

2025 IPRRC Presentation Schedule

Note: This schedule is organized by [paper title](#). Please find the information of your presentation time accordingly. We will include complete paper and author information in our official program App.

Thursday, March 6	
Time	Title
Thur 3/6 8:30-9:30am Presiding: Sean Williams	A Royal Mess: An Examination of Princess Kate's #WhereIsKate Crisis on Social Media
	The experimental method problem in public relations research: Examining the limited generalizability of findings due to single-message treatments and between-subjects designs
	Does AI Acceptance Depend on the Crisis? Evaluating AI Disclosure in Crisis Messaging Across SCCT Crisis Clusters
	Under the (Zyn)fluence(r): A content analysis examining how influencers discuss Zyn nicotine pouches on TikTok
	Race and culture in DEI backlash: A case study of video game Assassin's Creed: Shadow
	Mapping the expectations and challenges of using AI in public relations: Evidence from Mena region

Friday, March 7	
Time	Title
Fri 3/7 8:30am-9:30am Presiding: Angela Dwyer	Generalist PR and Professional School in Japan
	Expanding DEI with Missing Pieces: Examining Employees' Awareness and Social Support for Neurodiversity Through the Lens of Diversity, Equity, and Inclusion
	When to Use AI: The Impact of AI and Narrative Message on CSR Campaigns Perceptions
	No One is Innocent: The Effects of Redirecting to Sector Strategy by a Crisis-Stricken Organization in Crisis Spillover
	Generative Crisis Communication: An Experimental Analysis of Effective Crisis Responses Crafted by ChatGPT
	Crises of Passion: Ideology, Activism, Negative Partisanship and the Challenge to Public Relations

Saturday, March 8	
Time	Title
Sat 3/8 8:30am-9:30am Presiding: Koichi Yamamura	Crisis Spillover as a 'Sticky Crisis' amongst Voting Machine Manufacturers
	Moderating Effects of Message Complexity in Message Comprehension and Engagement in Task-Oriented Chatbot
	Tracing the Blame Game: Proposing a Network Approach of Analyzing Blame Attributions on Social Media
	Strategic Communication for Environmental Accountability: The Importance of Moral Obligation in Refusal of Single-Use Plastics
	From Indefatigable to Burnout: Coping with Changes and Expectations in the Public Relations Practice
	Testing the effects of emotional elicitors and issue congruence in CSA messages

Thur 3/6 9:45am-10:45am Presiding: Don Stacks	How ESG Communication Impact Consumers' Attitude toward Enterprises' Sustainable Development Goals: A Cross-Cultural Study
	The Influence of ESG Communication on Social Media on Stakeholder Perception of Large U.S. Organizations – First Results of a Quantitative Content Analysis and a Sentiment Analysis Among Consumers, Public Services and NGOs in the PR Context
	Managing Scansis in the Digital Age: A Content Analysis of U.S. Public Universities' Image Repair Strategies on Social Media
	Depressing Accomplishment? Emotional Labor in Public Relations Practice in Japan
	Navigating Newcomer Experience: A Longitudinal Study of Internal Communication's Role in Job Engagement and Organization-Newcomer Relationships
	Corroborating and extending a typology of public relations professionals' ethical dilemmas: Unveiling three types of unethical behaviors

Fri 3/7 9:45am-10:45am Presiding: David Michaelson	Strategic Transparency in the Rhetorical Arena: A Case Study of Information Disclosure in International Strategic Communication
	Framework for Purpose Communication and Implementation: Inspiring Employee Pro-Social Behaviors from an Internal Communication Perspective
	EXPLORING THE RELATIONSHIP BETWEEN COMPASSIONATE LEADERSHIP, SYMMETRICAL INTERNAL COMMUNICATION, PSYCHOLOGICAL SAFETY, AND EMPLOYEE ENGAGEMENT
	The roles of mindfulness and emotional intelligence in cultivating listening competencies and employee outcomes for public relations
	The Role of Leadership Communication in Organizations' AI Adoption: The Impact of CEO Transformational Leadership and Supervisors' Motivating Language Use
	How Do Businesses Legitimize Artificial Intelligence (AI)? Ethical AI in Fortune 500 Companies' Ethics Statements

Sat 3/8 9:45am-10:45am Presiding: Jensen Moore	Standing in between: Stresses in public relations agency-client relationship management
	A Theoretical Model of Tailored Relational Reputation
	Emotional Intelligence as a Strategic Tool in Health PR: Theoretical Perspectives Guiding the Profession
	Building a Committed Workforce: How DEI Engagement and Empathic Leadership Reduce Turnover Intention among Public Relations Professionals
	Navigating Corporate Social Advocacy in a Politically Polarized Landscape
	Can AI-Assisted Apologies Foster Trust and Forgiveness? Effects of Creator Attribution and Relational Style in Crisis Communication

