

BLEDCOM 2023

PRELIMINARY PROGRAMME

THURSDAY, 29 JUNE 2023

18.00 – 19.00 REGISTRATION

20.00 - 22.00 DINNER

(Hiša Linhart in Radovljica, departure at 19.30)

FRIDAY, 30 JUNE 2023

8.00 – 9.00 REGISTRATION

9.00 – 9.30 OPENING SESSION

PROGRAM COMMITTEE:

Dejan Verčič, University of Ljubljana & Herman & partnerji (Slovenia)

Ana Tkalac Verčič, University of Zagreb (Croatia)

Krishnamurthy Sriramesh, University of Colorado (USA)

WELCOME ADDRESS:

Prof. Dr. Iztok Prezelj, Professor and Dean of the University of Ljubljana Faculty of Social Sciences (Slovenia)

9.30 – 10.30 KEYNOTE SPEAKER

30 years of BledCom and ESG

Dejan Verčič, University of Ljubljana & Herman & partnerji (Slovenia)

PARTNER: Zavarovalnica Triglav

10.30 – 11.00 COMMUNICATION RESEARCH FOCUS

Emergence and Evolution of Sustainable Development Communication Practices

Solange Tremblay, Interdecom (Canada)

11.00 – 11.45 EXECUTIVE DEBATE

ESG in practice: How to Understand and Manage It

Moderator: **Daniel Tisch**, Argyle (Canada)

Discussants:

- **Teodor Prosen**, Telekom Slovenije (Slovenia)
- **Karidia Toure Zagrajšek**, NLB Group (Slovenia)

11.45 – 12.00 COFFEE BREAK

12.00 – 13.00 PARALLEL PAPER SESSIONS 1

A

Chair: Ganga Dhanesh

“Unfaking” Climate Change. The Impact of Negatively Framed Content on CSR Communication, Company Evaluation and Purchase Intentions

Chmiel, Michal, Royal Holloway, University of London (UK)

Fatima, Sania, Royal Holloway, University of London (UK)

Ingold, Ciara, Royal Holloway, University of London (UK)

Mager, Leandra, Royal Holloway, University of London (UK)

Reisten, Jana, Royal Holloway, University of London (UK)

Tejada, Catalina, Royal Holloway, University of London (UK)

Environmental Sustainability: The role of communication in organizational responsibility

Eiró-Gomes, Mafalda, Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa (Portugal)

Raposo, Ana, Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa (Portugal)

Nunes, Tatiana, Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa (Portugal)

Consequences of Unfulfilled International Commitments to Sustainability

Yeo, SunHa, University of Oklahoma (USA)

Lee, Hyelim, University of Oklahoma (USA)

Hollenczer, James, University of Oklahoma (USA)

Kim, Soo Yun, University of Texas – Rio Grande Valley (USA)

Ko, Sungan, Ulsan National Institute of Science and Technology (Republic of Korea)

A Lens to Examine Communication Through Business Continuity Management

B

Chair: Alessandro Lovari

Examining the Impact of Leaders’ Use of Motivating Language on Employees’ Psychological Well-being during the COVID-19 Pandemic

Men, Linjuan Rita, University of Florida (USA)

Qin, Yufan Sunny, James Madison University (USA)

Hong, Cheng, California State University (USA)

Talking about Sustainability in the Fashion Industry: Just a Feel-Good Factor?

Hejlová, Denisa, Charles University (Czech Republic)

Koudelková, Petra, Charles University (Czech Republic)

Schneiderová, Soňa, Charles University (Czech Republic)

The Role of Communication in Establishing a Shared-Purpose Driven Organisation

Hung-Baesecke, Chun-Ju Flora, University of Technology Sydney (Australia)

Taylor, Maureen, University of Technology Sydney (Australia)

Chen, Yi-Ru Regina, Hong Kong Baptist University (Hong Kong, S.A.R. China)

“Why do I feel so alone?” Leadership of ‘in’ and ‘out’ groups in remote Public Relations and Communications teams.

