



## 28th International Conference on Corporate and Marketing Communications

*Valuing Diversity in Corporate and Marketing Communications:  
Towards an Inclusive Corporate and Market Environment*

March 26th to 27th, 2024

University of Vienna  
Kolingasse 14–16, 1090 Vienna

### Conference Programme

#### Monday, March 25th

17:00 – 18:00	<b>Guided tour of the Main Building of the University of Vienna</b> Meeting point: Aula in the Main Building, Universitätsring 1, 1010 Vienna
starting 18:30	<b>Get together</b> (self paid) Café Landtmann (Universitätsring 4, 1010 Vienna)

#### Tuesday, March 26th

08:30 – 09:00	<b>Registration</b> Ground floor
09:00 – 09:30	<b>Welcome address</b> Room SR 5 Sabine Einwiller, Ingrid Wahl, Markus Wagner
09:30 – 10:30	<b>Keynote</b> Room SR 5 <i>All that glitters is not gold: The subtleties of communicating diversity, equity and inclusion</i> Silvia Ravazzani (Associate Professor in Management, IULM University of Milan)
10:30 – 10:45	<b>Break</b> Coffee at Mensa
10:45 – 12:15	<b>Session 1.1</b> Room SR 5 <b>Diversity in corporate communication</b> Chair: Ursula Lutzky <i>Discovering diversity through storytelling – Narratives on meaningful work and employee commitment at an environmental nonprofit organization</i> <u>Tünde Taxner</u>

*Exploring cross-country discursive patterns in diversity and inclusion reporting*

Bernadette Hofer-Bonfim

*Inclusion of disability in corporate diversity communication: An exploratory study on employer brands in Turkey*

Zeynep Aksoy

*Making diversity an organisational imperative: Developing inclusive emergency communication through co-creative storytelling with CALD communities*

Jenny Zhengye Hou, Greg Hearn, Kim Johnston

**Session 1.2** Room SR 7

**Cultural aspects in advertising** Chair: Philip J. Kitchen

*Decontextualisation in advertising: The cultural implications of a creative technique*

Chris Hackley, Rungpaka Amy Hackley

*Examining the effect of gender on advertising on ad and brand attitude: Through the lens of Japanese consumers*

Caroline S. L. Tan

*Navigating the future: Emerging Chinese marketing trends to boost digital advertising and economy*

Mingyi Gu

*The human-centric country brand and cultural identity*

Angela Madan

12:15 – **Lunch break**

13:15 Lunch at Mensa

13:15 – **Session 2.1** Room SR 5

14:45 **Workplace communication** Chair: Ana Tkalac Verčič

*Managers in the subordinates' eyes: Implicit bias from a communicative perspective*

Selin Türkel, Ebru Uzunoğlu, Zeynep Öykü Saraçoğlu

*How does an ideal candidate look like? Hidden gender biases in job advertising: A pilot test*

Kincső Szabó

*Sustainability (communication) manager as curator of change: A typology of job profiles in the field of sustainability, CSR, DEI and ESG management related to required communication competences, green skills and agency*

Franziska Weder, Manuel Harm, Florentina Höhs

*The inner conflict of female subordinates: A non-Anglo-Saxon perspective on gender diversity*

Ebru Uzunoğlu, Selin Türkel, Burcu Yaman Akyar

**Session 2.2** Room SR 7

**Sustainable fashion** Chair: Sema Misci Kip

*Buying sustainable fashion: Am I the norm or the exception?*

Emmanouela Kokkinopoulou, Ioanna Papasolomou, Demetris Vrontis, Lucia Porcu

*Embracing circular thinking: Paving the way for sustainable actions in a green fashion world*

Maria Elena Aramendia-Muneta, Andrea Ollo-López, Katrin Simón-Elorz

*The concept of slow fashion through the eyes of young consumers*

Jana Turčínková, Jana Pavelková, Ioanna Papasolomou

*The moderate effects of social identity and functional attitude between customer engagement and purchase intention – Athletic apparel industry as an example*

