The Impact of Public Relations on Organizations and Society

BledCom 2020
27th International Public Relations Research Symposium
July 3, 2020

Organized by:

University of Ljubljana
Faculty of Social Sciences
Dear Friends and Colleagues,

Welcome! Dobrodošli! Swagatam!

For this year’s theme, we take our cue from an allied discipline – mass communication/mass media – that has a stream of “media effects” theories dating back at least to the 1980s assessing the various dimensions of mass media effects on individuals, organizations (including families), and society. We feel that our field has not adequately addressed this aspect of our existence, which has led to reputational issues such as public relations being construed mostly as “spin doctoring” on behalf of corporate or similar interests. The Bell Pottinger debacle is a case in point. Our field will benefit from reflection including an assessment of the varied purposes for which public relations has been, and can be, used. Examples are public information campaigns to build societies and nations engaged by NGOs and IGOs (intergovernmental organizations).

COVID-19 has provided us with a global case study of THE IMPACT OF PUBLIC RELATIONS ON ORGANIZATIONS AND THE SOCIETY. We are living an experiment whose communication angle we will be discussing and analyzing for years to come. We are very sorry that we will not be able to welcome you all personally by Lake Bled, Slovenia, but we are certain that will be possible in 2021.

We have decided BledCom 2020 to be digital and free for all, and so for the 27th year we continue to share our knowledge and learn from each other despite travel restrictions.

We hope you and your loved ones are safe and well.

Thank you! Lep pozdrav! Namaste!
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Everything we do, we do for the good of people.

Quality is the basis of our dedication to the patients and drives our commitment to health. Our work is based on extensive knowledge and experience, mutual trust, inclusion and valuing diversity, as well as the highest ethical values.

Constant investments into research, innovation and the development of our production enable us to offer high-quality, safe and accessible medication. With our long-term plan of development, we are creating the conditions for new job openings, as well as providing education and enabling experts to develop into top scientists.

As a responsible employer, we care for the development of our employees, act responsibly toward local communities and contribute to the sustainable development of the environment.

Lek is a valued member of Novartis, the leading global company in the pharmaceutical industry.

We are Novartis, and we are reimagining medicine.
BLEDCOM 2020 IS DIGITAL AND FREE FOR ALL!

The conference will be launched via a 2-hour live streaming of the opening of the conference on **Friday, July 3, 2020 at 3 pm CET** to cater to as many time zones as possible, after which all the presentations will be delivered by video by authors and will be available on YouTube and BledCom’s web site.

Over the past 26 years, BledCom has hosted over 2,000 academics and practitioners, produced 10 books (of which the 3rd edition of the Global Public Relations Handbook https://www.taylorfrancis.com/books/e/9781315173290, published earlier this year by Routledge is the latest) and many special issues of academic journals. A new book based on the theme of the 2020 conference (The impact of public relations on organizations and society) will be released in May 2021 in time for the 28th edition of BledCom.

You can participate in the live session by registering your interest on BledCom 2020 on our FB profile: https://www.facebook.com/events/1675510292604836/

KEYNOTE: Alice Clements Brisbane South PHN

**Alice Clements**, General Manager of Stakeholder Engagement and Communications for Brisbane South PHN (Australia) will deliver the keynote address for BledCom 2020. Her talk, »Connecting Humans, Changing Lives« will be part of the live opening session of this year’s 27th International Public Relations Symposium (BledCom 2020) available Live on FaceBook.

Alice spent most of her career helping marginalised and vulnerable people around the world to raise their voices and advocate for their rights. This has involved getting up close and personal with natural disasters, conflict and other humanitarian crises (sometimes a little too close!). Where possible, it has also involved staying quiet while supporting people to shape and share their own narratives. Alice is passionate about the power and potential of strategic, agile storytelling that connects humans and fosters empathy. She is endlessly fascinated by what makes us tick; what drives - and sustains - social change.

