Public Relations and Sustainability

BledCom 2023
30th International Public Relations Research Symposium
June 30 - July 1, 2023

Organized by:

University of Ljubljana
Faculty of Social Sciences
WITHOUT COMPROMISES.

On the best* and fastest* network.

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The best and fastest network, according to users:
Source: Valicon, "Brand Power and Brand Image" survey (mobile category, n = 715; fixed category, n = 720); 10–14 October 2022.
Dear Friends and Colleagues,

It is with great pleasure that we welcome you to the 30th International Public Relations Research Symposium (BledCom 2023)! We are glad you are joining us to also celebrate BledCom’s 30th birthday!

Every birthday is cause for celebration, and also reflection. When the symposium began in 1994, the world was rife with great anticipation and optimism following the fall of the Berlin Wall and the integration of Europe as a result of the Maastricht Treaty. Closer to home, the bloodless independence of Slovenia from former Yugoslavia heralded a new era that resulted in the nation joining the EU a decade later. A review of the themes of Bledcom since 1994 informs us that BledCom has been at the cutting edge of communication thought leadership by discussing topics current at the time. The list of BledCom themes over 30 years also helps us draw a timeline of how the world has evolved from those early days of a more democratic, and united, Europe to today’s world that seems to be in one crisis after another.

We therefore selected the theme “A world in Crisis: The role of public relations” for BledCom’s 25th birthday edition. Sadly, the world seems much more in crisis for BledCom’s 30th birthday. The vital role that communication can play in bringing about negotiated international understanding seems more relevant now than at any other time in recent history. This induces us to look forward to the fourth decade of BledCom with the hope that thought leaders at this symposium will be able to make meaningful contributions to public relations scholarship and practice as a prelude to helping societies in all continents.

With deep gratitude, we attribute BledCom’s success and longevity to the ever-expanding BledCom friends and family. A review of the list of participants over the past three decades shows that the conference has consistently attracted scholars and practitioners from around the world. The list also helps us reflect on the many thought leaders who were pillars of the conference during the first and second decades and have retired making way for newer members and orientations. A second and no less significant list consists of our many sponsors who have sustained us over the past three decades and without whose support we could not have offered BledCom at the high level it has maintained over three decades.

So, as we gather for this celebratory (and reflexive) 30th edition of BledCom, we herald the fourth decade by addressing the role of public relations in continuing to build a sustainable world (and world order). This timely theme has again attracted speakers across all continents, and we can all look forward to a thoughtful, celebratory, and reflexive BledCom 2023!

Thank you! Lep pozdrav! Namaste!

Dejan Verčič, Ana Tkalac Verčič, Krishnamurthy Sriramesh
BASIS INFORMATION FOR BLEDCOM 2023 ATTENDEES

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 30th International Symposium BledCom 2023 will be held in the Arnold Conference Hall of the Rikli Balance Hotel which was formerly known as the Hotel Golf Bled.

Boasting magnificent views of the Lake Bled, the Bled Castle, and the Julian Alps, 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 2023 will open in the foyer of the Rikli Balance Hotel on:

- Thursday, June 29 from 18:00 to 19:00;
- Friday, June 30 from 8:00 to 16:00; and
- Saturday, July 1 from 8:30 to 14:30.

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

The full registration fee includes a 2-day admission (June 30 & July 1, 2023) to all conference plenary sessions, presentations and panel discussions, dinner party on Friday, conference materials, coffee breaks, lunches, and the certificate of attendance.
BASIC INFORMATION FOR BLEDCOM 2023 ATTENDEES

BLEDCOM 2023 BOOK OF ABSTRACTS

You are welcome to check out the BledCom 2023 Book of Abstracts that includes all the abstracts in the conference program, published at: https://www.bledcom.com/publications/proceedings-boa-program-brochure

LUNCH FOR ATTENDEES

A buffet style lunch for registered attendees will be served in the Rikli Balance Hotel’s Restaurant on Friday, June 30 & on Saturday, July 1 from 13:00 to 14:30.

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.

Dinner on Thursday, June 29, 2023

Dinner on Thursday will be in Hiša Linhart that has been awarded a Green Key environmental certificate and a green Michelin star for sustainability. They buy local, organic, traditional, seasonal ingredients. Together with surrounding farmers, they revive forgotten dishes and ingredients and develop new products of tradition for the future. Find out more: https://www.hisalinhart.si/en/

IMPORTANT: Buses will depart in front of the Rikli Balance Hotel at 19:30 and from Hiša Linhart at 22:00. Please WEAR YOUR BADGE AND BE PUNCTUAL.

Dinner Party on Friday, June 30, 2023

30th BledCom Anniversary Dinner Party will take place in Park Restaurant and Café overlooking the lake Bled, from 20.00 to 22.00, and is free of charge for all registered BledCom 2023 participants.

Park Restaurant and Café – the home of the original Bled cream cake – is located just a few steps from the Bled promenade and is accessible by foot from the BledCom conference venue Rikli Balance Hotel (5 minutes’ walk).

IMPORTANT: YOU WILL NOT BE ADMITTED WITHOUT YOUR BADGE, SO PLEASE WEAR IT!

Dinner on Saturday, July 1, 2023

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

IMPORTANT: Buses will depart in front of the Rikli Balance Hotel at 19:30 and from Gosžtina Kristof at 22:00. Please WEAR YOUR BADGE AND BE PUNCTUAL.

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 2023 Tweetwall during the conference.

We have special prizes for three participants with the highest numbers of tweets. First prize is FREE CONFERENCE REGISTRATION to the BledCom 2024 symposium!
BLEDCOM 2023 PROGRAMME

Thursday, 29 June 2023

18.00-19.00 EARLY REGISTRATION

20.00-22.00 DINNER - Hiša Linhart in Radovljica (departure at 19.30)

Friday, 30 June 2023

8.00-9.00 REGISTRATION

9.00-9.30 OPENING SESSION
Program Committee:
- Dejan Verčič, University of Ljubljana & Herman & partners (Slovenia)
- Ana Tkalac Verčič, University of Zagreb (Croatia)
- Krishnamurthy Srimanesh, University of Colorado (USA)

Welcome Address: Prof. Dr. Iztok Prezelj, Dean of the University of Ljubljana Faculty of Social Sciences (Slovenia)

9.30-10.00 30 YEARS OF BLEDCOM
Dejan Verčič, University of Ljubljana & Herman & partners (Slovenia)

10.00-10.30 KEYNOTE SPEAKER
The world is our garden. Can we achieve a sustainable future?
David Haig, Harvard University (USA)
PARTNER: Zavarovalnica Triglav

10.30–11.00 COMMUNICATION RESEARCH FOCUS
Emergence and Evolution of Sustainable Development Communication Practices
Solange Tremblay, Interdecom (Canada)

11.00–11.45 EXECUTIVE DEBATE
ESG in practice: How to Understand and Manage It
Moderator: Daniel Tisch, Argyle (Canada)
Discussants:
- Nina Kelemen, Triglav Group (Slovenia)
- Teodor Prosen, Telekom Slovenije (Slovenia)
- Marta Svoljšak Jerman, Petrol (Slovenia)
- Karidia Toure Zagrajšek, NLB Group (Slovenia)

11.45-12.00 COFFEE BREAK

12.00–13.00 PARALLEL PAPER SESSION 1A
“Unfaking” Climate Change. The Impact of Negatively Framed Content on CSR Communication, Company Evaluation and Purchase Intentions
Chmiel, Michal, Royal Holloway, University of London (UK), Fatima, Sania, Royal Holloway, University of London (UK), Ingold, Ciara, Royal Holloway, University of London (UK), Mager, Leandra, Royal Holloway, University of London (UK), Reisten, Jana, Royal Holloway, University of London (UK), Tejada, Catalina, Royal Holloway, University of London (UK)

Environmental Sustainability: The role of communication in organizational responsibility
Eiró-Gomes, Mafalda, Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa (Portugal), Raposo, Ana, Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa (Portugal), Nunes, Tatiana, Escola Superior de Comunicação Social - Instituto Politécnico de Lisboa (Portugal)

Consequences of Unfulfilled International Commitments to Sustainability
Yeo, SunHa, University of Oklahoma (USA), Lee, Hyelim, University of Oklahoma (USA), Hollenczer, James, University of Oklahoma (USA), Kim, Soo Yun, University of Texas – Rio Grande Valley (USA), Ko, Sungan, Ulsan National Institute of Science and Technology (Republic of Korea)

A Lens to Examine Communication Through Business Continuity Management
Hytönen, Evelina, Laurea University of Applied Sciences (Finland), Rusoalhti, Harri, Laurea University of Applied Sciences (Finland)