Keer Lei, Yan Wan Tang, Jiayi Hou, Lin Dai, Shih-Chia Wu

14:45 – **Break**

15:00 Coffee at Mensa

15:00 – 16:30	<p><b>Session 3.1</b> Room SR 5 <b>Sustainability communication</b> Chair: Franzisca Weder</p> <p><i>Building environmental reputation: Considering the interplay of green advertising receptivity, perceived greenwashing, and consumer skepticism</i> Mateja Kos Koklic, <a href="#">Barbara Culiberg</a>, Mila Zecevic, Petar Gidakovic, Vesna Zabkar</p> <p><i>Communication for sustainability in diversity and inclusion: Good and poor practices from Türkiye</i> <a href="#">Sema Misci Kip</a>, Zeynep Aksoy</p> <p><i>A theoretical review of the diversity of behavioral factors, influencing sustainable consumption at the nexus with impulsive buying behavior</i> Elena Amber, <a href="#">Ioanna Papolomou</a>, <a href="#">Alkis Thrassou</a>, <a href="#">Yioulia Melanthiou</a></p> <p><i>Residents' identification with green city branding and citizenship behaviors: A multi-country study</i> <a href="#">Ridwan Adetunji Raji</a></p>
	<p><b>Session 3.2</b> Room SR 7 <b>Theory and research development</b> Chair: Dejan Verčič</p> <p><i>In between egoism and altruism – Viewing CSR as gifts sensu Marcel Mauss</i> <a href="#">Lennart Rettler</a></p> <p><i>Religions and integrated marketing communications: Bosom buddies or uneasy bedfellows</i> <a href="#">Philip J. Kitchen</a></p> <p><i>The impact of aesthetics and symbolism in visual design on the perception of the advertised product</i> <a href="#">Eleanor Eytam</a></p> <p><i>Inclusive communication narratives: Nike's DEI advertising campaign in the Middle East</i> <a href="#">Faria Shaikh</a></p>
16:30 – 16:45	<p><b>Break</b> Coffee at Mensa</p>
16:45 – 17:45	<p><b>Keynote</b> Room SR 5 <i>Diversity communication between fact and façade? Learnings from research on greenwashing</i> Jörg Matthes (Professor of Communication Science, University of Vienna)</p>
18:00	<p><b>Shuttle bus transfer from Kolingasse 14–16 to dinner location</b></p>
starting 19:00	<p><b>Conference dinner</b> Fuhrgassl-Huber (Neustift am Walde 68, 1190 Vienna) Welcome address by Kurt Stürzenbecher (City Council of Vienna)</p>
22:30	<p><b>Shuttle bus transfer from dinner location to Schottentor</b></p>

