

# 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><b>Kaclová, Markéta</b>, Charles University (Czech Republic)</p> <p><b>Legitimizing social listening in health emergencies: ethics in EU institutional discourse</b>  <b>Kolar, Urška</b>, The National Institute of Public Health (NIJZ) (Slovenia)  <b>Vrdelja, Mitja</b>, The National Institute of Public Health (NIJZ) (Slovenia)</p> <p><b>Trust in practice: the application of trustworthiness in Dutch health crisis campaigns</b>  <b>Alkemade, Elise</b>, Erasmus University Rotterdam (The Netherlands)  <b>Barnoy, Aviv</b>, Erasmus University Rotterdam (The Netherlands)</p> <p><b>"Managing Health Crises in the Age of Misinformation: A Case Study of Tylenol's Response to the 2025 Autism Allegations"</b>  <b>Dong, Enzhu</b>, The University of Alabama (USA)  <b>Li, Jo-Yun</b>, University of Miami (USA)  <b>McKeever, Brooke W.</b>, The University of Alabama (USA)  <b>McKeever, Robert</b>, The University of Alabama (USA)</p> <p>DEBATE</p>	<p><b>Regional Resilience Centers Co-create Crisis Communication for All-of-Society</b>  <b>Ruoslahti, Harri</b>, Laurea University of Applied Sciences (Finland)  <b>Hytönen, Eveliina</b>, Laurea University of Applied Sciences (Finland)</p> <p><b>Flooded and Confused. An Insider's View of a Disastrous Flood in Poland in Sep 2024</b>  <b>Barlik, Jacek</b>, University of Warsaw (Poland)</p> <p><b>Beyond the Content: Examining Framing Strategies and Amplification of Risk Information in Typhoon Misinformation</b>  <b>Feng, Zeping</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)  <b>Chen, Sihui</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)  <b>Yu, Wenting</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>	<p>Bucharest (Romania)  <b>Ravazzani, Silvia</b>, Università IULM (Italy)</p> <p><b>What if misinformation never reaches the audience? Comparing proactive versus reactive strategies for combatting misinformation in times of crisis.</b>  <b>De Waele, Aurélie</b>, Ghent University (Belgium)</p> <p><b>Is American Higher Education in Crisis? An Examination of International Doctoral Students in Public Relations</b>  <b>Ertem-Eray, Tugce</b>, North Carolina State University (USA)  <b>A. Vasquez, Rosalynn</b>, Suffolk University (USA)  <b>Kim, Solyee</b>, Howard University (USA)</p> <p><b>The Incubating Iceberg – A Crisis Communication Model</b>  <b>Besson, Nanette</b>, Media University of Applied Sciences (Germany)</p> <p>DEBATE</p>
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12.00 – 13.00 PARALLEL PAPER SESSIONS 2

<p><b>A</b></p> <p><b>Why Information Fails in Health Crises: Evidence on Social Influence</b>  <b>Barreto, Ana Margarida</b>, NOVA University of Lisbon – NOVA FCSH (Portugal)  <b>Sá, Margarida</b>, Escola Superior de Educação Coimbra (Portugal)  <b>Medeiros, Tatiana</b>, NOVA University of Lisbon – NOVA FCSH (Portugal)  <b>Quatorze, Maura</b>, NOVA University of Lisbon – NOVA FCSH (Portugal)  <b>Sarmento, Ana Teresa</b>, Universidade de Lisboa (Portugal)  <b>Correia, Janine</b>, National Health Service (SNS) (Portugal)</p> <p><b>Constructing the “Hero” and the “Villain”: Media Narratives and the Doctor-Patient Relationship in</b></p>	<p><b>B</b></p> <p><b>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</b>  <b>McFarlane, Poppy</b>, Cardiff University (UK)  <b>Read, Kevin</b>, City St George’s, University of London (UK)  <b>Bellamy, Bridget</b>, Ada and Alan (UK)</p> <p><b>Corporate Blacklisting: Strategic communication during wartime</b>  <b>Shevchenko, Tetiana</b>, Vienna University of Economics and Business (Austria)  <b>Seiffert-Brockmann, Jens</b>, Vienna University of Economics and</p>	<p><b>C</b></p> <p><b>In Case Of Emergency...Ask The Expert! The Role of Science Communication in time ff uncertainty</b>  <b>Materassi, Letizia</b>, University of Florence (Italy)  <b>Solito, Laura</b>, University of Florence (Italy)  <b>Sorrentino, Carlo</b>, University of Florence (Italy)  <b>Macri, Ester</b>, University of Florence (Italy)</p> <p><b>Public Diplomacy as Crisis Management: Building and Sustaining Reputational Security</b>  <b>Fitzpatrick, Kathy R.