Reboot: Should Organizations Rediscover Communication with Internal & External Stakeholders?

BledCom 2022
29th International Public Relations Research Symposium
July 1 - 2, 2022
When brought together by good food we are always in great company.

Good food leads to good conversation and the creation of good ideas. Good food brings about good moments that connect us. That is why it is important for us to take the time and sit behind the same table. When we are brought together by good food, we are always in great company.

mercator.si
Dear Friends and Colleagues,

Welcome! Dobrodošli! Swagatam!

We are very excited to be back in person (offering a hybrid option for those who are still unable to travel to Bled) for the 29th edition of the International Public Relations Research Symposium (BledCom 2022)! Beautiful Bled is eager for your arrival as are we!

As we begin earnestly to resume our “normal” activities, we thought it wise to explore how organizations are beginning to “rediscover” their relationship with internal and external stakeholders prompting us to choose this year’s theme: Reconnect: How Organizations Rediscover Internal & External Stakeholders. We all have witnessed how the pandemic has demonstrated the fragility of humans and the societies we inhabit. During the pandemic, personal relationships were suspended and digitalized. As employees were asked to work from home, the very definition of the ‘workplace’ seems to have been redefined and still evolving. This year’s presentations from a global list of speakers will address these and other questions and issues relevant to our field.

We welcome you to BledCom 2022, with renewed enthusiasm and it is indeed a special pleasure to be back in person. As we are attempting a hybrid format for the first time in our 29-year history, we seek your patience and cooperation in making this maiden attempt a success for all participants.

Looking ahead, it is our hope that next year we all can meet in person to celebrate a milestone for BledCom – its 30th Anniversary! So, while we celebrate being back in person after a two-year hiatus, we are beginning to plan celebrations for the 30th International Public Relations Symposium (BledCom 2023), scheduled for July 7 – 8, 2023!

Thank you! Lep pozdrav! Namaste!

Ana, Dejan and Sriramesh
LOCATION
Bled is a resort town on Lake Bled in the Upper Carniolan region of north-western Slovenia. Nestled in the picturesque Julian Alps, the charming Lake Bled is a symbol of Slovenian hospitality which has welcomed guests from around the world for centuries. Bled became renowned at the beginning of the 20th century as the most beautiful health spa attracting European aristocrats that was then in the Austrian empire. After the Second World War, Bled became one of the most attractive state residences of the ruling regime until Slovenia’s independence. Today, visitors including world leaders from all over the world visit to explore the beauty and the special charm of Lake Bled.

VENUE
The 29th International Symposium BledCom 2022 will be held in the Arnold Conference Hall of the Rikli Balance Hotel which was formerly known as the Hotel Golf Bled.

Rikli Balance Hotel provides a modern conference facility and 150 well-equipped rooms. The hotel features one of Slovenia’s best wellness centres and hotel swimming pools that overlook magnificent lake views.

REGISTRATION AND INFORMATION DESK
The registration and information desk for BledCom 2022 will open in the foyer of the Rikli Balance Hotel on:

- Thursday, June 30 from 17:00 to 18:00 (Early Registration);
- Friday, July 1 from 8:15 to 16:15;
- Saturday, July 2 from 8:45 to 14:15.

Please pick up your badges at the registration desk which you are expected to display throughout the conference.

The full registration fee includes admission to the conference program on Friday and Saturday, conference materials, coffee breaks, lunches and the certificate of attendance.

BLEDCOM 2022 BOOK OF ABSTRACTS
You are welcome to check out the BledCom 2022 Book of Abstracts that includes all the abstracts in the conference program, published at: https://www.bledcom.com/newpage.

LUNCHES FOR ATTENDEES
A buffet style lunch for registered attendees will be served in the Rikli Balance Hotel’s Restaurant on Friday, July 1 & on Saturday, July 2 from 13:15 to 14:15.

DINNERS
Participants may attend the optional dinners by paying an additional fee of 45 euros. Dinner is NOT included in the full conference registration fee, accompanying person registration fee or journalist accreditations. Given the size of our group, the restaurants required us to make reservations; therefore, we are not able to add new names to the dinner.

