Thursday April, 16

10:00-10:30 Conference Opening: Excellence in Corporate and Marketing Communications: Present and Future Challenges (Ebru Uzunoğlu, Philip Kitchen, Öğuz Esen)

10:30-11:15 Keynote Speaker: Lars Thøger Christensen, The Copenhagen Business School
   Corporate Communication as Talk, Action and Organization, Conference Hall

11:20-12:40 TRACK 1: D 002
   Marketing Communications - Chair: Philip J. Kitchen
   Impression Communication through Architecture: A Framework for Architecture as a Process of Marketing Communications
   George G. Panigyrakis and Antigone Vrouva (Athens University of Economics and Business)
   Exploratory Study on Integrated Marketing Communication Practice in Malaysia Government-Linked Company
   Nazmi Mohamad Yasin and Mohamad Md Yusoff (Universiti Sains Malaysia)
   Towards a Marketing Communications Strategy for Promoting Electric Vehicles to Fleet Managers
   Roger Bennet (London Metropolitan University)
   Understanding the Complexity of Customer Advocacy Intentions Resulting from Continuance Commitment and its Antecedents
   Zia Khan (National University of Computer and Emerging Science) and David Ferguson (Asian Institute of Technology)

TRACK 2: K 104
   Brand Communications - Chair: Lars Pynt Andersen
   The Evolving Nature of Political Brands: A Comparative Study Exploring the Internal and External Brand Orientations of David Cameron’s Conservative Party from 2010 to 2015
   Christopher Rich (Nottingham Trent University), Varsha Jain (Mudra Institute of Communications, Ahmedabad), and Gruja Armannsdottir (Nottingham Trent University)
   Transforming into a Thought Leader with the Big Brand Idea: The Case of “Jaago Re” with Tata Tea
   Monica Khanna and Isaac Jacob (K J Somaiya Institute of Management Studies and Research)
   Conceptualizing and Modeling Employer Brand Equity
   Mostafa M. Kamel and Faisal A. Albassami (King Saud University)
   The Role of Political Brand in the Relationship between Self-Identity and Intention to Vote
   Sofia T. Batista and George G. Panigyrakis (Athens University of Economics and Business)

TRACK 3: K 102
   Corporate Communications - Chair: Linda Deigh
   Developing Corporate Reputations in a Global Context: A Consulting Firm Case
   William Harvey (University of Exeter), Marwa E. Touky (University of Exeter and Tanta University), Eric Night (University of Sydney), and T.C. Melewar (Middlesex University)
   Customer-Based Corporate Reputation, Perceived Risks and Intentional Loyalty: Examining the Differences between MNEs and Local Firms
   Raza Ali, Zhongqi Jin, Kailin Wu, and T.C. Melewar (Middlesex University)
   Corporate Yandex Media
   Lada Bakal and Sergey Chistovich (Yandex)
   How Do Social Media Contribute to the Construction to SMEs’ Corporate Identity?
   Laurent Arnone (University of Mons) and T.C. Melewar (Middlesex University)

12:45-14:15 Lunch & Networking (Main Restaurant)

14:15-15:45 Special Session: Bridging Academia and Profession for Excellence in Communications, D 002
   Moderator: Don. E. Schultz
   How Far Are Brands From Academia?
   Emre Oker (Ülker)
   Academic Function of International Communication
   Zehra Gungör (IPPA President 2014, STAGE Communications)
   How Shall We Walk the Talk
   Haluk Siönoglu (BBDO Turkey)

15:45-16:00 Coffee Break

16:00-17:20 TRACK 1: K 102
   Public Relations - Chair: Serra Görpe
   Culture, Consumption Culture and Public Relations: North Cyprus, Telsim (Vodafone North Cyprus)
   Case Study Review: Nuran Öze (Near East University)
   The Challenges of Intercultural Crisis Communication: Revisiting the Aria boycott
   Lars Pynt Andersen and Jan Carlslund (University of Southern Denmark)
   Web 1.0 to Web 2.0 Results in More Dialogic: Dialogic Communication of Fortune 500 Turkey Web Sites
   Serra Inci Çılcıledi (Yasar University)
   “We Are Different!” Emancipation through Professionalization in the Field of Internal Communication
   Mark Verheyden and Jo Pierson (Vrije Universiteit Brussel)

