Representing PR: Images, Identities and Innovations
Barcelona, 2nd and 3rd July 2013

International PR 2013 conference
www.uoc.edu/symposia/BCNmeeting2013
prconference@uoc.edu

Organised by
With the support of
Conference Venue: CosmoCaixa

Isaac Newton St, 26 - 08022 Barcelona (+34 93 212 60 50)

This year the conference venue has moved to the COSMOCAXA building, the Scientific Museum of La Caixa Foundation, the first Museum of Interactive Science in Spain.

The CosmoCaixa is located next to Avinguda Tibidabo in a modernist building designed by Josep Domènech i Estapà between 1904-1909 to serve as an asylum for blind people.

The building was renovated, retaining the original facade. It was expanded recently bringing the building to four times its original size.

How to get there?

- Taxi service (+34 93 303 30 33)
- From Plaça Catalunya: Ferrocarrils de la Generalitat de Catalunya (FGC) (railway), L7 (brown line), from Catalunya Station (Plaça Catalunya) to Avinguda Tibidabo Station (10 minutes).

Then, from Avinguda Tibidabo Station (Plaça Kennedy) (L7):

- Take the bus 196. Bus stop: Tibidabo-Josep Gari and from there walk for 5 min.
- Or take the bus 123. Bus stop: Quatre Camins-Teodor Roviralta (rear entrance by the CosmoCaixa’s garden)
- Or walk uphill for 15 minutes

Restaurant

All fully-registered attendees are invited to have lunch at the CosmoCaixa Restaurant, in the -1 floor of Cosmocaixa Building.

Visit CosmoCaixa

All conference attendees have free entrance to visit the CosmoCaixa museum.

Rooms

All conference sessions will be held in one of the following CosmoCaixa conference rooms, all located in the -2 floor, on the CosmoCaixa building:

- Auditorium (2)
- Beta (B)
- Gamma (C)
**Presentation**

The Barcelona PR Meeting # 3 is the third international conference held in Barcelona and hosted annually by the Open University of Catalonia, in collaboration with the Pompeu Fabra and the University of Waikato. This year will be held on the 2nd and 3rd of July and will bring together professionals and academics in the field of Public Relations and Communications, to discuss about **Representations of PR: Images, Identities and Innovations**.

Since at least the beginning of the 20th century, public relations have had an image problem. The conference explores the many facets of this around the general theme of representations of PR. Initially, the Scientific Committee raised a number of major issues that attempt to answer this issue:

- Who best represents PR: the practitioners, the professional associations (national and/or international), the scholars?
- How has PR been represented historically (e.g., who were the earliest practitioners, how have historians in general and PR historians in particular represented the growth of the field)?
- What have been the key innovations in PR across time and who pioneered them?
- How have the media represented PR in different films and in television series?
- Is the rise of activist, critical, and radical PR changing how the field is represented?
- What self-images do practitioners have of themselves and how do others see them?
- Who represents PR in different sectors (e.g., education, not-for-profit, politics)
- Is PR clearly a mutually beneficial set of activities or does PR have an identity crisis or need a different rationale?
- How do images of PR vary from country to country and are there key commonalities and differences?
- How does a profession and discipline with a low reputation defend the reputation of others?
- As PR strives for academic recognition, how can it best represent itself as a field able to attract the best and brightest?
- Should PR always represent, or be involved in, the CSR for organisations?
- How does PR represent itself in relation to issues and crisis management?
- In a time of economic uncertainty, is PR too closely connected with business or not connected closely enough?

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**Scientific Committee**
Dr. David McKie (University of Waikato), Dr. Jordi Xifra (Pompeu Fabra University), Dr. Ferran Lalueza (Open University of Catalonia), Dr. Lluis Pastor (Open University of Catalonia).

**Organizing Committee**
Dr. David McKie (University of Waikato), Dr. Jordi Xifra (Pompeu Fabra University), Dr. Mònika Jiménez (Pompeu Fabra University), Dr. Ferran Lalueza (Open University of Catalonia), Elisenda Estanyol (Open University of Catalonia).

**Technical Secretary**
Alejandra Armora, Montserrat Atienza, Clàudia Càlix, Clàudia Antón, Adrià Espinosa, Ana Hernández, Roser Nadal, Sandra Martínez, Carol Soler.
Programme

2nd of July - Tuesday

8.30h-9.15h Registration

9.15h-9.30h WELCOME SESSION - AUDITORIUM
Lluís Pastor, Dean of the Information and Communication Studies, Open University of Catalonia. 
David McKie, Professor, University of Waikato.