If you have any special dietary requirements, please let us know as soon as possible.
COVID-19 MEASURES IN SLOVENIA

As of May 31, 2022, measures to contain the spread of COVID-19 infections are no longer required in Slovenia, but please act preventively and make sure that you test yourself, if you have COVID-like symptoms (or even do so out of precaution). Testing on COVID-19 is self-paying. A person who has tested positive in a coronavirus test will still have to inform all those with whom he or she has been in close contact. It is recommended that persons who are in close contact with an infected person from their household self-test for 7 days. In case of complications, please seek emergency first aid.

HAG and PCR Testing is available here: Zdravstveni dom Bled (Bled Community Health Center), Mladinska cesta 1, 4260 Bled, Web Site: https://www.zd-bled.si/?subpageid=136 Phone: 04 575 40 00, Fax: 04 574 18 43, E-mail: tajnistvo@zd-bled.si.

MONDAY-FRIDAY:
- 12:00 - 12:30: healthy population, self-paid tests
- 12:30 - 13:00 sick population

Location: Blue container next to the last entrance to ZD Bled (last entrance for physiotherapy), pre-ordering is not required (schedules might change, so please make sure to double check them).

Free HAG testing is for people: with symptoms of infection, who want confirmation of a positive self-test (a plate with a positive test or a photo of the test must be submitted), who want to break the isolation for 7 or 10 days. PCR testing as part of health insurance only on the order of a doctor. Self-paying HAG and PCR testing: price of HAG testing: 7 euros, PCR: 80 euros.


SOCIAL MEDIA

We kindly invite you to share your comments and personal insights on Twitter using our official hashtag: #bledcom. Tweets with #bledcom will be displayed on BledCom 2022 Tweetwall during the conference.

Dinner on Thursday, June 30, 2022

Dinner on Thursday will take place in Restaurant 1906 Bled that boasts stunning views of Lake Bled and Island Bled. It is known for its culinary delights that blend traditional dishes with modern twists.


IMPORTANT: Busses will depart in front of the Rikli Balance Hotel at 19:30 and from Triglav 1906 at approx. 22:00. Please WEAR YOUR BADGE AND BE PUNCTUAL.

Dinner on Friday, July 1, 2022

Dinner on Friday will take place in Gostilna Kunstelj, located in the heart of Radovljica and since 1873 has been known for its family hospitality and excellent Slovenian cuisine. The inn is run by the fourth generation of the Štiherle family, who strive to preserve the tradition of Slovenian cooking. Find out more: https://www.kunstelj.si/en/.

IMPORTANT: Busses will depart in front of the Rikli Balance Hotel at 19:30 and from Gostilna Krštof at approx. 22:00. Please WEAR YOUR BADGE AND BE PUNCTUAL.

Dinner on Saturday, July 2, 2022

Dinner on Saturday will take place in Gostilna Krštof, a family restaurant oriented mainly in the modern culinary ideas that intertwine with Slovenian tradition and the world gourmet novelties. The inspiration of Krštof Bolka and his family comes from the fresh seasonal ingredients. Find out more: https://gostilnakristof.si/en/.

IMPORTANT: Busses will depart in front of the Rikli Balance Hotel at 19:30 and from Gostilna Krštof at approx. 22:00. Please WEAR YOUR BADGE AND BE PUNCTUAL.
Thursday, 30 June 2022

17.00-18.00 EARLY REGISTRATION

20.00-22.00 DINNER (departure at 19.30)

Friday, 1 July 2022

8.15-9.15 REGISTRATION

9.15-9.30 OPENING SESSION

Program Committee:
• Dejan Verčič, University of Ljubljana and Herman & Partners (Slovenia)
• Krishnamurthy Sriramesh, University of Colorado (USA)
• Ana Tkalac Verčič, University of Zagreb (Croatia)

Welcome Address
Iztok Prezelj, Professor and Dean of the University of Ljubljana, Faculty of Social Sciences (Slovenia)

9.30-10.00 KEYNOTE SPEECH: The War in Ukraine: Rethinking Values in Communication

Dmytro Oitarzhevskyi, Institute of Journalism, National Taras Shevchenko University of Kyiv (Ukraine)

