



Asia Pacific Public Relations Research and Education Network
Symposium &
International Cross-Cultural Communication Conference

PROGRAM

5 - 7 FEB 2020

Curtin St Georges Terrace, Old Perth Boys' School
139 St Georges Terrace, Perth.



With thanks to our event partners



www.perth2020.info

Program

Curtin University, 139 St Georges Terrace, Perth

APPRREN Symposium 2020:

“PUBLIC RELATIONS BEYOND BORDERS: CONTEXT, CULTURE AND COMMUNITIES”



Day 1: Wednesday, 5th February 2020

9.00am	Registration
9.15am	Welcome Dr Katharina Wolf, FPRIA Conference Convenor School of Marketing, Curtin University, Australia Opening Remarks Dr Marianne Sison, FPRIA School of Media & Communication, RMIT University; Co-convenor & Founding Chair, Asia Pacific Public Relations Research and Education Network
9.30am – 10.00am	Keynote Dr Rosemary Sayer, FPRIA “The Power of the Story”
10.00am – 11am	Session 1 (APPRREN) – Chair: Dorien Kartikawangi <ul style="list-style-type: none">• Public relations and place: friend, foe or just ignored? Prue Robson, University of Canberra• Ethics and Cross-Cultural Understanding Reconsideration in Corporate Social Responsibility Dorien Kartikawangi, Atma Jaya Catholic University• 'Right to Clean Air' but What Went Wrong?: A Case Study on Global Public Relations in Local Communities in Thailand Teerada Chongkolrattanaporn, Chulalongkorn University
11.00am – 11.30am	Morning Tea
11.30am – 12.30pm	Session 2 (APPRREN) – Chair: Lukasz Swiatek <ul style="list-style-type: none">• Public Relations, Pedagogy and Problematic Technological Developments Lukasz Swiatek, University of New South Wales & Christopher Galloway, Massey University• Rethinking Strategic Communications, Public Relations, and Marketing –A Pracademic’s View Kevin Kok Yew Tan, DesFran, Singapore• Public relations as community empowerment: Transmedia storytelling, audience engagement and collaborative resilience building in disasters Jenny Hou, Queensland University of Technology
12.30pm – 1.30pm	Lunch – Networking
1.30pm – 2.30pm	Session 3 (APPRREN) – Chair: Parichart Sthapitanonda <ul style="list-style-type: none">• Public relations in corporate mergers and acquisitions Xueyu Shen, Kai Liu & Bing H, Chinese Culture Teaching Center, Xi’an Jiaotong-Liverpool University

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	<ul style="list-style-type: none">• The Road to Sustainability: The Roles of the Thai PR Industry in the Digital Era Parichart Sthapitanonda , Chulalongkorn University• Exploring the 'bibingka' model of CSR: Community engagement in context Marianne Sison, RMIT University
2.30pm – 3.00pm	Afternoon tea
3.00pm – 4.15pm	Interactive workshops 1) Gender + diversity 2) Digital technologies 3) Sustainability (health/science communication) 4) Education practice NOTE: workshops will take place in building 137
4.15pm – 5.00pm	Session 4 (APPRREN) – Chair: Pavel Slutsky NOTE: this session will take place in building 137 <ul style="list-style-type: none">• Digital PR and Social Media Communication in Thailand Pavel Slutsky, Chulalongkorn University• Bridging Classroom and Industry Boundaries for Deep Learning: Insights from a Successful Public Relations Tutorial Activity Lukasz Swiatek, University of New South Wales
5.00pm – 7.00pm	Sundowner – cross-conference networking (APPRREN & iCCCC)

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Day 2: Thursday, 6th February 2020