</b>, University of South Florida (USA)  <b>Vanc, Antoaneta M.</b>, School of Communications (USA)</p>
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<p><b>the Romanian Healthcare Crisis</b> Iorgovan-Georgescu, Darina-Bianca, University of Bucharest (Romania)</p> <p><b>Knowledge, Skills and Motivation for Efficient Communication in Health Crises in Slovenia</b> Kropivnik, Samo, University of Ljubljana (Slovenia) Terseglav, Saša, University of Ljubljana (Slovenia)</p> <p><b>Nurses' Crisis Communication During Natural Disasters: A Study Protocol on Health Promotion and Community Engagement</b> Durocher, Hélène, Université du Québec à Rimouski (Canada)</p> <p>DEBATE</p>	<p>Business (Austria)</p> <p><b>Short-Termism in Corporate Communication: A Theoretical Framework Amid an Accelerated Issue Environment</b> Strauß, Nadine, University of Zurich (Switzerland)</p> <p><b>Using Influencers to Divert Attention from Corporate Crises: Computational Evidence for Third-Party Bolstering in TikTok Sponsorships</b> Zhou, Alvin, University of Minnesota (USA) Xu, Dongqing (DQ), University of Minnesota (USA) Huang, Jiacheng, University of Minnesota (USA)</p> <p>DEBATE</p>	<p><b>The price of reputation: The ethical tension between political legitimacy and public safety in the Valencia DANA</b> 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><b>Navigating crisis communication decision-making: Uncovering competing logics within crisis management teams</b> Balliu, Laurence, Ghent University (Belgium) Claeys, An-Sofie, Ghent University (Belgium) Ongenaert, David, Charles University (Czech Republic)</p> <p>DEBATE</p>
<p><b>13.00 – 14.30 LUNCH</b></p>		
<p><b>14.30-15.30 PARALLEL PANEL SESSIONS 1</b></p>		
<p><b>A – PANEL 1</b></p> <p><b>Anatomy of Governance: An Inquiry into the Hidden Foundation of Crisis Management</b></p> <p><b>Chair:</b> Yan, Jin</p> <p><b>Discussant:</b> Tim Coombs</p> <p><b>Panelists:</b> Yijing Wang, Silvia Ravazzani, and Flora Hung-Baesecke</p>	<p><b>B – PANEL 2</b></p> <p><b>Health Communication in Times of Crisis: Trust, Literacy, and Strategic Decision-Making</b></p> <p><b>Chair:</b> Ana Margarida Barreto</p> <p><b>Panelists:</b> Ivone Ferreira, Rosário Silva, José Azevedo, Adriana Fogel &amp; Patrícia Padrão</p>	<p><b>C – PANEL 3</b></p> <p><b>Crisis Communication Training in Healthcare</b></p> <p><b>Chair:</b> Dejan Verčič</p> <p><b>Panelists:</b> Amela Duratović, Saša Terseglav, Mitja Vrdelja</p>
<p><b>15.30 – 16.30 INTERACTIVE SESSION AND PARALLEL PAPER SESSIONS 3</b></p>		
<p><b>A - INTERACTIVE SESSION</b></p> <p><b>Moderator:</b> Jon White</p> <p><b>Panelists:</b> Rod Cartwright, Katherine Sykes</p>	<p><b>B</b></p> <p><b>Understanding the effects of moral outrage: Improving the predictability of SCCT for preventable crises</b> Tachkova, Elina R., Hong Kong Baptist University (Hong Kong, S.A.R. China) Fediuk, Tomasz A., Family Business Strong, LLC (USA)</p> <p><b>Communication failures: optimising effective strategic crisis communication management in large-scale</b></p>	<p><b>C</b></p> <p><b>‘The forest and the trees’ paradigm for Risk Assessment: Are company boards getting a fuller picture to be crisis prepared?</b> Qureshi, Noumaan, University of Mumbai (India)</p> <p><b>Transparency and stakeholder management in cybersecurity breaches: Applying stakeholder theory to the University Hospital Centre Zagreb crisis communication case study</b> Bulić, Ivana Jeleč, Faculty of</p>

