

Public Relations and Public Risk and Crisis Communication

BledCom 2021 Programme

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

All times are in Central European Summer Time (CEST)

FRIDAY, 2 JULY 2021

BLEDCom 2021 WELCOMING SESSION PROGRAM COMMITTEE

11.00-11.10 Dejan Verčič, University of Ljubljana (Slovenia)
Krishnamurthy Sriramesh, University of Colorado (USA)
Ana Tkalac Verčič, 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

11.10-11.40 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 & Lead Author, INTERDECOM & President,
SUSTAINABILITY COMMUNICATION Group (Canada)

11.40-11.45 Break

11.45-12.25 PAPER SESSION 1

Hejlová, Denisa, Charles University (Czech Republic)
From „Best in Covid“ to „Worst in Covid“: Underestimating the role of
Public Relations in Government Communication during Covid-19 Crisis
in the Czech Republic

Avidar, Ruth, Yezreel Valley College (Israel) & Sassoni-Bar Lev, Oshrat,
Yezreel Valley College (Israel)

Online comments versus news media framing of a crisis: The case of the
“Corona Cruise Ship”

Opiyo, Baruck, Eastern Mediterranean University (Cyprus) & Kutoğlu Kuruc,
Ülfet, Eastern Mediterranean University (Cyprus)
Media Portrayal of Corona Pandemic Press Briefings by Public Health
Officials: A Public Relations Approach

Gao, Hao, Nanjing Normal University (China), Guo, Difan, Nanjing Normal
University (China), Yin, Huimin, Nanjing Normal University (China), Li,
Lina, Shanghai Normal University (China) & Wu, Jing, University of Ljubljana
(Slovenia)

A research on the effectiveness and factors in Government refuting rumors
on social media - examining the rumor refutation texts on Sina Weibo in the
early stage of COVID-19 in China

Verghese, Anis K, Sabre Global Capability Center (India)
COVID-19 Internal Crisis Communication: Perspectives from Internal
Communicators

12.25-13.05 PAPER SESSION 2

Moran, Wendy, Metropolitan University (UK) & Moss, Danny, University of
Chester (UK)
Communication leadership in extraordinary times : exploring the role and
work of female communications leaders during the coronavirus pandemic

Hein, Antonia, Hanze University of Applied Sciences (The Netherlands) and
Elving, Wim J.L., Hanze University of Applied Sciences (The Netherlands)
& Edzes, Arjen, University of Groningen (The Netherlands) and Koster,
Sierdjan, University of Groningen (The Netherlands)
The Role of Employer Branding in Stimulating Employer Attractiveness

Tachkova, Elina R., College Station (USA) & Brannon, Grace Ellen,
University of Texas Arlington (USA)
Public Health Crises: Communicating Risk and Lessons Learned from the
Early Days of the COVID-19 Pandemic

Öksüz, Burcu, Izmir Katip Celebi University (Turkey), Bulduklu, Yasin, Izmir
Katip Celebi University (Turkey) & Görpe, T. Serra, University of Sharjah
(U.A.E.)

Personality Traits and Value of Corporate Apology: An Experimental
Study in the Aviation Industry

Feyisa Kuyu, Leta, Addis Ababa University (Ethiopia)
Strategic Role of Public Relations in Crisis Management in Ethiopia: The
case of Burayu City Displacement Crisis

13.05-13.10 Break

13.10-13.50 PAPER SESSION 3

Borremans, Philippe, International Public Relations Association (Estonia)
Importance of closer collaboration between emergency risk and crisis
communication professionals to prepare for the “next one”

Barlik, Jacek, University of Warsaw (Poland) & Przybysz, Łukasz, University
of Warsaw (Poland)
Desperately seeking respect: public relations education during the pandemic
crisis

Ašanin Gole, Pedja, DOBA Faculty of Applied Business and Social Studies
(Slovenia), Okay Aydemir, Bolu Abant İzzet Baysal University (Turkey) &
Okay, Ayla, Istanbul University (Turkey)
The Communicative Constitution of Organization and Internal Communi-
cation in the Coronavirus Pandemic

