

BLEDCOM 2024

PRELIMINARY PROGRAMME

THURSDAY, 4 JULY 2024

18.00 – 19.00 **REGISTRATION**

19.30 - 22.00 **DINNER**

FRIDAY, 5 JULY 2024

8.30 – 9.30 **REGISTRATION**

9.30 – 10.00 **OPENING 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)

WELCOME ADDRESS:

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

10.00 – 10.45 **KEYNOTE SPEAKER**

Nataša Pavlović Bujas, President of the International Public Relations Association – IPRA

10.45 – 11.00 **COFFEE BREAK**

11.00 – 12.00 **PARALLEL PAPER SESSION 1**

A

Well-being at digitalized workplaces: An interdisciplinary perspective on technology design and the role of internal communication management

Melanie Malczok, University of Applied Sciences Osnabrück (Germany)

Antonia Altendorf, Sociological Research Institute Göttingen (Germany)

Jannike Illing, OFFIS Oldenburg (Germany)

How digitalization of internal communication affects internal communication satisfaction, employee engagement and consequently perceived life satisfaction

Ana Tkalac Verčič, University of Zagreb (Croatia)

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

B

"Between BurnOut and BoreOut. Stress percep2on in the professional environment of corporate communica2ons"

Lars Rademacher, Hochschule Darmstadt - University of Applied Sciences (Germany)

Werner Stork, Hochschule Darmstadt - University of Applied Sciences (Germany)

René Seidenglanz, Hochschule Darmstadt - University of Applied Sciences (Germany)

Cynical behavior in organizations: What is the role of bosses?

Rita Monteiro Mourão, IADE – Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia (Portugal)

A smile is worth a thousand words: The role of internal communications in nurturing an emotional culture of joy at work

Michelle Willemse, Erasmus University (The

<p><i>Organisational shared-purpose, Communication, Good Health and Wellbeing: A Case Study from Australia and New Zealand</i> Chun-Ju Flora Hung-Baesecke, University of Technology Sydney (Australia) Yi-Ru Regina Chen, Hong Kong Baptist University (Hong Kong) Maureen Taylor, University of Technology Sydney (Australia)</p> <p>DEBATE</p>	<p>Netherlands) Linjuan Rita Men, University of Florida (USA)</p> <p>DEBATE</p>
<p>12.00 – 13.00 PARALLEL PAPER SESSION 2</p>	
<p>A</p> <p><i>Employee Well-being, Internal Communication and Listening: Insights from an Explorative Study Among Italian Companies</i> Alfonsa Butera, Università IULM (Italy) Alessandra Mazzei, Università IULM (Italy) Silvia Ravazzani, Università IULM (Italy) Luca Quaratino, Università IULM (Italy) Marco Leonzio, Università IULM (Italy) Nicola Castelli, Università IULM (Italy)</p> <p><i>Ordinary workplace digital violence. The process of banalization and the role of communication</i> Aurélie Laborde, Bordeaux Montaigne University (France)</p> <p><i>Contributions to Societal Well-Being by the Higher Educational Institutions in Türkiye: The Analysis of Student-initiated Social Responsibility Projects in Public Relations Programs</i> Mine Saran, Ege University (Turkey) T. Serra Görpe, University of Sharjah (U.A.E.)</p> <p>DEBATE</p>	<p>B</p> <p><i>Positive Communication and resilience: Explicating how positive communication can enhance crisis response effectiveness in moral outrage inducing crises</i> W. Timothy Coombs, Centre for Crisis and Risk Communications (USA) Elina R. Tachkova, Hong Kong Baptist University (Hong Kong)</p> <p><i>Crisis Communication Scholarship: The Dire Need for a Socio-cultural Perspective</i> Krishnamurthy Sriramesh, University of Colorado (USA)</p> <p><i>In a crisis situation, which public communication message strategies are best deployed using short-form social media?</i> Mutaz Alotaibi, Cardiff University and King Abdulaziz University (UK and Saudi Arabia) Susan Kinnear, Cardiff University (UK)</p> <p>DEBATE</p>
<p>13.00 – 14.30 LUNCH</p>	
<p>14.30 – 15.30 PARALLEL PAPER SESSION 3</p>	
<p>A</p> <p><i>Feeling good, living well, and making nice. Aspiring PR people on well-being and work-life balance.</i> Jacek Barlik, University of Warsaw (Poland)</p> <p><i>Change Communication Process Model for Employee Readiness and Well-being: Communication Audit Case Study</i> Minjeong Kang, Indiana University (USA) Mark Attard, Livewire Communications (USA)</p> <p><i>Empowering Trust and Well-Being: An Analysis of Nonprofit Communication. Strategies on X</i> Alla Kushniryk, Mount Saint Vincent University (Canada)</p>	<p>B</p> <p><i>Gen Zs Seeking Companionship. Loneliness, Individual and Collective Narcissism as Predictors of Sharing Fake News.</i> Michal Chmiel, Royal Holloway, University of London (UK) Gareth Thompson, London College of Communication, UAL (UK)</p> <p><i>Let's Tango with the Wind. Disinformation and Onshore Wind Turbines</i> Anthony Scott, Hanze UAS (The Netherlands) Niels Adema, Hanze UAS (The Netherlands) W.J.L. Elving, Hanze UAS (The Netherlands) Gerard Schepers, Hanze UAS (The Netherlands)</p>

