

# IULM International Week 2024

May 9-10, 2024

*The 4th IULM International Week focusing on Communication is just around the corner*

## Programme

Thursday, May 9 (All times are in CET)

9.00-10.30

### Trendwatching & Trend-based Innovation

**Karine Appeltans**  
UCLL Leuven - Belgium

### The Role of AI in the Dissemination, Detection, and Countering of Online Disinformation

**Maria Grub**  
University of Mannheim - Germany

### Echo Chambers in Online Social Networks

**Amin Mahmoudi**  
Kozminski University - Poland

### Psychology of Consumer Behaviour in Communication

**Zofia Przymus**  
Kozminski University - Poland

### Unravelling the Dynamics of Intercultural Communication in a Globalized World

**Don Zwiens**  
University of Applied Sciences Leiden - The Netherlands

10.30-12.00

### 1, 2, 3... Drink! - Taking a Closer Look at Beverage Marketing Across Cultures

**Marilyn Michels**  
Artevelde University of Applied Sciences - Belgium

### Core Crisis Communication: Stakeholder Analysis, Key Messages, and Dealing with the Press

**Diederik Brink**  
The Hague University of Applied Sciences - The Netherlands

### Creativity in Public Relations Campaigns. What Does It Mean and How to Do It?

**Rudiger Theilmann**  
Leeds Beckett University - United Kingdom



**Rooms are available on iulm webpage**

10.30-12.00

### Communication Strategies for Criminal Purposes

**Ismael Arinas Pellón**  
Universidad Politécnica de Madrid - Spain

### Potential of Dialogue and Participation with Citizens

**Hiska Ubels**  
Hanze University of Applied Sciences - The Netherlands

### Disruptive Innovation in Language and Communication Sectors: The Game-Changing Role of AI

**Abderrahim Agnaou**  
Al Akhawayn University - Morocco

12.00-13.30

### Cross-Cultural Communication: Cultural Awareness in Marketing

**Lies Pieters**  
Artevelde University of Applied Sciences - Belgium

### Intercultural, Inclusive Crisis Communication

**Han de Looper**  
The Hague University of Applied Sciences - The Netherlands

### Legal Concerns for Organizations in Social Media Communication: Case Studies

**Victor Quintiere**  
Brasília University Center - CEUB - Brazil

### Intercultural Management

**Pieter de Vos**  
The Hague University of Applied Sciences - The Netherlands

### Artificial Intelligence as a Tool for Video Dubbing

**Marta Molina Díez - Gabriel Lopez Nieto**  
Francisco de Vitoria University - Spain

13.30-15.00

### Inclusive Marketing: Why It Matters and How to Do It

**Chrystyna Misiewicz**  
Kozminski University - Poland

### Global Skills and International Human Resource Management

**Desiree Wooldrik**  
University of Applied Sciences Leiden - The Netherlands

### Intercultural Transitions in Business Culture

**Anna Czarczynska**  
Kozminski University - Poland

### Understanding your Target Audiences: An Empathy Map, Needs, and Creative Strategies

**Jolanta Guzaite Quintus**  
Vilnius University - Lithuania

15.00-16.30

### Social media: A Match Inside the Match Between Football Clubs

**Rafael Vega**  
Eusa (Universidad de Sevilla) - Spain

### Ethical AI for Professional Communication Practice

**Chaseten Remillard**  
Royal Roads University - Canada

### Multidisciplinary Approaches in Intercultural Communication

**Meltem Çiçek**  
Maltepe University - Turkey

### Brands and Culture

**Enrique Carvajal**  
Eusa (Universidad de Sevilla) - Spain

### Optimising your LinkedIn Profile for Professional Success

**Chalykh Nadezhda**  
Cultureyes Consultants - Russia

### Women's Representation in the Moroccan Media

**Kenza Oumlil**  
Al Akhawayn University - Morocco

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visit [iulm.it](http://iulm.it)  
or write to [studyabroad@iulm.it](mailto:studyabroad@iulm.it)



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