

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)

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

**From Visibility to Influence:
Rethinking Impact Measurement in
Digital Health Communication**

Hejlová, Denisa, Charles University
(Czech Republic)

B

**The insular side of disasters:
listening to citizens' voices for
improving risk and crisis
communication**

Lovari, Alessandro, University of
Cagliari (Italy)

C

**Authentic Vulnerability as a
Leadership Resource in Times of
Crisis**

Wang, Yijing, Erasmus University
Rotterdam (The Netherlands)
Anton, Anca, University of

<p>Kaclová, Markéta, Charles University (Czech Republic)</p> <p>Legitimizing social listening in health emergencies: ethics in EU institutional discourse Kolar, Urška, The National Institute of Public Health (NIJZ) (Slovenia) Vrdelja, Mitja, The 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>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>Beyond the Content: Examining Framing Strategies and Amplification of Risk Information in Typhoon Misinformation Feng, Zeping, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China) Chen, Sihui, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China) Yu, Wenting, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>	<p>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) A. Vasquez, Rosalynn, 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>
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12.00 – 13.00 PARALLEL PAPER SESSIONS 2

<p>A</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, Universidade de Lisboa (Portugal) Correia, Janine, National Health Service (SNS) (Portugal)</p> <p>Constructing the “Hero” and the “Villain”: Media Narratives and the Doctor-Patient Relationship in</p>	<p>B</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>Corporate Blacklisting: Strategic communication during wartime Shevchenko, Tetiana, Vienna University of Economics and Business (Austria) Seiffert-Brockmann, Jens, Vienna University of Economics and</p>	<p>C</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 Management: Building and Sustaining Reputational Security Fitzpatrick, Kathy R., University of South Florida (USA) Vanc, Antoaneta M., School of Communications (USA)</p>
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<p>the Romanian Healthcare Crisis Iorgovan-Georgescu, Darina-Bianca, University of Bucharest (Romania)</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, Hélène, Université du Québec à Rimouski (Canada)</p> <p>DEBATE</p>	<p>Business (Austria)</p> <p>Short-Termism in Corporate Communication: A Theoretical Framework Amid an Accelerated Issue Environment Strauß, 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>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) Gonçalves, 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>
<p>13.00 – 14.30 LUNCH</p>		
<p>14.30-15.30 PARALLEL PANEL SESSIONS 1</p>		
<p>A – PANEL 1</p> <p>Anatomy of Governance: An Inquiry into the Hidden Foundation of Crisis Management</p> <p>Chair: Yan, Jin</p> <p>Discussant: Tim Coombs</p> <p>Panelists: Yijing Wang, Silvia Ravazzani, and Flora Hung-Baesecke</p>	<p>B – PANEL 2</p> <p>Health Communication in Times of Crisis: Trust, Literacy, and Strategic Decision-Making</p> <p>Chair: Ana Margarida Barreto</p> <p>Panelists: Ivone Ferreira, Rosário Silva, José Azevedo, Adriana Fogel & Patrícia Padrão</p>	<p>C – PANEL 3</p> <p>Crisis Communication Training in Healthcare</p> <p>Chair: Dejan Verčič</p> <p>Panelists: Amela Duratović, Saša Terseglav, Mitja Vrdelja</p>
<p>15.30 – 16.30 INTERACTIVE SESSION AND PARALLEL PAPER SESSIONS 3</p>		
<p>A - INTERACTIVE SESSION</p> <p>Moderator: Jon White</p> <p>Panelists: Rod Cartwright, Katherine Sykes</p>	<p>B</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</p>	<p>C</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 Bulić, Ivana Jeleč, Faculty of</p>

	<p>wildfires Roy, Chloé, Université Laval (Canada)</p> <p>The Devastating Fire Crisis in Hong Kong: Assessing Public Engagement with Government Crisis Communication on Social Media Ngai, Cindy, S.B., The Hong Kong Polytechnic University (Hong Kong, S.A.R. China) Singh, Rita Gill, Hong Kong Baptist University (Hong Kong, S.A.R. China)</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>DEBATE</p>	<p>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>
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16.30 – 17.30 PARALLEL PAPER SESSIONS 4