<p>Stanislav Orlov, Mount Saint Vincent University (Canada)</p> <p>DEBATE</p>	<p><i>The Effects of Digital Activism on Social Wellness of Digital Natives in Singapore</i> Zhiying Daphne Xu, Singapore Management University (Singapore) Hui Ling Fiona Loi, Singapore Management University (Singapore) Ai Ling Stephanie Ng, Singapore Management University (Singapore) Zheng Hoe Vernon Yeow, Singapore Management University (Singapore) Su Lin Yeo, Singapore Management University (Singapore)</p> <p>DEBATE</p>
<p>15.30 – 16.30 PARALLEL PAPER SESSION 4</p>	
<p>A</p> <p><i>Well-being. A regenerative and structured approach to corporate welfare: engagement, inclusion, sustainability and communication.</i> Gloria Milan, ICDLAB Sostenibilità e Comunicazione (Italy) Stefano Martello, Comm to Action (Italy) Caterina Bonometto, ICDLAB Sostenibilità e Comunicazione (Italy)</p> <p><i>The Utilisation of Engaged Research Towards the Well-Being of Internal Stakeholders: A Case Study</i> Louise Bezuidenhout, North-West University (South Africa) Lucinda Sutton, North-West University (South Africa)</p> <p><i>Smart working and wellbeing: work-productivity needs new paradigms to meet the new reality across a generational hiatus.</i> Fabbri, Valerio, FabbriKo (Slovenia)</p> <p>DEBATE</p>	<p>B</p> <p><i>Public Healthcare Delivery Eco-system in India: Role for Public Relations</i> Noumaan Qureshi, University of Mumbai (India)</p> <p><i>Navigating Informed Health Choices: Sociocultural Factors and Information Channels in the Context of Chiropractic Services in Croatia</i> Marta Takahashi, Catholic University of Croatia (Croatia)</p> <p><i>Double tap to heart: Portuguese National Health Service (SNS) message on Instagram about cardiovascular health and its perception</i> Raphael Baptista, CIEG/ISCSP-Ulisboa (Portugal) Célia Belim, CIEG/ISCSP-Ulisboa (Portugal)</p> <p>DEBATE</p>
<p>16.30 – 17.30 PARALLEL PAPER SESSION 5</p>	
<p>A</p> <p><i>Whose Wellbeing Matters Most for Gen Z? A Comparative Analysis of the Effects of Climate Messages</i> Nilüfer Geysi, Bahçeşehir University (Turkey)</p> <p><i>Empowering voices, enabling change: exploring the relationship between wellbeing and gender equality for public relations Portuguese practitioners</i> Maria João Cunha, CIEG/ISCSP-Ulisboa (Portugal) Carla Cruz, CIEG/ISCSP-Ulisboa (Portugal) Célia Belim, CIEG/ISCSP-Ulisboa (Portugal)</p> <p><i>Navigating Purpose-Oriented Communication: Insights from Dutch Public Relations Professionals</i></p>	<p>B</p> <p><i>How Supervisors' Use of Motivating Language Influences Employee Attitudes and Supportive Behaviors: Exploring the Moderating Effects of Remote Work</i> Yufan Sunny Qin, James Madison University (USA) Linjuan Rita Men, University of Florida (USA) Francis Akanbi, University of Florida (USA) Hanzi He, University of Florida (USA)</p> <p><i>Perspectives on Employee Content Creation: A Public Relations Focus</i> Christelle Swart, University of South Africa (UNISA) (South Africa)</p> <p><i>How CEOs' Conversational Communication on Social</i></p>

<p>Jeroen van der Zeeuw, Ede Christian University (The Netherlands)</p> <p>DEBATE</p>	<p><i>Media Enhances Internal Relationships and Employees' Social Media Engagement</i></p> <p>Yeunjae Lee, Colorado State University (USA) Dalee Yoon, University of Hawaii (USA) Cen April Yue, Boston University (USA)</p> <p>DEBATE</p>
<p>19.30 – 22.00 DINNER</p>	

