

## 2024 JOINT ICA PRECONFERENCE: Impacts of Strategic Communication in an Interconnected World

**LOCATION: UTS Building 6, 702 Harris Street, Ultimo, NSW**

### CONFERENCE PROGRAM

#### Day 1: June 16, 2024 (Sunday)

7:00 am – 4 pm	Registration CB06.04.Foyer (Level 4, UTS Building 6)
<b>CONFERENCE OPENING (GUTHRIE THEATRE, CB06.03.028)</b>	
8:20- 8:25am	<b>Welcome to Country</b>
8:25 – 8:30am	<b>Opening Remarks from the Dean of the Faculty of Arts and Social Sciences</b> Professor Alan Davison
8:30 – 8:35am	<b>Words from the Head of School, School of Communication</b> Professor Stephanie Hemelryk Donald
8:35-8:45am	<b>Welcome from Joint Conference Partners</b> <ul style="list-style-type: none"> <li>• Professor Xianhong Chen, Founder and Co-Chair of International Forum on Public Relations and Advertising (PRAD); Professor of School of Journalism and Information Communication, Huazhong University of Science and Technology (HUST); Vice President of Chinese Association for History of Journalism and Communication (CAHIC)</li> <li>• Professor Xiaocheng Liu, Dean of School of Journalism and Communication, Lanzhou University; President of Public Relations Scholars’ Community (PRSC), affiliated with CAHIC</li> <li>• Dr. Marianne Sison, Founder and Convenor, Asia-Pacific Public Relations Research and Education Network (APPRREN)</li> </ul>
8:45-8:50am	<b>Special Issue Address from Editor-in-Chief, <i>Journal of Communication Management</i></b> Professor Jesper Falkheimer, Department of Strategic Communication, Lund University, Sweden
8:50 – 9:00am	<b>Conference Housekeeping</b> Dr. Kate Delmo/Dr. Flora Hung-Baesecke, Conference Organisers, Strategic Communication Discipline, University of Technology Sydney, Australia

<p>9:00 – 10:00am</p>	<p style="text-align: center;"><b>KEYNOTE ADDRESS</b></p> <p style="text-align: center;">Venue: Guthrie Theatre, CB06.03.028</p> <p style="text-align: center;">Distinguished Professor Jim Macnamara, UTS Strategic Communication</p> <p style="text-align: center;">Facilitator: Professor Maureen Taylor Honorary Professor, UTS Strategic Communication</p>	
<p>10:00 – 10:15</p>	<p style="text-align: center;">Morning Tea</p>	
<p><b>SESSIONS</b> <b>(ENGLISH SUBMISSIONS)</b></p>		
<p>10:15 – 11:30</p>	<p style="text-align: center;"><b>Session 1: Dark Side of Strategic Communication</b> Venue: Guthrie Theatre, CB06.03.028</p> <p style="text-align: center;">Chair: Katerina Tsetsura</p> <p><i>A Dark Side of Strategic Communication: Proxy Organizations and Modern-Day Propaganda</i> <b>Craig Scott</b>, The University of Texas in Austin, USA</p> <p><i>The Dark Side of Narratives in Sponsored Posts of Social Media Influencers</i> <b>Jingren Li, Erich J Sommerfeldt</b>, University of Minnesota Twin Cities, USA</p> <p><i>Communication Hijacking: strategic communication gone dark</i> <b>Vilma Luoma-aho, Miriam Hautala</b>, University of Jyväskylä, Finland <b>Jason Brown</b>, Westpoint Military Academy, USA</p>	<p style="text-align: center;"><b>Session 2: Employee Communication/ Internal Communication</b> Venue: Collaborative Lecture Theatre, CB06.03.056</p> <p style="text-align: center;">Chair: Chiara Valentini</p> <p><i>Dancing with communication visibility at work: Paradoxes of social influence in internal communication</i> <b>Vincent Huang, Angela Huang, Steve Guo</b>, Hong Kong Baptist University, Hong Kong</p> <p><i>Cultivating Workplace Bonds: The Synergy of Corporate Volunteering Internal Communication and Co-worker Relationships in Chinese Organizations</i> <b>Minqin Ma</b>, Beijing Normal University, Hong Kong Baptist University-United International College</p>

