## BLEDCOM 2023
### PRELIMINARY PROGRAMME

#### THURSDAY, 29 JUNE 2023

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>18.00 – 19.00</td>
<td><strong>REGISTRATION</strong></td>
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| 20.00 - 22.00 | **DINNER**  
(Hiša Linhart in Radovljica, departure at 19.30) |

#### FRIDAY, 30 JUNE 2023

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
<td>8.00 – 9.00</td>
<td><strong>REGISTRATION</strong></td>
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<tr>
<td>9.00 – 9.30</td>
<td><strong>OPENING SESSION</strong></td>
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<td>PROGRAM COMMITTEE:</td>
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<td></td>
<td><strong>Dejan Verčič</strong>, University of Ljubljana &amp; Herman &amp; partnerji (Slovenia)</td>
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<td><strong>Ana Tkalac Verčič</strong>, University of Zagreb (Croatia)</td>
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<td><strong>Krishnamurthy Sriramesh</strong>, University of Colorado (USA)</td>
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<td>WELCOME ADDRESS:</td>
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<td><strong>Prof. Dr. Iztok Prezelj</strong>, Professor and Dean of the University of Ljubljana Faculty of Social Sciences (Slovenia)</td>
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<tr>
<td>9.30 – 10.30</td>
<td><strong>KEYNOTE SPEAKER</strong></td>
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<td><strong>30 years of BledCom and ESG</strong></td>
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<td><strong>Dejan Verčič</strong>, University of Ljubljana &amp; Herman &amp; partnerji (Slovenia)</td>
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<td>PARTNER: Zavarovalnica Triglav</td>
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<tr>
<td>10.30 – 11.00</td>
<td><strong>COMMUNICATION RESEARCH FOCUS</strong></td>
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<td></td>
<td><strong>Emergence and Evolution of Sustainable Development Communication Practices</strong></td>
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<td><strong>Solange Tremblay</strong>, Interdecom (Canada)</td>
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<td>11.00 – 11.45</td>
<td><strong>EXECUTIVE DEBATE</strong></td>
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<td><strong>ESG in practice: How to Understand and Manage It</strong></td>
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<td>Moderator: <strong>Daniel Tisch</strong>, Argyle (Canada)</td>
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<td>Discussants:</td>
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<td></td>
<td>- <strong>Teodor Prosen</strong>, Telekom Slovenije (Slovenia)</td>
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<td>- <strong>Karidia Toure Zagrašek</strong>, NLB Group (Slovenia)</td>
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<tr>
<td>11.45 – 12.00</td>
<td><strong>COFFEE BREAK</strong></td>
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</tbody>
</table>
## 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-Baescke, 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)

### 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)

Kuckeberg, 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 Buca, Çigdem, University of Groningen (The Netherlands)

**DISCUSSION**
<table>
<thead>
<tr>
<th>Hytönen, Eveliina, Laurea University of Applied Sciences (Finland)</th>
<th>Ruoslahti, Harri, Laurea University of Applied Sciences (Finland)</th>
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**DISCUSSION**

13.00 – 14.30 LUNCH

14.30 – 15.30 PARALLEL PAPER SESSIONS 2

**A**

Chair: Holger Sievert

- What is the relationship between sustainability and CSR?
  - 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)

- Are Italian companies ready to communicate sustainability? An empirical analysis
  - Fabbri, Valerio, FabbriKo (Slovenia)
  - Capurso, Viviana, Udine University (Italy)
  - Brusati, Luca, Udine University (Italy)

- Reconsidering the Trade Association as a driver and promoter of sustainability; observations from the travel, tourism and hospitality sector
  - Francis, Thyme, Ada and Alan (UK)
  - Read, Kevin, University of Greenwich (UK)
  - Clarke, Faye, Ada and Alan (UK)

- Environmental, Social and Governance (ESG). Just a “public relations exercise”?
  - Thompson, Gareth, University of the Arts London (UK)

**B**

Chair: Liz Bridgen

- Segmentation of public in children vaccination communication in Slovenia, implementing STOP/CAPS and pragmatic multimethod approach
  - Kropivnik, Samo, University of Ljubljana (Slovenia)
  - Vrdelja, Mitja, NIJZ (Slovenia)

- Perceptions about corporate positioning on controversial sociopolitical issues: Examining big pharma engagement with patient advocacy
  - Müller, Naide, Catholic University of Portugal (Portugal)

- Communication and Sustainability in Public Health: Bibliometric Analysis
  - Marques, Isabel, ISCSP ULisboa (Portugal)
  - Duarte Nogueira, Fernanda Maria, ISCSP ULisboa (Portugal)
  - Marques de Carvalho, Alba Caterine, ISCSP ULisboa (Portugal)

- Corporate Social Responsibility, Regional Culture, and Sustainability: Case of NEPG Low-priced Medicine
  - 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)

**C**

Chair: Denisa Hejlová

- Ways to Foster Internal Communities: Harnessing the Power of Effective CSR Communication
  - Shen, Hongmei, San Diego State University (USA)
  - Jiang, Hua, Syracuse University (USA)

- Internal communication channel trends, the energy crisis and sustainability: Can a middle ground be found in South Africa?
  - Sutton, Lucinda B, North-West University (South Africa)
  - Le Roux, Tanya, Bournemouth University (UK)