DISCUSSION

12.00–13.00 PARALLEL PAPER SESSION 1B
Examining the Impact of Leaders’ Use of Motivating Language on Employees’ Psychological Well-being during the COVID-19 Pandemic
Men, Linjuan Rita, University of Florida (USA), Qin, Yufan Sunny, James Madison University (USA), Hong, Cheng, California State University (USA)

Talking about Sustainability in the Fashion Industry: just a Feel-Good Factor?
Hejlová, Denisa, Charles University (Czech Republic), Koudelková, Petra, Charles University (Czech Republic), Schneiderová, Soňa, Charles University (Czech Republic)

The Role of Communication in Establishing a Shared-Purpose Driven Organisation
Hung-Baescke, Chun-Ju Hora, University of Technology Sydney (Australia), Taylor, Maureen, University of Technology Sydney (Australia), Chen, Yi-Ru Regina, Hong Kong Baptist University (Hong Kong, S.A.R. China)

"Why do I feel so alone?" Leadership of 'in' and 'out' groups in remote Public Relations and Communications teams.
Kinnear, Susan, University of Dundee (UK)

DISCUSSION

12.00–13.00 PARALLEL PAPER SESSION 1C
Will AI be the end of PR as we know it? A vision for professional sustainability
Galloway, Chris, Massey University (New Zealand), Vujnovic, Marina, Monmouth University (USA), Swiatek, Lukasz (Luk), University of New South Wales (Australia), Kruckenberg, Dean, UNC Charlotte (USA)
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Quo Vadis Communication? Results of a Survey Among Young German PR/Communications Practitioners
Adi, Ana, Quadriga University of Applied Sciences (Germany), Fechner, Ronny, Quadriga University of Applied Sciences (Germany), Seidendlantz, Rene, Quadriga University of Applied Sciences (Germany)

Redesigning public relations beyond sustainability: Discursive entrepreneurs, deep adaptation, and hyper-reflexivity
Willis, Paul, University of Huddersfield and Leeds Beckett University (UK), McKie, David, University of Waikato (New Zealand)

What makes citizens resilient or vulnerable to disinformation? Identifying connected factors and introducing a new conceptual framework
Kont, Júlide, Hanze University of Applied Sciences (The Netherlands), Elving, W.J.L., Hanze University of Applied Sciences (The Netherlands), Broersma, M.J., Hanze University of Applied Sciences (The Netherlands), Bozdag Bucak, Çağdem, Hanze University of Applied Sciences (The Netherlands)

DISCUSSION

13.00-14.30 LUNCH

14.30–15.30 PARALLEL PAPER SESSION 2A

What is the relationship between sustainability and CSR?
Forthmann, Jörg, IMWF Institute for Management and Economic Research GmbH (Germany), Westermann, Arne, ISM International School of Management (Germany), Esser, Luisa Madeleine, IMWF Institute for Management and Economic Research GmbH (Germany), Homann, Reimund, Service Value GmbH (Germany)

Are Italian companies ready to communicate sustainability? An empirical analysis
Fabbri, Valerio, FabbriKo (Slovenia), Capurso, Viviana, Udine University (Italy), Brusati, Luca, Udine University (Italy)

Reconsidering the Trade Association as a driver and promoter of sustainability: observations from the travel, tourism and hospitality sector
Francis, Thyme, Ada and Alan (UK), Read, Kevin, University of Greenwich (UK), Clarke, Faye, Ada and Alan (UK)

Environmental, Social and Governance (ESG). Just a "public relations exercise"?
Thompson, Gareth, University of the Arts London (UK)

DISCUSSION

14.30–15.30 PARALLEL PAPER SESSION 2B

Segmentation of public in children vaccination communication in Slovenia, implementing STOPs/CAPS and pragmatic multimethod approach
Kropivnik, Samo, University of Ljubljana (Slovenia), Vrdeljca, Mitja, NIJZ (Slovenia)

Perceptions about corporate positioning on controversial sociopolitical issues: Examining big pharma engagement with patient advocacy
Müller, Naide, Catholic University of Portugal (Portugal)

DISCUSSION

14.30–15.30 PARALLEL PAPER SESSION 2C

Communication and Sustainability in Public Health: Bibliometric Analysis
Marques, Isabel, ISCSP ULisboa (Portugal), Duarte Nogueira, Fernanda Maria, ISCSP ULisboa (Portugal), Marques de Carvalho, Alba Caterine, ISCSP ULisboa (Portugal)

Corporate Social Responsibility, Regional Culture, and Sustainability: Case of NEPG Low-priced Medicine
Gao, Hao, Nanjing Normal University (China), Wu, Jing, University of Ljubljana (Slovenia), Li, Yunbin, Nanjing Normal University (China), Wang, Qinghua, Cable and Network Co. Ltd. (China)

DISCUSSION

14.30–15.30 PARALLEL PAPER SESSION 3A

Ways to Foster Internal Communities: Harnessing the Power of Effective CSR Communication
Shen, Hongmei, San Diego State University (USA), Jiang, Hua, Syracuse University (USA)

Internal communication channel trends, the energy crisis and sustainability: Can a middle ground be found in South Africa?
Sutton, Lucinda B, North-West University (South Africa), Le Roux, Tanya, Bournemouth University (UK)

Internal Social Media Use for an Attractive Internal Employer Brand
Hein, Antonia, Hanze University of Applied Sciences (The Netherlands), Elving, Wim J.L., Hanze University of Applied Sciences (The Netherlands), Koster, Sierdjan, Hanze University of Applied Sciences (The Netherlands), Edzes, Arjen, Hanze University of Applied Sciences (The Netherlands)

DISCUSSION

15.30-16.15 PARALLEL PAPER SESSION 3A

Sustainable Early Warning Systems (EWS) in Disaster Management: Can communication practitioners provide the answer?
Le Roux, Tanya, Bournemouth University (UK)

Media image on social (ir)responsibility of Croatian banks
Lacković, Stjepan, Polytechnic of Baltazar Zaprešić (Croatia), Šporčić, Mateja, Polytechnic of Baltazar Zaprešić (Croatia)

Criticism on DEI-related corporate social media postings and how companies handle it
Einwiller, Sabine, University of Vienna (Austria), Wolfgruber, Daniel, University of Vienna (Austria)
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<td>Corporations in Borsa İstanbul-Bist sustainability index on the way to the strategic sustainable goals from tactical applications</td>
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<td>PANEL AND ROUNDTABLE</td>
<td>Strategic communication in Europe: Key insights from 15 years of monitoring the field with the ECM</td>
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<td>• Ralph Tench, Leeds Beckett University (UK)</td>
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<td>• Janja Božič Marošt, Mediana Institute (Slovenia)</td>
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<td>• Maša Mustar, Mediana Institute (Slovenia)</td>
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<td>• Lucija Kanelutti, Winner of Mediana - Rising Future 2022 (Slovenia)</td>
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<td>11.45-12.00</td>
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<td>Internal and External Aspects of Sustainability Communication. An investigation of CSR reporting and media coverage in different industries 2020-21</td>
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<td>Sievert, Holger, Macromedia University of Applied Sciences Cologne (Germany), Hetzel, Esther, Macromedia University of Applied Sciences Cologne (Germany), Meißner, Florian, Macromedia University of Applied Sciences Cologne (Germany)</td>
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<td>Towards a better future: An assessment of sustainability practices in the aviation sector from the perspective of public relations</td>
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<td>Sustainable body image: fitspiration, overweight, and body positivity</td>
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<td>Ortová, Nina, Charles University (Czech Republic)</td>
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<td>Does 360° communication promote more sustainable behavior in organizations?</td>
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<td>Monteiro Mourão, Rita, Universidade Europea, IADE (Portugal)</td>
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<td>“Personal” Influence in “Public” Relations Practices: Evidence from Italy</td>
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<td>The Place of Sustainability in Public Relations Education in Spain, Turkey and the United Arab Emirates: A Preliminary Study</td>
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<td>Ruiz-Mora, Isabel, University of Malaga (Spain), Öksüz, Burcu, University of Sharjah (U.A.E.), Görpe, T. Serra, University of Sharjah, Izmir Kâtip Çelebi University (Turkey)</td>
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**Saturday, 1 July 2023**

