

21st EUPRERA ANNUAL CONGRESS IN ZAGREB



USING STRATEGIC COMMUNICATION  
TO IMPROVE THE QUALITY OF LIFE

2019

# PROGRAMME

26 – 28 SEPTEMBER





21st EUPRERA Annual Congress,  
26 - 28 September 2019, Zagreb, Croatia

# PROGRAMME



## 26<sup>TH</sup> September 2019 Thursday

12:00 pm - 1:00 pm	Info Desk	<b>Registration</b>
12:00 pm - 1:00 pm	Lecture room 3	<b>Welcome Lunch</b>
1:00 pm - 1:30 pm	Lecture room 3	<b>Opening Welcome</b> Jurica Pavičić, Dean of the Faculty of Economics and Business Ana Tkalac Verčić, Congress Organizer Ralph Tench, President of EUPRERA
1:30 pm - 2:30 pm	Lecture room 3	Keynote: <b>Boris Jokić</b> – How to Evoke Positive Societal Reactions – Barnum Effect, Magic Trick or Strategically Planned Process? the Case of Croatian Education Reform Senior scientific associate at the Institute for Social Research in Zagreb
2:30 pm - 2:45 pm		<b>Break</b>



# 26<sup>TH</sup> September 2019 Thursday

<p>2:45 pm - 3:45 pm</p>	<p><b>PhD Panel</b>  <b>Lecture room 2</b></p> <hr/> <p>Come listen to the new generation of PR scholars! The participants of the EUPRERA PhD Seminar 2019 present elevator pitches of their dissertations.</p> <p><b>PhD students:</b>          Jesensek, Luka - Ljubljana          Dudenhausen, Anna - Münster          Pett, Ninette - Erfurt          Zhao, Hui - Lund          van Vuuren, Korien - Ede          Stürmer, Kathrin - Cork/Darmstadt          Syvänen, Salla - Jyväskylä          Brunt, Andrew - Leeds</p>	<p><b>SES 1.1.:</b>  <b>Strategic Communication in Organizations 1</b>          (Chair: Dejan Verčič)  <b>Lecture room 4</b></p> <hr/> <p><b>New Models of PR on the Hybrid Quadro Helix of Datafied Economy: The (A)symmetry of Trust and Joy</b>          Marina Shilina, Dmitry Fedyunin</p> <p>.....</p> <p><b>Happy or End: The Role of Strategic Communication in Startups</b>          Markus Wiesenberg, Alexander Hagen Godulla, Tengler Katharina, Noelle Inga-Marit, Kloss Julia, Klein Natalie, Eeckhout David</p> <p>.....</p> <p><b>The Problem of Tolerable Risks and Resistance to Change: A Conceptual Model for Overcoming Hidden Barriers for Strategic Risk Communication</b>          Yan Jin, Alessandra Mazzei, Bryan Reber, Silvia Ravazzani, Jacob Riley, Hyoyeun Jun, Youngji Seo, Alfonsa Butera</p>	<p><b>SES 1.2.:</b>  <b>Strategic Communication in Organizations 2</b>          (Chair: Liudmila Azarova)  <b>Lecture room 5</b></p> <hr/> <p><b>Strategic Communications (PR) of Russian Corporations in the Formation of Positive Public Attitudes</b>          Larisa V. Sharakhina, Vera A. Achkasova, Liudmila V. Azarova</p> <p>.....</p> <p><b>From Managing Monophony to Managing Multivocality</b>          Emma Christensen</p> <p>.....</p> <p><b>Pain Is the Product: Empathy and Its Commodification</b>          Alicia Maria Fjällhed, Howard Georg Nothhaft</p>
<p>3:45 pm - 4:00 pm</p>	<p><b>Break</b></p>		



