

Thursday October 1 – Page 1 of 7

12:00 – 14:00 **Registration: Sign In and Pick Up Conference Materials**

14:00 – 15:15 **Opening: Welcome, Congress Opening**

Location: C1-050

Chair: Peggy Simcic Brønn

Welcome: Inge Jan Henjesand, President, BI Norwegian Business School

Congress Opening: Ansgar Zerfass, University of Leipzig, President, EUPRERA

Keynote: Roger Bolton, Arthur W. Page Society

15:15 – 15:30 **Break 1**

Location: Break Area

15:30 – 17 :00

**Parallel Session 1.1:
Leaders and Leadership
Communication**

Location: C2-005

Chair: Ralph Tench

**Change Communication -
Emerging Perspectives for
Organisations**

Crestani, Ivana

**Discursive Leadership Strate-
gies in a Crisis
Communication Network**

Johansson, Catrin; Bäck, Emelie

**Coming to Terms with British
Eurocepticism: The Rhetoric
of Europhile Business Execu-
tives and Political Leaders**

Jorgensen, Poul Erik Flyvholm;

Isaksson, Maria

**Communicating the Leader-
ship Status of rganisations –
A Cross-National study in 10
European Countries**

Zerfass, Ansgar; Wiesenberg,

Markus

**Parallel Session 1.2:
The Business School Fortress**

Location: C2-040

Chair: Inger Jensen

**The (Obvious) Connection
between Communication
and Management: Reality or
Utopia? An Analysis of the
Current Curricula of Bache-
lors in Communication Man-
agement in Flanders**

Cotton, Anne-Marie;

Van Betsbrugge, Els

**Bringing practical and Critical
Approaches Together in
Teaching Communication
Skills and "Savoir-Être" to
Business Intelligence Students**

Desmoulins, Lucile

**Silo Thinking Out, Fortress
Invaded: Running a Commu-
nication Program at a Busi-
ness School**

Kankaanranta, Anne;

Louhiala-Salminen, Leena

**Parallel Session 1.3:
Consultancies and Other
Partnerships**

Location: C2-010

Chair: Ángeles Moreno

**Value Co-production Through
External Communication
Consulting**

Kantanen, Helena

**Internal Communication and
Organisational Culture: the
Management Interplay in the
Ciew of the Communication
Consultant**

Sebastiao, Sonia Pedro; Zulato,

Giovana; Alice, Trindade

**Communication Manage-
ment in a Networked World
– Cooperation Instead of
Control**

Stehle, Helena Maria

**Facilitating Community
Networks: Public Relations
Skills and Non-professional
Organisers**

Toledano, Margalit; Mapelsen, Alex

17:00 – 17:15 **Break 2**

Location: Break Area

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17:15 – 18:15

Parallel Session 2.1:
PR and PR Education

Location: C2-005

Chair: Tor Bang

**Learning PR. Methodological
and Legitimation-based
Learning in PR – Theoretical
Approach and Empirical
Findings**

Hoffjann, Olaf; Lohse, Michael

**Communities of Practice in
Public Relations: Situating
Learning in the Experiences
of Senior Practitioners**

Powell, Mandy; Pieczka, Magda

**Moving from Knowing To
Doing in Public Relations:
Pedagogical Lessons from
Leadership Development**

Willis, Paul

Parallel Session 2.2:

Empowering, Aligning, Engaging

Location: C2-040

Chair: Sonia Pedro Sebastiao

**Enabling and Empowering
Strategic Public Relations**

Asunta, Laura

**From One to Many: Collective
Storytelling through Mi-
cro-Narratives**

Etter, Michael; Fieseler, Christian

**Swarm: Exploring Novel Quali-
ties of Public Relations**

Rittenhofer, Iris;

Jacobsen, Ushma Chauhan

Parallel Session 2.3:

Strategies and Planning

Location: C2-010

Chair: Sue Wolstenholme

**Agile Communication Strate-
gy Development**

van Ruler, Betteke; Körver, Frank

**Towards a Typology:
The 5 P'S of Strategic
Communication**

Gulbrandsen, Ib T.