	<p><i>Strategic Distraction in Strategic Communication: A Communicative Tool of Public Marginalization</i>  <b>Theon Hill</b>, Wheaton College, USA  <b>Damion Waymer</b>, University of South Carolina, USA</p>	<p><i>The Influence of Leader Knowledge on employee communication behaviours from Psychological Contract Perspective: Evidence from China</i>  <b>Xiaoxin Xiong</b>, University of Technology Sydney  <b>Guangyuan Luo</b>, The Shanghai University, China</p> <p><i>Strategic Communication Dynamics in Chinese Corporate Internal Social Media: Examining the Impact of Engagement Transparency and Privacy on Employee Information Sharing Behavior Mediated by Employee-Organization Relationships</i>  <b>Yuan Gao</b>, Hong Kong Baptist University, Hong Kong and Shenzhen University, China  <b>She Lyu</b>, Hong Kong Baptist University, Hong Kong</p>
<p><b>10:15 – 11:30</b></p>	<p style="text-align: center;"><b>Session 3: Corporate Social Advocacy</b>  <b>Venue: Lecture Theatre, CB06.03.022</b></p> <p style="text-align: center;"><b>Chair: Marianne Sison</b></p> <p><i>Employee Activism for Social Change: A Challenge or an Opportunity for Strategic Communication?</i>  <b>Silvia Ravazzani</b>, IULM, Italy  <b>Yan Jin</b>, University of Georgia, USA  <b>Sara Conti</b>, IULM, Italy  <b>Anna Rachwalski</b>, University of Georgia, USA  <b>Sonny Glenn Robinson</b>, University of Georgia, USA  <b>Alessandra Massei</b>, IULM, Italy  <b>Bryan Reber</b>, University of Georgia, USA</p> <p><i>Corporate Social Advocacy and Public Discourse: Examining Australian Universities Framing of the 2023 Australian Indigenous Voice Referendum</i></p>	<p style="text-align: center;"><b>Session 4: Public Diplomacy</b>  <b>Venue: CB06.06.115</b></p> <p style="text-align: center;"><b>Chair: Øyvind Ihlen</b></p> <p><i>Strategic Nation Branding: A Comparative Analysis of Soft Power Building through Promotional Videos Between China and Singapore</i>  <b>Hong Fang</b>, Tsinghua University, China  <b>Ru Qu</b>, Beijing International Studies University, China</p> <p><i>Contemporary Arts as Strategic Communication in Public Diplomacy- A Case Study on Cai Guoqiang’s Firework Projects</i>  <b>Jia Xu</b>, Fudan University, China  <b>Yong Fang, Can Zuo, Fen Xiang</b>, Institute of Journalism and Communication, Chinese Academy of Social Sciences, China</p>

	<p><b>Shima Saniei, Xiufang (Leah) Li</b>, RMIT University, Australia</p> <p><i>A contingency approach toward an issues management keystone: Balancing risks and values for organizational engagement in civil society</i></p> <p><b>Luke Capizzo</b>, University of Missouri, USA</p> <p><i>Strategic Communication Practices of Corporations in the Chinese Context: Connotation Analysis Public Sentiment Tendency and Corporate Practice Path</i></p> <p><b>Yuqi Pan</b>, Dalian University of Technology, China</p>	<p><i>A Comparative Analysis of BRICS Countries' Perceptions of the "Belt and Road" Initiative: Public and Media Perspectives</i></p> <p><b>Weidong Li, Shuya Zhang</b>, Huazhong University of Science and Technology, China</p> <p><i>Brand Public Communication in the Context of Digital Economy: Expanding Public Relations in Mainland China's Cultural and Creative Industries through Social Capital</i></p> <p><b>Tangxing Guo, Cheng Neng Lai</b>, Shih Hsin University, Taiwan</p>
<b>10:15 – 11:30</b>	<p style="text-align: center;"><b>Session 5: Branding / Advertising</b></p> <p style="text-align: center;"><b>Venue: CB06.03.053</b></p> <p style="text-align: center;"><b>Chair: Angela Chang</b></p> <p><i>Love Is Blind: The Effect of Online Brand Community Engagement on Brand Polarization</i></p> <p><b>Yuanhao Li, Xiang Li, Eunkyong Han</b>, Sungkyunkwan University, South Korea</p> <p><i>Food advertisers coordinated marketing practices across television branded websites and Facebook pages to target children</i></p> <p><b>Nipa Saha</b>, Macquarie University, Australia</p> <p><i>Communicating green brand appeals effectively: The influence of product transformation salience and co-creation claim</i></p> <p><b>Jialing Lin, Yubo Huang, Mengyao Li</b>, Shenzhen University, China</p> <p><i>Will Users Collaborate with Advertising Recommendation Systems? The Mediating Role of Response Efficacy</i></p>	<p style="text-align: center;"><b>Session 6: International Communication</b></p> <p style="text-align: center;"><b>Venue: CB06.06.123</b></p> <p style="text-align: center;"><b>Chair: Deborah Wise</b></p> <p><i>How audiences accept international news from Chinese media: mixed-methods study on content frames and acceptance</i></p> <p><b>Li Tian, Kun Bi</b>, Peking University, China</p> <p><b>Yan Sun</b>, Nanyang Technological University, Singapore</p> <p><i>Institutionalized horizontal interaction of fishery science between China and African countries: A case study of strategic communication practices by FFRC</i></p> <p><b>Jiahui Zhu</b>, University of China, China</p> <p><i>Putting on the Mask of Annoying Dog: NAFO's Memes Action during the Russia-Ukraine Conflict</i></p> <p><b>Wujiong Ren</b>, Beijing Normal University, China</p> <p><b>Jinye Zhu</b>, City University of Hong Kong, Hong Kong</p> <p><b>Siyu Chen</b>, Beijing Normal University, China</p>