PARTNER: Zavarovalnica Triglav

10.00-11.00 PAPER SESSION 1

All the lonely people: Considering the attributes of audiences who consume and share untruthful content
Chmiel, Michal, Royal Holloway, University of London (UK) and Thompson, Gareth, London College of Communication, UAL (UK)

Analysis of the WHO’s social networking communication strategies during the COVID-19 infodemic: The consequences of managing Facebook page according to a diffusionist logic
David, Marc D., Université de Sherbrooke (Canada), Carignan, Marie-Eve, Université de Sherbrooke (Canada), Champagne-Poirier, Olivier, Université de Sherbrooke (Canada) and St-Pierre, Claudia, Université de Sherbrooke (Canada)

Rethinking Internal Communication between “New Normal” and “Next Normal”: An Overview of current and emerging practices
Ravazzani, Silvia, Università IULM (Italy), Mazzei, Alessandra, Università IULM (Italy) and Butera, Alfonso, Università IULM (Italy)

The Myth of Emotion-Focused Employee Crisis Communication: How Information-Focused Employee Crisis Communication Drives Post-Crisis Organization Commitment, Intent-to-Perform, and Organizational Trust in Hospitality Employees
Kang, Minjeong, Indiana University (USA)

Turnover Intentions among Millennial Public Relations Professionals in Latin America
Navarro, Cristina, Gulf University for Science and Technology (Kuwait), Moreno, Ángeles, King Juan Carlos University (Spain) and Fuentes, Cristina, King Juan Carlos University (Spain)

11.00-11.15 COFFEE BREAK

11.15-12.15 PAPER SESSION 2

Should we follow this advice? Introducing and testing a framework for assessing quality in communication consulting
Zerfass, Ansgar, Leipzig University (Germany), Verčič, Dejan, University of Ljubljana and Herman & Partners (Slovenia) and Ziegele, Daniel, Leipzig University (Germany)

The Four Realms of Digital Visual Experience: A Theoretical Framework
Valentini, Chiara, Jyväskylä University School of Business & Economics (Finland) and Mutarelli, Grazia, IULM University (Italy)

Role of the reflective (communication) strategist in obtaining social intelligence as part of environmental assessment: A case study of International Airport X
Davids, Deidre, Cape Peninsula University of Technology (South Africa)

How does the motivation of watching live streaming commerce affect online purchase intention?
Wu, Shih-Chia, The Chinese University of Hong Kong (Hong Kong, SAR China) and Luk, Wing Hei, The Chinese University of Hong Kong (Hong Kong, SAR China)

Typifying Personal Reputations
Latif, Farah, George Mason University (USA)

12.15-13.15 PAPER SESSION 3

The Full-Stack Public Relations: Future-proofing communication management for stakeholder experience delivery and the digital transformation era
MacKenzie, Lindsay, McMaster University (Canada)

Employee satisfaction with internal communication in private companies during the first lockdown
Vidaković, Ivona, Edward Bernays University College (Croatia), Dabo, Krešimir, Edward Bernays University College (Croatia) and Gluvačević, Dejan, Edward Bernays University College (Croatia)

The emotional toll of the Covid 19 pandemic on health communicators and its leadership effects
Gregory, Anne, Huddersfield University Business School (UK) and Davies, Eleanor, Huddersfield University Business School (UK)

Organizational culture and remote working in public relations agencies in Greece
Triantafillidou, Amalia, University of Western Macedonia (Greece) and Yannas, Prodromos, University of Western Macedonia (Greece)

Leading corporate communication practices for non-profit organisations in South Africa to reboot themselves and ensure purposeful communication with all stakeholders
Holtzhausen, Lida, North-West University (South Africa)

13.15-14.15 LUNCH
Rebooting for the “New Normal” while “Working from Home”? Results from a long-term interview study concerning and Internal Social Media among up to 500 German companies 2013-2022
Sievert, Holger, Macromedia University (Germany) and Meißner, Florian, Macromedia University (Germany)

Motives, strategies and media aspect of corporate environmental and social responsibility
Žabkar, Vesna, University of Ljubljana (Slovenia), Čater, Tomaz, University of Ljubljana (Slovenia), Čater Barbara, University of Ljubljana (Slovenia), Fux, Patricia, University of Ljubljana (Slovenia) and Uršič, Dejan, University of Ljubljana (Slovenia)