TRACK 2: K 104
   Social Media - Chair: Sema Mısıc Kıp
   Social Media for the Creation of Strong Brand Relationships? The Critical Role of the Self
   George Y. Panigyrakis (Athens University of Economics and Business), Anastasios Panopoulos (University of Macedonia), Elini Koraniaki, and Panagiota Konstantinidis (Athens University of Economics and Business)
   Fashion Bloggers: Virtual Communities with Passion for Fashion
   Deniz Atik and Ece Çam (Izmir University of Economics)
   Understanding the Role of Social Media in Political Corporate Branding Research in the Context of Indian Politics
   Christopher Rich (Nottingham Trent University), Varsha Jain (Mudra Institute of Communications, Ahmedabad), Gruja Armannsdottir (Nottingham Trent University), and B.E. Ganesh (Mudra Institute of Communications, Ahmedabad)
   Seeking Excellence in Social Media Advertising: Case Study of A Higher Education Institution from Turkey
   Sema Mısıc Kıp and Pınar Umul Ünsal (Izmir University of Economics)

TRACK 3: D 002
   Advertising - Chair: T.C. Melewar
   Oddvertising: A Route to Building Brand Salience and Brand Conversion Using Kinky Creative in Low-Risk, Low Involvement, Low Unit Priced Product Category Combined with Ubiquitous Distribution
   Isaac Jacob and Monica Khanna (K J Somaiya Institute of Management Studies and Research)
   How to Increase Acceptance and Brand Recall of Skippable Online Video Advertising: A Study on Sequential Brand Logo Position
   Daniel Belanche, Carlos Flavian, and Alfredo Pérez-Rueda (University of Zaragoza)
   Understanding the Effect of Product Placement Prominence and Repetition on Cognitive, Affective and Behavioral Responses: A case of Malaysian Movie “Istanbul: Here I Come”
   Zulkifli Bujang and Hasrina Mustafa (Universiti Sains Malaysia)
   The Unintended Consequences of Advertising Growth
   Don E. Schultz and Martin P. Block (Northwestern University)
   Role of Account Planning in Creativity
   Burak Amirak (Izmir University of Economics)

19:30 Gala Dinner (Tuval Restaurant Levent Marina)
Friday April, 17

09:30-10:30

TRACK 1: D 002
Corporate Communications II - Chair: George G. Panigyrakis

Ethical Branding: A Path to Excellence in Corporate Reputation
Klement Podnar, Patricija Banč, and Urša Golob (University of Ljubljana)

Excellence in Health Communication: Health Literacy
Sergin Sun İpek Ejen and Muge Güldüş (Dokuz Eylül University)

Exploring Stakeholder Engagement: A Corporate Citizenship Approach
Silvia Brighi, Rosella C. Gambetti (Università Cattolica del Sacro Cuore), T.C. Melewar (Middlesex University), and Staffania Romenti (Università IULM)

Communicating Corporate Social Performance: A Research on Twitter
Selin Türkel, Burcu Yaman, and Ebru Uzunoğlu (Izmir University of Economics)

TRACK 2: K 102
Digital Marketing - Chair: Ebru Uzunoğlu

Factors Influencing Customers’ Purchase Intention via Mobile Apps in The Fast Fashion Industry
Jonathan Coello and Shing-Wan Chang (Middlesex University)

Look Who’s Talking: Monitoring the Discourse Regarding Marketing Communication Campaigns on Facebook
Donit Zimand-Sheiner and Tamar Lahav (Ariel University)

How Digital Platforms Influence Luxury Purchase Behavior in India?
Varsha Jair (Mudra Institute of Communications, Ahmedabad) and Don E. Schultz (Northwestern University)

Re-visiting two-step Flow Communication Model: Bloggers as Intermediaries
Sema Mset Kip and Ebru Uzunoğlu (Izmir University of Economics)

TRACK 3: K 104
Issues in Marketing - Chair: Isaac Jacob

Disabled People: Is Media a Disabling or Abling Actor?
Murad Canbulut and Deniz Atik (Izmir University of Economics)

The Impact of Relationship Marketing on Customer Retention: The Mediating Effect of Customer Satisfaction
Marina Tourky (University of Exeter and Tanta University), Jon Reast (University of Bradford), Detra Johnson (University of Hult), and Ahmed Shaalan (University of Hult and Tanta University)

The Network Innovation Perspective in Social Enterprises: An Empirical Analysis on Social Organizations in Italy
Maria Cuomo, Rosa Ferretino, Gerardino Metallo, Valentina Scannapieco (Managerial and Marketing Consultant, Blogger), and Debora Tortora (University of Salerno)

Political Marketing, Social Media and Democracy: The case of North Cyprus 2013 Election
Dilan Çiftçi (Near East University)

Coffee Break

10:30-11:10

Keynote Speaker: Peter Neijens, Universiteit van Amsterdam
Consumer-Brand Interactions on the Internet, D 002