	<p><b>Lei Lei</b>, Minzu University, China  <b>Wanwan Wang</b>, Beijing Technology and Business University, China  <b>Zhi Xu</b>, Minzu University, China  <b>Li Li</b>, Minzu University, China</p>	<p><b>Bei Zhao</b>, Beijing Normal University, China  <b>Hongzhong Zhang</b>, Beijing Normal University, China  <i>Intercultural Strategies in Transnational News Interviews: A Series Report Analysis Based on a Sample of 15 Countries</i>  <b>Xiao Jun, Chang Le</b>, Wuhan University, China</p> <p><i>The combination path of factors influencing the effect of international communication: A qualitative comparative analysis (QCA) of personal studios</i>  <b>Zhiyi Lin</b>, Peking University, China</p>
11:45 – 1:00pm	<b>Session 7: ESG and CSR</b>	<b>Session 8: Information Behaviour</b>
	<p style="text-align: center;"><b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p style="text-align: center;"><b>Chair: Vilma Luoma-Aho</b></p> <p><i>Strategic Communication around CSR: Polarization Creates Toxic Terms and Hushing</i>  <b>W. Timothy Coombs</b>, Centre for Crisis and Risk Communication, Canada</p> <p><i>The Case of Alipay Ant Forest: Consumer Participation in Sustainable Value Co-creation through ESG Practices</i>  <b>Lijun Luo</b>, Hong Kong Baptist University, Hong Kong  <b>Joseph Park</b>, BNU-HKBU United International College, Hong Kong</p> <p><i>ESG Reporting and the Challenge of Greenwashing: An Examination of Corporate Sustainability Practices Conglomerates Structure and Financial Constraint</i>  <b>Nick Zhang</b>, Hong Kong Baptist University, Hong Kong  <b>Au Yeung, Anson C.K.</b>, The Chinese University of Hong Kong, Hong Kong</p>	<p style="text-align: center;"><b>Venue: Collaborative Lecture Theatre, CB06.03.056</b></p> <p style="text-align: center;"><b>Chair: Rosanna Manansala</b></p> <p><i>Social Robots and Information Reading: Eye Tracking Insights into Behavior and Effects</i>  <b>Mingyang Zhang, Changfeng Chen</b>, Tsinghua University, China  <b>Tingrong Zhi</b>, Jinan University, China</p> <p><i>Bridging Information Studies and Strategic Communication to navigate engagement and polarisation a literature review</i>  <b>Deborah Wise</b>, Charles Sturt University, Australia</p> <p><i>How Information Behaviors Influence Subjective Well-Being? An Empirical Study Based on Data from Chinas National Research</i>  <b>Haocheng Peng, Chi Zhang, Longxiang Luo, Xinzhou Xie</b>, Peking University, China</p>

11:45 – 1:00pm	<p><i>Investigating the impact of Corporate Social Value: Strategic Communication, Consumer Perception and Purchase Intention</i>  <b>Li Zhang, Ruoyu Ni, Wai Chi Wong</b>, Tsinghua University, China</p> <p><i>Communicating Sustainability with the Local Publics: The Challenging Case of Unilever Social Media and Stakeholders' Engagement in Thailand</i>  <b>Chanapa Itdhiamornkulchai, Parichart Sthapitanonda</b>, Chulalongkorn University, Thailand</p>	<p><i>The Information Cocoon in Health Communication and the Media Value of Online Health Communities</i>  <b>Tiantian Xiang, Yunze Zhao</b>, Renmin University of China, China</p>
	<p style="text-align: center;"><b>Session 9: Disaster Risk Resilience</b></p> <p style="text-align: center;"><b>MOVED TO 17<sup>th</sup> June at 9 am</b></p>	<p style="text-align: center;"><b>Session 10: Branding/Advertising</b></p> <p style="text-align: center;"><b>Venue: CB06.06.115</b></p> <p style="text-align: center;"><b>Chair: Zhaohui Yu</b></p> <p><i>Leveraging green promotion with cultural and narrative sensitivities: the effect of warm glow affective priming</i>  <b>Ya Yang, Guoming Yu</b>, Beijing Normal University, China</p> <p><i>Concrete or abstract? A spreading-activation path of cultural symbols on product appearance</i>  <b>Peijia Wang, Huajun Li, Qi Zhou</b>, Huazhong University of Science and Technology, China</p> <p><i>A Study of Knowledge Production and Dissemination in Wikipedia from the Perspective of Media Activism</i>  <b>Hairui Gao, Lihao Gan</b>, East China Normal University, China</p>

	Session 11: Environmental Communication	Session 12: ESG and CSR
<b>11:45 – 1:00pm</b>	<p style="text-align: center;"><b>Venue: CB06.03.053</b></p> <p style="text-align: center;"><b>Chair: Craig Scott</b></p> <p><i>The Role of 3A Communication Strategy in Environmental Issue Management of a Mining Industry a study in PT. Jaga Usaha Sendai Kalimantan Indonesia</i>  <b>Dorien Kartikawangi, Louis Daniel</b>, Atma Jaya Catholic University of Indonesia, Indonesia</p> <p><i>Transformation and Implications of the Chinese Public's Concept of Environmental Protection from the Perspective of Strategic Communication</i>  <b>Qingtao Liu</b>, Babeş-Bolyai University, Romania  <b>Yanli Liu</b>, Hebei University of Economics and Business, China  <b>Yinan Bai</b>, The University of Sheffield, UK</p> <p><i>The impact of Internet exposure on public pro-environmental behavior: Evidence from China</i>  <b>Ziqi Wang</b>, East China Normal University, China  <b>Yuqi Wang</b>, Shanghai Jiao Tong University, China</p> <p><i>Strategic communication and climate engineering: Save the whales and de-legitimising Australian offshore wind farms</i>  <b>Jonathan Marshall, Jeremy Walker</b>, University of Technology Sydney, Australia</p> <p><i>Analysis on strategic communication between China and America on carbon neutrality</i>  <b>Yulong Chen</b>, Communication University of China, China</p>	<p style="text-align: center;"><b>Venue: CB06.06.123</b></p> <p style="text-align: center;"><b>Chair: Maria Jose Canel Crespo</b></p> <p><i>Dialogic CSR Communication with Chinese Consumers Through Social-Oriented Chatbots: Perceived Listening Shared Meaning and Supportive Intent</i>  <b>Yangzhi Nicole Jiang</b>, BNU-HKBU United International College, China  <b>Yang Cheng</b>, North Carolina State University, USA  <b>Yuan Wang</b>, City University of Hong Kong, Hong Kong</p> <p><i>Making the ESG audible: A study on the Steel Company's Podcasts in the Lens of Context Effect and Soundscape Theory</i>  <b>Chenxi Yang</b>, Tsinghua University, China</p> <p><i>Fostering Social Good through Engaging CSR Narratives: Effects of Dialogic Narratives on Individuals' Pro-social Behaviors</i>  <b>Chang Wan, Chenyi Sun, Yingru Ji</b>, Zhejiang University, China</p> <p><i>Branding Sustainability as a Strategy to Reach a Tuned-Out Public</i>  <b>Lara Zwarun</b>, University of Missouri St. Louis, USA  <b>Gerardo Camilo</b>, Saint Louis University, USA</p>