26<sup>TH</sup> September 2019 Thursday

4:00 pm - 5:00 pm	<p><b>SES 2.1.:</b> <b>Social Media and Digital Com 1</b> (Chair: Oyvind Ihlen) <b>Lecture room 4</b></p> <hr/> <p><b>The Democratic Success of Twitter as a Lobbying tool</b> Oyvind Ihlen, Ketil Raknes, Anders O. Larson</p> <p>.....</p> <p><b>The Charging and Discharging of Agency in Corporate Communication: Investigating The Role Of Corporate Metaphors And Their Effects On Individual Attributions Of Organizational Actorhood</b> Alexander Buhmann, Kateryna Maltseva, Dennis Schoeneborn, Patrick Haack</p> <p>.....</p> <p><b>Paw in Hand: Social Media Activism Towards the Joy of Living Happily Together with Street Animals</b> Begüm Ekmekçigil Türkmen, Olesia Gorbunova Öner</p>	<p><b>SES 2.2.:</b> <b>Contents and Topic Management</b> (Chair: Sabine A Einwiller) <b>Lecture room 5</b></p> <hr/> <p><b>Does Topic-Based Strategic Communication Management Foster Employee Work Engagement? An Exploratory Study</b> Sabine Einwiller, Jens Seiffert-Brockmann, Neda Ninova, Daniel Wolfgruber</p> <p>.....</p> <p><b>“Outside-In- versus Inside-Out-Content. Introducing a New Approach on the Origins of Contents in Strategic Communication”</b> Olaf Hoffjann</p> <p>.....</p> <p><b>Using Google Search Predictions to Discover What Tourists Want</b> Hrvoje Jakopović</p>
6:00 pm - 9:00 pm	<b>KEFA Restaurant</b>	<b>Welcome reception &amp; dinner</b>



# 27<sup>TH</sup> September 2019 Friday

8:30 am - 9:00 am	Lecture room 3	<b>Arrival</b>		
9:00 am - 10:00 am	Lecture room 3	Keynote: <b>Ljiljana Kaliterna Lipovčan</b> – Well-Being in Society: What Can We Do to Improve Societal Well-Being and What Society Can Do to Improve Our Well-Being Senior scientific advisor at the Ivo Pilar Institute of Social Sciences in Zagreb		
10:00 am - 10:15 am	<b>Break</b>			
10:15 am - 11:15 am	<p><b>SES 3.1.: Social Media and Digital Com 2</b> (Chair: Holger Sievert) <b>Lecture room 2</b></p> <hr/> <p><b>The Joy of Cars - Social Media In The Automitive Industry Via Instagram. A Quantitative Content Analysis Measuring The Basic Communicative Success Of Instagram Posts</b> Holger Sievert, Göbel Nina Tai</p> <p><b>Communicative Leadership on Internal Social Media - a way to Employee Engagement?</b> Vibeke Thøis Madsen</p> <p><b>Quantifying Organizational Trust on Twitter: A Communication Perspective</b> Alla Kushniryk, Stanislav Orlov, Natalie Doyle Oldfield</p>	<p><b>SES 3.2.: Social Media and Digital Com 3</b> (Chair: Josip Mikulić) <b>Lecture room 4</b></p> <hr/> <p><b>Is There Joy For PR Agencies On Facebook?</b> Anca Gabriela Anton</p> <p><b>Communicating Immunisation: “Vaccine Hesitancy” Challenges for Communication Professionals in the Age of Social Media</b> Margalit Toledano, Ruth Avidar</p> <p><b>The Strategic Use Of Joy: Engendering Employee Engagement Through Gamification</b> Jens Seiffert-Brockmann, Wolfgang Weitzl, Ariadne Neureiter</p>	<p><b>SES 3.3.: Social Media and Digital Com 4</b> (Chair: Chiara Valentini) <b>Lecture room 5</b></p> <hr/> <p><b>Exploring Organizational Communicative Capabilities via Chatbots - A Review of Literature</b> Salla Kaarina Syvänen, Chiara Valentini</p> <p><b>Assessing Digital Image-Based Features and Their Impact on Favorable Users Sentiments and Behaviors</b> Chiara Valentini, Stefania Romenti, Grazia Murtarelli, Kelly Werder Page</p>	