Her career has focused on ‘communication for social change’ across the corporate, not-for-profit, government and education sectors in New Zealand, Australia, Vietnam, Singapore, Thailand, Fiji, Pakistan and the USA, as a consultant, in-house specialist and educator. Alice has managed regional and global-level communications for UNICEF, UN OCHA and large INGOs, including Plan International, Marie Stopes & CARE. She has previously served as communications lecturer at RMIT University, and Director of Communications and External Relations at the University of Waikato. In her current job, she manages communication for a Health Network responsible for primary care and allied health coordination and support to a diverse region of 1.1 million people (COVID-19 has been keeping her
BASIC INFORMATION FOR BLEDCOM 2020 ATTENDEES

busy!). In all of her work Alice remains committed to theoretically-informed communication praxis that facilitates change, strengthens communities, privileges equity and is sensitive to the needs of context.

PANEL: COVID-19 and its nexus with public relations around the world

2020 will long be remembered for this global pandemic that has also demonstrated the best and the worst ways of using public relations. Experts from four continents – Africa (Brhane Weleslase Gebrewahid, Mekelle University, Ethiopia), Asia (Sun Sun Lim, Singapore University of Technology and Design, Singapore), Europe (Stephen Waddington, Wadds Inc. and Newcastle University, UK) and North America (Kara Alaimo, Hofstra University, New York, USA), will discuss the lessons learned from the way public relations has been used during this pandemic. Dejan Verčič, University of Ljubljana and Herman & partners, Slovenia will moderate the panel.

Kara Alaimo Hofstra University (USA) • Kara Alaimo, Ph.D. is Associate Professor of Public Relations at Hofstra University. Her research on political and international PR has been published in numerous academic journals and the second edition of her book “Pitch, Tweet, or Engage on the Street: How to Practice Global Public Relations and Strategic Communication” will be published by Routledge in late 2020. She previously served as a spokesperson in the Treasury Department during President Obama’s administration and as head of communications for a United Nations initiative. She writes opinion pieces frequently for CNN and Bloomberg. Twitter: @karaalaimo.

Sun Sun Lim Singapore University of Technology and Design (Singapore) • Professor Sun Sun Lim is Professor of Communication and Technology and Head of Humanities, Arts and Social Sciences at the Singapore University of Technology and Design. She has researched extensively on the social impact of technology, delving into technology domestication in the home, digital disruptions in the workplace and public perceptions of smart city technologies. She recently published Transcendent Parenting - Raising Children in the Digital Age (Oxford University Press, 2020) and co-edited The Oxford Handbook of Mobile Communication and Society (Oxford University Press, 2020). She serves on the editorial boards of eleven journals and several public bodies including the Media Literacy Council and the Singapore Environment Council. She frequently offers her expert commentary in print, broadcast and online media and is a Nominated Member of the 13th Parliament of Singapore. See www.sunsunlim.com.

Stephen Waddington Wadds Inc. and Newcastle University (UK) • Stephen Waddington is a business advisor and trouble-shooter who helps organisations with planning, strategic decision making and execution. He is the Founder and Managing Partner of Wadds Inc., a professional advisory firm. He was Chief Engagement Officer at Ketchum (2012 to 2018), an Omnicom-owned agency, responsible for driving the integration of digital and social capabilities in client engagements across the agency’s international network. He provided lead senior counsel on integrated global accounts including IBM, IKEA and Phillips. Stephen has held the role of Visiting Professor in Practice at Newcastle University since 2015, supporting the university and students through
teaching and mentoring. He is also an external examiner for the CIPR, the UK professional body for PR practitioners. He was President of the CIPR in 2014, during which time he helped return the organisation to its roots of professionalism as set out in its Royal Charter. He is a Chartered PR Practitioner, a CIPR Fellow (Hon), and a Fellow of the PRCA.

Brhane Weleslase Gebrewahid
Mekelle University (Ethiopia) • Brhane Weleslase Gebrewahid is a Lecturer at Mekelle University from July 2015 and Program coordinator of Public Relations and Advertising Program (since 2008). He holds Master’s Degree (MA.) in Public Relations and Strategic Communications from Addis Ababa University. He finished Bachelor of Arts (BA) from Mekelle University in June 2015.

