



# Communication Management Forum 2019

## Finding a Common Denominator: Communication, Tourism, National Culture and Brand



Edward Bernays University College, Zagreb, 10 and 11 May 2019

Creating your own nation brand that provides a key competitive advantage in relation to other countries is one of the advantages of contemporary times for communications and tourism experts. While placed in front of communications experts is the serious challenge of how to present on the international market all of the elements and constituents of a national brand, placed in front of tourism employees is the challenge of how to take advantage of the nation brand to raise the competitiveness of the tourist offer. Namely, nation brands attract foreign tourists, investors, alluring cultural and sports events, help with product exports, and have an easier time succeeding in international political relations. Therefore, managing one's own identity and image, i.e. nation branding, has become a key tool for countries in the 21<sup>st</sup> century. The nation branding process encroaches on the very essence of national identity. Consequently, each country that strives to become a brand must have a clear and conscious identity, must know what makes it special and what it can offer the world, and must make conscious its cultural, natural, human and other resources. The national identity is a phenomenon that is more alive today than ever because successful countries have realised that, in the international, globalised market, it is precisely this aspect that can give them a comparative advantage in the battle against competition. Namely, consumers, when they are not familiar with the specific qualities of a certain product, begin assessing it through the image of the country of origin. Therefore, successful countries contribute a part of their national identity to their products. However, in doing so, the following three questions arise:

**Q1:** What is the foundation for building the nation brand of some country and how to present it to the world?

**Q2:** How to create and use the nation brand in the context of promoting the tourist offer, affecting safety, political, economic and social stability, as well as demographic trends and development potentials?

**Q3:** How should countries communicate or position themselves in the international market to present themselves as a strong and internationally recognisable brand?

**Q4:** Are international marketing campaigns, promotional spots and creative videos enough for the quality presentation of a country?

**Q5:** How do individual and team sports successes, tourist offer or historical heritage affect the forming of a positive perception of some country within the global framework and how permanent is that perception?

Answers to the previously posed questions can be found in an interdisciplinary approach that, as a scientific basis and explanation, offers a symbiosis of anthropology, sociology, psychology, communication studies, political science, economics, marketing and ecology. A combination of the knowledge from all of the stated disciplines leads to a quality step forward and to the creation of a broader knowledge of the entire complexity of elements that compose national identity, and they are, among other things, historical heritage, values, features and behaviours of people, natural beauties, tangible and intangible cultural heritage, way of life, recognisability of great individuals, symbols and souvenirs, gastronomy, sports successes, industrial products, tourism offer and so on. Given the interdisciplinary nature of the conference topic, the following is an overview of related topics suitable for quality scientific discussion:

**T1:** Nation branding, branding and promotion of tourist destinations;

**T2:** Special forms of tourism as a comparative advantage in forming the image of a destination;

**T3:** Tourist destination marketing and international marketing features;

**T4:** Role of public relations in the building of a national brand;

**T5:** *Storytelling, imagineering and place-making* as key techniques for the building of a nation brand;

**T6:** Experiences of other countries in branding and promotional communication;

**T7:** Psychology in tourism and role of people in presenting the tourism offer;

## Call for Papers

**T8:** Authentic national art as a promotional tool;

**T9:** Importance of intangible heritage in the building of the image and identity of a country;

**T10:** Cinematography and film as a powerful tool for achieving psychological and promotional effects.

With the objective of gathering a broad interdisciplinary group of scientists, the third edition of the Communication Management Forum 2019 conference has the goal of finding a common denominator and the connection between the terms *communication*, *tourism*, *national culture* and *brand*, as well as to provide an answer to the question of the extent to which communication is truly a key factor in establishing a nation brand, how to use one's own advantages to strengthen a country's image and to enhance its promotion throughout the world. Consequently, we invite scientists, researchers, as well as PhD students to submit presentations on the stated topics. Also taken into consideration will be papers that are not closely related to the conference topic itself. A separate session will be organised for such papers.