**Collaboration between Man-
agement and Communication
Professionals – Emergence
of Communication Strategy
in Small and Medium-sized
Enterprises (SMEs)**

Stahl, Janne; Laukötter, Esther

18:30 – 21:00

Reception and Welcome Buffet

Location: Rooftop Dining Area

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08:30 – 09:00

Coffee

Location: Break Area

09:00 – 10:30

**Parallel Session 3.1:
The Networked World**

Location: C2-005

Chair: Scott Davidson

Pulling the Trigger: Exploring the Diffusion of Opinion Behind the Firewall

MacNiven, Sean; Duncan, Peter

Comparative Analysis of the Use of Social Platforms and Their Contents among Medical Societies

Marca, G; Matilla, K; Ferreres, M; Ortiga, B

Social Media Communication of European Nation States Revisited – A Transnational Content Analysis between Germany, Poland and the UK in 2011 and 2014

Sievert, Holger; Zelenka, Ana

**Parallel Session 3.2:
Stakeholders and Their Impact**

Location: C2-040

Chair: Howard Nothhaft

Hashtag Hijacking or Engagement?: When Stakeholders Re-define a Corporation's Social Media Efforts

Coombs, W. Timothy; Holladay, Sherry J.

Inside Involvement: A Case Study Of Activist Participation

Hansford, Mai

Talk Or Action. PR-Strategies Between Influencing the Stakeholder and the Company Management. Theoretical Approach and Empirical Findings

Hoffjann, Olaf; Hachmeister, Philine

Advancing Conceptions of Stakeholder and Crisis in Crisis Communication Research: A Relational-Utility Approach

Crookes, Adrian; Marques-Mendes, António Mira

**Parallel Session 3.3:
Research Challenges in PR**

Location: C2-010

Chair: Ansgar Zerfass

Grasping the Variability of the "Real Organization": Towards a Framework for Analyzing Strategic Communication in Light of Highly Variable Organizational Contexts

Buhmann, Alexander; Diana, Ingenhoff

Analysing Algorithms in Public Relations Research: Contexts, Challenges and Innovative Methodologies

Collister, Simon Edward

Mapping Contingency Factors in Public Relations Practice: A Conjoint Approach to the Contingency Theory of Strategic Conflict Management

Jin, Yan; Pang, Augustine; Cameron, Glen; Reber, Bryan; Cropp, Fritz

A Political Economy of Persuasion? The Application of Public Choice Theory to Activist Public Relations

Thompson, Gareth

10:30 – 10:45

Break 3

Location: Break Area

Friday October 2 – Page 4 of 7

10:45 – 12:15

**Parallel Session 4.1:
The Business School Fortress**

Location: C2-005

Chair: Adrian Crookes

**Communication Competencies
+ Business Acumen = Employ-
ability. How PR Students at a
Business School Value Their
Education**

Bang, Tor; Solvoll, Mona

**The Business School Fortress
– Still Not Taken**

Spiller, Ralf; Weinacht, Stefan;

Koehler, Andreas

**Subjection Under or Eman-
cipation from Management
Logic? An Analysis of Cases in
Search for Public Relation's
Unique Rationality**

Nothhaft, Howard; von Platen, Sara

**Public Relations: Economics
vs. Communication Science.
Effects of Education on the
Practice**

Spatzier, Astrid

**Parallel Session 4.2:
Communication Manage-
ment and Management of
Communication**

Location: C2-040

Chair: Iris Rittenhofer

**"Our Raison D'être is the Law
– Anything Other than that is
Nonsense!" – A Study of Public
Museums' Challenges in In-
corporating Strategic Commu-
nication**

Kjeldsen, Anna Karina

**Visual Communications and
Organisational Change - In-
terdisciplinary Approaches:
Linking Arts, Communication
and Management**