<h2 style="color: #0070C0;">SATURDAY, 6 JULY 2024</h2>	
<p>09.45 – 10.45 PARALLEL PAPER SESSION 6</p>	
<p>A</p> <p><i>Authentic Inside-Out CSR: Employees as Partners in Advancing Social Goals</i> Kathy R. Fitzpatrick, University of South Florida</p> <p><i>Impact of CSR and Corporate Sustainability Communication on the Rising Green Generation in Singapore</i> Justin Teo, Singapore Management University (Singapore) Jane Gan, Singapore Management University (Singapore) Kai Yen Foo, Singapore Management University (Singapore) Lincoln Sim, Singapore Management University (Singapore) Su Lin Yeo, Singapore Management University (Singapore)</p> <p><i>The impact of organisational reputation on the CSR communication outcomes of non-profit organisations</i> Sabryna Joanne Tsinga Mambadja, Tshwane University of Technology (South Africa)</p> <p>DEBATE</p>	<p>B</p> <p><i>An exploratory study among Generation Z UK PR professionals and their employers examining their subjective attitudes toward work-placed well-being.</i> Kevin Read, University of Greenwich (UK) Nyree Ambarchianand, Jack & Grace (UK) Michal Chmiel, Royal Holloway, University of London (UK)</p> <p><i>Profound Changes Mobile Devices. Potential Consequences. And Public Relations Professionals</i> Edward J. Downes, Boston University (USA)</p> <p><i>External Communications of Employee Well-being and Care: Contexts and Discrepancies</i> Marko Selakovic, S P Jain School of Global Management (U.A.E.) Nikolina Ljepava, American University in the Emirates (U.A.E.) Marijana Krkic, University of Belgrade (Serbia)</p> <p>DEBATE</p>
<p>10.45 – 11.45 PARALLEL PAPER SESSION 7</p>	
<p>A</p> <p><i>Ukraine's Use of Nation Branding Amidst Russia's Full-Scale Invasion</i> Viktoriia Savchuk, University of Maryland (USA)</p> <p><i>Communication and War: Hate Speech, Propaganda War and Denial of Facts in the Tigray Ethiopia War of 2020-2023</i> Ton Veen, Mekelle University (Ethiopia) Brhane Weleslase, Mekelle University (Ethiopia)</p>	<p>B</p> <p><i>Get Closer: How Personality Tests Enhance Brand Awareness, Attitudes, and Engagement?</i> Shih Chia Wu, The Chinese University of Hong Kong (Hong Kong) Nanxiao Zheng, The Chinese University of Hong Kong (Hong Kong)</p> <p><i>News Agencies as a Blind Sport in PR Research. Results of Qualitative Interviews in the New Media Landscape of the Early 21st Century</i> Holger Sievert, Macromedia University of Applied Sciences Col</p>

<p><i>Community Engagement and CSR in Times of Crisis: Corporate Efforts for Enhancing Local Well-being after the 6th February, 2023 Earthquake in Turkiye</i> Elif Engin, Bahcesehir University (Turkey) Burcu Eker Akgöz, Bahcesehir University (Turkey)</p> <p>DEBATE</p>	<p>(Germany) Florian Meißner, Macromedia University of Applied Sciences C (Germany) Marco Inderhees, Macromedia University of Applied Sciences C (Germany)</p> <p><i>Exploring organizational commitment to human well-being: A management logic perspective driven by the sacred-profane dichotomy.</i> Evandro Oliveira, Universidade Autónoma de Lisboa (Portugal)</p> <p>DEBATE</p>
<p>11.45 – 12.00 COFFEE BREAK</p>	
<p>12.00 – 13.00 PARALLEL PAPER SESSION 8</p>	
<p>A</p> <p><i>“Buying mercy” Effective altruism, philanthropy and social purpose as public relations</i> Gareth Thompson, University of the Arts London (UK)</p> <p><i>Against the Pressure of Being “Glow Up”: Developing Effective Communication Strategies for Engaged Self-Care Practices</i> Hyelim Lee, Edward R. Murrow College (USA) Yoon Joo Lee, Edward R. Murrow College (USA) Geoffrey Thatcher, Washington State University (USA)</p> <p><i>Individual-level Antecedents in Care-Based Relationship Management: Assessing Factors to Ethical Public Relations in the Government Sector</i> Jordan Morehouse, University of Colorado Boulder (USA) Chuqing Dong, Michigan State University (USA) Qi Zheng, Michigan State University (USA)</p> <p>DEBATE</p>	<p>B</p> <p><i>AI in PR – reflections and solutions for an impactful practice</i> Ana Adi, Quadriga University of Applied Sciences (Germany)</p> <p><i>Public Relations Meets Artificial Intelligence: Assessing Utilization and Outcomes</i> Cen April Yue, Boston University (USA) Linjuan Rita Men, University of Florida (USA) Donna Z. Davis, University of Oregon (USA) Renee Mitson, University of Florida (USA) Alvin Zhou, University of Minnesota (USA) Ahmed Ibraheem Al Rawi, Pennsylvania State University (USA)</p> <p><i>DEI Conscious PR in the Age of AI-Mediated Communication: Examining the Influence of Diversity Communication and Inclusive Climate on Employees’ Willingness to Advocate for DEI.</i> Yim, Chris, Loyola University Chicago (USA)</p> <p>DEBATE</p>
<p>13.00 -14.30 LUNCH</p>	
<p>14.30 – 15.30 PARALLEL PAPER SESSION 9</p>	
<p>A</p> <p><i>Fostering Diversity, Equity, and Inclusion in Organizations: Perspectives from Public Relations Leaders</i> Cen April Yue, Boston University (USA) Amanda S. Bradshaw, University of Mississippi (USA) Weiting Tao, University of Miami (USA) Britt Moon, University of Mississippi (USA)</p> <p><i>CBO (community-based organisation) communication strategies to facilitate long-term relationships towards sustainability: A case study of iDUC</i> Marné van Zyl, North-West University (South Africa)</p>	<p>B</p> <p><i>„Share the nicotine with your friends“: Ethical flaws of promoting tobacco and nicotine products using digital nanoinfluencers“</i> Denisa Hejlová, Charles University (Czech Republic) Nina Ortová, Charles University (Czech Republic)</p> <p><i>Communicating health and well-being policies: The Portuguese Prime Minister’s message on the X platform between 2016 and 2023 and its reception</i></p>