	<p><b>wildfires</b>  <b>Roy, Chloé</b>, Université Laval (Canada)</p> <p><b>The Devastating Fire Crisis in Hong Kong: Assessing Public Engagement with Government Crisis Communication on Social Media</b>  <b>Ngai, Cindy, S.B.</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)  <b>Singh, Rita Gill</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p><b>Measuring Science Communication in Climate Crisis Reporting: Media Coverage of Cyclone Barbara in Romania</b>  <b>Răducu, Roberta M.</b>, National University of Political Studies and Public Administration (SNSPA) (Romania)</p> <p>DEBATE</p>	<p>Humanities and Social Sciences (Croatia)  <b>Biošić, Ivan</b>, Algebra Bernays University (Croatia)</p> <p><b>Training Validation-Based Insights into Cyber Crisis Communication</b>  <b>Hytönen, Eveliina</b>, Laurea University of Applied Sciences (Finland)  <b>Ruoslahti, Harri</b>, Laurea University of Applied Sciences (Finland)</p> <p><b>How data accessibility amplifies knowledge gap in civil protection: mapping warning communication documentation across 27 countries</b>  <b>Torpan, Sten</b>, University of Tartu (Estonia)  <b>Johansson, Bengt</b>, University of Gothenburg (Sweden)</p> <p>DEBATE</p>
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**16.30 – 17.30 PARALLEL PAPER SESSIONS 4**

<p><b>A</b></p> <p><b>Disaster Communication as the Null Curriculum: An Examination of PR Education in Türkiye</b>  <b>Akçay, Ebru</b>, Başkent University (Turkey)</p> <p><b>Disruption, Transgression, and Subversion in the Context of Permanent Liminality: Lessons for Crisis Communication</b>  <b>Samoilenko, Sergei</b>, George Mason University (USA)</p> <p><b>Preparing future communication professionals for disasters and emergencies: Integrating WHO RCCE-IM framework into PR education</b>  <b>Nunes, Tatiana</b>, Polytechnic University of Lisbon, LIACOM (Portugal)  <b>Raposo, Ana</b>, Polytechnic University of Lisbon, LIACOM (Portugal)  <b>Claxton, Nancy</b>, World Health Organization Euro Region (Denmark)</p> <p><b>Health communication, artificial intelligence, and gender: uses and perceptions of portuguese</b></p>	<p><b>B</b></p> <p><b>Beyond Persuasion: Post-Persuasive Crisis Communication and the Limits of Strategic PR in Political Emergencies</b>  <b>Pappas, Konstantinos</b>, University of the Arts, London (UAL) (UK)</p> <p><b>What do we know about political crisis communication? A review of a decade of research</b>  <b>Lozano-Recalde, Cristian</b>, Universitat Pompeu Fabra (Spain)</p> <p><b>Crisis as a Trigger for Strategic Communication: Normalizing Cabinet-Level International Government Communication in Japan</b>  <b>Nishikawa, Junko</b>, J.F. Oberlin University (Japan)</p> <p><b>Navigating Crisis Communication: Cultural Dynamics of Political Public Relations Practice in South India</b>  <b>Rasquinha, Mark</b>, Auckland University of Technology (AUT) (New Zealand)  <b>Sissons, Helen</b>, Auckland</p>	<p><b>C</b></p> <p><b>Combating Information Warfare in Crisis: Misinformation and Disinformation Challenges in Post-Soviet Digital Authoritarianism</b>  <b>Turdubaeva, Elira</b>, University of Bremen (Germany)  <b>Cropp, Fritz</b>, University of Missouri (USA)</p> <p><b>Communicating Through Emergency Alerts: Examining Canadian Police Approach</b>  <b>Maier, Mandy</b>, Mount Saint Vincent University (Canada)</p> <p><b>Post-Crisis Strategic Communication: A Qualitative Study in a Quebec Government Organization</b>  <b>Zajmovic, Ema</b>, Université Laval (Canada)</p> <p><b>Defining the “Critical Juncture”: A Thematic Analysis of Crisis Narratives in Chinese Presidential New Year Speeches (2012-2026)</b>  <b>Mo, Fei Vincent</b>, Central European University (Austria)  <b>Tang, Jiawei</b>, Central European</p>