**09.00-09.30** | KEYSNOTE SPEAKER | Steve Shepperson-Smith, CIPR President (UK) |

**09.30-10.15** | RESEARCH FOCUS | Past, Present and Future of Public Relations |
|               | Moderator: Jon White, University of Reading (UK) |
|               | Discussants: |
|               | • Frasier Likely, University of Ottawa (Canada) |
|               | • Steve Shepperson-Smith, CIPR President (UK) |
|               | • Le Roux, Tanya, Bournemouth University (UK) |
|               | • Hung-Baesecke, Chun-Ju Flora, University of Technology Sydney (Australia) |
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12.00-13.00 PARALLEL PAPER SESSION 4C
Sustainability and conservatism
Drupal, Andrej, andrejdrupal.com (Slovenia)
Exploring the Public Engagement in Missing People on Social Media Platform - Douyin Xuanren as An Example
Wu, Shih Chia, The Chinese University of Hong Kong (Hong Kong, S.A.R. China), Liu, Xueyi, The Chinese University of Hong Kong (Hong Kong, S.A.R. China), Kuo, Man Ying, The Chinese University of Hong Kong (Hong Kong, S.A.R. China), Chan, Ziang, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)
Can PR solve wicked problems?
Adi, Ana, Quadriga University of Applied Sciences (Germany), Stoeckle, Thomas, Bournemouth University (UK)
Re-public relations: An issue-centered approach to organizations and publics
Jonkman, J.G.E., University of Amsterdam (The Netherlands)

13.00-14.30 LUNCH

14.30-15.00 PARALLEL PANEL SESSION A
Communicating Sustainability in the Middle East: Trends and Challenges
Panel Moderator: Marko Selakovic, SP Jain School of Global Management (U.A.E.)
Panelists:
- Ganga Dhanesh, Zayed University (U.A.E.)
- Nikolova Ljepava, American University in the Emirates (U.A.E.)

14.30-15.00 PARALLEL PANEL SESSION B
Navigating collaborative, co-creative, international, multi-lingual studies – a reflective panel on working, organizing, ownership and authorship
Panel Moderator: Ana Adi, Quadriga University of Applied Sciences (Germany)
Panelists:
- Rene Dalen Beneke, University of Johannesburg (South Africa)
- Anca Anton, University of Bucharest (Romania)
- Silvia Ravazzani, IULM (Italy)

15.00-16.00 PARALLEL PAPER SESSION 5A
Words Matter: The Consequences of Supervisor Verbal Aggressiveness on Workplace Culture, Employee-Organization Relationships, and Employee Behavior
Yue, Cen April, University of Connecticut (USA), Qin, Yufan Sunny, James Madison University (USA), Men, Linjuan Rita, University of Florida (USA)

15.00-16.00 PARALLEL PAPER SESSION 5B
Organizational Learning for Sustainable Employee Engagement: Redefining Employee Engagement for Shifting U.S. Workforce Expectations
Kang, Minjeong, Indiana University (USA)

15.00-16.00 PARALLEL PAPER SESSION 5C
Strategic communication as a transformative approach in the context of sustainable development
Pfeil, Thomas, Hochschule Darmstadt – University of Applied Sciences (Germany), Otto, Teresa, Hochschule Darmstadt – University of Applied Sciences (Germany), Helferich, Pia Sue, Hochschule Darmstadt – University of Applied Sciences (Germany)
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Understanding and Navigating the Shift Toward a Purpose-Driven Sustainable Marketing Strategy: The Implications for Communications with Internal and External Stakeholders
Prabhu, Jaideep, University of Cambridge (UK)

Corporate Social Innovation & Strategic Communication: Cross-fertilized Model Proposal
Pedro Sebastião, Sónia, Universidade de Lisboa, ISCSP (Portugal), Melchiades Soares, Andreia, Universidade de Lisboa, ISCSP (Portugal)

An Examination of Inoculating Strategies for Effective Communication with Active Publics
Kim, Jarim, Yonsei University (Republic of Korea), Ju, Jiyeon, Yonsei University (Republic of Korea), Baek, Jinha, Yonsei University (Republic of Korea)

DISCUSSION
16.00–16.45 PARALLEL PAPER SESSION 6A
Attitudes towards sustainable development and employer brands: Comparing generations X, Y and Z, in two countries
Tkalac Verčič, Ana, University of Zagreb (Croatia), Verčič, Dejan, University of Ljubljana and Herman & partnerji (Slovenia)

How are corporate sustainability activities reflected in the evaluation of companies’ media appearance?
Milić, Patricia, University of Ljubljana (Slovenia), Zabkar, Vesna, University of Ljubljana (Slovenia), Cater Barbara, University of Ljubljana (Slovenia), Cater, Tomaž, University of Ljubljana (Slovenia)

Remarks on communication and sustainability: in search of the best practices
Loureiro, Mónica, BNP Paribas (Portugal)

DISCUSSION
16.00–16.45 PARALLEL PAPER SESSION 6B
Constructing what is the right thing to do: Framing the political responsibility of Fifa sponsors in Qatar World Cup 2022
Zhao, Hui, Lund University (Sweden), Wang, YiJing, Erasmus University Rotterdam (The Netherlands)

A Quarter Century Unravelling Capitol Hills Communication Managers Summaries and Updates on the Lives of Congressional Press Secretaries
Downes, Edward J., Boston University (USA)

Australian Publics’ (dis)engagement with sustainability issues
Kim, Soojin, University of Technology Sydney (Australia), Tam, Lisa, Queensland University of Technology (Australia)

DISCUSSION
16.00–16.45 PARALLEL PAPER SESSION 6C
Toward Sustaining an Alumni Community: The Role of Identity and Agency on Alumni Engagement
Shen, Hongmei, San Diego State University (USA), Northup, Temple, San Diego State University (USA)

The Sustainability Communication in Turkish Higher Educational Institutions: Going Sustainable on Mission and Vision Statements?
Öksüz, Burcu, Izmir Kâtip Çelebi University (Turkey), Görpe, T. Serra, University of Sharjah (U.A.E.)

The relationship between CSR and sustainability: the Olivetti case and how public relations can contribute to a company’s sustainability
Fabbri, Valerio, FabbriKo (Slovenia)

DISCUSSION
16.45–17.15 CLOSING SESSION
Program Committee:
• Dejan Verčič, University of Ljubljana and Herman & partnerji (Slovenia)
• Ana Tkalac Verčič, University of Zagreb (Croatia)
• Krishnamurthy Sriramesh, University of Colorado (USA)

20.00-22.00 DINNER - Gostilna Krištof in Predoselje (departure at 19.30)
Adi, Ana, Quadriga University of Applied Sciences (Germany) • Prof. Dr. Ana Adi (www.anaadi.net) is the Vice-President of Quadriga University of Applied Sciences in Berlin where she is also currently teaching and researching. Prior to her role there, she has held lecturing and research posts in the UK, Belgium and Bahrain. She is the host of Women in PR, a podcast series featuring interviews with women that have embraced PR and made it shine. She is currently engaged in an international Delphi study exploring projections and reflections on the future of PR and their social impact and is writing a book on the experience of Nigerian working in PR in collaboration with Tolulope Oloruntero.

Aksoy, Zeynep, Izmir University of Economics (Turkey) • Zeynep Aksoy holds a MSc degree in International Relations and a MA degree in Public Relations from Istanbul University. She received her doctoral degree in Public Relations at Izmir Ege University (2013) with her dissertation on “Cultural Intelligence and Its Role in Multicultural Environments”. In 2016, Aksoy carried out her postdoctoral studies at the University of Amsterdam, Amsterdam School for Regional, Transnational and European Studies (ARTES) with TUBITAK scholarship. She teaches public relations, communication and intercultural Communication on undergraduate and graduate levels at Izmir University of Economics. Her research interest includes intercultural communication, cultural identity, corporate communication, and healthcare communication.

Aktas, Melike, Ankara University (Turkey) • Melike Aktas Kuyucu is a professor in Ankara University Faculty of Communication, Public Relations and Publicity Department. Her research interests include consumer studies, consumption relationships, public relations theory, public relations researches and public relations history.

Anton, Anca, University of Bucharest (Romania) • Anca Anton is Senior lecturer at the Faculty of Journalism and Communication Sciences, University of Bucharest, Romania, where she teaches marketing communications, media marketing, corporate and business PR/commms. Her research covers several fields: the intersection of communication and democarised forms of diplomacy, with a focus on public diplomacy, civil society diplomacy, and digital diplomacy; the transformation of the PR/comms profession and industry (focused on freelancers, PR agencies, and corporate communicators) and their intersection with digital and social media; digital government communication. She is a member of EUPRECA, ICA and ECREA. In EUPRECA she co-leads the Education Network.

