Public Relations and Public Risk and Crisis Communication

BledCom 2021
28th International Public Relations Research Symposium
July 2-3, 2021
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COOKING COURSE WITH CHEF JORG ZUPAN, THE BEST SLOVENIAN PASTRY, TIKTAK MEAL, VEGAN STYLE WITH NAMATA, TAO: THE PERFECT HOUSEWIFE, RETRO GAMING WITH KAYA SOLO, BACK IN SHAPE WITH SARA, THE NOISY NEIGHBOUR, SHOW WITH VESNA MILEK
Dear Friends and Colleagues,

Welcome! Dobrodošli! Swagatam!

The fact that we are engaging in 28th edition of the International Public Relations Research Symposium (BledCom 2021) virtually (again) rather than congregating in beautiful Bled as we had done until 2019 is proof enough of the impact of a pandemic on every aspect of our lives. Perhaps now more than ever, risk and crisis communication have been thrust into the limelight. That prompted us to choose as this year’s theme: **The role of public relations in risk and crisis communication.** Over the past 15 months, individuals, organizations, and nations have all become the sources as well as recipients of information intended to alter their behavior to combat the highly infectious Covid-19 and its debilitating impact on everyday life globally. Some nations have been lauded for their ability to manage the spread of the virus through effective communication whereas others have been targeted for performing poorly. National performance has certainly hinged on the ability of the leaders of these nations to communicate effectively about the pandemic. In the past couple of months, second waves of the pandemic in some regions of the world have also shone light on the need for consistent risk and crisis communication.

We welcome you to BledCom 2021, which has attracted papers on a range of topics from various parts of the world. We have managed to develop a program that will facilitate live presentations and discussions spread over both days of the conference. We hope this, more interactive, format will be interesting and informative to all participants.

Looking ahead, nothing can substitute for meeting in person in beautiful Bled. We hope over the next year we will have a handle on the pandemic and look forward to welcoming you in person for the 29th International Public Relations Symposium (BledCom 2022), scheduled for July 1 – 2, 2022!

Thank you! Lep pozdrav! Namaste!
### BLEDCOM 2021 PROGRAMME

**FRIDAY, 2 JULY 2021**

#### BLEDCOM 2021 OPENING SESSION

**Welcome address**
Monika Kalin Golob, Professor and Dean of the University of Ljubljana Faculty of Social Sciences (Slovenia)

**Statement of communication of Covid-19 pandemic**
Andreas Moreno, Professor at University of Granada (Spain) & President, EUPRERA

#### 11.10-11.40 PAPER SESSION 1

**International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World**
Solange Tremblay, Director & Lead Author, INTERDECOM & Professor, SUSTAINABILITY/COMMUNICATION Group (Canada)

#### 11.40-11.45 Break

#### 11.45-12.25 PAPER SESSION 1

**Hejlová, Denisa**, Charles University (Czech Republic)
From “Best in Covid” to “Worst in Covid”: Underestimating the role of Public Relations in Government Communication during Covid-19 Crisis in the Czech Republic

**Avidar, Ruth**, Yerznel Valley College (Israel) & Sassoni-Bar Lev, Oshrat, Yerznel Valley College (Israel)
Online comments versus news media framing of a crisis: The case of the “Corona Cruise Ship”

**Opiyo, Baruck**, Eastern Mediterranean University (Cyprus) & Kutoglu Kurcu, Ulter, Eastern Mediterranean University (Cyprus)
Media Portrayal of Corona Pandemic Press Briefings by Public Health Officials: A Public Relations Approach

**Gao, Hao**, Nanjing Normal University (China), Guo, Difan, Nanjing Normal University (China), Yin, Huimin, Nanjing Normal University (China), Li, Lina, Shanghai Normal University (China) & Wu, Jing, University of Ljubljana (Slovenia)
A research on the effectiveness and factors in Government refuting rumors on social media - examining the rumor refutal texts on Sina Weibo in the early stage of COVID-19 in China

**Verghese, Aniria K**, Alliance University (India)
COVID-19 Internal Crisis Communication: Perspectives from Internal Communicators