27<sup>TH</sup> September 2019 Friday

11:15 am - 11:30 pm	<b>Break</b>		
11:30 am - 12:30 pm	<p><b>SES 4.1.:</b> <b>Joy and Happiness 1</b> (Chair: Petra Koudelková) <b>Lecture room 2</b></p> <hr/> <p><b>The Pursuit of Happiness in PR: Joy, Satisfaction &amp; Motivation during working as Communication Manager on Purposeful Cases</b> Lars Rademacher, Kathrin Stürmer</p> <p>.....</p> <p><b>Corporate Joy - And what's communications got to do with it</b> Lisa Dühring</p> <p>.....</p> <p><b>"Is Green in Fashion?" Comparing Strategic Communication of Fashion Brands and Attitudes of Generation Z Consumers towards Environmental Issues in Fashion Industry</b> Denisa Hejlová, Petra Koudelková</p>	<p><b>SES 4.2.:</b> <b>Joy and Happiness 2</b> (Chair: Danijela Lalić) <b>Lecture room 4</b></p> <hr/> <p><b>Joy Through Tough Conversations: Interactional Framing Strategies For Connecting Divided Groups In A Polarized Society</b> Linda Doornbosch - Akse, Korien van Vuuren - Verkerk</p> <p>.....</p> <p><b>Internal Communication and Employee Engagement as the Key Prerequisites of Happiness</b> Danijela Lalić, Jelena Stanković, Bojana Milić</p> <p>.....</p> <p><b>Love Wins: A Love Lens Approach To Cultivation Of Organization Stakeholder Relationships</b> Mark Donald Badham</p>	<p><b>SES 4.3.:</b> <b>Political Com and Public Diplomacy 1</b> (Chair: David McKie) <b>Lecture room 5</b></p> <hr/> <p><b>Enjoying Public Engagement: Strategic Communication and Transmedia Storytelling In Local Government</b> David McKie, Paula Trubshaw</p> <p>.....</p> <p><b>Frames Of Reference On Televised Electoral Debates For 2015 And 2016 Spanish General Elections: Building Satisfaction With Politicians Through Credibility</b> Alfredo Arceo Vacas, Sergio Álvarez Sánchez, Olga Serrano Villalobos</p> <p>.....</p> <p><b>Welcome Refugees? Tough- love! Rhetorical Benevolence Of Norwegian Municipal Websites</b> Maria Isaksson, Mona Kristin Solvoll</p>
12:30 pm - 2:00 pm	<b>KEFA Restaurant</b>	<b>Lunch</b>	



<p>2:00 pm - 3:15 pm</p>	<p><b>SES 5.1.: Political Com and Public Diplomacy 2</b> (Chair: Markus Tapani Mykkänen) <b>Lecture room 2</b></p> <hr/> <p><b>Transparency and Communication of Transparency in Strategic State-owned Companies in Slovenia and Croatia</b> Pedja Asanin Gole, Boris Hajos</p> <hr/> <p><b>Typology of Think Tanks: A Comparative Study in Finland and Scotland</b> Markus Mykkänen, Neil Freshwater</p> <hr/> <p><b>Media Stigmatisation of Public Relations: Presentation Of Public Relations In Polish Socio-Political Magazines 2011-2016</b> Łukasz Wojciech Przybysz</p> <hr/> <p><b>Health Communication at the Center of Improving Quality of Life: The Contribution of Campaigns on Preventing Heart Disease</b> Célia Belim Rodrigues</p>	<p><b>SES 5.2.: Leadership Communication</b> (Chair: Ralph Tench) <b>Lecture room 4</b></p> <hr/> <p><b>Leadership Communication Can Improve Work: The Effects of Ethical Value Communication on Meaningful Work, Employee Identification, and Levels of Stress</b> Suzanne van Gils, Alexander Buhmann</p> <hr/> <p><b>Clavigers, Curators, and Circulators - Comparative Insights into the (In)adequacies of Communicators as Information Providers to Organisational Leaders in three Continents</b> Ralph Tench, Juan Carlos Molleda, Brian Reber, Juan Meng, Dejan Verčič, Ansgar Zerfass</p> <hr/> <p><b>THE DANCING CEO: Perspectives on the Leader: Performer, Chief Happiness Officer or Seducer?</b> Finn Frandsen, Winni Johansen</p>	<p><b>SES 5.3.: Employee Engagement</b> (Chair: Markus Wiesenberg) <b>Lecture room 5</b></p> <hr/> <p><b>Designing Playful Employee Experience</b> Monika Sońta</p> <hr/> <p><b>Employees as Corporate Ambassadors: Towards a Framework for Analyzing the Role of Co-Workers Speaking for their Organization</b> Jana Brockhaus, Laura Dicke, Patricia Hauck, Sophia Charlotte Volk</p> <hr/> <p><b>The Brave New World of Employee-Engagement: Self-Tracking Technologies at Work</b> Kateryna Maltseva</p>
<p>3:15 pm - 3:30 pm</p>	<p><b>Break</b></p>		





