time

As Rory Sutherland said, “today’s brands don’t have target markets, they have target moments”. As news, events, and people now operate in real-time, brands need to adjust their marketing strategy and go to market approaches to be a lot more nimble, agile, and responsive in the moment. So what exactly is “real-time marketing”?

- Is real-time marketing, marketing performed "on-the-fly"?
- What are ways that brands can build a moments framework to operate in real-time without chaos?
- How can brands develop dynamic 'just-in-time' decision making to increase customer interactions and satisfaction?
- What brands have cracked real-time marketing and can show the way in terms of best practice



Keynote Speaker: Frederique Covington, *International Marketing Director, APAC, India, Middle East & Africa, Canada, Twitter*

Born in France and raised in the UK, **Frederique** (who goes by 'Freddie') joined Twitter in January 2014 as the Marketing Director for the International markets covering APAC, India, Middle East, Africa and Canada.

Previously, Freddie was a Senior Director at Microsoft where she was the Central Marketing Organization Lead for Asia-Pacific. In this role, she developed the regional marketing strategies for all of the company's offerings across commercial and consumer audiences. In her role, she headed up the Asia-Pacific community of CMOs in the region providing region-wide marketing talent management, marketing campaigns, governance, marketing excellence, and marketing planning, execution and measurement supporting Microsoft devices and services. Prior to this role, Freddie held a position as the Director of Marketing Communications within Microsoft's Consumer & Online (C&O) business where she developed marketing communications strategy and programs to build perception and market share for Microsoft Consumer and Online properties (e.g. MSN, Bing, Hotmail, Windows Live, IE, etc.).

Prior to joining Microsoft, Freddie was with the Ogilvy Group, where she held numerous leadership positions, most recently running its operations in Asia as Managing Partner of Bates141. Leading a 30-strong strategic planning community, Freddie successfully strengthened the agency's credentials and thought leadership profile across the region. As a core member of the management team, she oversaw all of the agency's key clients such as Sony, Dell, Samsung, Virgin Mobile, HSBC, Heineken and Avon.

Before her return to Ogilvy in 2003, Freddie served as Director of Strategy with DMB&B. During her four-year tenure, she drove insight-driven strategic leadership while championing innovative and fresh ideas for major iconic brands such as Philips, Procter & Gamble, Toys "R" Us and Moët & Chandon.

Freddie's career began in New York, at a consulting firm where she conducted strategic planning and quantitative research. She entered the advertising ranks of Young & Rubicam on Madison Avenue in 1996.

A veteran and proven leader in her field, Freddie's long career in marketing is punctuated by a multitude of awards. In 2013, Freddie received the Golden Globe Tigers award for the 50 Most Talented CMOs Worldwide. In 2012, she received the Microsoft Marketing & Operations Leadership Award and the Internationalist of the Year Marketing Award recognizing global marketers with the highest cultural affinity. In 2009, she was the recipient of two Atticus Awards, including the Grand Prix, the highest honour for best thinking across WPP companies. Her campaigns for leading brands such as AT&T, Cisco and Nokia, garnered multiple EFFIEs, which recognize marketing effectiveness.

Freddie holds a Master of Business Administration (MBA) from the Sorbonne University in Paris, France. She is a proud supporter of the charity Room to Read, UN Women and resides in Singapore with her husband, two children and their dog Sky.

freddiecovi@twitter.com

Moderator: TBA

Speaking on behalf of Frederique Covington as of May 26, 2014:



Lisa Wang is part of Twitter's Emerging Markets team in Singapore. She has been at Twitter for three years, starting at headquarters in San Francisco and relocating to Singapore this past January to join the Sales Operations team, which supports and manages Twitter's business in APAC. She graduated from UC Berkeley where she studied Economics and French.

lisawang@twitter.com

10:15 AM – 10:15 AM / Y Building, 3rd Floor, Lounge
MORNING BREAK

Friday, June 6 - CONCURRENT SESSIONS -- #7

10:15 AM – 11:00 AM / Y Building, 4th Floor, Room Y416
PANEL SESSION #7A: CORPORATE RESPONSIBILITY (2)

Communication of Corporate Social Responsibility on the Internet: A Case Study of Omani Local Banks
Intisar Said Ali Al Sawwafi, Ibri College of Applied Sciences, OMAN

Getting CSR Communication Fit: A Mixed Methods Study of Strategically Fitting Cause, Consumers and Company in Corporate CSR Communication
Line Schmeltz, Centre for Corporate Communication, Department of Business Communication, School of Business and Social Sciences, Aarhus University, DENMARK

10:15 AM – 11:00 AM / Y Building, 4th Floor, Room Y414
PANEL SESSION #7B: CRISIS COMMUNICATION (3)

Seizing the Moment: Social Media, Protests and Crisis Communication in the Jill Meagher and Jyoti Singh Pandey Cases
Amiso M. George, Texas Christian University, USA and **Cathy Farrell**, Swinburne University of Technology, AUSTRALIA

When a Pandemic Strikes: Toward the Social Media Pandemic Communication Model
Wei Lim, **Norshima Binte Abdul Aziz**, **Rachael Song-Qi Lim**, **Elizabeth Yingzhi Tan** and Augustine Pang, Wee Kim Wee School of Communication and Information, Nanyang Technological University, SINGAPORE

Friday, June 6 – CONFERENCE CLOSING SESSION

11:00 AM – 11:45 AM / Y Building, 3rd Floor, Room Y301
CLOSING ACTIVITIES

CCIJ UPDATE & PAPER SUBMISSIONS
Augustine Pang, Regional Editor, ASIA
Michael B. Goodman, Regional Editor, USA

ACORN COMMENDATIONS FOR BEST PRESENTERS
Chris Hart, Emerald Group Publishing Limited
Patricia Scott, Uhmms & Conference Program Committee

CONFERENCE RECOGNITION AWARDS
Michael B. Goodman, Conference General Chair
Christina M. Genest, Conference Coordinator

Conference Underwriters
ABC - Association of Business Communication
Bertha Du-Babcock, Vice President Asia and the Pacific, ABC – Association for Business Communication
City University of Hong Kong
Pfizer Inc
John P. Santoro, Executive Speechwriter, Pfizer Inc

Conference Proceedings Editorial Assistance
Roslyn Petelin, Writing, Editing & Publishing Program, The University of Queensland

Conference Award Sponsor
Patricia Scott, Uhmms

Conference Program Committee (in attendance)
Jesper Falkheimer, Lund University, Sweden; **Roger Hutt**, Arizona State University, USA; **Yan Jin**, Virginia Commonwealth University, USA; **Alessandra Mazzei**, IULM University of Milan, Italy; **Augustine Pang**, Nanyang Technological University, Singapore; **Roslyn Petelin,** University of Queensland, Australia; **Pat Scott,** University of Pennsylvania & Uhmms Corp., USA; **Daniel W.C. So,** The Hong Kong Polytechnic University, Hong Kong; **Don Swanson,** Monmouth University, USA

Conference Host
Daniel So, Valentina Chan, Cindy Ngai, Doreen Wu, **Patrick Ng, and Wilson Yip,** CCI – The Hong Kong Chapter, Department of Chinese and Bilingual Studies, The Hong Kong Polytechnic University

FAREWELL
Daniel So, Conference Host, CCI – The Hong Kong Chapter
Michael B. Goodman, Conference General Chair

12:30 PM – 2:30 PM / Communal Building, 5th Floor, PolyU Staff Club
CCI ADVISORS MEETING & LUNCHEON

Panel Presenters & Paper Authors

Rabiah Adawiah Abu Seman
rabiah@ucsiuniversity.edu.my, *rabiah.adawiah@gmail.com*

Rabiah is a lecturer in marketing communication in the Mass Communication Department, UCSI University's (Malaysia) Faculty of Social Science and Liberal Arts, where she teaches branding, media planning, consumer behavior and advertising. Rabiah completed her Master in Corporate Communication at Universiti Putra, Malaysia and holds a degree in advertising from Multimedia University, Malaysia. Her research interest concerns areas of corporate reputation, corporate branding, Word Of Mouth (WOM), corporate identity, corporate leader's speech, M&A and consumer behavior. She is currently involved in a multi-disciplinary research project regarding consumption of pharmaceutical products.

