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# The 2<sup>nd</sup> Communication Management Forum 2017 international conference

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will take place on 12 and 13 May in Zagreb, Croatia on the topic

**Living in crisis mode: Time to reconsider definition, meaning and practice?**

## About the conference

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Communication Management Forum is the first international academic conference on integrated communications in Croatia. The conference is organised by the Edward Bernays College of Communication Management, the first higher education institution in the region specialised for communication management and public relations. The first edition of the conference took place in May 2015, and it stirred significant interest in the professional public, gathering numerous renowned scholars and experts in communication management and related academic disciplines. Nearly 200 participants attended the conference, with over a hundred scholars and practitioners from 10 different countries presenting their papers. The goal of the conference is to become a traditional biennial gathering of professionals and researchers from the communications industry, a place where they will exchange ideas, knowledge and insights, as well as present the results of diverse research in the previously defined areas.

## Conference topic



Modern society is characterized by numerous crises that require of individuals, as well as national and international entities, the ability to identify and control potential dangers in order to reduce the possibility of jeopardizing the existence and functioning of the business and social community. The crisis concept does not have a unique meaning, nor is it reserved for a particular academic discipline. While there are many definitions of crisis, common to all of them is that a crisis generates unpredictability, insecurity, uncertainty, time pressure, stress, tangible and intangible losses, and requires the timely adoption and implementation of decisions. In order to understand the nature and context of crisis situations and the procedures undertaken by individual actors, it is logical to question the definitions and meanings of crisis that provide a framework for the understanding of events in practice that indicate to us certain progress in understanding the crisis concept itself.

The programme's focus is on the last two years, on 2015 and 2016, which were marked by major political, economic and social crises at all levels, and whose aspects can be explored from the aspect of public relations, media, management, marketing, political science, psychology, sociology and other related disciplines. Obvious crises at the international level, such as Great Britain's withdrawal from the EU, the debt crisis, Eurozone crisis, refugee crises, terrorist attacks, major natural disasters, political, as well as many other crises at the level of nation states and lower levels within the local or business community, have shown that the established and available instruments and mechanisms are not functional and do not provide timely and long-term solutions. This is why it is important to analyse and question whether we are permanently living in crisis mode and whether it is time to consider definition, meaning and practice.

## Call for abstracts and papers

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The Communication Management Forum Programme Committee invites 250 – 300 word abstracts related to the above mentioned topics and the main topic by no later than **31 January 2017**. The registration form is available on the official website of the conference - [www.commforum.hr](http://www.commforum.hr).

The applicants will be notified of the acceptance of their abstracts by the Programme Committee by **28 February 2017** at the latest.

Full papers will need to be submitted by **11 June 2017** and will be published in the conference proceedings, subject to author registrations and double blind peer review. Please note that the best papers from Communication Management Forum 2017 will be invited for the special issue of Communication Management Review ([www.commreview.hr](http://www.commreview.hr)).

## Official language

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The official language of Communication Management Forum 2017 is English.

More information about the conference can be found on the official website of the conference - [www.commforum.hr](http://www.commforum.hr).

## Contact

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# CSR in Hypermodern Times



Sustainable development and (corporate) social responsibility have been practiced in modern times at least for over hundred and twenty years in various parts of the world even if the term CSR has gained renewed attention mostly in the past two decades but especially after the founding of Global Compact under the aegis of the United Nations.

What responsibilities do businesses and other organizations have towards individuals, communities, the environment around us, and the planet itself? What role does public relations and strategic communication have in that context? What is the state of the scholarly body of knowledge in this area of practice?

Modern times are over. The Internet has blurred the boundary between the public and the private and the political and the commercial, while advances in artificial intelligence question the very essence of humanness. It is worth asking: What does it mean to be socially responsible and to whom?

Individuals are becoming ever more self-centric and in an increasingly globalized world we are probably becoming less interested in other humans and humanity as a whole. Could human spirituality and religion bring us together again? Is there a need for a new humanism and renaissance of conscience?

We see these questions as germane to discussions about corporate social responsibility. To that end, we propose the following as some of the topics that are subsumed in BledCom's

2017 theme: corporate social responsibility (CSR), CSR communication, inbound (behavioral) CSR and outbound (symbolic) CSR, CSR reporting, Spirituality, religion, and CSR, CSR in the digital world, CSR and mediatization, CSR and international migrations.

### Call for Abstracts and Panels

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Abstract should be between 500 and 800 words (including title and keywords) and can include up to 5 references. Please use the following guidelines to present your abstract and do supply the word count at the end of the submission.

Please note that as has been the norm, BledCom welcomes ALL papers that are relevant to public relations and communication management beyond papers that discuss the conference theme.

### Format for the Abstract

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Introduction and purpose of the study (and research question if there is one) – helps summarize the purpose and rationale of your study. Literature review – Helps place your work in context with the existing body of knowledge. Methodology – Define the main method used for gathering data including sample size, and state the rationale for using this method. Results and conclusions – Helps summarize the answers to the research questions while also outlining the implications of the results. Also summarize the limitations of the study and offer suggestions for future research. Practical and social implications – Offer the potential implications both for practice and society. Also provide us with 3 to 5 keywords that highlight your study. Abstracts should come as blind copies without author names and affiliations, who are to be identified on a separate cover page. Please use the suggested headings to structure the abstract. A list of literature is not necessary, but if it is provided it is included into the word count.