Role perceptions and challenges of internal communication practitioners in facilitating the shift toward a more flexible work environment
Stranzl, Julia, University of Vienna (Austria) and Einwiller, Sabine, University of Vienna (Austria)

The state of internal communication in Latin America: An international Delphi
Yue, Cen April, University of Connecticut (USA) and Thelen, Patrick D., San Diego State University (USA)

Designing an investor focused communication framework based on dialogic theory: An interpretative qualitative study of publicly listed companies in South Africa
Serfontein-Jordaan, Muriel, University of Pretoria (South Africa)

How internal communication contributes to organizational success conditions
Špoljaric, Anja, University of Zagreb (Croatia), Najjar Raškaj, Dijana, University of Zagreb (Croatia) and Tkalac Verčič, Ana, University of Zagreb (Croatia)

Development of an optimal reputation quantifier for the reboot of communication after Covid-19
Westermann, Arne, International School of Management (Germany), Homann, Reimund, IMWF Institute for Management and Economic Research (Germany) and Forthmann, Jörg, Faktenkontor GmbH (Germany)

From a VUCA to a BANI world: Has the view and practice of internal communication changed through the pandemic?
Le Roux, Tanya, Bournemouth University (UK) and Sutton, Lucinda B., North-West University (South Africa)

Reboot: Rediscover Communication with Internal and External Stakeholders through Engagement on Social Issues
Bernardino, Paula, Credibility Institute (Canada)

Increasing employee advocacy through supervisor motivating language: The mediating role of psychological conditions
Thelen, Patrick D., San Diego State University (USA), Yue, Cen April, University of Connecticut (USA), and Verghese, Anius K., Sabre Poland (Poland)

Mediated Scandals as Show Trials: The Case Study of the COVID-19 Controversy with Serbian tennis player Novak Đoković
Selakovci, Marko, S P Jain School of Global Management (U.A.E), Samoilenko, Sergej A., George Mason University (USA) and Ljepava, Nikolina, American University in the Emirates (U.A.E.)

Establishing ‘tacit’ support as ‘CSR risk’: The case study of Boooho and Black Lives Matter
Clarke, Faye, Pembroke and Rye (UK) and Read, Kevin, University of Greenwich (UK)

Power of words and angry online publics: A study of discursive musculature in networked mobilization of fan groups in China
Ban, Zhuo, University of Cincinnati (USA)

New challenges for the countries in external communications due to fake news blossoming
Novoselova, Olga, Corvinus University of Budapest (Hungary) and Ildikó Kemény, Corvinus University of Budapest (Hungary)

Mind the gap: Reconnecting employees and organizations after remote work during a crisis
Steenkamp, Hilke, Zayed University (U.A.E.) and Dhanes, Ganga S., Zayed University (U.A.E.)

A Decade of Theoretical Frameworks in Social Media Research in Public Relations
Avidar, Ruth, The Max Stern Yezreel Valley College (Israel) and Roth-Cohen, Osnat, Ariel University (Israel)

Virtual stakeholder dialogues: Challenges and opportunities of moving face-to-face formats to online environments
Ziegele, Daniel, Leipzig University (Germany), Kurtze, Hannah, Leipzig University (Germany) and Zerfass, Ansgar, Leipzig University (Germany)

Graphical distortion and Impression Management techniques in Corporate sustainable reporting: An investigation of the sustainability reports in the top 100 companies in Italy
Šimunović, Denis, IULM (Italy), Bonaccorso, Giuseppe, IULM (Italy), Murtarelli, Grazia, IULM (Italy) and Romenti, Stefania, IULM (Italy)

It’s good for our reputation (?!) The impact of socio-political CEO communication on corporate reputation
Jungblut, Marc, Ludwig-Maximilians-Universität München (Germany) and Sauter, Simon, Ludwig-Maximilians-Universität München (Germany)

“IT’s just a job” Public relations careers in the sex industry
Bridge, Elizabeth, Sheffield Hallam University (UK)
Saturday, 2 July 2022