Intisar Said Ali Al Sawwafi
intisar.ibr@cas.edu.om

Intisar earned a Bachelor in English from Rustaq College of Education, Oman and a Master in Professional Communication and Public Relations from the University of Queensland, Australia. She is currently a Communication Academic Assistant at Ibri College of Applied Sciences, Oman. She teaches courses in communication, public relations, and interpersonal skills.

Amiso M. George, Ph.D., APR, Fellow PRSA
a.george2@tcu.edu

Amiso is an associate professor and chair of the Strategic Communication Division at the School of Journalism and Strategic Communication at Texas Christian University (TCU), Fort Worth, Texas. She is a former director of the Strategic Communication graduate program, also at TCU, where she coaches the award-winning PRSSA Bateman team. Amiso was former director of the Public Relations program at the Reynolds School of Journalism, University of Nevada, Reno, where she developed and taught the first course in crisis communication. She was a visiting professor of strategic communication at Swinburne University of Technology, Melbourne, Australia, in 2012. Before entering academia, Amiso worked as a journalist and freelance broadcaster in radio and television at Nigerian Television Authority and Voice of America (Africa Service). She also served as a consultant for C-SPAN-Television, Washington, D.C. In addition to journal articles and book chapters on crisis communication, she is the co-editor of *Crisis Communication: An International Perspective on Hits and Misses* (Routledge/Taylor Francis, 2012) and *Race, Gender and Other Minorities: Readings for Professional Communicators* (Cognella, 2012). She consults in risk and crisis communication.

Lucinda Austin, Ph.D.
laustin@elon.edu

Lucinda is an assistant professor of strategic communications at Elon University, where she teaches courses in health communication, strategic communication campaigns, strategic writing, and communications research. Her research focuses on social media's influence on strategic communication initiatives, namely health and crisis communication, and explores publics' perspectives in organization-public relationship building. Her dissertation examined rural Appalachian women's health communication needs and empowerment. Her professional experience includes work for the Center of Risk Communication Research at the University of Maryland and for ICF International, a firm offering communication and health marketing support to Federal government and nonprofit organizations, including the CDC, Department of Health and Human Services, FEMA, and the American Red Cross. Lucinda has published work in journals including *Communication Research*, *Journal of Public Relations Research*, *Journal of Applied Communication Research*, *Public Relations Review,* and *Journal of Health Communication*. She is recipient of NCA's PRIDE Award, AEJMC's Public Relations Division SuPRstar Award, and the Arthur W. Page Center's Legacy Educator and Legacy Scholar Awards. She earned her Ph.D. in Communication from the University of Maryland, College Park, where she was recipient of the 2011 Charles Richardson Most Outstanding PhD Student Award and the 2009 Outstanding Teaching Award.

Norshima Binte Abdul Aziz
norshima001@e.ntu.edu.sg, norshima@mendaki.org.sg

Norshima is Assistant Director of Communications and Community Engagement at Yayasan MENDAKI, Singapore. Since 2010, she has headed MENDAKI's corporate communications department. She is responsible for the team that conducts media relations, speech writing, events management, and new media. Prior to joining MENDAKI, Norshima had nearly 15 years of experience in broadcasting, particularly

in the radio industry. She cut her teeth as a producer/presenter and climbed her way to becoming the program director of a radio station with the broadcasting company, Mediacorp. She was then promoted to the position of Assistant Executive Editor for the Malay Radio Newsroom before she decided to try her hands in another field. She has a B.A. degree with merit in Political Science and Malay Studies from the National University of Singapore.

Ton Baetens, Ph.D.
baetens@emmacommunicatie.nl

Ton is partner and co-owner of Experts in Media and Society (EMMA), a Dutch bureau for government advice and research. He works as a researcher and advisor in the field of government communication. Ton has authored several books and articles on the role of government communication in a changing society. Among them are, *De Ingenieur en de Buurman* (RMO, 2012) about Noord/Zuidlijn communication, *Ik is Niks* (2013) on new arrangements in care, spatial planning, and voluntary civil action, *Civil Servants in the Public Domain* (June, 2012), and *Framing IT and Government* (April, 2014). He studied History at Utrecht University (M.A.), in Utrecht, the Netherlands, where he graduated in Cultural History (19th century) in 1990. Since then, he worked for several organizations including, as General Secretary of Dutch Trade Union and as Innovation Manager in the ICT and Internet domain at KPN, a Dutch landline and mobile telecommunications company. In 2006, he graduated in Organizational Science at the Utrecht University School of Governance (USG). He wrote his thesis at Tilburg University in 2011.

Crystalee Beck
delightedtowrite@gmail.com

Crystalee 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 MarketStar, a sales and marketing outsourcing company. She is passionate about corporate storytelling and unifying organizations through creative internal communication. A writer at heart, she celebrates words at delightedtowrite.com.

Kelley Bertoli
kelleybertoli@gmail.com

Kelley is a Marketing Coordinator for Tweezerman International, a global leader in the beauty tools industry. She is primarily responsible for supporting both export markets as well as domestic initiatives, creating brand and product presentations, copywriting and editing marketing material and the company's international newsletter, as well as event and product launch coordination. Before joining Tweezerman, Kelley was Corporate Communication Assistant for CCI-Corporate Communication International and the Master in Corporate Communication program at Baruch College, where she developed content strategy on social media platforms as well as managed internal communications for organizational members, advisors, faculty and students. Kelley has a Master Degree in Corporate Communication from Baruch College. She is also an active member in New York Women in Communications, a premier organization for communication professionals in the New York Metropolitan area. Kelley has a key interest in crisis communication and hopes to one day help organizations improve their reputation.

Rino F. Boer
rino.fb@lspr.edu

Lecturer & Researcher
The London School of Public Relations, Indonesia

Shannon Bowen, Ph.D.
sbowen@sc.edu

Shannon is Associate Professor at the University of South Carolina, School of Journalism and Mass Communications. She sits on the Board of Trustees of the Arthur W. Page Society, the Board of Directors of the International Public Relations Research Conference (IPRRC), is joint-editor of *Ethical Space: The International Journal of Communication Ethics*, is co-editor of the *Dictionary of Public Relations Measurement and Research* (3rd ed.) and serves on several editorial boards, including the *Encyclopedia of Public Relations* (Sage). Shannon, a former Chair of the Media Ethics Division of AEJMC, researches public relations ethics and has won the Jackson and Wagner Behavioral Science Research Prize, the Robert Heath Outstanding Dissertation Award, and is a Page Legacy Scholar. She writes a regular column for *PRWeek* on ethics, and was inducted into the PRNews Measurement Hall of Fame in 2014.

Rowena L. Briones, Ph.D.
rlbriones@vcu.edu

Rowena is Assistant Professor of Public Relations at The Richard T. Robertson School of Media and Culture at Virginia Commonwealth University as well as an Affiliate Faculty Member of the Center for Media and Health. She obtained her Ph.D. in Communication from the Department of Communication at the University of Maryland, College Park. Her research agenda explores how social media and technology impact public relations and health communication in terms of campaign development and relationship building. Her dissertation research in particular focused on evaluating the online components of a public information campaign for the CDC's Division of STD Prevention to build toward a model of health information seeking and management. She particularly focuses her research on areas including sexual health, crisis communication, risk communication, health information seeking and health decision-making. She has an extensive research record with publications in top journals in the fields of public relations and health communication including, *The Journal of Public Relations Research, Public Relations Review, PRism, Health Communication,* and *Journal of Health Communication*. In addition, she has taught undergraduate-level courses in social media, crisis communication, and public relations writing.

L. Simone Byrd, Ph.D.
lesimone@earthlink.net, lbyrd@alasu.edu

Simone is Assistant Professor in the Department of Communication at Alabama State University, where she teaches courses in public relations. She received her Doctorate in Mass Communication and Media Studies from Howard University (2008), a certificate from the graduate program in international studies from Howard University (2006), the MA in Corporate Communication from Baruch College, City University of New York (2004), and a BA degree in mass communication with an emphasis in public relations from Alabama State University (2000).