#### 12.25-13.05 PAPER SESSION 2

**Moran, Wendy**, Metropolitan University (UK) & Moos, Danny, University of Chester (UK)
Communication leadership in extraordinary times: exploring the role and work of female communication leaders during the coronavirus pandemic

**Hein, Antonia**, Hanz University of Applied Sciences (The Netherlands) & Elving, Wim J.L., Hanz University of Applied Sciences (The Netherlands) & Edzes, Arjen, University of Groningen (The Netherlands) & Koster, Sterdjan, University of Groningen (The Netherlands)
The Role of Emplayer Branding in Stimulating Emplayer Attractiveness

**Tachkova, Elina R.,** College Station (USA) & Brannan, Grace Ellen, University of Texas Arlington (USA)
Public Health Crises: Communicating Risk and Lessons Learned from the Early Days of the COVID-19 Pandemic

**Öksüz, Burcu**, İzmir Katip Çelebi University (Turkey) & Bulduklu, Yasin, İzmir Katip Çelebi University (Turkey) & Görgü, T. Serra, University of Sharjah (UAE.)
Personality Traits and Value of Corporate Apology: An Experimental Study in the Aviation Industry

#### 13.05-13.10 Break

#### 13.10-13.50 PAPER SESSION 3

**Borremans, Philippe**, International Public Relations Association (Estonia)
Importance of closer collaboration between emergency risk and crisis communication professionals to prepare for the “next one”

**Barlik, Jacek**, University of Warsaw (Poland) & Przybylsz, Łukasz, University of Warsaw (Poland)
Desperately seeking respect: public relations education during the pandemic crisis

**Aiyanin Gole, Pedia**, DOBA Faculty of Applied Business and Social Studies (Slovenia), Okay Aydemir, Boa Ahant Ezzi Bayal University (Turkey) & Oklay, Ayla, Istanbul University (Turkey)
The Communicative Constitution of Organization and Internal Communication in the Coronavirus Pandemic

**Pereira, Sandra**, ESCS-ICML (Portugal) & Nunes, Mariana, ISCTE-CIES & ESES (Portugal)
Public Relations in risk communication: a critical asset

**Lilleker, Darren**, Bournemouth University (UK) & Stoeckle, Thomas, Bournemouth University (UK)
‘Super-wicked’ challenges and political communication in crisis

#### 13.50-14.30 PAPER SESSION 4

**Dhanesh, Ganga S.,** Zapel University (U.A.E.) & Avidar, Ruth, Max Stern Yezriel Valley College (Israel)
Silent dialogue: Problematising open dialogue as a precursor to relationship building in conflict contexts in the Middle East

**Topić, Martina**, Leeds Beckett University (UK)
Office Culture and the Communications Industry in England: The Role of Social Interactions and Banter on Career Progression for Women in Public Relations, Advertising and Journalism

**Mourão, Rita**, Escola Superior de Comunicação Social – Instituto Politécnico de Lisboa (Portugal) & Miranda, Sandra, Escola Superior de Comunicação Social – Instituto Politécnico de Lisboa (Portugal)
Crisis Communication in Public Relations Courses: What has been changing with the pandemic COVID-19?

**Görpe, Techido Serra,** University of Sharjah (U.A.E.) & Özüztürk, Burcu, İzmir Katip Çelebi University (Turkey)
Crisis Strategy in the CEO Statements: An Analysis in Three Industries, Aviation, E- Commerce and Food

**Bielenia, Malgorzata,** University of Gdańsk (Poland)
Entrepreneurial leadership in crisis situations. Communicative implications

#### 14.30-14.35 Break

#### 14.35-15.15 PAPER SESSION 5

**Yue, Cen April,** University of Florida (USA) & Thelen, Patrick, San Diego State University (USA)
What drives perceived internal reputation? Empirical evidence from Chile

**Vielledent, Marc C.,** University of Florida (USA)
The Idea of March: Agenda Setting Effects of Coronavirus Task Force Briefings

**Lee, Hyelim,** University of Oklahoma (USA) & Lee, Sihyeok, the Q (South Korea), Zhang, Xiaochun Angela, University of Oklahoma (USA) & Sung, Yoon HI, University of Oklahoma (USA)
Symmetry, Inclusion, and Workplace Conflicts: Conflict Management Effects of Two Managerial Strategies on Employee Advocacy and Departure