Pereira, Sandra, ESCS-ICML (Portugal) & Nunes, Mariana, ISCTE-CIES &
ESCS (Portugal)
Public Relations in risk communication: a critical asset

Lilleker, Darren, Bournemouth University (UK) & Stoeckle, Thomas,
Bournemouth University (UK)
‘Super-wicked’ challenges and political communication in crisis

13.50-14.30 PAPER SESSION 4

Dhanesh, Ganga S, Zayed University (U.A.E.) & Avidar, Ruth, Max Stern
Yezreel Valley College (Israel)
Silent dialogue: Problematising open dialogue as a precursor to relationship
building in conflict contexts in the Middle East

Topić, Martina, Leeds Beckett University (UK)
Office Culture and the Communications Industry in England: The Role of
Social Interactions and Banter on Career Progression for Women in Public
Relations, Advertising and Journalism

Mourão, Rita, Escola Superior de Comunicação Social – Instituto Politécnico de
Lisboa (Portugal) & Miranda, Sandra, Escola Superior de Comunicação Social
– Instituto Politécnico de Lisboa (Portugal)
Crisis Communication in Public Relations Courses: What has been chang-
ing with the pandemic COVID-19?

Görpe, Tevhide Serra, University of Sharjah (U.A.E.) & Öksüz Burcu, Izmir
Katip Celebi University (Turkey)
Crisis Strategy in the CEO Statements: An Analysis in Three Industries,
Aviation, E- Commerce and Food

Bielenia, Malgorzata, University of Gdańsk (Poland)
Entrepreneurial leadership in crisis situations. Communicative implications

14.30-14.35 Break

14.35-15.15 PAPER SESSION 5

Yue, Cen April, University of Florida (USA) & Thelen, Patrick, San Diego
State University (USA)
What drives perceived internal reputation? Empirical evidence from Chile

Vielledent, Marc C., University of Florida (USA)
The Ides of March: Agenda Setting Effects of Coronavirus Task Force
Briefings

<p>Lee, Hyelim, <i>University of Oklahoma (USA)</i>, Lee, Sihyeok, <i>the Q (South Korea)</i>, Zhang, Xiaochen Angela, <i>University of Oklahoma (USA)</i> & Sung, Yoon Hi, <i>University of Oklahoma (USA)</i></p> <p><i>Symmetry, Inclusion, and Workplace Conflicts: Conflict Management Effects of Two Managerial Strategies on Employee Advocacy and Departure</i></p>
<p>Zhou, Alvin, <i>University of Pennsylvania (USA)</i></p> <p><i>Communicating Corporate LGBTQ Advocacy: A Computational Comparison of the Global CSR Discourse</i></p>
<p>Bernardino, Paula, <i>Credibility Institute (Canada)</i></p> <p><i>Responsible CSR communications: Avoid “washing” your Corporate Social Responsibility (CSR) reports and messages</i></p>

15.15-15.55 PAPER SESSION 6

<p>Bowen, Shannon, <i>University of South Carolina (USA)</i> & Coombs, William Timothy, <i>Texas A & M University (USA)</i></p> <p><i>Crisis Response with Ethical Advantages: Flexibility, Adaptation, & Resilience</i></p>
<p>Chen, Zifei Fay, <i>University of San Francisco (USA)</i> & Lee, June Y., <i>University of San Francisco (USA)</i></p> <p><i>Relationship Cultivation, Social Capital, and Breaking Through Barriers: Exploring the Use of Social Media by Female Transnational Entrepreneurs in the Silicon Valley</i></p>
<p>Pompper, Donnalyn, <i>University of Oregon (USA)</i></p> <p><i>Confessions from a Cliff Over the Abyss: Developing a Workshop in Public Relations Entrepreneurship During a Pandemic</i></p>
<p>Persad, Vishala J., <i>University of Oklahoma (USA)</i></p> <p><i>Algorithmic Profiteering and Corporate Social Activism of Video Platforms: The Effect on Social Change</i></p>
<p>le Roux, Tanya, <i>Bournemouth University (UK)</i> & Du Plessis, Neeltje, <i>University of Pretoria (South Africa)</i></p> <p><i>A female communication trailblazer by any standard: South Africa's Prof. Ronèl Rensburg</i></p>