Armuzzi, Giulia, Gruppo Maggioli (Italy) • HR Communication Specialist of Gruppo Maggioli. She holds the bachelor’s degree in Communication Sciences from the University of Bologna (2019) and the master’s degree in Organization and Marketing for Business Communication from La Sapienza University of Rome (2021). Since October 2020, she has been general coordinator of the corporate communication lab Comm to Action, for which she has coordinated several digital projects since 2019, including Alfathon, The Post Talk, and Inspiring PR. Co-author of Lanello mancante. La comunicazione ambientale alla prova della transizione ecologica, S.Martello. S. Vazzoler (a cura di). Pacini Editore, 2022.

Ashworth, Peta, The University of Queensland (Australia)

Baek, Jinha, Yonsei University (Republic of Korea)

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 Johannesnburg (South Africa) • Rene is Associate Professor in Department of Strategic Communication and specializes in experiential learning, work-integrated education, participatory action learning and action research for strategic communication students. Her research include activism, community influencers, network theory, internal communication and leadership. 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-rené-benecke/ & https://orcid.org/0000-0003-3208-0669.

Bikakci, Banu, Izmir University of Economics (Turkey) • A. Banu Buççatç (Ph.D.) is an Associate Professor of Public Relations. Currently, she is a part-time lecturer at the Izmir University of Economics and a Communication Consultant for the Association of Organic Agriculture Associations (ETO Dernegi). Her research interests primarily involve PR history, sustainability, and activist public relations. She has been conducting research in the EUPRECA PR History network for nine years and she is a member of EUPRECA, ECREA, and IAMCR. She can speak English and Italian.

Bosello, Federica, Autorità di Sistema Portuale del Mare Adriatico Settentrionale (Italy) • Member of the Italian Federation of Public Relations Professionals, she started dealing with Public Affairs by working for relevant Italian public institutions and companies. Managing promotion, communication and institutional relations for 25 years at the North Adriatic Sea Port Authority. Expert in stakeholder management, creator and manager of a variety of communication campaigns
and tools, both business oriented and consensus oriented. Expert in sustainability management since 2021, earning two Professional Master’s on this topic. Speaker in conferences, author of scientific papers and articles, curator of publications focused on “sustainability communication” in particular. Member of two relevant Venetian cultural institutions too.

Bozdağ Bucağ, Çiğdem, Hanze University of Applied Sciences (The Netherlands) • Çiğdem Bozdağ (Ph.D. University of Bremen) is an assistant professor at The Centre for Media and Journalism Studies at the University of Groningen. Bozdağ is at the same time a Marie Skłodowska Curie Fellow in the Faculty of Education at the University of Bremen with her project INCLUDED (2019-2023). Her research interests include digital media use, digital literacy, digital inclusion, media education in schools, media and migration.

Bowman, Sarah, Northumbria University (UK) • Sarah Bowman, PhD, MCIPR, MCIM, is a senior lecturer in the Department of Social Sciences, Northumbria University, UK, and formally ran the MA Public Relations, London College of Communication, University of the Arts, London. Prior to entering academia, Sarah had 20 years’ experience in PR practice holding senior roles in the public, private and not-for-profit sectors and has worked regionally, nationally and at a pan-European level. Current research interests include knowledge, competencies and strengths; organisational communications with a focus on arts, change and innovation; and the concept of communication as an integrative and liquid practice.

Božič Marolt, Janja, Mediana Institute (Slovenia) • Janja founded the Institute of Market and Media Research, Mediana, in 1992. Mediana has a high reputation in research, marketing, media and public opinion surveys. Mediana has correctly predicted all election results in Slovenia. Janja is also the Slovenia Representative for ESOMAR. She established the first media research project providing media currencies in Slovenia. Janja was nominated as Personality of the Year by the Slovenian Ad Association in 2001. She is a professor of marketing communications and public relations at the B2 Ljubljana School of Business and participates in marketing and advertising juries and professional events. Janja is married and the proud mother of two adult children.

Bridge, Elizabeth, Sheffield Hallam University (UK) • Elizabeth Bridge is Principal Lecturer in Public Relations at Sheffield Hallam University, UK. She is co-editor with Sarah Williams of Women’s work (in public relations: An edited collection which will be published by Emerald in 2024. She is also co-editor with Dejan Verčič of Experiencing Public Relations: International Voices and recently contributed a chapter, "It's trivial, bitchy and dull" to Martina Topic’s edited collection Towards a New Understanding of Masculine Habitus: Women in Leadership in Public Relations. She has had work published in Journal of Media Practice and PRism and recently co-authored a Chartered Institute of Public Relations-funded project on social mobility in public relations (with Stuart Baird) called Leveling Up the Public Relations Profession. She is also included in Platinum: Celebrating the CIPR and its members at 70 with her chapter “The impact of diversity initiatives on practitioners and practice.” Her research explores the lived experience of public relations practitioners with a focus on gender and technology and is currently working on a portfolio of research projects on the marginalised in public relations communities.

Broersma, M.J., Hanze University of Applied Sciences (The Netherlands) • Marcel Broersma (Ph.D. University of Groningen) is a professor of Media and Journalism Studies in The Centre for Media and Journalism Studies at the University of Groningen. His research interests include the interface between the digital transformation of journalism, social media, changing media use, and digital literacy and inclusion.

Brusati, Luca, Udine University (Italy) • Luca Brusati is full professor of management at the Department of Economics and Management of Udine University; he has been teaching communication students since 2001, and in 2006 he founded and serves up until now as scientific coordinator of LARMEM, Udine University’s research centre specialized in corporate communication management. Since 2007 he serves as a visiting professor teaching “Social responsibility and communication” in the Master for Communication in International Relations at IULM University (Italy); in 2015 he also taught “Integrated marketing communication” in the Executive MBA and the Master of Global Business at SP Jain School of Global Management (UAE).

Burdon, Jasmine, The University of Queensland (Australia) • Jasmine Burdon is an early career researcher, with specific interests in feminist political ecology, climate change and sustainability. She completed her bachelor’s degree in social science from the University of Queensland and is currently undertaking a Master of Climate Change at the Australian National University. Her latest research projects focus on hydrogen discourses within Australia, eco-cultural identities, and feminist understandings of the environment.

Burighel, Micol, Amapola (Italy) • Born in 1994, Micol published her first book, Lautunno di Montebuio, in 2012. She graduated in Journalism at University of Genoa in 2019 and her thesis was awarded with the “Pestelli Prize” for the best dissertation on journalism. In 2019 she started collaborating with communication agencies. Since 2021 Micol is Communication Manager for Amapola, communication agency and benefit corporation specialising in sustainability, for which she is also member of the internal Council that manages common benefit activities. She is author of publications focused on sustainability issues, such as the Decalogue of environmental communication, wrote together with Sergio Vazzoler.

Butera, Alfonso, Università IULM (Italy) • Alfonso 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.

Capurso, Viviana, Udine University (Italy)  
- Viviana Capurso, MA in Public Relations at the University of Udine, PhD in Cognitive Neuroscience at La Sapienza University of Rome. Currently adjunct professor of Sustainability and Strategic Communication at the University of Udine. She has started her career as copywriter and strategic consultant in communication agencies and she currently works as consultant for companies in the areas of communication and sustainability. She has taught at the University of Trieste (International Diplomatic Sciences), the University of Switzerland (Communication Sciences), and the Universidad Europea de Madrid (Communication Sciences). She is author and coauthor of scientific articles in international journals.

Chen, Ziang, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)

Chmiel, Michal, Royal Holloway, University of London (UK)  
- He is Senior Lecturer in Psychology and BSc (Hons) Environment and Social Change Programme Director at Royal Holloway. In his research, he investigates the phenomena of fake news and biases in judgement formation. Michal also analyses the societal impact of Public Relations communication. As a practitioner, he has more than 14 years of experience in incorporating social psychological evidence into PR and communications projects for multinational companies and public figures.

Chen, Yi-Ru Regina, Hong Kong Baptist University (Hong Kong, S.A.R. China)

Çiçek, Meltem, Istanbul Maltepe University Vocational School (Turkey)  
- She graduated from Maltepe University Public Relations and Advertising doctorate program with a 1st degree. She is the coordinator of General Education Courses at Maltepe University and is also a faculty member of the Vocational School Public Relations and Publicity Department. Çiçek’s research areas are reputation management, corporate communication, crisis management. She is the founder and editor-in-chief of PublishM Publishing House. In addition to her academic publications, poetry books also met the readers.

Cinca, Lavinia, National School of Political and Administrative Studies (Romania)  
- 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.