## BledCom 2017 Call for Papers

Panel proposals are also welcome. The proposal should describe the title and focus of the panel, name of the chair of the panel, and names of every member of the panel and title or focus of each presentation.

### Deadline

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Both paper abstracts and panel proposals should be submitted via email to [bledcom@fdv.uni-lj.si](mailto:bledcom@fdv.uni-lj.si) no later than 1 February 2017. Decisions will be made by 1 March 2017. Full papers of no more than 6,000 words will be due by 1 September 2017.

### Program Committee

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Dejan Verčič, University of Ljubljana, Slovenia

Ana Tkalac Verčič, University of Zagreb, Croatia

Krishnamurthy Sriramesh, Purdue University, USA

The Program Committee will be guest editing a special issue of *Public Relations Review*. Papers presented at BledCom 2017 will be considered for publications in the special issue.

# OFEL 2017

5<sup>th</sup> International OFEL Conference on Governance, Management and Entrepreneurship

## The Paradoxes of Leadership and Governance in the Postmodern Society

7<sup>th</sup> – 8<sup>th</sup> April 2017

Dubrovnik, Croatia

### CALL FOR PAPERS

We are looking forward to welcoming the academic and research community to the beautiful city of Dubrovnik from 7<sup>th</sup>–8<sup>th</sup> April 2017 for the 5<sup>th</sup> International OFEL Conference, hosted by the University of Dubrovnik, Department of Economics and Business Economics. OFEL 2016 was our fourth conference to date, with high profile plenary sessions and over a hundred papers presented across 4 major tracks. The OFEL 2017 conference offers a unique opportunity for scholars and practitioners interested in the issues related to leadership, governance, management, communication, and entrepreneurship to share their thinking and latest research findings.

In conjunction with the OFEL conference an academic writing workshop was held by the Academy of Management (AoM) OMT Division for early career researchers from Universities in Europe. We are very pleased to announce that the academic writing workshop will be held as a part of the OFEL 2017 conference, which will once again enrich the experience of all participants.

We would like to invite all scholars, post-graduate students and doctoral candidates interested in any of these fields of research or practice to join us in shaping the future of our discipline in a friendly and supportive environment.

#### Submission dates

<b>20 October 2016</b>	Abstract Submission Deadline
<b>3 November 2016</b>	Abstract Acceptance Notice
<b>29 December 2016</b>	Full Paper Submission
<b>26 January 2017</b>	Notification of Paper Acceptance (subject to possible requested changes)
<b>9 February 2017</b>	Final Paper Submission (with changes)
<b>16 February 2017</b>	Early Registration Closing
<b>2 March 2017</b>	Registration closing

5<sup>th</sup> International OFEL Conference on Governance, Management and Entrepreneurship

## OFEL 2017 Tracks

Governance	Management & Leadership	Entrepreneurship	Communication
<b>Topics include but are not limited to:</b>			
Governance in the postmodern society	Leadership in the postmodern society	Paradoxes of entrepreneurship in the postmodern society	Communication in the postmodern society
The boards in the postmodern organizations	Evidence-based management in the postmodern society	Creativity and Innovation	Communication crisis
Role of stakeholders in corporate governance processes	Economic inequality and new leadership	Intrapreneurship issues	Leadership, governance and communication
Employee participation and ownership	Management and leadership in cooperative organization	Social entrepreneurship	Modernism, postmodernism and communication
Cooperatives and self-management models	Gender, race, and diversity in postmodern organisations	Sustainable development, regional development and entrepreneurship	Gender, race, and diversity in communication studies
Responsible corporate governance, value creation and risk management	Identity and sense making in postmodern organizations	Stakeholding and entrepreneurship	Mass media communication
Gender issues in corporate governance	Social networks in organizations	Entrepreneurship and crowdfunding	Narratives, communication and shaping organizational image
Governance in interfirm collaborations (alliances, networks, open innovation)	Servant leadership	Entrepreneurship and microfinance	Communication and organisation identity
Power and trust in corporate governance	New leadership and participative management	Social responsible investing (SRI)	Organizational communication tools & techniques
Governance of the state-owned companies	Narratives, myths and symbols in postmodern organizations	Strategies, business models, processes and practices for innovation and responsible entrepreneurship	Strategic communication issues
Corporate governance and stewardship theory	Critical approaches to management and strategic management	Policy frameworks and measures for innovation and entrepreneurship	
Corporate governance: a resource dependence perspective	Governance and management towards social responsibility	Resource mobilization in new ventures and social responsibility	
Trade unions and corporate governance			

Papers accepted for the conference will be published in the conference proceedings, subject to author registration and peer review. You can find more details on the OFEL 2017 conference at: <http://www.ciru.hr/index.php/ofel-conference> and also you can see OFEL 2016 photo gallery at: <http://www.ciru.hr/index.php/ofel-2016-photo-gallery>

If you have any question regarding the conference, please feel free to contact us at: [ofel@ciru.hr](mailto:ofel@ciru.hr)

Kind regards,

**The OFEL Organizing Committee**

5<sup>th</sup> International OFEL Conference on Governance, Management and Entrepreneurship