**Zhou, Alvin,** University of Pennsylvania (USA)
Creating an Advocating Corporate LGBTQ Advocacy: A Computation- al Comparison of the Global CSR Discourse

**Bernardina, Paula,** Credibility Institute (Canada)
Responsible CSR communications: Avoid “washing” your Corporate Social Responsibility (CSR) reports and messages
15.55-16.00 BREAK

16.00-17.00 PARALLEL SESSION 1

Panel Presentation A

Chair: Krishnamurthy Sriram, University of Colorado, Boulder (USA)
Discussants: Flora Hung-Baesecke, University Technology of Sydney (Australia)
Panelists: Juan Meng, University of Georgia (USA), Mei-Ling Hsu, National Chengchi University (Taiwan), Su Lin Yeoh, Singapore Management University (Singapore) and Sora Kim, Chinese University of Hong Kong (Hong Kong)
Risk/Crisis Communication research related to COVID-19 in Asia

Panel Presentation B

Chair: Ana Adi, Quadra University of Applied Sciences (Germany)
Participant observer: Thomas Stoeckle, Bournemouth University (UK)
Panelists: Jim Macnamara, University of Technology Sydney (Australia), Irma Meyer, Executive Engagements (South Africa), Dalen Benecke, University of Johannesburg (South Africa), Dean Kruckeberg, University of North Carolina (USA) and Marina Vujnovic, Monmouth University (USA)
Future of Communications and Public Relations (PR). (Re) Imagining the Role, Function and Purpose of the Communication Profession

Panel Presentation C

Chair: Chiara Valentinii, Jyväskylä University School of Business and Economics (Finland)
Discussants: Stefania Romenti, IULM University (Italy) and Yan Jin, University of Georgia (USA)
Panelists: Sung-In Choi, University of Georgia (USA), Sungsu Kim, Koekmin University (South Korea), Mark Badham, Jyväskylä University School of Business and Economics (Finland) and Elanor Colleoni, IULM University (Italy)
Public response to Covid-19 communications from government, business and media: A cross-national study

15.55-16.00 Break

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Public response to Covid-19 communications from government, business and media: A cross-national study

11.20-11.25 BREAK

11.25-12.05 PARALLEL SESSION 9

Panel Presentation A

Chair: Akay, Ebru, Ondokuz Mayis University (Turkey)
Discussants: Ipekke, Abdullah, Sabanci University (Turkey) and Yağan, Mehmet, Istanbul Medipol University (Turkey)
Panelists: Levent, Barış, Bilkent University (Turkey) and Karaman, Gökhan, Middle East Technical University (Turkey)
Understanding PR-journalists relations in times of epistemic crisis. Analysis of types of media reports in the COVID-19 pandemic

Panel Presentation B

Chair: Saygılı, Ahmet, Ankara University (Turkey)
Discussants: Alkan, Serhat, Istanbul University (Turkey) and Taban, Nuri, Ankara University (Turkey)
Panelists: Uyar, Necla, Middle East Technical University (Turkey) and Külünk, İbrahim, Sabanci University (Turkey)
Understanding PR-journalists relations in times of epistemic crisis: A case study of the COVID-19 pandemic

Panel Presentation C

Chair: Saygılı, Ahmet, Ankara University (Turkey)
Discussants: Alkan, Serhat, Istanbul University (Turkey) and Taban, Nuri, Ankara University (Turkey)
Panelists: Uyar, Necla, Middle East Technical University (Turkey) and Külünk, İbrahim, Sabanci University (Turkey)
Understanding PR-journalists relations in times of epistemic crisis: A case study of the COVID-19 pandemic

10.00-10.40 PAPER SESSION 7

Dhanesh, Ganga S, Zayed University (UAE) & Duthler, Gaelle, Zayed University (UAE)
Role of internal communication in enhancing employee engagement during remote work in times of crisis - Remote internal crisis communication (RICC) framework

Kaur, Kiranjit, Ulsan University (Korea)
When the HOD becomes the trusted Public Relations face in a pandemic: A study of Malaysian Director-General of Health during the COVID-19 coronavirus pandemic