Danny W.K. Chan
ccdychan@hkcc-polyu.edu.hk

Danny obtained his Bachelor in Humanities at Hong Kong Baptist University. He then went on to complete his thesis on American poetry at The Chinese University of Hong Kong, for which he was awarded an M.Phil. He was awarded the Sir Edward Youde Memorial Fellowship in 2000. Before lecturing at the Hong Kong Community College, PolyU, Mr. Chan served various teaching positions for English, Communication, Literature, Translation and Arts Appreciation at the College of International Education and the Department of Education Studies of Hong Kong Baptist University, at the Department of English and Communication and SCOPE of City University of Hong Kong, and at The Chinese University of Hong Kong-Tung Wah Group of Hospitals Community College. In 2012, he founded Signifier Adventures, an NGO specializing in communication, editorial and public relations services, to generate working and learning opportunities for the younger generation with apprenticeship and internships in editorial and PR industry.

Samuel Chua
samc425@gmail.com

Samuel is a communications practitioner and holds a Master in Mass Communications from Nanyang Technological University, Singapore. His areas of interest are media technologies and evolving practices of communication.

Timothy Coombs, Ph.D.
timothy.coombs@ucf.edu

Timothy has a Ph.D. from Purdue University in Public Affairs and Issues Management. He is a full-time professor in the Nicholson School of Communication at the University of Central Florida. The University of Central Florida is the second largest university in the U.S. He has received the 2002 Jackson & Wagner Behavioral Science Prize from the Public Relations Society of America and the 2013 Pathfinder Award from the Institute of Public Relations in recognition of his research contributions to the field and to the practice. Timothy was a Fulbright Scholar in Estonia in the spring of 2013 where he helped to establish courses in crisis communication at Tallinn University and worked with the communications officers from a variety of cabinet-level ministries on crisis communication. In the fall of 2013 he was the named NEMO Professor at Lund University, Helsingborg Campus. NEMO is a grant-funded project that examines the effects of new media on society. During that time, Timothy did a number of guest lectures in Sweden including working with the communication officers of the Church of Sweden on crisis communication in the digital age. His books on crisis include the award winning *Ongoing Crisis Communication, Code Red in the Boardroom,* and the co-edited *The Handbook of Crisis Communication* with Sherry Holladay. His other works include two award-winning books with Sherry Holladay, *Public Relations Strategy and Application: Managing Influence* and *It's*

Not Just PR. He has worked with governments, corporations, and consulting firms in the U.S., Asia, and Europe on ways to improve crisis communication efforts for themselves and their clients.

Ratna Damayanti
mayaratz@yahoo.co.uk

Ratna is an academic associate at Centre of Enterprise and Communication, Republic Polytechnic, Singapore. She has been a communications professional in both the public and private sectors since graduating with a Second Class (Upper) Honors Degree in Communication Studies from the Nanyang Technological University. Her experience was honed in school where her public communication campaign for the Dyslexia Association of Singapore earned her team the Best Final Year Project book prize. She further learned the basics of marketing communications and branding in a local IT company, and later on as part of the corporate communications team in the Maritime and Port Authority of Singapore. At the Centre of Enterprise and Communication at Republic Polytechnic in Singapore, Ratna facilitates and crafts modules as part of the Diploma in Mass Communication. She is also a master's degree student in Singapore's Wee Kim Wee School of Communication and Information. She intends to conduct research on a topic related to corporate communication.

Christabel Reena David
christabel.rdavid@gmail.com

Christabel is a fourth year undergraduate student at NTU's Wee Kim Wee School of Communication and Information, specializing in the public relations division. She most recently did an internship with a PR agency, DeVries Global, where she worked on several Proctor & Gamble accounts like SK-II and Pantene. While working on these accounts, she first became interested in crisis communication. When she isn't working on papers and projects, Christabel can be found playing recreational badminton and most recently, dancing or at least attempting to. A firm believer of always giving back to society, she is currently working on her final year project, a campaign on social enterprises called ad.vo.ca.se that aims to raise awareness amongst Singaporean youth on social issues that exist in the wider society.

Sabine Einwiller, Ph.D.
einwiller@uni-mainz.de

Sabine is Professor of Corporate Communication at the Department of Communication, Johannes Gutenberg University, Mainz, Germany, where she is also responsible for the master's program in Corporate Communication. She holds a degree in Psychology from the University of Mannheim, Germany and received her Ph.D. and post-doctoral degree from the University of St. Gallen, Switzerland. From April 2013 to August 2013 she was a visiting scholar at Columbia Business School. Her current research interests focus on the effects of negative publicity, consumer complaint behavior, CSR reporting, and integrated communication management. Her research has been published in various international journals such as *Corporate Communications: An International Journal*, *Journal of the Academy of Marketing Science*, *Journal of Consumer Psychology*, and *Public Relations Review*.

Jesper Falkheimer, Ph.D.
jesper.falkheimer@ch.lu.se

Jesper is a professor in strategic communication at Lund University, Campus Helsingborg, Sweden. He is also Rector of Campus Helsingborg, a part of Lund University with 4,200 students in engineering, social work, strategic communication, educational science, fashion studies, and service management. Jesper has published research in international journals and books in areas such as crisis communication, place branding, media relations, and strategic communication. He has also worked as a consultant and is an executive board member at Gullers AB, a leading public relations agency in Sweden, and at the Swedish Public Relations Association.

Cathy Farrell
cfarrell@swin.edu.au

Cathy has been a lecturer in Media Studies at Swinburne University since 2002. During this time, she has won a number of significant awards for curriculum development and teaching, including: 2009 Australian Learning and Teaching Council citation for outstanding contributions to student learning for "Innovative incorporation of emerging technologies and social media into the classroom, providing relevant and engaging real-world learning opportunities for students". The Swinburne University 2008 Vice-Chancellor's Teaching Excellence Award (Higher Education) and the 2003 Vice Chancellor's Teaching Incentive Award in recognition of all-round professional excellence in the teaching of Media Studies. Cathy has recently returned to Swinburne University after completing a twelve-month secondment at Swinburne University's new joint venture with SEEK (Swinburne Online). She was part of the Academic Leadership Team at

Swinburne Online and was Program Director for the Bachelor of Communications and the Bachelor of Social Science programs. Her leadership role required her to help establish the company and to work with a team to develop appropriate and innovative ways to deliver a wide range of undergraduate programs online. Cathy is currently on a twelve-month secondment at Swinburne's Learning Transformations Unit as Academic Projects Coordinator. Her research areas of interest include online teaching and learning, utilizing social media in the classroom (face-to-face and online), digital culture and Australian media policy. Cathy has bachelor's degree in social science, master's degree in writing and is currently a Ph.D. candidate at Swinburne University of Technology.

Hal Hilliard
halhilliard@gmail.com

Hal works in The Associated Press' Corporate Communication department as the Senior Design Manager. He joined the AP in 2011, just before the new brand was launched, and managed the implementation of the global rebranding of internal and external marketing materials. Before The Associated Press, Hal was the art director and brand manager at The Posse Foundation, Inc., a national leadership development and college access nonprofit based in New York City. Throughout his academic and professional career, Hal has straddled and combined the worlds of graphic design and journalistic writing and editing. Before earning a bachelor's degree in Journalism from the University of North Texas, Hal was already a heavily published writer. He became involved in the news publishing industry by interning, freelancing and working full-time for magazines and newspapers in the Dallas area in both writing and page design capacities. While living in Brooklyn, he founded Halographic and developed a national freelance graphic design clientele while still keeping his writing and copyediting chops sharp. With the completion of his master's thesis on the corporate rebranding of The Associated Press, Hal has earned a Master in Corporate Communication from Baruch College in New York City.

Wei Feng
Research Assistant & Doctoral Candidate
Department of Chinese and Bilingual Studies
The Hong Kong Polytechnic University

Chun-ju Flora Hung-Baesecke, Ph.D.
cjhung@hkbu.edu.hk

Flora is the Option Coordinator and Assistant Professor of the Public Relations and Advertising Option in the Department of Communication Studies, School of Communication at Hong Kong Baptist University. She is also a member of the Academic Committee in China International Public Relations Association (CIPRA). She was named as one of the Top 100 People in Public Relations in China in 2009. She received her M.A. in Public Relations from Boston University, where the prominent crisis management scholar, Dr. Otto Lerbinger, was her advisor. She received her Ph.D. from the University of Maryland, College Park, where Dr. James Grunig was her advisor. Her research interests are relationship management, strategic management, corporate social responsibility, reputation management, crisis communication, social media, ethics, and employee communication. Flora has published her research in edited books and international academic journals, e.g. *Journal of Public Relations Research*, *Journal of Communication Management*, *Public Relations Review*, *International Journal of Strategic Communication*, *Communication Research Reports*, and *Asian Journal of Communication*. She has presented research papers in international academic public relations conferences. Her research papers won the Faculty Top Paper in the Public Relations Division in the International Communication Association Annual Conference in 2004 and 2014. In 2009, at the Summit Conference on the Future of Public Relations in China, organized for Hong Kong Baptist University, she was the winner in the category of Leadership and Development of the Gold Standard Awards from Public Affairs Asia. In 2014, she was selected by Plank Center for Leadership in Public Relations at the University of Alabama as the Fellow Educator and will be sponsored by Brunswick Public Relations in New York City.

