

BLEDCOM 2026

PRELIMINARY PROGRAMME

THURSDAY, 25 JUNE 2026

18.00 – 19.00 **REGISTRATION**

19.30 - 22.00 **DINNER**

FRIDAY, 26 JUNE 2026

8.30 – 9.15 **REGISTRATION**

9.15 – 9.45 **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:

Samo Uhan, Professor and Dean of the University of Ljubljana Faculty of Social Sciences (Slovenia)

9.45 – 10.15 **KEYNOTE SPEAKER**

W. Timothy Coombs, Centre for Crisis and Risk Communications (Canada)

PARTNER: ZAVAROVALNICA TRIGLAV

10.15 – 10.30 **CORRESPONDENT**

Anne Gregory, Professor Emeritus at the University of Huddersfield (UK)

10.30 – 10.45 **DEBATE**

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

10.45 – 11.00 **COFFE BREAK**

11.00 – 12.00 **PARALLEL PAPER SESSIONS 1**

A

Chair: **Ana Tkalac Verčič**

B

Chair: **Krishnamurthy Sriramesh**

C

Chair: **Ansgar Zerfass**

<p>From Visibility to Influence: Rethinking Impact Measurement in Digital Health Communication Hejlová, Denisa, Charles University (Czech Republic) Kaclová, Markéta, Charles University (Czech Republic)</p> <p>Legitimizing social listening in health emergencies: ethics in EU institutional discourse Kolar, Urška, National Institute of Public Health (NIJZ) (Slovenia) Vrdelja, Mitja, National Institute of Public Health (NIJZ) (Slovenia)</p> <p>Trust in practice: the application of trustworthiness in Dutch health crisis campaigns Alkemade, Elise, Erasmus University Rotterdam (The Netherlands) Barnoy, Aviv, Erasmus University Rotterdam (The Netherlands)</p> <p>"Managing Health Crises in the Age of Misinformation: A Case Study of Tylenol's Response to the 2025 Autism Allegations" Dong, Enzhu, The University of Alabama (USA) Li, Jo-Yun, University of Miami (USA) McKeever, Brooke W., The University of Alabama (USA) McKeever, Robert, The University of Alabama (USA)</p> <p>DEBATE</p>	<p>The insular side of disasters: listening to citizens' voices for improving risk and crisis communication Lovari, Alessandro, University of Cagliari (Italy)</p> <p>Regional Resilience Centers Co-create Crisis Communication for All-of-Society Ruoslahti, Harri, Laurea University of Applied Sciences (Finland) Hytönen, Eveliina, Laurea University of Applied Sciences (Finland)</p> <p>Flooded and Confused. An Insider's View of a Disastrous Flood in Poland in Sep 2024 Barlik, Jacek, University of Warsaw (Poland)</p> <p>Disaster Communication as the Null Curriculum: An Examination of PR Education in Türkiye Akçay, Ebru, Başkent University (Turkey)</p> <p>DEBATE</p>	<p>Authentic Vulnerability as a Leadership Resource in Times of Crisis Wang, Yijing, Erasmus University Rotterdam (The Netherlands) Anton, Anca, University of Bucharest (Romania) Ravazzani, Silvia, Università IULM (Italy)</p> <p>What if misinformation never reaches the audience? Comparing proactive versus reactive strategies for combatting misinformation in times of crisis. De Waele, Aurélie, Ghent University (Belgium)</p> <p>Is American Higher Education in Crisis? An Examination of International Doctoral Students in Public Relations Ertem-Eray, Tugce, North Carolina State University (USA) Vasquez, Rosalynn A., Suffolk University (USA) Kim, Solyee, Howard University (USA)</p> <p>The Incubating Iceberg – A Crisis Communication Model Besson, Nanette, Media University of Applied Sciences (Germany)</p> <p>DEBATE</p>
<p>12.00 – 13.00 PARALLEL PAPER SESSIONS 2</p>		
<p>A</p> <p>Chair: Su Lin Yeo</p> <p>Why Information Fails in Health Crises: Evidence on Social Influence Barreto, Ana Margarida, NOVA University of Lisbon – NOVA FCSH (Portugal) Sá, Margarida, Escola Superior de Educação Coimbra (Portugal) Medeiros, Tatiana, NOVA University of Lisbon – NOVA FCSH (Portugal) Quatorze, Maura, NOVA University of Lisbon – NOVA FCSH (Portugal) Sarmento, Ana Teresa,</p>	<p>B</p> <p>Chair: Jacek Barlik</p> <p>The 'Transgenerational Legacy' and 'Reputational Shadows' of a Corporate Crisis: An Exploratory Case Study of Inherited Perceptions of BP's Deepwater Horizon Crisis Among Generation Z McFarlane, Poppy, Cardiff University (UK) Read, Kevin, City St George's, University of London (UK) Bellamy, Bridget, Ada and Alan (UK)</p>	<p>C</p> <p>Chair: Cen April Yue</p> <p>In Case Of Emergency...Ask The Expert! The Role of Science Communication in time ff uncertainty Materassi, Letizia, University of Florence (Italy) Solito, Laura, University of Florence (Italy) Sorrentino, Carlo, University of Florence (Italy) Macri, Ester, University of Florence (Italy)</p> <p>Public Diplomacy as Crisis</p>

