



May 8 and 9, 2025

IULM International Week 2025

Programme - Thursday, May 8

9.00-10.30

That’s not a campaign, that is greenwashing! Exploring backlash against CSR communication

Alina Arti
University of Jyväskylä, Finland

Intercultural Communication as the Theory of the Modern Paradigm of Foreign Language Education

Madeniyet Akhmetova
Kazakh Ablai Khan University of International Relations and World Languages, Kazakhstan

Digital cultural participation, cultural policies, and social inequalities in Europe

Tally Katz-Gerro
University of Haifa, Israel

The best way to reach your audience: go where they are

Rafael Vega Jimenez
Centro Universitario EUSA, Spain

10.30-12.00

Digital leadership, media and power in the digital age

Rainer Zeichhardt
BSP Business & Law School, Germany

Visual Language in Crisis Communication

Han de Looper
The Hague University of Applied Sciences, The Netherlands

Trust, Truth, and Translation: Rebuilding Human Relations and Collectivity in a Digital World

Asma Abbas
Bard College and Al Akhawayn University, USA and Morocco

Visual Branding and Emotional Responses: Introducing the VERT Test

Daniel Hilleberg
Zealand (Sjællands Erhvervsakademi), Denmark

Service Logic: the Key to Strategic Listening

Mats Heide
Lund University, Department of Communication, Sweden

How can media engage younger audiences with news through AR and immersive content?

Ingmar Proot
Howest University of Applied Sciences, Belgium

12.00-13.30

Cultural Intelligence: Effective Communication in a Diverse World

Zeynep Aksoy
Izmir University of Economics, Türkiye

The semantic value of the Constantinian Malouf: The song of “El Bougi” as a model

Zéhira Karoui and Hamza Bouketir
University Constantine 1 Mentouri Brothers, Algeria

The Intelligent Pitch: (Ethically) Using AI to Create Powerful PR and Marketing Pitches

Chaseten Remillard
Royal Roads University, Canada

Understanding Motivation and How to Inspire Others in the Workplace

Karen Leys
Thomas More University, Belgium

Innovation and entrepreneurship

Robrecht Van Goolen
UC Leuven-Limburg, Belgium

13.30-15.00

Creativity in PR: what does it mean, how to be creative and why the use of artificial intelligence needs a creative mind

Rudiger Theilmann
Leeds Beckett University, UK

How to protect your brand reputation during a crisis

Diederik Brink
BSP Business & Law School, The Netherlands

Innovative Learning: Shaping the Future of Marketing and Communication through Challenge-Based Education

Susanan Santos
IPAM - Porto, Portugal

Storytelling as a Strategic Tool in Corporate Communication

Mette Gro Sejersen
Zealand (Sjællands Erhvervsakademi), Denmark

How to Think and Communicate Like an Interculturally Competent Person in Today's World

Lu Yi Xiao Nilsson
Lund University, Sweden

15.00-16.30

Understanding cultural differences in intercultural communication

Nedka Dimitrova
Varna University of Management, Bulgaria

Social marketing: How to make more effective communication to change people’s behaviors for better

Heini Taiminen
University of Jyväskylä, Finland

Cultural Intelligence: Understanding Trompenaars’ Theory

Pieter de Vos
The Hague University of Applied Sciences (THUAS), The Netherlands



Rooms are available on iulm webpage



for further information visit iulm.it, or write to internationalweek@iulm.it

Programme - Friday, May 9

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