Friday Sessions

“Turning the Page: AEJMC Virtual Conference • August 4-7, 2021” — #aejmc2021

9 to 10:30 a.m. / F010

Lesbian, Gay, Bisexual, Transgender and Queer Interest Group and Public Relations Division

Scholar-to-Scholar Refereed Paper Poster Session

Public Relations Division

Topic I — Public Relations in the time of COVID-19: Crisis Communication and Organizational-Public Relationships

  - Stephanie Madden, Nicholas Eng, and Jessica Myrick, Pennsylvania State

  - Yuan Wang, Yi-Hui Christine Huang, and Qinxian Cai, City University of Hong Kong

- 06-0900-03 • Social Listening using Machine Learning to Understand Sense Making and Content Dissemination on Twitter: A Case Study of WHO’s Social Listening Strategy During COVID-19 Initial Phase
  - Sushma Kumble, Towson;
  - Pratiti Diddi, Lamar;
  - and Maggie Whitescarver, Towson

- 06-0900-04 • How China used Twitter to Repair Its Image amid the COVID-19 Crisis
  - Ayman Alhammad, Kansas

Discussant

- Yan Jin, Georgia

Topic II — Corporate Social Advocacy, Effects, and Strategies

- 06-0900-05 • Matching Words with Actions: Understanding the Effects of CSA Stance-action Consistency on Negative Consumer Responses
  - Ziyuan Zhou, Bentley
  - and Chuqing Dong, Michigan State

- 06-0900-06 • The Influence of Issue Attitude on Consumers’ Reaction toward Corporate Social Advocacy: A Moderated Mediation Path through Cognitive Dissonance
  - Xueying Zhang, North Carolina A&T State
  - and Ziyuan Zhou, Bentley

- 06-0900-07 • Examining Value Congruence and Outcome-relevant Involvement as Antecedents of Corporate Political Advocacy
  - Leping You, Linda Hon, and Yu-Hao Lee, Florida

- 06-0900-08 • [EA] Toward an Audience-Centric Framework of Situational Corporate Social Advocacy Strategy: A Pilot Study
  - Ioana Coman, Texas Tech;
  - Jiun-Yi Tsai, Northern Arizona;
  - and Shupei Yuan, Northern Illinois

Discussant

- Melissa Dodd, Central Florida

Topic III — Organizational Efforts to Communicate Corporate Social Advocacy and Corporate Social Responsibility

- 06-0900-09 • What Do You Mean by Doing the Right Thing?: Examining Corporate Social Advocacy Frames and Transparency Efforts in Fortune 500 Companies’ Website
  - Hyunmin Lee and Emma Whitehouse, Drexel

- 06-0900-10 • How Nike and Gillette Survived the Tension between Corporate Social Advocacy and Boycotting Backlash
  - Juan Liu and Bruce Getz, Columbus State

- 06-0900-11 • Global Companies’ Use of Social Media for CSR Communication During COVID-19
  - Sun Young Lee, Duli Shi, John Leach, and Saymin Lee, Maryland
  - and Cody Buntain, New Jersey Institute of Technology

- 06-0900-12 • Implications of SME ethics statements and CSR communication: Evidence from Korean SMEs’ Websites
  - Soo-Yeon Kim, Seung Chan Lee, and Hye-Sun Lee, Sogang University

Discussant

- Moonhee Cho, Tennessee

Topic IV — Social Media: Social Mediated Crisis, Opinion Leadership, and Twitter Use

- 06-0900-13 • Revisiting SMCC Model: How Chinese Public Relations Practitioners Handle Social Mediated Crisis
  - Sining Kong, Texas A&M at Corpus Christi
  - and Huan Chen, Florida

- 06-0900-14 • Exploring Online Opinion Leadership: An Analysis of the Influential Users on Twitter During the Online Conversation Around Anthem Protests by Prominent Athletes
  - Brandon Boatwright, Clemson