9.30h-10.30h PLENARY SESSION 1 - AUDITORIUM
OPR: The Journey to Understand and Champion OPR Takes Many Roads, Some not yet Well Traveled
Chaired and led off by Professor Emeritus Robert L. Heath (University of Houston - USA), 
Clea Bourne (Goldsmiths, University of London - England) PR’s hidden relations: How veiled, covert and illicit finance engages in PR.
Sherry Holladay (University of Central Florida - USA) Ties that bind? Failures of the Relationship Metaphor.
Paul Willis (Leeds Metropolitan University - England) Preach wine and serve vinegar: Relationships, doublethink, and public relations.
Robert L. Heath (University of Houston - USA).

10.30h-11.00h Coffee break

11.00h-12.00h PAPERS SESSION 1

ROOM GAMMA
Chair: Damián G. Ponce (Universidad de Málaga - Spain)
Concepción Campillo (Universidad de Alicante - Spain) El relacionista pública en la administración local del gabinete de prensa a la gestión estratégica de los vínculos con la ciudadanía.
Carmen Silvia Robles; Gloria Jiménez & Rodrigo Elías Zambrano (Universidad de Cádiz & Universitat Oberta de Catalunya - Spain) Relaciones Públicas y otras estrategias de comunicación: imagen en las empresas españolas.
Damián G. Ponce & Emilia Smolak-Lozano (Universidad de Málaga - Spain) Las herramientas comunicativas en el Issues y Crisis Management en su relación con las Relaciones Públicas.

ROOM BETA
Chair: José Gabriel Andrade (Lusófona University & Catholic University of Portugal - Portugal).
María Vecino (Universidad de Málaga - Spain) AMEC metrics and internet measuring tools.
Cristina Aced (Open University of Catalonia - Spain) Web 2.0: The origin of the word that has changed the way of understanding public relation.
Manuel José Damásio; Patricia Dias & José Gabriel Andrade (Lusófona University & Catholic University of Portugal - Portugal) The PR pyramid: The functions of public relations on social media.
Beige Pureau (Swinburne University - Australia) Redefining the identity of the public relations profession in a borderless, digital world - the new leadership role.

ROOM GAMMA
Chair: Damián G. Ponce (Universidad de Málaga - Spain)
Concepción Campillo (Universidad de Alicante - Spain) El relacionista pública en la administración local del gabinete de prensa a la gestión estratégica de los vínculos con la ciudadanía.
Carmen Silvia Robles; Gloria Jiménez & Rodrigo Elías Zambrano (Universidad de Cádiz & Universitat Oberta de Catalunya - Spain) Relaciones Públicas y otras estrategias de comunicación: imagen en las empresas españolas.
Damián G. Ponce & Emilia Smolak-Lozano (Universidad de Málaga - Spain) Las herramientas comunicativas en el Issues y Crisis Management en su relación con las Relaciones Públicas.
12.00h-13.00h PAPERS SESSION 2

ROOM BETA
Chair: Anne Gregory (Leeds Metropolitan University - England)
Judy Motion; Catherine Lumby; Susie Pratt; Williams Kathleen & Jennifer Beckett (University of New South Wales - Australia) Modalities of engagement: Virtual and real participation.
Elisenda Estanyol & David Roca (Open University of Catalonia & Universitat Autònoma de Barcelona - Spain) Creativity in PR consultancies: perception and management.
Anne Gregory (Leeds Metropolitan University - England) Practitioner-leaders representation of roles.

ROOM GAMMA
Chair: Kate Fitch (Murdoch University - Australia).
Phillip Young (University of Lund - Sweden) PR in Fiction vs The Professional Project: Who tells the most convincing story?
Roumen Dimitrov (University of New South Wales - Australia) Silence and invisibility in public relations.
Kate Fitch (Murdoch University - Australia) Promoting the Vampire Rights Amendment: Public relations, postfeminism and True Blood.

13.00h-14.00h Lunch at the Science Museum restaurant

14.00h-15.00h PLENARY SESSION 2 - ROOM BETA
Historical representations of PR
Chaired and led off by Professor Tom Watson (University of Bournemouth - England TBC).
Vince Hazleton (Radford University - USA) Beyond content analysis of the media: Getting to the truth in PR history.
Jordi Xifra (Pompeu Fabra University - Spain) Longue durée and nation reputation: A Braudelian approach to the Spanish Black Legend.
Debashish Munshi (University of Waikato - New Zealand) Expanding the borders of PR.
Tom Watson (University of Bournemouth - England) Reviewing the state of the art.

