Emerging Trends and Challenges of Public Relations and Strategic Communication in the Digital Era

Date: 17 March 2016 (Thursday)

Venue: The C-Centre, NAH313, Humanities Building, New Asia College, CUHK

Co-Conveners: Prof. Christine Y.H. Huang  
Programme Director and Professor, M.S.Sc. in Corporate Communication Programme, School of Journalism and Communication, CUHK  
Prof. Sora Kim  
Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication Programme, School of Journalism and Communication, CUHK

Committee: Prof. Kaman K.M. Lee  
Associate Professor, M.S.Sc. in Corporate Communication Programme, School of Journalism and Communication, CUHK  
Dr. Shih-chia Wu  
Professional Consultant, M.S.Sc. in Corporate Communication Programme, School of Journalism and Communication, CUHK

Time Allocation

Presentation: 15 minutes each  
Discussion: 15 minutes  
Q&A: 10 minutes
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<th>Time</th>
<th>Event</th>
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<tr>
<td>8:45 am – 9:00 am</td>
<td>Tea &amp; Coffee</td>
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<tr>
<td>9:00 am – 9:20 am</td>
<td>Welcome remarks</td>
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<td>Celebration Video for the 20\textsuperscript{th} Anniversary of M.S.Sc. in Corporate Communication programme</td>
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<td><strong>Speakers:</strong></td>
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<td>Prof. Chi-yue Chiu</td>
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<td></td>
<td><em>Dean of Social Science, CUHK, Hong Kong</em></td>
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<td>Prof. Anthony Y.H. Fung</td>
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<td><em>Director and Professor, School of Journalism and Communication, CUHK, Hong Kong</em></td>
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<td>Prof. Francis L. F. Lee</td>
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<td><em>Graduate Division Head and Professor, School of Journalism and Communication, CUHK, Hong Kong</em></td>
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<td>Prof. Christine Y.H. Huang</td>
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<td><em>Co-convener of the conference, Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong</em></td>
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<td><strong>Emcee:</strong> Prof. Sora Kim</td>
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<td>9:20 am – 9:30 am</td>
<td>Group Photo</td>
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<td>9:30 am – 10:00 am</td>
<td>Keynote speech 1: Looking Forward, Looking Back: Challenges for Strategic Communication in the Digital Age</td>
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<td><strong>Speaker:</strong> Prof. Maureen Taylor</td>
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<tr>
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<td><em>Director and Professor, School of Advertising and Public Relations, University of Tennessee Knoxville, U.S.A</em></td>
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<tr>
<td>Time</td>
<td>Session</td>
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<tr>
<td>10:00 am – 11:15 am</td>
<td><strong>Session 1: New Trends and Challenges of Public Relations</strong></td>
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|               | **Chair:** Prof. Sora Kim  
*Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong* |
|               | **Presenters:**  
Zeitgeist Strategies: Public Relations, Forging Futures, and Tracking Trends  
Prof. David Mckie  
*Professor, Management Communication, Waikato Management School, The University of Waikato, New Zealand*  
Recent Technological Development Trends and Socio-economic Challenges Impacting on Public Relations and Strategic Communication  
Prof. Kiranjit Kaur  
*Professor, Faculty of Communication and Media Studies, Universiti Teknologi MARA, Malaysia*  
The Strategic Shift of Public Relations Discipline: Opportunities and Challenges Faced by China in the Big Data Era  
Prof. Xianhong Chen  
*Professor and Associate Dean, School of Journalism and Information Communication, Huazhong University of Science and Technology, China*  
Panelist Discussion and Q & A Session  
**Discussant:** Prof. Christine Y. H. Huang  
*Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong* |
| 11:15 am – 11:30 am | **Coffee break**                                                          |
| 11:30 am – 1:00 pm | **Session 2: Public Relations and Digital Media**                           |
|               | **Chair:** Prof. Christine Y. H. Huang  
*Programme Director and Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong* |
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| 11:30 am – 1:00 pm | **Presenters:**  
A Meta Analysis of Persuasion in Social Media: Merging Theory and Practice  
Prof. Michael Kent  
*Professor, School of Advertising and Public Relations, University of Tennessee Knoxville, USA*  
Paper co-authored by: Michael Kent and John E. Dugger  

Using Social Media for Corporate: Comparative Analysis of Communication Strategies on Corporate Weibo and Facebook  
Prof. Minjung Sung  
*Professor and Department Chair, Department of Advertising and Public Relations, Chung Ang University, South Korea*  