Kinnear, Susan, University of Dundee (UK)

DISCUSSION

C

Chair: Ana Tkalac Verčič

Will AI be the end of PR as we know it? A vision for professional sustainability

Galloway, Chris, Massey University (New Zealand)

Vujnovic, Marina, Monmouth University (USA)

Swiatek, Lukasz (Luk), University of New South Wales (Australia)

Kruckeberg, Dean, UNC Charlotte (USA)

Quo Vadis Communication? Results of a Survey Among Young German PR/Communications Practitioners

Adi, Ana, Quadriga University of Applied Sciences (Germany)

Fechner, Ronny, Quadriga University of Applied Sciences (Germany)

Seidenglanz, Rene, Quadriga University of Applied Sciences (Germany)

Redesigning public relations beyond sustainability: Discursive entrepreneurs, deep adaptation, and hyper-reflexivity

Willis, Paul, University of Huddersfield and Leeds Beckett University (UK)

McKie, David, University of Waikato (New Zealand)

What makes citizens resilient or vulnerable to disinformation? Identifying connected factors and introducing a new conceptual framework

Kont, Jülide, Hanze University of Applied Sciences (The Netherlands)

Elving, W.J.L., Hanze University of Applied Sciences (The Netherlands)

Broersma, M.J., University of Groningen (The Netherlands)

Bozdag Bucak, Çigdem, University of Groningen (The Netherlands)

DISCUSSION

<p>Hytönen, Eveliina, Laurea University of Applied Sciences (Finland) Ruoslahti, Harri, Laurea University of Applied Sciences (Finland)</p> <p>DISCUSSION</p>		
<p>13.00 – 14.30 LUNCH</p>		
<p>14.30 – 15.30 PARALLEL PAPER SESSIONS 2</p>		
<p>A</p> <p>Chair: Holger Sievert</p> <p><i>What is the relationship between sustainability and CSR?</i> Forthmann, Jörg, IMWF Institute for Management and Economic Research GmbH (Germany) Westermann, Arne, ISM International School of Management (Germany) Esser, Luisa Madeleine, IMWF Institute for Management and Economic Research GmbH (Germany) Homann, Reimund, Service Value GmbH (Germany)</p> <p><i>Are Italian companies ready to communicate sustainability? An empirical analysis</i> Fabbri, Valerio, FabbriKo (Slovenia) Capurso, Viviana, Udine University (Italy) Brusati, Luca, Udine University (Italy)</p> <p><i>Reconsidering the Trade Association as a driver and promoter of sustainability; observations from the travel, tourism and hospitality sector</i> Francis, Thyme, Ada and Alan (UK) Read, Kevin, University of Greenwich (UK) Clarke, Faye, Ada and Alan (UK)</p> <p><i>Environmental, Social and Governance (ESG). Just a “public relations exercise”?</i> Thompson, Gareth, University of the Arts London (UK)</p> <p>DISCUSSION</p>	<p>B</p> <p>Chair: Liz Bridgen</p> <p><i>Segmentation of public in children vaccination communication in Slovenia, implementing STOPS/CAPS and pragmatic multimethod approach</i> Kropivnik, Samo, University of Ljubljana (Slovenia) Vrdelja, Mitja, NIJZ (Slovenia)</p> <p><i>Perceptions about corporate positioning on controversial sociopolitical issues: Examining big pharma engagement with patient advocacy</i> Müller, Naíde, Catholic University of Portugal (Portugal)</p> <p><i>Communication and Sustainability in Public Health: Bibliometric Analysis</i> Marques, Isabel, ISCSP ULisboa (Portugal) Duarte Nogueira, Fernanda Maria, ISCSP ULisboa (Portugal) Marques de Carvalho, Alba Caterine, ISCSP ULisboa (Portugal)</p> <p><i>Corporate Social Responsibility, Regional Culture, and Sustainability: Case of NEPG Low-priced Medicine</i> Gao, Hao, Nanjing Normal University (China) Wu, Jing, University of Ljubljana (Slovenia) Li, Yubin, Nanjing Normal University (China) Wang, Qinghua, Cable and Network Co. Ltd. (China)</p> <p>DISCUSSION</p>	<p>C</p> <p>Chair: Denisa Hejlová</p> <p><i>Ways to Foster Internal Communities: Harnessing the Power of Effective CSR Communication</i> Shen, Hongmei, San Diego State University (USA) Jiang, Hua, Syracuse University (USA)</p> <p><i>Internal communication channel trends, the energy crisis and sustainability: Can a middle ground be found in South Africa?</i> Sutton, Lucinda B, North-West University (South Africa) Le Roux, Tanya, Bournemouth University (UK)</p> <p><i>Internal Social Media Use for an Attractive Internal Employer Brand</i> Hein, Antonia, Hanze University of Applied Sciences (The Netherlands) Elving, Wim J.L., Hanze University of Applied Sciences (The Netherlands) Koster, Sierdjan, Hanze University of Applied Sciences (The Netherlands) Edzes, Arjen, Hanze University of Applied Sciences (The Netherlands)</p> <p><i>Diversity, equity and inclusion: A study on communication practices for a more sustainable workplace</i> Ravazzani, Silvia, Università IULM (Italy) Fisichella, Chiara, Università IULM (Italy) Butera, Alfonsa, Università IULM (Italy) Mazzei, Alessandra, Università IULM (Italy)</p> <p>DISCUSSION</p>

