

**Conference Programme
28th January 2016**

09:00 – 09:30	Registration	
09:30	Opening Remark: Assoc. Prof. Dr. Pavel Slutskiy, Faculty of Communication Arts, Chulalongkorn University, Thailand	
09:40	Opening Remark: Assist. Prof. Dr. Duangkamol Chartprasert, Dean of Faculty of Communication Arts, Chulalongkorn University, Thailand	
10:00 – 11:00	Keynote I: Charles Hampden-Turner – a British management philosopher, and Senior Research Associate at the Judge Business School at the University of Cambridge since 1990.	
11:00 – 11:15	Coffee Break	
11:15 - 12:30	Panel Discussion: International Communication Agencies. Jennifer Poulson, the Deputy Managing Director of Hill+Knowlton Strategies Thailand; Rob Hall, the General Manager of Lowe Open and Lower Profero Thailand; Shreyas Mehta, Group Account Director, Millward Brown	
12:30 - 13:30	Lunch	
	Session A (I) Chair: Pavel Slutskiy	Session B (I) Chair: Mark Hamilton
13:30 – 14:00	<p>Social media and its impact on intercultural communication: the challenges for a Multicultural Critical Discourse approach.</p> <p>Gwen Bouvier (Zayed University, UAE)</p>	<p>An analysis word-of-mouth communication amongst students. Do UK students respond differently from their overseas' counterparts?</p> <p>Fiona Cownie (Bournemouth University, UK)</p>
14:00 – 14:30	<p>Emotion and Virality of Online Content in Different Cultural and Linguistic Context.</p> <p>Suttichart Denpruektham (Chulalongkorn University, Thailand)</p>	<p>New wave in Storytelling? Managing Content in Cross-Cultural Public Relations Campaigns in a ongoing change of Roles of Traditional Media.</p> <p>Enric Ordeix (Ramon Llull University, Spain), Xavier Ginesta, (University of Vic, Spain)</p>
14:30 – 15:00	Coffee Break	
	Session A (II) Chair: Shaw Hong Ser	Session B (II) Chair: Remy Jarry
15:00 – 15:30	<p>The Program Production Techniques of NHK WORLD RADIO JAPAN, Thai section.</p> <p>Anencha Klinkesorn (University of the Thai Chamber of Commerce, Thailand)</p>	<p>East is East and West is West - a literary and historical view from the perspective of Madame. Butterfly.</p> <p>Nick Bamford (Bournemouth University, UK)</p>



15:30 – 16:00	<p>Cross-Cultural Communication Competency in Business Interaction: a Literature Study.</p> <p>Dorien Kartikawangi, Yohanes Temaluru, Dominikus D. Unaradjan (Atma Jaya Catholic University, Jakarta, Indonesia)</p>	<p>China through two sets of Arab eyes: Coverage of the country in Egyptian and Emirati news media</p> <p>Kevin L. Keenan (American University of Ras Al Khaimah, UAE)</p>
16:00 - 16:30	<p>Communication Characteristics of Global Brand's Store Staff as a key CRM tool, and Local Customers' Satisfaction and Intention to Repurchase: A Case Study of UNIQLO Thailand.</p> <p>Papassara Chaiwong (Chulalongkorn, Thailand)</p>	<p>Determinants of Business relationships Between Thai and Vietnamese Travel Agencies.</p> <p>Ratiwan Watanasin (Suan Dusit University), Mai Ngoc Khuong (International University - Vietnam National University)</p>

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	Session A (I) Chair: Fiona Cownie	Session B (I) Chair: Enric Ordeix
09:30 - 10:00	<p>Fashion Supply Chain Worker Exploitation: A Structural Cultural Knowledge Theory Perspective.</p> <p>Jon Shapiro (Northeastern State University, USA)</p>	<p>Getting ready for a globalised workplace: Longitudinal Analysis of Challenges in Global Virtual Student Teams.</p> <p>Gaelle Duthler, Inka Stever (Zayed University, UAE)</p>
10:00 - 10:30	<p>Standards of Effective Media in Smart Cities Communication Campaigns.</p> <p>Enric Ordeix, Josep Rom (Ramon Lull University, Spain)</p>	<p>Why can't we move there too? Communication, knowledge sharing, and R&D relocation.</p> <p>Chihmao Hsieh (Yonsei University, South Korea), Morris Kalliny (Eastern Washington University, USA)</p>
10:30 - 11:00	Coffee Break	
11:00 - 11:30	<p>The Effect of Life Events on Personality, Authoritarianism, Conservatism, and Language: Developing a Model for Three Southeast Asian Cultures.</p> <p>Mark A. Hamilton (University of Connecticut, USA); Jirayudh Sinthuphan (Chulalongkorn University, Thailand); Shaw Hong Ser, (Chulalongkorn University, Thailand)</p>	<p>Cross –cultural issues as an influencer of Service Quality in Medical Tourism.</p> <p>Santanagopalan Sundararajan (SRM University, India)</p>



11:30 - 12:00	Standards of Cultural Diplomacy and Legitimacy in National Brand Building; Public Relations Campaigns. J. Gregory Payne (Emerson College, USA), Enric Ordeix, (Ramon Lull University, Spain)	Social endorsement effects on message processing: Cross-cultural perspective. Myojung Chung (Nanyang Technological University, Singapore)
12:00 - 13:00	Lunch	
	Session A (II) Chair: Pavel Slutskiy	Session B (II) Chair: Gaelle Duthler
13:00 – 13:30	Significance of Ethics in Public Relations and the Role of Public Relations Associations in Ethics Education: Middle Eastern Public Relations Association as a Case. Noela Michael, Serra Gorpe (Zayed University, UAE)	The Relationships among Advertising Media Exposure, Attitudes Towards Advertising and Advertising Avoidance Behaviors in Facebook. Thitipong Pongkul (Dacon Inspection Services Co.,Ltd. Thailand)
13:30 – 14:00	The Impact of Organizational Culture on Personality Preferences for World Leaders: Seasonal Markers of Chronobiology Effects. Mark A. Hamilton (University of Connecticut, USA)	Global public relations: The role of culture in corporate communication. Leysan Khakimova Storie, Jody Johannessen (Zayed University, UAE)
14:00 – 14:30	Beyond a One-Way Communication: The Future of Performing Arts Marketing in the Digital Age - a Hong Kong Perspective. Benny Lim (Chinese University of Hong Kong, Hong Kong)	Saving the World, One Country at a Time: The Impacts of Culture in International Nonprofit organizations. Alexandra Howard (Emerson College, USA)
14:30 – 15:00	Canada is #IdleNoMore: Unpacking Dynamics of Indigenous Political Engagement on Twitter Vincent Raynaud (Emerson College, USA), Emmanuelle Richez (University of Windsor, Canada) Katie Boudreau (Carleton University, Canada), Abunya Agi (University of Windsor, Canada)	The Donald Effect: Is Trump a Master of Marketing or the Industry's Achilles Heel? Ashley Torrence (Emerson College, USA)
15:00 - 15:30	Coffee Break	
15:30 - 16:00	Keynote II: Dr. Josep Maria Carbonell, Blanquerna, Ramon Lull University, Spain. "Cross-Cultural Communication, Public Diplomacy And Soft Regulation In Global Society"	
16:00 – 17:30	Cocktail Reception. Dr. Hampden-Turner will present the latest book "Nine visions of capitalism: Unlocking the meanings of wealth creation" that he co-authored with Fons Trompenaars and Tom Cummings.	