Dejan Verčič
University of Ljubljana and Herman & partners (Slovenia) • Dejan Verčič is Professor, Head of Department of Communication and Head of Centre for Marketing and Public Relations at the University of Ljubljana, and Partner in strategic consulting and communication company Herman & partnerji d.o.o., Slovenia. He received his PhD from the London School of Economics and Political Science, UK. A Fulbright scholar, recipient of the Pathfinder Award, the highest academic honour bestowed by the Institute for Public Relations (IPR) in New York, and named a Distinguished Public Relations Scholar by the European Public Relations Education and Research Association (EUPRERA). In 1991 he was the founding director of Slovenian national news agency (STA). Organizing the annual International Public Relations Research Symposium – BledCom since 1994.

BLEDCOM 2020 ON SOCIAL MEDIA

We kindly invite you to join live streaming of BledCom 2020 conference on Facebook on Friday, July 3, 2020 at 3 pm CET.

Video presentations of BledCom 2020 papers and panels will be available on a special BledCom 2020 channel on YouTube and BledCom’s web site.

You can also share your comments and personal insights on Twitter using our official hashtag: #bledcom.
BledCom 2020 will be launched via a 2-hour live streaming of the opening of the conference on Facebook on Friday, July 3, 2020 at 3 pm CEST.

Presentations of papers and panels will be delivered by video by authors and will be available on a special BledCom 2020 channel on YouTube and on our official site BledCom.com.
VIDEO PRESENTATIONS OF PAPERS AND PANELS

Aysun Akan Izmir University of Economics (Turkey), Selin Turkel Izmir University of Economics (Turkey), Ebru Uzunoglu Izmir University of Economics (Turkey) & Ayşenür Erçiçek Izmir University of Economics (Turkey)
Examining national identity building from a semantic network analysis perspective: the cognitive structure of Kemalist journal Ülkü

Natalie Austin McMaster University (Canada)
Social media use during the 2016 Fort McMurray, Canada Wildfires: An exploration of the role of sense of community

Pauline Berry McMaster University (Canada)
The scoring economy: Reputation management in the age of algorithms

Batu Bucakcı İzmir University of Economics (Turkey)
Inter-organizational Relationship Elaboration Function of PR to Foster CSOs Online Participation and co-creation in Advocacy Networks: ‘No Pesticides on my Plate’ campaign

Cynthia Breen Conestoga College (Canada)
Using Public Relations to drive fundraising success: A case study on relationship building in not-for-profits

Liz Bridgen Sheffield Hallam University (UK)
What difference does it make? A study of UK initiatives designed to improve representation of women at senior levels in public relations

Josie Cassano Rizzutti McMaster University and ArcelorMittal Dofasco (Canada)
Social Media, are the lines between professional and personal use blurring?

Michal Chmiel London College of Communication, UAL (UK) & Yung-Chun Chai London College of Communication, UAL (UK)
Bringing back joy to leftover women. The Impact of SK-II Marriage Market Takeover Campaign on the perception of women in China and PR practice

Kristine D’Arbelles McMaster University (Canada), Pauline Berry McMaster University (Canada) & Ashika Theyyil McMaster University (Canada)
Electronic Word-of-Mouth Marketing on Amazon: Exploring how and to what extent Amazon reviews affect sales

Mehmet Özer Demir Alanya Alaaddin Keykubat University (Turkey)
Adaptation and reliability and validity of game immersion scale in Turkish

Steve Dowsett Gemini Communicating for Business Ltd. & Lavinia Cinca Gemini Communicating for Business Ltd.
Exploring the cumulative 25-year impact of BledCom as a network of influence and action

Edward J. Downes Boston University (USA)
Who are these Envoys—Managing Communications Behind Seem Questions and Answers that Paint a Picture of Capitol Hill’s Press Secretaries/ Congressional Walth?