## Wednesday, March 27th

08:30 – 09:00	<b>Registration</b> Ground floor
09:00 – 10:00	<b>Keynote</b> Room SR 5 <i>The power of diversity to empower people</i> Mirsad Aljusevic (Group Diversity Manager, Erste Group Bank AG)
10:00 – 10:15	<b>Break</b> Coffee at Mensa
10:15 – 11:45	<b>Session 4.1</b> Room SR 5 <b>Employee perceptions</b> Chair: Selin Türkel  <i>Constructing a new scale for measuring employee acceptance of digital communication technologies in the workplace</i> <u>Ana Tkalac Verčič</u> , Sabine Einwiller, Ralph Tench, Dejan Verčič  <i>Importance, occurrence, and effects of appreciation in the workplace: First insights from an employee survey</i> <u>Jens Hagelstein</u> , Ingrid Wahl, Julia Stranzl, Sabine Einwiller  <i>Internal versus external corporate social responsibility effects on employees of a multinational subsidiary in Russia: The roles of morality and attributions</i> Anne-Marie van Prooijen, <u>Yijing Wang</u>  <i>Sustainability, self-identity and generations: The influence of CSR communication on employer brand attractiveness</i> Dominyka Venciute, Greta Gintale, Ricardo Fontes Correia, <u>Ruta Lapinskiene</u>
	<b>Session 4.2</b> Room SR 7 <b>Communication on social issues</b> Chair: Anca Anton  <i>Associations between workplace LGB+ disclosure and discrimination, organizational LGB+ climate, job satisfaction, and mental health: A meta-analysis</i> <u>Ingrid Wahl</u> , Raphaela Stibor, Sabine Einwiller, Jens Hagelstein, Magdalena Siegel  <i>Behind the scenes of CEO socio-political positioning: Perspectives from communication practitioners</i> <u>Vanja Bojanic</u>  <i>Consumers' responses to public company-directed activism: An experimental comparison of insider and outsider activism</i> <u>Neda Ninova-Solovykh</u> , Ingrid Wahl, Sabine Einwiller  <i>Reputation management under attacks: Lessons learned from Abercrombie and Fitch culture of exclusion</i> Ali Kansa, <u>Philip J. Kitchen</u>
11:45 – 12:45	<b>Lunch break</b> Lunch at Mensa
12:45 – 14:15	<b>Session 5.1</b> Room SR 5 <b>Crisis and complaints</b> Chair: Yioula Melanthiou  <i>Effects of companies' (il-)legitimate webcare requests on consumers' intention to revise negative reviews</i> Iris Siret, William Sabadie, <u>Wolfgang Weitzl</u>  <i>Employee perceptions of crisis spillover risk: The role of crisis relevance, severity, and corporate response strategies</i> <u>Yijing Wang</u> , <u>Sabine Einwiller</u> , Daniel Laufer  <i>Engagement, identification, and life satisfaction of employees in the food and beverage service sector during the Covid-19 epidemic</i> <u>Ana Marija Mustafaj</u> , <u>Klement Podnar</u>

	<p><b>Session 5.2</b> Room SR 7</p> <p><b>Buying behaviours</b> Chair: Chris Hackley</p> <p><i>Evaluating community supported agriculture: Accessibility and attractiveness for low-income families in Austria</i> Birgit Teufer, <a href="#">Vivien Marx</a></p> <p><i>Enhancing diversity in the grocery shopping experience: A call to action</i> <a href="#">Mehrigan Malekpour</a>, <a href="#">Mohsen Nikzadask</a>, <a href="#">Oswin Maurer</a>, <a href="#">Thomas Aichner</a></p> <p><i>Let's buy online directly from farmers: An integrated framework of individualistic and collectivistic consumption values</i> <a href="#">Ofrit Kol</a>, Dorit Zimand-Sheiner, Shalom Levy</p> <p><i>Tackling end-consumer scepticism in the digital age</i> <a href="#">Marwa Tourky</a>, Maha Ebeid, Ahmed Shaalan</p>
14:15 – 14:30	<p><b>Break</b></p> <p>Coffee at Mensa</p>
14:30 – 16:00	<p><b>Session 6.1</b> Room SR 5</p> <p><b>AI and platform communication</b> Chair: Sabine Einwiller</p> <p><i>AI-assisted corporate reputation prediction using social listening data from the internet</i> <a href="#">Jörg Forthmann</a>, <a href="#">Reimund Homann</a>, <a href="#">Menno de Jong</a>, <a href="#">Arne Westermann</a></p> <p><i>From Twitter to X: Studying the effects of Musk's takeover and rebranding of the social networking platform on webcare practices</i> <a href="#">Ursula Lutzky</a></p> <p><i>The impact of human-like chatbots on brand purchase intentions: The moderation effect of privacy concerns, and brand innovativeness</i> <a href="#">Eya Kbaier</a>, <a href="#">Fatma Bakini</a>, <a href="#">Chaima Hmissi</a></p> <p><i>Wisdom of the crowd or people like me? Preferences between volume and similarity in eWOM</i> <a href="#">Limor Sahar-Inbar</a>, Eyal Peer</p>
	<p><b>Session 6.2</b> Room SR 7</p> <p><b>Young consumers</b> Chair: Marwa Tourky</p> <p><i>The advertising representation of young people by traditional banks: Between uniformity and the pursuit of diversity</i> Loubna Moudni, <a href="#">Michaël Korchia</a></p> <p><i>The effects of parasocial relationship on source credibility and the consumer-based brand equity connection in the context of brand-opinion leader collaborations on social media</i> <a href="#">Dominyka Venciute</a>, Aurelija Degulyte, Ricardo Fontes Correia, Ruta Lapinskiene</p> <p><i>Understanding Gen Z consumer-brand identification through "other customer" perception as diversity-driver in marketing strategy</i> <a href="#">Anca Anton</a></p> <p><i>When bad news became good news: The promotion of sustainable consumption among Gen Z SHEIN consumers</i> <a href="#">Dorit Zimand-Sheiner</a>, Sabina Lissitsa</p>
16:00 – 16:30	<p><b>Closing session</b> Room SR 5</p> <p>Philip J. Kitchen, Sabine Einwiller, Ingrid Wahl</p>
starting 17:00	<p><b>Social programme</b></p> <p><i>Queer City Walk (Blue dot)</i> – Meeting point: Main entrance of the University of Vienna, Universitätsring 1, 1010 Vienna</p> <p><i>Their fate: to be a woman (Green dot)</i> – Meeting point: Deutschordenshaus, Singerstraße 7, 1010 Vienna</p>