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<p><b>university students</b></p> <p><b>Baptista, Raphaël</b>, Universidade de Lisboa, ISPS (Portugal)</p> <p><b>Belim, Célia</b>, Universidade de Lisboa, ISPS (Portugal)</p> <p><b>João Cunha</b>, 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><b>Huang, Vincent</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p><b>Wang, Dan</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>
<p><b>19.30 - 22.00 DINNER</b></p>		

## SATURDAY, 27 JUNE 2026

### 9.45 – 10.45 PARALLEL PAPER SESSIONS 5

A	B	C
<p><b>Exploring How Strategic Communication Professionals Employ Ethics of Care to Navigate Disinformation</b>  <b>Lemon, Laura L.</b>, The University of Alabama (USA)  <b>Boman, Courtney D.</b>, The University of Alabama (USA)  <b>Taylor, LaTonya</b>, The University of Alabama (USA)</p> <p><b>Public Information Officers as Public Relations Practitioners: Role Enactment and Media Relationships in Public Sector Crisis Communication</b>  <b>Becktel, Kalyca Lynn</b>, North Carolina State University (USA)  <b>Ertem-Eray, Tugce</b>, North Carolina State University (USA)</p> <p><b>Forced Versatility and Stretched Profession: Resocialization of PR Practitioners in the Generative AI Era</b>  <b>Huang, Vincent</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)  <b>Shen, Wenxin</b>, Beijing Normal-Hong Kong Baptist University (Hong Kong, S.A.R. China)</p> <p><b>Strategic Public relations in India: An Analysis using the Generic Principles</b>  <b>Ashikho, Aviini</b>, Symbiosis International (Deemed University)(India)  <b>Sriramesh, Krishnamurthy</b>, University of Colorado Boulder (USA)</p> <p style="color: blue;">DEBATE</p>	<p><b>In AI We Trust: Opportunities and Threats of Using Generative Artificial Intelligence in Public Relations Content Creation</b>  <b>Chmiel, Michał</b>, Royal Holloway, University of London (UK)</p> <p><b>Employee Responses to AI-Driven Organizational Change: Leadership, Communication, and Readiness</b>  <b>Yue, Cen April</b>, Boston University (USA)  <b>Krishna, Arunima</b>, Boston University (USA)  <b>Yang, Sung-Un</b>, Boston University (USA)  <b>Wright, Donald K.</b>, Boston University (USA)</p> <p><b>Conspiracy Spillover: A Study of Australian Supermarket Giants, their Artificial Intelligence (AI) Use, and the Issue of AI-Driven Price Gouging"</b>  <b>Kim, Soojin</b>, University of New South Wales (UNSW) (Australia)  <b>Tam, Lisa</b>, Queensland University of Technology (Australia)  <b>Krishna, Arunima</b>, Boston University (USA)</p> <p><b>Prompting Authenticity: How Generative AI Reconfigures Professional Agency in Public Relations and Advertising</b>  <b>Amuza, Antonio</b>, University of Bucharest (Romania)  <b>Moraru, Mădălina</b>, University of Bucharest (Romania)</p> <p style="color: blue;">DEBATE</p>	<p><b>Theoretical Foundations of Internal Communication: A Systematic Review</b>  <b>Tkalac Verčić, Ana</b>, University of Zagreb (Croatia)  <b>Brečić, Ružica</b>, University of Zagreb (Croatia)  <b>Rimac Bilušić, Milka</b>, University of Zagreb (Croatia)</p> <p><b>Crisis Trigger Model: A New Framework for Crisis Communication</b>  <b>Selaković, Marko</b>, S P Jain School of Global Management (UAE)  <b>Verčić, Dejan</b>, University of Ljubljana (Slovenia)  <b>Ljepava, Nikolina</b>, University of Khorfakkan (UAE)</p> <p><b>Synthetification