<p>A</p> <p>Disaster Communication as the Null Curriculum: An Examination of PR Education in Türkiye Akçay, Ebru, Başkent University (Turkey)</p> <p>Disruption, Transgression, and Subversion in the Context of Permanent Liminality: Lessons for Crisis Communication Samoilenko, Sergei, George Mason University (USA)</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 (Denmark)</p> <p>Health communication, artificial intelligence, and gender: uses and perceptions of portuguese</p>	<p>B</p> <p>Beyond Persuasion: Post-Persuasive Crisis Communication and the Limits of Strategic PR in Political Emergencies Pappas, Konstantinos, University of the Arts, London (UAL) (UK)</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>Crisis as a Trigger for Strategic Communication: Normalizing Cabinet-Level International Government Communication in Japan Nishikawa, Junko, J.F. Oberlin University (Japan)</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</p>	<p>C</p> <p>Combating Information Warfare in Crisis: Misinformation and Disinformation Challenges in Post-Soviet Digital Authoritarianism Turdubaeva, Elira, University of Bremen (Germany) Cropp, Fritz, University of Missouri (USA)</p> <p>Communicating Through Emergency Alerts: Examining Canadian Police Approach Maier, Mandy, Mount Saint Vincent University (Canada)</p> <p>Post-Crisis Strategic Communication: A Qualitative Study in a Quebec Government Organization Zajmovic, Ema, Université Laval (Canada)</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</p>
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<p>university students</p> <p>Baptista, Raphaël, Universidade de Lisboa, ISPS (Portugal)</p> <p>Belim, Célia, Universidade de Lisboa, ISPS (Portugal)</p> <p>João Cunha, Maria, Universidade de Lisboa, ISPS (Portugal)</p> <p>DEBATE</p>	<p>University of Technology (AUT) (New Zealand)</p> <p>DEBATE</p>	<p>University (Austria)</p> <p>Huang, Vincent, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>Wang, Dan, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>
<p>19.30 - 22.00 DINNER</p>		

SATURDAY, 27 JUNE 2026

9.45 – 10.45 PARALLEL PAPER SESSIONS 5

A	B	C
<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="color: blue;">DEBATE</p>	<p>In AI We Trust: Opportunities and Threats of Using Generative Artificial Intelligence in Public Relations Content Creation Chmiel, Michał, 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>Prompting Authenticity: How Generative AI Reconfigures Professional Agency in Public Relations and Advertising Amuza, Antonio, University of Bucharest (Romania) Moraru, Mădălina, University of Bucharest (Romania)</p> <p style="color: blue;">DEBATE</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>Making Crisis Communication Decisions Under Pressure: A Simulation-Based Intervention Study Geysi, Nilüfer, Bahçeşehir University (Turkey) Sohodol, Çisil, Bahçeşehir University (Turkey)</p> <p style="color: blue;">DEBATE</p>
10.45 -11.00 COFFEE BREAK		
11.00 – 12.00 PARALLEL PAPER SESSIONS 6		
<p>Revisiting internal crisis communication research: where are</p>	<p>Leader Silence in Organizational Crisis: Implications for Employee</p>	<p>Moral Meaning-Making in Crisis: Examining Networks, Emotions,</p>

we today?
Johansen, Winni, Aarhus University (Denmark)
Ejsing, Maja, Aarhus University (Denmark)

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)

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 (Hong Kong, S.A.R. China)
Huang, Jiangling Margaret, Hong Kong Baptist University (Hong Kong, S.A.R. China)

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)

DEBATE

Trust, Engagement, and Crisis Recovery Efforts
Kang, Minjeong, Indiana University (USA)
Yang, Sung-Un, Boston University (USA)

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)

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)

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)

DEBATE

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)

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)

Labor Rights Reporting in Leading Chinese and U.S. Automotive Corporation: A Comparative Analysis of Trends, Thematic Salience, and COVID-19 Responses in Sustainability Disclosures
Ngai, Cindy Sing Bik, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)
Singh, Rita Gill, Hong Kong Baptist University (Hong Kong, S.A.R. China)
Dong, He, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)
Zhu, Yunxia, The University of Queensland (Australia)
Jiang, Rui, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)
Chen, Sihui, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)

