

Public Sector Communication - The Challenge of Building Intangible Assets

13:00-13:20	INTRO Maria-Jose Canel & Vilma Luoma-aho (organizers)	Building Intangible assets in the public sector: Trends, challenges and research avenues
Is there a point in building intangible assets in the public sector? Contexts, Attitudes, Ideals & Societal benefits		
13:20-13:40	Torgeir Uberg Nærland, Bergen, Erik Knudsen and Helle Sjøvaag	Mediating the Nordic Welfare Model: An External View of Factors Influencing public perception
13:40-14:00	Alan Vander Molen, Michael A. Cacciatore, Juan Meng, Bryan Reber	Understanding Regulatory Attitudes: An International Examination of the Role of Political Ideology
14:00-14:20	Winni Johansen, Heidi Houlberg, Finn Frandsen	Investigating cognitive/mental barriers for responding to reputational threats in the public sector
14:20-14:40	Oleg Kashirskikh, Katerina Tsetsura	Communication in the Russian Public Sector: A practical sense of "Common Good" issues through particular frames of references
BREAK	Strategies and tools. Lessons from real experiences on reputation, engagement and trust	
15:00-15:20	Erik Knudsen	Reputation Management, Mediatization, and News Framing of a Norwegian Public Sector Organization
15:20-15:40	Heather LaMarre	Strategic Narrative Messaging in Public Sector Communications: How Stories about U.S. Energy Policy Affect Stakeholder Perceptions of Trust & Transparency
15:40-16:00	Kylah Hedding	Public Meetings as Public Relations Tools for Civic Engagement: An Observation of Fracking Public Meetings in North Carolina
How intangible assets can benefit from social media?		
16:00-16:20	Chi Zhang, Daniela Gerson	Police Weibo and immigration engagement
16:20-16:40	Jiangmeng Liu	Sina Weibo Use by Public Sectors in China
16:40-17:00	Alessandro Lovari, Elisabetta Cioni	Who's behind that post? Investigating the role of social media managers in public sector, between new competencies and dark sides: an Italian empirical study

Concluding remarks