Mafalda Eiró-Gomes Escola Superior de Comunicação de Social – IPL (Portugal) & Ana Raposo Escola Superior de Comunicação de Social – IPL (Portugal)
Just plain Public Relations (PR)

Begüm Ekmekeçil Türkmen Ankara Universitesi (Turkey)
Public Relations in Turkey: Career Experiences of Turkish female PR practitioners “being a woman in a male-dominated world”

Katja Fašnik University of Ljubljana (Slovenia), Alenka Jelen-Sanchez University of Stirling (UK) & Dejan Vercić University of Ljubljana and Herman & partners (Slovenia)
Shields or targets: A rubber bullet theory of women leadership in public relations

Milen Filipov KIMEP University (Kazakhstan) & Aimira Dybysova KIMEP University (Kazakhstan)
Mongolia: The Missing Part of the Global Public Relations Map

Mia Flander Tadić Edward Bernays University College (Croatia), Marta Takahashi Edward Bernays University College (Croatia) & Vlatka Boricic Marseje Zagez Child and Youth Protection Center (Croatia)
Intervention in Attention: How Can Mindfulness Help in Interpersonal Communication

Jörg Forthmann Faktenkantor GmbH (Germany), Arne Westermann University of Applied Sciences (Germany) & Reinmund Homann IMWF Institut für Management-und Wirtschaftsforschung (Germany)
The swing effect of CSR between society and company

Shannon Gallagher McMaster University (Canada)
A Road Map for Influencer Relations Best Practices

Roní Glam Bar-Ilan University (Israel) & Chila Magen Bar-Ilan University (Israel)
Strategic Communication of At-Risk Youth Nonprofits in Israel: Is Budgeting Indeed the Main Issue

Zübeyn Gök Demir Akdeniz University (Turkey)
The nature of activism in Turkey

Olesya Gorbunova Onur Ankara University (Turkey)
Discourse analysis of Instagram accounts of influencers in the sphere of fashion in Turkey

Denisa Hejlová Charles University (Czech Republic), Philip Katz Charles University (Czech Republic) & Tomáš Weiss Charles University (Czech Republic)
The Tale of the Tape. The Most Frequently used methods and explanations of the impact of public relations used by PR professionals in a National PR Awards Competition

Lisa Hepflner McMaster University (Canada) & Alex Sevigny McMaster University (Canada)
Earned Media in a Digital World: Relationships with Modern Journalists

José María Herranz de la Casa Universidad de Castilla-La Mancha (Spain), Juan Luis Manfredi Sánchez Universidad de Castilla-La Mancha (Spain) & Francisco Seoane Pérez Universidad de Castilla-La Mancha (Spain)
The influence of city public diplomacy on the fight against global climate change

Sinéad Hewson School of Media & Communications, TU Dublin City Campus (Ireland)
Whom do we serve?

Chun-Ju Fiong Hung-Baesecke University of Technology Sydney (Australia)
Bringing Positive Impact to the Society: A Model of Authentic Corporate Social Responsibility (CSR) Communication

Eva Kaponya Faculdade de Ciências Sociais e Humanas - NOVA FCSH (Portugal)
The importance of reputation and legitimacy for financial supervisors

Makiko Kawakita Nanzan University (Japan) & Yasushi Sonobe Togyo University (Japan)
Role of Art in Facilitating Communication between Companies and Society: A Case Study of Benesse Art Site Naoshima

Arumina Krishna Boston University (USA), Donald K. Wright Boston University (USA) & Raymond L. Kotcher Boston University (USA)
Exploring Corporate Commitment to Organizational Purpose and its Outcomes

Petra Kuhar University North (Croatia)
The role of public relations models in universities communication. Case study of University North

Farah Latif George Mason University (USA)
Reputation Management: Personal Reputations Versus Corporate Reputations
Hyelim Lee Seoul National University (South Korea) & Jeong-Nam Kim University of Oklahoma (USA)
Conspiratorial Publics in Digital Peril: Consumer Skepticism on Corporate Issues and Media Effects

