

# BLEDCOM 2018 PROGRAMME

## THURSDAY, 5 JULY 2018

14.00 – 15.00 **REGISTRATION**

15.00 – 17.00 **PRE-CONFERENCE**

**Launch of *The Global Public Relations Handbook: Theory, Research, and Practice* (3<sup>rd</sup> Ed.)**

The launch of the third edition will include a symposium on global public relations with each of the participating authors providing a brief synopsis of their chapter. The session will also engage in a discussion of the current state and the future of global public relations. This session is open to all BledCom attendees and so we welcome you to join and participate.

19.00 - 21.00 **DINNER** (at Skipass Restaurant in Kranjska Gora, departure at 18.30)

## FRIDAY, 6 JULY 2018

8.30 – 9.30 **REGISTRATION**

9.30 – 10.00 **OPENING SESSION**

PROGRAM COMMITTEE:

**Dejan Verčič**, University of Ljubljana (Slovenia)

**Ana Tkalac Verčič**, University of Zagreb (Croatia)

**Krishnamurthy Sriramesh**, Purdue University (USA)

WELCOME ADDRESS:

**Prof. Dr. Monika Kalin Golob**, Professor and Dean of the University of Ljubljana Faculty of Social Sciences (Slovenia)

10.00 – 10.45 **KEYNOTE SPEAKER**

**A World in Crisis: The Role of Public Relations.**

**Dejan Verčič**, University of Ljubljana & Stratkom (Slovenia)

10.45 – 11.00 **COFFEE BREAK**

11.00 – 12.00 **PARALLEL PAPER SESSION 1**

Chair: Danny Moss

**Scansis as a Unique Crisis Type: Theoretical and Practical Implications.**

Authors:

- *Timothy W. Coombs*, Texas A&M University (USA)
- *Elina Tachkova*, Texas A&M University (USA)
- *Sherry J. Holladay*, Texas A&M University (USA)

Chair: Jon White

**An Issues Management Approach to Artificial Intelligence (AI) and Ethics: A Crisis with the Rising Machines?**

Author:

- *Shannon A. Bowen*, University of South Carolina (USA)

**Crisis Nearby or Faraway: Exploring the Influences of Psychological Distance of Crisis.**

Authors:

- *Sungsu Kim*, University of Georgia (USA)
- *Yan Jin*, University of Georgia (USA)
- *Bryan H. Reber*, University of Georgia (USA)

**Rationality and Emotions: A Stakeholder-Oriented Crisis Communication (SOCC) Model in Global Crises.**

Authors:

- *Hongmei Shen*, San Diego State University (USA)
- *Yang Cheng*, North Carolina State University (USA)

**Crisis communication during a national fire disaster.**

Authors:

- *Sandra Pereira*, ESCS IPL (Portugal)
- *Paula Nobre*, ESCS IPL (Portugal)

**Nobody hears their cries: Weak signals in media narratives and crises development.**

Authors:

- *Leanne Glenny*, University of South Australia (Australia)
- *Collette Snowden*, University of South Australia (Australia)

**Sleeping with your enemies – and what happens day after.**

Author:

- *Jacek Barlik*, University of Warsaw (Poland)

**Openness and transparency practices of social media influencers and their impact on follower trust and relationships: Insights from the United Arab Emirates.**

Authors:

- *Gaëlle Picherit-Duthler*, Zayed University (U.A.E)
- *Ganga S. Dhanesh*, Zayed University (U.A.E)

**Fake News, My News, Real News. Source credibility crisis and the rise of PR professionals as indirect gatekeepers.**

Author:

- *Michal Chmiel*, University of the Arts London (UK)

**Seeking Shared Meaning of NPOs' Reputation in the Post Period of a Social Crisis.**

Authors:

- *Selin Metin Turkel*, Izmir University of Economics (Turkey)
- *Sema Misci Kip*, Izmir University of Economics (Turkey)
- *Ebru Uzunoglu*, Izmir University of Economics (Turkey)