1:00-2:00 pm	<b>LUNCH</b>	
2:15-3:15pm	<p><b>PLENARY SESSION: <i>Managing Crises In An Evolving Landscape</i></b>  <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p><b>Panellists:</b>  <b>Professor Augustine Pang</b>, Singapore Management University, Singapore  <b>Professor Øyvind Ihlen</b>, University of Oslo, Norway  <b>Professor Chiara Valentini</b>, University of Jyväskylä, Finland  <b>Professor Yan Jin</b>, University of Georgia, USA</p> <p><b>Discussion Chair: Dr. Kate Delmo, University of Technology Sydney, Australia</b></p>	
3:15 -3:45pm	<b>Afternoon Tea</b>	
3:45-5:00pm	<p style="text-align: center;"><b>Session 13: Crisis Communication</b>  <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p style="text-align: center;"><b>Chair: Elina Tachova</b></p> <p><i>An Explainable Model of Public Emotion Generation in Chinese Enterprise Crisis Situations: An Empirical Analysis Based on Deep Learning</i>  <b>Mingxi Du</b>, Huazhong University of Science and Technology, China  <b>Yingzhong Hou</b>, Guangdong University of Foreign Studies, China</p> <p><i>Navigating Live Commerce Crisis Communication in the Post-COVID Era: Public Relations Lessons from the Florasis Eyebrow Pencil Incident</i>  <b>Yan Xu, Xuekang Shi</b>, Hong Kong Baptist University, Hong Kong</p> <p><i>Developing a model of paracrisis: Understanding the unique triggers and attributes of social media instigated crisis events</i></p>	<p style="text-align: center;"><b>Session 14: AI Technology/Science Communication</b>  <b>Venue: Collaborative Lecture Theatre, CB06.03.056</b></p> <p style="text-align: center;"><b>Chair: Michael Kent</b></p> <p><i>AI advocacy or AI ambivalence? Exploring the views of strategic communication agency managers in the 2020s on Artificial Intelligence</i>  <b>Catherine Archer, Kelly Choong, Melissa Fong-Emmerson, Eliza Vlasich</b>, Edith Cowan University (ECU), Australia</p> <p><i>Exploring the Intersection of Strategic Communication User Acceptance and Social Impact Insights from Hong Kong College Students' Attitudes and Behaviours towards AI Technology</i>  <b>She Lyu, Wanhui Zhou</b>, Hong Kong Baptist University, Hong Kong</p>



<b>3:45-5:00pm</b>	<p><b>Roslyn Cox</b>, Charles Sturt University, Australia</p> <p><i>Artificial intelligence ethics in organisation-public relationships: A public relations perspective</i>  <b>Xiufang (Leah) Li</b>, RMIT University, Australia</p> <p><i>A Conceptual Framework of Strategic Science Communication</i>  <b>Julia Serong, Constanze Rossmann, Sarah Stiller, Brigitte Strahwald, Monica Dechene, Bernhard Goodwin, Eva Rehfuess</b>, LMU Munich, Germany; <b>Clara Kuehner</b>, University of Leipzig, Germany</p>
	<p><b>Session 15: Brand Communication/Digital and Social Media</b>  <b>Venue: Lecture Theatre, CB06.03.022</b></p> <p><b>Chair: Katharina Wolf</b></p> <p><i>Engaging Consumers in Chinas Social Media: An Integrated Model with Dialogic Communication Brand Identification and Gratifications</i>  <b>Qiongyao Huang</b>, Nanchang University, China  <b>Regina Chen</b>, Hong Kong Baptist University, Hong Kong</p> <p><i>Critiquing Issues in Traditional Chinese Medicine through Online Advertising for Responsible Direct-to-Consumer Marketing</i>  <b>Angela Chang</b>, University of Macau, Macau  <b>Peter J. Schulz</b>, University of Lugano, Switzerland</p> <p><i>Strategic Use of TikTok to Promote Brand Engagement</i>  <b>Saravudh Anantachart, Papaporn Chaihanchai</b>, Chulalongkorn University, Thailand</p> <p><i>Digital Transformation of Strategic Communications for Foreign Companies in China: A Case Study of Procter &amp; Gamble Group</i></p>
	<p><b>Session 16: Public diplomacy</b>  <b>Venue: CB06.06.115</b></p> <p><b>Chair: Vincent Huang</b></p> <p><i>The combination path of factors influencing the effect of international communication: A qualitative comparative analysis of personal studios</i>  <b>Zhiyi Lin</b>, Peking University, China</p> <p><i>The interaction between strategic narratives and local narratives: Chinese textbook analysis in Hungary</i>  <b>Fei Vincent Mo</b>, Central European University, Austria</p> <p><i>Examining how gender impacts strategic narrative use in digital diplomatic efforts between Ukraine and the West during Russia's full-scale invasion of Ukraine</i>  <b>Alexandra Pavliuc</b>, Oxford Internet Institute, UK</p> <p><i>Beyond Stereotypes: An assessment of country image transformation in Saudi Arabia</i></p>

