



**VILNIUS UNIVERSITY  
FACULTY OF COMMUNICATION**

**INTERNATIONAL SCIENTIFIC CONFERENCE**

**EXPRESSIONS OF INFORMATION AND COMMUNICATION  
THEORY AND PRACTICE 2022**

**CONFERENCE PROGRAMME**

**April 28 – 29 2022  
Vilnius**

**THURSDAY, APRIL 28**

**Vilnius Time (EEST (Eastern European Summer Time) UTC/GMT +3 hours) is applied in the conference programme.**

**9:30 – 10:00 OPENING THE CONFERENCE**

**Dr. Rita Rekašiūtė Balsienė**

Pro-Rector of Organizational Development and Community Affairs of the Vilnius University

**Prof. dr. Rimvydas Laužikas**

Dean of Vilnius University Faculty of Communication

**10:00 – 11:30 PLENARY SESSION**

*Moderator:* Assoc. prof. dr. Renata Matkevičienė

Head of the Department of Organizational Information and Communication Research,  
Vilnius University Faculty of Communication

**Prof. dr. Isto Huvila**

Uppsala University, Sweden

*Document your information work! (But why?)*

**Prof. dr. Renaldas Gudauskas**

General Director of Martynas Mažvydas National Library of Lithuania

Member of the Executive Committee of UNESCO's International Council for Philosophy and  
Human Sciences (CIPSH)

*The National Library of Lithuania as integrated communication centre*

**Prof. dr. Evandro Samuel Oliveira**

Chair of Organizational and Strategic Communication Section of European Communication  
Research and Education Association (ECREA)

The Universitat Autònoma de Barcelona, Faculty of Communication Studies, Spain

*Diversity 360: towards the biggest organizational challenge of post-modernity*

**11:30 – 12:00 COFFEE BREAK**

**12:00 – 15:00 SECTION 1.**

**COMMUNICATION MANAGEMENT IN AN ERA OF DIGITIZATION AND  
HYBRIDIZATION**

*Moderator:* Dr. Beata Grebliauskienė

Assoc. prof. dr. Alejandro Álvarez-Nobell

University of Málaga, Spain

*Public affairs and Agenda 2030: map of the professional sector of Lobbies in Europe*

Dr. Ondrej Mital', assoc. prof. dr. dr. Silvia Ručinská, dr. Miroslav Fečko, dr. Katarína Miňová,  
Pavol Jozef Šafárik University in Košice, Faculty of Public Administration, Poland

*Social media and public administration crisis management*

Assoc. prof. dr. Mariana Sueldo, ISM University of Management and Economics, Lithuania

Assoc. prof. dr. Joan Cuenca-Fontbona FCRI, Blanquerna – Universitat Ramon Llull, Spain

Marc Compte-Pujol, Universitat Oberta de Catalunya, Spain

*Vertical study of monitors, indicators and online techniques that coexist to measure public  
relations activity*

**Coffee break**

Dr. Viktorija Špilova, prof. dr. Vladimirs Meņšikovs, assoc. prof. dr. Jurijs Baltgailis  
Daugavpils University, Latvia  
*Institutional environment and soundness of banks: Searching for key factors*

Assoc. prof. dr. Mariana Sueldo, prof. dr. Dejan Verčič  
ISM University of Management and Economics, Lithuania  
*Communicating multiple purposes in hybrid organizations*

### ***Discussions***

**12:00 – 15:00 SECTION 2.**

#### **MEDIA, COMMUNITIES AND IDENTITY**

*Moderator:* Assoc. prof. dr. Renata Šukaitytė – Coenen

Assoc. prof. dr. Inga Žilinskienė  
Mykolas Romeris University, Lithuania  
*Assessing perceptions and needs for community of practice engagement: The empirical results*

Erna Uricska  
Corvinus University of Budapest, Hungary  
*The communication practice of the Hungarian Police on Instagram: The policing digilect*

Doct. Anna Paulína Jelínková, assoc. prof. dr. Ing. Andrej Trnka  
Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Slovakia  
*System of work and organizational communication in a game development studio during the Covid Pandemic19 as seen by employees*