**12.00 – 12.45 PARALLEL PANEL SESSION 1**

**EUPRERA President's Panel.**

- *Betteke van Ruler*, University of Amsterdam (The Netherlands)
- *Inger Jensen*, Roskilde University (Denmark)
- *Günter Bentele*, University of Leipzig (Germany)
- *Ansgar Zerfass*, University of Leipzig (Germany)

Moderator: **Sue Wolstenholme**, Ashley Public Relations Ltd & PRCA (UK)

**A world in crisis: The role of public relations.**

- *Craig Fleisher*, Aurora WDC (USA)
- *Sarah Hall*, SarahHallConsulting & CIPR (UK)
- *Barbora Maronkova*, NATO Information and Documentation Centre Kyiv (Ukraine)
- *Stephen Waddington*, Ketchum Worldwide (UK)

Moderator: **Krishnamurthy Sriramesh**, Purdue University (USA)

**12.45 – 14.15 LUNCH**

**14.15 – 15.15 PARALLEL PAPER SESSION 2**

Chair: **David McKie**

**A public relations discourse of remote aereality: The case of the UK's Reaper drones.**

Author:

- *Gareth Thompson*, University of the Arts London (UK)

Chair: **Julia Jahansoozi**

**The Relational Turn in Public Relations Research: Signs of a Digital-Era Paradigm Shift in Communication Studies.**

Authors:

**Optimization of spokespersons' use of voice in organizational crisis communication**

Authors:

- *Aurélie De Waele*, KU Leuven (Belgium)
- *An-Sofie Claeys*, KU Leuven (Belgium)
- *Verolien Cauberghe*, Ghent University (Belgium)

**Computational Propaganda and Social Bots – An Old Dog with New Tricks.**

Authors:

- *Markus Wiesenberg*, University of Leipzig (Germany)
- *Ralph Tench*, Leeds Beckett University (UK)

**Journalism and Media in Times of Crisis: Who are the Key Stakeholders and how are they Portrayed?**

Author:

- *Marie-Eve Carignan*, Université de Sherbrooke (Canada)
- *Marc David*, Université de Sherbrooke (Canada)
- *Olivier Champagne-Poirier*, Université du Québec à Trois-Rivières (Canada)
- *Tracey O'Sullivan*, University of Ottawa (Canada)

**Integrating Character Assassination into Crisis Communication Curriculum.**

Author:

- *Sergei A. Samoilenko*, George Mason University (USA)

- *Yi-Hui Christine Huang*, The Chinese University of Hong Kong (Hong Kong SAR, China)
- *Qing Huang*, Zhejiang University (People's Republic of China)

**Agility in strategic communication research: Historical roots, conceptual specification, and implications for theory and practice.**

Authors:

- *Lisa Dühring*, University of Leipzig (Germany)
- *Sophia Charlotte Volk*, University of Leipzig (Germany)

**Sense-Making in a Postmodern World: Embracing Paradox Theory for Managing Organizational Tensions and Building Reputation among Hybrid-Identity Organizations.**

Author:

- *Ruth Avidar*, The Max Stern Yezreel Valley College (Israel)

**Critical coverage: The impact of responsibility attribution on attitude, (dis)identification and trust.**

Authors:

- *Jens Seiffert-Brockmann*, Universität Wien (Austria)
- *Sabine Einwiller*, Universität Wien (Austria)
- *Christopher Ruppel*, Universität Wien (Austria)

**Redefining the Field: The Institutional Logics of Crisis Management and Crisis Communication.**

Authors:

- *Finn Frandsen*, Aarhus University (Denmark)
- *Winni Johansen*, Aarhus University (Denmark)

**15.15 – 16.15 PARALLEL PAPER SESSION 3**

Chair: Terry Flynn

**Difference of CSR activities and communication between B2B and B2C companies.**

Authors:

- *Yusuke Ibuki*, Kyoto Sangyo University (Japan)
- *Masayoshi Yamasaki*, Aichi Sangyo University (Japan)