15.55-16.00

Break

16.00-17.00 PARRALEL SESSION 1

Panel Presentation A	<p>Chair: Krishnamurthy Sriramesh, <i>University of Colorado, Boulder (USA)</i></p> <p>Discussant: Flora Hung-Baesecke, <i>University Technology of Sydney (Australia)</i></p> <p>Panelists: Juan Meng, <i>University of Georgia (USA)</i>, Mei-Ling Hsu, <i>National Chengchi University (Taiwan)</i>, Su Lin Yeo, <i>Singapore Management University (Singapore)</i> and Sora Kim, <i>The Chinese University of Hong Kong (Hong Kong)</i></p> <p><i>Risk/Crisis Communication research related to COVID-19 in Asia</i></p>
Panel Presentation B	<p>Co-Chairs: Ana Adi, <i>Quadriga University of Applied Sciences (Germany)</i> and Thomas Stoeckle, <i>Bournemouth University (UK)</i></p> <p>Panelists: Jim Macnamara, <i>University of Technology Sydney (Australia)</i>, Irma Meyer, <i>Executive Engagements (South Africa)</i>, Dalien Benecke, <i>University of Johannesburg (South Africa)</i>, Dean Kruckeberg, <i>University of North Carolina (USA)</i> and Marina Vujnovic, <i>Monmouth University (USA)</i></p> <p><i>Future of Communications and Public Relations (PR). (Re)Imagining the Role, Function and Purpose of the Communication Profession</i></p>
Panel Presentation C	<p>Chair: Chiara Valentini, <i>Jyväskylä University School of Business and Economics (Finland)</i></p> <p>Discussants: Stefania Romenti, <i>IULM University (Italy)</i> and Yan Jin, <i>University of Georgia (USA)</i></p> <p>Panelists: Sung-In Choi, <i>University of Georgia (USA)</i>, Sungsu Kim, <i>Kookmin University (South Korea)</i>, Mark Badham, <i>Jyväskylä University School of Business and Economics (Finland)</i> and Elanor Colleoni, <i>IULM University (Italy)</i></p> <p><i>Public response to Covid-19 communications from government, business and media: A cross-national study</i></p>

SATURDAY, 3 JULY 2021

10.00-10.40 PAPER SESSION 7

<p>Dhanesh, Ganga S, <i>Zayed University (USA)</i> & Duthler, Gaelle, <i>Zayed University (USA)</i></p> <p><i>Role of internal communication in enhancing employee engagement during remote work in times of crisis - Remote internal crisis communication (RICC) framework</i></p>
<p>Kaur, Kiranjit, <i>Universiti Teknologi MARA (Malaysia)</i></p> <p><i>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</i></p>
<p>Chan, Chun-Hsiang, <i>National Taiwan University (Taiwan)</i> & Wu, Shih Chia, <i>The Chinese University of Hong Kong (Hong Kong)</i></p> <p><i>Reversible or irreversible user engagement behavior changes during COVID-19 pandemic: a case study of a top restaurant brand in Taiwan</i></p>

<p>Triantafyllidou, Amalia, <i>University of Western Macedonia (Greece)</i> & Yannas, Prodomos, <i>University of West Attica (Greece)</i></p> <p><i>Frames, Rationalities, and Image Repair Responses of Public Officials in the 2018 wildfire disaster of Mati in Greece</i></p>

<p>Egede, Dominion Dominic, <i>Universiti Putra (Malaysia)</i></p> <p><i>The mediating role of crisis history on the relationship between crisis response strategies and organisational reputation among South-South Nigeria Universities during Covid-19</i></p>