<p>Elbé Kloppers, North-West University (South Africa) Louise Bezuidenhout, North-West University (South Africa)</p> <p><i>Understanding Reputation-Building and its Importance to Young Entrepreneurs in Singapore</i> Jonathan Goh, Singapore Management University (Singapore) Evonne Zhang, Singapore Management University (Singapore) William Ong, Singapore Management University (Singapore) Su Lin Yeo, Singapore Management University (Singapore)</p> <p>DEBATE</p>	<p>Célia Belim, CIEG/ISCSP-Ulisboa (Portugal) Raphael Baptista, CIEG/ISCSP-Ulisboa (Portugal) Maria João Cunha, CIEG/ISCSP-Ulisboa (Portugal) Carla Cruz, CIEG/ISCSP-Ulisboa (Portugal) Sandra Firmino, CIEG/ISCSP-Ulisboa (Portugal) Teresa Ruel, CIEG/ISCSP-Ulisboa (Portugal) Joana Woss, CIEG/ISCSP-Ulisboa (Portugal) Cristina Vaz de Almeida, CIEG/ISCSP-Ulisboa (Portugal)</p> <p><i>Harnessing the Power of Online Support Communities in Times of Crisis: Implications for Public Relations</i> Maggie Doherty, St Mary's University (UK)</p> <p>DEBATE</p>
<p>15.30 – 16.30 PARALLEL PAPER SESSION 10</p>	
<p>A</p> <p><i>Communication Competence and Challenges of Family Caregivers in Navigating End-of-Life Conversations</i> Rachel Tan, Singapore Management University (Singapore) Kelvin Ho, Singapore Management University (Singapore) Olivia Deng, Singapore Management University (Singapore) Glen Chia, Singapore Management University (Singapore) Su Lin Yeo, Singapore Management University (Singapore)</p> <p><i>Double tap to heart: Portuguese National Health Service (SNS) message on Instagram about cardiovascular health and its perception</i> Raphael Baptista, CIEG/ISCSP-Ulisboa (Portugal) Célia Belim, CIEG/ISCSP-Ulisboa (Portugal)</p> <p>DEBATE</p>	<p>B</p> <p><i>Leading the way: The impact of leadership communication on employees' AI anxiety, well-being, and relationships with their organizations</i> Huang, Vincent, Hong Kong Baptist University (Hong Kong)</p> <p><i>Communicating well being in academia: What is the role of Higher Education</i> IPL/IDI&CA2023/FLOW_ESCS Rita Monteiro Mourão, IADE – Faculdade de Design, Tecnologia e Comunicação da Universidade Europeia (Portugal)</p> <p><i>Grounded optimism as an approach to organisational change</i> Dan Charlton, SPFT (UK)</p> <p>DEBATE</p>
<p>16.30 – 17.00 CLOSING SESSION</p>	
<p>PROGRAM COMMITTEE: Dejan Verčič, University of Ljubljana and Herman & partnerji (Slovenia) Ana Tkalac Verčič, University of Zagreb (Croatia) Krishnamurthy Sriramesh, University of Colorado(USA)</p>	
<p>19.30 - 22.00 DINNER</p>	