<p>Universidade de Lisboa (Portugal) Correia, Janine, National Health Service (SNS) (Portugal)</p> <p>Communicating Through Emergency Alerts: Examining Canadian Police Approach Maier, Mandy, Mount Saint Vincent University (Canada)</p> <p>Knowledge, Skills and Motivation for Efficient Communication in Health Crises in Slovenia Kropivnik, Samo, University of Ljubljana (Slovenia) Terseglav, Saša, University of Ljubljana (Slovenia)</p> <p>Nurses' Crisis Communication During Natural Disasters: A Study Protocol on Health Promotion and Community Engagement Durocher, H�el�ene, Universit�e du Qu�ebec � Rimouski (Canada)</p> <p>DEBATE</p>	<p>Corporate Blacklisting: Strategic communication during wartime Shevchenko, Tetiana, Vienna University of Economics and Business (Austria) Seiffert-Brockmann, Jens, Vienna University of Economics and Business (Austria)</p> <p>Short-Termism in Corporate Communication: A Theoretical Framework Amid an Accelerated Issue Environment Strau�, Nadine, University of Zurich (Switzerland)</p> <p>Using Influencers to Divert Attention from Corporate Crises: Computational Evidence for Third-Party Bolstering in TikTok Sponsorships Zhou, Alvin, University of Minnesota (USA) Xu, Dongqing (DQ), University of Minnesota (USA) Huang, Jiacheng, University of Minnesota (USA)</p> <p>DEBATE</p>	<p>Management: Building and Sustaining Reputational Security Fitzpatrick, Kathy R., University of South Florida (USA) Vanc, Antoaneta M., Quinnipiac University School of Communications (USA)</p> <p>The price of reputation: The ethical tension between political legitimacy and public safety in the Valencia DANA Rodriguez, Sandra, University of Beira Interior (Portugal) Persici Toniolo, Bianca, University of Beira Interior, LabCom (Portugal) Gon�alves, Gisela, University of Beira Interior, LabCom (Portugal)</p> <p>Navigating crisis communication decision-making: Uncovering competing logics within crisis management teams Balliu, Laurence, Ghent University (Belgium) Claeys, An-Sofie, Ghent University (Belgium) Ongenaert, David, Charles University (Czech Republic)</p> <p>DEBATE</p>
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13.00 – 14.30 LUNCH

14.30-15.30 PARALLEL PANEL SESSIONS 1

<p>A – PANEL 1</p> <p>Anatomy of Governance: An Inquiry into the Hidden Foundation of Crisis Management</p> <p>Chair: Yan, Jin, University of Georgia (USA)</p> <p>Discussant: Tim Coombs, Centre for Crisis and Risk Communications (Canada)</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Yijing Wang, Erasmus University Rotterdam (Netherlands) - Silvia Ravazzani, Universit�a IULM (Italy) - Flora Hung-Baesecke, University of Technology Sydney (Australia) 	<p>B – PANEL 2</p> <p>Health Communication in Times of Crisis: Trust, Literacy, and Strategic Decision-Making</p> <p>Chair: Ana Margarida Barreto, NOVA University of Lisbon (Portugal)</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Ivone Ferreira, NOVA University of Lisbon (Portugal) - Ros�rio Silva, NOVA University of Lisbon (Portugal) - Jos� Azevedo, Adriana Fogel & Patr�cia Padr�o, University of Porto (Portugal) 	<p>C – PANEL 3</p> <p>Crisis Communication Training in Healthcare</p> <p>Chair: Dejan Ver�i�, University of Ljubljana (Slovenia)</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Amela Duratovi� Konjevi�, Institute of Oncology Ljubljana (Slovenia) - Saša Terseglav, University of Ljubljana (Slovenia) - Mitja Vrdelja, National Institute of Public Health - NIJZ (Slovenia)
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15.30 – 16.30 INTERACTIVE SESSION AND PARALLEL PAPER SESSIONS 3