8.30am	Registration
9.00am – 10.00am	<p>Dr Katharina Wolf Conference Convenor, School of Marketing, Curtin University, Australia</p> <p>Official Welcome Professor Vanessa Chang Acting Pro Vice Chancellor, Faculty of Business & Law, Curtin University</p> <p>Welcome to Country Centre for Aboriginal Studies, Curtin University</p> <p>Opening Remarks Dr Pavel Slutsky Co-convenor & Founder, International Cross-Cultural Communication Conference, Chulalongkorn University</p>
10.00am – 10.30am	Morning Tea
10.30am – 11.00am	<p>Keynote – Sponsored by Murdoch University</p> <p>Dr Marianne Sison, FPRIA School of Media & Communication, RMIT University; Convenor & Founding Chair, Asia Pacific Public Relations Research and Education Network “Learning from ‘others’: Integrating cultural values in communication practice and scholarship”</p>
11.00am – 11.45am	<p>Keynote</p> <p>Professor Marion Kickett Director, Centre for Aboriginal Studies, Curtin University “Ways of Working”</p>
11.45am -12.45pm	<p>Session 5 (iCCCC & APPRREN) – Chair: Bridget Tombleson</p> <ul style="list-style-type: none"> • Campaigns and other communications in the discourse of orphanage voluntourism in Bali Regina Titelius, Murdoch University • “One last climb”: examining the language surrounding the closure of Uluru to climbers and implications for sustainable tourism Bridget Tombleson & Katharina Wolf, Curtin University • The Impact of Migration on Identity Discourse within the Australian Context Elizabeth Lang, Diversity Focus
12.45pm – 1.30pm	Lunch – Networking
1.30pm – 2.00pm	<p>Keynote</p> <p>Dr Amanda Healy, Kirrikin “A Will to Win – The Resistance, a fight to preserve culture”</p>

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2.00pm – 3.00pm	<p>Session 6 (iCCCC & APPRREN) – Chair: Deb Williams</p> <ul style="list-style-type: none"> Beyond Doubt: Analysing Online Reactions to the Release of KFC’s Vegan Chicken Range Deborah Williams, Murdoch University Social Networking and Cross-cultural Employee Adjustment: Case Studies of China Pakistan Economic Corridor Projects Arshia Mukhtar, Ying Zhu, Mary Bambacas You-il Lee, University of South Australia The Advantages and Disadvantages of Social Media Uses in Indonesia Digital Government Dorien Kartikawangi, Atma Jaya Catholic University of Indonesia 	
3.00pm – 3.30pm	<p>Afternoon tea</p>	
3.30pm – 4.30pm	<p>Session 7 (iCCCC & APPRREN) – Chair: Augustine Pang</p> <ul style="list-style-type: none"> Global crises with cross-national impact: Examining the multi-cultural framing of issues Augustine Pang, Kevin Kok-Yew Tan, Jerena CK Ng, MMC, Singapore Management University Using Instagram children to elicit stakeholder trust: how PR has adapted to the selling power of ‘kidfluencers’ Catherine Archer, Murdoch University & Kate Delmo, University of Technology Sydney AMIC Highlights and outtakes: Implications for Public Relations Parichart Sthapitanonda, Chulalongkorn University 	
<p>4.30pm – 5.30pm</p> <p>Note: these sessions will be in building 137</p>	<p>Session 8: APPRREN Panel (open to all delegates) – Chair: Kate Fitch (Salon, Building:137)</p> <p>“Across the gender divide: Researching women and public relations in the Asia Pacific”</p> <ul style="list-style-type: none"> Paper 1: Promoting ‘Asia’ in post-war Australia Kate Fitch, Monash University Paper 2: Role of Education in Empowering Women in Malaysian Public Relations Kiranjit Kaur, Universiti Teknologi MARA & Rizwanah Souket, Monash University Malaysia Paper 3: Protectors not protestors - Gendered activism in New Zealand Pip Mules, Auckland University of Technology 	<p>Session 9 (iCCCC & APPRREN) – Chair: Enric Ordeix (Board Room, Building 137)</p> <ul style="list-style-type: none"> Mapping Communication Trends of Global Agenda Makers: Blanquerna students’ approach Enric Ordeix, Elena Yeste & Alba, Sabate, Ramon Llull University Of Taboos and Traditions: An Exploration of Food Biases amongst Indian Business Students and Executives Madhusri Shrivastava, Indian Institute of Management Indore
5.30pm – 7.00pm	<p>Kirrikin Showcase & Networking</p> <p>Including</p> <ul style="list-style-type: none"> Announcement of Best APPRREN Paper Award Closing Remarks by Dr Marianne Sison, Co-convenor & Founding Chair, Asia Pacific Public Relations Research and Education Network 	
Evening	<p>Free time to explore Perth and catch up with new and old friends over dinner</p> <ul style="list-style-type: none"> APPRREN Committee meeting GlobCom Board meeting 	