15.30 – 16.15 PARALLEL PAPER SESSIONS 3

A

Chair: Hongmei Shen

Sustainable Early Warning Systems (EWS) in Disaster Management: Can communication practitioners provide the answer?

Le Roux, Tanya, Bournemouth University (UK)

Media image on social (ir)responsibility of Croatian banks

Lacković, Stjepan, Polytechnic of Baltazar Zaprešić (Croatia)
Šporčić, Mateja, Polytechnic of Baltazar Zaprešić (Croatia)

Criticism on DEI-related corporate social media postings and how companies handle it

Einwiller, Sabine, University of Vienna (Austria)
Wolfgruber, Daniel, University of Vienna (Austria)

DISCUSSION

B

Chair: Marko Selakovic

Caring or selling? Communicating values or promoting products in PR education

Barlik, Jacek, University of Warsaw (Poland)

Does sustainable development need more conscious PR practitioners? A comparative analysis of the perspectives of PR professionals and scholars on sustainability

Geysi, Nilüfer, Bahçeşehir University (Turkey)

Connecting the networking nodes for sustainable student wellness: The case of UJ's student wellness programme and role of a PR educator

Benecke, Daliene Rene, University of Johannesburg (South Africa)

DISCUSSION

C

Chair: Silvia Ravazzani

The impact of corporate social responsibility on brand loyalty and employer brand reception: The mediating role of brand authenticity

Špoljarić, Anja, University of Zagreb (Croatia)

Dropulić, Branka, University of Zagreb (Croatia)

Tkalac Verčić, Ana, University of Zagreb (Croatia)

On Sustainability Publics: Theories of Segmentation and Incentivization for Effective Strategic Environmental Communication

Lovari, Alessandro, University of Cagliari (Italy)

Vaz de Almeida, Cristina, CAPP – ISCSP (Portugal)

Lee, Hyelim, University of Oklahoma & Debiasing and Lay Informatics (DaLI) Lab (USA)

Hollenczer, Jimmy, University of Oklahoma & Debiasing and Lay Informatics (DaLI) Lab (USA)

Kim, Jeong-Nam, University of Oklahoma & Debiasing and Lay Informatics (DaLI) Lab (USA)

Corporations in Borsa Istanbul-Bist sustainability index on the way to the strategic sustainable goals from tactical applications

Aksoy, Zeynep, Izmir University of Economics (Turkey)

Misci Kip, Sema, Izmir University of Economics (Turkey)

DISCUSSION

20.00 – 22.00 30th BLEDCOM ANNIVERSARY DINNER PARTY

(Park Restaurant and Café overlooking the lake)