15.00h-16.00h PAPERS SESSION 3

ROOM BETA
Chair: W. Timothy Coombs (University of Central Florida - USA).
Jochen Hoffman & Ulrike Röttger (Curtin University - Australia & University of Münster - DE) In search of a cosmopolitan public relations identity: Preliminary results from an international research network.
Marianne D. Sison (RMIT University - Australaia) Representing Asian Public relations in the “Asian Century.”
W. Timothy Coombs & Sherry J. Holladay (University of Central Florida - USA) Public Relations “Relationship Identity” in research: Enlightenment or illusion.

ROOM GAMMA
Chair: Margaret Brunton (Charles Sturt University - Australia).
Dejan Verčić & Ana Tkalac Verčić (University of Zagreb - Croatia) Language public relations.
Marian Gersamia (IvaneJavakhishvili Tbilisi State University - Georgia) PR education: Challenges for vibrant democracy.
Margaret Brunton & Lynn Jeffrey (Massey University - New Zealand) Perceptions of professional identity of PR practitioners in the NZ workplace.
16.00h-17.00h PAPERS SESSION 4

ROOM BETA
Chair: David McKie (University of Waikato - New Zealand).
Assumpció Huertas (Rovira i Virgili University - Spain) The undervalued role of public relations and the underuse of social networks in the communication of place brands.
Domagoj Hruska, Damir Jugo & Boris Sruk (University of Zagreb - Croatia) Challenges of PR Practice within the corporate governance framework - evidence from Croatia.
Johanna Fawkes (Charles Sturt University - Australia) Performance and Personal: A comparative exploration of Goffman and Jung’s approaches to professional identity.
David McKie & Malcolm Doo (University of Waikato - New Zealand) Imaging ideas: Threshold concepts, leadership competences, and lessons for public relations.

ROOM GAMMA
Chair: Scott Davidson (University of Leicester - UK).
Eva Pujadas (Pompeu Fabra University - Spain) Political reputation: A methodological approach to the analysis of political reputation.
Deborah Wise & Melanie James (University of Newcastle - Australia) Positioning PR: An analysis of the representation of public relations in Australian political speeches.
Andreu Casero, Pablo López & Enric Ordeix (Universitat Jaume I & Universitat Ramon Llull - Spain) Risks and benefits of the professional contact between politicians and journalists. The Case of Spain.
Scott Davidson (University of Leicester - UK) PR as a public service? Directions of public affairs and lobbying research within academic public relations.

20.00h-21.00h Cultural activity 1
Private guided visit to the Joan Miró’s Foundation (Fundació Joan Miró. Parc de Montjuïc s/n. 08038 Barcelona)

21.00h -23.00h Cocktail (Joan Miró’s Foundation gardens) (23.15h Private bus to Plaça Catalunya)
3rd of July - Wednesday

9.00h - 10:00h PLENARY SESSION 3 - ROOM BETA
Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations
Chair and led off by Professor Emeritus Robert L. Heath (University of Houston - USA).
Timothy Coombs (University of Central Florida - USA).
David McKie (University of Waikato - New Zealand).
Michael Palenchar (University of Tennessee - USA).
Robert L. Heath (University of Houston - USA).

10.00h-10.30h Coffee break

10.30h-11.30h PAPERS SESSION 5

ROOM BETA
Chair: Michael J. Palenchar (University of Tennessee - USA).
Diana-Maria Cismaru (College of Communication and Public Relations, NSOSOA Bucharest - Romania) Measuring the crisis effects on the online reputation of public actors.
Tanya Ickowitz & Michael J. Palenchar (University of Tennessee - USA) Crisis communication representation of public relations universities’ crises and chaos theory.

ROOM GAMMA
Chair: Joan Cuenca (Universitat Ramon Llull).
Ayşe Elif Posos Devrani (Galatasaray University - Turkey) The representation of PR in the educational sector in Turkey: Differences between public and private primary schools.
Lee Cheg Ean & Yousef Thaera (Taylor’s University - Malaysia) How Malaysian public relations consultancies use communication technologies as effective internal communication tools?
Guillem Marca; Kathy Matilla & Andrea Oliveira (Universitat de Vic & Universitat Rovira i Virgili, Universitat Ramon Llull, Universitat Rovira i Virgili & Universitat de Girona - Spain) The value of public relations in the hospitals of the Spanish National Health System in times of economic uncertainty.
11.30h-12.30h PAPERS SESSION 6

ROOM BETA
Chair: David McQueen (Bournemouth University Media School - UK).
Andrea Oliveira & Paul Capriotti (Universitat de Girona & Universitat Rovira i Virgili - Spain) La concepción de públicos en las empresas energéticas en España.
Burcu Öksüz & Serra Görpe (Izmir University of Economics & Instanbul University - Turkey) The role of Turkish public relations/communication professionals in Corporate Social Responsibility: Research on CSR practices and communications in CSR Programs in Turkey.
Irina Lock & Peter Seele (University of Newcastle - Australia) Community engagement in public relations research - state of play.