Thur 3/6 11am-12pm Presiding: Don Wright	AI vs. Human Messaging in Crisis: Exploring Emotional Frames and Public Trust in a Victim Crisis
	Communicating Commitment: Examining the Effects of Leadership and Consistency in Corporate Social Advocacy on Public Perception and Behavior
	COMMUNICATING CULTURE DURING A HYBRID REVOLUTION
	Go Woke, Go Broke?: The Role of Company-Consumer-Influencer Fit in the Bud Light/Dylan Mulvaney Collaboration
	Building Trust in the Digital Age: The Role of AI Chatbots in Health Crisis Communication
	Expanding the Technological Acceptance Model (TAM) to Evaluate AI Tools Adoption Among Communication Professionals

Fri 3/7 11am-12pm Presiding: Bora Yook	Leveraging Neurotechnology in Communication Management: A Pathway to Using Emerging Technologies that Access the Body and Mind
	Exploring Black Public Relations Professionals' Lived Experiences in the PR Industry.
	Engaging Employees Through Transparent Communication: Building Legitimacy in Geopolitical Conflicts
	Going Green: How do Social Media Influencers Motivate Prosocial Outcomes?
	Does Empathy or Fear Motivate Climate Skeptics? Exploring the Impact of Emotional Appeals on Sustainable Behaviors
	After the Leader Leaves: The Impact of Forced Mediation on Employee Relations in Academia

Sat 3/8 11am-12pm Presiding: Katie Place	Beyond the Sidelines: Gender Bias and Crisis Response in Sideline Reporting
	AI Disclosure and Transparency: Closing the Trust Gap
	ANATOMY OF HIGHER EDUCATION FUNDRAISING IN CANADA
	When it rains, it pours: How Florida nonprofits used crisis communication in response to consecutive hurricanes
	The AI-Mediated Crisis Readiness Model: Recommendations for Preventing Crisis Implementing AI
	Who's the Real Victim? Marriott's Victimization and Customers' Perception of It - Marriott Data Breach Crisis in 2018

Thur 3/6 1:30pm-2:30pm Presiding: Denise Bortree	When it rains, it pours: How Florida nonprofits used crisis communication in response to consecutive hurricanes
	From Listening to Leading: Asian Americans and Pacific Islander Professionals' Cultural Integration and Career Navigation in the Public Relations and Strategic Communication Industry
	Working with Artificial Intelligence The Impact of A.I. on Public Relations Professional Identities
	Championing Diversity: Analyzing University Efforts to Promote Inclusivity in Public Relations Curriculum Design
	Effects of Rainbow-washing Perceptions on Stakeholder Engagement
Seeking the Sweet Spot for Future Pandemics: The Role of Framing, Motivational Cues, and Geographical Proximity on Parental Decision-Making for Children's Vaccination	

Fri 3/7 1:30pm-2:30pm Presiding: Yusuke Ibuki	Exploring Bluetooth Technology Adoption Among Rural Young Adults with Limited Internet Access: A Socio-Cultural Study Using Affordance and Gratifications Theories
	Is Readiness for Cancer Misinformation Contagious? Physician-Patient Communication and Psychological Factors Impacting Cancer Misinformation Belief
	Match-up Hypothesis in Strategic Health Communication: The Interplay of Incongruence and Congruence in Public Health Organization Collaborations with Social Media Influencers
When Pictures Match Words: How Text-Image (In)congruences in Disability Sports Communication Influence Public Attitudes Toward People with Disabilities+	
Analyzing Image Restoration Strategies in Fortune 500 Companies' Responses to Stakeholder Pushback on DEI Initiatives	
Ready for Change: A Case Study on Change Management and Communication Practices in a Large Corporate Initiative	

Sat 3/8 1:30pm-2:30pm Presiding: Brian Smith	Dealing with Misinformation and Disinformation in the Digital Age: How Organizations Can Effectively Prepare and Respond
	Humans of AI in public relations: Practitioner and student perspectives on AI and leadership for the profession
	The Ripple Effects of Leadership's Motivating Language: Fostering Employee Advocacy and Trust in Corporate Social Advocacy
	Chatbot Persona and Supportive Communication: Assessing the Potential of Using AI Chatbots in Organizational Crisis Response Following Hurricane Beryl
Rebuilding Trust Amid Financial Restructuring: A Case Study of Scandinavian Airlines' Crisis Communication and Media Sentiment During Chapter 11 Reorganization	
Public Relations Campaigns: State of the Field	

