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 Strategies in a Crisis
Johansson, Catrin; Bäck, Emelie
Coming to Terms with British Euroscepticism: The Rhetoric of Europhile Business Executives and Political Leaders
Jorgensen, Poul Erik Flyvholm; Isaksson, Maria
Communicating the Leadership Status of organisations – 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 Bachelor’s in Communication Management 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 Communication Program at a Business 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 View of the Communication Consultant
Sebastiao, Sonia Pedro; Zulato, Giovana; Alice, Trindade
Communication Management 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
Thursday October 1 – Page 2 of 7

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

17:15 – 18:15  Parallel Session 2.2: Enabling and Empowering Strategic Public Relations  
Location: C2-040  
Chair: Sonia Pedro Sebastiao  
Enabling and Empowering Strategic Public Relations  
Asunta, Laura  
From One to Many: Collective Storytelling through Micro-Narratives  
Etter, Michael; Fieseler, Christian  
Swarms: Exploring Novel Qualities of Public Relations  
Rittenhofer, Iris; Jacobsen, Ushma Chauhan

17:15 – 18:15  Parallel Session 2.3: Agile Communication Strategy Development  
Location: C2-010  
Chair: Sue Wolstenholme  
Agile Communication Strategy Development  
vRuler, Betteke; Körver, Frank  
Towards a Typology: The 5 P’s of Strategic Communication  
Gulbrandsen, Ib T.  
Collaboration between Management 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
Friday October 2 – Page 3 of 7

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**  
  *Marco, 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*

10:30 – 10:45  **Break 3**  
*Location: Break Area*

10:45 – 12:00  **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*

12:00 – 13:00  **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*
### Parallel Session 4.1: The Business School Fortress
**Location:** C2-005  
**Chair:** Adrian Crookes

- Communication Competencies + Business Acumen = Employability. 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 Emanicipation from Management Logic? An Analysis of Cases in Search for Public Relation's Unique Rationality
  *Nothhaft, Howard; von Platen, Sara*

  *Spatzier, Astrid*

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### Parallel Session 4.2: Communication Management 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 Incorporating Strategic Communication
  *Kjeldsen, Anna Karina*

- Visual Communications and Organisational Change - Interdisciplinary Approaches: Linking Arts, Communication and Management
  *Roberts-Bowman, Sarah*

- The Comparative Excellence Framework for Communication 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” Management Metaphor
  *Winkler, Peter*

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### Parallel Session 4.3: Some Management Challenges for PR
**Location:** C2-010  
**Chair:** Emanuele Invernizzi

  *Gutierrez-Garcia, Elena; Recalde, Monica*

- Connecting Intangible Communication Outcomes to Bottom Line Results: An Empirically-Based Social Capital Approach
  *Dodd, Melissa*

- Diverse Roles of Public Relations Professionals in Contributing to Organizational Decision Making – a Finnish Study
  *Mykkänen, Markus Tapani*

- Culture Matters in Strategic Communication: Mapping Nordic Culture and Communication Practices in the Management Game of Communication
  *Warner-Søderholm, Gillian; Cooper, Charles*

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### Schedule

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<td>10:45 – 12:15</td>
<td>Parallel Session 4.1: The Business School Fortress</td>
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<td>12:15 – 13:30</td>
<td>Lunch</td>
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<td>13:30 – 14:30</td>
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<td>14:30 – 14:45</td>
<td>Break 4</td>
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**Location:** Break Area
Friday October 2 – Page 5 of 7

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  Parallel Session 5.1: Issues in CSR and Ethics  
Location: C2-005  
Chair: Paul Willis  
“Competitive Necessity” or “Greed”: Rhetorical Analysis of Arguments Regarding Management Compensation  
ihlen, Øyvind; Lie, Einar

CSR in the Raw Material Sector: Legitimacy Through CSR disclosures?  
Bachmann, Philipp; Ingenhoff, Diana

Public Relations, Ethics and Social media: A Cross-National Study of PR Practitioners  
Toledano, Margalit; Avidar, Ruth

Parallel Session 5.2: Communication Management and Management of Communication  
Location: C2-040  
Chair: Maria Teresia Isaksson  
The Art of Communication Management: Design Management as Bridge between Communication Strategy and Communication Planning  
Rademacher, Lars

PR is the Management of Communication? Analysing the Differences between Small and Large Corporations  
Spatzier, Astrid

Parallel Session 5.3: Levels of Interacting for Success  
Location: C2-010  
Chair: Billur Ulger  
Jarolimek, Stefan; Sülfow, Michael

Breaking the Mystique and Exploring the Magic of Mentoring  
Laville, Lucy; Tench, Ralph; Kiesenbauer, Juliane

The Potential of Internal Social Media in Organizational Change Processes: Results of a Hermeneutic Interdisciplinary Literature Analyssis and Selected Qualitative Interviews  
Sievert, Holger; Linke, Claudia

20:00 – 24:00  Gala Dinner at Frognerseteren (With Ticket)
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
Wiesenber, 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
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<th>Time</th>
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<td>10:45 – 11:45</td>
<td>It's a Matter of Image and Reputation</td>
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<td>Chair: Dejan Vercic</td>
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<td>Understanding ‘Reputational Fallout’: How Corporate Crises Influence the Perception of a</td>
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<td>Strategic Reactions to Gain Acceptance – Communication and Participation within</td>
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<td>Corporate Communication in Support Of Image and Reputation Building of a Post-Social-</td>
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<td>Gołata, Krzysztof; Lawniczak, Ryszard Franciszek</td>
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<td>12:00 – 12:30</td>
<td>Closing and announcement of Euprera 2016</td>
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<td>Award of honorary membership</td>
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<td>Announcement of 2016 conference in Groningen and Amsterdam</td>
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