Liane W.Y. Lee Technological and Higher Education Institute of Hong Kong (Hong Kong, SAR China), Kara Chan Hong Kong Baptist University (Hong Kong, SAR China), Tak-yan Leung Open University of Hong Kong (Hong Kong, SAR China) & Priyush Sharma Curtin University (Hong Kong, SAR China)
Belt and Road Sentiment Index

Wenze (Chris) Lu The Hong Kong Polytechnic University (Hong Kong, SAR China) & Cindy S.B. Ngai Hong Kong Polytechnic University (Hong Kong, China)
The effect of genuineness on public engagement - An exploratory study in the communication of Chinese social media influencers in Pediatrics

Cilia Magen Bar-Ilan University (Israel) & Amira Bejerano Bar-Ilan University (Israel)
A Holistic Model of Institutional Public Diplomacy and Foreign Correspondents: Israel as a Case Study

Barbora Maronkova NATO Information and Documentation Centre (Ukraine)
Importance of nation-branding for Ukraine – Challenges and opportunities

Josianne Millette Université Laval (Canada)
Doing "Good PR" Online: Understanding social media use in Québec PR work

Grazia Murtarelli Università IULM (Italy), Stefania Romenti Università IULM (Italy), Federica Mari Università IULM (Italy) & Mirko Olivieri Università IULM (Italy)
Exploring Millennials’ perception and trust towards online external advocates

Ayla Okay Istanbul University (Turkey), Aydemir Okay Bolu Abant İzzet Baysal University (Turkey) & Pedja Asanin Gole Đoba (Slovenia)
Who needs public relations? A comparative analysis of two countries over public relations consultancy agencies

Burcu Oksuz Izmir Katip Celebi University (Turkey) & T. Serra Gorpe University of Sharjah (UAE)
Public Relations for Public Relations Professionals: Relationship Management of Public Relations Professionals

Burcu Oksuz Izmir Katip Celebi University (Turkey) & T. Serra Gorpe University of Sharjah (UAE)
Can a Profession which has a Negative Impression Contribute to Society? A Qualitative Research on Public Relations, Public Relations Ethics and its Contribution to Society

Onyinye (Onyi) Oyedele McMaster University (Canada)
Cultural Intelligence and Strategic Partnerships: Examining communications protocols in emerging markets

Lars Rademacher Hochschule Darmstadt – University of Applied Sciences (Germany), Pia Sue Hellerich Hochschule Darmstadt – University of Applied Sciences (Germany) & Thomas Pleil Hochschule Darmstadt – University of Applied Sciences (Germany)
Networked Campaigning, Mobilizing in the age of transformation

Ana Raposo Escola Superior de Comunicação de Sociais/Instituto Politécnico de Lisboa (Portugal) & Inês Veiga Escola Superior de Comunicação de Sociais/Instituto Politécnico de Lisboa (Portugal)
Internal Communication as a strategic function in organizations: Proposal for a Best Practices Guide in Internal Communication

Holger Sievert Macromedia University of Applied Sciences (Germany)
What Impact Can Internal Social Media PR Have on Organisational Culture? Results from three consecutive interview studies concerning internal social media within 500 German companies, 2013-2019

Edit Terek Stojanović University of Novi Sad (Serbia), Milan Nikolić University of Novi Sad (Serbia), Sanja Kovačić University of Novi Sad, Faculty of Science (Serbia), Marko Vlahović University of Novi Sad, Technical Faculty "Mihajlo Pupin" (Serbia) & Mila Kavaljić University of Novi Sad, Technical Faculty "Mihajlo Pupin" (Serbia)
The impact of the PR department work quality on organizational culture

Gareth Thompson University of the Arts London (UK)
Finance, trust and Facebook: The public relations discourse of the Libra crypto currency project

Ana Tkalac Vercić University of Zagreb (Croatia) & Anja Spoličarić University of Zagreb (Croatia)
Internal communication satisfaction and employee engagement as determinants of the employer brand