	<p><b>Diluo Zhou</b>, Beijing Foreign Studies University, China</p>	<p><b>Priyanka Dasgupta</b>, Higher Colleges of Technology Dubai, United Arab Emirates</p> <p><i>Exploring Chinese Museum Visitors Word of Mouth Using Mixed Methods: Comparison between Local and Non-local Visitors</i></p> <p><b>Xueyan Cao</b>, Chinese University of Hong Kong, Hong Kong</p>
<p><b>3:45-5:00pm</b></p>	<p style="text-align: center;"><b>Session 17: Gender in Strategic Communication</b></p> <p style="text-align: center;"><b>Venue: CB06.03.053</b></p> <p style="text-align: center;"><b>Chair: Erich Sommerfeldt</b></p> <p><i>Strengthening the Voice of LGBTQ Black Youth</i>  <b>Kelly Morning, Gerold Dermid</b>, University of Nevada Reno, USA</p> <p><i>Testing the Waters in India: Examining Virtue Ethics and LGBTQ Strategic Communication</i>  <b>Erica Ciszek</b>, The University of Texas at Austin, USA  <b>Nikhita Tuli</b>, FPM MDI Gurgaon, India</p> <p><i>Women for the Voice: Womens leadership in online and social media campaigns</i>  <b>Vanessa Liell</b>, University of Technology Sydney, Australia  <b>Susan Massasso</b>, Orizontas &amp; Rethink Everything, Australia</p> <p><i>I AND MY DAUGHTERS ARE NOT FOR SALE: How women-led news websites aim to strategically change the narrative around Afghanistan and promote a feminist/LGBTQ+ agenda</i>  <b>Glenda Cooper</b>, City University of London, UK</p>	<p style="text-align: center;"><b>Session 18: Internal Communication/Digital &amp; Social Media</b></p> <p style="text-align: center;"><b>Venue: CB06.06.123</b></p> <p style="text-align: center;"><b>Chair: Silvia Ravazzani</b></p> <p><i>Enterprise Social Media Affordance and Employees Knowledge Sharing Behaviour: The Roles of Perceived Privacy Risk and Organisational Trust</i>  <b>Shunhao Zhang, Yuan Gao</b>, Hong Kong Baptist University, Hong Kong</p> <p><i>Employment Social Media and Young Workers: Should surveillance be used for internal communication?</i>  <b>Zihan Xu</b>, King's College London, UK  <b>Chenhong Wang</b>, Wuhan University of Technology, China</p> <p><i>From boredom to winning: Leveraging gamification to enhance employee engagement in Ghanaian Organizations.</i>  <b>Aurelia Naa Ayikaikor Ayi-Bonte</b>, Hong Kong Baptist University, Hong Kong;  <b>Sandra Mensah</b>, Shanghai Jiao Tong University, China</p>

	<p><i>Updating Gender Interpretation: New Phenomena and Influencing Factors of Gender Narrative in Advertising</i>  <b>Lei Lei, Chunting Yang</b>, Minzu University of China, China</p>	<p><i>Examining the Underlying Psychological Mechanisms between Ethical Leadership and Work Engagement in China: A Serial Mediation Model</i>  <b>Yafei Zhang, Tian Jing</b>, Renmin University of China, China</p>
<p><b>5:30-6:30pm</b></p>	<p><b>WELCOME RECEPTION:          Canapés and Drinks</b></p> <p><b>Venue: UTS Building 2 Level 4A Exhibition Space</b></p>	

## Day 2: June 17, 2024 (Monday)

### SESSIONS (ENGLISH SUBMISSIONS)

	Session 19: Government Communication/Political Communication	Session 20: Misinformation
	<b>Venue: Guthrie Theatre, CB06.03.028</b>  <b>Chair: Hong Fan</b>	<b>Venue: Collaborative Lecture Theatre, CB06.03.056</b>  <b>Chair: Damion Waymer</b>
9:00 – 10.15am	<p><i>Establishing a shared purpose of collaborative governance through listening-based communication. An analysis of a Basque Country case</i>  <b>Ion Munoa</b>, Universidad de Deusto, Spain  <b>Maria Jose Canel Crespo</b>, Universidad Complutense De Madrid, Spain  <b>Javier Barandiaran</b>, Universidad de Deusto, Spain  <b>Jim Macnamara</b>, University of Technology Sydney, Australia</p> <p><i>Relational Network Communication Flow Ecological Niche: Strategic Communication Practice Framework From The Perspective of Public Relations Ecology Theory</i>  <b>Xianhong Chen, Wangchuan Li</b>, Huazhong University of Science and Technology, China</p> <p><i>Telling the China Story: Strategic Communication in Party Propaganda Videos</i>  <b>Steve Zhongshi Guo, Dan Wang</b>, Hong Kong Baptist University, Hong Kong  <b>Ashura Lam</b>, Beijing Normal University – Hong Kong Baptist University United International College</p> <p><i>Political personalisation in Macau Legislative Assembly Facebook: Comparison between the 6th and 7th Macau Legislative Assembly</i></p>	<p><i>Strategic Communication in Fact-checking Initiatives: Problematics of Countering Disinformation Efforts in Kenya</i>  <b>Katerina Tsetsura, Prisca Ngondo, Dane Kiambi</b>, University of Oklahoma, USA</p> <p><i>Saving other-face hindering correction pace: the influence of self-construal and face concern on misinformation correction intentions</i>  <b>Xu Dong</b>, Renmin University of China, China  <b>Mingfei Sun</b>, Fudan University, China</p> <p><i>Using Situational Theory of Problem-Solving (STOPS) to Promote Corrective Actions to Combat Misinformation on Social Media</i>  <b>Rongwei Tang</b>, University of Minnesota Twin Cities, USA</p>