PAPER SESSION 8
9.00-10.00
From Situational Appraisals to Collective Action: An examination on Asian Americans’ Engagement in Collective Action during the COVID-19 Pandemic
Tao, Weiting, University of Miami (USA), Chen, Zifei, Fay, University of San Francisco (USA), Sun, Ruoyu, University of Miami (USA) and He, Mu, University of Miami (USA)

Try before you buy: examining the relationship between communication organisations, higher education, and public relations students undertaking WIL
Naqvi, Jeff, RMIT University (Australia)

The Key to Improving ‘Team Virtuality’: Defining Internal and External Distractors of Virtual Meetings
Pakozdi, Ivan, Edward Bernays University College (Croatia), Jakopović, Hrvoje, University of Zagreb (Croatia) and Kanajet, Karlo, University of Zagreb (Croatia)

Adopting a network perspective for stakeholder engagement and research during Covid-19: The case of GBV research among private sector organisations in South Africa
Benecke, Dalien René, University of Johannesburg (South Africa) and Davis, Corné, University of Johannesburg (South Africa)

The impact of marketing communication strategies on online consumer-brand community engagement during COVID-19 pandemic
Chan, Chun-Hsiang, Taipei Medical University (Taiwan) and Wu, Shih-Chia, The Chinese University of Hong Kong (Hong Kong, SAR China)

11.00-11.15
COFFEE BREAK

PAPER SESSION 9
10.00-11.00
Governmental Use of Social Media and AI during Disasters, Crises, and Emergency Response
Bowen, Shannon A., University of South Carolina (USA)

Renewed interest in internal communication following the pandemic: How to consolidate its strategic role and meet the new demands of employees?
Horlait, Déborah, Catholic University of Louvain, LASCO (Belgium)

Actions speak louder than words. Though we see the same world, we see it through different eyes (Wooll, 1938, p.18)
Hewson, Sinead, Webster University (The Netherlands)

A study of Memes, Conformity and Watching Intention: Squid Game as an example
Wu, Shih-Chia, The Chinese University of Hong Kong (Hong Kong, SAR China) and Chiu, Tsz Yan, The Chinese University of Hong Kong (Hong Kong, SAR China)

The voice behavior of employees: How can their voice be the supervisors’ favorite sound
Mourão, Rita, ESCS (Portugal)

11.15-12.15
PAPER SESSION 10

Engaging Teachers through Effective Communication: Restarting the Government Communication in Education
Hejlová, Denisa, Charles University (Czech Republic), Ježková, Tereza, Charles University (Czech Republic), Klabíková Rábová, Tereza, Charles University (Czech Republic), Konrádová, Marcela, Charles University (Czech Republic), Koudelková, Petra, Charles University (Czech Republic) and Schneiderová, Soňa, Charles University (Czech Republic)

PR Education: Reloaded. The Pandemic’s Legacy for Public Relations Teachers and Students
Barlik, Jacek, University of Warsaw (Poland)

Corporate Philantrropic Behavior and The Construction of Public Affective Trust. Shopping Spree After Hongxing ERKE Group’s Donation for the 2021 Henan Floods in China
Wu, Jing, University of Ljubljana (Slovenia), Gao, Hao, Nanjing Normal University (China), Wang, Wendi, Nanjing Normal University (China) and Li, Lina, Shanghai Normal University (China)

Görpe, Tevhide Serra, University of Sharjah (U.A.E.) and Öksüz, Burcu, Izmir Katip Celebi University (Turkey)

To Trust or Not to Trust: Consumer Perceptions of Brand Activism in Times of the Black Lives Matter Movement
Wang, Yi Jing, Erasmus University Rotterdam (The Netherlands) and Bouroncle, Linnéa, Erasmus University Rotterdam (The Netherlands)

12.15-13.15
PAPER SESSION 11

Networked and engaged? Toward a critical framework for internal communication in the public sector
Lovari, Alessandro, University of Cagliari (Italy) and Materassi, Letizia, University of Florence (Italy)

