



Madrid
2014

COMMUNICATION
WITH CONSCIENCE

21-23
SEP.

8TH WORLD PUBLIC RELATIONS FORUM

RESEARCH COLLOQUIUM AGENDA

Palacio Municipal de Congresos de Madrid
Avda. de la Capital de España, s/n
28042 Madrid (Spain)



Research Colloquium

8:30 Registrations

9:00 **Inauguration**

Sala Madrid

 ENG/SPA



Anne Gregory

 UK

Global Alliance

President



Samuel Martín-Barbero



 Spain

Dircom

Chair of Academic Development. Associate Dean, IE Business School



Karen Sanders

 Spain /  UK

IESE / CEU

Director of the Research Colloquium

9:15


What can professionals and scholars learn from one other?

Sala Madrid

 ENG/SPA



Juan Carlos Molleda

 Venezuela

University of Florida

Professor and Chair, Department of Public Relations



Chair

Ricardo Gómez Díez

 Spain

CEU-San Pablo University

Assistant Lecturer

10:15/11:45 **Parallel panels**

10:15/11:45 **CONSCIOUSNESS AND SELF-AWARENESS: RESPONSIBLE COMMUNICATION AND CONVERSATIONS**

 Sala Paris

“A Jungian Conscience: self-awareness for PR practitioners.”

Fawkes, Johanna. Charles Sturt University, Australia

“The unethical consequences of professional communication codes of ethics: a postmodern analysis of ethical decision-making in communication practice.”

Holtzhausen, Derina. Oklahoma State University, USA

“Becoming one of us: A genealogical analysis of public relations internship in Singapore.”

Lee, Mary. National University of Singapore, Singapore

“Knowledge, competencies and self-awareness in public affairs: A UK pilot study and methodological approach.”

Roberts-Bowman, Sarah. London College of Communication, University of the Arts, London, UK

10:15/11:45 **CONSCIENCIA Y AUTO PERCEPCIÓN: COMUNICACIÓN RESPONSABLE Y CONVERSACIONES**

 Sala Londres

Moderador: Julio Cerviño, Universidad Carlos III de Madrid. Spain

“Homo Relatio: Una nueva perspectiva para la co-construcción de estrategias de comunicación”

Herrera Echenique, Raúl. FISEC Chile. Capítulo chileno del Foro Iberoamericano sobre Estrategias de Comunicación
Bendezú Untiveros, Raúl. FISEC Chile, Chile

“¿Reinventando la rueda? Una mirada crítica acerca del diálogo y el compromiso”

Gutiérrez-García, Elena. Universidad de Navarra, España
Recalde, Mónica. Universidad de Navarra, España
Piñera-Camacho, Alejandra. Universidad de Navarra, España

“Comunicación e individuación en las organizaciones”

Gil Congote, Lina Marcela. Universidad de Antioquia, Universidad EAFIT, Colombia

“Seis niveles de interés ético para construir Reputación Corporativa”

Carreño Díaz, Lorena. CICOM, México

10:15/11:45 **MESA REDONDA DE INVESTIGADORES**

SPA Sala Roma

Moderador: María Sánchez-Valle, Universidad CEU San Pablo. Madrid. Spain

“La NTE desde abajo: prácticas comunicativas en el movimiento estudiantil chileno”

Egaña, Anamaria. Universidad de Santiago de Chile, Chile
Avenidaño, Claudio. Universidad de Santiago de Chile, Chile

“Gestión de Riesgo Comunicacional”

Coppola, Gustavo German. Consejo Profesional de Relaciones Públicas de la República Argentina. Coppola y Asociados. Universidad de Palermo, Argentina

“¿Cómo pueden las organizaciones conectar con los grupos de interés, a través de las palabras-alma?”

Sánchez Pérez, Carlos Manuel. Centro Universitario Villanueva, Universidad Complutense, España

“Comunicación estratégica: diálogo y conciencia”

Salazar, J.A. Universidad Sergio Arboleda, Colombia

“Herramientas de acción comunicativa”

Pedro Maria Etxaniz. Lizarra Ikastola. Spain

10:15/11:45 **RESTORING TRUST IN ORGANIZATIONS: LEADERSHIP, CONFIDENCE, CONVERSATION, ARTICULATION, CONNECTIVITY, SIGNIFICANCE AND REPUTATION**

ENG Sala Madrid

Chair: Marianne Sison, RMIT University, Melbourne. Australia

“Transparent Communicative Organization and Hybrid Content.”