### ***Coffee break***

Prof. dr. Bruno Frutuoso Costa  
University of Coimbra, Portugal  
*Investigation of transiting audiences at TikTok during the Covid-19 Pandemic*

Doct. Alexandra Kukumbergová  
Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Slovakia  
*Non-playable romances: Losing and loosening in-game relationships*

Dominik Mičuda  
Faculty of Mass Media Communication University of St. Cyril and Methodius in Trnava, Slovakia  
*Influence of modern phenomena in the media environment on children and adolescents*

### ***Discussions***

**12:00 – 15:00 SECTION 3.**

#### **SOCIAL RESPONSIBILITY AND COMMUNICATION ETHICS**

*Moderator:* Assoc. prof. dr. Renata Matkevičienė

Dr. Ana García-Arranz, Salvador Perelló-Oliver  
Rey Juan Carlos University, Madrid, Spain  
*Unethical profit: On the transparency of strategic communication in a controversial and expanding industry*

Prof. dr. Nina Zrazhevskā  
Borys Hrinchenko Kyiv University, Ukraine  
*Media control as an instrument of social compulsion*

Assoc. prof. dr. Renata Matkevičienė, assist. prof. dr. Maryja Šupa  
Vilnius University, Lithuania  
*Dominant themes and styles of social enterprise communication in Lithuania*

***Discussions***

***Coffee break***

**12:00 – 15:00 SECTION 4.**

**INFORMATION AND KNOWLEDGE MANAGEMENT: THEORY AND PRACTICE**

*Moderator:* Assoc. prof. dr. Erika Janiūnienė

Assoc. prof. dr. Olga Miroshnychenko  
Taras Shevchenko National University of Kyiv, Ukraine  
*Knowledge and information exchange in the era of digitalization*

Denis Arnaud, dr. Tatjana Volkova  
Bank Augstskola BA School of Business and Finance, Latvia  
*A theoretical study on higher compliance to Information Security Policies via the writing styles*

Prof. dr. Anna-Maija Lämsä, doct. Viljanen Soilikki, & assoc. prof. dr. Pučėtaitė Raminta  
University of Jyväskylä School of Business and Economics, Finland  
*Towards a typology of social innovation*

***Coffee break***

Prof. dr. Agota Giedrė Raišienė, Mykolas Romeris University, Lithuania  
Tibor Dőry, Széchenyi István University, Győr, Hungary  
Doct. Béla Venzesz, Széchenyi István University, Győr, Hungary  
Assoc. prof. dr. Daiva Siudikienė, Vilnius University, Lithuania  
*Leading factors in commercializing innovations: theoretical and practical issues*

Dr. Elina Mikelsona, Jean-Pierre Segers, Aivars Spilbergs  
Idea Innovation Institute / Riga Technical University / BA School of Business and Finance,  
Latvia  
*Passive or active idea management systems to greater results*

Assoc. prof. dr. Romyana Zlateva  
Konstantin Preslavsky University of Shumen, Bulgaria  
*Project based reasoning: how to (re)shape on-the-job training*

Doct. Arūnas Šileris  
Vilnius University, Lithuania  
*Digital social reading as a way to make school a true learning organization*

***Discussions***

**12:00 – 15:00 SECTION 5.**

**GENDER EXPRESSIONS IN MEDIA**

*Moderator:* Prof. dr. Natalija Mažeikienė

Prof. dr. Krzysztof Arcimowicz

University of Białystok, Institute of Cultural Studies, Poland

*Hegemonic, hybrid and caring masculinities in the Polish media discourse on Robert Lewandowski. A critical analysis*

Elisavet Rozaki, dr. Katerina Diamantaki, dr. Michael Nevradakis

Deree – The American College of Greece, Greece

*Beyond blue and pink: Exploring gender nonconformity and its portrayal in journalistic discourse*

Prof. dr. Natalija Mažeikienė

Vytautas Magnus University, Lithuania

*Inclusive and gender sensitive communication. H2020 project SPEAR case*

***Coffee break***

Dr. Isabel Palomo-Domínguez, University of Seville, Spain,

dr. Gloria Jiménez-Marín, University of Seville, Spain

dr. Nuria Sánchez-Gey, San Isidoro University Center, attached to Pablo Olavide University, Spain

*Gender expression in social media: the feminist influence of a new generation of Spanish women illustrators*

