Public Relations and Public Risk and Crisis Communication

**BledCom 2021 Programme**

28th International Public Relations Research Symposium | July 2-3, 2021

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**FRIDAY, 2 JULY 2021**

**BLEDCOM 2021 WELCOMING SESSION**

*Program Committee*

11.00-11.10

- Dejan Voričić, University of Ljubljana (Slovenia)
- Krishnamurthy Sriramesh, University of Colorado (USA)
- Ana Tkalec Voričić, University of Zagreb (Croatia)

**BLEDCOM 2021 OPENING SESSION**

*Welcome address*

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

*Statement of communication of Covid-19 pandemic*

- Ángeles Moreno, Professor at Universidad Rey Juan Carlos, Group of Advances Studies in Communication (Spain) & President European Public Relations Research and Education Association - EUPRERA

**International Declaration of Communications Professionals and Researchers for a Healthier, Viable, Better World**

*Solange Tremblay, Director and Lead Author, INTERCOM & President, SUSTAINABILITYCOMMUNICATION Group (Canada)*

11.40-11.45

**PAPER SESSION 1**

- **Time**
  - 11.45-12.25

**Research topics**

- Tachkova, Elina R., College Station (USA) & Brannon, Grace Ellen, University of Texas Arlington (USA)
- Li, Yue, Cen April, University of Florida (USA) & Thelen, Patrick, San Diego State University (USA)
- Borremans, Philippe, International Public Relations Association (Estonia)

**Break**

12.25-13.05

**PAPER SESSION 2**

- **Time**
  - 12.25-12.55

**Research topics**

- Öksüz, Burcu, Izmir Karpıceil University (Turkey), Addis Ababa University (Ethiopia)
- Gómez, Piedad, DORA Faculty of Applied Business and Social Studies (Spain), Okay Aydemir, Istanbul University (Turkey)
- Aliev, Aylar, Baku State University (Azerbaijan), Alsaz, Mayada, Qassim University (Iraq)
- Topić, Martina, Leeds Beckett University (UK), BledCom 2021 Programme

**Break**

13.45-15.15

**PAPER SESSION 5**

- **Time**
  - 13.45-14.15

**Research topics**

- Bielenia, Małgorzata, University of Gdańsk (Poland), Galas, Ewelina, University of Warsaw (Poland)
- Brebbia, Andrea, University of Ljubljana (Slovenia), Li, Yue, Cen April, University of Florida (USA)
- Vielendort, Marc C., University of Florida (USA), Noone, Mariana, ESCET-CIES & Barcelona

**Break**

14.30-14.35

**PAPER SESSION 4**

- **Time**
  - 14.30-15.15

**Research topics**

- McPherson, Simon, University of Ljubljana (Slovenia), Hejlová, Denisa, Charles University (Czech Republic)
- Dhanesh, Gangsa S, University of Ghana (Ghana) & Avarid, Ruth, Yezeel Valley College (Israel)
- Dhanesh, Gangsa, University of Ghana (Ghana) & Avarid, Ruth, Yezeel Valley College (Israel)
- Boček, Lenka, Charles University (Czech Republic), Gómez, Piedad, DORA Faculty of Applied Business and Social Studies (Spain), Okay Aydemir, Istanbul University (Turkey)
- Aliev, Aylar, Baku State University (Azerbaijan), Alsaz, Mayada, Qassim University (Iraq)
- Topić, Martina, Leeds Beckett University (UK), BledCom 2021 Programme

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10.00-10.40 PAPER SESSION 7

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

Kaur, Kiranjit, Universiti Teknologi MARA (Malaysia)
When the HOD becomes the trusted Public Relations face in a pandemic: Case of Malaysian Director-General of Health during the COVID-19 coronavirus pandemic

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

10.40-10.55 BREAK

10.55-11.05 PAPER SESSION 8

Tkalac, Verčič, Ana, University of Zagreb (Croatia), Verčič, Dejan, University of Ljubljana (Slovenia) & Spoljaric, Anja, University of Zagreb (Croatia)
How crisis affects internal communication channel preference

Wu, Shih-Chia, The Chinese University of Hong Kong (Hong Kong), Cai, Qinxian, City University of Hong Kong (Hong Kong) & Mo, Yunting, The Chinese University of Hong Kong (Hong Kong)
Serving whom? Examining the motives and types of corporate social responsibility actions "during" a public health crises

