

**2020 CCI CONFERENCE ON CORPORATE COMMUNICATION
VIRTUAL CONFERENCE – September 17, 2020
BEGINS AT 9AM US EST**

OPENING REMARKS: DR. MICHAEL GOODMAN, DIRECTOR, CCI

ERICA YAKOBZON, EXECUTIVE DIRECTOR, CCI

PART 1. EMPLOYEE ENGAGEMENT AND INTERNAL COMMUNICATION

Mona Agerholm Andersen, PhD, Aarhus University	"Employee ideation in a VUCA context: Communication responsibility and roles on internal social media"
Helle Eskesen Gode, PhD, VIA Business, VIA University College	
Jarim Kim, Yonsei University	CEO Leadership Behaviors, Strategic Internal Communication, and Employee Outcomes
Yeunjae Lee, Ph. D University of Miami	
Nicola Fredducci, Unicoop Firenze SC	Participatory communication to engage employees in corporate sustainability: the case of Unicoop Firenze
Robyn Albers, Albers Business Communication Solutions	How to Improve Employee Output With Emails: Framework and Practice
Alessandro Lovari, CERC – University of Cagliari (Italy) Giuseppe Segreto, University of Siena (Italy), Maurizio Masini, University of Siena (Italy), Corso Biagioni, Lem Industries Spa (Italy), Omar Antonio Cescut, Lem Industries Spa (Italy)	"A lion for the determination to go on, to grow more and more..." Mapping employees' voices: a qualitative approach
Paula Bernardino, Credibility Institute	Engaging Employees Through Corporate Social Responsibility Programs
Line Schmeltz Vibeke Madsen DMJX, Danish School of Media and Journalism, Denmark	Six ways to leave a lover: Evasive explanations and rationalizations when introducing a social intranet
Federica Bartolini, Whirlpool EMEA	(W)Influencer: the Whirlpool Corporation program to promote employee advocacy

SPECIAL MESSAGE FROM STEPHEN DISHART, CCI BOARD MEMBER AND PRESIDENT OF DISHART CCMC

PART 2. PERSUASION IN PRACTICE

Simona Bargiacchi, Cromology Italia	"Employee ambassadorship programmes for corporate reputation and employee engagement: the Cromology Voices case"
Johannes Brunzel, Technische Universität Braunschweig, Germany	"I have a dream" The vividness effect in international business communication.
Gastone Gualtieri, PhD student,	From subjective interpretations to collective discourse: How discursive

USI – Università della Svizzera italiana	meaning expansion constructs city identity
James Stapp, Oklahoma State University	High Stakes Persuasion: Lessons for Corporate Communicators
Ygal Kaufman, University of Oklahoma	A Triangular Model Illustration for Multi-Actor Relational Dynamics: The Spillover Effects of Employee Relationship on Organization-External Public Relations via Megaphoning
Paula Bernardino, McMaster University	Corporate Reputation -- Organizational Identity vs Organizational Image –The Ontario Wine Industry: A Case Study
PART 3. CORPORATE CULTURE	
Alessandra Teruggi, Vodafone Italia	Corporate culture and employee engagement: the launch of the initiative “The Spirit of Vodafone”
Jill Vitiello, Vitiello Communications Group	The Seven Ingredients in a Healthy Corporate Culture
Maria Luisa Parmigiani, Unipol Gruppo	Unipol’s care: a concrete initiative for employee engagement inspired by the company’s mission
Dr. Minna Logemann, Baruch College CUNY	Cultural resonance/dissonance of strategic concepts in engagement with the strategy in global organizations
Josie Cassano Rizzuti, McMaster University	Social Media, are the lines between professional and personal use blurring?
PART 4. CORPORATE COMMUNICATION RESEARCH	
Luca Quaratino, IULM University of Milan	Contingent workers engagement factors: an empirical study
Yan Jin, Ph. D, University of Georgia Taylor Voges, Ph.D. Student, University of Georgia	"Best Practices for Corporate Communication Research Collaboration between University Research Groups and Industry Businesses and Organizations: A Structure and Function Analysis"
ANNOUNCEMENT OF BEST PAPER AWARDS	
PART 5. CRISIS COMMUNICATION	
Augustine Pang, PhD Debbie Lee Gindelin Low Valerie Hum Singapore Management University, Singapore	"Social Media Influencers in Crisis: Providing counsel on Instagram".
Carolyn Meyer, Ryerson University	An Analysis of Startup Failure Post-Mortems
Antonio La Sala, Sapienza University of Rome	
Dr. Ryan Fuller, California State University-Sacramento.	An extension of renewal theory to the pre-crisis preparedness of family-owned firms
Candace Parrish, Ph.D., Sacred Heart University	Controversial Fashion and Corporate Crisis Learning: An Analysis of the Recent History of Diversity-Related Crisis Events in the Global Fashion Industry
LaShona Eaddy, Ph.D., APR, Southern	

Methodist University	
Yan Jin, Ph. D, University of Georgia	
Alessio Sartore, Ph.D. IULM University Camilla Rundberg, PhD student KTH Royal Institute of Technology	Tank, hurricane, octopus: gender discriminations in metaphors. How women in business overcome male stereotypical roles with self-care

PART 6. VALUES AND MOTIVATIONAL ENGAGEMENT

Mariacarmela Passarelli, Università della Calabria Alessandra Roberta Greto, Università della Calabria Alfio Cariola, Università della Calabria Valentina Cucino, Scuola Superiore Sant'Anna, Pisa	Students' Entrepreneurial intention in developing Regions: an empirical analysis
Peter Cardon, University of Southern California	A Clash of Values: The NBA in The Middle

PART 7. CORPORATE SOCIAL RESPONSIBILITY (CSR) PRACTICES

Francesca D'Angella Federica Ricceri IULM University of Milan	Dissemination and disclosure of CSR information through Twitter pre and post the European Directive on mandatory non-financial disclosure
Silvia Ravazzani, IULM University of Milan Carmen Daniela Maier, Ph. D., Aarhus University	Tackling the corporate plastic pollution issue: A study on discursive framing and moral evaluations across social actors
Paula Bernardino, Credibility Institute	Be a Responsible Communicator: Avoid "Washing" Your Corporate Social Responsibility (CSR) Reports

SPECIAL MESSAGE FROM RAY PELLECHIA, CCI BOARD MEMBER AND SR.COMMUNICATIONS EXECUTIVE AT FINANCIAL INDUSTRY REGULATORY AUTHORITY (FINRA)

PART 8. BRANDS AND BRANDING

David Waterman, University of Oklahoma	Unbranding: A Communicative Divestment Strategy for Disenfranchising Terrorist Organizations
Enrico Bocedi Laura Sprea Annalisa Galli Campari Group	Campari TV: engaging Camparistas in a digital era
Enrico Bocedi Maria Scuto Campari Group	The Spiritheque: stories beyond the spirits

CLOSING REMARKS: DR. MICHAEL GOODMAN