Cipot, Tina, Slovenian Public Relations Association - PRSS (Slovenia)  
- Although she swore she would not be a journalist, she became one. After several years of journalistic and editorial work, she switched to public relations. Between 2006 and 2010, she was working in Telekom Slovenije’s Public Relations Department, and then spent two years at the Kipling agency gaining experience in the field of media content monitoring and analysis. In May 2013, she took over the management of corporate communication in Lidl Slovenia, where they prepare numerous communication projects, support other activities in the company, and create projects of sustainable development and social responsibility under the name Ustvarimo boljši svet. Since 2017, she has also been active in the Slovenian Public Relations Association (PRSS), where she is serving her second term as president of the association.

Clarke, Faye, Pembroke and Rye (UK)  
- Faye is a Senior Account Executive at London based strategic PR consultancy, Pembroke and Rye. She is an MA graduate from Cardiff University in International Public Relations and Global Communications Management. At Pembroke and Rye, she has been encouraged to maintain a keen academic interest in CSR, ESG and reputation management. As a practitioner, she works for a range of industry-leading clients in aviation, technology, aerospace and events. She has also developed a specialist interest in data analysis and the preparation of management information reports. She regularly uses her analytical skills to inform strategic decision making and client planning.

Colle, Matteo, Gruppo CAP (Italy)  
- Born in 1975 has made a name for himself in the world of strategic communication, sustainability, public affairs, lobbying, and community relations. With a degree in Philosophy and two Master’s degrees in marketing and Public and Political Communication, he has been involved in these fields for over 20 years. He currently holds the position of Head of External Relations and Sustainability at Gruppo CAP, which provides integrated water services to municipalities in the Metropolitan City of Milan. In addition to his professional work, he also teaches in various Master’s programs and has authored chapters in books about environmental communication. Matteo is known for his passion for water issues, as he describes himself as “Water and Communication addicted.”

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Cater, Tomaz, University of Ljubljana (Slovenia)

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Downes, Edward J., *Boston University (USA)* • 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 academic conferences.

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Einwiller, Sabine, *University of Vienna (Austria)* • Sabine Einwiller is the Professor of Public Relations Research at the Department of Communication, University of Vienna, Austria, where she is department chair and head of the Corporate Communication Research Group. She is on the board of directors of EUPRERA and a member of the Austrian PR-Ethics-Council. Her main research areas comprise employee communication, CSR communication, corporate reputation management, and the effects of negative publicity and complaining.

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Elving, Wim J.L., *Hanze University of Applied Sciences (The Netherlands)* • Wim Elving is professor Sustainable Communication at the Hanze University of Applied Sciences, Groningen, the Netherlands. He is part of EnTranCe, Centre of Expertise Energy, that focuses on the energy transition and the Sustainable Society. Elving received the distinguished scholar award in September 2022 from Euprera. His current research is involved with communicative and behavioural interventions to create this sustainable future. He has contributed to more than 150 articles, book chapters, books, editorials, blogs. His research expertise is besides sustainable communications, corporate communication, internal and change communication, CSR communication, branding. He is a member of the A.W.Page Society, and member of the board of directors of Euprera. Email: w.j.elving@pl.hanze.nl

Esser, Luisa Madeleine, *IMWF Institute for Management and Economic Research GmbH (Germany)* • Luisa Madeleine Esser, born in 1997 in Mönchengladbach/Germany, studies economics in the masters programme at the Westfälische Wilhelms-Universität Münster. In her studies, she focuses on quantitative methods and the econometric analysis of economic policy measures. As an associate of the IMWF Institut für Management- und Wirtschaftsforschung, she contributed to several research projects in the content area of media, reputation, and the analysis of AI-based data.

Fabbri, Valerio, FabbriKo (Slovenia) • I am an Italian communications professional with international expertise in journalism and the corporate world in areas such as external communications, media relations and sustainability campaigns. Able to create original content and translate complex ideas into cogent messages for different audiences and stakeholders. Thanks to experiences in different countries, I have gained a
wide exposure to multicultural environments with the ability to solve problems. Efficient in coordinating and executing communication services – such as awareness-raising projects, corporate reporting, value-based campaigns, reputation building – for various players.

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Fischella, Chiara, Università IULM (Italy) • Chiara Fischella (PhD) is a Research Fellow and a Researcher of the Centre for Employee Relations and Communication at Università IULM, Italy. She is a freelance consultant in the field of social research. Her main research interests are: corporate communication, event management, diversity & inclusion, employer communication and engagement, and cultural organization management.

Forthmann, Jörg, IMWF Institute for Management and Economic Research (Germany) • Dipl.-Ing. Ing oec. Jörg Forthmann, born 1968 in Heerlen (Netherlands) is managing partner of the IMWF Institute for Management and Economic Research in Hamburg. At IMWF, he is responsible for big data analysis based on social listening, which is carried out with the help of artificial intelligence. Forthmann worked in the press and public relations of the Bundeswehr, worked as a journalist for Axel Springer Verlag and learned the PR craft at Nestlé Germany. He later worked as a press spokesman for a management consultancy and founded the communication consultancy Faktenkontor.

Francis, Thyme, Ada and Alan (UK)

Galloway, Chris, Massey University (New Zealand) • Dr. Chris Galloway PhD, MMgt is a Senior Lecturer in the School of Communication, Journalism and Marketing at Massey University in New Zealand. Chris joins many years of experience as a journalist and senior public relations specialist to his academic interests in issue, risk and crisis communication. He has taught at universities in both Australia and New Zealand. His other interests include the Middle East, especially the way public relations techniques are used to present and position different protagonists. He travels to the region as often as he can. He also writes about the impacts of new technologies on PR practice, especially Artificial Intelligence.
BLEDCOM 2023 AUTHORS AND PANEL PRESENTERS

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Hjelová, Denisa, Charles University (Czech Republic) • Denisa Hjelova, Ph.D. is a leading Czech scholar and communication consultant. She focuses on research, education and practice in public relations, public affairs, trust management or fashion marketing. Since 2011, Denisa Hjelova is heading the department of Marketing Communication and PR at the Charles University in Prague, one of the most-wanted study programs in the Czech Republic. Before she has served as a Vice-dean for PR or as a PR manager at the Czech Ministry of Foreign Affairs. Denisa was a Fulbright Visiting Scholar at Columbia University in New York. In 2015, Denisa published a comprehensive book about Public Relations for the Czech audience. In 2020, she started a first Czech MA program on Strategic Communication at the Charles University in Prague.

Helferich, Pia Sue, Hochschule Darmstadt – University of Applied Sciences (Germany)

Hetzol, Esther, Macromedia University of Applied Sciences Cologne (Germany) • Esther Hetzel is a PhD student at Macromedia University of Applied Sciences. She completed her bachelor’s degree in media and communications management and her master’s degree in business management with a focus on business psychology. In addition to teaching at the university, her focus is on research in risk and crisis communication as well as crisis journalism.

Hollenczer, Jimmy, University of Oklahoma (USA) • James Hollenczer is a research assistant at the Center for Applied Social Research at the University of Oklahoma. His research explores the intersection of public relations and public administration, the use of artificial intelligence in communicative environments, and the philosophy of communication. Currently, he is involved in a project developing machine learning solutions to problems in public policy. James previously attended the University of Oregon and the University of Maryland, where he studied journalism.

Holtzhausen, Lida, North-West University (South Africa) • Prof Lida Holtzhausen is the School Director of the School of Communication in the Faculty of Humanities at the North-West University in South Africa and an associate professor in Corporate Communication, specialising in corporate branding, reputation management and integrated marketing communication. She is a member of the International Public Relations Association and serves on multiple organisations nationally in South Africa. She has presented more than 40 international and national conference papers and published both internationally and nationally. She has promoted and supervised both PhD and MA students in Communication and has received three Teaching in Excellence awards from her Institution.

Homann, Reimund, Service Value GmbH (Germany) • Reimund Homann, Dr., born in 1980 in Hamburg/Germany, is a Business Analyst at Cologne-based empirical market, organisational and social research company ServiceValue and a former Business Analyst at the Hamburg-based management-consultancies faktenkontor and IMWF. At ServiceValue he specializes in the quantitative analysis of digital communication. He is the author of several books dealing with mathematics and economic analysis of law and edited several books on various managerial and economic topics. He also has a vast experience as a lecturer in statistics and managerial sciences.