of Public Communication: Introducing the Concept and Its Relevance for Public Relations Research and Practice</b>  <b>Zerfass, Ansgar</b>, Leipzig University (Germany)  <b>Laborde, Aurélie</b>, Université Bordeaux Montaigne (France)  <b>Buhmann, Alexander</b>, BI Norwegian Business School (Norway)</p> <p><b>Making Crisis Communication Decisions Under Pressure: A Simulation-Based Intervention Study</b>  <b>Geysi, Nilüfer</b>, Bahçeşehir University (Turkey)  <b>Sohodol, Çisil</b>, 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><b>Revisiting internal crisis communication research: where are</b></p>	<p><b>Leader Silence in Organizational Crisis: Implications for Employee</b></p>	<p><b>Moral Meaning-Making in Crisis: Examining Networks, Emotions,</b></p>

<p><b>we today?</b>  <b>Johansen, Winni</b>, Aarhus University (Denmark)  <b>Ejsing, Maja</b>, Aarhus University (Denmark)</p>	<p><b>Trust, Engagement, and Crisis Recovery Efforts</b>  <b>Kang, Minjeong</b>, Indiana University (USA)  <b>Yang, Sung-Un</b>, Boston University (USA)</p>	<p><b>and Identity in an International Religious Crisis</b>  <b>Morehouse, Jordan</b>, University of Colorado Boulder (USA)  <b>Boatwright, Brandon</b>, Clemson University (USA)  <b>Qu, Yan</b>, University of Maryland, College Park (USA)  <b>Austin, Lucinda</b>, University of North Carolina, Chapel Hill (USA)</p>
<p><b>Beyond “Soft Skills:” The Roles of Emotional Intelligence and Mindfulness in Listening, Engagement, and Employee Advocacy</b>  <b>Chen, Zifei Fay</b>, University of Georgia (USA)  <b>Place, Katie R.</b>, Quinnipiac University (USA)</p>	<p><b>When Sustainability Becomes a Crisis: Evidence from Organizational Practice and Implications for Crisis Communication</b>  <b>Milan, Gloria</b>, ICDLAB Sostenibilità e Comunicazione (Italia)  <b>Bonometto, Caterina</b>, ICDLAB Sostenibilità e Comunicazione (Italia)</p>	<p><b>Lost in Translation? Generative AI and the Preservation of Crisis Communication Style Across Cultures</b>  <b>Nchakga, Camille</b>, University of Zurich (Switzerland)  <b>Guan, Qinghao</b>, University of Zurich (Switzerland)  <b>Strauß, Nadine</b>, University of Zurich (Switzerland)</p>
<p><b>The boundary-spanning capacity of social technology platforms: Examining the impact of communication visibility on work engagement</b>  <b>Huang, Vincent</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)  <b>Cen, April Yue</b>, Boston University (Hong Kong, S.A.R. China)  <b>Huang, Jiangling Margaret</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)</p>	<p><b>Organizational reputation and crisis communication strategies: the case of the Elevador da Glória funicular accident</b>  <b>de Carvalho Weinstock, Sandra</b>, Polytechnic University of Lisbon (Portugal)  <b>Nunes, Tatiana</b>, Polytechnic University of Lisbon, LIACOM (Portugal)</p>	<p><b>Labor Rights Reporting in Leading Chinese and U.S. Automotive Corporation: A Comparative Analysis of Trends, Thematic Saliency, and COVID-19 Responses in Sustainability Disclosures</b>  <b>Ngai, Cindy Sing Bik</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)  <b>Singh, Rita Gill</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)  <b>Dong, He</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)  <b>Zhu, Yunxia</b>, The University of Queensland (Australia)  <b>Jiang, Rui</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)  <b>Chen, Sihui</b>, The Hong Kong Polytechnic University (Hong Kong, S.A.R. China)</p>