Chen, Chun-Hsiang, National Taiwan University (Taiwan) & Wu, Shih Chia, The Chinese University of Hong Kong (Hong Kong)
Reversible or irreversible user engagement behavior changes during COVID-19 pandemic: a case study of a top restaurant brand in Taiwan

All times are in Central European Summer Time (CEST)
BLEDCOM 2021 PROGRAMME

14.10-14.15 BREAK

12.45-12.50 BREAK

12.50-13.30 PAPER SESSION 11

le Roux, Tanya, Bournemouth University (UK) & Van Niekerk, Dewald, North-West University (South Africa)
Communicating reliable Covid-19 information: WhatsApp lessons to be learned

Kleut, Jelena, University of Novi Sad (Serbia) & Sovanec, Stefani, University of Novi Sad (Serbia)
Communicating crisis and managing reputation: Early government communication during the COVID-19 pandemic in Serbia

Muzzu, Alessandra, Università IULM (Italy), Quarantino, Luca, Università IULM (Italy), Ravazzani, Silvia, Università IULM (Italy), Butera, Allisona, Università IULM (Italy) & Fischella, Chiara, Università IULM (Italy)
The role of internal communication during the Covid-19 pandemic and its intertwining with public risk communication. A study on Italian companies

Soens, Ellen, Ghent University (Belgium) & Claeyts, An-Sofie, Ghent University (Belgium)
Social Media Guidelines in the Workplace: Stimulating or Restricting Employee Social Media Use?

13.30-14.10 PAPER SESSION 12

Johnson, Lyndon, Think Different(by) (Canada)
The Science Of Risk Mitigation For Strategic Integrated Communications

Messner Florian, Macromedia University of Applied Sciences (Germany) & Sievert, Holger, Macromedia University of Applied Sciences (Germany)
#adidasgate and Crisis Award Winners: Excellence within Corporate Communication during the Covid-19 Crisis

Duarte, Cynthia, Pontifical Catholic University of Rio de Janeiro, PUC-Rio (Brazil)
Social interaction and the customer service

Rotolo, Francesco, Storyfy (Italy)
The challenges of “non-intermediation

Budenia-Grajewska, Magda, University of Gdańsk (Poland)
Gatekeeping as a tool of functional and dysfunctional leadership: negative and positive sides of an organizational grapevine in crisis situations

14.10-14.15 BREAK

14.15-14.55 PAPER SESSION 13

Maronikova, Barbora, NATO Public Diplomacy Division (Belgium) & Striznem, Krishnamurthy, University of Colorado (USA)
Pandemic risk and crisis communication from an IGO: A case study of NATO’s Public Diplomacy

Isacson, Tom, Northern Michigan University (USA)
40 Years of Public Relations with MLB’s Chicago White Sox – 1981-2021

Guhl, Anna, Macromedia Hochschule (Germany) & Inderhees, Marco, Macromedia Hochschule (Germany)
Presentation of current research / social media guidelines for risk and crisis management

15.35-15.40 BREAK

15.40-16.40 PARALLEL SESSION 2

Chair: Verčič, Dejan, University of Ljubljana and Herman & Partners (Slovenia)
Panelists: Sergei A. Samoilenko, George Mason University (USA), Elina Erzikova, Central Michigan University (USA), Marijana Grbeša, University of Zagreb (Croatia) & Sergio A. Samoilenko, George Mason University
Public Relations and Media Research in Eastern & Central Europe: Advances, Limitations, and Implications for Crisis Communication

Panel Chair and Synthesizer: Holladay, Sherry J., Texas A&M University (USA)
Panelists: Yan Jin, University of Georgia (USA), Finn Frandsen and Winni Johnsen, Aarhus University (Denmark), Augustine Pang, Singapore Management University (Singapore) and W. Timothy Coombs, Texas A&M University (USA)
How Public Relations Contributed to Fighting the Pandemic: Lessons from the Application of Crisis and Risk Communication

Panel Chair: Mercator

Panel Chair: Toni Muzi Falconi, FERPI (Italy)
Coordinator: Francesco Rotolo, Storyfy (Italy)
Contributors to the Panel via Poster or individual contributions: Francesco Rotolo, Storyfy (Italy), Simone De Battisti, Hobate (Italy), Toni Muzi Falconi, FERPI (Italy), Biaggio Oppi, Terpi (Italy), Livia Pierrattini, Methods (Italy), Giancarlo Panico, CNEL (Italy) and Tiziano Treu, CNEL (Italy)
Intermediate organizations representativity today: Caught between the impact of pre COVID-19 disintermediation processes, and current mixed and uncertain signs of re- or neo-intermediation.

