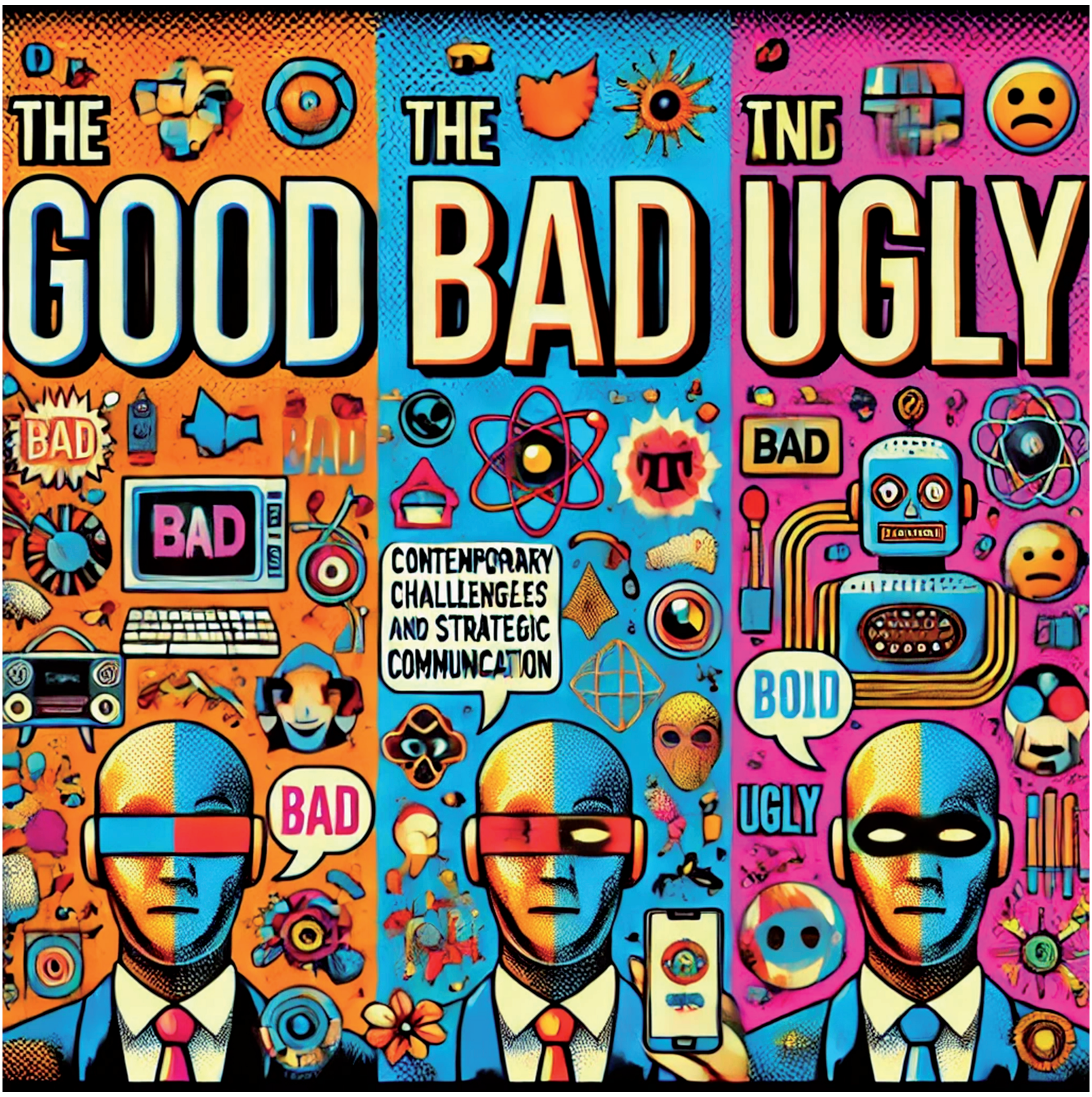


THE GOOD, THE BAD, AND THE UGLY

Contemporary Challenges for Organisational and Strategic Communication

2025 ECREA OSC Conference

Organisational and Strategic Communication Section

14-16 May 2025 - Università degli Studi di Cagliari

14 May 2025

09:30 - 13:00	OSC PhD Workshop
13:00 - 18:00	Registration
14:00 - 14:45	Institutional Greetings and Welcome
14:45 - 15:45	Keynote: From Fringe to Mainstream: The Mediatization of Contested Voices and Organisational Challenges (Giovanni Boccia Artieri)
16:00 - 17:00	Session I: The Good, the Bad, and the Ugly: Organisational and Strategic Communication at the Edge of Complexity
17:15 - 18:15	Special Panel I: Book Presentation “Handbook of Innovations in Strategic Communication: AI, Futurism, & Directions” (Shannon A. Bowen & Elina Erzikova)
18:30 - 19:45	Welcome Aperitif by Campari Group

15 May 2025

08:30 - 12:30	Registration
09:00 - 10:00	Session II: AI Agents and AI-mediated Organisational Communication
10:00 - 10:30	Coffee Break
10:00 - 11:30	Poster Session
10:30 - 11:30	Session III: Legitimacy and Trust Challenges across Societal and Political Contexts
11:45 - 12:45	Session IV: Strategic Advocacy and Activism from Within and Beyond Organisations
12:45 - 13:45	Lunch
14:00 - 15:15	Special Panel II: From buzzword to business: communication impact and AI’s potentials for SMEs – in collaboration with the IATI research project, Ministry of Enterprises and Made in Italy (MIMIT) (Alessandro Lovari, Francesca Comunello, Enzo Risso, Eva Spina, Giulia Agusto, Michael Johann, Kerk Kee)
15:30 - 16:30	Session V: Rethinking Internal Communication in Connected Organisations
16:30 - 16:45	Coffee Break
16:45 - 17:45	Session VI: Organisational Communication in the Context of Regulation and Reporting
18:00 - 19:00	Session VII: Perceiving Organisations in Critical and Contested Spaces
20:30	Social Dinner

16 May 2025

09:00 - 10:00	Session VIII: Avenues for Strategic Communication in Education and Specialised Markets Session IX: Organisational and Strategic Communication for Social Impact
10:00 - 10:15	Coffee Break
10:15 - 11:15	Session X: Strategic Approaches to Sustainability and Climate Communication Session XI: Organisational Responses in Times of Crisis and and Political Turmoil
11:30 - 13:15	Special Panel III: Fostering employee engagement and sense of belonging: the good of corporate heritage for internal communication – in collaboration with CERC, Center for Employee Relations and Communication, IULM University of Milan (Alfonsa Butera, Valentina Martino, Enrico Bocedi, Martina Covino, Fabrizia de Vita, Maria Lucia Lezzi, Stefano Murdaca, Valentina Uboldi, Alessandra Mazzei)
13:15 - 14:15	Lunch
14:30 - 16:00	Session XII: Navigating the AI Frontier in Organisational Communication Session XIII: Digital Disruption and Public Sector Communication
16:15 - 17:00	Concluding Remarks and Farewell

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