**Teflon Reputations and Glass Jaws: Managing Reputations in the Public Sphere.**

Author:

- *Farah Latif*, George Mason University (USA)

**A World in Denial: Understanding Antecedents and Perceptual Consequences of Climate Change Denial Attitudes.**

Chair: Ronel Rensburg

**Activist groups and Public Relations functions: examples from two collapsed banks and their clients.**

Authors:

- *Sónia Pedro Sebastião*, University of Lisbon, (Portugal)
- *Daniela Vila Verde*, University of Lisbon, (Portugal)

**Headwind in sports sponsoring: the effects of crisis response messages on sponsor credibility and team credibility.**

Authors:

- *Pytrik Schafraad*, University of Amsterdam, (The Netherlands)
- *Joost Verhoeven*, University of Amsterdam, (The Netherlands)

**From promoting liberal democracy and free market to the necessity of defending them: challenges for the PR industry.**

Author:

- *Arunima Krishna*, Boston University (USA)

**Public Reactions to CSR 2.0: A Cross-National Study on Creating Shared Values in the World of Crisis.**

Authors:

- *Yi-Ru Regina Chen*, Hong Kong Baptist University (Hong Kong SAR, China)
- *Ansgar Zerfass*, University of Leipzig (Germany)
- *Chun-Ju Flora Hung-Baesecke*, Massey University (New Zealand)
- *Shannon A. Bowen*, University of South Carolina (USA)
- *Don W. Stacks*, University of Miami (USA)
- *Ben Boyd*, Edelman (USA)

**Developing Participatory CSR in a Time of Distrust: Authenticity, Organizational Listening, and Dialogue.**

Author:

- *Chun-Ju Flora Hung-Baesecke*, Massey University (New Zealand)

Author:

- *Ryszard Ławniczak*, Military University of Technology (Poland)

**The Fit To Partner Test: Theoretical and Practical Considerations for Establishing Corporate and NGO Partnerships in an Uncertain World.**

Authors:

- *Nicky Garsten*, University of Greenwich (UK)
- *Kevin Read*, Pembroke and Rye (UK)
- *Caroline Diehl*, INSEAD (UK)

**Implications of the paracrises on the companies' stock prices**

Authors:

- *Marko Selaković*, S P Jain School of Global Management (U.A.E.)
- *Nikolina Ljepava*, American University in the Emirates (U.A.E.)
- *Miroslav Mateev*, American University in the Emirates (U.A.E.)

**16.15 – 17.00 ICED TEA WITH EDITORS**

Come meet the journal editors and get 15 tips on publishing your research, followed by informal Q&A.

- **Journal of Public Relations Research**, *Bey-Ling Sha*, editor-in-chief
- **Corporate Communications: An International Journal**, *W. Timothy Coombs*, editor
- **International Journal of Strategic Communication**, *Ansgar Zerfass*, editor
- **Journal of Public Affairs**, *Danny Moss*, editor
- **Journal of Communication Management**, *Ganga Dhanesh*, co-editor

**19.00 – 21.00 DINNER** (at Vila Podvin in Radovljica, departure at 18.30)

**SATURDAY, 7 JULY 2018**

**8.30 – 9.30 POSTER SESSION**

**Stalling the regression in human rights triggered by political polarization: The new frontier of corporate social responsibility.**

Author:

- *Ganga Dhanesh*, Zayed University (U.A.E)

**Making PR Great Again: Global Agencies Respond to the Trump Presidency.**

Authors:

- *Elina Erzikova*, Central Michigan University (USA)
- *Shannon A. Bowen*, University of South Carolina (USA)

**Crisis narratives of #Harvey and #Irma: Conversations on Twitter and Instagram.**

Authors:

- *Jeanine D. Guidry*, Virginia Commonwealth University (USA)
- *Lucinda Austin*, University of North Carolina (USA)
- *Seoyeon Kim*, University of North Carolina (USA)
- *Baobao Song*, Virginia Commonwealth University (USA)