Taiminen, Kimmo. University of Jyväskylä, Finland
Tolvanen, Kristiina. University of Jyväskylä, Finland
Luoma-aho, Vilma. University of Jyväskylä, Finland

“The Communication Gap in CSR between companies and social organisations.”

Mazo Salmerón, Elena. CEU San Pablo University, Spain

“Mind the gap: government communication strategies and citizens’ perceptions of Spanish local governments.”

Sanders, Karen. CEU San Pablo University, Spain
Canel, María José. Complutense University, Spain

“Changing conversation and dialogue through LeadSA: An example of PR activism.”

Benecke, Dalien Rene. University of Johannesburg, South Africa
Oksiutyecz, Anna. University of Johannesburg, South Africa

“Online Political Public Relations and Trust: Differential Source and Interactivity Effects in the 2012 Presidential Campaign.”

Painter, David Lynn. Full Sail University, USA

10:15/11:45 **RESEARCH ROUNDTABLE "A"**

ENG Sala Monaco

Chair: Ricardo Gómez Díez, Universidad CEU San Pablo. Madrid. Spain

“Dos and don'ts to stimulate creativity in communication and public relations agencies and consultancies.”

Estanyol Casals, Elisenda. Universitat Oberta de Catalunya, Spain

“SME Leaders and Sustainability: deliberative engagement processes and techniques. Preliminary Findings.”

Frandsen, Finn. Centre for Corporate Communication, School of Business and Social Sciences, Aarhus University, Denmark
Johansen, Winni. Centre for Corporate Communication, School of Business and Social Sciences, Aarhus University, Denmark

“The Impact of Emotional Intelligence on Organizational Commitment and Improve the Performance of Public Relationship staff.”

Nazari, Mina. Tabriz. Electric Distribution Company, Iran
Seyed Reza. Naghibulsadat. Allameh Tabatabai University, Tehran, Iran

“A revision of communication strategies for effective disaster risk reduction: A case study of the South Durban Basin of KwaZulu Natal, South Africa.”

Rampersad, Renitha. Durban University of Technology, South Africa
Skinner, Chris. Durban University of Technology, South Africa

“Corporate legitimacy through CSR-disclosure: How much is too much? How little is too little?”

Bachmann, Philippe. University of Fribourg. Switzerland
Lingenhoff, Diana. University of Fribourg. Switzerland

11:45/12:15 Coffee break

12:15/13:15 **Plenary Session**
Communication with
conscience
Sala Madrid
 **ENG/SPA**



Ray Hiebert

 USA

University of Maryland

Emeritus Professor



Robert Heath

 USA


Houston University

Emeritus Professor of
Communication



Chair

Gregor Half

 Singapore

Global Alliance

Chair-Elect

13:15/15:30 Lunch

15:00/16:30 **RESTAURAR LA CONFIANZA EN LAS ORGANIZACIONES: LIDERAZGO, CONFIANZA, CONVERSACIÓN, ARTICULACIÓN, CONECTIVIDAD, SIGNIFICACIÓN Y REPUTACIÓN**

ESP Sala Paris

Moderadora: María José Canel. Universidad Complutense de Madrid, España

“El pensamiento de medios sociales (Social Media Thinking) principio básico para la construcción de un modelo de Social Business”

Frías, Avelina. Universidad Complutense, España

“La comunicación de las organizaciones científicas en la prensa española”

García Nieto, M^a Teresa. Universidad Complutense, España

Viñarás Abad, Mónica. Universidad CEU San Pablo, España

Padilla Castilla, Graciela.

Semova, Dimitria.

García Agustín, Julia.

Requeijo Rey, Paula.