<p>3:30 am - 4:30 pm</p>	<p><b>SES 6.1.:</b>  <b>Crisis Communication</b>          (Chair: Margalit Toledano)  <b>Lecture room 2</b></p> <hr/> <p><b>A State of Social Constructionist Crisis Communication Research: A Systematic Examination of Current Literature</b>          Hui Zhao</p> <p>.....</p> <p><b>The Effects of Psychological Distance on Publics' Response to an Organizational Crisis: An Exploratory Approach of Construal Level</b>          Sungsu Kim, Yan Jin, Bryan Reber</p> <p>.....</p> <p><b>Building Community Resilience: Strategic Communication in Disaster Management</b>          Gayadini Imesha Dharmasena          Madho Kandage, Margalit Toledano, C. Kay Weaver</p>	<p><b>SES 6.2.:</b>  <b>Aspects in PR Education</b>          (Chair: Magrita Nicolene Wiggill)  <b>Lecture room 4</b></p> <hr/> <p><b>Educators' views on Internal Communications. A Critical Analysis of Internal Communications Education in Universities of Applied Sciences in the Netherlands</b>          Bram Hendrawan, Marjon Elshof, Lisanne Verkuil</p> <p>.....</p> <p><b>Incorporating Cultural Diversity, Nation Building and Social Cohesion When Teaching Communication and Relationship Management</b>          Magrita Nicolene Wiggill, Gerrit Van der Waldt</p> <p>.....</p> <p><b>Joyful Teachers Make Joyful Practitioners: Optimism, Activism, and Ethics in PR Education</b>          Sarah Hagedorn VanSlette</p>	<p><b>SES 6.3.:</b>  <b>Gender and Life Balance</b>          (Chair: Ángeles Moreno)  <b>Lecture room 5</b></p> <hr/> <p><b>The Joy of Sex: A Gender Analysis of Stress and Satisfaction Factors for Female Communication Practitioners</b>          Ángeles Moreno, Ralph Tench, Cristina Fuentes, Nadia Khalil, Cristina Navarro</p> <p>.....</p> <p><b>Women in Public Relations (1982-2018)</b>          Martina Topic, Maria Joao Cunha, Amelia Reigstad, Alenka Jelen-Sanchez, Mirela Polic, Angeles Moreno, Belen Zurbano Berenguer, Beatrice Damian, Paloma Sanz, Cristina Fuentes, Natasa Cesarec Salopek, Eugenie Saitta, Carla Cruz, Audra Diers Lawson, Natasa Simeunovic Bajic, Hanne Vandenberghe, Leli Bibilashvili, Natia Kaladze</p> <p>.....</p> <p><b>Significant Others: Exploring Work-Life Balance With PR Practitioners And Their Spouse-Partner</b>          Paul Willis, Joanna Willis</p>
<p>4:30 pm - 4:45 pm</p>	<p style="text-align: center;"><b>Break</b></p>		
<p>4:45 pm - 5:45 pm</p>	<p><b>EUPRERA Hour</b> <b>Lecture room 3</b></p> <p>What's beyond the annual congress? Learn more about our association and its activities: in this session we will present the ongoing and the NEW projects as well as updates from the members' networks. There are some exciting new developments this year! Rewarding our best work: you could be one of the winners, you cannot miss this session! Here we will celebrate the winners of the Best Reviewer Award, the Best Paper Award, the Emerald Professional Impact Award.</p>		



## 27<sup>TH</sup> September 2019 Friday

5:45 pm - 6:30 pm	Lecture room 3	<b>General Assembly - For EUPRERA members only</b> <i>Financial reports, formal appointments, ongoing and foreseen activities</i>
8:00 pm - 11:00 pm	Okrugljak Restaurant	<b>Gala Dinner</b>