16.40-17.10 BLEDCOM CLOSING SESSION

PROGRAM COMMITTEE
Dejan Verčič, University of Ljubljana (Slovenia)
Krishnamurthy Striznem, University of Colorado (USA)
Ana Tkalac Verčič, University of Zagreb (Croatia)

Yue, Cen April, University of Florida (USA), Qin, Yufan Sunny, University of Florida (Florida), Vielfedent, Marc, University of Florida (USA), Men, Linjuan Rita, University of Florida (Florida) & Zhou, Alvin, University of Pennsylvania (USA)
Leadership Going Social: How U.S. Nonprofit Executives Engage Publics on Twitter

Bernardino, Paula, Credibility Institute (Canada)
Engaging Employees through Corporate Social Responsibility Programs: Aligning Corporate Social Responsibility and Employee Engagement

14.55-15.33 PAPER SESSION 14

Samoilenko, Sergei A., George Mason University (USA)
Character Assassination as Crisis Producer: The Creational Perspective

Berger, Bruce K., University of Alabama (USA) & Erzikova, Elina, Central Michigan University (USA)
Enriching Self-Reflection in Public Relations Education to deal with Pandemic Challenges

Kaufman, Ypal, University of Oklahoma (Oklahoma) & Kim, Jeong-Nam, University of Oklahoma (USA)
Robinhood on Reddit: A Case Study of Triangular. Dynamics of Internal and External Publics

Wright, Don, Boston University (USA)
Debating the Importance of Professional Communication and Working Media Experience as a Prerequisite for Public Relations Faculty Positions in the US and Canada

Presentation A

Presentation B
NLB Group is the leading banking and financial group with headquarters and an exclusive strategic interest in our home region – Southeast Europe (SEE).

Source: NLB Group Interim Report, Q1 2021
www.nlbgroup.si
Adi, Ana Quadriga University of Applied Sciences (Germany) • She (www.anaadi.net) is a Professor of Public Relations and Corporate Communications at Quadriga University of Applied Sciences in Berlin, Chair of the Digital Communication Monitor. She is also part of the organising committee of MediAsia. She is the editor of the upcoming Protest Public Relations: Communicating dissent and activism (Taylor & Francis) and the co-editor of #rezist – Romania’s 2017 anti-corruption protests: causes, development and implications (www.romanian-protests.info with Darren G. Lilleker) and Corporate Social Responsibility in the Digital Age (2015, Emerald with Georgiana G. Grigore and Alin Stancu). Originally from Romania, Dr. Adi obtained her PhD from the University of the West of Scotland. Prior to her studies in the UK, Dr. Adi has graduated from institutions in Romania and the United States, the latter as a Fulbright Scholar. Her research, teaching and consultancy focus on issues related to CSR and PR, looking in particular at storytelling and measurement.

Akcay, Ebru Ondokuz Mayis University (Turkey) • She is a research assistant in the Department of Public Relations and Publicity at Ondokuz Mayis University, Turkey. In 2013, she graduated from the Department of American Culture and Literature at Hacettepe University. She received her master’s degree in Public Relations and Publicity from Ankara University in 2015. In 2020, she received her PhD degree in Public Relations and Publicity from Ankara University.

Almahraj, Yazeed Imam Mohammad ibn Saud Islamic University (Saudi Arabia) • Dr Yazeed Almahraj is a Head of Public Relations department and a Public Relations Assistant Professor at Imam University in Riyadh (Saudi Arabia). In December 2014 he was a Guest Lecturer for Public Relations at Queen Margaret University in Edinburgh (UK). He received his PhD in Public Relations at Queen Margaret University (UK).