ROOM GAMMA
Chair: Nurdan Tümbek Tekeoğlu (Okan University - Turkey).
Marc Compte; Kathy Matilla & Albert Sáez (Universidad Ramon Llull - Spain) Innovation strategies of place branding PR and the rise of communications in times of economic uncertainty: The Slow Movement.
Nurdan Tümbek Tekeoğlu & Serra Görpe (Okan University & Instanbul University - Turkey) The Women Entrepreneurs Association of Turkey (KAGİDER): An analysis of how to benefit from marketing and communications.

12.30h-13.30h PAPERS SESSION 7

ROOM BETA
Chair: Rob Gill (Swinburne University of Technology - Australia)
Burcu Öksüz & Serra Görpe (Izmir University of Economics & Instanbul University - Turkey) The role of Turkish public relations/communication professionals in Corporate Social Responsibility: Research on CSR practices and communications in CSR Programs in Turkey.
Irina Lock & Peter Seele (University of Lugano - Switzerland) CSR departments in the most sustainable companies: Communications, isn’t it?
Rob Gill (Swinburne University of Technology - Australia) Why the PR strategy of storytelling improves employee engagement and adds value to CSR: An integrated literature review.

ROOM GAMMA
Chair: Dejan Verčič (University of Ljubljana - Slovenia).
Doan Mai Anh & Jade Bilowol (RMIT Internacional University Vietnam - Vietnam) “Why I can’t explain to my mum what I do”: Exploring practitioners’ perceptions of themselves and their industry amid Vietnam’s emerging PR landscape.

13.30h-14.00h CLOSING SESSION

David McKie, University of Waikato.
Jordi Xifra, Pompeu Fabra University.
Ferran Lalueza, Open University of Catalonia.

14.00h-15.00h Lunch at the Science Museum restaurant

15.00h Cultural activity 2
Visit to the Monastery of Pedralbes.
Cultural visit 1 and Conference Cocktail: Miró’s Foundation

Tuesday 2nd July, 20.00h
Fundació Joan Miró - Parc de Montjuïc s/n - 08038 Barcelona

All fully-registered attendees are invited to the conference cocktail that will take place at the Miró’s Foundation, located at the Montjuïc Mountain. At 20.00h there will be a guided visit to the Miró’s Foundation, that includes sketches, paintings, textiles, drawings, sculptures and ceramics by the Catalan great artist Joan Miró. Once the visit ends (21.00h) a cocktail will be offered at the Miró’s Foundation North Patio.

How to arrive?
- Buses 150, 55
- Metro (L3 or L2, Paral·lel station) and then Funicular
- Metro (L1, Espanya station) and then walking (high walk uphill 20 min.) or taxi (recommended option)
- Taxi (+34 93 303 30 33)

(at the end of the cocktail, at 23.15h approximately, a private bus free for conference participants, will return to the city centre: Plaça Catalunya)

Cultural Visit 2: Visit to the Monastery of Pedralbes

Wednesday 3rd July, 15.00h
(Private bus from the CosmoCaixa, conference venue, to the Monastery of Pedralbes)

The Monastery of Pedralbes is one of the finest examples of Catalan Gothic architecture in Barcelona. The construction work of the monastery started in March 1326 in the village of Sarrià, which back then was far out of the city of Barcelona.

Since the Monastery was built in just one year, it was not influenced by any other architectural styles and is a representative of particularly homogeneous Gothic architecture.