Doct. Anna Paulína Jelínková, assoc. prof. dr Ing. Andrej Trnka

Faculty of Mass Media Communication, University of Ss. Cyril and Methodius in Trnava, Slovakia

*Why do girls prefer to dress up as boys: Expressing gender and inner masculinity through cosplay in popular culture*

Prof. dr. Alicja Kisielewska

Institute of Cultural Studies, University of Białystok, Poland

*A woman – “the strong sex”. Police women in Polish TV crime series*

Augustė Nalivaikė

Kaunas University of Technology, Lithuania

*Emancipated but objectified: the case of Yennefer of Vinterberg in Netflix’s The Witcher*

***Discussions***

**12:00 – 15:00 SECTION 6.**

**GENDER / WOMEN’S STUDIES ISSUES**

*Moderator:* Assoc. prof. dr. Aurelija Novelskaitė

Doct. Tatiana Buelvas, dr. Rainer Rubira García, Universidad Rey Juan Carlos, Spain

Assoc. prof. dr. Rasa Pocevičienė, Šiauliai State University of Applied Sciences, Lithuania

*A systematic review on women studies in the STEM sector as means to understand social change in organizations*

Assoc. prof. dr. Ann Werner, Elena Lukovitskaya  
Södertörn University, Stockholm, Sweden

Assoc. prof. dr. Aurelija Novelskaite, Vilnius University, Lithuania  
*Feminist methodologies in Baltic Gender Studies teaching*

Prof. dr. Bruno Frutuoso Costa  
University of Coimbra, Portugal

*Rethinking the safety of women journalists from a critical qualitative methodology*

Doct. Tatiana Buelvas, dr. Rainer Rubira García, Universidad Rey Juan Carlos, Spain

Assoc. prof. dr. Rasa Pocevičienė, Šiauliai State University of Applied Sciences, Lithuania  
*Female leadership in the STEAM field organization: Lithuanian women life stories and discursive self-representations*

### ***Discussions***

### ***Coffee break***

**15.00 – 16.00**

### **CLOSING OF THE FIRST CONFERENCE DAY:**

#### **VIRTUAL EXCURSION TO THE MUSEUM OF MODERN ART (MO MUSEUM)**

*A Difficult Age. Szapocznikow – Wajda– Wróblewski.* This is the largest and the most ambitious project of the MO Museum (Vilnius), involving 25 international museums, galleries and private collections, curated by the legendary Polish art historian and curator Anda Rottenberg.

**FRIDAY, APRIL 29**

**10:00 – 12:30 SECTION 7.**

**CHALLENGES AND PROBLEMS OF COMMUNICATION MANAGEMENT  
IN MODERN ORGANIZATIONS /  
ŠIUOLAIKINIŲ ORGANIZACIJŲ KOMUNIKACIJOS VALDYMO IŠŠŪKIAI  
IR PROBLEMOS**

*Session will be held in Lithuanian*

*Moderator: Assoc. prof. dr. Daiva Siudikienė*

Ramunė Vaičiulytė

Vilnius University, Lithuania

*Reputation formation and management: The case of the Palace of the Grand Duchy of Lithuania in the National Museum / Reputacijos formavimas ir valdymas: Nacionalinio muziejaus Lietuvos Didžiosios Kunigaikštystės valdovų rūmų atvejis*

Assoc. prof. dr. Lina Bivainienė

Vilnius College – University of Applied Sciences, Lithuania

*Storytelling narratives in an organization's corporate communication / Istorijų pasakojimo (Storytelling) naratyvai organizacijos korporatyvinėje komunikacijoje*

Doct. Austė Telyčėnaitė

Vilnius University, Lithuania

*Peculiarities of sustainable fashion communication on the Instagram platform: the use of the #sustainablefashion hashtag / Komunikacijos apie tvarią madą ypatumai Instagram platformoje: grotažymės #tvarimada naudojimas*

**Coffee break**

Laurencija Budrytė – Ausiejienė, assoc. prof. dr. Gita Šakytė-Statnickė

Klaipėda State University of Applied Sciences, Lithuania

Prof. dr. Ineta Luka, Professor, Head of the Language Department, Turība University, Latvia