### Abstract submission

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The papers submitted for the conference must be based on current and original author research. In the paper abstract, from 300 to 500 words long, it is necessary to emphasise the objective and purpose of the paper, the clear methodology, the key results, as well as the practical application and the social importance of the paper itself. Along with the abstract, it is also necessary to include data on the author (academic rank, institution, address, telephone number, email). One paper can be submitted by a maximum of three authors. Paper abstracts must be submitted by 20 February 2019 to the address [commforum@bernays.hr](mailto:commforum@bernays.hr).

### Official conference languages

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English and Croatian (the first day of the conference will be held exclusively in English, while on the second day of the conference, a combination of both languages will be possible).

### Publication of conference papers

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Reviewed conference papers will be published in the bilingual conference proceedings at the end of 2019. The article must be written in the Latin script, in English or Croatian, and must

consist of 5000 to 6000 words (Font Times New Roman, 12 pt, 1.5 line spacing). Detailed instructions are available at [www.commforum.hr](http://www.commforum.hr). Papers with the best reviews will be published in a special edition of the academic journal Communication Management Review.

## Key dates

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Abstract submission: 20 February 2019

Confirmation of acceptance of abstract and presentation: 1 March 2019

Full paper submission: 1 September 2019

Publication of conference proceedings: up to end of calendar year 2019

## Conference fees

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Early registration (by 30 March 2019): 250 EUR per paper

Standard fee: 300 EUR per paper

Fee for PhD students: 100 EUR per paper

Participation without presentation: 100 EUR

## Contact

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Dr. sc. Lana Ciboci, President of Conference Organisation Committee

Email: [lane.ciboci@bernays.hr](mailto:lane.ciboci@bernays.hr)

M: +385 91 466 96 59

## Invitation to students in undergraduate and graduate study programmes

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In order to involve, in this current social topic, students from the stated academic disciplines, and to enable young people to scientifically develop and improve, as well as to contribute to the conference topic, as part of the conference, we will organise a special session that will be dedicated to student presentations. One paper can be submitted by a maximum of three students (not necessarily from same higher education institution), whereby one student cannot submit more than one paper. The best student papers will be rewarded. Students do not have to pay the conference fee.



# Using strategic communication to improve the quality of life

hosted by the Faculty of Economics & Business, University of Zagreb



EUPRERA 21<sup>st</sup> Annual Congress, Zagreb, 26-28 September 2019

We live in an era of societal pessimism. Everyone has a voice and it is very often used to criticise. Publics see problems and discuss them. Academic research reflects this and often focuses on difficulties, issues and bad practices. It is time to bring some optimism into both public discourse and academic research.

Strategic communication should be used for cultivating a positive environment. This means communicators should accept that one of the biggest competitive advantages in today's business world is a positive and engaged public. Satisfied participants are at the core of any successful relationship. To succeed in the future, public relations will have the aim of keeping various stakeholders not only satisfied, but happy. Whether they are employees, customers, or business partners, only happy stakeholders will ensure long term organizational success.

The success of relationships with publics is mostly based on how people are valued and treated, which in turn affects their self-perceptions and level of performance. Both of these elements are correlated with life happiness. So it seems logical that public relations should put additional effort in fostering happiness and joy among their publics and by that improving both organizational success and the well-being of people.

Track 1: Redefining strategic communication; putting satisfaction in the centre

Track 2: The role of public relations in the societal development

Track 3: Using communication for improving (employee) engagement

Track 4: Quantifying joy; measuring various forms of communication success

Track 5: Strategic communication in travel and tourism management

Track 6: Current research in public relations and strategic communication (open track)

## Dates for submission of anonymous papers and panels for peer review

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Deadline for abstracts: 1 March, 2019

Feedback on abstracts: 12 April, 2019

Deadline for full papers: 21 June, 2019

All abstracts and papers to be submitted in English

**Abstracts:** 800 words, excluding tables and figures, including bibliography.

**Full papers:** 30,000–40,000 characters, including blanks, excluding pictures and tables. Precise format guidelines on the congress website.

**Panel proposals:** rationale/abstract of 800 words, linking it to the overall topic of the conference and the body of knowledge of PR research. Including title and short description for each contribution; name, affiliation and short bio of each contributor. Each panel should be designed for a 60 minutes session with at least 15 minutes included for discussion with the audience. A panel should consist of 1 chairperson, 3 presenters, and (mandatory) 1 respondent. Nobody should take two roles. Panellists should represent various organizations and countries/cultures, if possible.

