

Cross-Cultural Communication Conference 2022

2022 Online edition hosted by Chulalongkorn University (Thailand)

15 September 2022 (5:00 pm - 9:00 pm ICT)

Conference co-organised by:



Chulalongkorn
University



Curtin
University



Emerson
College



Zayed
University



EAE Business School
(Spain)



Conference Program

Thursday, September 15, 2022

Plenary Session	
5:00 p.m. ICT	Welcome remarks: <ul style="list-style-type: none"> Pavel Slutskiy, Conference Chair, Faculty of Communication Arts, Chulalongkorn University, Bangkok Preeda Akarachantachote, the Dean, Faculty of Communication Arts, Chulalongkorn University, Bangkok Sukanya Sompiboon, Vice Dean for Research and International Affairs, Faculty of Communication Arts, Chulalongkorn University, Bangkok
5:15 p.m. ICT	Keynote speeches: <ul style="list-style-type: none"> "Cross-cultural Storytelling in a Globalized World" by Bart de Vries, President of the International Public Relations Associations (IPRA) 2016 - 2018 "Global Challenges in Countering Disinformation" by Katerina Tsetsura Ph.D., Associate Professor, Gaylord Family Professor, University of Oklahoma, USA "Business PR for Social Influence and Legitimacy: KPI for Excellence in Cross-Cultural Environment" by Enric Ordeix, Ph.D., Dean of EAE Business School (Barcelona), President of Global Communication Institute
6:20 p.m. ICT	Panel discussions: <ul style="list-style-type: none"> "The Rediscover Rosarito Public Diplomacy Project" by Ashley Osmecki, Mark Brodie, Shepard Vargo, Gregory Payne (Emerson College, USA) "Team Harmony - Eradicate Hate Grass Roots Civic Engagement Public Diplomacy Projects" by Rick Rendon, Tricia Raynard, Shepard Vargo, Gregory Payne, Rob Brown, Trinitee Stokes (Emerson College, USA)

Parallel Session I (in the Plenary Session): Chaired by Pavel Slutskiy (Chulalongkorn University, Thailand)	
7:00 p.m. ICT	<ul style="list-style-type: none"> "Should Cultural Diversity be Allowed to Cease to Exist?" Pavel Slutskiy (Chulalongkorn University, Thailand) "An Exploration of Storytelling Techniques and Tourism Destination Images of Thailand by Chinese Douyin Content Creators" Xuanrui Xiao, Jessada Salathong (Chulalongkorn University, Thailand) "The Perceived Influence of Nollywood Home Movies in Altering the Belief and Perception of Youths in Sabon Tasha - Kaduna, About Their Cultures and Traditions" Dogo, M. B., Dambo, T. H., Dogo, B., Galadima, A. S., & Dogo, J. S. (Kaduna State University, Nigeria) "Global Pandemic and the Surge of OTT-Based Entertainment: A Case Study of Bengali OTT Platform Hoichoi" Sunayan Bhattacharjee (Manipal Academy of Higher Education, India) "Building Characters with Cultural Values: Textual Analysis of Protagonists Versus Antagonists in Disney Animated Films" Mingcan Xu, Rosechongporn Kolmosevin (Bangkok University, Thailand)

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Parallel Session II: Chaired by Inka Stever (Zayed University, Abu Dhabi)	
7:00 p.m. ICT	<ul style="list-style-type: none">“TFIOS (The Fault In Our Systems): The Limits of Technology and Challenges in Instructor Immediacy in Conducting Webinars on Gender Sensitivity” Christine Joy A. Magpayo (University of the Philippines Diliman, the Philippines)“Exploration of Distance Teaching in Primary School” Ni Yan, Yi Chen, Yan Ou, Lingyan Chen (MIP Business School, Politecnico di Milano, Italy; Neoma Business School, China)“The Role of Digital Communication to Avoid Cross-Cultural Isolation During the COVID Pandemic” Paloma Bernal-Turnes, Ricardo Ernst, Enric Ordeix (EAE Business School, Rey Juan Carlos University, Spain)“WeChat as Tool of Remote Academic Instruction in a Sino-Foreign University Setting” Agata Ewa Wrochna (Wenzhou-Kean University, China)“Flipped Classroom Teaching Method of a Business Model Project at EAE Business School” S. Ajour El Zein, E. Ordeix, A. Arisó, C. Tomas (EAE Business School, Rey Juan Carlos University, Spain)
Parallel Session III: Chaired by Gaelle Duthler (Zayed University, Abu Dhabi)	
7:00 p.m. ICT	<ul style="list-style-type: none">“Information-Based Corporate Sustainability Evaluation Framework for Assessing Triple Bottom Line Practices by Conducting Content Analysis of Digital Communication Across Cultures” Chanapa Itdhiamornkulchai (Chulalongkorn University, Thailand)“A Preliminary Study of Postgraduate International Students' Sociocultural Adaptation in Malaysia's Public University” Yus Sharmiza Yushriman (Universiti Malaysia Terengganu, Malaysia)“Malaysia AIMS Mobility: Intercultural Experience During COVID-19 Pandemic” Isma Rosila Ismail, Yusnita Yusof, Zaliha Zainuddin, Yus Sharmiza Yushriman, Fiffy Hanisdah Saikim (Universiti Malaysia Terengganu, Malaysia)“Female Image as a Response to Today's Society: The Case of Genshin Impact” Chen Y., Chen L. Y., Ou Y., Yan N. (MIP Business School, Politecnico di Milano, Italy & Neoma Business School, China)
Plenary Session	
8:45 p.m. to 9:00 p.m. ICT	Final discussions and concluding remarks

Please join the conference via Zoom Cloud Meeting.

Zoom Meeting Link: <https://chula.zoom.us/j/95113381597?pwd=VnIxNVFJR0N4d1VxaTRWamY5UURXUT09>

Meeting ID: 951 1338 1597

Password: cccc2022