Thur 3/6 2:45pm-3:45pm Presiding: Yan Jin	Should AI be Blamed? Investigating the Roles of Ethics of Care and Crisis Response Strategies in Addressing AI-generated Crises
	A New Measurement Tool for Reducing Harm in the Workplace – Adverse Work Experiences and Their Negative Impact on Individuals and Organizations
	Crisis Management for Reputation Protection: Insights from the RAPIDS Model and Authenticity's Impact
	October 7 Changed the World: Explore the Agenda-Building of the U.S. and Israeli Government Messages During the Israel-Gaza 2023 War
	Experts on their own experiences: A study of CHamoru activist and advocacy practices in socio-political and environmental spaces
Strategies, Psychological Reactions, or Beyond? Mapping Emotions in Public Relations Literature Through Computational Modeling	

Fri 3/7 2:45pm-3:45pm Presiding: Patrick Merle	Artificial Intelligence Adoption: Understanding the Application of Social Bots in Emergency Risk Communication
	AI in PR: How PR Managers and Educators Balancing Discovery, Innovation, and Ethical
	Enhancing Subjective Well-Being Among Communication Professionals: The Impact of Servant Leadership and Perceived Organizational Support
	Personalization Algorithms and ESG Perceptions in Fast Fashion: Platform-Specific Insights and PR Strategies from X and Reddit
	Retinol reactions: Testing the effects of attribution of blame and crisis response strategies in the beauty industry
AI and Public Relations: A Decade-Long Meta-Analysis of Scholarly Activity (2014-2024)	

Sat 3/8 2:45pm-3:45pm Presiding: Staci Smith	Taking a Piece of the ESG Pie: Exploring Public Relations Research's Position, Engagement, and Contribution to the Growing Field of ESG Research
	Humanized AI to Combat Misinformation: The Role of Humanization Levels and Artificial Empathy
	The power and influence of Canadian not-for-profits: Organizational listening and citizen voice
	Exploring Consumer Reactions to Corporate Social Advocacy: The Role of Proactive and Reactive Approaches
	Cross-Cultural Perceptions of the Public Relations Profession: Insights from Students and PR Professionals in the USA and Bangladesh
Ethics, generative AI, and practitioners on a budget: How municipal government and nonprofit communicators perceive training and policy-making for this new technology	

Thur 3/6 4pm-5pm Presiding: April Cen Yue	Generative Misinformation? Influencers, AI and the Spread of Misinformation during the 2024 US Presidential Campaigns
	Communication on Social Networks by Civil Society Organizations in Spain and Chile: analysis of the existence of two-way communication.
	Horizontal and Hierarchical: Adapting Mentorship to the Changing Field of Public Relations
	Serving Multicultural Publics: Assessing the Role of Dialogic Communication and Cultural Tailoring Strategies of GenAI Chatbots in Government OPRs for Disasters
	A Global Study of Public Relations Practitioner Responsible Use of Generative AI
Brands with Baggage: Measuring the Value of Crisis Avoidance with a Mixed-Methods Study	

Fri 3/7 4pm-5pm Presiding: Jim Savage	Balancing Threats and Benefits of AI in PR Practice: Potentials and Challenges
	ChatGPT, do I need to evacuate? Applying the Risk Information Seeking and Processing (RISP) Model to Investigate College Students' Use of AI for Disaster Preparation
	Expertise, Knowledge, and Corroboration: Examining Influencer Endorsement in Corporate Crisis Communication
	Public Relations for Social Inclusion: Exploring Immigrant Entrepreneurs' Challenges and Opportunities
	Enhancing Support and Reducing Backlash for Corporate Social Advocacy through Moral Foundation Messaging
Communicators' Adaptive Leadership Role in Organizations' AI Adoption	

Sat 3/8 4-5pm Presiding: Stacey Smith	Leading with Empathy: The Effects of Emotional Contagion and Resilience on Employee-Organization Relationships (EORs)
	Debunking and Prebunking FEMA Misinformation: An Evaluation of Messages from Hurricanes Helene and Milton
	The Value of Internal Social Media Communication Strategies and Employees' In-Role and Extra-Role Social Media Engagement
	Superwoman Syndrome Amongst Women in Public Relations
	How Leadership Styles in the Oil and Gas Industry Influence Positive Emotional Culture and Employee Advocacy Behavior
Shielding Brands from Spillover Crises: Impact of Crisis History and Strategic Responses	