**Enacting mediatization in public sector organizations: The role of communication managers**

Authors:

- *Sandra Jacobs*, University of Amsterdam (The Netherlands)
- *Anke Wonneberger*, University of Amsterdam (The Netherlands)

**Experts' perception of the influence of cooperation between PR agencies and organization on stakeholders' relationships – results of a Delphi study with Croatian practitioners.**

Author:

- *Petra-Marija Jelčić*, Agency IMC & Quadriga University of Applied Sciences (Croatia)

**The Crisis Manager in Popular Crisis Management Books (PCMBs).**

Authors:

- *Winni Johansen*, Aarhus University (Denmark)
- *Finn Frandsen*, Aarhus University (Denmark)

**Immigrant labor in the context of liquid modernity: An analysis of discursive strategies of Sindacato Chinese Nazionale.**

Authors:

- *Zhuo Ban*, University of Cincinnati (USA)
- *Alessandro Lovari*, Università di Cagliari (Italy)

**Co-Creating More Citizen Involvement in Mäntsälä Municipality.**

Author:

- *Harri Ruoslahti*, Laurea University of Applied Sciences (Finland)

**Intellectual ecology in the age of disturbing social relationships.**

Author:

- *Kaja Tampere*, Tallinn University (Estonia)

**Jungian Brand Therapy. Could the new model help find brand solutions in a post-branding world?**

Author:

- *Ira Vince*, Bijeli zec d.o.o. (Croatia)

**Reflexivity on contradictions. Self-definitions of PR-people, journalists, v-/blogger and instagramer facing the climate crisis.**

Author:

- *Franziska Weder*, Alpen-Adria-Universität Klagenfurt (Austria)
- *Larissa Krainer*, Alpen-Adria-Universität Klagenfurt (Austria)

**Agenda Setting in the Dialogue of Community of Human Shared Destiny.**

Authors:

- *Hui (Peter) Zhang*, Shanghai Polytechnic University (People's Republic of China)
- *Xialoin Zhu*, Shanghai Polytechnic University (People's Republic of China)

**9.30 – 10.30 PARALLEL PAPER SESSION 4**

Chair: Piet Verhoeven

**Erasing the limits. When companies impose themselves between State and People.**

Authors:

- *Carolina Andrea Carbone*, Universidad de

Chair: Ryszard Ławniczak

**The impact of emotional crisis communication on stakeholders' empathy with an organization in crisis and post-crisis reputation.**

Authors:

<p>Belgrano (Argentina)</p> <ul style="list-style-type: none"> <li>- <i>Maximiliano Ortner</i>, Universidad de Belgrano (Argentina)</li> </ul> <p><b>How Big Is Public Relations (and Why Does It Matter)?</b> Author:</p> <ul style="list-style-type: none"> <li>- <i>Toni Muzi Falconi</i>, Methodos (Italy)</li> <li>- <i>Frank Ovaitt</i>, Institute for Public Relations (USA)</li> </ul> <p><b>Managing in a volatile, complex, and ambiguous world: A systematic review of 25 years of management research in communication and public relations.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Danny Moss</i>, University of Chester (UK)</li> <li>- <i>Barbara DeSanto</i>, Kansas State University (USA)</li> </ul> <p><b>Addressing academic and social neglect: Narratives of progress involving discipline disruptions, financial communication, and a new role for PR.</b> Author:</p> <ul style="list-style-type: none"> <li>- <i>David McKie</i>, University of Waikato (New Zealand)</li> </ul> <p><b>Social Media Research, Measurement, Evaluation in the Public Relations Industry: A Ten-Year Longitudinal Analysis.</b> Author:</p> <ul style="list-style-type: none"> <li>- <i>Donald K. Wright</i>, Boston University (USA)</li> </ul>	<ul style="list-style-type: none"> <li>- <i>Lieze Schoofs</i>, KU Leuven (Belgium)</li> <li>- <i>An-Sofie Claey</i>s, KU Leuven (Belgium)</li> </ul> <p><b>Climate change and urban youth crisis alertness.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Gábor Sarlós</i>, RMIT (Vietnam)</li> <li>- <i>Zoltán Ferencz</i>, HAS Center for Social Sciences (Hungary)</li> </ul> <p><b>Understanding corporate values in a crisis-prone environment: A comparative study between Turkey and USA.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Nilüfer Geysi</i>, Bahcesehir University (Turkey)</li> <li>- <i>Selin Turkel</i>, Izmir University of Economics (Turkey)</li> <li>- <i>Ebru Uzunoglu</i>, Izmir University of Economics (Turkey)</li> </ul> <p><b>Nonprofits and theirs communication professionals – their role in today’s world.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Ana Raposo</i>, ESCS IPL (Portugal)</li> <li>- <i>Mafalda Eiró-Gomes</i>, ESCS IPL (Portugal)</li> </ul> <p><b>The intersection of Litigation, Reputation &amp; Brand Trust: The High Cost of Low Trust</b> Author:</p> <ul style="list-style-type: none"> <li>- <i>Shih-Chia Wu</i>, The Chinese University of Hong Kong (Hong Kong SAR, China)</li> </ul>
---	--