<p>A - INTERACTIVE SESSION</p> <p>Risk and Crisis Communication Through a Practice Lens</p> <p>Moderator: Jon White, Henley Business School (UK)</p> <p>Panelists:</p> <ul style="list-style-type: none"> - Rod Cartwright, Rod Cartwright Consulting (UK) - Katherine Sykes, Marland Sykes Communications Ltd (UK) 	<p>B</p> <p>Chair: Mitja Vrdelja</p> <p>Understanding the effects of moral outrage: Improving the predictability of SCCT for preventable crises Tachkova, Elina R., Hong Kong Baptist University (Hong Kong, S.A.R. China) Fediuk, Tomasz A., Family Business Strong, LLC (USA)</p> <p>Communication failures: optimising effective strategic crisis communication management in large-scale wildfires Roy, Chloé, Université Laval (Canada)</p> <p>Measuring Science Communication in Climate Crisis Reporting: Media Coverage of Cyclone Barbara in Romania Răducu, Roberta M., National University of Political Studies and Public Administration (SNSPA) (Romania)</p> <p>Preparing future communication professionals for disasters and emergencies: Integrating WHO RCCE-IM framework into PR education Nunes, Tatiana, Polytechnic University of Lisbon, LIACOM (Portugal) Raposo, Ana, Polytechnic University of Lisbon, LIACOM (Portugal) Claxton, Nancy, World Health Organization Euro Region (Netherlands)</p> <p>DEBATE</p>	<p>C</p> <p>Chair: Winni Johansen</p> <p>‘The forest and the trees’ paradigm for Risk Assessment: Are company boards getting a fuller picture to be crisis prepared? Qureshi, Noumaan, University of Mumbai (India)</p> <p>Transparency and stakeholder management in cybersecurity breaches: Applying stakeholder theory to the University Hospital Centre Zagreb crisis communication case study Jeleč Bulić, Ivana, Faculty of Humanities and Social Sciences (Croatia) Biošić, Ivan, Algebra Bernays University (Croatia)</p> <p>Training Validation-Based Insights into Cyber Crisis Communication Hytönen, Eveliina, Laurea University of Applied Sciences (Finland) Ruoslahti, Harri, Laurea University of Applied Sciences (Finland)</p> <p>How data accessibility amplifies knowledge gap in civil protection: mapping warning communication documentation across 27 countries Torpan, Sten, University of Tartu (Estonia) Johansson, Bengt, University of Gothenburg (Sweden)</p> <p>DEBATE</p>
<p>19.30 - 22.00 DINNER</p>		

