

PROVISIONAL PROGRAMME

Date: 26/Sep/2019 (Thursday)		
Time:	Location:	Session
11:30 am – 1:00 pm	Info desk	Registration
1:00 pm – 1:30 pm	Lecture room 3	Opening Welcome
1:30 pm – 2:30 pm	Lecture room 3	Keynote 1
2:30 pm – 3:00 pm		Break
3:00 pm – 4:00 pm	Lecture room 2	<u>SES 1.1.: Strategic communication in organizations 1</u>
		New Models of Strategic Communication in Hybrid Quadrohelix of Datafied Economy: Absence of Joy and Asymmetry of Trust. A Case Study of Russia
		Happy or End: The Role of Strategic Communication in Startups
		The Problem of Tolerable Risks and Resistance to Change: A Conceptual Model for Overcoming Hidden Barriers for Strategic Risk Communication
	Lecture room 4	<u>SES 1.2.: Strategic communication in organizations 2</u>
		Strategic Communications (PR) of Russian Corporations in the Formation of Positive Public Attitudes
		Managements' Adoption of Members' Narrations and its Constitutive Potentials
	Lecture room 5	<u>SES 1.3.: Social Media and digital com 1</u>
		Paw in Hand: Social Media Activism Towards the Joy of Living Happily Together with Street Animals
The Democratic Success of Twitter as a Lobbying tool		
6:00 – 7:00 pm		Welcome reception
7:00 pm – 9:00 pm		Dinner
Date: 27/Sep/2019 (Friday)		
Time:	Location:	Session
7:00 am – 8:30 pm		BVS
8:30 am – 9:00 am		Coffee and arrival
9:00 am – 10:00 am	Lecture room 3	Keynote 2
10:00 am – 10:15 am		Break
10:15 am – 11:15 am	Lecture room 2	<u>SES 2.1.: Social Media and digital com 2</u>
		Joy With Cars - Social Media In The Automotive Industry Via Instagram. A Quantitative Content Analysis Measuring The Communicative Success In Social Media Posts
		Communicative Leadership on Internal Social

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10:15 am – 11:15 am	Lecture room 2	Media – a way to Employee Engagement? Quantifying trust: Measuring communication effectiveness on Twitter
	Lecture room 4	SES 2.2.: Social Media and digital com 3 Is There Joy For PR Agencies On Facebook? Communicating Immunisation: “Vaccine Hesitancy” Challenges for Communication Professionals in the Age of Social Media. Gamification: Employee Engagement Through Joy
	Lecture room 5	SES 2.3.: Social Media and digital com 4 When China Transfers “Dream” To African People: The “Good Life Image” In The Digital Public Diplomacy Exploring Organizational Communicative Capabilities via Chatbots – A Review of Literature Assessing Digital Image-Based Features and Their Impact on Favorable Users Sentiments and Behaviors
11:15 am – 11:30 am		Break
11:30 am – 12:30 pm	Lecture room 2	SES 3.1.: Joy and happiness 1 Shiny Happy People: Are Satisfaction With Life And Internal Communication Related? The Pursuit of Happiness in PR: Joy, Satisfaction & Motivation during working as Communication Manager on Purposeful Cases Corporate Joy – And what’s communications got to do with it
	Lecture room 4	SES 3.2.: Joy and happiness 2 Joy Through Tough Conversations: Interactional Strategies For Connecting Divided Groups In A Polarized Society Internal Communication and Employee Engagement as the Key Prerequisites of Happiness Love Wins: A Love Lens Approach To Cultivation Of Organization Stakeholder Relationships
	Lecture room 5	SES 3.3.: Political Com and Public diplomacy 1 Enjoying Public Engagement: Strategic Communication And Transmedia Storytelling In Local Government Frames Of Reference On Televised Electoral Debates For 2015 And 2016 Spanish General Elections: Building Satisfaction With Politicians Through Credibility Welcome Refugees? Tough- love! Rhetorical Benevolence Of Norwegian Municipal Websites
12:30 pm – 1:30 pm		Lunch
1:30 pm – 2:45 pm	Lecture room 2	SES 4.1.: Political Com and Public diplomacy 2 Transparency and Communication of Transparency in Strategic State-owned Companies in Slovenia and Croatia Typology of Think Tanks: A Comparative Study in Finland and Scotland Media Stigmatisation of Public Relations: Narrations about Public Relations in Polish

