

IULM International Week 2023

March 9-10, 2023

The third edition of IULM International Week is about to start. A 2-day event with international speakers not to be missed, taking place from March 9 to 10, 2023

Programme

Thursday, March 9 - Sala dei 146, IULM Open Space

9.00-10.30

Brand communication and Reputation Management strategies: The Case of Turkey aviation sector

Meltem Çiçek
Maltepe University, Turkey

12.00-13.30

Internal communication, engagement, and employer brands

Ana Tkalac Verčić
University of Zagreb, Croatia

15.00-16.30

Corporate Reputation Management: overview and emerging trends

Yijing Wang
Erasmus University Rotterdam, The Netherlands

10.30-12.00

Intercultural Aspects in Corporate Communication

Sabine Einwiller
University of Vienna, Austria

13.30-15.00

Blowing the whistle in organizations: How to fight corruption from the inside and in response to the media

Victor Quintiere
Centro Universitário de Brasília-DF / UniCEUB, Brasil

16.30-18.00

Authenticity as success factor in public relations and strategic communication

Rudiger Theilmann
Leeds Beckett University, UK

Friday, March 10 - Sala dei 146, IULM Open Space

9.00-10.30

Internal communication, engagement, and the life satisfaction

Ana Tkalac Verčić
University of Zagreb, Croatia

12.00-13.30

Do you want to be more creative? How to use design and system thinking in strategic communication

Rudiger Theilmann
Leeds Beckett University, UK

15.00-16.30

Consumer complaining on social media

Sabine Einwiller
University of Vienna, Austria

10.30-12.00

Corporate Social Responsibility: communication strategies and challenges for organizations

Yijing Wang
Erasmus University Rotterdam, The Netherlands

13.30-15.00

Public Relations, art and literature for ideological messaging: The example of Nazim Hikmet

Meltem Çiçek
Maltepe University, Turkey

16.30-18.00

Communicating on social media: How to prevent legal problems

Victor Quintiere
Centro Universitário de Brasília-DF / UniCEUB, Brasil