SATURDAY, 27 JUNE 2026

9.45 – 10.45 PARALLEL PAPER SESSIONS 4

A	B	C
<p>Chair: Anca Anton</p> <p>Exploring How Strategic Communication Professionals Employ Ethics of Care to Navigate Disinformation Lemon, Laura L., The University of Alabama (USA) Boman, Courtney D., The University of Alabama (USA) Taylor, LaTonya, The University of Alabama (USA)</p> <p>Public Information Officers as Public Relations Practitioners: Role Enactment and Media Relationships in Public Sector Crisis Communication Becktel, Kalyca Lynn, North Carolina State University (USA) Ertem-Eray, Tugce, North Carolina State University (USA)</p> <p>Forced Versatility and Stretched Profession: Resocialization of PR Practitioners in the Generative AI Era Huang, Vincent, Hong Kong Baptist University (Hong Kong, S.A.R. China) Shen, Wenxin, Beijing Normal-Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>Strategic Public relations in India: An Analysis using the Generic Principles Ashikho, Aviini, Symbiosis International (Deemed University)(India) Sriramesh, Krishnamurthy, University of Colorado Boulder (USA)</p> <p style="text-align: center;">DEBATE</p>	<p>Chair: Denisa Hejlová</p> <p>In AI We Trust: Opportunities and Threats of Using Generative Artificial Intelligence in Public Relations Content Creation Chmiel, Michal, Royal Holloway, University of London (UK)</p> <p>Employee Responses to AI-Driven Organizational Change: Leadership, Communication, and Readiness Yue, Cen April, Boston University (USA) Krishna, Arunima, Boston University (USA) Yang, Sung-Un, Boston University (USA) Wright, Donald K., Boston University (USA)</p> <p>Conspiracy Spillover: A Study of Australian Supermarket Giants, their Artificial Intelligence (AI) Use, and the Issue of AI-Driven Price Gouging" Kim, Soojin, University of New South Wales (UNSW) (Australia) Tam, Lisa, Queensland University of Technology (Australia) Krishna, Arunima, Boston University (USA)</p> <p>Disruption, Transgression, and Subversion in the Context of Permanent Liminality: Lessons for Crisis Communication Samoilenko, Sergei, George Mason University (USA)</p> <p style="text-align: center;">DEBATE</p>	<p>Chair: Flora Hung-Baesecke</p> <p>Theoretical Foundations of Internal Communication: A Systematic Review Tkalac Verčič, Ana, University of Zagreb (Croatia) Brečić, Ružica, University of Zagreb (Croatia) Rimac Bilušić, Milka, University of Zagreb (Croatia)</p> <p>Crisis Trigger Model: A New Framework for Crisis Communication Selaković, Marko, S P Jain School of Global Management (UAE) Verčič, Dejan, University of Ljubljana (Slovenia) Ljepava, Nikolina, University of Khorfakkan (UAE)</p> <p>Synthetification of Public Communication: Introducing the Concept and Its Relevance for Public Relations Research and Practice Zerfass, Ansgar, Leipzig University (Germany) Laborde, Aurélie, Université Bordeaux Montaigne (France) Buhmann, Alexander, BI Norwegian Business School (Norway)</p> <p>Beyond Persuasion: Post-Persuasive Crisis Communication and the Limits of Strategic PR in Political Emergencies Pappas, Konstantinos, University of the Arts, London (UK)</p> <p style="text-align: center;">DEBATE</p>