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1:30 pm – 2:45 pm	Lecture room 2	Socio-political Magazines 2011-2016 Health Communication at the Center of Improving Quality of Life: The Contribution of Portuguese Campaigns on Preventing Heart Disease
	Lecture room 4	SES 4.2.: Leadership Communication Clavigers, Curators, and Circulators – Comparative Insights into the (In)adequacies of Communicators as Information Providers to Organisational Leaders in three Continents The Dancing CEO: How Spontaneous can the Strategic Communication of a Positive Emotion Be? Leadership Communication Can Improve Work: The Effects of Ethical Value Communication on Meaningful Work, Employee Identification, and Levels of Stress
	Lecture room 5	SES 4.3.: Employee engagement Happy Coworkers, Happy Organizations: How the Service-Dominant Logic can Change the Practice of Communication and Improve Engagement The Brave New World of Employee-Engagement: Self-Tracking Technologies at Work Designing Playful Employee Experience Employees as Corporate Ambassadors: Developing a Diagnostic Tool for Leveraging the Potential of Co-Workers Speaking for their Organizations
2:45 pm – 3:00 pm		Break
3:00 pm – 4:00 pm	Lecture room 2	SES 5.1.: Crisis communication A State of Social Constructionist Crisis Communication Research: A Systematic Examination of Current Literature The Effects of Psychological Distance on Publics' Reaction to an Organizational Crisis Building Community Resilience: Strategic Communication in Disaster Management
	Lecture room 4	SES 5.2.: Aspects in PR Education Educators' views on Internal Communications. A Critical Analysis of Internal Communications Education in Universities of Applied Sciences in the Netherlands Incorporating Cultural Diversity, Nation Building and Social Cohesion When Teaching Communication and Relationship Management Joyful Teachers Make Joyful Practitioners: Optimism, Activism, and Ethics in PR Education
	Lecture room 5	SES 5.3.: Gender and Life Balance The Joy of Sex: A Gender Analysis of Stress and Satisfaction Factors for Female Communication Practitioners Women in Public Relations (1982-2018) Significant Others: Exploring Work-Life Balance With PR Practitioners And Their Spouse-Partner
4:00 pm – 4:10 pm		Break
4:10 pm – 5:10 pm	Lecture room 3	EUPRERA Hour

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5:10 pm – 5:55 pm	Lecture room 3	General Assembly	
7:00 pm – 11:00 pm	Okrugljak restaurant	Gala Dinner	
Date: 28/Sep/2019 (Saturday)			
8:30 am – 9:00 am		Arrival	
9:00 am – 10:00 am	Lecture room 1	<u>PAN 1: Panel</u>	
		Working in PR: Is it Joy or Stress? A Global Analysis and Debate	
		Chair(s): <u>Ansgar Zerfass</u> (Leipzig University, Germany)	
		Presenter(s): <u>Xianghong Chen</u> (Huazhong University of Science and Technology, Wuhan, China), <u>Flora Hung-Baesecke</u> (Massey University, Auckland, New Zealand), <u>Juan Meng</u> (University of Georgia, Athens, GA, USA), <u>Ángeles Moreno</u> (Universidad Rey Juan Carlos, Madrid, Spain), <u>Bryan Reber</u> (University of Georgia, Athens, GA, USA), <u>Ralph Tench</u> (Leeds Beckett University, Leeds, UK)	
10:00 am – 10:30 am		Break	
10:15 am – 11:15 am	Lecture room 2	<u>SES 6.1.: Contents and topic management</u>	
		"Outside-In- versus Inside-Out-Content. Introducing a New Approach on the Origins of Contents in Strategic Communication"	
		Does Topic-Based Strategic Communication Management Foster Employee Work Engagement? An Exploratory Study	
			Using Google Search Predictions to Discover What Tourists Want
	Lecture room 4	<u>SES 6.2.: CSR and Citizenship</u>	
		Corporate Citizenship: Almost 60 Years of a Joyous Organization	
Stakeholder Salience in CSR/Sustainability Reports: 15 Years Of Stakeholder Relations In Turkey			
		Strategic Communication For A Greater Good – A Case Study Of Raising Financial Literacy Through Education As A Tool For Pension Fund Promotion	
Lecture room 5	<u>SES 6.3.: Public Sector Communication</u>		
	"I Have my Heart in Your Hands": On Organizational Identity, Communication, and Engagement of Employees in Private, Public, and Non-Profit Elderly Care Home		
	Small But Mighty. PR Strategies Of Dutch Local Energy Initiatives		
	When the Health Professional's Communication Competences Decide Patient's Health: Proposal of a Communication Model		
11:15 am – 11:30 am		Break	
11:30 am – 12:30 am	Lecture room 2	<u>SES 7.1.: Communication effectiveness and efficiency</u>	
		How To Communicate With Fewer Staff And Less Money – Towards A Theory Of Understanding The Challenge And Opportunities For Public Sector Communications Leaders	
		Values-based Communication: The Key To The Assessment Of Successful Communication	

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21st EUPRERA Annual Congress
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11:30 am – 12:30 pm	Lecture room 2	"Is Green in Fashion?" Comparing Strategic Communication of Fashion Brands and Attitudes of Generation Z Consumers towards Environmental Issues in Fashion Industry
	Lecture room 4	<u>SES 7.2.: AI and digitalization</u> Artificial Intelligence in Strategic Communication: A Cross-National Study on Perceived Impact, Hurdles, Risks and Challenges Digital Transformation and New Responsibilities for Public Relations
12:30 pm – 1:15 pm	Lecture room 3	Closing Address
1:15 pm – 2:15 pm		Light Lunch
2:15 pm – 4:45 pm		Social Programme

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