

Dr Cindy Ngai Received the Best Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2015



Cindy S.B. Ngai, Ph.D. receives Best Theoretical Paper Award at CCI's Conference on Corporate Communication, June 5, 2015. Standing with her are: **Michael B. Goodman, Ph.D.**, CCI Director, **Christina M. Genest**, CCI Associate Director, and **Wim J.L. Elving, Ph.D.**, Editor, *Corporate Communications: An International Journal*.

New York, New York. Cindy S. B. Ngai, Ph.D. and Rita G. Singh (Hong Kong) received the Best Theoretical Paper Award at Corporate Communication International's Conference on Corporate Communication 2015, held June 2 - 5 at Baruch College, City University of New York, for their paper, "Developing a Thematic Categorization System for Leaders' Web-based Communication in Greater China." *Corporate Communications: An International Journal*, published by Emerald Group Publishing Limited (UK), sponsors the annual award. Presenting the award were Wim J.L. Elving, Ph.D., Editor, and Michael B. Goodman, Ph.D., North America Regional Editor of *Corporate Communications: An International Journal* and CCI Director.

Speaking about Ngai and Singh's paper, Goodman states, "The six main themes Chinese corporations use to project their messages in their websites are -- *company development, operating philosophy, company profile, business environment, performance, and products and services*, according to a ground breaking paper "Developing a Thematic Categorization System for Leaders' Web-based Communication in Greater China" by Cindy S.B. Ngai and Rita G. Singh. They use advanced textual analysis software to discover their insights. They provide an important synthesis of experiential themes that offers a clearer understanding of how Chinese corporations implement corporate communication."

Web-based messages posted on corporate websites have emerged as a primary mode of communication between corporate leaders and stakeholders for Chinese corporations in the Greater China region. However, research investigating the prominent themes embedded in leaders' messages is lacking. The present study, therefore, aims at developing an up-to-date thematic categorization of Chinese corporate leaders' communication intended for different groups of stakeholders. By analyzing the web-based messages of leading corporations in Greater China with WordSmith 6.0 and corroborating the findings through interviews with corporate communication professionals, this study has identified six prominent themes in leaders' communication with their stakeholders. These themes include, in order of importance, company development, operating philosophy, company profile, business environment, performance, and products and services. This study informs prospective stakeholders about the focus of business and highlights the communication practices of leaders in Greater China, and therefore, has a potential to offer value to academics and practitioners.

Dr. Cindy Ngai is Research Assistant Professor and Program Leader of Master of Arts in Bilingual Corporate Communication in the Department of Chinese and Bilingual Studies at the Hong Kong Polytechnic University. She is currently a Member of the IoL (MCIL) and Professional Translator in NATTI. Her research interests lie in the fields of literary translation and bilingual corporate communication in Greater China. She has published research papers in communication studies in peer-reviewed journals including *Journal of Business and Technical Communication*, *Journal of Business Communication*, *Public Relations Review* and research books titled *New Trends in Corporate Communication- Language, Strategies and Practices* (2012) and *Role of Language & Corporate Communication in Greater China: From Academic to Practitioner Perspectives* (Forthcoming).

CCI - Corporate Communication International at Baruch College/CUNY (USA) sponsors the annual international Conference on Corporate Communication in association with *Corporate Communications: An International Journal* published by Emerald Group Publishing Limited (UK). 120 scholars and practitioners from 27 countries gathered at the 2015 conference to exchange information and explore 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 2015 Proceedings* published by CCI. Papers are also considered for publication in *Corporate Communications: An International Journal*, the *Journal of Communication Management*, and the *Journal of Business Strategy*.

The Department of Chinese and Bilingual Studies at Poly U, a CCI Academic Partner, and its recently established CCI – The Hong Kong Chapter (2011) were recognized at the conference for their ten years of collaboration with and contributions to CCI. CCI – The Hong

Kong Chapter was a 2015 conference sponsor. The 2014 conference was held at Poly U under the guidance of Professor Daniel So. Professor Shui Duen Chan currently represents Poly U on CCI's Board of Advisors.

CCI - 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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29 June 2015