Gibson Godwin
gibsongodwin90@yahoo.com

Assistant Lecturer
Department of Public Relations and Advertising
St. Augustine University of Tanzania

Roger W. Hutt, Ph.D.
roger.hutt@asu.edu

Roger joined the faculty at Arizona State University in 1975 and initially pursued teaching and research interests in organizational management and leadership. He added entrepreneurship and strategic

management to his focus areas as those topics developed into significant fields of study. While researching issues related to stakeholder engagement, he developed an interest in corporate communication as a strategic management function and continues working in that area. He has also served as Assistant Dean for Undergraduate Programs, Associate Dean of the College, Interim Director, and Co-Director of the Entrepreneurship Center. In addition to his more than fifteen years on the Board of Directors and Loan Committee of Southwestern Business Financing Corporation, Roger has consulted with and advised business owners and managers. He is the author of the text-workbook *Entrepreneurship: Starting Your Own Business* and co-author of *Marketing: An Introduction,* both published by South-Western Publishing Company. His articles have appeared in publications such as *Corporate Communication: An International Journal*, *Journal of Small Business Management*, *Journal of Cooperative Education*, *Journal of Private Enterprise*, *Wiley Encyclopedia of Electrical and Electronics Engineering*, *Frontiers of Entrepreneurship*, and *Business Age* as well as in research bulletins and monographs. Roger is a member of CCI's Board of Advisors, is a CCI member, and serves on CCI's Conference Program Committee. He earned B.S. in Business Administration and M.B.A. degrees from The Ohio State University, and his Ph.D. from Michigan State University. He and his wife, Sharon, reside in Tempe, Arizona and are avid long-distance runners.

Øyvind Ihlen, Ph.D.
oyvind.ihlen@media.uio.no

Øyvind is a professor in the Department of Media and Communication, University of Oslo. He has published over 60 journal articles and book chapters, and written or edited eight books, including *Public Relations and Social Theory: Key Figures and Concepts* (2009) and the award winning *Handbook of Communication and Corporate Social Responsibility* (2011). He is Executive Director of The European Public Relations Education and Research Association (EUPRERA). His research focuses on strategic communication and journalism, using theories of rhetoric and sociology on issues such as the environment, immigration and corporate social responsibility.

Chyng-Yang Jang, Ph.D.
cyjang@uta.edu

Chyng-Yang is an associate professor in the Department of Communication at the University of Texas, Arlington. His research interests center on the design, implementation, use, and effects of communication technology for collaboration, marketing, and interpersonal communication.

Yan Jin, Ph.D.
yjin@vcu.edu

Yan is an associate professor in the Richard T. Robertson School of Media & Culture at the Virginia Commonwealth University. In August 2014, she will join the Grady College of Journalism and Mass Communication at the University of Georgia as Associate Professor of Public Relations and the Associate Director for Grady College's Center for Health and Risk Communication.

Methawee Kaeosanit
kaeosanit@hotmail.com

Methawee received a Master Degree in Communication from Thammasat University and her bachelor's degree in French from Silpakorn University. At present, she is pursuing a doctorate degree in International Public Relations at School of Communication, Universiti Sains Malaysia. She is a lecturer in the Communication Arts Department, Faculty of Management Sciences, Nakhon Si Thammarat Rajabhat University. Her last research study is about public relations in student affairs at Nakhon Si Thammarat Rajabhat University. She is interested in public relations and journalism.

Sholpan Kairgali, Ph.D.
shkairgali@gmail.com

Sholpan is the CEO of ID Drive Innovative Training Center. She completed her post-graduate studies at the Russian Academy of Administration and pursued her Ph.D. at Kazakh National University. From 1993 to 1999, Sholpan was Programme Director, Academic Secretary, and Associate Professor at Public Administration Academy under the President of the Republic of Kazakhstan. In 2001, she was a Specialist at International City Managers Association, ICMA in Almaty, Kazakhstan. In 2002, she took over as the Director of Local Communities Development Foundation. During this period, she also worked as a Strategic Planning Consultant at the Urban Institute in Almaty, following which, Sholpan was chosen as the Head of Development and Promotion of New Products and Services at the Department of Pension Accumulation Foundation. She was also the Vice Director of KazkommertsSales. She has contributed to more than 35 publications including, *Telemarketing: the interactive business medium of the communicative competence of business trainees*, *International Conference Communication Spaces: Ranges, Limits, Resources*, *Modern*

Trends of Business Rhetoric Evolution in Kazakhstan: From Isocrates's Program of Rhetoric to Telepresence, and *Practical Rhetoric in Developmental Education and Business* at International Conference 2013 – Rhetoric in Europe / Universität des Saarlandes / Université du Luxembourg / Europäische Akademie Otzenhause. Since 2007, Sholpan has been a member of The European Communication Research and Education Association (ECREA).

Anna Karina Kjeldsen, Ph.D.
annakk@asb.dk

Anna is an assistant professor at the Center for Corporate Communication, Department of Business Communication, School of Business and Social Sciences, Aarhus University, Denmark. Her research interests include corporate communication, strategic communication, organizational institutionalism and museums.

Annette Klarenbeek, Ph.D.
j.m.e.klarenbeel@pl.hanze.nl

Annette is Professor of Communication & Sustainable Society at the University of Applied Science, Groningen. She studies communication processes, with a special interest in how people handle risk issues in their everyday lives. Her main resources for analysis are energy transition, crisis communication and discursive psychology. She started her career at Business School Spyros Graduates and worked then and afterwards as a communication professional for government organizations and as a lecturer for the University of Applied Science, Utrecht in the Netherlands. Her dissertation in 2012, entitled "Crisis is on his way", provided an interactional perspective on crisis communication. Since then, her work has been concerned with topics as energy transition, crime investigation and the construction of risks in public debates. She studies these phenomena in naturalistic settings such as focus groups, online forums and public dialogue.

Courtney Kurysh
kurysh.ce@gmail.com, courtneyk@nulogy.com

Courtney is the Enablement Manager at Nulogy Corporation, a cloud-based software and services firm that caters to the contract packaging industry. She spends her days researching and creating internal communications collateral that aligns with the true spirit of the organization's values and culture. Prior to working for Nulogy, Courtney served as the Research and Technology intern at the United Nations Global Compact office and worked as a technical communications copywriter and editor at Seneca College in Toronto, Canada. Courtney received the Master in Corporate Communication from Baruch College, City University of New York in 2014, a graduate certificate from Seneca College in 2012 and her H.B.A. from the University of Toronto in Fine Art History and Visual Studies in 2011.

Truda Yue-Ming Kwan
kw0002da@e.ntu.edu.sg, truda88@singnet.com.sg

Truda is currently involved in media operations and research work at the Ministry of Communications and Information (MCI), Singapore, which oversees the development of the infocomm technology, media and design sectors, the national and public libraries as well as the government's information and public communication policies. Her work involves facilitating all of government communications and mainly revolves around issues sensing and analysis, government-media relations and crisis communications. Truda is particularly interested in corporate communications and public information issues. She is completing her Master in Mass Communication at the Nanyang Technological University, Singapore. She also holds a bachelor's degree in English Literature, which has sparked her passion for the literary and performing arts.

Wing Man (Alice) Lee
wing-man.lee@polyu.edu.hk

Alice joined the Department of Chinese and Bilingual Studies at The Hong Kong Polytechnic University in June 2012. Since 2013 she has also performed as a research assistant supporting the department's studies in corporate communication. She finished her studies in Chinese and Bilingual Studies at PolyU, Hong Kong, in 2012. She will be pursuing her M.A. degree at the City University of Hong Kong in the fall of 2014.

Chaoyun Li
chaoyuan.li@connect.polyu.hk

Chaoyun is a Ph.D. candidate in the Department of Chinese and Bilingual Studies at The Hong Kong Polytechnic University. Her research interests include sociolinguistics and corporate communication.

