



NEWS RELEASE

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Marela Lucero, Alywin Tan and Augustine Pang Receive Best Paper Award at the Conference on Corporate Communication 2008

Picture Caption: Wim J. L. Elving, Ph.D., (left) Editor of *Corporate Communications: An International Journal*, presents the Conference on Corporate Communication 2008 Academic Best Paper Award to Alywin Tan and Marela Lucero.



Wroxton, England. Marela Lucero, Alywin Tan and Augustine Pang, Ph.D. received the Academic Best Paper Award at the Conference on Corporate Communication 2008, held June 6-9, at Wroxton College, Wroxton, England for their paper, “Effective Leadership in

Crisis: When Should the CEO Step Up to Be the Organization’s Spokesperson?” “Lucero, Tan, and

Pang’s “Effective Leadership in Crisis” offers practical, research-based answers to the important strategic question of who speaks for the company, and when,” said Dr. Michael B. Goodman, Conference General Chair and Director of Corporate Communication International (CCI) at Baruch College/CUNY.

Marela Lucero and Alywin Tan are graduate students of mass communication and Augustine Pang, Ph.D. is Assistant Professor at Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Lucero and Tan presented their work at the conference. Prior to coming to Singapore, Lucero worked as an advertising account manager for the *Philippine Daily Inquirer* and was involved in the production of several award-

winning broadcast network documentaries. Tan is serving in the Singapore Armed Forces , and assumed various command, instructional and staff appointments before furthering his academic pursuit. Since graduating and winning the Pearson's Education Gold Medal in July 2008 for his academic achievements, he is continuing his military career and is currently dealing with the Army's corporate communications. Dr. Pang, who is a public relations scholar, specializes in crisis communication.

The annual Conference on Corporate Communication is sponsored by Corporate Communication International (CCI) at Baruch College/CUNY (USA) in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). The 2008 conference attracted scholars and practitioners from twenty countries. They gathered to exchange information and explore the influence of globalizations on the corporate communication profession as it relates to theory, practice, roles, processes, and ethics. Papers given at the conference were included in the *Conference on Corporate Communication 2008 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*.

Corporate Communication International at Baruch College/CUNY is a global center for information and knowledge on corporate communication. Devoted to the theory and practice of corporate communication, CCI provides world-class, research driven programs for corporate practitioners, scholars, students, policy makers and the general public.

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