<p><b>Risk READINESS for Psychological Safety at Workplace: A New Decision-Making Thermometer</b>  <b>Hsiang, Guang-Lun</b>, University of Georgia (USA)  <b>Wang, Yijing</b>, Erasmus University Rotterdam (The Netherlands)  <b>Ravazzani, Silvia</b>, Università IULM (Italy)  <b>Jin, Yan</b>, University of Georgia (USA)</p>	<p><b>Framing "Too Big to Fail": A Case Study of the Acquisition of Credit Suisse by UBS in Key Global Financial Hub Media</b>  <b>Gimenez Gil, Paloma</b>, University of Zurich (Switzerland)  <b>Strauß, Nadine</b>, University of Zurich (Switzerland)</p>	
<p>DEBATE</p>	<p>DEBATE</p>	<p><b>Belgian youth and crisis preparedness: Perceptions, strategies, and information practices</b>  <b>Burgers, Evelien</b>, Ghent University (Belgium)  <b>Claeys, An-Sofie</b>, Ghent University (Belgium)  <b>De Waele, Aurélie</b>, Ghent University (Belgium)  <b>Bauwens, Morgane</b>, Ghent University (Belgium)</p> <p>DEBATE</p>

12.00 – 13.00 PARALLEL PAPER SESSIONS 7

A	B	C
<p><b>It takes more than motivation in life to be receptive to palliative care: The mediating role of death discussion and perception of accessibility</b>  <b>Yeo, Su Lin</b>, Singapore Management University (Singapore)  <b>Lin, Yumin</b>, Nanyang Technological University Singapore (Singapore)</p> <p><b>Ethics in Media Reporting on Alternative Medicine: Audience Perceptions in Croatia</b>  <b>Takahashi, Marta</b>, University of Zagreb (Croatia)  <b>Rimac Gelo, Antonija</b>, Croatian Parliament (Croatia)  <b>Grossi, Ines</b>, University of Osijek (Croatia)</p> <p><b>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</b>  <b>Downes, Edward</b>, Boston University (USA)</p> <p><b>Reframing Climate Change as a Permanent Crisis: Developing a Model for Strategic Crisis Communication</b>  <b>Belić, Ivana</b>, REGEA (Croatia)  <b>Domac, Julije</b>, REGEA (Croatia)</p> <p>DEBATE</p>	<p><b>One Bad Algorithm, All Bad Algorithms? Examining Public Responses to AI-Managed CSR Practices Following AI-Driven Crises</b>  <b>Wu, Linwan</b>, University of South Carolina (USA)  <b>Chen, Zifei Fay</b>, University of Georgia (USA)  <b>Tao, Weiting</b>, University of Miami (USA)</p> <p><b>Artificial Intelligence &amp; Artificial Intelligence Influencers on Crises Management: From Traditional to Digital Public Relations by PR Practitioners</b>  <b>Ulaş, Sevılay</b>, Çankaya University (Turkey)  <b>Gümüő, Sema</b>, Çankaya University (Turkey)</p> <p><b>Exploring the Impact of Employees’ Work-Related AI Use on Employee Empowerment and Innovative Job Behavior: Evidence from the U.S. and China</b>  <b>Wang, Yuan</b>, The Education University of Hong Kong (Hong Kong, S.A.R. China)  <b>Men, Linjuan Rita</b>, University of Florida (USA)  <b>Akanbi, Francis</b>, University of Florida (USA)  <b>Sun, Estelle (Yiyuan)</b>, University of Florida (USA)</p> <p><b>Public Perception of AI-generated Chatbot in Public Relations: Trust, Satisfaction, and Commitment</b>  <b>Chanda, Tania</b>, University of Maryland (USA)</p> <p>DEBATE</p>	<p><b>What can practitioners learn from research? A practitioner's view of the implementation of research within crisis communication into police operations.</b>  <b>Ljungberg, Kristian</b>. Swedish Police Authority (Sweden)</p> <p><b>When Reality Breaks the Playbook: Crisis Communication Lessons from Ukraine</b>  <b>Julia Petryk</b>, Calibrated (Ukraine)</p> <p><b>Managing internal dissent and adversarial employee activism: A new corporate governance function</b>  <b>Conti, Sara</b>, Università IULM (Italy)  <b>Hsiang, Guang-Lun</b>, University of Georgia (USA)  <b>Hung-Baesecke</b>, Chun-Ju Flora, University of Technology Sydney (Australia)  <b>Ravazzani, Silvia</b>, Università IULM (Italy)  <b>Jin, Yan</b>, University of Georgia (USA)</p> <p><b>It’s all about expertise, isn’t it? The role of subject matter experts in communication management</b>  <b>Rüth, Antonia</b>, Leipzig University (Germany)  <b>Zerfass, Ansgar</b>, Leipzig University (Germany)</p> <p>DEBATE</p>