*Problems of internal and external communication among different generations of employees in tourism organizations: case studies of Lithuania, Latvia, and Sweden / Skirtingų kartų darbuotojų vidinės ir išorinės komunikacijos problemos turizmo organizacijose: Lietuvos, Latvijos ir Švedijos atvejų analizė*

Assoc. prof. dr. Lijana Stundžė, Diana Borovik

Vilnius University, Lithuania

*Peculiarities of internal communication in Lithuanian organizations during the COVID-19 pandemic / Vidinės komunikacijos ypatumai Lietuvos organizacijose COVID-19 pandemijos metu*

Doct. Vytautas Beniušis

Vilnius University, Lithuania

*Challenges of internal communication during the pandemic in the LR Ministry of Transport / Vidinės komunikacijos iššūkiai pandemijos laikotarpiu LR Susisiekimo ministerijoje*

Diana Borovik

Vilnius University, Lithuania

*The Role of Employee Ambassadors in Implementing Change in Lithuanian Organizations / Darbuotojų ambasadorių vaidmuo įgyvendinant pokyčius Lietuvos organizacijose*

**Discussions**

**10:00 – 12:30 SECTION 8.**

**COMMUNICATION IN THE CONTEXT OF THEORETICAL AND APPLIED RESEARCH / KOMUNIKACIJA TEORINIŲ IR TAIKOMŲJŲ TYRIMŲ KONTEKSTE**

*Session will be held in Lithuanian*

*Moderator: Dr. Miglė Černikovaitė*

Doct. Justina Januškevičiūtė

Vilnius University, Lithuania

*The tendency of political parties and independent political-civic movements on the Facebook pages of Facebook pages towards political polarization and the formation of an information well / Politinių partijų ir nepriklausomų politinių – pilietinių judėjimų „Facebook“ puslapių auditorijų polinkis į politinę poliarizaciją ir informacinio šulinio formavimąsi*

Monika Šinkūnaitė

General Jonas Žemaitis Military Academy of Lithuania

*Evaluation of a public relations strategy: a comparative analysis / Ryšių su visuomene strategijos vertinimas: palyginamoji analizė*

Assoc. prof. dr. Gintarė Žemaitaitienė

Mykolas Romeris University, Lithuania

*Communication research in medical institutions: methodological challenges / Medicinos įstaigų komunikacijos tyrimai: metodologiniai iššūkiai*

***Coffee break***

Dr. Beata Grebliauskienė

Vilnius University, Lithuania

*Challenges for organizational culture of increasing the multiculturalism in higher education institutions / Aukštojo mokslo institucijų multikultūriškumo didėjimo iššūkiai organizacijų kultūrai*

Dr. Monika Didžgalvytė–Bujauskė, prof. dr. Nijolė Petkevičiūtė

Vytautas Magnus University, Lithuania

*Expression of emotions in interpersonal communication: the case of the learning process / Emocijų raiška tarpasmeninėje komunikacijoje: mokymosi proceso atvejis*

Dr. Miglė Eleonora Černikovaitė, Meda Mitkutė

Vilnius University, Lithuania

*Expression of social identity in symbols of different cultures / Socialinės tapatybės raiška skirtingų kultūrų simboliuose*

Assoc. prof. dr. Rasa Pocevičienė

Šiauliai State University of Applied Sciences, Lithuania

*Change communication in the study process: experiences, problems, solutions / Pokyčių komunikacija studijų procese: patirtys, problemos, sprendimai*

***Discussions***



**10:00 – 12:30 SECTION 9.**

**ORGANIZATIONAL SOCIAL RESPONSIBILITY AND COMMUNICATION ETHICS / ORGANIZACIJŲ SOCIALINĖ ATSAKOMYBĖ IR KOMUNIKACIJOS ETIKA**

*Session will be held in Lithuanian*

*Moderator: Prof. dr. Asta Mikalauskienė*

Assoc. prof. dr. Ernesta Molotokiene  
Klaipeda University, Lithuania

*Challenges and perspectives for overcoming intercultural ethics in the theory of global management communication / Tarpkultūrinės etikos įveiklinimo iššūkiai ir perspektyvos globalios vadybos komunikacijos teorijoje*

