

# CONFERENCE PROGRAMME

**SATURDAY**  
11 May 2019

Edward Bernays University College, Zagreb, Ratkajev prolaz 8

	Hall 1 Ivan Pakozdi	Hall 2 Doris Peručić	Hall 3 Karlo Kolesar	Hall 4 Student Section
14.00 – 14.15	Marija Boban, Ljiljana Buhač, Jelena Rudež Vugdelija - Sensationalism in Public Media Reporting on Wildfires and Harmful Consequences for Croatia's Tourist Image	Nikolina Borčić, Ivona Čulo - Influence of Personal Public Relations of Politicians on the Creation of National Identity and State Branding	Martina Pandžić Skoko, Božo Skoko - Clothing Items as Symbols of Nations and Country Branding Tools	Dora Borić, Jelena Zekanović - Importance of Intangible Heritage in Country Image and Identity Building
14.15 – 14.30	Renato Ivanuš, Željana Ivanuš - Are Croatian Journalists Educated for the Labour Market or the Employment Service	Tomislav Levak, Snježana Barić-Šelmić, Saša Blažeković - Croatian Lifestyle in the Eyes of Foreign Bloggers and Vloggers	Ivana Gažić - Branding Croatia as an Investment Destination	Kristina Buriša, Sanela Šolc, Matea Udovičić - Additional Contents on the Krka River in Addition to the Suspension Bridge
14.30 – 14.45	Maja Kuzelj, Katica Šamija - The Portrayal of the "Daruvarac" and "Grdović" Domestic Violence Cases on Croatian News Portals: Perpetrator Identity and Journalist Reporting	Tanja Grmuša, Hazuki Mori - The Role of Stereotypes in National Image Creation: The Picture of Croatia Held by Japanese People	Željko Kardum, Ksenija Kardum - Success of Croatian Hi-Tech Companies as Croatia's Branding Potential	Lucija Kožarić, Ivan Biošić - Revitalisation of the Varteks Joint-Stock Company as a Genuine Croatian Textile Brand  Ivana Jurić, Valentina Milković, Domagoj Ljubić - Clay Pipes of Zelovo for the 21st Century
14.45 – 15.00	Lidija Ivanda - How Different Audiences Interpret Film	Damir Jugo - Crisis Communication in Education: Models and Concepts of Application of Reactive Strategies	Marta Takahashi, Karlo Kolesar - Communication between Stakeholders in a Tourist Destination as a Key Element of Branding on the Example of Rovinj	Filip Marinović, Ivan Knežić - Role of Electronic Arts Brands in eSports  Anthony Tony Jugo - Implementation of Non-Conventional and Contemporary Marketing Methods in Theatres in Rijeka
15.00 – 15.15	Alma Mujčinović, Lucia Miškulin Saletović, Danijel Labaš - Experts' Testimonials in Advertisements of OTC Drugs as Speech Acts	Darija Jeger, Anja Mihaljević - Strengthening the Republic of Croatia as an International Brand by Developing Education Tourism	Ivana Bilić, Smiljana Pivčević, Marina Kasalo - Role of Public Relations in Event Promotion	Jana Višić, Leon Križ - Branding of Hyundai through CSR
15.15 – 15.30	Stela Prisljan-Fujs - How Do Postage Stamps Affect the State's Image?	Matea Hanžek, Lucija Mihaljević - Exploring Factors Influencing Student Study Abroad Destinations. The Case of Croatia	Davor Trbušić, Stipan Rimac - Cardinal Stepinac as an Important Element in the Shaping of Croatia's Nation Brand	Ema Sudec - Nestle - In the Focus of Latest Trends in Contemporary Activism
15.30 – 15.45	Ivan Vrdoljak - Media Coverage of the Tourist Season in the Republic of Croatia. The Example of RTL Television		Izidora Marković Vukadin, Sara Melkić, Lucija Roknić - Sustainable Tourism: Self-deception, Idea or Reality?	Petra Milas - Comparing Walt Disney and Warner Bros Based on Social Media
15.45 – 16.15	Discussion	Discussion	Discussion	Discussion
16.15 – 16.30	Closing Address (Hall 2)	Closing Address (Hall 2)	Closing Address (Hall 2)	Closing Address (Hall 2)

# COMMUNICATION MANAGEMENT FORUM 2019

## Finding a Common Denominator:

Communication, Tourism, National Culture and Brand

ZAGREB, 10-11 MAY 2019

ORGANIZER:

**Edward Bernays**  
University College  
Communications | Tourism



PARTNER:

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## FRIDAY 10 May 2019 **CineStar Zagreb, Ulica kneza Branimira 29, Hall 4**

<b>08.30 – 09.00</b>	Registration		<b>11.50 – 13.00</b>	Round table “Croatia 2020: Challenges of EU Presidency for International Positioning” Participants: <b>Marija Pejčinović Burić</b> (Deputy Prime Minister and Minister of Foreign and European Affairs of the Republic of Croatia), <b>Zvonimir Frka-Petešić</b> (Head of the Prime Minister's Office), <b>Kristjan Staničić</b> (Director of Croatian National Tourist Board), <b>Ivan Barbarić</b> (Vice-president of Croatian Chamber of Economy), <b>Dubravka Sinčić Ćorić</b> (Head of the Working Group of the President for Identity and Brand Development of the Republic of Croatia), <b>Moderator: Božo Skoko</b>
<b>09.00 – 09.30</b>	Opening Speeches			
<b>09.30 – 09.50</b>	Award Ceremony			
	Keynote Speakers		<b>13.00 – 14.00</b>	Lunch
<b>09.50 – 10.20</b>	Krishnamurthy Sriramesh - Culture and Public Relations: The Silent Language is Also the Forgotten Language		<b>14.00 – 14.15</b>	Dean's Award for Academic Excellence
<b>10.20 – 10.50</b>	Dubravka Sinčić Ćorić – Branding Croatia		<b>14.15 – 14.35</b>	Božo Skoko – Public Diplomacy, International Public Relations and State Branding - Terminology and Effective Strategic Communication
<b>10.50 – 11.20</b>	Discussion		<b>14.35 – 15.45</b>	Round table “Perception of Croatia Through the Eyes of Multinational Companies”, Participants: <b>Viktor Pavlinić (Tele2)</b> , <b>Davor Tremac (Uber)</b> , <b>Marek Warzywoda (Dukat)</b> , <b>Moderator: Igor Vukasović</b>
<b>11.20 – 11.50</b>	Coffee Break		<b>15.45 – 16.00</b>	Closing Address

