

Public Relations and Sustainability 2023

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The main theme of the jubilee 30th conference is Public Relations and Sustainability. The main purpose of public relations is the synchronization of organizations with their environments – natural, social, cultural, political and technological. Crises and change are the driving forces behind the profession, and as the first become more frequent and the second accelerates the role of public relations in making organizations and societies sustainable increases. Sustainability is the ability of a system (an individual, a group, an organization, society, the planet) to maintain continuity over time. According to the Brundtland Commission (the World Commission on Environment and Development, United Nations), sustainability means "meeting the needs of the present without compromising the ability of future generations to meet their needs."

On one hand, it appears as though sustainability has become the holy grail of the continuity of capitalism: "We focus on sustainability not because we're environmentalists, but because we are capitalists," wrote Larry Fink, Chairman and Chief Executive Office of BlackRock, the world's largest asset manager, in the 2022 annual letter to CEOs. On the other hand, as a normative concept, sustainability calls for a creative destruction of the current organization of production to alleviate global poverty. The political goal of sustainability, the "2030 Agenda for Sustainable Development" (the 17 Sustainable Development Goals as formulated by the UN: <https://sdgs.un.org/2030agenda>). The business community has translated sustainability into Environmental, Social, and Governance (ESG) criteria to screen potential investments. Meanwhile, we are witnessing an accelerated digitalization that is profoundly changing humanity, along with disruptors such as the Covid-19 pandemic, Russia's invasion of Ukraine and the end of the End of History (F. Fukuyama). All the above prompt us to assess the role of public relations in making organizations and society sustainable. While we are on the brink of catastrophe, how can public relations contribute to the survival and development of communities and organizations, the human species, and the planet?

CONFERENCE DAYS AND VENUE

The 30th edition of International Public Relations Research Symposium (BledCom) will be held on June 30 & July 1, 2023 in Rikli Balance Hotel (ex. Hotel Golf Bled), Lake Bled - Slovenia.

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CONFERENCE TOPICS

The following are some questions that can be addressed under the theme:

- What is the role of public relations in making the world more sustainable?
- Has public relations played any role in sustainable development? If so, what is it?
- What are some potential ways by which public relations can contribute to sustainability?
- What is the relationship between sustainability and Corporate Social Responsibility?

Obviously these are just a few questions that can be posed but there are many other dimensions to this theme that we invite authors to explore as well.

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SUBMISSIONS:

Paper abstracts and panel proposals should be submitted via email to bledcom@fdv.uni-lj.si no later than February 1, 2023. Decisions will be made by March 4, 2023 after peer review. Full papers not exceeding 6.000 words will be due by September 16, 2023 for inclusion in the conference proceedings.

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PROGRAM COMMITTEE:

- Dejan Verčič, University of Ljubljana and Herman & partners, Slovenia
- Krishnamurthy Sriramesh, University of Colorado Boulder, USA
- Ana Tkalac Verčič, University of Zagreb, Croatia