Location: The conference will take place in Izmir University of Economics (IUE)
Open Address: Izmir University of Economics Sakarya Caddesi No: 156 Balçova Izmir

Transportation: The journey from the airport to campus will take about 30 minutes and will cost approx. 60 TL ($25 or €22) by taxi (you will not need to pay for your luggage). You can take the public bus 202 which will be located just outside the departure terminal, but you need to change at Üçkuyular bus-stop for 169 or take a taxi to reach the campus. You may check your route at www.eshot.gov.tr/hareket/saatleri.aspx?TIP=Havaali&HatNo=200. Also, you can take a shuttle bus (HAVAS) or suburban train (IZBAN) to Alsancak and then take a taxi.

Welcome Desk: On April 16th, 2015, 09:00 at Conference Hall Foyer.

Rooms: Opening: Conference Hall Closing: D 002, Parallel Sessions: D 002, K 102, K 104

Conference Desk: It will be located in Faculty of Communication Studies. You will be provided mobile phone numbers of Conference Committee for emergency. Please do not hesitate to contact the Conference Desk or Conference Committee for any concerns.

Presentations: Presentations are expected to last 15 minutes. There will be a Q&A session at the end. You will be assisted when loading your presentation material to the PC. Please provide your presentations before the session to keep right track of time. Please make sure that your presentation material is suitable for Windows and PC’s for any concerns.

Lunch: It will be served at the Main Restaurant in IUE. The Main Restaurant is one story below Conference Hall or you can directly access from the garden.

Gala Dinner: The gala dinner will be on April 16th at 19:30 at Tuval Restaurant Levent Marina. Please inform Conference Committee beforehand if anyone will accompany you. A shuttle will be provided for transportation from the campus to the restaurant and from restaurant to the campus.

Coffee Breaks: They will be served at the foyer and in Faculty of Communication Studies.

Last Minute News: Cancellations, program changes, etc. will be announced on the boards located at the entrance of session rooms.

City Tour: The City Tour bus will take participants from the campus and transfer them back. The tour will take approx. Two hours. Audio guides will be provided in several languages.

Ephesus Tour: This tour is optional. Please make reservations at the Conference Desk. The tour will cost 40 Euros including guided tour and lunch. The bus will leave at 9:30 from the campus on April 18th, 2015, Saturday and will be back at 19:00.

Other: You will be provided a password for Internet access. ATM machines are located on the right at the main entrance. Please bear in mind that IUE is a non-smoking area. If you smoke, you will be kindly asked to smoke outside of the campus or at designated areas. The Conference Committee takes no responsibility for injuries or damage involving persons or property. You are kindly advised to take out your own personal insurance.
Izmir University is proud to host CMC 2015

The University is located in Izmir, a typical Mediterranean city established about 8500 years ago. The socio-cultural calendar of downtown Izmir is packed with various events. You may have a chance to visit a variety of museums or enjoy music by prestigious orchestras visiting the city. The strand in downtown offers multifarious ways of rejoicing particularly after the sunset. Apart from the fecility of urban life, Izmir is a tourist spot especially for many historically significant sites surrounding the city such as House of Virgin Mary, and the ancient cities of Ephesus and Pergamon. Izmir owns splendid natural locations like Çeşme and Foça where you can enjoy vivid sands or the fresh air and fruit wines of adorable mountain village Şirince.

Excellence in Corporate and Marketing Communications: Present and Future Challenges

With growing digitalization and technological advancement everywhere, individuals have opportunity to access information, which make them savvier, more sophisticated, and well informed, resulting in empowerment. They are no longer passive recipients of messages. Thus, managing communication has become more complex for corporations, strategic business units and individual brands. This complexity necessitates a new understanding of excellence and communication. Excellence in corporate and marketing communications can vary from unique ideas to long-term consistent implementations, which develop brands and corporations toward measurable success through appropriate, inventive, and innovative communication strategies and tactics. Therefore, it is important to explore the ‘excellence in communication’ in companies today and tomorrow.

The pivotal theme of the 2015 CMC conference concerns discovering, analysing and seeking to take advantage of current and future challenges in regard to the achievement of excellence in corporate and marketing communications. The Conference seeks excellence in communication.

What does excellence in communication mean?
How can excellence be achieved?
How do firms develop excellence through sustainable and accountable communication strategies?
How can brands and organizations consider excellence from the perspective of consumers in order to gain advocacy?
What metrics can be used to measure excellence in communication?

These questions, along with other topics, will be addressed at the conference.