## Call for Papers

### Selected papers will be published in

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A special issue of Journal of Communication Management

A book part of the series Advance in Public Relations and Communication Management published by Emerald

### PhD seminar

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The EUPRERA PhD seminar will take place on 24-26 September, 2019, prior to the congress, and is dedicated to young researchers. The aim of the seminar is to provide an international setting where doctoral students within public relations and strategic communication can present their ongoing work, get feedback from experts and peers and establish a valuable network for the future. More information and how to apply on the congress website.

### Organizing Committee

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Ana Tkalac Verčič, Professor (chair); Dubravka Sinčić Ćorić, Professor; Nina Pološki Vokić, Professor; Josip Mikulić, Professor; Andrea Lučić, Assistant Professor; Jurica Pavičić, Professor (Dean)



# Trust and Reputation



Trust is a foundation of social (and organizational) order and also serves as the underpinning of healthy relationships, exchanges and transactions. There is a growing concern globally that social and organizational trust is eroding, and that it has become harder for organizations to build and protect relationships with stakeholders many of whom themselves seem to be in conflict. Digitalization and globalization have contributed significantly to changing the world order, leaving many people confused, disoriented and perhaps even scared. This has also contributed to people's lack of trust in basic social institutions. Conspiracy theories are on the rise on a variety of topics. The ultra-rich are preparing for an apocalypse and building bunker-homes in New Zealand. In many countries there appears to be increasing support for authoritarian leaders because of their promise to protect against a disruptive future. In this respect, one is reminded of Bob Dylan's song: "The times they are a changin'."

In such a challenging environment, how does/should public relations (re)build trust and reputation to help us function as social beings operating in harmonious societies?

The following are a few of the many topics subsumed in this theme:

**T1:** What is trust and what is reputation?

**T2:** How does (should) communication and relationship management help individuals and organizations build trust and reputation?

**T3:** How do different stakeholders (such as employees to investors) experience, and perceive, trust and reputation in organizational settings?

**T4:** How relevant is it for us to talk about engagement in a world with diminishing trust?

**T5:** How do trust and reputation affect organizational and social success, or decline?

**T6:** How are 21<sup>st</sup> century social processes such as digitalization and globalization affecting trust and reputation?

**T7:** How are media affecting trust and reputation?

**T8:** What benefits can organizations and the society get because of higher trust and reputation?

**T9:** How can communication management help us build reputation in a VUCA (volatile, uncertain, complex and ambiguous) world?

**T10:** How is the rising inequality, within and between, societies affecting trust and reputation within and between societies, and with what effects?

**T11:** Are there similarities in the problem of lack of trust and reputation globally, or do they differ from one part of the world to another?

## Conference dates

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The 26<sup>th</sup> International Public Relations Research Symposium (BledCom) will be held on July 4, 5, & 6, 2019 in Rikli Balance Hotel (formerly Hotel Golf) Lake Bled, Slovenia.

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## Call for Abstracts and Panels

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We invite abstracts that are between 500 and 800 words (including title and keywords) with up to 5 references. Please use the following guidelines to present your abstract and kindly supply the word count at the end of the submission. We also welcome panel and poster proposals.

Please note that as has been the norm in the past, 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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Please note that the chances of your abstract being accepted are enhanced if you observe the following format in preparing it: 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.

Panel proposal 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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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 14 January 2019. Decisions will be made by 4 March 2019 after peer review. Full papers not exceeding 6.000 words will be due by 16 September 2019. The organizing committee will serve as guest editors of a special issue of *Corporate Communications: An International Journal*, based on papers presented at BledCom 2019. A separate conference proceedings will publish the remaining papers.

## Program Committee

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Krishnamurthy Sriramesh, University of Colorado Boulder, USA

Dejan Verčič, University of Ljubljana & Stratkom, Slovenia

Ana Tkalac Verčič, University of Zagreb, Croatia

# YES, WE A

Vanja Ljubić, *StoryBook*

Enio Dellavia, *Story*

Zrinka Ferina, *Story*, *Story Gourmet*, *Story Vjenčanja*

Milena Dražić, *Story.hr*

Nambi Kezić, *Elle*



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