<p><b>13.00 – 14.30 LUNCH</b></p>		
<p>14.30 – 15.30 PARALLEL PAPER SESSIONS 8</p>		
<p><b>The Lack of Formal Crisis Management Communication in the US and Its Divisive Effects on Publics</b>  <b>Hunter, Caleb</b>, The George</p>	<p><b>From Catwalks to Black Cards: Crises of Exclusivity in Luxury Fashion and Luxury Finance</b>  <b>Karagiorgou, Ioanna</b>, University of the Arts London (UK)</p>	<p><b>Bolstering Crisis Response Strategies in Government Disaster Communication: A Content Analysis of Croatian Government Earthquake Messaging (2020–</b></p>

<p>Washington University (USA)  <b>Kim, Edward</b>, The George Washington University (USA)</p> <p><b>Spectres of Digital Authoritarianism: Statecrafted Collective Forgetting on Social Media Platforms in China</b>  <b>Wang, Dan</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)  <b>Guo, Steve</b>, Beijing Normal Hong Kong Baptist University (Hong Kong, S.A.R. China)  <b>Huang, Vincent</b>, Hong Kong Baptist University (Hong Kong, S.A.R. China)  <b>Mo, Fei Vincent</b>, Central European University (Hong Kong, S.A.R. China)  <b>Tang, Jiawei</b>, Central European University (Hong Kong, S.A.R. China)</p> <p><b>Activist public relations and frameworks: The case of the Climáximo collective in Portugal</b>  <b>Marques, Liliana</b>, University of Beira Interior (Portugal)  <b>Persici Toniolo, Bianca</b>, University of Beira Interior, LabCom (Portugal)  <b>Gonçalves, Gisela</b>, University of Beira Interior, LabCom (Portugal)</p> <p><b>AI-Augmented Leadership Communication Development: Task Configurations, Learning Quality, and Governance in Hybrid Learning Ecosystems</b>  <b>Brants, Oliver</b>, Oliver Brants GmbH (Germany)</p> <p>DEBATE</p>	<p><b>Brand Identity Fusion as a Relational Shield during Crises: A Multistakeholder Approach</b>  <b>Krishna, Arunima</b>, Boston University College of Communication (USA)  <b>Arti, Alina</b>, University of Jyväskylä (Finland)</p> <p><b>When Privacy Feels at Risk: How Concerns Shape Consumer Participation in Brand Value Co-Creation</b>  <b>Fan, Xiaofang</b>, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)  <b>Huang, Xinyue</b>, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)  <b>Li, Yin Yi</b>, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)  <b>Yao, Jiawen</b>, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)  <b>Wu, Shih-Chia</b>, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)</p> <p>DEBATE</p>	<p><b>2021)</b>  <b>Lednicki, Nikolina</b>, University of Ljubljana (Slovenia)  <b>Uzunoğlu, Ebru</b>, University of Ljubljana (Slovenia)</p> <p><b>Crisis Communication and Collective Mourning in Turkish Football After the 2023 Earthquake</b>  <b>Suher, İdil Karademirlidağ</b>, Bahçeşehir University (Turkey)  <b>Vatanartıran, Ömer</b>, Bahçeşehir University (Turkey)</p> <p><b>Crisis Communication During Disasters: Communication Gaps and Challenges Experienced by NGOs After the February 6 Kahramanmaraş Earthquakes</b>  <b>Hürmeriç, Pelin</b>, Yeditepe University (Turkey)  <b>Demirel, Ege Simge</b>, Yeditepe University (Turkey)</p> <p><b>Crisis by Design: The Social Media Algorithmic Addiction Spillover Crisis</b>  <b>Yim, Myungok Chris</b>, Loyola University Chicago (USA)</p> <p>DEBATE</p>
<p><b>15.30 – 16.00 CLOSING SESSION</b></p> <p>PROGRAM COMMITTEE:  <b>Dejan Verčič</b>, University of Ljubljana and Herman &amp; partnerji (Slovenia)  <b>Ana Tkalac Verčič</b>, University of Zagreb (Croatia)  <b>Krishnamurthy Sriramesh</b>, University of Colorado (USA)</p>		
<p><b>19.30 - 22.00 DINNER</b></p>		