Eric Lim
ericlim330@hotmail.com

Eric has been a corporate communications executive at SingHealth Polyclinics for more than three years. Previously, he served as the corporate communications representative for a Business Continuity Management team. In this role, he was responsible for crisis communication plans and revisions of statements and templates. Some of his responsibilities include media relations, public relations and organizational branding. Eric is also editor for the monthly staff newsletter where he features news from various policlinics under SingHealth. Recently, as the result of a new focus to engage staff from a different platform, he piloted a series of four-minute videos providing management updates accessible to all staff.

Janet Lim Li Ying
janetlim002@gmail.com

Janet is a Brand and Marketing Manager for the National Trades Union Congress (NTUC) FairPrice Co-Operative Limited, Singapore's largest retailer founded by the labor movement with a social mission to moderate the cost of living for Singaporeans. She has over 10 years of experience in the retail and fast-moving consumer goods (FMCG) industry. Her job scope entails the brand management for various retail formats like hypermarkets, supermarkets and convenience stores at Esso stations. It also includes the planning and implementation of integrated marketing campaigns in order to enhance brand awareness and drive customer engagement. Most recently, she has completed her Master in Mass Communication at Nanyang Technological University in Singapore. She also holds a degree in commerce with a double major in finance and marketing.

Rachael Lim
rachael.songqi@gmail.com

Rachael is a public relations practitioner with professional experience in community engagement, media relations, international communications and online engagement. She holds a Bachelor in Communication Studies (Hons) from Nanyang Technological University's Wee Kim Wee School of Communication and Information. Currently, she is pursuing a Master in Mass Communication at the same school. Throughout this program, she has studied theories and practices of organizational communication and crisis management under Dr. Augustine Pang. The paper "*Building Effective Media Relations with Social Media Influencers,"* was developed in his class.

Jan Maessen
maessen@emmacommunicatie.nl

Jan studied political science and graduated with a degree in international relations from Leiden University in the Netherlands. Since 2012, he has been working at EMMA Communicatie as a researcher and advisor in the field of government communication. His focus is on the stress that rigid government organizations face because of a changing (more horizontal and intertwined) civil society. During this time, Jan has become co-author of '*Civil Servants in the Public domain'* (June 2012) and author of '*Framing IT and Government'* (April 2014).

Vanessa Marcié, Ph.D.
vanessamarcie@hotmail.fr

Vanessa has over 14 years of public relations and communications expertise. Throughout this time, she has worked both in-house, within an agency, and as a journalist and PR consultant developing strategies and delivering results to companies within the oil & gas, finance, consumer, sci-tech and innovation sectors. She has worked with a wide variety of clients including blue chip companies such as Total, as well as mainstream brands such as MTV and Taschen. Currently, she is Account Director for BondPR where she combines her experience in media relations with social media, events management and marketing to provide clients with innovative and tailored strategies driving business growth. Vanessa has lectured undergraduate students in Communications at Nice-Sophia-Antipolis University. She has also written for major French publications and for communications-focused UK blogs. She is a published author.

Ernest Martin, Jr., Ph.D.
efmartin2@vcu.edu

Ernie is an associate professor in public relations at the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University. He is Director of the Meditrina Laboratory of the Center for Media & Health, which is equipped for psychophysiological experiments and other research. His Ph.D. is from the University of Missouri. Previously, he was Assistant Dean, College of Communication and Media Science, Zayed University (United Arab Emirates); Department Chair, Department of Communication Studies, Hong

Kong Baptist University; and a faculty member at City University of Macau, Macau Polytechnic University, Fudan University, Campbell University, Syracuse University, University of Kansas and Iowa State University. He worked professionally for more than 10 years with Cox Enterprises, Koplar Communications and Frank Magid Associates. Recent research has focused on reputation and crisis management, organizational communication and media relations. He has received two top paper awards at national and international research conferences, including "Highly Commended Applied Paper" at the Corporate Communication International Conference in 2013. His articles are published in the *International Journal of Strategic Communication, International Journal of Tourism and Hospitality Administration, Media Asia: An Asian Communication Quarterly, World Communication, Gazette: The International Journal of Mass Communication Research, Asian Journal of Communication, Australian Journalism Review, Journal of Communication and Media Arts, Journal of Broadcasting* and others. In addition, he has written 12 books and book chapters.

Alessandra Mazzei, MagArt
alessandra.mazzei@iulm.it

Alessandra is Associate Professor of Corporate Communication and Public Relations at IULM University, Milan, Italy. She is the Co-Director at IULM University of the Master in Intercultural Communication organized by the Geert Hofstede Consortium and a member of the Faculty of the Doctoral Program in Communication and markets at IULM University, and teaches several master level courses. She has been Visiting Researcher at the Department of Communication Studies, Baruch College/City University of New York and Visiting Professor at the Centre for Corporate Communication, Aarhus School of Business and Social Sciences, University of Aarhus, Denmark. She serves as a member of the Editorial Advisory Board of the academic journal *Corporate Communications: An International Journal* and Vice-Chair of the Temporary Working Group on "Crisis Communication" at the European Communication Research and Education Association (ECREA). She is associated with CCI (Corporate Communication International), ECREA (European Communication Research and Education Association), ICA (International Communication Association), SIM (Società Italiana di Marketing), and SIMA (Società Italiana di Management). Her primary research interests and publications focus on internal communication, internal crisis communication, corporate communication, reputation and brand management, marketing and communication for credence goods, communication planning and evaluation. Her work has appeared in *Corporate Communications: An International Journal, International Journal of Business, Communication International, International Journal of Strategic Communication, Journal of Communication Management, Journal of Management and Change, The Total Quality Management Journal.* She has worked as a business consultant and management education trainer.

Vivian Medina-Messner

Vivian joined the Richard T. Robertson School of Media and Culture (formerly the School of Mass Communications,) as a full-time journalism instructor in the fall semester 2011. She teaches writing, reporting, public relations and multimedia classes in the undergraduate and graduate journalism programs. Prior to entering academia, she worked as a content producer for Media General Interactive (TimesDispatch.com) and as an online producer for MiamiHerald.com. She also worked as a freelance business columnist for Spanish newspaper *El Nuevo Herald* and worked as a foreign language consultant for the blogging platform Tumblr. She is currently writing a textbook on multimedia reporting for social media. Vivian earned her bachelor degree in international communications and international affairs from the American University of Paris and her M.A. in business journalism from Florida International University.

Navodita Mishra
navoditam@gmail.com

Novodita holds M.Sc. in Psychology, from Bangalore University. She is a gold medalist with 5 years of teaching and training experience. She teaches M.B.A. students and Psychology students and has also trained students and professionals on the different behavioral aspects of human behaviors. She is currently pursuing Ph.D. in the area of OB and HR under Prof. T.J. Kamalanabhan at Department of Management studies, IIT Chennai. Navodita's areas of interest are sports management and sports teams.

David Haruna Mrisho
sangomrisho@yahoo.com

Assistant Lecturer
Department of Public Relations & Advertising
St. Augustine University of Tanzania

Patrick Ng
patrick.ng@polyu.edu.hk

Patrick is a lecturer in the Department of Chinese and Bilingual Studies at The Hong Kong Polytechnic University. He completed his undergraduate study in English Language & Literature at Hong Kong Baptist University, (formerly Hong Kong Baptist College) and earned a master's degree in English (TESL). Recently, he received the Master in Social Science (MSSc) Award from University of Leicester, UK. His research interests include: bilingualism & corporate communication, public speaking, intercultural pragmatics & communication and media discourse. Some of his journal publications are found in *Critical Arts: A Journal of South-North Cultural and Media Studies, Contemporary Linguistics,* and *Journal of Asian Pacific Communication.* He is co-author of a Chinese book with Dr. Cindy Ngai called, *New Trends in Corporate Communication—Language, Strategies and Practices,* published by Nanjing University Press in 2012.

Cindy Sing-Bik Ngai, Ph.D.
cindy.sb.ngai@polyu.edu.hk

Cindy is Research Assistant Professor in the Department of Chinese and Bilingual Studies at The Hong Kong Polytechnic University. She has published papers and books in the areas of Chinese theatre, theatre translation, corporate communication and Chinese communication. Her newly published books on *New Trends in Corporate Communication—Language, Strategies and Practices* and *Introductory Studies to Chinese Theatre Translation,* shed light on the development of corporate communication in Hong Kong, as well as critical issues related to translation of Chinese classical theatre. She is currently conducting research on corporate communication in the Greater China context.

