



**Edward
Bernays**

*First College
of Communication
Management*

COMMUNICATION MANAGEMENT FORUM 2015

PRELIMINARY CONFERENCE PROGRAMME

FRIDAY

CineStar Zagreb, Ulica kneza Branimira 29, Hall 1

08.30 – 09.00	Registration
09.00 – 09.20	Opening Speeches
	Keynote Speakers
09.20 – 09.40	Dejan Verčič - Why Invest in Strategic Communication? Because It Creates Value!
09.45 – 10.05	Betteke van Ruler - Forget About Everything You Learned About Communication Management Before
10.10 – 10.30	Darko Tipurić - Communication Problems in Corporate Governance
10.30 – 10.50	Discussion
10.50 – 11.20	Coffee Break
11.20 – 11.35	Božo Skoko, Hrvoje Jakopović - Implementing Framing in Public Relations: Reporting on Climate Change as an Example
11.35 – 11.50	Pero Maldini - Network Society and Democracy: How ICT Mediated Communication and Virtual Socialization Affects Political Participation
11.50 – 12.05	Ivan Tanta, Gordana Lesinger, Zdravko Kedžo - The Discrepancy in the Perception of the Public -Political Speech in Elections for the European Parliament
12.05 – 12.20	Igor Vukasović, Iva Ančić, Ita Čirović Donev - Communication Management Education as a Career Ladder Boost
12.20 – 12.35	Anita Klapan, Violeta Colić - New Media and Internal Communication: Employee Engagement Perspective
12.35 – 13.00	Discussion
13.00 – 13.45	Lunch
13.45 – 14.00	Presentation of the Scientific Journal <i>Communication Management Review</i>
14.00 – 15.30	Round table „Reconciling the Traditional and Contemporary: The New Integrated Communication“. Participants: Dejan Verčič, Betteke van Ruler, Zoran Tomić, Ana Tkalac Verčič, Damir Jugo, Aleksandra Kolarić. Moderator: Igor Vukasović

SATURDAY

Edward Bernays College of Communication Management, Ratkajev prolaz 8

	Hall 2	Hall 1	Hall 3
09.00 – 09.15	Anica Hunjet, Dijana Vuković, Boris Jurič - Socially Responsible Communication Strategies of Sustainable Development	Ivone Ferreira, Paulo Barroso, Paulo Silva - Branding Cities. Building Identity for Places.	Marijana Togonal, Stana Odak Krasić - Linguistic Competence as a Prerequisite for Successful Communication in Public Relations
09.15 – 09.30	Damir Jugo, Mario Aunedi Medek, Lovorka Mihanović - Strategic Communication in Culture – Analysis and Communication Recommendations for Croatian National Theatre in	Neven Šerić, Filipa Marušić - Managing Promotional Mix of Small Family Owned Hotel for Specific Emissive Market	Sandro Stojaković, Lucia Miškulin Saletović, Danijel Labaš - Text-Linguistic Analysis of Croatian and German Web Articles on 2015 Handball World Championship in Qatar