Hong, Cheng, California State University (USA)

Hung-Baesecke, Chun-Ju Flora, University of Technology Sydney (Australia) • Flora Hung-Baesecke teaches at University of Technology Sydney in Australia. She is the Chair of the Public Relations Division in International Communication Association and on the editorial boards of Journal of Public Relations Research, International Journal of Strategic Communication, Public Relations Journal, and Communication Research Reports. Flora is the 2015 – 2018 Arthur W. Page Legacy Scholar and publishes in international refereed journals. She is Secretary General for Overseas Affairs in Public Relations Society of China and is on the advisory board of International Public Relations Research Conference. Her research interests include CSR, OPRs, social media, strategic communication, and crisis management.

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Jonkman, J.G.F., University of Amsterdam (The Netherlands)

Ju, Jiyeon, Yonsei University (Republic of Korea)

Kalane, Maureen, University of Botswana (Botswana) • Maureen Sindiswi Kalane is a Lecturer at the University of Botswana in the Communication and Study Skills Unit. She graduated at the University of Botswana and Warwick University (UK) for undergraduate and post graduate studies respectively. Maureen has a wealth of experience in teaching Business Communication and Communication for academic purposes in institutions of higher learning in Botswana. She has also taught Public Relations Campaigns and Legal Communication in the Media Studies Department at the University of Botswana. Prior to joining the University of Botswana, Maureen Kalane has spent ten years at the then Botswana institute of Administration and Commerce (BIAC) now Botswana Public Service College, where she was Senior Lecturer and Assistant Head of Department at the Communication and Public Relations Department. She also lectured in Business Communication and Public Relations.

Kang, Minjeong, Indiana University (USA) • Minjeong Kang (Ph. D in Mass Communication, Syracuse University) is an associate professor and teaches undergraduate and graduate strategic communication and research courses at the Media School, Indiana University. Her recent research interests have focused on understanding engagement in various stakeholder contexts such as member, employee, and volunteer relations and its positive impacts in eliciting supportive communicative actions and behavioral outcomes. Additionally, Dr. Kang is working on understanding organizational listening by examining factors that contribute to employee silence motives. Dr. Kang serves as reviewer to various journals including Journal of Public Relations Research, which she is on the editorial board.

Karnelutti, Lucija, Delegation of the European Union to the United Nations (Slovenia) • Lucija Karnelutti is the Youth Delegate of the Delegation of the European Union to the United Nations (UN), where she focuses on ensuring the meaningful involvement of young people in UN dialogues on security, sustainable development and gender equality, and represents the voice of Europe’s youth at the UN. Since 2015, Lucija has been actively involved in various youth organizations and stakeholder working bodies working on advocacy and youth engagement in the fields of education, social and environmental issues. She is also a keen creative and graphic designer, which led her to participate in the Mediana Rising Future project, where she was the winner of a research project on sustainable development for Spar Slovenia.

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Kinnear, Susan, University of Dundee (UK)

Kelemen, Nina, Triglav Group (Slovenia)

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Kruckeberg, Dean, UNC Charlotte (USA) • Dr. Dean Kruckeberg, APR, Fellow PRSA, is a tenured Full Professor in the Department of Communication Studies at the University of North Carolina at Charlotte. From 2000 through 2002, he was a Director-at-Large on PRSA National Board. Dr. Kruckeberg was 1993-94 Midwest District Chair and was 1988-89 President of the Cedar Valley Chapter. He was 2010 Chair of the PRSA International Section; is a former National Faculty Advisor of the Public Relations Student Society of America (1989-91) and was Faculty Advisor of PRSSA Chapters at the University of Iowa, Northwest Missouri State University and the University of Northern Iowa. From 1997 to 2012, Dr. Kruckeberg was Co-Chair of the Commission on Public Relations Education. He was Chair of the Educators Academy and Co-Chair of the Educational Affairs Committee in 1997. From 2006 through 2009, he was a member of PRSA’s Board of Ethics and Professional Standards. Dr. Kruckeberg is a member of PRSA Charlotte and is the Lead Academic Advisor of the Inez Y. Kaiser Memorial Scholarship Fund of the Greater Kansas City Chapter of PRSA.

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Loureiro, Mónica, BNP Paribas (Portugal) • Mónica Loureiro is currently a Communication & Events officer at BNP Paribas. Mónica holds a bachelor's degree in public relations and Corporate Communication from School of Communication and Media Studies of the Lisbon Polytechnic Institute, a post-graduate degree in Sustainability Management from the Lisbon School of Economics and Management and master's degree in strategic communication from Faculty of Social and Human Sciences of NOVA University of Lisbon. Previously, Mónica worked at the PR Agency LPM as a New Business Manager and as a Marketing and Communication trainee at World Association of Girl Guides and Girl Scouts in Mexico.

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ish Review of Communication Studies. Prior to academia, she worked for about five years on advertising and media planning strategies for both international and national companies. Since 2003, she has been working and teaching at Izmir University of Economics.


Müller, Naide, Catholic University of Portugal (Portugal) • Muster, Mașa, Mediana - Rising Future, Mediana Institute (Slovenia) • Mașa Muster has over 17 years of experience in the field of research. She handles challenging projects in both qualitative and quantitative field and approaches her work with enthusiasm, strong sense for problem solving and a critical eye for detail. A lot of her work is dedicated to mentoring young professionals who want to advance in their research careers. Besides that, Muster focuses on implementation of new technologies and development of new projects at Mediana Institute. She is a mother of two and dedicates her spare time to empowering people through data on social networks, reading and travel.

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Valenti School of Communication at the University of Houston, and was also the Co-Director of the Gulf Coast Food Project—an interdisciplinary project that promotes the study of food in the Texas Gulf Coast region—for which he oversaw the production of the documentary films and multimedia stories. He led the school of communication’s efforts to internationalize its curriculum by creating faculty-led programs abroad, launching a global communication conference on campus, and developing new minors and graduate degrees in global and intercultural communication. He also developed one of the first communication programs in the country focused on Spanish-language media.

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- Kevin is CEO, and founding director, of strategic PR consultancy, Pembroke and Rye. Based in London, he has worked with global market leaders and challengers in financial and professional services, technology and energy for the last three decades. He specialises in strategic planning, thought leadership and board level coaching. He is a visiting fellow in the business school at the University of Greenwich, a fellow of the CIPR and the RSA, and a MA supervisor for Cardiff University’s International PR and Global Communications programme. Academic interests include NGOs and corporate partnerships, AI, creativity, business pitching, CSR and ESG.

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- Hongmei Shen (Ph.D., APR) is a professor and public relations emphasis head in the School of Journalism & Media Studies at the San Diego State University. She has published book chapters and articles on relationship management, conflict management, crisis communication, and health communication in a variety of top journals such as Journal of Public Relations Research, Journalism & Mass Communication Quarterly, Public Relations Review, Health Communication, Journal of Health Communication, and so on. Dr. Shen was the 2016 Associate Editor for the Journal of Public Relations Research. She is the recipient of various research and teaching awards and grants, including the 2019 Karen Russell Award for Most-Downloaded Article from the Journal of Public Relations Research and three Best Article Awards in Public Relations Journal. Dr. Shen has a professional background in media relations, marketing, and journalism, both in the United States and in China. She has been a member of the Commission of Public Relations Education, past chair of PRSAs National Committee on Work, Life, and Gender, and past co-chair of the PRSA Research Committee. She was a keynote speaker for the 2015 PRSSA Western Regional Conference.

Shepperson-Smith, Steve, CIPR (UK)  
- Steven succeeded Rachel Roberts Chart.PR, MCIPR as President in 2023, the 75th anniversary of the Institute. He is a Senior Corporate Communications Manager at Vodafone and has volunteered with the CIPR for the past 11 years, both as a former member of Council and current CIPR Board member. He Chaired the CIPR Greater London Group through the pandemic in 2020 and is the current Chair of the CIPR Finance Committee.
Sriamesh, Krishnamurthy, University of Colorado (USA) • Krishnamurthy Sriamesh is Professor of Public Relations at the University of Colorado, USA. He is recognized for his scholarship on global public relations, culture and public relations, corporate social responsibility, and public relations for development. Over almost 30 years he has advocated the need to reduce ethnocentrism in the public relations body of knowledge and practice in 8 books, over 120 articles and book chapters, and over 120 conference presentations around the world. His rich teaching experience includes teaching at 10 universities on four continents while also delivering seminars/talks in over 40 countries. He has won several awards for teaching and research at different universities including the 2004 Pathfinder Award from the Institute for Public Relations (USA) for "original scholarly research contributing to the public relations body of knowledge."