Roberts-Bowman, Sarah

**The Comparative Excellence
Framework for Communica-
tion Management**

Vercic, Dejan; Zerfass, Ansgar

**There's life in the Old Dog
Yet – Some Remarks on the
Wondrous Resurrections of
Integrated Communication
as "Fashion-Conscious" Man-
agement Metaphor**

Winkler, Peter

**Parallel Session 4.3:
Some Management
Challenges for PR**

Location: C2-010

Chair: Emanuele Invernizzi

**Dialogue for What? Multidis-
ciplinary Analysis on Deci-
sion-making Processes: A
Managerial Proposal**

Gutierrez-Garcia, Elena;

Recalde, Monica

**Connecting Intangible Com-
munication Outcomes to
Bottom Line Results: An Em-
pirically-Based Social Capital
Approach**

Dodd, Melissa

**Diverse Roles of Public Rela-
tions Professionals in Con-
tributing to Organizational
Decision Making – a Finnish
Study**

Mykkänen, Markus Tapani

**Culture Matters in Strategic
Communication: Mapping
Nordic Culture and Com-
munication Practices in the
Management Game of Com-
munication**

Warner-Søderholm, Gillian;

Cooper, Charles

12:15 – 13:30

Lunch

Location: Break Area

13:30 – 14:30

Euprera Hour

Location: C1-050

EUPRERA Best Reviewer Award

EUPRERA Best Paper Award

Emerald Professional Impact Award

EUPRERA PhD Award for Excellent Doctoral Theses

EUPRERA Master Thesis Award for Excellence

EUPRERA Research and Education projects

EUPRERA Members Networks

14:30 – 14:45

Break 4

Location: Break Area

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- 14:45 – 15:15 **EUPRERA General Assembly: Members Only**
Location: C1-050
- 15:15 – 16:15 **Panel: Panel discussion: 'I can teach a business student PR, I can't teach a PR student business'**
Location: C1-050
Panel discussion led by Professors Jon White and David McKie with Hans Geelmuyden, senior partner and CEO of Norway's largest PR agency and Cathrine Torp, VP Director of Communications, DNV GL - Oil & Gas
- 16:15 – 16:30 **Break 5**
Location: Break Area
- 16:30 – 17:30
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| <p>Parallel Session 5.1:
Issues in CSR and Ethics
<i>Location: C2-005</i>
<i>Chair: Paul Willis</i></p> <p>"Competitive Necessity" or "Greed": Rhetorical Analysis of Arguments Regarding Management Compensation
<i>Ihlen, Øyvind; Lie, Einar</i></p> <p>CSR in the Raw Material Sector: Legitimacy Through CSR disclosures?
<i>Bachmann, Philipp; Ingenhoff, Diana</i></p> <p>Public Relations, Ethics and Social media: A Cross-National Study of PR Practitioners
<i>Toledano, Margalit; Avidar, Ruth</i></p> | <p>Parallel Session 5.2:
Communication Management and Management of Communication
<i>Location: C2-040</i>
<i>Chair: Maria Teresia Isaksson</i></p> <p>The Art of Communication Management: Design Management as Bridge between Communication Strategy and Communication Planning
<i>Rademacher, Lars</i></p> <p>PR is the Management of Communication? Analysing the Differences between Small and Large Corporations
<i>Spatzier, Astrid</i></p> <p>Corporate Communications in Small and Medium-Sized Enterprises: Unveiling a Neglected Field of Practice
<i>Zerfass, Ansgar; Winkler, Luisa</i></p> | <p>Parallel Session 5.3:
Levels of Interacting for Success
<i>Location: C2-010</i>
<i>Chair: Billur Ulger</i></p> <p>Beyond awareness – Involvement and Information Dissemination as Factors of Success. Two Pilot Studies on the Evaluation of Corporate Videos.
<i>Jarolimek, Stefan; Sülflow, Michael</i></p> <p>Breaking the Mystique and Exploring the Magic of Mentoring
<i>Laville, Lucy; Tench, Ralph; Kiesenbauer, Juliane</i></p> <p>The Potential of Internal Social Media in Organizational Change Processes: Results of a Hermeneutic Interdisciplinary Literature Analysis and Selected Qualitative Interviews
<i>Sievert, Holger; Linke, Claudia</i></p> |
|---|---|---|
- 20:00 – 24:00 **Gala Dinner at Frognerseteren (With Ticket)**