SATURDAY, 1 JULY 2023

09.00 – 09.30 KEYNOTE SPEAKER

Steve Shepperson-Smith, CIPR President (UK)

PARTNER: Zavarovalnica Triglav

09.30 – 10.15 RESEARCH FOCUS

Past, Present and Future of Public Relations

Moderator: **Fraser Likely**, University of Ottawa (Canada)

Discussants:

- **Steve Shepperson-Smith**, CIPR (UK)
- **Le Roux, Tanya**, Bournemouth University (UK)
- **Hung-Baesecke, Chun-Ju Flora**, University of Technology Sydney (Australia)

10.15 – 11.00 PANEL AND ROUNDTABLE

Strategic communication in Europe: Key insights from 15 years of monitoring the field with the ECM

Moderator: **Ansgar Zerfass**, University of Leipzig (Germany)

Discussants:

- **Tina Cipot**, Public Relations Society of Slovenia (Slovenia)
- **Dejan Verčič**, University of Ljubljana & Herman & partnerji (Slovenia)

11.00-11.45 DEBATE ON GOOD INTENTIONS: RISING FUTURE

Discussants:

- **Janja Božič Marolt**, Mediana Institute (Slovenia)
- **Maša Muster**, Mediana Institute (Slovenia)
- **Lucija Karnelutti**, Winner of Mediana - Rising Future 2022 (Slovenia)

11.45 -12.00 COFFEE BREAK

12.00 – 13.00 PARALLEL PAPER SESSIONS 4

A

Chair: Rita Men

Internal and External Aspects of Sustainability Communication. An investigation of CSR reporting and media coverage in different industries 2020-21

Sievert, Holger, Macromedia
University of Applied Sciences
Cologne (Germany)

Hetzel, Esther, Macromedia
University of Applied Sciences
Cologne (Germany)

B

Chair: Tanya Le Roux

Academic publications create sustainable knowledge in funded projects

Ruoslahti, Harri, Laurea University of Applied Sciences (Finland)
Hytönen, Eveliina, Laurea University of Applied Sciences (Finland)

“Personal” Influence in “Public” Relations Practices: Evidence from Italy

C

Chair: Lucinda Sutton

Sustainability and conservatism

Drapal, Andrej,
andrejdrupal.com (Slovenia)

Exploring the Public Engagement in Missing People on Social Media Platform - Douyin Xunren as An Example

Wu, Shih Chia, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)

<p>Meißner, Florian, Macromedia University of Applied Sciences Cologne (Germany)</p> <p><i>Towards a better future: An assessment of sustainability practices in the aviation sector from the perspective of public relations</i></p> <p>Çiçek, Meltem, İstanbul Maltepe University Vocational School (Turkey)</p> <p><i>Sustainable body image: fittspiration, overweight, and body positivity</i></p> <p>Ortová, Nina, Charles University (Czech Republic)</p> <p><i>Does 360° communication promote more sustainable behavior in organizations?</i></p> <p>Monteiro Mourão, Rita, Universidade Europeia, IADE (Portugal)</p> <p>DISCUSSION</p>	<p>Sriramesh, Krishnamurthy, University of Colorado (USA)</p> <p>Valentini, Chiara, University of Jyväskylä (Finland)</p> <p><i>The Place of Sustainability in Public Relations Education in Spain, Turkey and the United Arab Emirates: A Preliminary Study</i></p> <p>Ruiz-Mora, Isabel, University of Malaga (Spain)</p> <p>Öksüz, Burcu, University of Sharjah (U.A.E.)</p> <p>Görpe, T. Serra, University of Sharjah, Izmir Kâtip Çelebi University (Turkey)</p> <p><i>Understanding Predictors of Employees' Turnover Intentions in times of CEO-Initiated Crises</i></p> <p>Krishna, Arunima, Boston University College of Communication (USA)</p> <p>DISCUSSION</p>	<p>Liu, Xueyi, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>Kuo, Man Ying, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>Chan, Ziing, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p><i>Can PR solve wicked problems?</i></p> <p>Adi, Ana, Quadriga University of Applied Sciences (Germany)</p> <p>Stoeckle, Thomas, Bournemouth University (UK)</p> <p><i>Re-public relations: An issue-centered approach to organizations and publics</i></p> <p>Jonkman, J.G.F., University of Amsterdam (The Netherlands)</p> <p>DISCUSSION</p>
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13.00 – 14.30 LUNCH