	<p><b>Chaoyu Shi, Xudong Liu</b>, Macau University of Science and Technology, China</p>	
<p><b>9:00 – 10.15 am</b></p>	<p style="text-align: center;"><b>Session 21: Digital Communication Campaigns</b>  <b>Venue: Lecture Theatre, CB06.03.022</b>  <b>Chair: Luke Capizzo</b></p> <p><i>The ABC Model of Technology-Enabled Communication Engagement: Investigating a Canadian Beer Campaign</i>  <b>Yi-Hui Christine Huang, Leyi Zhang, Qinxian Cai</b>, City University of Hong Kong, Hong Kong</p> <p><i>Are we more likely to help humanized animals? Examining the anthropomorphic visual and verbal cues in an animal conservation campaign</i>  <b>Sining Kong</b>, University at Corpus Christi, USA</p> <p><i>Rethinking the Outcomes of Social Media Engagement in Strategic Communication</i>  <b>Zhiya Gao</b>, University of Minnesota, USA</p> <p><i>A Study on the Intensity of Exposure to Social Media Beauty Contents and Appearance Anxiety of Women Xiaohongshu as an example</i>  <b>Shih Chia Wu, Haoyang Chen, Xinran Fan, Yongqi Liu, Yixin Yu</b>, The Chinese University of Hong Kong, Hong Kong</p>	<p style="text-align: center;"><b>Session 22: Health Communication &amp; Well-being</b>  <b>Venue: CB06.06.115</b>  <b>Chair: Petra Theunissen</b></p> <p><i>Can you use AED? The study of influencing factors on the publics AED cognition level from the perspective of health communication</i>  <b>Chaoran Hu, Zimeng Kong, Xinru Li, Yuxuan Xiao</b>, Communication University of China, China</p> <p><i>Crisis communication and government-multicultural stakeholder engagement: A case study of the NSW Multicultural Health Communication Services response to COVID-19</i>  <b>Lauren Gorfinkel</b>, Macquarie University, Australia  <b>Tanya Muscat, Katharina Wolf</b>, Curtin University, Australia</p> <p><i>A Study of the Effect of the Dissemination of Healthy Sleep Information on Social Media among University Students Based on the Extended Parallel Process Model</i>  <b>Chenxi Lai</b>, Communication University of China, China</p> <p><i>Health Communication to Address Prejudice: Neurofen See My Pain A Case Study</i>  <b>Maryam Folarin</b>, University of New South Wales (UNSW), Australia</p>

	<b>Session 23: Health Communication &amp; Well-being</b>	<b>Session 24: Digital and Social Media</b>
	<b>Venue: CB06.03.053</b>	<b>Venue: CB06.06.123</b>
	<b>Chair: Dorien Kartikawangi</b>	<b>Chair: Anca Anton</b>
	<i>Exploring legitimacy constructions in online health strategic communication on immunization in Romania</i>	<i>HUAWEI's Strategic Communication with Stakeholders on Weibo</i>
	<b>Camelia Cmeciu, Anca Anton, Eugen Glavan</b> , University of Bucharest, Romania	<b>Shengjie Wu</b> , University of Technology Sydney, Australia
	<i>Emotion impact factors and emotion management strategy among quarantined college students as close contacts during COVID-19 epidemic: a qualitative study</i>	<i>Research on the rational cultivation of online reading clubs from the perspective of cyberspace governance</i>
	<b>Lin Zhang</b> , Shanghai University, China	<b>Lei Lei, Chunting Yang</b> , Minzu University of China, China
<b>9:00 – 10.15 am</b>	<b>Yi Mou</b> , Shanghai Jiao Tong University, China	<i>Examining the Effectiveness of Digital Storytelling on Improving Mental Health during the Covid-19 Pandemic: A Narrative Communication Perspective</i>
	<b>Chen Guo</b> , Zhengzhou University, China	<b>She Lyu, Zhen Zhao</b> , Hong Kong Baptist University, Hong Kong
	<i>Emotional Health of Cancer Survivors: The Role of Social Media Use Social Support and Patient-centered Communication</i>	<b>Shuo Zhou</b> , Hong Kong Polytechnic University, Hong Kong
	<b>Yaohong Niu, Min Peng</b> , Xi'an Jiaotong University, China	<i>Aging in a digital society: A qualitative investigation of Chinese rural seniors' use of information and communication technology</i>
	<i>COVID-19 Vaccine Hesitancy: Exploring Media Use and Situational Factors from the Situational Theory of Problem Solving on Communicative Action</i>	<b>Yang Yu</b> , Shandong University, China
	<b>Linda Dam</b> , University of Nevada Las Vegas, USA	<b>Kuo Huang</b> , China Global Television Network, China
	<b>Anne Barasan-Borsai</b> , University of Connecticut, USA	<b>Yutong Huang</b> , The HBU-Uclan School of Media, China
		<b>Liwei Bo</b> , Hebei University, China
		<b>Xiaoyao Liu</b> , Xi'an International Studies University, China