“Usos de la comunicación digital sanitaria entre los mayores: confianza y empoderamiento”

Sánchez-Valle, María. Universidad CEU San Pablo, España

Sanders, Karen. Universidad CEU San Pablo, España

Viñarás Abad, Mónica. Universidad CEU San Pablo, España

Llorente Barroso, Carmen. Universidad CEU San Pablo, España

15:00/16:30 **DEVELOPING CONVERSATIONS IN A GLOBALIZED WORLD**

ING Sala Madrid

Chair: Juan Carlos Molleda. University of Florida

“Communicating Catalan Culture in a Global Society.”

Johnston, Melissa. North Carolina State University, Raleigh, NC, USA

Cester Vidal, Xavier. Catalan Institute for the Cultural Companies (ICEC), Barcelona, Catalunya, Spain

“Global public relations and communication management: A European perspective.”

Verčič, Dejan. University of Ljubljana, Slovenia

Zerfass, Ansgar. University of Leipzig, Germany & BI Norwegian Business School, Oslo, Norway

Wiesenberg, Markus. University of Leipzig, Germany

“Globalising the academic self.”

Sison, Marianne. RMIT University, Melbourne, Australia

Gregory, Anne. University of Huddersfield, UK

“Arts and strategic communication in Spanish and Italian corporations: from sponsorship to cultural responsibility.”

Herranz de la Casa, José María. Universidad de Castilla-La Mancha, Spain

Martino, Valentina. Sapienza University of Rome, Italy

15:00/16:30 **THE ROLE OF PUBLIC RELATIONS IN SOCIETY**

ING Sala Londres

Chair: Elena Gutiérrez-García. Universidad de Navarra. España

“What is public relations to society? Toward an economically informed understanding of public relations”

Half, Gregor. Singapore Management University & European School of Management and Technology, Singapore

Gregory, Anne. University of Huddersfield, UK

“Model evaluation and measurement in Public Relations.”

Pazito Brandão, Elizabeth. CONFERP (Conselho Federal de Profissionais de Relações Públicas), Brazil

Mello, Rachel. FSB Comunicações, Brazil. OK

“Examining the practice of Corporate Social Responsibility (CSR) in Sub-Saharan Africa.”

Rampersad, Renitha. Durban University of Technology, South Africa

Skinner, Chris. Durban University of Technology, South Africa

“Grounded theory for theory-building in Public Relations: Nation building as Negotiating Identities Among At-risk Youth.”

Lee, Mary. National University of Singapore, Singapore

“Multinational corporations’ role in developing Vietnam’s public relations industry through Corporate Social Responsibility”

Bilowol, Jade. RMIT University, Melbourne, Australia

Doan, M.A. RMIT University, Melbourne, Australia

15:00/16:30 **RESEARCH ROUNDTABLE "B"**

ING Sala Roma

Chair: Judy VanSlyke Turk, Virginia Commonwealth University, USA

“Corporate Social Responsibility in Abu Dhabi: A policy framework.”

Al Zaabi, Nouf. Zayed University, Abu Dhabi, United Arab Emirates

Al Fahim, Ayesha. Zayed University, Abu Dhabi, United Arab Emirates

Humaid, Safiya. Zayed University, Abu Dhabi, United Arab Emirates

“Access and effective management of communication management systems essential to stakeholder relations.”

Jario, Talitha. PRISA, Namibia

“Restoring trust in organisations through stakeholder engagement in a disaster.”

Sheehan, Mark. Deakin University, Australia

Oppi, Biaggio. Deakin University, Australia

“Responsible Communication: Reaching the Impossible? Understanding Aporetic Structures of Public Relations through Self-awareness”

Tsetsura, Katerina. University of Oklahoma. United States Of America

16:30/17:00 Coffee break

17:00/18:00

Closing

Corporate and Social
Consciousness in Public
Relations

Sala Madrid



Sandra Duhé

USA

**Southern Methodist
University**

Chair of the Division of
Communication Studies



Chair

Judy VanSlyke Turk

USA

Global Alliance

18:15/19:15

**Commission on Public
Relations Education**

Focus Group for Educators
and Practitioners to
Discuss Undergraduate PR
Curriculum

Sala Madrid



Jean Valin

Canada

**Valin Strategic
Communication**

Principal. Founding member
and past chair/ invited board
member at Global Alliance



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