10.45 -11.00 COFFEE BREAK

11.00 – 12.00 PARALLEL PAPER SESSIONS 5

A	B	C

<p>Chair: Sergei Samoilenko</p> <p>Revisiting internal crisis communication research: where are we today? Johansen, Winni, Aarhus University (Denmark) Ejsing, Maja, Aarhus University (Denmark)</p> <p>Beyond “Soft Skills:” The Roles of Emotional Intelligence and Mindfulness in Listening, Engagement, and Employee Advocacy Chen, Zifei Fay, University of Georgia (USA) Place, Katie R., Quinnipiac University (USA)</p> <p>The boundary-spanning capacity of social technology platforms: Examining the impact of communication visibility on work engagement Huang, Vincent, Hong Kong Baptist University (Hong Kong, S.A.R. China) Cen, April Yue, Boston University (USA) Huang, Jiangling Margaret, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>Risk READINESS for Psychological Safety at Workplace: A New Decision-Making Thermometer Hsiang, Guang-Lun, University of Georgia (USA) Wang, Yijing, Erasmus University Rotterdam (The Netherlands) Ravazzani, Silvia, Università IULM (Italy) Jin, Yan, University of Georgia (USA)</p> <p>DEBATE</p>	<p>Chair: Alessandro Lovari</p> <p>Leader Silence in Organizational Crisis: Implications for Employee Trust, Engagement, and Crisis Recovery Efforts Kang, Minjeong, Indiana University (USA) Yang, Sung-Un, Boston University (USA)</p> <p>When Sustainability Becomes a Crisis: Evidence from Organizational Practice and Implications for Crisis Communication Milan, Gloria, ICDLAB Sostenibilità e Comunicazione (Italia) Bonometto, Caterina, ICDLAB Sostenibilità e Comunicazione (Italia)</p> <p>Organizational reputation and crisis communication strategies: the case of the Elevador da Glória funicular accident de Carvalho Weinstock, Sandra, Polytechnic University of Lisbon (Portugal) Nunes, Tatiana, Polytechnic University of Lisbon, LIACOM (Portugal)</p> <p>Framing "Too Big to Fail": A Case Study of the Acquisition of Credit Suisse by UBS in Key Global Financial Hub Media Gimenez Gil, Paloma, University of Zurich (Switzerland) Strauß, Nadine, University of Zurich (Switzerland)</p> <p>DEBATE</p>	<p>Chair: Arunima Krishna</p> <p>Moral Meaning-Making in Crisis: Examining Networks, Emotions, and Identity in an International Religious Crisis Morehouse, Jordan, University of Colorado Boulder (USA) Boatwright, Brandon, Clemson University (USA) Qu, Yan, University of Maryland, College Park (USA) Austin, Lucinda, University of North Carolina, Chapel Hill (USA)</p> <p>Lost in Translation? Generative AI and the Preservation of Crisis Communication Style Across Cultures Nchakga, Camille, University of Zurich (Switzerland) Guan, Qinghao, University of Zurich (Switzerland) Strauß, Nadine, University of Zurich (Switzerland)</p> <p>Belgian youth and crisis preparedness: Perceptions, strategies, and information practices Burgers, Evelien, Ghent University (Belgium) Claeys, An-Sofie, Ghent University (Belgium) De Waele, Aurélie, Ghent University (Belgium) Bauwens, Morgane, Ghent University (Belgium)</p> <p>Defining the “Critical Juncture”: A Thematic Analysis of Crisis Narratives in Chinese Presidential New Year Speeches (2012-2026) Mo, Fei Vincent, Central European University (Austria) Tang, Jiawei, Central European University (Austria) Huang, Vincent, Hong Kong Baptist University (Hong Kong, S.A.R. China) Wang, Dan, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>
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12.00 – 13.00 PARALLEL PAPER SESSIONS 6

A	B	C
<p>Chair: Michal Chmiel</p> <p>It takes more than motivation in life to be receptive to palliative care: The mediating role of death discussion and perception of accessibility Yeo, Su Lin, Singapore Management University (Singapore) Lin, Yumin, Nanyang Technological University Singapore (Singapore)</p> <p>Ethics in Media Reporting on Alternative Medicine: Audience Perceptions in Croatia Takahashi, Marta, University of Zagreb (Croatia) Rimac Gelo, Antonija, Croatian Parliament (Croatia) Grossi, Ines, University of Osijek (Croatia)</p> <p>What’s Going on With that Device Attached to Your Hip—Now in Your Hand? (Part 3) Continuing the Discussion of the Downfalls Among PR Professionals’ (Et. al) of Mobile Device Dependency Downes, Edward, Boston University (USA)</p> <p>Reframing Climate Change as a Permanent Crisis: Developing a Model for Strategic Crisis Communication Belić, Ivana, REGEA (Croatia) Domac, Julije, REGEA (Croatia)</p> <p>DEBATE</p>	<p>Chair: Minjeong Kang</p> <p>One Bad Algorithm, All Bad Algorithms? Examining Public Responses to AI-Managed CSR Practices Following AI-Driven Crises Wu, Linwan, University of South Carolina (USA) Chen, Zifei Fay, University of Georgia (USA) Tao, Weiting, University of Miami (USA)</p> <p>Artificial Intelligence & Artificial Intelligence Influencers on Crises Management: From Traditional to Digital Public Relations by PR Practitioners Ulaş, Sevilay, Çankaya University (Turkey) Gümüő, Sema, Çankaya University (Turkey)</p> <p>Exploring the Impact of Employees’ Work-Related AI Use on Employee Empowerment and Innovative Job Behavior: Evidence from the U.S. and China Wang, Yuan, The Education University of Hong Kong (Hong Kong, S.A.R. China) Men, Linjuan Rita, University of Florida (USA) Akanbi, Francis, University of Florida (USA) Sun, Estelle (Yiyuan), University of Florida (USA)</p> <p>What do we know about political crisis communication? A review of a decade of research Lozano-Recalde, Cristian, Universitat Pompeu Fabra (Spain)</p> <p>DEBATE</p>	<p>Chair: Silvia Ravazzani</p> <p>What can practitioners learn from research? A practitioner's view of the implementation of research within crisis communication into police operations. Ljungberg, Kristian. Swedish Police Authority (Sweden)</p> <p>When Reality Breaks the Playbook: Crisis Communication Lessons from Ukraine Julia Petryk, Calibrated (Ukraine)</p> <p>Managing internal dissent and adversarial employee activism: A new corporate governance function Conti, Sara, Università IULM (Italy) Hsiang, Guang-Lun, University of Georgia (USA) Hung-Baesecke, Chun-Ju Flora, University of Technology Sydney (Australia) Ravazzani, Silvia, Università IULM (Italy) Jin, Yan, University of Georgia (USA)</p> <p>It’s all about expertise, isn’t it? The role of subject matter experts in communication management Rüth, Antonia, Leipzig University (Germany) Zerfass, Ansgar, Leipzig University (Germany)</p> <p>DEBATE</p>
<p>13.00 – 14.30 LUNCH</p>		
<p>14.30 – 15.15 PARALLEL PAPER SESSIONS 7</p>		
<p>A</p> <p>Chair: Harri Ruoslahti</p> <p>Crisis as a Trigger for Strategic</p>	<p>B</p> <p>Chair: Soojin Kim</p> <p>From Catwalks to Black Cards:</p>	<p>C</p> <p>Chair: Tugce Ertem-Eray</p> <p>Bolstering Crisis Response</p>