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International Cross-Cultural Communication Conference

Communicating diversity in the post-multicultural era:
exploring paradoxes, challenges and opportunities

Day 3: Friday, 7th February 2020



9.00am	Welcome Professor Mohammed Quaddus Acting Head of School, School of Marketing, Curtin University
9.15am – 10.15am	iCCCC Keynote Professor Mohan Dutta , Professor of Communication, School of Communication Journalism & Marketing and Director of the Center for Culture-Centered Approach to Research and Evaluation (CARE), Massey University “Indigenous communication in transforming structures”
10.15am – 10.45am	Morning Tea
10.45am – 11.45am	Session 10 (iCCCC) – Chair: Gaelle Duthler <ul style="list-style-type: none">• Sustainable tourism: Cultural identity and tourists visiting Abu Dhabi Gaelle Duthler & Dr Natasa Valek, Zayed University, Abu Dhabi, UAE , College of Communication and Media Sciences• "Perceptions of Decision Making in Western Australia Iron Ore Companies dealing with Chinese organizations Renee Ralph, Curtin University• Decontextualisation, dehumanisation and the alt-right: A textual analysis of online reactionary discourse towards the transgender community Graeme Paton, Murdoch University
11.45am – 12.15pm	Keynote Confronting Communication and Politics in Europe and the USA: main challenges Josep Maria Carbonell Abello, Dean School of Communication and International Relations, Blanquerna-Ramon Llull University
12.15pm – 1.00pm	Lunch – Networking
1.00pm – 2.00pm	Session 11 (iCCCC) – Chair: Catherine Archer <ul style="list-style-type: none">• Multicultural communication in the Middle East: How a ‘young’ profession in a young but ancient region is adapting to the challenges of cross-cultural communication in an increasingly digital world Joseph Nalloor, Murdoch University Dubai; Catherine Archer, Murdoch University Perth & Katharina Wolf, Curtin University• Practising Public Relations in the Middle East: Global vs Local Trends Inka Stever, Zayed University, UAE

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	<ul style="list-style-type: none">• Bridal Shower as a 'New Ritual' in Yogyakarta (The Analysis of the Shifting of Values and Social Class in Bridal Shower Ritual in Yogyakarta) Rebekka Rismayanti, Irene Santika Vidiadari, Universitas Atma Jaya Yogyakarta, Faculty of Social and Political Science
2.00pm – 3.00pm	<p>Session 12 (iCCCC) – Chair: Averill Gordon</p> <ul style="list-style-type: none">• A comparative study on Corporate Social Responsibility Practices of European and Asia-Pacific Airlines Lu Yang; Cindy, S.B. Ngai, The Hong Kong Polytechnic University, Chinese and Bilingual Study department• Developing trust in a global virtual team Gordon, A.E. and Bain, M, School of Communication, Auckland University of Technology• Identity on Private Universities' Billboards in Yogyakarta Irene Santika Vidiadari, Universitas Atma Jaya Yogyakarta, Faculty of Social and Political Science
3.00pm - 3.30pm	<p style="text-align: center;">Afternoon Tea</p>
3.30pm – 4.30pm	<p>Session 13 (iCCCC) – Chair: Pavel Slutsky</p> <ul style="list-style-type: none">• The power of local knowledge: An exploratory study of public relations practice in Bangladesh Mohammed Rizwan Sharif, Charles Sturt University & Katharina Wolf, Curtin University• The Role of Art in Declaring the Multiculturalism with Concern on the Concept of Identity Zahra Al-Zedjali & Faeza Al-Dhamari, Art Education Department, College of Education, Sultan Qaboos University• Intentionality of Communication Acts and Cultural Contexts Pavel Slutsky, Chulalongkorn University
4.30pm – 4.45pm	<p>Closing remarks</p> <p>Including announcement of Best iCCCC Paper Award</p> <ul style="list-style-type: none">• Dr Katharina Wolf Conference Convenor, School of Marketing, Curtin University, Australia• Dr Pavel Slutsky Co-convenor & Founder, International Cross-Cultural Communication Conference, Chulalongkorn University