## 28<sup>TH</sup> September 2019 Saturday

8:30 am - 9:00 am	Lecture room 3	<b>Arrival</b>
9:00 am - 10:00 am	Lecture room 3	<b>PAN 1: Panel</b> <b>Working in PR: Is it Joy or Stress? A Global Analysis and Debate</b> Chair: Ansgar Zerfass; Presenters: Xianghong Chen, Flora Hung-Baesecke, Juan Meng, Angeles Moreno, Bryan Reber, Ralph Tench
10:00 am - 10:15 am		<b>Break</b>
10:15 am - 11:15 am	<p><b>SES 7.1.:</b> <b>CSR and Citizenship</b> (Chair: Nina Pološki Vokić) <b>Lecture room 4</b></p> <hr/> <p><b>Corporate Citizenship: Almost 60 Years of a Joyous Organization</b> Mafalda Eiró-Gomes, Ana Raposo</p> <hr/> <p><b>Stakeholder Salience in CSR / Sustainability Reports: 15 Years Of Stakeholder Relations In Turkey</b> Sibel Hoştut, Seçil Deren Van Het Hof</p> <hr/> <p><b>Using Education As a Strategic Communication Tool - A Case Study Of Raising Financial Literacy And Voluntary Pension Fund Promotion</b> Andrea Lučić, Dijana Bojčeta Markoja, Dajana Barbić</p>	<p><b>SES 7.2.:</b> <b>Public Sector Communication</b> (Chair: Flora Hung-Baesecke) <b>Lecture room 5</b></p> <hr/> <p><b>It's a Dignified Job: Organizational Identity and Strategic Communication in Swedish Elderly Care Homes</b> Daniel Lövgren</p> <hr/> <p><b>Small But Mighty. PR Strategies Of Dutch Local Energy Initiatives</b> Petrus ter Halle, Pascal de Vries, Liesbeth Hermans</p> <hr/> <p><b>When the Health Professional's Communication Competences Decide Patient's Health: Proposal of a Communication Model</b> Cristina Vaz de Almeida, Célia Belim Rodrigues</p>
11:15 am - 11:30 am		<b>Break</b>

28<sup>TH</sup> September 2019 Saturday

11:30 am - 12:30 pm	<p><b>SES 8.1.:</b>  <b>Communication Effectiveness and Efficiency</b>          (Chair: Dubravka Sinčić Ćorić)  <b>Lecture room 4</b></p> <hr/> <p><b>How To Communicate With Fewer Staff And Less Money – Towards A Theory Of Understanding The Challenge And Opportunities For Public Sector Communications Leaders</b>          Andrew James Brunt</p> <p>.....</p> <p><b>Shiny Happy People: Are Satisfaction With Life And Internal Communication Related?</b>          Dubravka Sinčić Ćorić, Nina Pološki Vokić, Ana Tkalac Verčić</p> <p>.....</p> <p><b>Values-based Communications: A New Impulse To Communication Effectiveness</b>          Erik Jan Kosteljik</p>	<p><b>SES 8.2.:</b>  <b>AI and Digitalization</b>          (Chair: Ansgar Zerfass)  <b>Lecture room 5</b></p> <hr/> <p><b>Artificial Intelligence in Strategic Communication: A Cross-National Study on Perceived Impact, Hurdles, Risks and Challenges</b>          Ansgar Zerfass, Jens Hagelstein, Ralph Tench</p> <p>.....</p> <p><b>The Dark Side of Digital Networks and Public Relations. From Metaphors to Model and Back</b>          Peter Winkler, Michael Etter, Sarah Glozer</p>
12:30 pm - 1:30 pm	Lecture room 3	<p><b>Closing Address</b>          Meet the new generation of scholars: Master Award and PhD Award ceremonies / One in five hundred: special recognition as Distinguished Scholar / What's next? Get ready for the EUPRERA 2020 congress in Pamplona! / Thanks and greetings</p>
1:30 pm - 2:30 pm	Lecture room 3	<p><b>Light Lunch</b></p>
3:00 pm - 5:30 pm		<p><b>Exploring Zagreb — A Sightseeing Tour of the City</b></p>



## WELCOME DESK

**On Thursday, Sep. 26th:** please register and collect your register pack in Faculty of Economics & Business' building, main lobby, Info desk.