Almeida Luz, Luis Flávio Universitat Rovira i Virgili (Spain)

Ašanin Gole, Pedja Doba (Slovenia) • Pedja Ašanin 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

Avidar, Ruth Yezreel Valley College (Israel) • Ruth Avidar (PhD) is the head of the marketing communications track in the Department of Communication at the Max Stern Yezreel Valley College, Israel. She is also a faculty member in the Department of Health Systems Management. Avidar earned her PhD at the University of Haifa and Master of Arts degree in communication and journalism at The Hebrew University of Jerusalem. Avidar is a former public relations practitioner, and her research has focused on online public relations, social media, customer and patient experience, dialogue and new technologies. Avidar is a member of the Center for Internet Research, University of Haifa.

Badham, Mark Jyväskylä University (Finland) • Mark Badham, Ph.D., is Postdoctoral Researcher in Corporate Communication at Jyväskylä University School of Business & Economics (JSBE), Finland. His research is focused on news media roles in mass communication processes, news media engagement with audiences through social media, crisis communication in digital arenas, organization-stakeholder relationship management, and organizational legitimation strategies.

Barlik, Jacek University of Warsaw (Poland) • He is an assistant professor at the Faculty of Journalism, Information and Book Studies, the University of Warsaw, Poland (full-time since 2014, previously straddled business career and part-time teaching). He is also a seasoned public relations practitioner, with vast experience as an advisor to major Polish and international corporations, public institutions and NGOs. He has authored articles, chapters and a book on public relations, communication strategies, awareness campaigns, crisis communication, social media, PR theory, sales and persuasion (in Polish and English), and was a Fulbright scholar at the University of Maryland, College Park (USA).
Barnoy, Aviv University of Haifa (Israel) • Aviv Barnoy studies the spread of news through journalism and social media. He brings together social communication theories, and epistemic philosophy, to explore how misinformation disseminates throughout society. Barnoy employs a mix of qualitative and quantitative methods including survey-experiments, reconstructions case-studies, big data analysis etc. In his current study, under a joint affiliation of Zefat Academic College and The University of Haifa, he explores normative measures to reduce the spread of “epistemically toxic content” online. Based on his professional experience before joining academia, Barnoy also teaches courses in PR, crises management and social marketing and more.

Bebić, Domagoj University of Zagreb (Croatia) • Domagoj Bebić is associate professor at the Department of journalism and public relations at the Faculty of political science, University of Zagreb. Bebić lectures several courses in the field of new media: Cyber Politics, Online journalism, Social media and Methods and techniques in new media, Viral communication. His scientific interests are social media, e-democracy and online reputation and he is the author of several scientific papers and book chapters related to new media. Bebić is organizer of international scientific conference Information technology and journalism (ITJ) that is held in Dubrovnik for 25 years and that is supported by IPSA RC10 and RC22. With the goal to continue that is held in Dubrovnik for 25 years and that is supported by IPSA RC10 and RC22. With the goal to continue collaboration and meetings between different IPSA’s research committees: to encourage interdisciplinary views, approaches and papers; to encourage common scientific conferences and meetings and to provide new scientific connections within IPSA’s research committees, Bebić has been IPSA RC Liaison Representative since 2018.

Berger, Bruce K. University of Alabama (USA) • Bruce K. Berger, Ph.D., is Professor Emeritus, Advertising & Public Relations, University of Alabama (UA), and founding director of the Plank Center for Leadership in Public Relations. Berger has received many teaching and research awards, including PRSA’s Educator of the Year Award (2006) and IPR’s Pathfinder Award (2012). He’s authored or edited five books and produced more than 120 scholarly and professional articles. Previously Berger was a PR practitioner for 20 years and worked on projects in more than 30 countries. He was the chief communication officer at Whirlpool Corporation, and prior to that he was director of worldwide human health PR programs at The Upjohn Company (1975-1989).

Bernardino, Paula Credibility Institute (Italy) • Strategic Communication Management Professional (SCMP) with more than 15 years of experience working for large global corporations and not-for-profit organizations, Paula Bernardino is now a strategic consultant in communications and corporate social responsibility while also guest speaking at conferences and panels on sustainability, corporate social responsibility and strategic communications. She also collaborates with the Credibility Institute in Canada as their CSR Expert - Senior Strategist and Associate Research. She is also a course lecturer at McGill University in the Public Relations program and an instructor in the Professional Development Institute at the University of Ottawa. Her study “Engaging Employees through Corporate Social Responsibility Programs” won the “Best Paper – Practitioner” award at 2020 CCI Milan Conference on Corporate Communication on September 17, 2020.