<p>9:00 – 10.15 am</p>	<p style="text-align: center;"><b>Session 9: Disaster Risk Resilience</b></p> <p style="text-align: center;"><b>Venue: CB06.03.051</b></p> <p style="text-align: center;"><b>Chair: Minqin Ma</b></p> <p><i>Lessons from disaster an Incident Controllers insights into community engagement and strategic communication during Tropical Cyclone Seroja</i> <b>Greg Penney</b>, Fire and Rescue New South Wales, Australia</p> <p><i>From Infrastructure to Individual: Community Resilience of Digital City during Emergency and Disaster</i> <b>Miaotong Yuan, Jie Yang</b>, Communication University of China, China</p> <p><i>The Impact of Media Usage Media Trust and Self-Efficacy on the Public’s Risk Perception in the Context of Sudden Earthquake Disasters</i> <b>Wenni Zhang, Yanbo Wang, Yining Xia</b>, Beijing Normal University, China <b>Yuan He</b>, Hebei University, China</p>	
	<p><b>KEYNOTE ADDRESS</b></p> <p><b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p><b>Professor W. Timothy Coombs</b> Centre for Crisis and Risk Communication, Canada</p> <p><b>Facilitator:</b> Professor Changfeng Chen Tsinghua University, China</p>	

<p>11:45 – 12: 45 pm</p>	<p><b>PLENARY SESSION: Editors' and Reviewer's Panel</b>  <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p><b>Panellists:</b></p> <p><b>Professor W. Timothy Coombs</b>, Centre for Crisis and Risk Communication, Canada (<i>Journal of Contingencies and Crisis Management</i>)  <b>Chair Professor Yi-Hui Christine Huang</b>, City University of Hong Kong (<i>Communication and the Public</i>)  <b>Professor Erich Sommerfeldt</b>, University of Minnesota, USA (<i>Public Relations Review</i>)  <b>Professor Damion Waymer</b>, University of South Carolina, USA (<i>Public Relations Inquiry</i>)  <b>Professor Michael Kent</b>, University of New South Wales, Australia (Top Reviewer)</p> <p><b>Discussion Chair: Dr. Flora Hung-Baesecke, University of Technology Sydney, Australia</b></p>	
<p>1:00 – 2:00 pm</p>	<p><b>LUNCH</b></p>	
<p>2:15- 3:30pm</p>	<p style="text-align: center;"><b>Session 25: Crisis Communication</b>  <b>Venue: Guthrie Theatre, CB06.03.028</b></p> <p style="text-align: center;"><b>Chair: Augustine Pang</b></p> <p><i>New Context and Soft Power: Strategic Crisis Communication Paradigm Shift of the Abraham Accords Signatories</i>  <b>Marko Selakovic</b>, S P Jain School of Global Management  <b>Shannon A. Bowen</b>, University of South Carolina</p> <p><i>Helping NGOs manage moral outrage inducing crises: A strategic crisis communication approach</i>  <b>Elina Tachkova</b>, Hong Kong Baptist University, Hong Kong</p> <p><i>Repairing Harm Done: What Role Do Apologies Play?</i>  <b>Petra Theunissen</b>, Auckland University of Technology, New Zealand</p>	<p style="text-align: center;"><b>Session 26: Development Communication</b>  <b>Venue: Collaborative Lecture Theatre, CB06.03.056</b></p> <p style="text-align: center;"><b>Chair: Erica Cizek</b></p> <p><i>Strategic Communication in Development</i>  <b>Bhupesh Joshi</b>, University of Technology Sydney, Australia  <i>A cross-cultural exploration of the use of influencers in health communication: a multi-case study approach</i>  <b>Katharina Wolf</b>, Curtin University, Australia  <b>Catherine Archer</b>, Edith Cowan University, Australia  <b>Syafiq Assegaf</b>, London School of PR Indonesia, Indonesia  <b>Joseph Nalloor</b>, Murdoch University Dubai, United Arab Emirates</p>



	<p><i>Mass Shootings Crisis Communication Moral Outrage and Social Impact: Case of 2023 Mass Shootings In Serbia</i>  <b>Marko Selakovic</b>, S P Jain School of Global Management, United Arab Emirates  <b>Layal Hmadi</b>, American University in the Emirates, United Arab Emirates</p>	<p><i>Strategic communication improves engagement and masks exclusion of minority group customers when feedback systems fail</i>  <b>Vicki Bamford</b>, Vicki Bamford Communication Research, Australia</p>
2:15-3:30pm	<p align="center"><b>Session 27: Cultural tourism/place branding/nation branding</b>  <b>Venue: Lecture Theatre, CB06.03.022</b></p>	<p align="center"><b>Session 28: Government Communication/ Political Communication</b>  <b>Venue: CB06.06.115</b></p>
	<p align="center"><b>Chair: Catherine Archer</b></p> <p><i>More engagement but less participation: exploring stakeholders' heroic narratives of nation branding through social network analytics</i>  <b>Lujia Chen</b>, Huazhong University of Science and Technology, China</p> <p><i>Chinese Mainstream Media's External Communication of City Images from the Perspective of Computational Communication: A Case Study of Chengdu Reporting in China Daily.</i>  <b>Shuya Zhang</b>, Huazhong University of Science and Technology, China  <b>Meiyi Yu</b>, Hainan Normal University, China</p> <p><i>Mainstream Media's National Image Construction during Large-scale Sports events</i>  <b>Wenjuan Xin, Jie Zhang</b>, Sichuan International Studies University, China  <i>A Study of Corporate Strategic Communication and Overseas Image from the Perspective of Political Risk Management of Subject Behavior</i>  <b>Zhaohui Yu, Quanquan Zhang, Ji Xiang</b>, Shanghai International Studies University, China</p> <p><i>At the Intersection of Popular and Promotional Culture: Croatia's Soft Power and Game of Thrones Fandom</i></p>	<p align="center"><b>Chair: Lauren Gorfinkel</b></p> <p><i>Seizing the Narrative in a Global Information War: Examining President Volodymyr Zelenskys Communication Strategy in the Ukraine-Russia conflict</i>  <b>Tonghai Lim, Augustine Pang</b>, Singapore Management University, Singapore</p> <p><i>Bridging SES and GMF Attitudes: The Role of Anomie Political Trust and Mainstream Media</i>  <b>Zhiyue Jin, Tingyu Wang</b>, University of Chinese Academy of Social Sciences, China</p> <p><i>Advertisements as a representations of populist rights political vision</i>  <b>Ferruh Yilmaz</b>, Tulane University, USA</p> <p><i>Mascot as governments KOL: A case study of Big Waster in Hong Kong</i>  <b>Bonnie Chen</b>, Hong Kong Baptist University, Hong Kong</p>