## Overview

Mark the sessions  
you want to attend!



Tuesday, March 26th		
08:30 – 09:00	<b>Registration</b> Ground floor	<input checked="" type="checkbox"/>
09:00 – 09:30	<b>Welcome address</b> Room SR 5	<input type="checkbox"/>
09:30 – 10:30	<b>Keynote</b> Room SR 5	<input type="checkbox"/>
10:30 – 10:45	<b>Break</b> Coffee at Mensa	<input type="checkbox"/>
10:45 – 12:15	<b>Session 1.1 – Diversity in corporate communication</b> Room SR 5	<input type="checkbox"/>
	<b>Session 1.2 – Cultural aspects in advertising</b> Room SR 7	<input type="checkbox"/>
12:15 – 13:15	<b>Lunch break</b> Lunch at Mensa	<input type="checkbox"/>
13:15 – 14:45	<b>Session 2.1 – Workplace communication</b> Room SR 5	<input type="checkbox"/>
	<b>Session 2.2 – Sustainable fashion</b> Room SR 7	<input type="checkbox"/>
14:45 – 15:00	<b>Break</b> Coffee at Mensa	<input type="checkbox"/>
15:00 – 16:30	<b>Session 3.1 – Sustainability communication</b> Room SR 5	<input type="checkbox"/>
	<b>Session 3.2 – Theory and research development</b> Room SR 7	<input type="checkbox"/>
16:30 – 16:45	<b>Break</b> Coffee at Mensa	<input type="checkbox"/>
16:45 – 17:45	<b>Keynote</b> Room SR 5	<input type="checkbox"/>
18:00	<b>Shuttle bus transfer from Kolingasse 14–16 to dinner location</b>	<input type="checkbox"/>
starting 19:00	<b>Conference dinner</b> Fuhrgassl-Huber (Neustift am Walde 68, 1190 Vienna)	<input type="checkbox"/>
22:30	<b>Shuttle bus transfer from dinner location to Schottentor</b>	<input type="checkbox"/>

Wednesday, March 27th		
08:30 – 09:00	<b>Registration</b> Ground floor	<input type="checkbox"/>
09:00 – 10:00	<b>Keynote</b> Room SR 5	<input type="checkbox"/>
10:00 – 10:15	<b>Break</b> Coffee at Mensa	<input type="checkbox"/>
10:15 – 11:45	<b>Session 4.1 – Employee perceptions</b> Room SR 5	<input type="checkbox"/>
	<b>Session 4.2 – Communication on social issues</b> Room SR 7	<input type="checkbox"/>
11:45 – 12:45	<b>Lunch break</b> Lunch at Mensa	<input type="checkbox"/>
12:45 – 14:15	<b>Session 5.1 – Crisis and complaints</b> Room SR 5	<input type="checkbox"/>
	<b>Session 5.2 – Buying behaviours</b> Room SR 7	<input type="checkbox"/>
14:15 – 14:30	<b>Break</b> Coffee at Mensa	<input type="checkbox"/>
14:30 – 16:00	<b>Session 6.1 – AI and platform communication</b> Room SR 5	<input type="checkbox"/>
	<b>Session 6.2 – Young consumers</b> Room SR 7	<input type="checkbox"/>
16:00 – 16:30	<b>Closing session</b> Room SR 5	<input type="checkbox"/>
starting 17:00	<b>Social programme</b>	<input type="checkbox"/>