Yixi Ning, Ph.D.
ningy@uhv.edu

Yixi is Associate Professor of Finance in the School of Business Administration at the University of Houston-Victoria. His research interests include corporate finance, corporate governance, investments and venture capital. He has published over 10 research papers in several prominent academic journals, including: *The Financial Review, Journal of Financial Research, Journal of Empirical Finance, Journal of Applied Finance, Quarterly Review of Economics and Finance, Journal of Accounting and Public Policy, and Journal of Management and Governance.*

Jana O'Keefe Bazzoni, Ph.D.
jana.okeefebazzoni@baruch.cuny.edu

Jana is Professor, Chair and Director of Undergraduate Programs in the Department of Communication Studies at Baruch College, City University of New York (CUNY). Before pursuing an academic career, she worked in advertising at J. Walter Thompson and Doyle Dane Bernbach. Her research publications and presentations focus on communication practice and pedagogy, as well as modern theatre—particularly Italian theatre and the works of Luigi Pirandello. She is Co-President of the Pirandello Society of America and Editor Emeritus of the Society's journal, *PSA.* She is also a member of the Modern Language Association and a Pirandello Society liaison to that organization. Jana is a long-time member of the Association of Business Communication and serves on their Web Board.

Augustine Pang, Ph.D.
augustine.pang@ntu.edu.sg

Gus is Associate Professor, Division of Public and Promotional Communication, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. His research interests include crisis management & communication, image management & repair, media management, public relations and journalism. Aside from contributions of book chapters in leading communication textbooks, like the *Handbook of Crisis Communication* (2010, Wiley-Blackwell) and the *Handbook of Public Relations* (2010, Sage), his works have appeared in peer-reviewed journals, including: *Corporate Communications: An International Journal, Public Relations Review, Public Relations Journal, Journal of Contingencies and Crisis Management, Journal of Communication Management, Journal of International Communication, Asia Pacific Media Educator,* among others. He is thankful for receiving top paper awards at leading international conferences including, the Conference on Corporate Communication (2009 & 2008); the Association of Educators in Journalism and Mass Communication (AEJMC) Conference (2010 & 2007), and the International Public Relations Research Conference (2009, 2005, & 2004). He is the regional editor for *Corporate Communications: An International Journal*, and has guest-edited a special issue in "Media Asia on Public Relations in Asia," published November 2009. He represents CCI's Academic Partner, Nanyang Technological University, on CCI's Board of Advisors and serves on CCI's Conference on Corporate Communication Program Committee.

Thomas Indiana C.F. Pang
thomas.indiana.pang@polyu.edu.hk

Thomas is a visiting lecturer at Hong Kong Polytechnic University, Hong Kong and a Ph.D. candidate at Xiamen University, China. His research interests include Bilingual/Bicultural communication, Japanese Shōjo literature and Anime, Feminist Literary Criticism and New MediaDepartment of Chinese and Bilingual Studies

Candace Parrish
parrishcp2@vcu.edu

As a double-alum, Candace received both her Bachelor of Science in Public Relations and Master of Science in Strategic Public Relations from Virginia Commonwealth University (VCU). As a graduate student assistant, she advises students pursuing degrees in mass communications in an inspirational and relatable way. She takes pride in volunteering and giving back to the Greater Richmond community having worked closely with both the American Diabetes Association and the American Heart Association. She is currently enrolled in the Media, Art and Text Doctoral Program studying Digital Health Communications and also serves as the Communications Chair for the Graduate Student Association at VCU.

Perveen, Ph.D.
bhatia.perveen@gmail.com

Perveen is Assistant Professor in the Department of Commerce, PGDAV College, University of Delhi. From July 2009 to November 2009 and July 2010 to September 2010, she worked as visiting faculty with Faculty of Management Studies, University of Delhi teaching full-time MBA students. For 8 months, from April 2005 to November 2005, she worked as a trainee with media agency, Maxus (Group M), Gurgaon. During this time, she worked on various media packages and their application in media planning and buying. She also worked with various clients including: Seagram, Dabur, TV Today, Perfetti and SBI Credit Cards. Perveen received the Universtas 21 scholarship for the Faculty Training Program from Delhi University (2010-2011), and pursued a master's degree from the University of Nottingham, UK. Her educational qualifications include: a Ph.D. on 'Strategic Corporate Communication: A Study of Selected Companies in Service Sector' from the Faculty of Management Studies, University of Delhi, M.Sc. in Economics and Econometrics from University of Nottingham, UK (2010-2011), PG diploma in Advertising and Public Relations from the Indian Institute of Mass Communication, New Delhi (2005), M.A. in Communication specializing in Corporate & Industrial Law and Finance, University of Delhi (2004), and a B.A. in Communication (Hons), from Sri Venkateswara College, University of Delhi, (2002).

Roslyn Petelin, Ph.D.
r.petelin@uq.edu.au

Roslyn is an associate professor who convenes 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 edits the *Australian Journal of Communication,* has co-authored two books, *The Professional Writing Guide: Writing Well and Knowing Why* (Allen & Unwin), and *Professional Communication: Principles and Applications* (Pearson). Roslyn also consults internationally on corporate and academic writing. She is currently preparing a massive open online course (MOOC) on Grammar-- the edX banner of Harvard and MIT.

Irene Pollach,PhD
irpo@asb.dk

Irene is Assistant Professor of Corporate Communication at the Department of Business Communication, Aarhus University, Denmark. Her current research focuses on the organization of corporate communication, corporate reputation and legitimacy.

Sylvia Ravazzani, Ph.D.
ravaz@asb.dk

Silvia is Assistant Professor at the Centre for Corporate Communication, Department of Business Communication, School of Business and Social Sciences, Aarhus University in Denmark. Her research interests and publications focus on internal communication, internal crisis communication, marketing communication, intercultural communication and diversity management.

Stacey Rodrigues
staceyarodrigues@gmail.com

Stacey has 10 years of experience working in the publishing industry in Singapore. Currently holding the position of Features & Lifestyle Editor of ELLE Singapore, Stacey has also spent the last two years studying part-time and fulfilling a Master of Mass Communication degree at the Nanyang Technological University in Singapore. Through her studies she has explored the ever-changing landscape of communications, digital media trends and crisis communications strategies.

Deborah Rolland
samc425@gmail.com

Deborah is a senior lecturer in the Department of Communication Studies, Faculty of Creative Industries and Business at Unitec Institute of Technology, Auckland, New Zealand. She lectures in Rhetoric, Reputation Management and Research Ethics. As a member of the Association for Business Communication (ABC) and Corporate Communication International (CCI) her publications and presentations focus on strategies for corporate communication and information management. Her current research interests include corporate social responsibility, sustainability, communication ethics within online communication reporting.

Gilmar Santos, Ph.D.
gilmarsantos@terra.com.br

Gilmar is a full professor, researcher and the Dean of the Faculty of Administration and Accounting Sciences at the Federal University of Juiz de Fora, Brazil. He holds a Bachelor in Social Communication: Advertising and a Master in Marketing and Strategic Administration from the Federal University of Minas Gerais, Brazil; as well as a Ph.D. in Marketing and Competitive Strategy from the Federal University of Rio Grande do Sul, Brazil. From 2008 to 2010, he served as Advertising Coordinator at the Ministry of Social Development and Fight Against Hunger. He has also worked as a consultant for private and public organizations. Gilmar's research interests include communication in public organizations, marketing communications, research methods and institutional theory.

Line Schmeltz, Ph.D.
lsg@asb.dk

Line is an assistant professor at the Department of Business Communication, School of Business & Social Sciences, Aarhus University in Denmark. She is affiliated with the Centre for Corporate Communication and her research interests include corporate communication, corporate social responsibility, values, credibility and consumers.

Neha Sharma, Ph.D.
nhsharma2008@gmail.com; drneha.sharma@dituniversity.edu.in

Neha is an assistant professor at the Dehradun Institute of Technology, India. Previously, she was the Assistant Director of the Amity Business School in Noida, India where she prepared and trained postgraduate students for professional and successful communication careers. She started her career as a journalist with an Indian national newspaper. Thereafter, she worked for an international PR and corporate communications agency. From her experience and success in managing media coverage, handling crisis situations and launching a communication strategy, Neha proves how instrumental she is by building strong images of India's global brands. She holds a Ph.D. in Corporate Communication from the Indian Institute of Technology in Madras, India.