Dejan Vercić University of Ljubljana and Herman & partners (Slovenia) & Ansar Zerfass University of Leipzig (Germany)
New realities of public relations and cyber security

Joost Verhoeven University of Amsterdam (The Netherlands)
Perceived organizational transparency as a multidimensional construct: Discovering its benefits and unintended consequences

Riccardo Wagner Macromedia University of Applied Sciences (Germany) & Sebastian Franz Macromedia University of Applied Sciences (Germany)
Immersive CSR? Exploring the Potential of Immersive Storytelling in Public Relations and CSR-Communication

Yijing Wang Erasmus University Rotterdam (The Netherlands) & Anne-Marie van Prooijen Erasmus University Rotterdam (The Netherlands)
An employee-centered model: Intrinsic and extrinsic motivation for CSR, morality and organizational identification

Jon White University of Reading (UK), Jon Gerlis Chartered Institute of Public Relations (UK) and Dejan Vercić University of Ljubljana (Slovenia)
PANEL PRESENTATION: The social impact of public relations: Harmful or beneficial? An open discussion

Shih Chia Wu The Chinese University of Hong Kong (Hong Kong, SAR China), Tsz Man Cheung The Chinese University of Hong Kong (Hong Kong, SAR China) & Wing Chee Tang The Chinese University of Hong Kong (Hong Kong, SAR China)
Key-Opinion-Consumers (KOCs): the emerging influencers contributing to the purchase intention

Mengmeng Zhao Hang Seng University of Hong Kong (Hong Kong, SAR China) & Xiaoying Xu Beijing Normal University-Hong Kong (Hong Kong, SAR China)
Are Likers All Buyers? Effects of Storytelling Strategies of WeChat’s Sponsored Content on Chinese Millennials’ Brand Favorability, Purchase Intention and Word-of-Mouth
AvtoMobilno zavarovanje

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- prtljago ter
- rehabilitacijo po nesreči v prometu.

Več na triglav.si
Aysun Akan  İzmir University of Economics (Turkey) • Aysun Akan, Ph.D. is an Associate Professor in the Faculty of Communication, Media and Communication Department at İzmir University of Economics and has been a member of the university since 2005. She has degrees in the following subject areas: communication (undergraduate, Faculty of Communication, Ankara University, 1990); politics (MSc, School of Oriental and African Studies, University of London, 1999); politics (PhD, Middle Eastern Technical University, 2009). She teaches both graduate and undergraduate courses in communication theories, media research methods, and history of communication. Dr. Akan is author of the journal articles, A critical analysis of the Turkish press discourse against non-Muslims: A case analysis of the newspaper coverage of the 1942 Wealth Tax (Middle Eastern Studies), Coverage of bombings for political advantage: Turkish on-line news reporting of the 2016 Ankara attacks (Social Semiotics), Electricity and Nationalism: Different nationalisms in Turkish news media coverage of Cypriot events (Global Media Journal: Mediterranean Edition), Studies in a Dying Culture: Kemalist Columnists’ Coverage of the Kurdish Peace Initiative (Athens Journal of History). Dr. Akan has also attended many international conferences to present her studies.

Natalie Austin  McMaster University (Canada) • Natalie Austin manages the public relations associated with a Parks Canada construction portfolio valued at almost $1 billion. She spent time working in the printing industry with Transcontinental, and has been a Public Relations Strategist at Parks Canada since 2007, working in the areas of watershed management, asset management, and environmental conservation. Natalie is a founder and co-owner of Blackdog Properties, a property management and investment business based in Peterborough, Ontario. In 2018, Natalie attained a Master of Communication Management from McMaster University, with a special focus on crisis and disaster communication.