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)

DEBATE

12.00 – 13.00 PARALLEL PAPER SESSIONS 7

A	B	C
<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>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) Gümüş, Sema, İstanbul Topkapı 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, University of Hong Kong (Hong Kong, S.A.R. China) Men, Linjuan Rita, University of Florida (USA) Akanbi, Francis, University of Florida (USA) Sund, Estelle (Yiyuan), University of Florida (USA)</p> <p>Public Perception of AI-generated Chatbot in Public Relations: Trust, Satisfaction, and Commitment Chanda, Tania, University of Maryland (USA)</p> <p>DEBATE</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 – 15.30 PARALLEL PAPER SESSIONS 8</p>		
<p>The Lack of Formal Crisis Management Communication in the US and Its Divisive Effects on Publics Hunter, Caleb, The George Washington University (USA)</p>	<p>From Catwalks to Black Cards: Crises of Exclusivity in Luxury Fashion and Luxury Finance Karagiorgou, Ioanna, University of the Arts London (UK)</p>	<p>Bolstering Crisis Response Strategies in Government Disaster Communication: A Content Analysis of Croatian Government Earthquake Messaging (2020–2021)</p>

<p>Kim, Edward, The George Washington University (USA)</p> <p>Spectres of Digital Authoritarianism: Statecrafted Collective Forgetting on Social Media Platforms in China</p> <p>Wang, Dan, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>Guo, Steve, Beijing Normal Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>Huang, Vincent, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>Mo, Fei Vincent, Central European University (Hong Kong, S.A.R. China)</p> <p>Tang, Jiawei, Central European University (Hong Kong, S.A.R. China)</p> <p>Activist public relations and frameworks: The case of the Climáximo collective in Portugal</p> <p>Marques, Liliana, University of Beira Interior (Portugal)</p> <p>Persici Toniolo, Bianca, University of Beira Interior, LabCom (Portugal)</p> <p>Gonçalves, Gisela, University of Beira Interior, LabCom (Portugal)</p> <p>AI-Augmented Leadership Communication Development: Task Configurations, Learning Quality, and Governance in Hybrid Learning Ecosystems</p> <p>Brants, Oliver, Oliver Brants GmbH (Germany)</p> <p>DEBATE</p>	<p>Brand Identity Fusion as a Relational Shield during Crises: A Multistakeholder Approach</p> <p>Krishna, Arunima, Boston University College of Communication (USA)</p> <p>Arti, Alina, University of Jyväskylä (Finland)</p> <p>When Privacy Feels at Risk: How Concerns Shape Consumer Participation in Brand Value Co-Creation</p> <p>Fan, Xiaofang, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>Huang, Xinyue, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>Li, Yin Yi, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>Yao, Jiawen, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>Wu, Shih-Chia, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>	<p>Lednicki, Nikolina, University of Ljubljana (Slovenia)</p> <p>Uzunoğlu, Ebru, University of Ljubljana (Slovenia)</p> <p>Crisis Communication and Collective Mourning in Turkish Football After the 2023 Earthquake</p> <p>Suher, İdil Karademirlidağ, Bahçeşehir University (Turkey)</p> <p>Vatanartıran, Ömer, Bahçeşehir University (Turkey)</p> <p>Crisis Communication During Disasters: Communication Gaps and Challenges Experienced by NGOs After the February 6 Kahramanmaraş Earthquakes</p> <p>Hürmeriç, Pelin, Yeditepe University (Turkey)</p> <p>Demirel, Ege Simge, Yeditepe University (Turkey)</p> <p>Crisis by Design: The Social Media Algorithmic Addiction Spillover Crisis</p> <p>Yim, Myungok Chris, Loyola University Chicago (USA)</p> <p>DEBATE</p>
<p>15.30 – 16.00 CLOSING SESSION</p> <p>PROGRAM COMMITTEE:</p> <p>Dejan Verčič, University of Ljubljana and Herman & partnerji (Slovenia)</p> <p>Ana Tkalac Verčič, University of Zagreb (Croatia)</p> <p>Krishnamurthy Sriramesh, University of Colorado (USA)</p>		
<p>19.30 - 22.00 DINNER</p>		