14.30 – 15.00 PARALLEL PANEL SESSIONS

A

Communicating sustainability in the Middle East: trends and challenges

Panel Moderator: Marko Selakovic, SP Jain School of Global Management

Panelists:

- **Ganga Dhanesh**, Zayed University (U.A.E)
- **Nikolina Ljepava**, American University in the Emirates (U.A.E.)

DISCUSSION

B

Navigating collaborative, co-creative, international, multi-lingual studies – a reflective panel on working, organizing, ownership and authorship

Panel Moderator: Ana Adi, Quadriga University of Applied Sciences (Germany)

Panelists:

- **Rene Dalien Beneke**, University of Johannesburg (South Africa)
- **Anca Anton**, University of Bucharest (Romania)
- **Silvia Ravazzani**, IULM (Italy)

DISCUSSION

15.00 – 16.00 PARALLEL PAPER SESSIONS 5

A

Chair: Flora Hung-Baesecke

Words Matter: The Consequences of Supervisor Verbal Aggressiveness on Workplace Culture, Employee-Organization

B

Chair: Ana Adi

Porn, Positioning and Power: Understanding the exclusion of Porn Pedallers from British Cycling
Bowman, Sarah, Northumbria

C

Chair: Wim Elving

Strategic communication as a transformative approach in the context of sustainable development
Pleil, Thomas, Hochschule

<p><i>Relationships, and Employee Behavior</i> Yue, Cen April, University of Connecticut (USA) Qin, Yufan Sunny, James Madison University (USA) Men, Linjuan Rita, University of Florida (USA)</p>	<p>University (UK) Bridgen, Elizabeth, Sheffield Hallam University (UK) <i>How can anti-consumption be effectively communicated?</i> Lučić, Andrea, University of Zagreb (Croatia) Uzelac, Marija, University of Zagreb (Croatia)</p>	<p>Darmstadt – University of Applied Sciences (Germany) Otsa, Teresa, Hochschule Darmstadt – University of Applied Sciences (Germany) Helferich, Pia Sue, Hochschule Darmstadt – University of Applied Sciences (Germany)</p>
<p><i>Organizational Learning for Sustainable Employee Engagement: Redefining Employee Engagement for Shifting U.S. Workforce Expectations</i> Kang, Minjeong, Indiana University (USA)</p>	<p><i>Legitimatization of gas in the hydrogen discourse in Australia</i> Weder, Franzisca, The University of Queensland (Australia) Watt, Ned, The University of Queensland (Australia) Burdon, Jasmine, The University of Queensland (Australia) Singh, Shreya, The University of Queensland (Australia) Lee, Kumchong, The University of Queensland (Australia) Courtois, Cedric, The University of Queensland (Australia) Ashworth, Peta, The University of Queensland (Australia)</p>	<p><i>Understanding and Navigating the Shift Toward a Purpose-Driven Sustainable Marketing Strategy: The Implications for Communications with Internal and External Stakeholders</i> Prabhu, Jaideep, University of Cambridge (UK)</p>
<p><i>Fruitful futures, well-founded fears, fallacious fantasies: how language professionals view the sustainability of their profession</i> Doswell, Steve, Chartered Institute of Linguists (UK) Cinca, Lavinia, National School of Political and Administrative Studies (Romania)</p>	<p><i>Green communication and moral outrages in the context of revisited Situational Crisis Communication Theory</i> Selakovic, Marko, S P Jain School of Global Management (U.A.E.) Ljepava, Nikolina, American University in the Emirates (U.A.E.) Ljepava, Angela, University of Waterloo (Canada)</p>	<p><i>Corporate Social Innovation & Strategic Communication: cross-fertilized model proposal</i> Pedro Sebastião, Sónia, Universidade de Lisboa, ISCSP, CAPP/FCT (Portugal) Melchiades Soares, Andreia, Universidade de Lisboa, ISCSP, CAPP/FCT (Portugal)</p>
<p><i>The impacts of communication in sustainability in Italy</i> Vazzoler, Sergio, Amapola (Italy) Armuzzi, Giulia, Gruppo Maggioli (Italy) Bosello, Federica, Autorità di Sistema Portuale del Mare Adriatico Settentrionale (Italy) Burighel, Micol, Amapola (Italy) Colle, Matteo, Gruppo CAP (Italy) Conti, Emilio, Amapola (Italy) Martello, Stefano, Comm to Action (Italy) Marzetta, Alberto, Amapola (Italy) Milan, Gloria, ICDLAB Sostenibilità e Comunicazione (Italy) Parigi, Riccardo, MUST S.r.l. (Italy) Persico, Maria Grazia, MGP&Partners and NSA S.r.l. (Italy) Talluri, Marco, Ambientenonsolo (Italy)</p>	<p>DISCUSSION</p>	<p><i>An Examination of Inoculating Strategies for Effective Communication with Active Publics</i> Kim, Jarim, Yonsei University (Republic of Korea) Ju, Jiyeon, Yonsei University (Republic of Korea) Baek, Jinha, Yonsei University (Republic of Korea)</p> <p>DISCUSSION</p>
<p>DISCUSSION</p>		