Steiner, Luka, Športna Loterija (Slovenia) • Luka Steiner took over the management of the Sports Lottery in 2021 in order to ensure stability in a changing and risky business environment. The past years have shown new and unpredictable risks in the industry, together with changes in the whole surroundings, such as higher living costs, nearby war, electricity risk and so on, which had to be limited by decisive measures and the establishment of crisis management. Even before taking up the position of Chairman of the Management Board, as a member of the Management Board, he was responsible, among other things, for the successful marketing and corporate communication, to which the company’s sponsorship partnerships are directly linked. The new strategic direction of the company puts greater emphasis on the core business and its positive impact on stakeholders, and in particular more actively addresses the sustainability aspect of the Sports Lottery’s operations. The main idea now is hot to be able to run such company in every single economic situation. Academically, Luka Steiner has a background in law, which he successfully combines with numerous roles in Slovenian and international sports organisations and projects.

Sutton, Lucinda B, North-West University (South Africa) • Lucinda B Sutton teaches various corporate communication and public relations modules at undergraduate and postgraduate level at the North-West University (NWU), South Africa. She obtained her PhD in Communication on the topic of Internal Communication Trends in South Africa. Furthermore, she holds a MA degree in Communication Studies and a BA Hons degree in Corporate Communication Management which she both received cum laude. Her research interests and publications stem from her experience in practice as a communication practitioner, which involves strategic communication with a specific focus on managing relationships with internal and external stakeholders.

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Swiatek, Łukasz (Luk), University of New South Wales (Australia) • Dr. Łukasz Swiatek lectures in the School of the Arts and Architecture (within the Faculty of Arts, Design and Architecture) at UNSW Sydney. He draws on a wealth of practical industry experience in both his teaching and research. Over the years, he has taught a range of undergraduate and postgraduate (junior and senior) courses in media studies, communication, and international and global studies. He supervises PhD, Masters and Honours students. With various colleagues, he has co-led extracurricular programs for students (that have developed their leadership capabilities and enterprise skills), as well as facilitated industry events. Currently, he mainly undertakes research in: media and communication (looking at professional communication, as well as the implications of developments in various technologies – such as artificial intelligence (AI) – on communities, organisations and communicators); higher education (focusing on cultural competence and practitioner advancement), and cultural studies (investigating different aspects of social status and public recognition – including accolades and celebrity – as well as entertainment).

Špoljarić, Anja, University of Zagreb (Croatia) • Anja Špoljarić, Ph.D., is a research assistant at the Faculty of Economics and Business, University of Zagreb, where she received the title of Doctor of Science in April 2023. She was also awarded both her undergraduate (bachelor’s) and graduate (master’s) degrees at the Faculty of Economics and Business Zagreb. During her undergraduate and graduate studies, she spent three years as a student assistant for marketing communications courses, such as "Public Relations", "Advertising", "Integrated Marketing Communication", and for "Marketing Management" course. She conducted her research as a part of a Croatian Science Foundation project titled The role of internal communica-

Stoeckle, Thomas, Bournemouth University (UK) • Thomas Stoeckle is a post-graduate researcher (Ph.D.) at Bournemouth University’s Faculty of Media and Communication, and a partner at communication agency Dot 1/O Health. Originally from Germany, Thomas has lived and worked in London since 2000, pursuing a career in media intelligence and communication consulting, most recently at Lexis Nexis. He teaches public communication related topics at PR Academy UK, Bournemouth University UK, and Quadriga University of Applied Sciences in Berlin. He is the founder and co-host of a podcast on data, marketing and communication, TheSmallDataForum (www.smalldataforum.com), Member of the Commission for the Measurement and Evaluation of Communication at the Institute for Public Relations, Member of AMEC (the International Association for the Measurement and Evaluation of Communication), and a Fellow of the Salzburg Global Seminar.
tion in an organization: position, channels, measurement and relationship with related concepts. She is the author and co-author of eight scientific papers, one scientific monograph and one university textbook. Her research is mostly focused on internal communication and employer branding.

Šporčić, Mateja, Polytechnic of Baltazar Zaprešić (Croatia) • Mateja Šporčić is a lecturer at the Baltazar Polytechnic in Zaprešić in Croatia, where she teaches communication management, public speech, creative writing in PR, business communication and intercultural communication. She has MA degree in Croatian philology and Comparative literature. She is also PhD student in Linguistics at the Faculty of Humanities and Social Sciences, University of Zagreb, Croatia. Her research interests are, among others, language of the media, social corporate responsibility and corporate identity.

Talluri, Marco, Ambientenonsolo (Italy) • Journalist and communicator, directs the blog ambientenonsolo.com on communication, environment, sustainable development, sustainable mobility and more. A graduate in political science with a master’s degree in communication and media, he worked as communications manager (1988-2003) of ATAF, a public transport company, then, (2003-2021) of ARPAT, a regional agency for environmental protection. In that capacity he coordinated (2015-2021) the network of communicators of the National System for Environmental Protection (SNPA). He has written numerous articles in various journals and a few books; retired from April 2021, he collaborates on environmental communication, training and environmental data dissemination projects.

Tam, Lisa, Queensland University of Technology (Australia)

Taylor, Maureen, University of Technology Sydney (Australia)

Tejada, Catalina, Royal Holloway, University of London (UK)

Tench, Ralph, Leeds Beckett University (UK)

Thompson, Gareth, University of the Arts London (UK) • Gareth Thompson is a Senior Lecturer at London College of Communication, University of the Arts London. He has worked in public relations in the corporate, finance and technology sectors for over 20 years, as well as teaching the subject in London and at the French business school, ESCEM, in Poitiers. His book on Post-Truth Public Relations: Communication in an Era of Digital Disinformation, was published by Routledge in 2020.

Tisch, Daniel, Argyle (Canada)

Tkalac Verčič, Ana, University of Zagreb (Croatia) • Ana Tkalac Verčič, Ph.D., is a Full Professor of Marketing communications and Public Relations at the Faculty of Economics and Business, University of Zagreb, Croatia. She is a former Fulbright scholar and a recipient of the Chartered Institute of Public Relations diploma. Ana Tkalac Verčič has authored, co-authored and edited numerous books including Public Relations Metrics: Research and Evaluation (with B. van Ruler and D. Verčič) and is the author of the first Croatian public relations textbook. She has published more than a 100 papers in various academic journals and serves in various editorial boards such as International Journal of Strategic Communication, Journal of Public Relations Research and Public Relations Review. Throughout her career professor Tkalac Verčič has received numerous awards, most recently, GrandPPrs, the award for the development of public relations as a profession. She is currently the president of the Croatian Public Relations Association.

Toure Zagrajšek, Karidia, NLB Group (Slovenia)

Tremblay, Solange, Interdecom (Canada) • She is the Founding president of the SUSTAINABILITY|COMMUNICATION Group and was previously an associate professor at Université du Québec à Montréal. Solange Tremblay is considered a pioneer in research-expertise on sustainable development communication in Canada.

Uzelac, Marija, University of Zagreb (Croatia)

Valentini, Chiara, University of Jyväskyla (Finland) • Chiara Valentini, Ph.D., is Professor and Head of Corporate Communication Discipline, at Jyväskylä University School of Business and Economics (JSBE), Finland. She also holds an Adjunct Professorship in Strategic Communication at IULM University, Milan, Italy. Dr. Valentini is the author of numerous peer-reviewed publications and books in strategic public relations, public and government communication, and crisis communication in the digital environment. Her work has appeared in several international peer-reviewed journals, and has authored and co-authored over hundreds of scholarly works. Dr. Valentini serves as a reviewer of several international peer-review journals and is member of the editorial boards of leading international communication journals. She has worked for and consulted organizations and public institutions of several countries, including the Italian Representation of the European Commission in Rome, Italy, and the European Movement International Secretariat in Brussels, Belgium, and is active with several professional organizations.

Vaz de Almeida, Cristina, CAPP - ISCSP (Portugal)

Vazzoler, Sergio, Amapola (Italy) • Public relations consultant, specialising in corporate communication, CSR and sustainability communication. Sergio was born in 1973. He graduated in Communication Science in 1997 (Turin University) and began his professional career in 1998 at Red Hot Peppers, a Milan-based public affairs agency. In 2000 he joined the MR & Associati Comunicazione, institutional and political communication agency, becoming a partner in 2005. Sergio joined Amapola in 2011 as a senior consultant, later becoming a partner, and has played a decisive role in building the agency’s specialisation in sustainability. He is a national director of the FERPI Italian public relations federation, with responsibility for the “environmental communication” area. Sergio is author of numerous articles and seminar papers on environmental communication, CSR and crisis communication. Publications: Libro Bianco della Comunicazione Ambientale. Pacini Editore, 2020 and L’anello mancante. La comunicazione ambientale alla prova della transizione ecologica. Pacini Editore, 2022.
Verčič, Dejan, University of Ljubljana and Herman & partnerji (Slovenia) • Dejan Verčič is Professor, Head of Centre for Marketing and Public Relations at the University of Ljubljana, and Partner in strategic consulting and communication company Herman & partners Ltd. 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.