**10.30 – 10.45 COFFEE BREAK**

**10.45 – 11.45 PARALLEL PAPER SESSION 5**

<p><u>Chair: Ganga Dhanesh</u></p> <p><b>PR Memes and communicators’ perceptions and reflections of PR.</b> Author:</p> <ul style="list-style-type: none"> <li>- <i>Ana Adi</i>, Quadriga University of Applied Sciences (Germany)</li> </ul> <p><b>Fake news, a construction of reality.</b> Author:</p> <ul style="list-style-type: none"> <li>- <i>Andrej Drupal</i>, Consensus (Slovenia)</li> </ul>	<p><u>Chair: Ruth Avidar</u></p> <p><b>Evaluating Crisis Responses on Twitter: Perspectives from Situational Crisis Communication Theory and Person-Centered.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Jennifer Owlett</i>, William Paterson University (USA)</li> <li>- <i>Soo-Kwang Oh</i>, Pepperdine University (USA)</li> <li>- <i>Kyung-Hyan Yoo</i>, William Paterson University (USA)</li> </ul> <p><b>Adoption and Impact of Internal Social Media use in Organizations.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Joost Verhoeven</i>, University of Amsterdam (The Netherlands)</li> <li>- <i>Youri Dechesne</i>, ISM Consultancy Evolve (The Netherlands)</li> <li>- <i>Peter Haan</i>, ISM Consultancy Evolve (The Netherlands)</li> <li>- <i>Maria Franken-Farag</i>, ISM Consultancy Evolve (The Netherlands)</li> </ul>
--	--

**Fake news and the crisis of public communication: How organizations are affected by false information and prepared to handle it.**

Authors:

- *Ansgar Zerfass*, University of Leipzig (Germany)
- *Dejan Verčič*, University of Ljubljana (Slovenia)
- *Ángeles Moreno*, University Rey Juan Carlos (Spain)
- *Piet Verhoeven*, University of Amsterdam (The Netherlands)
- *Ralph Tench*, Leeds Beckett University (UK)

**Strategic Church Communication in Times of Religious Pluralism in Western Europe. Some Comparative Evidence.**

Author:

- *Markus Wiesenberg*, University of Leipzig (Germany)

**Missing the good old days? PR in the era of online misbehavior.**

Authors:

- *Deniz Maden*, Ege University (Turkey)
- *Özgür Köseoğlu*, Ege University (Turkey)
- *Nahit Erdem Köker*, Ege University (Turkey)

**Real-time Social Media Engagement and Millennials' Event Experience.**

Authors:

- *Kyung-Hyan Yoo*, William Paterson University (USA)
- *Gabriela Mera*, Today's Business (USA)

**Signs of trust. Investigating social media as connective enablers between municipalities and digital publics.**

Authors:

- *Alessandro Lovari*, University of Cagliari (Italy)
- *Letizia Materassi*, University of Florence (Italy)