Factors Influencing Donor Engagement in Mobile SNS: A Study of WeChat in China  
Prof. Yi-Ru Regina Chen  
*Assistant Professor, Department of Communication Studies, Hong Kong Baptist University, Hong Kong*  

The Use of CEO Personality in Crisis Communication on Social Media  
Prof. Sora Kim  
*Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong*  
Paper co-authored by: Angela Xiaochen Zhang, Warren Borui Zhang, and Sora Kim  

Panelist Discussion and Q & A Session  

**Discussant:** Prof. Kaman K.M. Lee  
*Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong*  

| 1:00 pm – 2:30 pm | Lunch |

### AFTERNOON
**Venue: NAH312 – 313 (C-Centre)**

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<tr>
<th>Time</th>
<th>Session 2: Keynote speech 2: Identity and Political Public Relations: Implications of/for Gender, Race, and Nation</th>
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| 2:30 pm – 3:00 pm | **Speaker:** Prof. Bey-ling Sha  
Professor and Director, School of Journalism and Media Studies, San Diego State University, USA |

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<tr>
<th>Time</th>
<th>Session 3: Public Diplomacy and Public Relations Education</th>
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| 3:00 pm – 4:30 pm | **Chair:** Dr. Shih-chia Wu  
Professional Consultant, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong  
**Presenters:**  
**In the Eye of Democracy: Mediated Public Diplomacy and the International Agenda Building Influence of the 2014 Hong Kong Protest**  
Prof. Spiro Kiousis  
Professor and Executive Associate Dean, College of Journalism and Communications, University of Florida, USA  
Tina Tianduo Zhang  
Ph.D. student, College of Journalism and Communications, University of Florida, USA  
Paper co-authored by: Tina Tianduo Zhang, Luidmila Khalitova, Barbara Myslik, Ji Young Kim, Tiffany Schweickart, Jordan Neil, Craig Carroll and Spiro Kiousis  
**Creative Politics: The Policy Participation of Multiple Subjects and The New Political Relationship by The case of “Meng Hao and the No. 39 Document”**  
Prof. Ning Zhang  
Professor and Associate Dean, School of Communication and Design, Sun Yat-sen University, China  
Prof. Maureen Taylor  
Director and Professor, School of Advertising and Public Relations, University of Tennessee Knoxville, USA  
Paper co-authored by Aimei Yang & Maureen Taylor |
**High-Minded Utilitarian Public Relations Students Dance to Two Drummers**

Prof. Ni Chen  
*Associate Professor, Department of Communication, University of Macau, Macau*

Paper co-authored by Ni Chen & Hugh M. Culbertson

**Panelist Discussion and Q & A Session**

**Discussant:** Prof. Bey-Ling Sha,  
*Professor and Director, School of Journalism and Media Studies, San Diego State University, USA*

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<th>4:30 pm – 4:45 pm</th>
<th><strong>Coffee break</strong></th>
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| **4:45 pm – 6:00 pm** | **Session 4: Crisis Communication and CSR Communication**  
**Chair:** Prof. Louis Leung,  
*Professor, School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong*

**Presenters:**  
*The Transcultural Turn of Crisis Communication in the Era of Digital Media: Case Studies and Theoretical Implications from Greater China*
Prof. Anbin Shi  
*Professor and Associate Dean, School of Journalism and Communication, Tsinghua University, China*

*A Broad Stroke or Different Strokes for Different Folks? Examining the Subtleties in Crisis Management Approaches between State-owned Enterprises and Privately-owned Enterprises in China*
Prof. Augustine Pang  
*Associate Professor and Programme Director of Master of Mass Communication, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore*

Paper co-authored by: Augustine Pang, Hu Yang & Eugene Yong-Sheng Woon

*Transparency Signaling and Disclosure Alignment in the CSR Reporting of Chinese Companies: A Cross-Cultural Extension*  
Prof. Craig E. Carroll  
*Visiting Scholar, Leonard N. Stern School of Business, New York University, USA*

Paper co-authored by: Craig E. Carroll, Sabine Einwiller, & Jaclyn Mironov|
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<tr>
<td>6:00 pm - 8:30 pm</td>
<td>Dinner</td>
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**Panelist Discussion and Q & A Session**

**Discussant:** Prof. Sora Kim  
*Programme Deputy Director and Associate Professor, M.S.Sc. in Corporate Communication programme, School of Journalism and Communication, CUHK, Hong Kong*