Throughout the tour you can marvel at pieces of religious art as well as everyday objects of the Monastery dating from the 14th to the 20th century. Certainly, the Monastery would not be as beautiful and impressive without its gardens in the courtyard. You will not find a quieter place in all Barcelona, you will not hear a sound - except for the birds singing in the trees and the gurgling of the Renaissance fountain in the centre of the courtyard. Large palm trees and cypresses provide cool shade.
**List of paper contributions**

*(in alphabetic order)*

Aced, Cristina *(Open University of Catalonia - Spain)* *Web 2.0: the origin of the word that has changed the way of understanding public relation.*

Álvarez, Belén *(Universidad Complutense de Madrid - Spain)* *Communication of crisis: The management of negative experiences in the 21st Century.*

Bergine, Natasa Logar & Verčič, Dejan *(University of Ljubljana - Slovenia)* *Describing and developing Slovene public relations terminology.*

Bilowol, Jade & Anh, Doan Mai *(RMIT International University Vietnam - Vietnam)* "Why I can’t explain to my mum what I do": Exploring practitioners’ perceptions of themselves and their industry amid Vietnam’s emerging PR landscape”.


Brunton, Margaret & Jeffrey, Lynn *(Massey University - New Zealand)* *Perceptions of professional identity of PR practitioners in the NZ workplace.*

Casajoana, Erika *(Open University of Catalonia-Spain)* *Public Communications Challenges in Tanzania. An Example from the International Labor Organization’s Partners.*

Campillo, Concepción *(Universidad de Alicante - Spain)* *El relacionista pública en la administración local del gabinete de prensa a la gestión estratégica de los vínculos con la ciudadanía.*

Casero, Andréu; López, Pablo & Ordeix, Enric *(Universitat Jaume I & Universitat Ramon Llull - Spain)* *Risks and benefits of the professional contact between politicians and journalists. The Case of Spain.*

Cassin, Andrea & James, Melanie *(University of Newcastle - Australia)* *Community engagement in public relations research - state of play.*

Cheg Ean, Lee & Thaera, Yousef *(Taylor’s University - Malaysia)* *How Malaysian Public Relations Consultancies use communication technologies as effective internal communication tool?*

Cismaru, Diana-Maria *(College of Communication and Public Relations, NSOSOA Bucharest - Romania)* *Measuring the crisis effects on the online reputation of public actors.*

Compte, Marc; Matilla, Kathy & Sáez, Albert *(Universidad Ramón Llull - Spain)* *Innovation strategies of Place Branding PR and the rise of Communications in times of economic uncertainty: The Slow Movement.*

Coombs, W. Timothy & Holladay, Sherry J. *(University of Central Florida - USA)* *Public Relations “Relationship Identity” in Research: Enlightenment or Illusion / Plenary Speaker Session 3: Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations.*

Damásio, Manuel José; Dias, Patricia & Andrade, José Gabriel *(Lusófona University & Catholic University of Portuga - Portugal)* *The PR Pyramid: The functions of public relations on social media.*

Davidson, Scott *(University of Leicester - UK)* *PR as a public service?: Directions of public affairs and lobbying research within academic public relations.*

Dimirov, Roumen *(University of New South Wales - Australia)* *Silence and Invisibility in Public Relations.*

Elif Posos Devranli, Ayşe *(Galatasaray University - Turkey)* *The Representation of PR in Educational Sector in Turkey: Differences between public and private primary schools.*

Estanyol, Elisenda & Roca, David *(Open University of Catalonia & Universitat Autònoma de Barcelona - Spain)* *Creativity in PR consultancies: perception and management.*

Fawkes, Johanna *(Charles Sturt University - Australia)* *Performance and Persona: a comparative exploration of Goffman and Jung’s approaches to professional identity.*

Fitch, Kate *(Murdoch University - Australia)* *Promoting the Vampire Rights Amendment: Public relations, postfeminism and True Blood.*

Gersamia, Mariam *(IvaneJavakhishvili Tbilisi State University - Georgia)* *PR Education: Challenge for Vibrant Democracy.*

Gill, Rob *(Swinburne University of Technology - Australia)* *Why the PR strategy of storytelling improves employee engagement and adds value to CSR: an integrated literature review.*

Gregory, Anne *(Leeds Metropolitan University - England)* *Practitioner-leaders representation of roles.*

Hazleton, Vince *(Radford University - USA)* *Beyond content analysis of the media: Getting to the truth in PR history. Plenary Speaker Session 2: Historical representations of PR.*

Heath, Robert L. *(University of Houston - USA)* *Plenary Speaker Session 1: OPR: The Journey to Understand and Champion OPR Takes Many Roads, Some not yet Well Traveled / Session 3: Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations.*

Hoffman, Jochen & Röttger, Ulrike *(Curtin University - Australia & University of Münster - DE)* *In search of a cosmopolitan public relations identity: Preliminary results from an international research network.*