	<p><b>Bruno Lovric</b>, De La Salle University, Philippines</p>	<p><i>Global Issue Risks and Trust in the Perspective of Digital Geopolitics</i>  <b>Yanchun Chen, Wenqiang Han</b>, Communication University of China, China</p>
<p><b>2:15-3:30pm</b></p>	<p style="text-align: center;"><b>Session 29: Health Communication &amp; Well-being</b>  <b>Venue: CB06.03.053</b></p> <p style="text-align: center;"><b>Chair: Sifan Xu</b></p> <p><i>Engage with Stigma: Investigating Libra's Instagram Communication for Women's Health Awareness through Dialogic and Public Engagement Theories</i>  <b>Hamed Ebrahimi</b>, University of Technology Sydney, Australia</p> <p><i>Beyond Pixels: How Avatar Customization Shapes Intentions to Use Virtual Hospitals</i>  <b>Yuanhao Li</b>, Sungkyunkwan University, South Korea</p> <p><i>I was really encouraged to do this: Exploring Women's Engagement With Health-related Messages Through Social Media</i>  <b>Clare Davis</b>, University of Sydney, Australia</p> <p><i>Feminism and the Stigmatization of Gynecology: A Computer-Assisted Analysis of 'Gynecological Diseases' Discourse in Chinese Social Media</i>  <b>Duo Zhang, Xinjie Lin, Jianhong Xing</b>, Zhejiang University, China</p>	<p style="text-align: center;"><b>Session 30: Agenda Setting and Media</b>  <b>Venue: CB06.06.123</b></p> <p style="text-align: center;"><b>Chair: Lisa Yin</b></p> <p><i>Era of digitalization and platformization of news: How can practitioners enhance strategic engagement with the media?</i>  <b>Augustine Pang</b>, Singapore Management University, Singapore  <b>Sherwin Chua</b>, Digital Journalism (Routledge), Sweden</p> <p><i>Metasynthesis of labor migration stories: ILO and NUJP Lens</i>  <b>Renalyn Valdez, Rosanna Manansala, Freddie De La Cruz</b>, Polytechnic University of the Philippines, Philippines</p> <p><i>Agenda Setting on Chinese Environmental Issues: Examining the Interplay between News Media Government and the Public on Twitter</i>  <b>Nan Zhang, Hailong Peng, Lingyi Kang</b>, Xiamen University, China</p> <p><i>Diffusion Gap from Interpersonal to Public Anger: The Mechanism of Anger in News Events</i>  <b>Yunze Zhao, Tingyu Xue</b>, Renmin University of China, China</p>
<p><b>3:30 – 3:45 pm</b></p>	<p><b>Afternoon Tea</b></p>	

3:45-4:45 pm	<p style="text-align: center;"><b>GENERAL ASSEMBLY MEETINGS</b></p> <p style="text-align: center;"><b>Public Relations and Advertising Conference (PRAD) and Public Relations Scholars' Community (PRSC)</b> Venue: Guthrie Theatre, CB06.03.028</p> <p style="text-align: center;"><b>Asia-Pacific Public Relations Research and Education Network (APPRREN)</b> Venue: Collaborative Lecture Theatre, CB06.03.056</p>
4:45 – 5:15pm	<p><b>Preconference Closing Session</b></p> <ul style="list-style-type: none"> <li>• Professor Xianhong Chen, Founder and Co-Chair of International Forum on Public Relations and Advertising (PRAD); Professor of School of Journalism and Information Communication, Huazhong University of Science and Technology (HUST), Vice President of Chinese Association for History of Journalism and Communication (CAHIC)</li> <li>• Professor Xiaocheng Liu, Dean of School of Journalism and Communication, Lanzhou University; President of Public Relations Scholars' Community (PRSC)</li> <li>• Dr. Marianne Sison, Founder and Convenor, Asia-Pacific Public Relations Research and Education Network (APPRREN)</li> <li>• Dr. Kate Delmo/Dr. Flora Hung-Baesecke, Conference Organisers, Strategic Communication Discipline, University of Technology Sydney, Australia</li> </ul>

### Day 3: June 18, 2024 (Tuesday)

10 – 11 am	<p style="text-align: center;"><b>PRAD &amp; PRSC Meeting with the Australia-China Relations Institute (ACRI), UTS</b></p> <p style="text-align: center;">Venue: Lecture Theatre, CB07.02.025</p> <p style="text-align: center;">Professor James Laurenceson, Director, UTS: ACRI Professor Wanning Sun, Deputy Director, UTS: ACRI</p>
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