10.40-11.20 PAPER SESSION 8

<p>Tkalac Verčić, Ana, <i>University of Zagreb (Croatia)</i>, Verčić, Dejan, <i>University of Ljubljana (Slovenia)</i> & Špoljarić, Anja, <i>University of Zagreb (Croatia)</i></p> <p><i>How crises affect internal communication channel preference</i></p>
<p>Wu, Shih-Chia, <i>The Chinese University of Hong Kong (Hong Kong)</i> & Mo, Yunting, <i>BCW Global (Hong Kong)</i></p> <p><i>Serving whom? Examining the motives and types of corporate social responsibility actions “during” a public health crises</i></p>
<p>Eynon, Tracy-Lee, <i>University of Pretoria (South Africa)</i>, Miles, Emma, <i>University of Pretoria (South Africa)</i> & Leonard, Anné, <i>University of Pretoria (South Africa)</i></p> <p><i>An exploratory perspective on mental readiness as a requirement for crisis leadership</i></p>
<p>Sohodol, Çisil, <i>Bahçeşehir University (Turkey)</i>, Suher, İdil Karademirliđā, <i>Bahçeşehir University (Turkey)</i> & Geysi, Niliüfer, <i>Bahçeşehir University (Turkey)</i></p> <p><i>Social Media as a Gift and Curse in Crisis Communication: A Study on Turkish Public Relations Practitioners</i></p>
<p>Almahraj, Yazeed, <i>Imam Mohammad ibn Saud Islamic University (Saudi Arabia)</i></p> <p><i>Managing internal communication during the COVID -19 epidemic: a study on private organisations in Saudi Arabia</i></p>

11.20-11.25

BREAK

11.25-12.05 PAPER SESSION 9

<p>Westermann, Arne, <i>International School of Management (Germany)</i>, Homann, Reimund, <i>IMWF Institute for Management and Economic Research (Germany)</i>, Krämer, Alexandra, <i>International School of Management (Germany)</i> & Forthmann, Jörg, <i>IMWF Institute for Management and Economic Research (Germany)</i></p> <p><i>The Hiccup Paradox of Corporate Communication in the Pandemic</i></p>
<p>Akçay, Ebru, <i>Ondokuz Mayıs University (Turkey)</i></p> <p><i>Defining Novels as Public Relations Tools: An Analysis of Ahmet Mithat Efendi's Felâton Bey ve Rakım Efendi</i></p>
<p>Selaković, Marko, <i>S P Jain School of Global Management (U.A.E.)</i>, Ljepava, Nikolina, <i>American University in the Emirates (U.A.E.)</i> & Gallant, Monica, <i>S P Jain School of Global Management (U.A.E.)</i></p> <p><i>Covid-19 vaccine effectiveness: regional differences in online reporting of media outlets from vaccine-manufacturing countries</i></p>
<p>Clayton, Teela, <i>Leeds Beckett University (UK)</i></p> <p><i>Boris vs. Corbz #GetBrexidDone: An analysis of Labour and Conservative tweets on the 2019 General Election campaign</i></p>
<p>Barney, Aviv, <i>University of Haifa (Israel)</i></p> <p><i>An Island of Reliability in a Sea of Misinformation? Understanding PR-journalists relations in times of epistemic crisis.</i></p>

12.05-12.45 PAPER SESSION 10

<p>Herranz de la Casa, <i>Universidad de Castilla-La Mancha (Spain)</i>, José María, <i>Universidad de Castilla-La Mancha (Spain)</i> & Gómez-Iniesta, Pablo, <i>Universidad de Castilla-La Mancha (Spain)</i></p> <p><i>Citizens and politicians in Spain: How strategic communication could build confidence or distrust in the covid-19 pandemic?</i></p>
<p>Hewson, Sinead, <i>TU Dublin City Campus (Ireland)</i></p> <p><i>Rejecting communication. When facts are “manipulated” and “manufactured”</i></p>
<p>Holosoová, Karin, <i>University of Vienna (Austria)</i>, Hong, Stacey, <i>University of Vienna (Austria)</i>, Ruppel, Christopher, <i>University of Vienna (Austria)</i> & Einwiller, Sabine, <i>University of Vienna (Austria)</i></p> <p><i>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</i></p>
<p>Almeida Luz, Luis Flávio, <i>Universitat Rovira i Virgili (Spain)</i></p> <p><i>The virus and its images - Metaphorical genealogy of the risk society</i></p>
<p>Johann, Michael, <i>University of Augsburg (Germany)</i></p> <p><i>Antecedents and Consequences of Dialogic Communication on Social Media. Findings from a Survey among Communication Professionals</i></p>