	Zagreb		
09.30 – 09.45	Danijel Labaš, Davor Trbušić - Strategies and Challenges of Ecclesiastic Communication. Press Office of the Archdiocese of Zagreb	Dejan Gluvačević, Zvonimir Grgas - Ratio between Offline and Online Communication in Tourism	Adrian Beljo, Lucia Miškulin Saletović - Hedging in Conclusions of American and Croatian Research Articles in the Humanities
09.45 – 10.00	Damir Jugo, Dubravko Miholić, Ivica Žigić - Lobbying and Public Relations: Overlapping the Two Different Professions	Marta Takahashi, Maja Banovac Barić - Possibilities of PR in the Development of Scientific Tourism	Antonija Jurčić, Branka Barić - Influence of Advertising on the Development of Language Skills in Secondary School Students
10.00 – 10.15	Ivana Bilić, Ivan Vuković, Živko Krstić - Grassroots Campaign as a Technique of Indirect Lobbying	Gordana Zagorec, Anđelko Brezovnjački - Tourist Slogans as a Way of Managing National Promotion – Analysis of Croatian Practice	Sunčana Tuksar Radumilo - Visual Literacy: Modes and Media
10.15 – 10.30	Ksenija Žlof - Credibility in Crisis Communication (Illustrated by the Example of Croatia Airlines' Aircraft Emergency Landing)	Goran Galić, Dorotea Milas - Media Relations in Cultural Organisations – Museum Night and Book Night Case Studies	Petra Krpan - Visual Culture and New Media: New Realities in New Images?
10.30 – 10.50	Discussion	Discussion	Discussion
10.50 - 11.10	Coffee Break		
	Hall 1	Hall 2	Hall 4
11.10 – 11.25	Ivana Gažić - Using Internet Pages as Communication Channel with Your Investors – Example of Croatian Publicly Listed Companies	Kristian Saletović, Ivana Vukičević - Analysis of Information Security Awareness in a State Administration Body	Renata Potočnik, Jelena Tomić, Hana Hrpka - Children in Political Campaigns: Communications Magnet with Ethical Dilemmas
11.25 – 11.40	Zdeslav Milas, Domagoj Bunčić, Maro Alavanja - Applied Corporate Communications on Twitter in the Telecom Industry: A Comparative Analysis of Croatian and Austrian companies	Ana Smoljo Josić, Mateja Terek - External Communication of CSR among Top 100 Croatian Companies	Jasna Burić - Media Regulation and New Media in the EU
11.40 – 11.55	Ivana Jeleč, Maja Samardžić Gašpar - The Role of Social Networks in Daily Operations of Companies in Croatia	Dijana Kobas Dešković, Mihaela Pavičić - Comparison of Corporate Social Responsibility in Scandinavian, EU Member Countries and in Croatia	Nefreteta Zekić Eberhard, Tomislav Levak - The Culture of Fear in Croatian Printed Media
11.55 – 12.10	Boban Tomić - Opportunities and Challenges of Media Convergence and Social Media	Kristijan Sedak, Ivan Juričić, Anemarija Dijanić - Changes of the Informal Internal Communication in the Example of the Political Academy of the Croatian Statehood Foundation 2007-2015	Ivona Čulo - Media Propaganda in Daily Newspaper during the NATO Bombing of SR Yugoslavia. Analysis of Media Propaganda in Daily Newspaper Politika during the NATO Bombing of SR Yugoslavia
12.10 – 12.25	Lana Ciboci, Vladimir Preselj – Influence of New Technologies on Student Communication Habits	Marin Aničić - The Perception of the Leadership Competencies by the Croatian Senior Managers in Aviation	Mario Periša - The “Visual grammar” of Photographic Images Produced by Media Convergence
12.25 – 12.45	Discussion	Discussion	Discussion
12.45 - 13.45	Lunch		
	Hall 1	Hall 2	Hall 4
13.45 – 14.00	Sanja Rocco - Creative Design Thinking as a	Igor Vukasović, Snježana Barić Šelmić, Gordan Ivan	Sanja Vladović - Social Sentiment Analysis and Its Use in

	Managerial Approach	Šojat - Communication Shifts in Croatian Banking Industry: Comparison of the Early-Crisis Year 2009 and Crisis-Hit Year 2012	Communication Campaigns
14.00 – 14.15	Mirna Čorić, Vanesa Benković - New Kind of Competition: The Rise of Customer – Are We Building a Monster?	Mila Čosić - Improving Communication between Croatian SMEs and Government Body for SMEs Development by Benchmarking Croatian Small and Medium Sized Enterprises Development Programmes	Sergej Lugović, Ivan Dunder - Secondary Experience of an Information System Enabling Scientific Communication
14.15 – 14.30	Zlatko Hodak, Sanja Rocco, Marina Hodak - The Role of Integrated Marketing Communication in Cluster Development	Maja Banovac Barić, Ivan Pakozdi - New Communication Requirements in Security Management and Business Continuity Management	Nataša Mance - The Importance of Business Etiquette and Protocol
14.30 – 14.45	Ivona Čulo - New Trends of Advertising in Magazines – Analysis of New Advertising Formats in the Croatian Edition of International Fashion Magazine Elle	Marin Aničić - The Personality Trait "Warmth" and 360 Degree Results	Jelena Vukmirica Makovičić - Authenticity in a Public Performance
14.45 – 15.05	Discussion	Discussion	Discussion
15.05 – 15.30	Closing address (Hall 2)		