Vrdelja, Mitja, NIJZ (Slovenia) • Mitja Vrdelja is a Master of Science in Public relations and a doctoral student of Public relations at the Faculty of Social Sciences at University in Ljubljana. He is the Head of Communications Department at the National Institute of Public Health Slovenia. He has experience in various communication fields – internal communication, media relations, crisis communication, risk communication, strategic communication, corporative communication, etc. He is an active researcher in the field of public relations and health communication. He conducted the first national research of health literacy in Slovenia. He also works as a lecturer in the field of communication.

Vujnovic, Marina, Monmouth University (USA) • Dr. Marina Vujnovic, Ph.D., APR is Professor of Journalism and Public Relations in the Department of Communication at Monmouth University. Native of Croatia, Dr. Marina Vujnovic, came to United States in 2003 to pursue her graduate education in journalism and mass communication. Before coming to United States she worked as a journalist before becoming a research assistant at the University of Zagreb. She also worked as a PR practitioner for Cyprian based PR agency Action Global Communication. She received her MA in Communication from the University of Northern Iowa, and her PhD at the University of Iowa in 2008. She is an author of Forging the Bubikopf Nation: Journalism, Gender and Modernity in Interwar Yugoslavia, co-author of Participatory Journalism: Guarding Open Gates at Online Newspapers, and co-editor of Globalizing Cultures: Theories, Paradigms, Actions, and most recently a co-author of Higher Education and Disaster Capitalism in the Age of COVID-19. Dr. Vujnovics’s research interest focuses on international communication and global flow of information, journalism studies; intersections of public relations and journalism, and explorations of the historical, political-economic, and cultural impact on media, class, gender, and ethnicity.

Wang, Qinghua, Cable and Network Co. Ltd. (China) • Vice General Manager, Jiangning Branch of Nanjing Radio and Television Network Company. Research orientation: Media Management, Mass Communication, Crisis Management, and Public Relations.

Wang, Yijing, Erasmus University Rotterdam (The Netherlands) • Yijing Wang, Ph.D. is an organizational communication scholar specialized in the study of crisis communication, corporate social responsibility and reputation management. She is Associate Professor in the Department of Media and Communication at Erasmus University Rotterdam. She serves as Vice Chair of the ECREA Crisis Communication Section, Associate Editor of the Corporate Reputation Review, and Editorial Board Member of the Business Horizons. She obtained a PhD degree in Corporate Reputation and Stakeholder Management from Rotterdam School of Management (RSM), Erasmus University Rotterdam. She has published in leading field journals such as Journal of Business Ethics, Journal of International Management, Business Horizons, Convergence, International Journal of Communication, Corporate Communication: An International Journal, among others.

Watt, Ned, The University of Queensland (Australia) • Ned Watt is a postgraduate student studying the intersection of technology and society from Turbal and Yugara land at QUT in Brisbane, Australia. His current projects include examining the implications of Large Language Models for fact-checkers and investigating traditional and social media coverage of climate change, renewable energy, and sustainability.

Wedder Franziska, The University of Queensland (Australia) • Franziska Weder, Univ. Prof. Dr. Franziska Weder, University of Queensland, Brisbane (Australia), is researching, writing and teaching in the areas of Organizational Communication and Public Relations with a specific focus on Sustainability Communication and Corporate Social Responsibility. She worked as Guest Professor at University of Alabama (USA), University of Eichstätt-Ingolstadt (GER), University of Waikato (NZ), RMIT (Melbourne, AUS) and University of Ilemenau (GER). Franziska Weder is Chair of the International Environmental Communication Association (IECA).

Westermann, Arne, ISM International School of Management (Germany) • He, Ph.D., born in 1972 in Bochum/Germany, is Professor for Communications and Marketing at the International School of Management (ISM) in Dortmund. He is the Program Director for the Master Program Strategic Marketing Management and Head of the Brand & Retail Management Institute at ISM. Additionally, he is in charge of Marketing in the ISM's educational division. He is author of several books, studies and essays dealing with corporate communications as well as online communications and social media. In addition to his academic career he draws on vast experience as a practitioner and consultant in corporate and brand communications.

White, Jon, University of Reading (UK)
**BledCom 2023 Authors and Panel Presenters**

**Wolf, Katharina, Curtin University (Australia)** • Dr. Katharina Wolf is an Associate Professor in the School of Management and Marketing at Curtin University in Perth, Western Australia, and the Lead of the Faculty of Business and Law’s public relations program. Katharina draws on more than twenty years of communication and media experience, as an educator and industry professional. Her industry experience encompasses communication and research roles in Germany, Spain, the United Kingdom and Australia. Her research interests include community advocacy, civic engagement, public interest communication and diversity. Katharina is passionate about student-centred and work-integrated learning; a commitment that has been recognised with a number of local, national and international awards.

**Wolfgruber, Daniel, University of Vienna (Austria)** • Daniel Wolfgruber is a postdoctoral fellow in the Department of Management at HEC Montreal. In 2023 he earned his Ph.D. in communication studies at the University of Vienna. His research focuses mainly on organizational communication in the contexts of organizational culture, ethics and (un)ethical behavior in and of organizations, diversity and inclusion, as well as humor in the workplace.

**Wu, Jing, University of Ljubljana (Slovenia)** • PhD student, Faculty of social sciences, University of Ljubljana. Research Orientation: Public Relations, Crisis communication, Integrated Marketing Communications, Misinformation, and comparative communication

**Wu, Shih Chia, The Chinese University of Hong Kong (Hong Kong, S.A.R. China)** • Dr. Wu Shih-Chia, Deputy Director of M.S.Sc. in Corporate Communication from the School of Journalism and Communications, the Chinese University of Hong Kong (CUHK). Her recent research on social media usage behavior and influence in Greater China has received attention from academia, industry, and media. She also accelerates the learning of corporate social responsibility (CSR) communication studies in Taiwan and Hong Kong’s universities. Her latest new book, “Style Marketing” in Chinese, has been published. Prior to CUHK, as an accredited communicator with rich industry experience, Dr. Wu is specialized in global brand management, corporate & crisis communication, and strategic planning. She used to work at Chanel, P&G, and DaimlerChrysler as executive management team member and served as the corporate spokesperson.

**Yeo, SunHa, University of Oklahoma (USA)** • SunHa YEO is a senior researcher in the DaLI Lab at the University of Oklahoma. She worked in the public diplomacy field at the Korea Foundation (KF) in Seoul from 2005 through 2016 and received the Minister of Foreign Affairs Award in recognition of her achievements in the diplomatic field. She completed her Ph.D. in communication at Ewha Womans University in Seoul and lectured on Public Diplomacy and International Public Relations as an Invited Professor at the same university. She led and joined various governmental research projects in Korea, such as the Ministry of Foreign Affairs, the Ministry of Food and Drug Safety, and the Ministry of Culture, Sports, and Tourism. Her research focuses primarily on strategic communication, multicultural communication, risk communication, and the convergence of public relations and public diplomacy.

**Yue, Cen April, University of Connecticut (USA)** • Cen April Yue is an Assistant Professor of Marketing, Advertising, and Public Relations at the University of Connecticut. Her research interests focus on internal public relations, leadership communication, organizational change management, and relationship management. She has published in scholarly journals such as Public Relations Review, Journalism & Mass Communication Quarterly, International Journal of Communication, and International Journal of Business Communication, among others. She has received over 10 top paper and research awards and recognitions from national and international communication associations and conferences. She is also a Research Editor at the Institute for Public Relations’ Organizational Communication Research Center.

**Zerfass, Ansgar, University of Leipzig (Germany)** • Dr. Ansgar Zerfass is Professor and Chair of Strategic Communication at the Institute of Communication and Media Studies at Leipzig University, Germany. He is also Professor of Communication and Leadership at BI Norwegian Business School, Oslo, Norway, and Plank Scholar at the Plank Center for Leadership and Public Relations at the University of Alabama, USA. He is editor of the “International Journal of Strategic Communication”, Routledge, USA; Board Member of the International Communication Association (ICA), Washington D.C.; and lead researcher for the Global Communication Monitor series with (bi-) annual surveys in more than 80 countries.

**Zhao, Hui, Lund University (Sweden)**

**Žabkar, Vesna, University of Ljubljana (Slovenia)**
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