



CORPORATE COMMUNICATION INTERNATIONAL
at Baruch College/CUNY

55 Lexington Avenue, B 8-233, New York, New York 10010

CALL FOR PAPERS

THE CONFERENCE ON
CORPORATE COMMUNICATION 2010

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CORPORATE COMMUNICATION INTERNATIONAL at Baruch College/CUNY
A global center for information and knowledge on corporate communication

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Friday 4 June – Monday 7 June 2010, Wroxton College, Wroxton Nr. Banbury, Oxfordshire, UK





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The Conference on Corporate Communication 2010

Friday 4 June – Monday 7 June 2010, Wroxton College, Wroxton Nr. Banbury, Oxfordshire, UK

Sponsored by Corporate Communication International in association with *Corporate Communications: An International Journal*

The three-day international conference serves as a bridge between practitioners and scholars, providing a collegial environment in an historic setting to exchange ideas and information on relevant issues facing the corporate communication profession. Speakers from industry and universities gather from across the globe with twenty countries represented in 2009.

Of particular interest for 2010 are papers and research that investigate the evolving relationships between corporations and stakeholders in the wake of the global financial crisis of 2008-2009. We are interested in new practices, relationships, thinking, and attitudes created by the shifting and evolving models for business and media. We are actively interested in **applied corporate communication and implications for practice; and concepts, frameworks, and theories that further the practice of corporate communication.** Topics of interest are:

- Leading practices in corporate communication
- Communicating through crisis and change management
- Corporate communication policy and strategy
- Corporate governance, policy, and practice
- Corporate social responsibility: sustainability and ethics
- Cross cultural communication and stakeholder relations
- Government relations
- Image, identity, and reputation management
- Integrated advertising and marketing
- Internal corporate communication
- Social media and Internet/intranet practices
- Investor relations and sustainability reporting
- Issues in corporate communication management
- Issues management
- Strategic public relations & evolving practices in media relations
- Performance measures for corporate communication
- Public diplomacy and business
- Research (qualitative and quantitative) practice
- Transparency and corporate reporting

Papers and conference presentations must be relevant to both academics and practitioners.

Plan now to participate!

The deadline for submission of proposals to CCI is 15 January 2010. We encourage submissions from both those working in corporate communication careers and those studying in the field. Proposals for

original research, case studies and other life lessons, panel discussions, workshops or demonstrations, or a complete session devoted to an issue are welcome. Your proposal should include: title; abstract of summary (limited to 150 words) which covers purpose, approach, findings, research implications, practical implications or applications; up to six key words; and paper type: case study, technical concept, editorial, research, general review, and send to cci@corporatecomm.org attention of Dr. Michael B. Goodman, Director, CCI at Baruch College/CUNY. Include your contact information (name, position, organization, mail address, email address, phone and fax).

General Information

Conference presenters are invoiced upon acceptance of proposal/abstract at \$635 USD for CCI Members, \$745 USD for non-members, and \$620 USD for fulltime graduate students. A \$250 deposit is required by 1 March 2010 following paper/proposal acceptance. Full payment is due 1 May 2010. Registration fees include meals and accommodations and are non-refundable after 30 April 2010.

Conference attendees are welcome and encouraged to register early. Registration information is available on CCI's website at <http://www.corporatecomm.org/conference.html>.

Best Paper Award

Refereed papers will be published in the conference *Proceedings*. Best and Highly Commended Paper awards, sponsored by Emerald Group Publishing, Ltd., publisher of *Corporate Communications: An International Journal*, will be presented at the conference to the authors of the best papers overall. Papers will also be considered for publication in *Corporate Communications: An International Journal*.

Conference Venue

Conference attendees are accommodated either in Wroxton Abbey, a seventh-century Jacobean mansion, parts of which date back to 1217, or in the college's renovated Carriage House. Enjoy glorious views of surrounding 56 acres of lawns, ponds, and woodlands. Easy transport links to London, Oxford, Stratford-upon-Avon, and Warwick Castle.

For more information: email cci@corporatecomm.org, call (001) 646-312-3749 or visit CCI's website at <http://www.corporatecomm.org>.