<p>Communication: Normalizing Cabinet-Level International Government Communication in Japan Nishikawa, Junko, J.F. Oberlin University (Japan)</p> <p>Spectres of Digital Authoritarianism: Statecrafted Collective Forgetting on Social Media Platforms in China Wang, Dan, Hong Kong Baptist University (Hong Kong, S.A.R. China) Guo, Steve, Beijing Normal Hong Kong Baptist University (China) Huang, Vincent, Hong Kong Baptist University (Hong Kong, S.A.R. China) Mo, Fei Vincent, Central European University (Austria) Tang, Jiawei, Central European University (Austria)</p> <p>Activist public relations and frameworks: The case of the Climáximo collective in Portugal Marques, Liliana, University of Beira Interior (Portugal) Persici Toniolo, Bianca, University of Beira Interior, LabCom (Portugal) Gonçalves, Gisela, University of Beira Interior, LabCom (Portugal)</p> <p>DEBATE</p>	<p>Crises of Exclusivity in Luxury Fashion and Luxury Finance Karagiorgou, Ioanna, University of the Arts London (UK) Pappas, Konstantinos, University of the Arts, London (UK) Mapudzi, Hatie, University of the Arts, London (UK)</p> <p>Hatie Mapudzi, University of the Arts, London (UK) Brand Identity Fusion as a Relational Shield during Crises: A Multistakeholder Approach Krishna, Arunima, Boston University College of Communication (USA) Arti, Alina, University of Jyväskylä (Finland)</p> <p>When Privacy Feels at Risk: How Concerns Shape Consumer Participation in Brand Value Co-Creation Fan, Xiaofang, The Chinese University of Hong Kong (Hong Kong, S.A.R. China) Huang, Xinyue, The Chinese University of Hong Kong (Hong Kong, S.A.R. China) Li, Yin Yi, The Chinese University of Hong Kong (Hong Kong, S.A.R. China) Yao, Jiawen, The Chinese University of Hong Kong (Hong Kong, S.A.R. China) Wu, Shih-Chia, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>	<p>Strategies in Government Disaster Communication: A Content Analysis of Croatian Government Earthquake Messaging (2020–2021) Lednicki, Nikolina, University of Ljubljana (Slovenia) Uzunoğlu, Ebru, University of Ljubljana (Slovenia)</p> <p>Navigating Crisis Communication: Cultural Dynamics of Political Public Relations Practice in South India Rasquinha, Mark, Auckland University of Technology (AUT) (New Zealand) Sissons, Helen, Auckland University of Technology (AUT) (New Zealand)</p> <p>AI-Augmented Leadership Communication Development: Task Configurations, Learning Quality, and Governance in Hybrid Learning Ecosystems Brants, Oliver, Oliver Brants GmbH (Germany)</p> <p>DEBATE</p>
<p>15.15 – 15.45 CLOSING SESSION & CfP BLEDCOM 2027</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>		