- Internal Social Media Use for an Attractive Internal Employer Brand
  - 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)

- Diversity, equity and inclusion: A study on communication practices for a more sustainable workplace
  - Ravazzani, Silvia, Università IULM (Italy)
  - Fisichella, Chiara, Università IULM (Italy)
  - Butera, Alfonso, Università IULM (Italy)
  - Mazzei, Alessandra, Università IULM (Italy)

DISCUSSION
### 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 Selaković

**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, Dalien 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 Verčič, 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**

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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
- Dropal, Andrej, andrejdrapal.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)
<table>
<thead>
<tr>
<th>Authors</th>
<th>Institution</th>
<th>Topic</th>
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<tbody>
<tr>
<td>Meißner, Florian, Macromedia</td>
<td>University of Applied Sciences Cologne (Germany)</td>
<td>Towards a better future: An assessment of sustainability practices in the aviation sector from the perspective of public relations</td>
</tr>
<tr>
<td>Çiçek, Meltem</td>
<td>Istanbul Maltepe University Vocational School (Turkey)</td>
<td>Sustainable body image: fitspiration, overweight, and body positivity</td>
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<td>Ortová, Nina</td>
<td>Charles University (Czech Republic)</td>
<td>Does 360º communication promote more sustainable behavior in organizations?</td>
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<td>Monteiro Mourão, Rita,</td>
<td>Universidade Europea, IADE (Portugal)</td>
<td>Understanding Predictors of Employees’ Turnover Intentions in times of CEO-Initiated Crises</td>
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<td>Sriramesh, Krishnamurthy,</td>
<td>University of Colorado (USA)</td>
<td>The Place of Sustainability in Public Relations Education in Spain, Turkey and the United Arab Emirates: A Preliminary Study</td>
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<td>Valentini, Chiara,</td>
<td>University of Jyvaskyla (Finland)</td>
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<td>Ruiz-Mora, Isabel,</td>
<td>University of Malaga (Spain)</td>
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<td>Öksüz, Burcu,</td>
<td>University of Sharjah (U.A.E.)</td>
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<td>Görpe, T. Serra,</td>
<td>University of Sharjah, Izmir Kâtip Çelebi University (Turkey)</td>
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<td>Liu, Xueyi</td>
<td>The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</td>
<td>Can PR solve wicked problems?</td>
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<td>Kuo, Man Ying</td>
<td>The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</td>
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<td>Chan, Ziang</td>
<td>The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</td>
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**DISCUSSION**

**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**

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

Chair: Flora Hung-Baesecke

**B**

Porn, Positioning and Power: Understanding the exclusion of Porn Peddlers from British Cycling

Chair: Ana Adi

**C**

Strategic communication as a transformative approach in the context of sustainable development

Chair: Wim Elving

Bowman, Sarah, Northumbria

Pleil, Thomas, Hochschule
Relationships, and Employee Behavior
Yue, Cen April, University of Connecticut (USA)
Qin, Yufan Sunny, James Madison University (USA)
Men, Linjuan Rita, University of Florida (USA)

Organizational Learning for Sustainable Employee Engagement: Redefining Employee Engagement for Shifting U.S. Workforce Expectations
Kang, Minjeong, Indiana University (USA)
Fruitful futures, well-founded fears, fallacious fantasies: how language professionals view the sustainability of their profession
Doswell, Steve, Chartered Institute of Linguists (UK)
Cinca, Lavinia, National School of Political and Administrative Studies (Romania)

The impacts of communication in sustainability in Italy
Vazzoler, Sergio, Amapola (Italy)
Armuzzi, Giulia, Gruppo Maggioli (Italy)
Bosello, Federica, Autorità di Sistema Portuale del Mare Adriatico Settentriionale (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)

University (UK)
Bridgen, Elizabeth, Sheffield Hallam University (UK)

How can anti-consumption be effectively communicated?
Lučić, Andrea, University of Zagreb (Croatia)
Uzelac, Marija, University of Zagreb (Croatia)

Legitimatization of gas in the hydrogen discourse in Australia
Weder, Franziska, 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, Kunchong, The University of Queensland (Australia)
Courtois, Cedric, The University of Queensland (Australia)
Ashworth, Peta, The University of Queensland (Australia)

Green communication and moral outrages in the context of revisited Situational Crisis Communication Theory
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)

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)

Understanding and Navigating the Shift Toward a Purpose-Driven Sustainable Marketing Strategy: The Implications for Communications with Internal and External Stakeholders
Prabhu, Jaideep, University of Cambridge (UK)

Corporate Social Innovation & Strategic Communication: cross-fertilized model proposal
Pedro Sebastião, Sónia, Universidade de Lisboa, ISCSP, CAPP/FCT (Portugal)

Melchiades Soares, Andreia, Universidade de Lisboa, ISCSP, CAPP/FCT (Portugal)

An Examination of Inoculating Strategies for Effective Communication with Active Publics
Kim, Jarim, Yonsei University (Republic of Korea)
Ju, Jyeyeon, Yonsei University (Republic of Korea)
Baek, Jinha, Yonsei University (Republic of Korea)

DISCUSSION
### 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)

#### 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)

#### 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)

### 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)