Bielenia, Małgorzata University of Gdańsk (Poland) • Małgorzata Bielenia is a graduate from the Gdańsk University of Technology. She completed studies in the field of Environmental Protection and Management at the Gdańsk University of Technology. Moreover, she is also an MA in Economics since she finished the second studies at the Faculty of Management and Economics of Gdańsk University of Technology in the field of Management, majoring in Small Business Economics and Management. What is more, she is also an MA in Law. In her diploma thesis in this field she discussed the problem of abuse of a dominant position by an entrepreneur. Being a PhD student she received a grant from the National Science Center. She finished doctoral studies at the Faculty of Management and Economics of Gdańsk University of Technology where she received a PhD in economics. Currently she works at University of Gdańsk, Division of Maritime Economy Department of Maritime Transport and Seaborn Trade. Her scientific interests include maritime industry, entrepreneurship, leadership, innovation, globalization, transformation, economic crisis, social and cultural issues in organizations.

Biełenia-Grajewska, Magda University of Gdańsk (Poland)

Borremans, Philippe International Public Relations Association (Portugal) • Philippe Borremans is an independent Public Relations consultant specialising in Emergency Risk & Crisis Communication and President of the International Public Relations Association (2021). He works on strategic communication projects for epidemic and pandemic preparedness with organisations like the World Health Organization, the European Union, and the West African Union. Before emigrating to Morocco, and later to Portugal, he was Chief Social Media Officer and CSR coordinator at Van Marcke Trading Group. For ten years he
held several communications positions at IBM, including Corporate and Online Communications on national and European level. Philippe started his Public Relations career at Porter Novelli International in Brussels. He is a regular guest lecturer at universities and business schools across Europe and North Africa. As President of the International Public Relations Association (www.ipra.org) I will also see if we can endorse the conference and promote it to our members.

Bowen, Shannon  
University of South Carolina (USA)  •  Shannon A. Bowen (Ph.D. Univ. of Maryland) is a full Professor at the University of South Carolina. Her research focuses on ethical decision making and issues management, as well as c-suite inclusion and contributions by public relations. Dr Bowen teaches and researches ethics across corporations, pharmaceutical firms, governmental entities, and the public relations industry. Her most recent book uses grant-based research to explicate “Excellence in Internal Communication Management” (2017; Business Expert Press) with Rita L. Men. Dr Bowen is one of three joint-editors for the journal Ethical Space: The International Journal of Communication Ethics. She sits on the Board of Trustees of the Arthur W. Page Society and has won numerous awards for her research.

Brannon, Grace Ellen  
University of Texas Arlington (USA)  •  Grace Ellen Brannon is a tenure-track Assistant Professor in the Department of Communication at the University of Texas at Arlington in Arlington, Texas, having earned her Ph.D. in Communication from Texas A&M University in 2019. Dr. Brannon’s research focuses on how and in what ways communication variables (e.g., patient experience, provider communication) predict health outcomes using mixed methods approaches in preparation for designing public health intervention. Her work is published in prestigious journals such as Health Communication and Patient Education and Counseling.

Bulduklu, Yasin  
Izmir Katip Celebi University (Turkey)  •  Yasin Bulduklu is Assistant Professor of Communication and Head of Coordination and Senior Researcher of the Centre for Employee Relations and Communication at Università IULM. She is a freelance consultant in the field of corporate communication, dealing with the strategic planning and operational management of the communication activities of B2B and B2C customers operating in various industrial sectors. Her main research interests are internal communication and media relations.

Cai, Qinxian  
City University of Hong Kong (Hong Kong)  •  Qinxian Cai is currently the Research Assistant in the Department of Media and Communication, City University of Hong Kong. Mr. Cai has been admitted to the PhD program of the Department of Media and Communication (CityU) in 2021. He possesses a master’s degree in Corporate Communication from The Chinese University of Hong Kong (Hong Kong) and a bachelor’s degree in Public Relations from Sun Yat-sun University (the Chinese Mainland). Mr. Cai has immense curiosity in public relations, crisis management, risk communication, and health.

Claeys, An-Sofie  
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