16.00 – 16.45 **PARALLEL PAPER SESSIONS 6**

A

Chair: Sabine Einwiller

Attitudes towards sustainable development and employer brands: Comparing generations X, Y and Z, in two countries

Tkalac Verčič, Ana, University of Zagreb (Croatia)

Verčič, Dejan, University of Ljubljana (Slovenia)

How are corporate sustainability activities reflected in the evaluation of companies' media appearance?

Milić, Patricia, University of Ljubljana (Slovenia)

Žabkar, Vesna, University of Ljubljana (Slovenia)

Čater Barbara, University of Ljubljana (Slovenia)

Čater, Tomaž, University of Ljubljana (Slovenia)

Remarks on communication and sustainability: in search of the best practices

Loureiro, Mónica, BNP Paribas (Portugal)

DISCUSSION

B

Chair: Jacek Barlik

Constructing what is the right thing to do: Framing the political responsibility of Fifa sponsors in Qatar World Cup 2022

Zhao, Hui, Lund University (Sweden)

Wang, Yijing, Erasmus University Rotterdam (The Netherlands)

A Quarter Century Unravelling Capitol Hill's Communication Managers Summaries and Updates on the Lives of Congressional Press Secretaries

Downes, Edward J., Boston University (USA)

Australian Publics' (dis)engagement with sustainability issues

Kim, Soojin, University of Technology Sydney (Australia)

Tam, Lisa, Queensland University of Technology (Australia)

DISCUSSION

C

Chair: Gareth Thompson

Toward Sustaining an Alumni Community: The Role of Identity and Agency on Alumni Engagement

Shen, Hongmei, San Diego State University (USA)

Northup, Temple, San Diego State University (USA)

The Sustainability Communication in Turkish Higher Educational Institutions: Going Sustainable on Mission and Vision Statements?

Öksüz, Burcu, Izmir Kâtip Çelebi University (Turkey)

Görpe, T. Serra, University of Sharjah (U.A.E.)

The relationship between CSR and sustainability: the Olivetti case and how public relations can contribute to a company's sustainability

Fabbri, Valerio, FabbriKo (Slovenia)

DISCUSSION

16.45 – 17.15 **CLOSING SESSION**

PROGRAM COMMITTEE:

Dejan Verčič, University of Ljubljana and Herman & partnerji (Slovenia)

Ana Tkalac Verčič, University of Zagreb (Croatia)

Krishnamurthy Sriramesh, University of Colorado (USA)

20.00 - 22.00 DINNER

(Gostilna Krištof in Predoselje, departure at 19.30)