Pedja Asanin Gole  DOBA (Slovenia) • Pedja Asanin Gole is a Senior Lecturer of public relations at DOBA Business School Maribor, and Guest Lecturer at Institute of Communication Studies Skopje. He is an experienced professional in public relations practice in public sector with more than 25 years of experience. Among other things, he was the Director of Communication at the largest Slovene investment infrastructure project–accelerated motorway construction. He is a past president of Public Relations Society of Slovenia and IABC Slovenia, member of the EUPRERA and an honorary member of the Serbian Public Relations Association. His research interests include new institutional approach in public relations.

Amira Bejerano  Bar-Ilan University (Israel) • Amira Bejerano is a student (Ph.D. candidate) at the School of Communication at Bar Ilan University. Her field of interest includes the subjects of Public diplomacy and Public relation, With the emphasis on perceptions between the public diplomacy bodies in Israel and foreign correspondents. Bejerano has presented her research in several academic conferences as part of her Ph.D. studies. In the last 30 years, she has been teaching communication and the head of the communication department in high school.

Pauline Berry  McMaster University (Canada) • Pauline Berry is a newly minted graduate student from McMaster-Syracuse University, recently obtaining her Masters in Communication Management. She is an experienced marketer with a passion for storytelling and content creation and currently works for KPMG Canada in the Toronto office. She and her fellow classmates were recently published in the January 2020 issue of the McMaster Journal of Communications exploring electronic word-of-mouth marketing and its impact on sales on Amazon. She looks forward to sharing her research on the impact of algorithms on reputation management at her first BledCom this summer. Au

Banu Bucaçkı  İzmir University of Economics (Turkey) • A. Banu Bucaçkı (PhD) is an Associate Professor of Public Relations. Currently she is a part-time lecturer at İzmir University of Economics and a Communication Consultant for the Association of Organic Agriculture Associations (ETO Derneği). She has published international articles and book chapters, particularly on Turkish PR history, sustainability and CSR. She is a member of EUPRERA, ECREA and IAMCR. She has been conducting research in EUPRE- RA PR History network for seven years; she has also been acting as a reviewer for the special PR history issues of Public Relations Review and The Journal of PR Research.

Vlatka Borićević Maršanić  Zagreb Child and Youth Protection Center (Croatia) • Associate Professor Vlatka Borićević Maršanić, PhD, MD is a psychiatrist at the Zagreb Child and Youth Protection Center. Besides clinical work with youths and families, she is also working in the scientific field, and teaches at several faculties of the University of Zagreb. The focus of her interest in clinical, scientific and academic work is on developmental psychopathology, family dynamics, stress and trauma, and psychotherapy. She participates as an educator in trainings of professionals working with children in the healthcare, education, social welfare, justice systems in Croatia and abroad. She has published a
number of scientific and professional papers and presented at numerous international and domestic conferences and congresses.

**Cynthia Breen** Conestoga College (Canada) • Cynthia Breen, MCM is an accomplished PR practitioner and educator in public relations, at several Canadian post-secondary institutions, as well as a PhD candidate at York University in Communication and Culture. She has been teaching for over 5 years, and is a full-time faculty member at Conestoga College, while also teaching at McMaster University, the University of Guelph, and the DeGroote School of Business. Prior to teaching she worked at several large not-for-profits in Canada, which inspired her research focus and passion, working to refine the public relations work in fundraising, given a changing digital and economic landscape.

**Josie Cassano Rizzuti** McMaster University and ArcelorMittal Dofasco (Canada) • Josie is a unique marketing & communications strategist and consultant who works for steel producer ArcelorMittal Dofasco in Hamilton, Ontario, Canada. ArcelorMittal is the world’s leading steel company with locations in more than 60 countries. Her career started in finance and her curiosity about digital transformation and social media led to online study with the Harvard Extension School. In 2017 she completed her Master of Communications Management (MCM) degree from McMaster University, Canada & Syracuse University, USA with a focus on digital communications and social media. Her capstone research was on “Social Media in a Global Environment”. Josie is committed to developing safe, secure and ethical digital communications.