## SATURDAY 11 May 2019 **Edward Bernays University College, Zagreb, Ratkajev prolaz 8**

Moderator		09.00 – 09.15	09.15 – 09.30	09.30 – 09.45	09.45 – 10.00	10.00 – 10.15	10.15–10.45	10.45 – 11.15
Hall 1	Zdeslav Milas	Luka Vojvodić, Zdeslav Milas - The Role of Internal Communication in the Police - Analysis of Satisfaction Among Young Police Officers	Ivana Jeleč, Maja Banovac Barić, Mario Petrović - Branding Higher Education Institutions: The Example of Edward Bernays University College	Ivana Bilić, Ana Čuić Tanković, Tomislav Zović - LinkedIn as a Networking Tool, Case Study: Promotion of Scientific Conference	Maja Samardžić Gašpar, Nina Jocić - The Role of Social Media in Branding Employees on the Example of Hotel Companies	Anita Šulentić - Media Brand Development and Moving the Local Boundaries. The Case Study of Enter Zagreb Radio	Discussion	Coffee Break
Hall 2	Doris Peručić	Jerko Glavaš, Juraj Rašić, Bruno Mandić - The Role of Communication in Branding the Tourist Destination	Antonio Vlahov, Magdalena Mustapić - Mediterranean Diet - Insufficiently Exploited Tourism Resource of Intangible Cultural Heritage in Croatia	Krešimir Dabo - The Role of National Institutions' Public Relations in Croatian Heritage Communication	Dejan Gluvačević, Zvonimir Grgas - Famous Historical Figures as Promoters of Tourist Destination	Ines Šmit - “Buy Croatian - A Croatian Product for Croatian Tourism” – Gastronomy as a Destination Branding Force	Discussion	Coffee Break
Hall 3	Romana Lekić	Tanja Grmuša, Ana Marguerite Tomulić, Vedrana Anđelić - The Role of Strategic Communication in Tourist Destination Branding on the Example of Međimurje County	Vlatka Ružić, Lucija Petrović, Marija Ružić - Potential of the Name of Nikola Tesla in Branding of Lika-Senj County and Republic of Croatia	Marija Završki, Katarina Horvat - The Role and Impact of E-Marketing in Improving Rural Tourism in Osijek-Baranja County	Marija Nakić, Dajana Šošić, Jelena Diklić - Branding of Neretva Valley as an Adventure Tourism Destination	Romana Lekić - The Possibility for the Development of Literature Tourism in Croatia - Example of Interpretation of Life and Work of Petar Preradović	Discussion	Coffee Break
Hall 4	Student Section	Lea Gmajnički - Storytelling as the Basis for Branding Small Towns on the Example of Orahovica	Bruna Prečanica - Establishing International Football Camps with the Goal of Branding Croatian Islands: Sports Tourism	Tena Jukić, Antonela Verković, Petra Ćurčić - Tourism Potentials of Slavonia and Baranja in the Integrated Development of the Competitive Identity of Croatia	Nikolina Gegić, Nika Medvid - Tourist Destination and Attraction Base of Opatija and Petrinja	Nikolina Dumbović - Role of Hrvatsko Zagorje in Branding the Image of Croatia	Discussion	Coffee Break
		Ivan Biošić, Josip Pavić, Luka Pereža - Republic of Croatia as a Festival Destination: Experience Economy, Image Building and Branding				Mia Karoly, Dora Šporčić - Types of Health Tourism – Dental Tourism Case Study		
		11.15 – 11.30	11.30 – 11.45	11.45 – 12.00	12.00 – 12.15	12.15 – 12.30	12.30–13.00	13.00–14.00
Hall 1	Adrian Beljo	Andrea Lučić, Dajana Barbić, Dijana Bojčeta Markoja - Communicating Corporate Social Responsibility in Pension Fund Industry – A Strategic Approach to Building Awareness of the Importance of Pension Savings and Motivation for Personal Engagement	Dorothea Milas, Ana Banelli, Ivan Friščić - Golden Ribbon and Red Dress – Symbols of Responsibility or Symbols of Duty	Bernard Zenzerović, Franjo Skoko, Mario Petrović - Strategic Management and Management System	Maja Zelić - Business Environment As a Driver of Micro and Small Entrepreneurship Development	Josip Poljak - Impact of Service Quality on Customer Satisfaction in Post Offices	Discussion	Lunch
Hall 2	Romana Lekić	Alan Bahorić, Renata Potočnik - Novigrad – Cittanova - Destination Development Strategy Aimed at Creating a Recognizable Brand	Vesna Delić Gozde - How to Create Conditions for the Communication of Authentic Places: The Unit of the Arboretum in Trsteno	Katarina Međurečan, Marina Hlatki, Dejan Tubić - Distinctive Characteristics of Agrotourism Farm Businesses: Perceptions of the Owners of TFF	Romana Lekić, Mariam Al Gergawi - The Importance of Knowing Local Culture for the Purpose of Branding in Tourism	Ivan Pakozdi, Ivan Vrdoljak, Anita Šulentić – Searching for Milestones in Promotion of Croatian Regions: A Comparative Content Analysis of the County and City Tourist Board Websites	Discussion	Lunch
Hall 3	Zdeslav Milas	Danijel Labaš, Vladimir Preselj - Croatian Identity in Contemporary Croatian Film	Božo Skoko, Dejan Gluvačević, Ante Bogdanić - Croatia as a Sport Brand – Recognition of Croatian Sport and Athletes among European Students	Ivana Jeleč, Ivan Biošić, Maja Banovac Barić - Branding of Croatia as a Sporting Nation: The Influence of the 2018 FIFA World Cup on the Perception of a Nation Brand	Lana Ciboci, Ivan Knezić - Audiovisual Industry and Sport as Croatian Promoters among Young People in the Field	Danijel Labaš, Petra Begović, Dražen Maleš - Media Perception of Croatian National Football Team and the Image of Croatia in the Context of the 2018 FIFA World Cup	Discussion	Lunch
Hall 4	Student Section	Mihovil Mioković - Branding Rural Tourist Destinations	Tina Jakovčević, Karlo Horvatin, Ivan Žuntar - Advantages and Disadvantages of Influencers as Promoters of Brand and Culture	Zrinka Anić - Importance of Application of Proactive Crisis Communication Strategies in Maintaining Brand Reputation	Tatjana Pavković, Ivan Lesica - Contemporary Croatian Culinary Encyclopaedia	Dora Androić - Use of Social Media for Promotion of Music Events	Discussion	Lunch
		Dino Čović - Country Branding and Promotion of Tourist Destinations				Karla Horvat - Communication and Cultural Context of Branding		