Hruška, Domagoj; Jugo, Damir & Sruk, Boris (Faculty of Economics and Business, University of Zagreb - Croatia) *Challenges of PR Practice within the corporate governance framework - evidence from Croatia.*

Huertas, Assumptió (Rovira i Virgili University - Spain) *The undervalued role of public relations and the underuse of social networks in the communication of place brands.*

Ickowitz, Tanya & Palenchar, Michael J. (University of Tennesse - USA) *Crisis Communication Representation of Public Relations Universities’ Crises and Chaos Theory.*

Lock, Irina & Seele, Peter (University of Lugano - Switzerland) *CSR departments in the most sustainable companies: Communications, isn’t it?*

Marca, Guillem; Matilla, Kathy & Oliveira, Andrea (Universitat de Vic & Universitat Rovira i Virgili, Universitat Ramon Llull, Universitat Rovira i Virgili & Universitat de Girona - Spain) *The value of public relations in the hospitals of the Spanish National Health System in times of economic uncertainty.*

McKie, David & Doo, Malcom (Waikato Management School - New Zealand) *Imaging ideas: Threshold concepts, leadership competences, and lessons for public relations.*

McKie, David (Waikato Management School - New Zealand). *Plenary Speaker Session 3: Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations.*

McQueen, David (Bournemouth University Media School - UK) *Weapons in a PR war: an analysis of competing PR strategies by energy corporations, and activist pressure groups.*

Motion, Judy; Lumby, Catherine; Pratt, Susie; Kathleen, Williams & Beckett, Jennifer (University of New South Wales - Australia) *Modalities of engagement: Virtual and real participation.*

Munshi, Debashish (University of Waikato - New Zealand) *Expanding the borders of PR. Plenary Speaker Session 2: Historical representations of PR.*

Öksüz, Burcu & Görze, Serra (Izamir University of Economics & Instanbul University - Turkey) *The Role of the Turkish Public Relations/Communication Professionals in Corporate Social Responsibility: A Research on Practices and Communications of CSR Programs in Turkey.*

Olutunji, Rotimi Williams (Kwara State University - Nigeria) *Mirror and wished images of the public relations professions: implications for public relations practice in Nigeria.*

Oliveira, Andrea & Capriotti, Paul (Universitat de Girona & Universitat Rovira i Virgili - Spain) *La concepción de públicos en las empresas energéticas en España.*

Palenchar, Michael (University of Tennessee - USA). *Plenary Speaker Session 3: Shaping the field: Bob Heath and the two volumes of the Encyclopedia of Public Relations.*

Ponce, Damián G. & Smolak-Lozano, Emilia (Universidad de Málaga - Spain) *Las herramientas comunicativas en el Issues y Crisis Management en su relación con las Relaciones Públicas.*

Pujadas, Eva (Pompeu Fabra University - Spain) *POLITICAL REPUTATION. A methodological approach to the analysis of political reputation.*

Pureau, Beige (Swinburne University - Australia) *Redefining the identity of the Public Relations profession in a borderless, digital world - the new leadership role.*

Robles, Carmen Silvia; Jiménez, Gloria & Elías Zambrano, Rodrigo (Universidad de Cádiz & Universitat Oberta de Catalunya - Spain) *Relaciones Públicas y otras estrategias de comunicación: imagen en las empresas españolas.*

Sison, Marianne. D (RMIT University - Australia) *Representing Asian Public relations in the Asian Century.*

Tümbek Tekeoğlu, Nurdan & Gørpe, Serra (Okan University & Instanbul University - Turkey) *The Women Entrepreneurs Association of Turkey (KAGIDER): An Analysis of How to Benefit from Marketing and Communications.*

Verčič Dejan & Tkalac Verčič, Ana (University of Ljubljana - Slovenia and University of Zagreb - Croatia) *Languaging public relations.*

Vecino, María (Universidad de Málaga - Spain) *AMEC metrics and internet measuring tools.*

Watson, Tom (University of Bournemouth - England) *Reviewing the state of the art. Plenary Speaker Session 2: Historical representations of PR.*


Wise, Deborah & James, Melanie (University of Newcastle - Australia) *Positioning PR: an analysis of the representation of public relations in Australian political speeches.*

Jordi Xifra (Pompeu Fabra University - Spain) *Longue durée and nation reputation: A Braudelian approach to the Spanish Black Legend. Plenary Speaker Session 2: Historical representations of PR.*

Young, Phillip (University of Lund - Sweden) *PR in Fiction vs The Professional Project: Who tells the most convincing story?*
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