**Yung-Chun Chai** London College of Communication, UAL (UK)

**Kara Chan** Hong Kong Baptist University (Hong Kong, China) • Dr. Kara Chan (PhD in psychology; City University of Hong Kong) worked in the advertising profession and as a statistician for the Hong Kong Government before she joined the academia. Her research areas include advertising and children/adolescents, as well as cross-cultural consumer studies. She has published eight books as well as over 150 journal articles and book chapters. She was a Fulbright Scholar at Bradley University. Her journal articles won five Emerald Literati Network Awards for Excellence. She received Outstanding Performance in Scholarly Work at Hong Kong Baptist University in 2006 and 2014, a Knowledge Transfer Award in 2016, and the President’s Award of Research Supervision in 2018.

**Tsung Man Cheung** Chinese University of Hong Kong (Hong Kong, China) • Ms. Cheung Tsz Man, a post-graduate student of M.Sc. in Corporate Communication, the School of Journalism and Communication, the Chinese University of Hong Kong (CUHK), has over 10-year marketing management experience of contemporary strategies and practices to help Emperor Group, Tsui Wah Restaurants and HK01 to create, communicate, deliver and exchange valuable offerings to various stakeholders with sustainable business growth and popular healthy brand image in Greater China and Southeast Asia.

**Michal Chmiel** University of the Arts London (UK) • He is Senior Lecturer and Course Leader of BA (Hons) Public Relations at London College of Communication, University of the Arts London and Lecturer at New York University London. In his research, Michal compares advertising and public relations messages to identify how both types of communication work in unison to influence buying behaviour and produce the most favourable attitudes. Michal also analyses the societal impact of advertising and public relations communication. As a practitioner, Michal has more than 14 years of experience in incorporating social psychological evidence into PR and communications projects for multinational companies and public figures.

**Lavinia Cinca** Gemini Communicating for Business Ltd. (UK) • Lavinia Cinca possesses a Master’s degree in Management and Business Communication from The National University of Political Studies and Public Administration of Bucharest and a Postgraduate degree in EU studies from Centre International de Formation Européenne of Brussels. She complemented her studies with several courses in graphic...
design, in Brussels, since 2016. Over the past 10 years, she has worked on a number of European and international assignments focusing on digital communication, marketing, events management, and also research in PR which she presented during some BledCom editions. Lavinia is currently PR and Marketing Manager of the euRobotics association since September 2014.

**Kristine D’Arbelles**  
*McMaster University (Canada)*

**Aimira Dybyssova**  
*KIMEP University (Kazakhstan)*  
• Aimira Dybyssova is a graduate student in the Master of International Journalism Program, majoring in Public Relations and Advertising at KIMEP University, Almaty, Republic of Kazakhstan.

**Steve Doswell**  
*Gemini Communicating for Business Ltd. (UK)*  
• Steve Doswell is a corporate communication practitioner. His professional practice spans energy, power engineering, robotics, financial services and higher education. He was President of FEIEA, the European Association of Internal Communication 2010-2012 and CEO of the UK’s Institute of Internal Communication (IoIC) 2011-2016. Steve took time out aged 50 to complete a Masters in European Politics (University of Birmingham). He is also a published translator (French-English) and member of the Chartered Institute of Linguists. A frequent BledCom participant since 2011, Steve is currently writing a book of his experience of running in all 28 EU countries during 2018-19 for charity.

**Edward J. Downes**  
*Boston University (UK)*  
• Edward J. Downes, Ph.D., M.P.A., is an associate professor of public relations at Boston University’s College of Communication. Prior to joining academic full-time he worked, for 10 years, throughout metropolitan Washington, D.C., as a communications professional. He was employed by public, private, and nonprofit organizations, among them the U.S. Congress. His research has been published in six academic journals and he has presented at numerous at academic conferences. Dr. Downes recently signed his first book contract for a manuscript with the working title, Congressional Press Secretary: The Story of Capitol Hill’s Image Makers.

**Ana Mafalda Eiró-Gomes**  
*Escola Superior de Comunicação de Social – IPL (Portugal)*  
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