

## Programme "Legitimacy in a Changing World"

Thursday, September 27

11:00-13:00	EUPRERA board meeting (board members only)	Comwell Congress Center, Roskilde
11:00-13:00	LOKE meeting (steering group only)	Comwell Congress Center, Roskilde
Bus from Comwell to Roskilde University (5 min.) departure 13:50		
13:30-	Registration opens	Roskilde University Foyer 00
15:00 -16:00	<p>Opening session Chair/ Ib Poulsen, Chairman LOKE, Professor Roskilde University</p> <p>Welcome / Poul Holm, Vice Chancellor of Roskilde University</p> <p>Introduction to congress theme from a general view / Inger Jensen, President of EUPRERA, Ass. Professor, Roskilde University.</p> <p>Introduction to congress theme from a Nordic view/, Susanne Holmström, EUPRERA Board, LOKE Steering Group, Adj. professor, Roskilde University</p> <p>Introduction to congress theme from an Öresund view / Gunilla Jarlbro, Professor, Lund University</p>	Roskilde University Auditorium 00
16:00 -16:30	Coffee/tea break	
16:30 -16:50	<p>"Is Liquid Society a Farewell to Legitimacy?"</p> <p>Poul Poder, ass. Professor, Copenhagen University, one of Bauman's friends in Denmark, will make a presentation inspired by his knowledge of Bauman's work.</p>	
16:50 - 17:10	<p>"The reflective paradigm in theory and practice - An interdisciplinary approach"</p> <p>By Susanne Holmström, Susanne Kjærbeck Roskilde University</p>	
17:10 - 17:30	<p>"Securing Social Legitimacy Markers: The Legitimacy Procurement Model"</p> <p>/ Timothy Coombs, Sherry Holladay, Eastern Illinois University Meg Winch, Communication Resources Northwest</p>	

17:30 – 17:50	"Managers' attitude towards the legitimacy of business in Russia" By J.Jahansoozi, University of Central Lancashire,	
18:00	Bus to Comwell	
19:00	Before dinner-drink at Comwell	Comwell Congress Center, Roskilde
19:30	Informal get together-dinner	Comwell Congress Center, Roskilde

Friday, September 28

9:00	Bus from Comwell to Roskilde University	
9:30 - 9:45 - 10:15	<p>Plenary session <i>Chair: Inger Jensen</i></p> <p>Peder Tuborgh, CEO, and Astrid Gade-Nielsen, communications director of Arla Foods will present their experiences and reflections on different conflicts of legitimacy, in particular following Arab consumers' total boycott of their products in 2006, as a protest against Mohammed cartoons in a Danish newspaper. Arla Foods is Europe's second largest dairy group, a co-operative owned by 10.500 Danish and Swedish farmers.</p>	Roskilde University Auditorium 00
10:30 -11:00	<p>Key note: Director-General of the EU Commission's Directorate General Communication, Mr Claus Sørensen presents reflections on the final report on the White Paper. Particular points of interest: the growing importance of communication policies to further democratic processes.</p>	
11:00 -11:30	Break, tea/coffee	
11:30-13:00	Parallel sessions organised in subject themes	Roskilde University
A	<p><i>Legitimacy, regulation and responsibility</i> <i>Chair: Günter Bentele</i></p> <p>"Emerging EU regulation on CSR: Legitimacy challenges and reflexivity" / Karin Buhmann, Roskilde University;</p> <p>"Novo Nordisk: Reflection at the Center of a Nordic Role Model – Premises, problems, potential, perspectives" / Susanne Holmström, Roskilde University Susanne Stormer, Novo Nordisk</p> <p>"Does the European Union need propaganda Watchdog to strengthen its democratic civil society and free markets?" / Johanna Fawkes MA MCIPR Kevin Moloney Bournemouth University</p>	Auditorium 01

B	<p><i>Legitimacy and CSR</i>  - from the perspective of strategy and democracy  Chair: Ansgar Zerfass</p> <p>"Strategic Dimensions of CSR as practised by Small and Medium Sized Enterprise in Austria: Matching Theoretical Models and Actual Exercise from a PR point of view."  / Gudrun Reimerth,  FH JOANNEUM University of Applied Sciences  Austria</p> <p>"Legitimacy between Justice and Acknowledgement".  / Valérie CARAYOL, GREC/O-CEMIC EA 532  33000 Bordeaux</p> <p>"Role of PR and Communication Management in Legislation and Legitimation Processes in Democratic Society: Stakeholder Relations of Ministry in Law Preparation Process"  / Kaja Tampere  University of Jyväskylä</p>	Auditorium 46
13:00 - 14:00	Lunch buffet  LOKE lunch network meeting	Foyer  Seminar-room 01
14:00 - 15:30	Parallel sessions organised in subject themes	Roskilde University
A	<p><i>Legitimacy, strategies, management and leadership</i>  Chair: Sue Wolstenholme</p> <p>"Private Management and Public Opinion - Corporate Social Responsiveness Revisited"  / Steen Vallentin  Copenhagen Business School</p> <p>"Responsible Leadership and Communication in Knowledge Intensity Work Communities"  / Elisa Juholin  University of Helsinki,</p> <p>"Legitimacy, values and business ethics in organizations. Organizational change and value-driven management. A perspective from institutional theory"  / Jacob Dahl Rendtorff  Roskilde University</p>	Auditorium 01