Eynon, Tracy-Lee, University of Pretoria (South Africa), Miles, Emma, University of Pretoria (South Africa) & Leonard, Anni, University of Pretoria (South Africa)
An exploratory perspective on mental readiness as a requirement for crisis leadership

Sobodol, Çisil, Bahçeşehir University (Turkey), Saber, Idil Karademir, Bahçeşehir University (Turkey) & Geyis, Nilüfer, Bahçeşehir University (Turkey)
Social Media as a Gift and Cure in Crisis Communication: A Study on Turkish Public Relations Practitioners

Almahrj, Yazeed, Imam Mohammad ibn Saud Islamic University (Saudi Arabia)
Managing internal communication during the COVID-19 epidemic: a study on private organizations in Saudi Arabia

11.05-11.15 BREAK

11.15-11.25 PAPER SESSION 9

Westermann, Arne, International School of Management (Germany), Homann, Reimund, IMWF Institute for Management and Economic Research (Germany), Krämer, Alexandra, International School of Management (Germany) & Forthmann, Jörn, IMWF Institute for Management and Economic Research (Germany)
The Hijcup Paradoxes of Corporate Communication in the Pandemic

Acker, Ebubu, Ondokuz Mayis University (Turkey)
Defining Novels as Public Relations Tools: An Analysis of Ahmet Mithat Efendi’s Felatun Bey ile Rakım Efendi

Sekulovic, Marko, S P Jain School of Global Management (U.A.E.), Lijepav, Nikolina, American University in the Emirates (U.A.E.) & Gallant, Monica, S P Jain School of Global Management (U.A.E.)
Covid-19 vaccine effectiveness: regional differences in online reporting of media outlets from vaccine-manufacturing countries

Clayton, Teela, Leeds Beckett University (UK)
Boris vs. Cortez #GetBrexitDone: An analysis of Labour and Conservative tweets on the 2019 General Election campaign

Barnoy, Avio, University of Haifa (Israel)
An Island of Reliability in a Sea of Misinformation? Understanding PR-journalists relations in times of epistemic crisis.

11.25-12.05 BREAK

12.05-12.45 PAPER SESSION 10

Herranz de la Casa, José María, Universidad de Castilla-La Mancha (Spain) & Gómez-Iniesta, Pablo, Universidad de Castilla-La Mancha (Spain)
Citizens and politicians in Spain: How strategic communication could build confidence or distract in the covid-19 pandemic?

Hewson, Sinead, TU Dublin City Campus (Ireland)
Rejecting communication. When facts are "manipulated" and "manufactured"

Holouvie, Karin, University of Vienna (Austria), Hong, Stacey, University of Vienna (Austria), Rupped, Christopher, University of Vienna (Austria) & Einwiller, Sabine, University of Vienna (Austria)
Remote working during the COVID-19 crisis: The impact of communication and support on employees’ perception of social isolation, their perceived productivity and their work satisfaction

Almeida Luz, Luís Flávio, Universitat Rovira i Virgili (Spain)
The virus and its images - Metaphorical genealogy of the risk society

Johann, Michael, University of Augsburg (Germany)
Antecedents and Consequences of Dialogic Communication on Social Media. Findings from a Survey among Communication Professionals

12.45-12.50 BREAK
13.30-14.10 PAPER SESSION 12

**Johnson, Lynden,** Think Different(s) (Canada)

The Science Of Risk Mitigation For Strategic Integrated Communications

**Mesnier Florian, Macromedia University of Applied Sciences (Germany) & Sievert, Holger, Macromedia University of Applied Sciences (Germany)**

Gossiping as a tool of functional and dysfunctional leadership: negative and positive sides of an organizational grapevine in crisis situations

**Duarte, Cynthia, Pontifical Catholic University of Rio de Janeiro, PUC-Rio (Brazil)**

Social interaction and the customer service

**Rerotolo, Francesco, Storyify (Italy)**

The challenges of neo-intermediation

**Bielenia-Grajewska, Magda, University of Gdańsk (Poland)**

14.10-14.15 BREAK

14.15-14.55 PAPER SESSION 13

**Marenko, Barbora, NATO Public Diplomacy Division (Belgium) & Sriramkesh, Krishnamurthy, University of Colorado (USA)**

Pandemic risk and crisis communication from an IGO: A case study of NATO’s Public Diplomacy

