

INFORMACIJE

INFORMATION

European Public Relations Research and Education Association
XXI Annual Congress

We are happy to invite you to the EUPRERA XXI annual congress,
taking place on September 26-28
and organized by the Faculty of Economics & Business, University of Zagreb, Croatia,
on the theme

JOY

Using strategic communication to improve the quality of life

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.

Submissions

Authors are invited to submit 800-word abstracts by **March 1, 2019**, on one or more of the six sub-themes indicated in the Call for Papers.

Publications

Authors who have successfully submitted and presented papers at the congress can enter the selection for Emerald publications:

>A special issue of the *Journal of Communication Management*.

>A chapter of the EUPRERA Congress Book, part of the book series *Advances in Public Relations and Communication Management*.

Venue

The University of Zagreb was founded in 1669, among some of the first universities in Europe. The Faculty of Economics and Business Zagreb is the leading and the largest institution of higher education for entrepreneurial education in the region, counting approximately 10,000 students.

Surroundings

Two short videos will show you the marvellous city of Zagreb and Croatia, a country full of life.

Registration

Registration will open soon, with the possibility to save € 50 registering before July 31. Extra discount for EUPRERA members.

Programme

From Thursday 26 noon to Saturday 28 noon, including keynote speeches, parallel sessions, evening gatherings.

Awards

To celebrate the best congress contributions:

- >Best Paper
- >Emerald Professional Impact
- >Best Reviewer

To celebrate young generations' best outcomes:

- >PhD Award for Excellent Doctoral Theses - Applications by **March 15, 2019**
- >Master Thesis Award for Excellence – Applications by **March 1, 2019**

PhD Seminar

The EUPRERA PhD seminar will take place on September 24-26, prior to the congress. 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 info

Congress website: www.euprera2019.com
e-mail: congress2019@euprera.org / zagreb@euprera2019.com

TOURISM IN THE VUCA WORLD: TOWARDS THE ERA OF (IR)RESPONSIBILITY

Institut za turizam sa zadovoljstvom najavljuje obilježavanje 60. obljetnice rada, koju će prigodno obilježiti organizacijom međunarodne znanstvene konferencije pod nazivom

„Tourism in the VUCA world: Towards the era of (ir)responsibility“,

od 06. do 09. studenog 2019. godine.

Konferencija će probati dati odgovore na ključna pitanja vezana za (ne) održivu budućnost razvoja turizma, kako u Hrvatskoj tako i u svijetu.

Glavna tema konferencije je *„Turizam u VUCA svijetu: prema razdoblju (ne)odgovornosti“* (“Tourism in the VUCA World: Towards the Era of (Ir)Responsibility”).

VUCA je skraćenica za nestabilnost, neizvjesnosti, složenosti i dvosmislenost, a osim što je skraćenica koji se koristi u većini suvremenih organizacija - VUCA je postala sinonim za savjesnost, spremnost, proaktivnost, odgovorenost i intervenciju, dakle jednom riječju za informirano upravljanje i proaktivan pristup rješenju različitih društvenih, ekonomskih i okolišnih izazova, koji su prisutni na globalnoj razini. Stoga je glavni cilj ove konferencije premošćivanja jaza između turističke teorije i prakse, ali i suvremenih i tradicionalnih tema, kroz multidisciplinarno, transdisciplinarno i postdisciplinarno promišljanje o suvremenom turizmu i njegovim posljedicama, kako onim pozitivnim tako i negativnim posljedicama.

Konferencija će se održavati **od 6. do 11. studenog 2019. godine u Dubrovniku** u Hotelu Dubrovnik Palace. Svi prijavljeni i prihvaćeni radovi biti će objavljeni u zborniku radova (koji će biti indeksiran u WoS indeksnoj bazi), dok će najbolji radovi biti objavljeni u međunarodnom znanstveno-stručnom časopisu TURIZAM (WoS, SCOPUS).

Rok za dostavu proširenih sažetaka je **10. svibnja 2019.**, a rok za dostavu cjelovitih radova je **6. rujna 2019.** godine.

Više informacija o konferenciji može se pronaći na službenoj mrežnoj stranici konferencije:
www.itcd.hr