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Klabíková Rábová, Tereza

and

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Schneiderová, Ivana

Charles University (Czech Republic)

and

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Charles University (Czech Republic)

and

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and

Schneiderová, Ivana

Charles University (Czech Republic)

Corporate philanthropy is just one way to achieve a positive public image. However, this doesn’t mean that all companies are equally successful in their efforts. Some companies may struggle to gain public trust because their actions don’t align with their stated intentions.

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20.00-22.00  
**KEYNOTE SPEECH: **
David, Marc D.  
PARTNER: Zavarovalnica Triglav

11.15-12.15  
**PAPER SESSION 6**

MacKenzie, Lindsay  
stakeholder experience delivery and the digital transformation era

Latif, Farah  
and  
Wu, Shih-Chia  
purchase intention?  
How does the motivation of watching live streaming commerce affect online buying decisions?  
International Airport X

13.15-14.15  
**PAPER SESSION 7**

Moreno, Ángeles  
Birch-Murphy, Elizabeth  
and  
Kang, Minjeong  
Employees Commitment, Intent-to-Perform, and Organizational Trust in Hospitality

14.15-15.15  
**PAPER SESSION 8**

Ravazzani, Silvia  
Rebooting for the “New Normal” while “Working from Home”? Results from a long-term interview study concerning “Employee Social Media” among up to 500 leading German companies 2013-2022

15.15-16.15  
**PAPER SESSION 9**

Gluvačević, Dejan  
Murtarelli, Grazia  
and  
Sangha, Inderjeet  
Employees' perceptions on the role and challenges of internal communication  
Leading corporate communication practices for non-profit organizations in the UK and Europe

16.15-17.15  
**PAPER SESSION 10**

Hudrisier, Susan  
Chen, Zifei Fay  
and  
Yue, Cen April  
From Situational Appraisals to Collective Action: An Examination on Asian PR Professionals’ Motives, Strategies and Media Aspect of Corporate Environmental and Social Reporting

17.15-18.15  
**PAPER SESSION 11**

Dickson, Gwenn  
Sutton, Lucinda B.  
and  
He, Mu  
“Without Social Media” Employee Advocacy and Internal Socal Media among up to 500 employees of leading Chinese companies 2013-2022

**COFFEE BREAK**