**Social Media and Crisis Communication Practices: Ideas, Ideals and Nightmares of Our Time.**

Authors:

- *Ulfet Kutoglu Kuruc*, Eastern Mediterranean University (Turkish Republic of Northern Cyprus)
- *Baruck Opiyo*, Eastern Mediterranean University (Turkish Republic of Northern Cyprus)

**11.45 – 12.45 PARALLEL PAPER SESSION 6**

Chair: Wim Elving

**Public Relations for Peacebuilding: Case Study from Colombia.**

Authors:

- *Krishnamurthy Sriramesh*, Purdue University (USA)
- *Ivana Monnard* (Switzerland)

**Market-oriented relations in the digital era: A study of public relations and marketing professionals in Hong Kong.**

Authors:

- *Suk Chong Tong*, Hong Kong Shue Yan University (Hong Kong SAR, China)
- *Fanny Fong Yee Chan*, Hang Seng Management College (Hong Kong SAR, China)

**Turkish press coverage of the Syrian conflict and the possibilities of peace journalism.**

Author:

- *Aysun Akan*, Izmir University of Economics (Turkey)

**The Role of Public Relations in Building the Bridges: Rethinking the Communication Strategies in Negotiation Process in Cyprus.**

Author:

Chair: Winni Johansen

**How publics respond during infectious disease outbreaks: Blame and information seeking.**

Authors:

- *Lucinda L. Austin*, University of North Carolina (USA)
- *Brooke Fisher*, University of Maryland (USA)
- *Yan Jin*, University of Georgia (USA)
- *Seoyeon Kim*, University of North Carolina (USA)

**Public Relations and Behavioral Insights Nudging: How Grunig and Hunt's Domino Model of Communication Effects Lies at the Center of Successful Behavioural Change.**

Author:

- *Terence (Terry) Flynn*, McMaster University (Canada)

**Supporting the evolution of emancipative values: a new purpose for public relations.**

Author:

- *Piet Verhoeven*, University of Amsterdam (The Netherlands)

**Model of Strategic Public Relations – MSPR: the role of PR in a VUCA world.**

Author:

- *Susana de Carvalho Spinola*, University of Lisbon

<ul style="list-style-type: none"> <li>- <i>Münevver Çağın Bektaş</i>, Near East University (Cyprus)</li> </ul> <p><b>“The people have spoken” - listening to the nation’s voice on corruption and state capture in South Africa.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Ronel Rensburg</i>, University of Pretoria (South Africa)</li> <li>- <i>Andrea Gevers</i>, Ask Africa (South Africa)</li> <li>- <i>Melani Prinsloo</i>, Infusion (South Africa)</li> </ul>	<p>(Portugal)</p> <p><b>Challenges in enhancing disaster communication through spontaneous stakeholder communicative self-organisation.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Tanya Le Roux</i>, Bournemouth University (UK)</li> <li>- <i>Dewald van Niekerk</i>, North-West University (South Africa)</li> </ul>
<p><b>12.45 – 14.15 LUNCH</b></p>	
<p><b>14.15 – 15.00 PARALLEL PANEL SESSION 2</b></p>	
<p><b>What university student leaders expect for practicing PR in a turbulent world, and how global networking can assist their needs</b></p> <ul style="list-style-type: none"> <li>- <i>Andrew Cook</i>, PRSSA &amp; Brigham Young University (USA)</li> <li>- <i>Jan Jamšek</i>, Student Section of Slovenian Marketing Association &amp; University of Ljubljana (Slovenia)</li> <li>- <i>Carolina Falcão</i>, UFAM &amp; Federal Justice of Amazonas (Brasil)</li> <li>- <i>Daniel Ziegele</i>, Leipzig University (Germany)</li> </ul> <p><u>Moderator: Robert Wakefield</u>, Brigham Young University (USA)</p>	<p><b>PR measurement &amp; evaluation: the compass to navigate a VUCA (volatile / uncertain / complex / ambiguous) world – and providing users with the skills to use it.</b></p> <ul style="list-style-type: none"> <li>- <i>Ilija Krustev</i>, A Data Pro (Bulgaria)</li> <li>- <i>Hans Ruijgers</i>, KWR Watercycle Research Institute (The Netherlands)</li> <li>- <i>Fraser Likely</i>, Likely Communication Strategies (Canada)</li> </ul> <p><u>Moderator: Ana Adi</u>, Quadriga University of Applied Sciences (Germany) &amp; <b>Thomas Stoeckle</b>, The SmallDataForum (Germany)</p>
<p><b>15.00 – 15.50 PARALLEL PAPER SESSION 7</b></p>	
<p><u>Chair: Finn Frandsen</u></p> <p><b>How actors shape issue arenas on Twitter: Food issues in the Netherlands.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Sandra Jacobs</i>, University of Amsterdam (The Netherlands)</li> <li>- <i>I.R. Hellsten</i>, University of Amsterdam (The Netherlands)</li> <li>- <i>Anke Wonneberger</i>, University of Amsterdam (The Netherlands)</li> </ul> <p><b>NGOs’ visibility in conflict news coverage – on the relevance of evidence-based communication.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Marc Jungblut</i>, Ludwig-Maximilians-University of Munich (Germany)</li> <li>- <i>Romy Fröhlich</i>, Ludwig-Maximilians-University of Munich (Germany)</li> </ul> <p><b>Effects of Astroturfing in Non-Profit Organizations: Two Competing Hypotheses.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Loarre Andreu Perez</i>, University of Oklahoma (USA)</li> <li>- <i>Bugil Chang</i>, University of Oklahoma (USA)</li> </ul>	<p><u>Chair: Betteke van Ruler</u></p> <p><b>Managing Reputational Costs Via Internal Issues Management: Testing the Effects of Employees’ Issues Perceptions and Informational Leak.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Katie Haejung Kim</i>, University of Oklahoma (USA)</li> <li>- <i>Yeunjae Lee</i>, Purdue University (USA)</li> <li>- <i>Jeong-Nam Kim</i>, University of Oklahoma (USA)</li> </ul> <p><b>PR and society: The generative power of history in the present and future.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Julia Jahansoozi</i>, Royal Roads University (Canada)</li> <li>- <i>Virginia McKendry</i>, Royal Roads University (Canada)</li> </ul> <p><b>Renegotiating the non-social license to operate: Natural gas extraction from goldmine to controversial business.</b> Authors:</p> <ul style="list-style-type: none"> <li>- <i>Wim J.L. Elving</i>, Hanze U. of Applied Sciences (The Netherlands)</li> <li>- <i>Roel van Veen</i>, Hanze U. of Applied Sciences (The Netherlands)</li> </ul>

**The role and impact of Public Relations on enhancing the visibility of non-profit organisations. Case study: foundation "Croatia for children".**

Authors:

- *Nataša Cesarec Salopek*, IMC (Croatia)
- *Mirela Polić*, IMC (Croatia)

- *Julliette Jansz*, Hanze U. of Applied Sciences (The Netherlands)
- *Carina Wiekens*, Hanze U. of Applied Sciences (The Netherlands)

**Crisis communication consulting: The (new) role of PR agencies in solving organizational crises.**

Authors:

- *Damir Jugo*, Edward Bernays College of Communication Management (Croatia)
- *Ivan Pakozdi*, Edward Bernays College of Communication Management (Croatia)
- *Zdeslav Milas*, Edward Bernays College of Communication Management (Croatia)

**15.50 – 16.20 CLOSING SESSION**

PROGRAM COMMITTEE:

**Dejan Verčič**, University of Ljubljana (Slovenia)

**Ana Tkalac Verčič**, University of Zagreb (Croatia)

**Krishnamurthy Sriramesh**, Purdue University (USA)

**19.00 - 21.00 DINNER** (at Gostilna Krištof in Predoselje, departure at 18.30)