**Isaacson, Tom, Northern Michigan University (USA)**

40 Years of Public Relations with MLB’s Chicago White Sox – 1981-2021

**Guhl, Anna, Macromedia Hochschule (Germany), Spiller, Ralf, Macromedia Hochschule (Germany) & Inderhees, Marco, Macromedia Hochschule (Germany)**

Presentation of current research / social media guidelines for risk and crisis management

**Yue, Cen April, University of Florida (USA), Qin, Yufan Sunny, University of Florida (USA), Viellodent, Marc, University of Florida (USA), Men, Linjuan, Rita, University of Florida (USA) & Zhou, Alvin, University of Pennsylvania (USA)**

Leadership Going Social: How U.S. Nonprofit Executives Engage Publics on Twitter

**Bernardino, Paula, Credibility Institute (Canada)**

Engaging Employees through Corporate Social Responsibility Programs: Aligning Corporate Social Responsibility and Employee Engagement

14.55-15.35 PAPER SESSION 14

**Samoienko, Sergei A., George Mason University (USA)**

Character Assassination as Crisis Producer: The Creational Perspective

**Berger, Bruce K., University of Alabama (USA) & Erzikkova, Elina, Central Michigan University (USA)**

Enriching Self-Reflection in Public Relations Education to deal with Pandemic Challenges

**Kaufman, Ygal, University of Oklahoma (USA) & Kim, Jeong-Nam, University of Oklahoma (USA)**

Robbing on Reddit: A Case Study of Triangular Dynamics of Internal and External Publics

**Wright, Don, Boston University (USA)**

Debating the Importance of Professional Communication and Working Media Experience as a Prerequisite for Public Relations Faculty Positions in the US and Canada

15.30-16.10 PARALLEL SESSION 2

Chair: Verčič, Dejan, University of Ljubljana and Herman & Partners (Slovenia)

Panelists: Sergij A. Samoilkenko, George Mason University (USA), Elina Erzikkova, Central Michigan University (USA), Marjana Grbeša, University of Zagreb (Croatia), Tania Roux, Bournemouth University (UK) & Van Niekerk, Dewald, North-West University (South Africa)

**Kleut, Jelena, University of Novi Sad (Serbia) & Šovanec, Stefani, University of Novi Sad (Serbia)**

Communicating crisis and managing reputation: Early government communication during the COVID-19 pandemic in Serbia

**Mazzet, Alessandra, Università IULM (Italy), Quaratino, Luca, Università IULM (Italy), Ravazzani, Silvia, Università IULM (Italy), Butera, Alfonso, Università IULM (Italy) & Fusichella, Chiara, Università IULM (Italy)**

The role of internal communication during the COVID-19 pandemic and its intertwining with public risk communication. A study on Italian companies

**Soens, Ellen, Ghent University (Belgium) & Claeyns, An-Sofie, Ghent University (Belgium)**

Social Media Guidelines in the Workplace: Stimulating or Restricting Employee Social Media Use?

16.40-17.10 BLEDCOM CLOSING SESSION

**PROGRAM COMMITTEE**

Dejan Verčič, University of Ljubljana (Slovenia)

Krishnamurthy Sriramesh, University of Colorado (USA)

Ana Tkac Verčič, University of Zagreb (Croatia)

**Chair:** Zavarovalnica Triglav

**Panel Chair and Synthesizer:** Holladay, Sherry J., Texas A&M University (USA)

Panelists: Yan Jin, University of Georgia (USA), Finn Frandsen and Winni Johansen, Aarhus University (Denmark), Augustine Pang, Singapore Management University (Singapore) and W. Timothy Coombs, Texas A&M University (USA)

How Public Relations Contributed to Fighting the Pandemic: Lessons from the Application of Crisis and Risk Communication

**Panel Presentation B**

**Panel Presentation C**

Intermediate organizations representativity today. Caught between the impact of pre COVID-19 disintermediation processes, and current mixed and uncertain signs of re- or neo- intermediaion.

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