supported by

# Practical information

## Conference location

University of Vienna  
Kolingasse 14–16, 1090 Vienna

## Public transport

### From Vienna International Airport to Kolingasse 14–16

You can take the **CAT** (City Airport train) to station **Wien Mitte**, change there to **Underground U4** (green line) direction Heiligenstadt and exit at the station **Schottenring**. From Schottenring you can take either **Underground U2** (purple line) direction Schottentor and exit at the next station **Schottentor**. Take the exit to Hohenstaufengasse/Lichtensteinstraße and you will be there after a **one-minute walk**. Alternatively, from station Schottenring it's a **ten-minute walk**: Take Schottenring street, and you will find Kolingasse 14–16 behind the Vienna Hilton Plaza.

Please note: CAT is a fast opportunity to get to Vienna's City center (15 min), but you have to buy a separate ticket. CAT is not included in Viennas normal public transport. One way: 14.90€, return ticket: 12.45€.

Alternatively you can take any **REX** (Regional express train), **RJ** (Rail Jet) or the **S7** (Stadtbahn) going to the north of Vienna and get off at station **Wien Praterstern**. There please take the **Underground U2** (purple line) direction Schottentor. Please get off at station **Schottentor**, take the exit Hohenstaufengasse/Liechtensteinstraße and you will be there after a **one-minute walk**.

### From Vienna Main Station (Wien Hbf.) to Kolingasse 14–16

Directly from Wien Hbf. (Karl-Popper-Straße) you can take the **Tram D** direction Wien Nußdorf and get off at the station **Wien Börse**. After a **five-minute walk** you will reach Kolingasse 14-16, located behind the Hilton Vienna Plaza.

Alternatively, after a **five-minute walk** you can take the **Underground U1** (red line) from Wien Hbf./Südtiroler Platz direction Wien Leopoldau and at station **Schwedenplatz** take **Underground U4** (green line) direction Wien Heiligenstadt. At station **Schottenring**, please take the **Underground U2** (purple line) direction Schottentor and get off at next station **Schottentor**. Take the exit to Hohenstaufengasse/Lichtensteinstraße and you will be there after a **one-minute walk**.

Alternatively after a **five-minute walk** you can take the **Underground U1** (red line) from Wien Hbf./Südtiroler Platz direction Wien Leopoldau and change at station **Karlsplatz**. From here take **Tram 1, or 71, U2Z or D** until station **Wien Börse**. You will be there after a **five-minute walk**.

The *SimplyGo! App* can also be helpful for public transportation in Vienna.

## Ticket options

Note: You must punch your ticket at the entrance of the underground station before you travel, or in the vehicle itself if you are traveling by bus or tram. To get to the airport, you will need an additional ticket as Vienna's public transport does not cover this route (see above).

**Single ticket:** 2.40€ (the ticket is valid for a single trip, within this trip it is possible to change between lines, but the trip cannot be interrupted for a longer period)

**1 day in Vienna:** 5.80€ (the ticket is valid for the day it is punched until 1am of the following day for public transport in Vienna)

**24h in Vienna:** 8.00€ (after punching the ticket is valid for 24 hours for public transport in Vienna)

**48h in Vienna:** 14.10€ (after punching the ticket is valid for 48 hours for public transport in Vienna)

**72h in Vienna:** 17.10€ (after punching the ticket is valid for 72 hours for public transport in Vienna)

## Additional information

**Wi-Fi:** Use eduroam or ask our staff at the registration for a Wi-Fi voucher.

**Room of silence / praying room:** Room 6.16 (6th floor).

**Luggage room:** Room SR 4.

**All gender toilets:** Located in the atrium.