Managing Diverse Stakeholder Expectations through Strategic Ambiguity: A Case Study of Public Sector Communication in Finland
Lievonen Matias, University of Jyväskylä (Finland), Valentina, Chiara, University of Jyväskylä (Finland) and Badham, Mark, University of Jyväskylä (Finland)

Internal Communication for Positive Organisational Culture Change: A Case Study
Leahy, Hanna, Leeds Beckett University (UK), Tench, Ralph, Leeds Beckett University (UK) and Arrigoni, Adalberto, Leeds Beckett University (UK)

Collecting Communicative Premium for Innovation: How Employees Recompensate Innovative Organization for Legitimation, Innovation, and Reputation
Lee, Hyelim, University of Oklahoma (USA) and Kim, Jeong-Nam, University of Oklahoma (USA)

Organizational purpose and public relations in hybrid organizations
Sueldo, Mariana, ISM University of Management and Economics (Lithuania) and Verčić, Dejan, University of Ljubljana and Herman & Partners (Slovenia)
13.15-14.15 LUNCH

14.15-15.00 PAPER SESSION 12

Dear COVID-19, Message from Employee Diaries: Reformulating Employee Communication with the Pandemic

Görpe, Tevhide Serra, University of Sharjah (U.A.E) and Öksüz, Burcu, Izmir Katip Celebi University (Turkey)

Reboot communication job search after Covid-19 pandemic: an empirical analysis

Colleoni, Elanor, Università IULM (Italy), Murtarelli, Grazia, Università IULM (Italy) and Romeni, Stefania, Università IULM (Italy)

Re-Framing Sustainability in a Pandemic.
Understanding Sustainability Attitudes, Behaviors, Visions and Responsibilities for a Post-Covid Future

Weder, Franziska, The University of Queensland (Australia), Elmenreich, Wilfried, Alpen-Adria University of Klagenfurt (Austria), Hübner, Renate, Alpen-Adria University of Klagenfurt (Austria), Sposato, Robert, Alpen-Adria University of Klagenfurt (Austria) and Mertl, Stefanie, Alpen-Adria University of Klagenfurt (Austria)

15.00-15.15 COFFEE BREAK

15.15-16.00 PANEL SESSION

Strategy under uncertainty: How U.S. organizations respond to socio-political challenges, new ethical and political research perspectives

Chair: Moss, Danny, University of Chester (UK)

Panelists (alphabetical order):
- Bowen, Shannon A., University of South Carolina (USA)
- Erzikova, Elina, Central Michigan University (USA)
- Lukacovic, Marta, Angelo State University (USA)
- Samoilenko, Sergei, George Mason University (USA)

16.00-16.30 BLEDCOM CLOSING SESSION

Program Committee:
- Dejan Verčič, University of Ljubljana and Herman & Partnerji (Slovenia)
- Krishnamurthy Sriramesh, University of Colorado (USA)
- Ana Tkalac Verčič, University of Zagreb (Croatia)

20.00-22.00 DINNER (departure at 19.30)
Avidar, Ruth, The Max Stern 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 Senior Lecturer in Corporate Communication at Jyväskylä University School of Business & Economics, Finland. His research is focused on digital crisis communication, social media engagement, relationship management, organizational legitimacy, and news media roles in mass communication processes.

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).

Benecke, Dalien René, University of Johannesburg (South Africa) • D Litt et Phil (2019) under supervision of late Prof Sonja Verwey with the title "Social representation of PR activism in selected early-career South African Public Relations Practitioners. Rene is Associate Professor in Department of Strategic Communication and specializes in experiential learning for strategic communication students, activism, community influencers, network theory, internal communication and leadership. She is coordinating various work integrated learning placements for students and community engagements. She also mentors the Students' Public Relations Association (SPRA). She served as President of the professional body the Public Relations Association of Southern Africa (PRISA) during 2019/20 and also holds the portfolio Education, Training and Research. Rene believes in providing students with the opportunity to make a difference in society through their experiential learning actions. Her community involvement includes the development of young practitioners through active citizenship. For more detail on her publications visit: https://www.uj.ac.za/members/prof-rene-benecke.

Bernardino, Paula, Credibility Institute (Canada) • 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.