Mala Sinha, Ph.D.
mala1.sinha@gmail.com; mala.sinha@fms.edu

Mala is Associate Professor of Faculty Management Studies (FMS) at the University of Delhi where she teaches Business Ethics, CSR and Business Communication. She has published several research papers in area 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, and has published more than 20 care analyses with several appearing in the Special Collector's Editions of Selected Case Studies. Mala researches Asian scriptural philosophies and indigenous cultural values and their application in management. She has been credited with several research publications in this area. She is presently working on two major projects: "Corporate Environment Responsibility in the SME sector," and "Social Innovation in Empowerment of Women." Sinha is also a published poet.

Daniel W.C. So, Ed.D.
daniel.so@polyu.edu.hk

Daniel is Professor at the Department of Chinese and Bilingual Studies (CBS), at The Hong Kong Polytechnic University (PolyU) Previously, he was Acting Head of the Department of Chinese Culture and the leader of the Bachelor's Program (Hons) in Language & Communication at PolyU. He has been appointed by the CE of the Hong Kong SAR to committees including the Language Fund Advisory Committee and the Standing Committee on Language, Education & Research. At PolyU, he is a member of the President's consultative group, which advises the President on policy issues, including those involving corporate governance and identity. His specialty areas are bilingual communication, bilingual education, and language policy & planning. He has published many works in prominent journals and publications on topics about Hong Kong vis-à-vis bilingualism in education, language and society. In connection with CBS's recent development of a new minor's degree program in Bilingual Corporate Communication, he has initiated several funded research projects with his colleagues in order to conduct studies on language-mediated communication in a corporate context within Greater China. One of the foci of the investigation is to look within cultures and explore cross-cultural variation of corporate communication norms through various mediums -- (including the web), across different polities of Greater China. Daniel received both a bachelor's degree and a master's degree from Hong Kong University. Between 1979 and 1984, he was a grantee at the East West Center and received his Ed.D. degree from The University of Hawaii at Manoa in 1984. Daniel is a CCI Member and Academic Partner representing the CCI Hong Kong Chapter, which he founded, and the Bilingual Corporate Communication Program Committee of the Department of Chinese & Bilingual Studies at The Hong Kong Polytechnic University. He also serves on CCI's Conference on Corporate Communication Program Committee.

Don R. Swanson, Ed.D., CLP
dswanson@monmouth.edu

Don is Professor of Communication in the Department of Communication at Monmouth University. He has a career long commitment to dispute resolution and conflict management as an educator, trainer, coach, consultant and administrator. An experienced mediator and certified listening professional, CLP, he has extensive experience as an executive coach and conflict coach. In 1995, he became the Chair of the Department of Communication at Monmouth University where, in 1997, he founded the Corporate Communication MA program. In that program he teaches conflict management and negotiation, executive communication, organizational communication, intercultural communication and diversity management, colloquium on current developments in the field, and training and consulting courses. He is a frequent conference presenter and author of numerous articles. In the early 90s, Don spent four years in Micronesia and the Asia Pacific region where he consulted with an array of American based multinational corporations. Dealing with the collision of western management expectations and Asian and island worldviews fostered his interest in teaching and working with intercultural communication and diversity management. Swanson was Associate Dean of the School of Arts and Sciences at the University of Guam. Prior to that he taught at Willamette University in Oregon, Colorado State University-Pueblo, and also enjoyed stints as a one-year Visiting Professor at Cal Poly State University, and Western Washington University. He holds an interdisciplinary doctorate in Training and Development: Conflict Management from the University of Northern Colorado. His recent consulting clients have included several major Wall Street firms, utility companies, the U.S. Postal Service, Fort Monmouth, Royal Caribbean International, colleges, and professional associations. Don has served as senior consultant with Communication Research Associates (CRA), and is the founder and Principal Communication Counsel with Communication Success Associates. He has served on CCI's Board of Advisors since its inception and is on CCI's Conference on Corporate Communication Program Committee.

Elizabeth Tan
w120011@e.ntu.edu.sg

Beth is the Senior Corporate Affairs Manager at Singapore Power Ltd. She has eight years of experience in internal and external corporate communications with a local utility company with best-in-class electricity network performance. She is currently involved in a multi-channel internal branding campaign that aims to shape culture, improve employee perception and nurture staff ambassadors through dialogue sessions with management and town hall meetings. As a staff writer for the company magazine, she enjoys colleagues' personal narratives and crafting stories to share with coworkers and other stakeholders. She has overseen the gamut of corporate social responsibility (CSR) responsibilities, including managing fund-raising activities for company charity funds, organizing staff volunteerism activities and reporting CSR KPIs to management in order to position the company as a caring corporate citizen.

Joost Verhoeven, Ph.D.
j.w.m.verhoeven@uva.nl

Joost is an assistant professor in corporate communication at the Amsterdam School of Communication Research. He studies the motives for, and consequences of employees' work-related social media use. In addition, he is interested in crisis communication, as well as the role of employees in corporate branding.

Sonja Verwey, Ph.D.
sverwey@uj.ac.za

Sonja was the Head of the Department of Communication at the previous Rand Afrikaans University for a period of 12 years. During the incorporation and pre-merger phase (2003-2005), she was seconded to act as a strategic communication specialist and to manage the merger communication and re-branding process of the University of Johannesburg. In 2004, she was seconded to the position of Human Resources Chief Director and was appointed Human Resources Executive Director in 2006. She specializes in the field of organizational communication/ communication management and she obtained both her M.A. and Ph.D. in this field. She is past and present editor of *Communicare,* the official *Journal for Communication Sciences in Southern Africa,* and served on the editorial boards *Communicatio, Communitas and African Communication Review.* She currently serves on the Editorial Board of the *International Journal of Strategic Communication* and the *Journal of Marketing Communication.* Sonja is past president of the Southern African Communication Association. She has published various academic articles and is the editor and author of several chapters and academic textbooks. She has taught across a broad range of communication disciplines at both local and international universities. She consults on a part-time basis in several private sector companies, mainly within the field of communication management. Her responsibilities as Executive Director HR included professionalizing the HR function and acting as key change navigator through the renewal and re-design of the University of Johannesburg. In 2009, she joined the School of Communication and is presently the Head of the recently established Department of Strategic Communication, and is also a member of the Board of the South African Council for Communication Management.

Yan Wang, Ph.D.
wyan603@sina.com

Yan is an associate professor at the University of International Business and Economics in Beijing, China. She has taught undergraduate and postgraduate courses in Business English, Business Communication, Interpersonal Skills, Pragmatics, Sociolinguistics, Contrastive Linguistics, and others. She received her Ph.D. in Theoretical Linguistics from Beijing Foreign Studies University. Her research interests include pragmatics, corpus linguistics, discourse analysis and professional communication. Her publications include: *A Study of Negotiation Strategies in Interactive Buying-and-Selling Discourse—A Corpus-based Approach to Workplace Discourse Analysis, "Goal Analysis in Understanding Interactive Buying-and-Selling Discourse" in Contemporary Linguistics, "A Multidisciplinary Study of Intercultural Communication in Offshore Outsourcing"* in *Journal of Australian Communication,* and *"Analyzing the Genre Structure of Chinese Call-Center Communication"* with Xunfeng Xu, Gail Forey and Lan Li in the *Journal of Business and Technical Communication.*

Rining Wei, Ph.D.
rnwei@polyu.edu.hk

Postdoctoral Fellow
Department of Chinese and Bilingual Studies
The Hong Kong Polytechnic University

June A. West, Ph.D.
westju@darden.virginia.edu

June is Assistant Professor of Business Administration at the Darden School of Business at the University of Virginia (UVA) where she teaches management and corporate communication in the MBA program. She is UVA's Faculty Liaison to the FBI National Academy in Quantico, Virginia, and directs a Darden faculty team that teaches the summer orientation program for the Secretary of Defense Corporate Fellows Program that places active-duty military officers in corporations for a one-year fellowship. She was the associate director of the Philip Rauch Center for Business Communication at Lehigh University, clinical professor at the Stern Graduate School of Business at New York University and assistant professor in the graduate program in Corporate and Public Communication at Seton Hall University. Prior to her academic career, she was the senior editor of the Martha Holden Jennings Foundation in Cleveland, Ohio, and research editor at Lehigh University in Bethlehem, Pennsylvania. As a consultant, she works with executives in a variety of organizations as well as with pre-collegiate school superintendents and their leadership teams.