**On Friday, Sep. 27th and Saturday, Sep. 28th:** arrival and gathering of participants in front of the lecture room 3.

*If you need any help or have any questions, there will be a congress assistant available for you at the Info desk at all times during the Congress.*

## SESSION ROOMS

Lecture rooms 2, 3, 4 and 5 are all situated on the ground floor of the building, near the Info desk.

## WELCOME RECEPTION — Thursday at 6:00 pm Faculty of Economics & Business, KEFA Restaurant

On Thursday, Sep. 26th, there is a welcome reception at KEFA Restaurant inside the Faculty of Economics & Business' building. It is situated on mezzanine, across from the library. At the Info desk you should go straight ahead and to your left you will see KEFA. In case you are not sure where to go, you can always ask one of the congress assistants.

## GALA DINNER — Friday at 7:00 pm Okrugljak Restaurant, Mlinovi Street 28, 10 000 ZAGREB

The conference dinner will be held at Okrugljak Restaurant. Participants should have selected to participate while registering and the cost should have been paid beforehand.

Okrugljak Restaurant is one of the most authentic restaurants you can visit in Zagreb. It is also one of the oldest restaurants – it recently celebrated its first century. On their menu, you can find plenty of Croatian traditional meals and wines. Situated in the northern part of Zagreb, Šestine, on the slope of Medvednica, you get to enjoy the peace and fresh air (and fine cuisine, of course).

To get to Okrugljak, you have two options:

**PUBLIC TRANSPORT** – at the Ban Jelačić Square you can take tram 14 or at the station Draškovićeva (it is only one station after the Square) trams 8 or 14 in the direction of Mihaljevac. After 15 minutes of the drive, you will arrive at the last stop – Mihaljevac. Once you exit the tram you should walk straight ahead and after a 10 minute walk you will see Okrugljak restaurant to your right.

**TAXI SERVICE** – price from the city center should be around 40 HRK (~ 5,4 €). There are some convenient options:

- Radio Taxi Zagreb (+385 1 1717): <https://radiotaxizagreb.com/en/>
- Taxi Cammeo (+385 1 1212): <https://cammeo.hr/en>
- Uber & Bolt (which ever you prefer)

*(We advise you to use Uber & Bolt, Radio Taxi Zagreb or Taxi Cammeo to avoid taxi services that charge higher fees.)*

## COFFEE, TEA AND LUNCH

Breaks will be held in the lobby next to the lecture room 3.

## TAP WATER

In Croatia, tap water is pure and delicious. Since we take sustainability very seriously, we try to minimize the use of bottled water. Therefore, there will be tap water available in the lobby next to the lecture room 3 where participants will be able to fill their cups or bottles.

## WIRELESS NETWORK

To connect to the wireless network at the conference venue, you can use the following option:

**Eduroam:** Your PC/mac/tablet/mobile will automatically log onto Eduroam using your usual user name and password.

**WI-FI:** You can also use wi-fi available for the Congress.

**WI-FI: EUPRERA; Password: EupreraEfzg2019**

## AUDIO VISUAL EQUIPMENT

All presenters should use only venue computers. All session rooms are equipped with a PC with a USB drive and running Microsoft Office. The rooms also have a projector.

## PRESENTATION GUIDELINES

We encourage presenters to prepare presentations that allow time for Q&As. In theory, each presenter will have 15 minutes for their talk, followed by a 5 minute Q&A session, but since we also must allow time for introduction by the chair and switching between presenters, in practice presenters will have about 12-13 minutes for the presentation and Q&As.

Please bring your PowerPoint presentation on a USB memory stick and make sure to load the presentation to the PC in the relevant session room well in advance of your presentation.

## PROGRAMME CHANGES

Last-minute changes to the programme due to cancellations etc. will be posted on the door of the relevant session room and at the Info desk.

## NAME TAGS

All participants will receive a name tag which must be worn during all sessions.

## ATM/CASH MACHINE

If you are in need of cash (Croatian kuna), there are two ATMs outside of the building, at the northern entrance. Please ask one of the congress assistants to show you the way.

**Faculty of Economics & Business is a non-smoking area, so thank you very much for smoking outside the premise.**



University of Zagreb  
Faculty of Economics & Business



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