Saturday October 2 – Page 6 of 7

08:30 – 09:00

Coffee 2

Location: Break Area

09:00 – 10:30

**Parallel Session 6.1:
The Business School Fortress**

Location: C2-005

Chair: Sarah Roberts-Bowman

Managing Millennials in Public Relations: Issues Facing PR Managers and Executives

Reeves, Holley; Meng, Juan;

Reber, Bryan H.

From MBA to PR Oath – Creating Social Capital with Higher Standards for the Future PR Profession

Wiesenberg, Markus

Does Business Knowledge Really Improve the Success of Communication Managers?

Sievert, Holger; Rademacher, Lars;

Anna, Weber

**Parallel Session 6.2:
Some Critical Issues on PR**

Location: C2-040

Chair: Helena Kantanen

Putting Communication and Soft Tools into Managerial Scoring Scope. Hurdles and Opportunities for Combining Communication and Managerial Insights

Maessen, Jan; Baetens, Ton

Public Relations as ‘Dirty Work’

Bridgen, Elizabeth Joy

Looking Through Different Lenses: Women’s Feminist Perspectives in Public Relations

Mariutti, Fabiana; Kuş, Oğuz;

Yeomans, Liz

Competitive Public Relations: What Research Tells Us

Vercic, Dejan; Tkalac Vercic, Ana

**Parallel Session 6.3:
Value of Social Media and Online Communication**

Location: C2-010

Chair: Christian Fieseler

The Influence of Electronic Word of Mouth on Corporate Image

Folger, Mona; Röttger, Ulrike;

Wiencierz, Christian

Online Dialogue Measurement Index – A Measurement of the Dialogic Orientation of Organizations in the Online Environment

Romenti, Stefania; Valentini, Chiara;

Murtarelli, Grazia; Meggiorin, Katia

Linking Social Networking sites to Public Relations: Why and How Stakeholders Interact with Corporate Facebook Pages

Ruehl, Christopher Hendrik;

Ingenhoff, Diana

The Language of Competence in the Historical Discourse of Company Websites

Ulger, Billur; Ulger, Gürdal

10:30 – 10:45

Break 6

Location: Break Area

Saturday October 2 – Page 7 of 7

10:45 – 11:45

**Parallel Session 7.1:
It's a Matter of Image and
Reputation***Location: C2-005**Chair: Dejan Vercic***Understanding 'Reputational
Fallout': How Corporate Crises
Influence the Perception of a
Corporation's Home Country***Buhmann, Alexander;**Ingenhoff, Diana***Strategic Reactions to Gain
Acceptance – Communica-
tion and Participation within
Infrastructure Projects***Krebber, Felix***Corporate Communication in
Support Of Image and Reputa-
tion Building of a Post-Social-
ist/Communist Global Investor***Gołata, Krzysztof;**Lawniczak, Ryszard Franciszek***Parallel Session 7.2:
CSR and NGOs***Location: C2040**Chair: Øyvind Ihlen***"Good for You, Good for the
Planet": Creating Shared Val-
ue through Communication
in Barilla.***Invernizzi, Emanuele; Romenti,**Stefania; Murtarelli, Grazia;**Virginio, Luca***From the Inside Out: Four
Communication Flows of
NGOs' and Churches' Legitimation***Wiesenberg, Markus;**Oliveira, Evandro*

12:00 – 12:30

Closing and announcement of Euprera 2016*Location: C1-050*

Award of honorary membership

Announcement of 2016 conference in Groningen and Amsterdam

Thank you's