B	<p><i>Legitimacy and legitimacy crises - cases with a variety of organisational conditions</i>  <i>Chair: Valerie Carayol</i></p> <p>"The New Challenge for PR Industry, to Legitimize the Painful Change from Real Socialism to Capitalism"  / Ryszard Ławniczak  Poznan University</p> <p>"Humanitarian organizations subjected to the test of legitimacy and/or identity crisis. Public relations' responses from four leading humanitarian institutions in French-speaking Europe"  / Stéphanie Dilliere-Brooks  Michel de Montaigne - Bordeaux 3</p> <p>"Compensatory Legitimation and Intermediate Bodies – The Example of Social Democratic Policies of Higher Education"  / Anett Schenk  Lund University</p>	Auditorium 46
C	<p><i>Legitimacy and responsibility - nationally and globally</i>  <i>Chair: Julia Jahansoozi</i></p> <p>"Communication executives in a changing world: Legitimacy beyond organizational borders"  / Catrin Johansson, Ann T. Ottestig  Mid Sweden University</p> <p>"Legitimacy across National Borders. Arla Foods and the Cartoon crises"  / Dörte Gagalon &amp; Selma Karaca,  Roskilde University</p> <p>"The significance of societal structures to legitimacy and legitimization: Social Responsibility in the Italian Society"  / Litta Rønne Larsen  Roskilde University</p>	Auditorium 45
15:30 - 16:00	Break, tea/coffee Foyer	

16:00 – 18:00	Plenary session: EUPRERA Hour Jos Willems Award, presentation of winner projects Günter Thiele Award, presentation of winner phd. dissertation. Phd. network Euprera’s transnational survey. “European Communication Monitor 2007” – results and implications /Ansgar Zerfass Spring Symposium 2008/ Phillip Young EUPRERA Congress 2008/ Emanuele Invernizzi EUPRERA Congress 2009/ Adela-Luminita Rogojinaru BledCom Symposium 2008/ Alenka Jelen	Roskilde University Auditorium 00
	Bus to Roskilde harbour	
18:30 -21:30	Visit at The Viking Ship Museum and dinner  Bus to hotel	The Viking Ship Museum. "Restaurant Snekken", Roskilde

Saturday, September 29

8:30-10:00	Bus transport to Lund in Sweden, crossing the Öresund bridge.	
	Plenary session Chair: Helena Sandberg, and Jesper Falkheimer, Lund University.	Lund University Palaestra
10:15-10:25	Welcome / Sune Sunesson, Dean of the Faculty of Social Sciences	
10:25-10:55	Bo Reimer, professor in media and communication at Malmö Högskola: "Public service of yesterday, today and tomorrow"	
10:55-11:25	Helga Baagøe, communication director, SVT: "On the role of communication for Swedish Television, a public service company - From monopoly to market".	
11:25-11:45	Coffee / tea break	
11:45-12:15	Marianne Barner, communications director of IKEA, will present this global Swedish corporation's reflections in a diverse world under the motto: Low prices - but not at any price. IKEA has suppliers all over the world, and endeavours to translate Nordic values and social institutions into other cultural languages and social situations - for instance where child labour is a common problem.	
12:15-13:15	Lunch buffet	Lund University SOL centrum
13:30-14:30	Parallel sessions organised in subject themes	Lund University
A	<p><i>Legitimacy strategies – a variety of organisational contexts</i> Chair: Gunilla Jarlbro</p> <p>"Gaining legitimacy in contemporary world: Environmental and social communication strategies of organisations" / Oksana Mont, Lund University and Delft University.</p> <p>"Corporate Communications on Societal Issues: Context Levels, Corporate Motives and Challenges for Public Relations Practitioners" / Anja Prexl, Benno Signitzer University of Salzburg,</p>	SOL centrum Lingvisthuset Room: L201

B	<p><i>Legitimacy – markets and public opinion – diversity or conformity?</i>  <i>Chair: Paul Horsle</i></p> <p>“Strategies of Legitimacy.  Public relations as the communicative construction of legitimacy from a neo-institutional theory”  / Swaran Sandhu  Universität Luzern</p> <p>“Arla Foods in Globalisation:  The Cartoon Crises and other Legitimacy Conflicts”  / Jesper Falkheimer, Lund University  Astrid Gade-Nielsen, Arla Foods,  Susanne Holmström, Roskilde University</p>	SOL centrum Humanisthuset Room. H 435
15:00-16:00	EUPRERA general assembly	Department for Art and Music Room:314 (Josephson)
16:00-17:30	Optional tours on your own in the old city of Lund: The Cathedral <a href="http://www.lundsdomkyrka.org">www.lundsdomkyrka.org</a> , Open-Air Museum “Kulturen” <a href="http://www.kulturen.com">www.kulturen.com</a> , The Museum of Sketches <a href="http://www.adk.lu.se">www.adk.lu.se</a> – all within short walking distance of Lund University. Material provided in the conference folder.	
17:30-19:00	Bus transport back to Roskilde	
20:00 -	End of conference Farewell Dinner “Old Brown Shoes” band	Comwell Congress Center, Roskilde

Sunday, September 30 9:30 Optional trip to Copenhagen