



Proceedings

Conference on Corporate Communication 2010

Friday, June 4 – Monday, June 7, 2010

Wroxton College, Wroxton, Nr. Banbury, Oxfordshire, UK

Sponsored by:

Corporate Communication International at Baruch College/CUNY

In association with:

Corporate Communications: An International Journal

Please ensure that in preparing your paper and your conference presentation they meet the stated purpose of the conference: *The three-day international conference serves as a bridge between practitioners and scholars to exchange ideas and information on relevant issues facing the corporate communication profession.*

FORMAT GUIDELINES FOR PUBLISHED PROCEEDINGS

The maximum length is 15 single spaced pages, including illustrations, notes, and references (about 4,500 words).

Please set your document to the following formatting guidelines:

- i. Paper Size & Margins
Use 1.25 inch left and right margins.
Use 1.25 inch top and bottom margins.
- ii. Tabs
Set Tab for paragraph indent to 5 spaces
Tab at the beginning of each new paragraph, but nowhere else in the document.
- iii. Typeface
Use 11 point, Times New Roman. For abstract and references use 10 point, Times New Roman.
- iv. Spacing
Single-space the document.
One space before and after section headings and section sub-headings.
- v. Justification
Use full justification for the entire document.
- vi. Page Headers
DO NOT use page headers.
- G. Page Numbers
DO NOT use page numbers.
- H. Section Headings
Center section headings. Initial cap each word, as appropriate.
- I. Section Sub-headings
Place section sub-headings flush left in italics, capitalizing first word only
- J. Graphics and Charts
Please keep graphics and charts to a minimum.

K. Abstract/Executive Summary
Start your paper with an abstract or executive summary of 100 to 150 words. (Block style Italics, single space, 10 pt.) Include the purpose, approach or methodology, findings, research implications, and the practical implications or applications.

L. References
References to other publications must be shown within the text as the first author's name followed by a comma and year of publication all in round brackets, e.g. (Fox, 1994). At the end of the article a reference list in alphabetical order must be given as follows:

For books: surname, initials (year), title publisher, place of publication, e.g.

Casson, M. (1979), *Alternatives to the Multinational Enterprise*, MacMillan, London.

For journals: surname, initials (year), "title", *journal*, volume, number, pages, e.g.

Fox, S. (1994), "Empowerment as a catalyst for change: an example for the food industry", *Supply Chain Management*, Vol. 2, No. 3, pp. 29-33

Please set tab for paragraph indent to .05" for second and third lines as shown above. Italics should be used in place of underlining. Use 10 pt. typeface.

M. Title, Your Name, Organization, Email & Country

At the beginning of your paper, center your title, your name, company, country and Email address. For example:

CCI Corporate Communication Study 2009 (14 pt., Bolded)

Michael B. Goodman (12 pt.)

Baruch College/CUNY, USA (12 pt.)

cci@corporatecomm.org (10 pt., not hyperlinked)

Please create your paper as a Microsoft Word document (no pdf's, please) and email as an attachment to: cci@corporatecomm.org.

All papers must be received by Monday, April 19, 2010 for inclusion in Conference Proceedings. Papers not following these format guidelines will be returned for formatting.

GUIDELINES FOR CONFERENCE PRESENTATIONS

The program chair arranges presentations on similar topics together as a panel, unless your presentation is a workshop, demonstration, or panel discussion you have organized. Each panel includes three or four presenters. Please prepare a 15-20 minute discussion including time for questions. You may use PowerPoint. Projectors are provided.

Please remember that your audience consists of both academics and practitioners. In preparing your presentation, please make your remarks relevant to both.

Please contact Tina Genest, CCI Associate Director, at cci@corporatecomm.org or her direct line at 973-270-0038 for further information. *Thank you for your cooperation.*

We look forward to your contribution to the success of the conference.



Corporate Communication International at Baruch College/CUNY
A global center for information and knowledge on corporate communication

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