12.45-12.50

BREAK

12.50-13.30 PAPER SESSION 11

le Roux, Tanya, Bournemouth University (UK) & **Van Niekerk, Dewald**, North-West University (South Africa)
Communicating reliable Covid-19 information: WhatsApp lessons to be learned

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

Mazzei, Alessandra, Università IULM (Italy), **Quarantino, Luca**, Università IULM (Italy), **Ravazzani, Silvia**, Università IULM (Italy), **Butera, Alfonsa**, Università IULM (Italy) & **Fischella, 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) & **Claeys, An-Sofie**, Ghent University (Belgium)
Social Media Guidelines in the Workplace: Stimulating or Restricting Employee Social Media Use?

13.30-14.10 PAPER SESSION 12

Johnson, Lyndon, Think Different (ly) (Canada)
The Science Of Risk Mitigation For Strategic Integrated Communications

Messner Florian, Macromedia University of Applied Sciences (Germany) & **Sievert, Holger**, Macromedia University of Applied Sciences (Germany)
#adidasgate and Crisis Award Winners: Excellence within Corporate Communication during the Covid-19 Crisis

Duarte, Cynthia, Pontifical Catholic University of Rio de Janeiro, PUC-Rio (Brasil)
Social interaction and the customer service

Rotolo, Francesco, Storyfly (Italy)
The challenges of 'neo-intermediation

Bielenia-Grajewska, Magda, University of Gdansk (Poland)
Gossiping as a tool of functional and dysfunctional leadership: negative and positive sides of an organizational grapevine in crisis situations

14.10-14.15

BREAK

14.15-14.55 PAPER SESSION 13

Maronkova, Barbora, NATO Public Diplomacy Division (Belgium) & **Sriramesh, 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), **Vielledent, 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

Samoilenko, Sergei A., George Mason University (USA)
Character Assassination as Crisis Producer: The Cocreational Perspective

Berger, Bruce K., University of Alabama (USA) & **Erzikova, 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)
Robinhood 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

15.35-15.40

BREAK

15.40-16.40 PARRALEL SESSION 2

Chair: Verčič, Dejan, University of Ljubljana and Herman & Partners (Slovenia)
Panelists: Sergei A. Samoilenko, George Mason University (USA), Elina Erzikova, Central Michigan University (USA), Marijana Grbeša, University of Zagreb (Croatia), Domagoj Bebić, University of Zagreb (Croatia), Marta N. Lukacovic, Furman University (USA) and Deborah D. Sellnow-Richmond, Southern Illinois University Edwardsville (USA)

Panel Presentation A Public Relations and Media Research in Eastern & Central Europe: Advances, Limitations, and Implications for Crisis Communication

Partner: Zavarovalnica Triglav



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

Panel Presentation B **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 Chair: Toni Muzi Falconi, FERPI (Italy)
Coordinator: Francesco Rotolo, Storyfly (Italy)
Contributors to the Panel via Poster or individual contributions: Francesco Rotolo, Storyfly (Italy), Simone De Battisti, Hokuto (Italy), Toni Muzi Falconi, Ferpi (Italy), Biaggio Oppi, Ferpi (Italy), Livia Piermattei, Methodos (Italy), Giancarlo Panico, CNEL (Italy) and Tiziano Treu, CNEL (Italy)
Intermediate organizations representativity today. Caught between the impact of pre COVID-19 disintermediation processes, and current mixed and uncertain signs of re- or neo- intermediation.

16.40-17.10 BLEDCOM CLOSING SESSION

PROGRAM COMMITTEE

Dejan Verčič, University of Ljubljana (Slovenia)
Krishnamurthy Sriramesh, University of Colorado (USA)
Ana Tkalac Verčič, University of Zagreb (Croatia)



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