Doreen Wu, Ph.D.
doreen.wu@polyu.edu.hk

Doreen is Associate Professor in the Department of Chinese and Bilingual Studies at The Hong Kong Polytechnic University. Her recent research interests include globalization and corporate communication, multilingual media communication in Cultural China, and branding cultural products in China. Her previous publications have been primarily related to media communication in the Greater China region and the discourses of Cultural China in the globalizing age. She was editor of *The Discourses on Cultural China in the Globalization Age* (Hong Kong University Press) and was co-editor for the book series *Studying Multicultural Discourses* (Hong Kong University Press). She serves on the editorial board of the *Journal of Multicultural Discourses* (Multilingual- Matters Ltd., England, UK), *Contemporary Linguistics* (The Chinese Academy of Social Sciences, PRC), and *Modern Foreign Languages* (PRC). Doreen holds a Ph.D. from University of Florida (UF).

Boyang Zhang
zhangby2085@hotmail.com; boyang.zhang@jyu.fi

Boyang is a doctoral researcher in the Department of Communication at the University of Jyvaskyla in Finland, where he previously studied at the Business School. His research focuses on the diffusion of issues in social media, for which he collaborates with IT faculty, Dr. Alexender Semenov and Dr. Jari Vejalainen. He is involved in the project "Public Empowerment Policies for Crisis Communication", led by Dr. Marita Vos.

Conference Coordinators

Christina M. Genest
genest@corporatecomm.org

Christina "Tina" Genest has served as Associate Director of CCI-Corporate Communication International at Baruch College/CUNY since its founding in 1999. At CCI, Tina manages all aspects of center administration, communication, and events including CCI's annual Conference on Corporate Communication, CCI Forums (multi-day professional development programs), symposia, briefings and executive programs. She also supports CCI's research efforts and coordinates its global relationships with members, sponsors, chapters, advisors and partners. She has enjoyed an extensive career in executive nonprofit roles including New Hampshire Legal Assistance, the YWCA (Manchester, NH), Easter Seals (Manchester, NH) and The Forum for US-Soviet Dialogue (Washington, DC) with whom she served as Executive Director and coordinated annual citizen conferences in the US or the USSR. She also managed Digital Equipment Corporation's New Hampshire community relations activities and corporate contributions program. Tina's professional responsibilities have included executive leadership, in some positions reporting directly to boards of directors; organizational administration and finance, corporate communication, fund development or grant making, and cross-cultural engagement and dialogue. Tina has taught undergraduate courses in public relations, administration and management, and Russian history. She has served on voluntary boards of directors and committees of numerous social, civic, healthcare, and professional organizations. She sat (elected) on the Morris Plains (N.J.) Board of Education and, as its president, led a successful building bond referendum campaign. In this capacity, she also served on the Morris School District (Morristown, NJ) Board of Education (appointed). She holds a B.A. in History with a concentration in Russian History and Language from Emmanuel College, a Master in International Administration from World Learning's School for International Training (SIT), a Master in Human Services Administration from Antioch University New England, and an M.A. in Corporate and Organizational Communication from Fairleigh Dickinson University. Tina is also a certified professional coach. Her work, "Cultures, Organizations, and Philanthropy," was published in *Corporate Communications: An International Journal*, (Vol. 10, No. 4, 2005) and "Coaching: Leveraging the Art of Communication Across Cultures" in CCI – *Corporate Communication International's Conference on Corporate Communication 2008 Proceedings*.

Valentina Y.K. Chan
valentina.chan@polyu.edu.hk

Valentina has recently rejoined her alma mater, The Hong Kong Polytechnic University as a Teaching Fellow in subjects related to corporate communication and bilingual studies. She also contributes to the department's (Chinese and Bilingual Studies) program of cultivating industry partnerships and development initiatives. Prior to rejoining Hong Kong PolyU, she gained more than 15 years of experience in the commercial sector with world-class global companies across several markets and sectors. Her employers include PwC, eBay, Aon Risk Solutions, and Synovate Business Consulting. In roles focused on strategic business development in Asia-Pacific, Valentina's track record includes consulting to many Fortune 500

clients and multi-national corporations at senior executive and board level. Her personal clients included Morgan Stanley Asia, Standard Chartered Bank, Deutsche Bank, Prudential Corporation Asia, ING Group, Cathay Pacific Airways, ExxonMobil, Philips Lighting, and Universal Pictures International. She maintains an active network in the commercial sector. Valentina was a nominated representative for PwC as a committee member of the industry association APSMA. She has a M.Sc. in Management with Marketing from the University of Bath in the UK and a B.A. (first class honors) in Language and Communication from Hong Kong PolyU.

Khiara McMillin
Kmcmillin91@gmail.com

Khiara is a full-time graduate student enrolled in the Corporate Communication Master's program at Baruch College-CUNY. She works part-time as a Brand Ambassador for HART Agency in New York City promoting different products around the lower Manhattan region. She is also a Graduate Assistant for CCI - Corporate Communication International, as well as the MA program in Corporate Communication at Baruch College. In her role with CCI, she provides logistical support to the Associate Director through the promotion of CCI events and speakers, coordination and hosting of CCI events and activities, support of CCI's research and editorial of CCI written communication and CCI's Conference Proceedings. She obtained a Bachelor in International Public Relations from the University of North Carolina-Charlotte. Khiara's research interests include crisis communication, integrated marketing communication and reputation management.

Wilson Yip
wilson.ywt@gmail.com

A proactive, responsible, and versatile young professional with boundless enthusiasm for corporate communication and public relations, Wilson treasures and embraces every challenge and opportunity to learn and grow. Currently, the Project Manager for CCI's Conference on Corporate Communication 2014 for CCI-The Hong Kong Chapter, Wilson also has a wide range of professional experience in corporate communication, public relations, marketing, copywriting, editing, translation, arts & design, and project & event management, with the proven ability reflected by recognized performance in various academic and professional positions.

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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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University of Amsterdam, The Netherlands
W.J.L.Elving@uva.nl

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CORPORATE COMMUNICATION INTERNATIONAL

at Baruch College/CUNY

MISSION

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 as:

- a bridge between theory and practice, by bringing students, practicing professionals and scholars together to share information and ideas.
- a resource center for the continuing education of professional through briefings, symposia, publications, forums, conferences, publications, and white papers.
- a clearinghouse and integrator of knowledge from a variety of academic disciplines relevant to the theory and practice of corporate communication.
- an incubator for primary research in corporate communication, making a contribution to the enhancement of organizational performance.
- a partner for corporations and other organizations wishing to conduct applied research.
- an advocate for professionalism in the corporate communication, by conducting research and/or offering forums relevant to the field.
- a leader and catalyst, helping to define the research agenda for the field of corporate communication

COMING EVENTS



September 26, CCI Fall Symposium … Reinvention & Expansion: The New Media Marketplace Journalism, Media & Corporate Communication For journalists, media producers, and corporate communicators – - how business was conducted in the past has been disrupted. Disruptions in media consumption, media communication, and media production have challenged them to evolve and adapt or to become extinct.

Join us to learn from the adaptors who have reinvented and expanded the new media marketplace. Our speakers include media commentators, journalists, corporate communicators, and innovators of new media business models. With them explore the risks and the opportunities, and hear their innovative responses to doing business today, and their strategic visions for doing so in the future.

November 8, 2013 / Sixth Annual Symposium on Sustainability offered in partnership with The Robert Zicklin Center for Corporate Integrity at Baruch College/CUNY, New York, NY.

Fall 2014 & Spring 2015 / Executive Briefings on topics of interest to corporate communication practitioners, scholars and graduate students.

January 6-10, 2015 / Corporate Communication Leaders Forum is an intensive professional and academic experience in the current theory and practice of corporate communication, combining presentations, case studies, panel discussions, site visits and interactions with leading professionals and scholars.

June 2-5, 2015 / Corporate Communication International'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.

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55 Lexington Avenue, B 8-233 | New York, NY 10010
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cci@corporatecomm.org
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