Bouroncle, Linnéa, Erasmus University Rotterdam (The Netherlands)

Bonaccorso, Giuseppe, IULM University Milan (Italy) • Giuseppe Bonaccorso is currently Ph.D. student in Markets, Communication and Society at IULM University in Milan. His field of research concerns the use of rhetoric in corporate sustainability communications, sustainability reporting and impression management.

Bowen, Shannon A., 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 practitioners. 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.

Bridgen, Liz, Sheffield Hallam University (UK) • Liz Bridgen is Principal Lecturer in Public Relations at Sheffield Hallam University, UK. She is co-editor with Dejan Verčič of Experiencing Public Relations: International Voices and recently contributed a chapter, 'The impact of diversity initiatives on practitioners and practice' to it in Platinum: Celebrating the CIPR and its members at 70. Her research explores on the lived experience of public relations practitioners with a focus on gender and technology and is currently developing a project on the marginalisation of public relations and its attempt to sanitise and be seen as a respectable occupation.

Butera, Alfonsa, Università IULM (Italy) • Alfonsa Butera is Adjunct Professor of Corporate Communication and Head of Coordination and Researcher of the Centre for Employee Relations and Communication at Università IULM, Italy. 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 employee communication and engagement, internal crisis communication, employee voice and silence, media relations.

Carignan, Marie-Eve, Université de Sherbrooke (Canada) • Marie-Eve Carignan, Ph.D. is an associate professor in the Department of Communication at the Université de Sherbrooke and director of the Media Division of the UNESCO Chair in Prevention of Radicalisation and Violent Extremism (UNESCO-PREV Chair). Her research focuses mainly on the impact of media in society, disinformation, risk and crisis communication, and communication strategies. She has contributed to several collective works and published in national and international journals in communication, health, journalism and history. She has extensive professional experience in communications and public relations in small and large organizations.

Champagne-Poirier, Olivier, Université de l’Ontario (Canada) • Olivier Champagne-Poirier is a professor in the Department of Communication at the Université de Sherbrooke in Québec, Canada. He holds a doctorate from the Université du Québec a Trois-Rivières and has completed a postdoctoral fellowship at the Université de l’Ontario français. In the last 10 years, he has built an expertise in different fields, namely “communication and culture”, “mediatic discourse analysis” and “risk and crisis communication”. He specializes in qualitative research and has worked on numerous projects related to: COVID-19; different Canadian natural and industrial disasters; and various terrorist attacks in several countries around the world.

Chan, Chun-Hsiang, Taipei Medical University (Taiwan) • Chun-Hsiang Chan is a PostDoc at Taipei Medical University. He received his Ph.D. from the Department of Geography, National Taiwan University. His recent research on the human dynamics (human-to-human and human-to-environment interactions) during the geographical process provides policy insights to industry stakeholders and government. He has experienced Data Analysis with a demonstrated history of working in the academic and information industry. He has skills in complex network analysis, social media engagement, spatial statistics, and the air transportation market. Strong spatial and social network professional with a Ph.D. focus on the Integrated Market Analysis of Aviation Market and COVID-19 impact on public health and social media engagement.

Chen, Zifei Fay, University of San Francisco (USA) • Zifei Fay Chen, Ph.D., is an assistant professor of public relations in the Communication Studies Department at the University of San Francisco, San Francisco, CA, USA. Her research interests include corporate social responsibility, social media strategies, startup and entrepreneurial public relations, and crisis communication and management.

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Before pursuing a full academic career, she worked for five government communication during the covid-19 pandemic. Communication of the Czech Ministry of Education or Czech government is at the heart of an organization. Tereza has participated in research projects of various managerial and economical topics. She is also interested in qualitative methods of market research especially in PLS-SEM method. She has already published not only in domestic, but also in international journals, and participated in international and Hungarian conferences as well. Her main teaching focus is Market Research and online consumer behaviour.

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Špoljarić, Anja, University of Zagreb (Croatia) • Anja Špoljarić is a Research Assistant at the Department of Marketing at the Faculty of Economics and Business in Zagreb. She is working on a project funded by Croatian Science Foundation titled “The role of internal communication in an organization: position, channels, measurement and relationship with related concepts” and has recently enrolled a PhD at the Faculty of Economics and Business.

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