- 06-0900-15 • A Comparison of Twitter Use by Different Sector Organizations
  - Taisik Hwang, Suffolk

- 06-0900-16 • The Networked Huawei Agendas during the US-China Trade War: The Interrelationships between Huawei, the News Media, and Public Tweets
  - Zahedur Arman, Southern Illinois Carbondale
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Discussant
Emily Kinsky, West Texas A&M

Topic V — Public Interest Communication, Community Building, and Organizational Listening
06-0900-17 • Serving Public Interests and Enacting Organizational Values: An Examination of Public Interest Relations through AARP’s Tele-Town Halls
Lindsey Anderson, Maryland
06-0900-18 • The Role of Community and Social Capital in Community Building
Brooke Witherow, Hood College
06-0900-19 • Extending Civic Values in Architectures of Listening: Arendt, Mouffe and the Pluralistic Imperative for Organizational Listening
Luke Capizzo and Meredith Feinman, James Madison
06-0900-20 • How has the United Nations portrayed International Women’s Day Before and After Founding UN Women?
Michelle Rossi, Colorado at Boulder

Discussant
Denise Bortree, Pennsylvania State

Topic VI — Government Communication and Country Reputation Management in the Social Media Age
06-0900-21 • Examining Publics’ Comparative Evaluations of Government Communication and Strength Ties as Predictors of Country Reputation
Yoosun Ham, Ejae Lee, Eugene Kim, and Sung Hyun Lee, Indiana
06-0900-22 • Twitter Styles by the Leaders of the 116th US House: A Concurrent Triangulation
Nana Kwame Osei Fordjour, University of New Mexico; and Timothy Kwakye Karikari, University of International Business and Economic, Beijing, China
06-0900-23 • [EA] Public Communication in the Age of Fake News
Edson Tandoc Jr., Pei Wen Wong, Chen Lou, Hyunjin Kang, and Shruti Malviya, Nanyang Technological

Discussant
Spiro Kiousis, Florida

Topic VII — Internal Communication: Navigating Change, Internal Activism, and Enterprise Social Media
06-0900-24 • Navigating Change in the Era of COVID-19: The Role of Top Leaders’ Charismatic Rhetoric and Employees’ Organizational Identification
April Yue, Connecticut

06-0900-25 • [EA] Feeling Elevated: Examine the Mediation Role of Elevation in CEO Activism on Employee Prosocial Engagement
Grace Ji, Boston and Cheng Hong, California State, Sacramento
06-0900-26 • Understanding the implementation of Enterprise Social Media on Employee Communication: An Affordance Perspective
Song Ao and Xiao Qian, Macau
06-0900-27 • Internal Activism at Amazon: Rhetorical Strategies and the Public Relations Response
Margaret Ritsch and Erin Tomson, Washington State

Discussant
Chuck Lubbers, South Dakota

Topic VIII — Cultivating Relationships with Employees and Donors: Internal CSR, Dialogic Communication, and Identification
06-0900-28 • Unpack the Relational and Behavioral Outcomes of Internal CSR: Highlighting Dialogic Communication and Managerial Facilitation
Baobao Song, Virginia Commonwealth and Weiting Tao, Miami University
06-0900-29 • From CSR to Employees’ Megaphoning Behavior: The Roles of Communal Relationship and Corporate Reputation
Enzhu Dong and Dongqing Xu, Miami
06-0900-30 • Influence of Identification, Relationship, and Involvement of a Donor on Attitudes towards and Behavioral intentions to Online Donation via SNS
Eunyoung Kim, Auburn at Montgomery and Sung Eun Park, Webster

Discussant
Ken Plowman, Brigham Young

[EA] = This submission was accepted as an extended abstract.

9 to 10:30 a.m. / F011

Sports Communication Interest Group and Communication Technology Division

Teaching Panel Session
eSport: From the Real World to the Classroom

Moderating/Presiding
Mary Lou Sheffer, Southern Mississippi