Assoc. prof. dr. Erika Janiūnienė  
Vilnius University, Lithuania

*The ecosystem of social business and business partnership / Socialinio verslo ir verslo partnerystės ekosistema*

Assoc. prof. dr. Marija Stonkienė  
Vilnius University, Lithuania

*The impact of the legal definition of a social business enterprise on its organizational communication / Socialinio verslo įmonės teisinės apibrėžties poveikis jos organizacinei komunikacijai*

***Discussions***

**10:00 – 12:30 SECTION 10.**

**INFORMATION AND KNOWLEDGE MANAGEMENT: THEORY AND PRACTICE / INFORMACIJOS IR ŽINIŲ VALDYMAS: TEORIJA IR PRAKTIKA**

*Session will be held in Lithuanian*

*Moderator: Prof. (HP) dr. Zenona Ona Atkočiūnienė*

Assoc. prof. dr. Nijolė Bliūdžiuvienė  
Vilnius University, Lithuania

*Standards as an intelligent technology for knowledge organization / Standartai kaip žinių organizavimo intelektinė technologija*

Dr. Violeta Černiauskaitė  
Martynas Mažvydas National Library of Lithuania

*The importance of terminological activities for the management of professional knowledge / Terminologinės veiklos svarba profesinių žinių valdymui*

Dr. Ieva Aurylaitė  
Kaunas State University of Applied Sciences, Lithuania

*Comparison of e-shop valuation models / Elektroninių parduotuvių vertinimo modelių palyginimas*

***Coffee break***

Prof. (HP) dr. Zenona Ona Atkočiūnienė, Vilnius Gediminas Technical University (Vilnius Tech), Lithuania

Assoc. prof. dr. Daiva Siudikienė, Vilnius University, Lithuania

Assist. dr. Ingrida Girnienė, Vilnius University, Lithuania

*The impact of sustainable leadership on knowledge management and innovation in an organization / Darnios lyderystės poveikis žinių valdymui ir inovacijoms organizacijoje*

Assoc. prof. dr. Daiva Siudikienė, assist. dr. Saulė Jokūbauskienė  
Vilnius University, Lithuania

*Knowledge sharing in virtual communities / Dalijimasis žiniomis virtualiose bendruomenėse*

Assoc. prof. dr. Inga Žilinskienė, Mykolas Romeris University, Lithuania

Karina Millem, Vilnius University, Lithuania

*Interfaces between knowledge management and innovation in organizations / Žinių vadybos ir inovacijų sąsajos organizacijose*

### **Discussions**

#### **10:00 – 12:30 SECTION 11.**

##### **DISCOURSES ON GENDER BIASED VIOLENCE / SMURTO LYTIES PAGRINDU DISKURSAI**

*Session will be held in Lithuanian*

*Moderator:* Assoc. prof. dr. Ilona Michailovič

Assoc. prof. dr. Ilona Michailovič, Vilnius University, Lithuania

Doct. Zuzana Vasiliauskaitė, Mykolas Romeris University, Lithuania

*Intimate partner violence against women: challenges in problem conceptualization and communication / Intymių partnerių smurtas prieš moteris: problemos konceptualizavimo ir komunikavimo iššūkiai*

Dr. Vilana Pilinkaite Sotirovic, dr. Giedrė Blažytė

Institute of Sociology at the Lithuanian Centre for Social Sciences, Lithuania

*Gender-Based Violence in Higher Education: Theoretical and Methodological Approaches to Research in a UNISAFE Project / Smurtas dėl lyties aukštajame moksle: Teorinės ir metodologinės tyrimo priemonės UNISAFE projekte*

Assoc. prof. dr. Daiva Petrėnaitė

Utena State University of Applied Sciences, Lithuania

*The problem of violence against transgender people in prisons and its spread / Smurto prieš translyčius asmenis įkalinimo įstaigose problema ir jos sklaida*

### **Discussions**

#### **10:00 – 12:30 SECTION 12.**

##### **GENDER ASPECT IN INSTITUTIONAL COMMUNICATION AND SUSTAINABLE DEVELOPMENT / LYTIES ASPEKTAS INSTITUCINĖJE KOMUNIKACIJOJE IR DARNIAJAME VYSTYMĖSI**

*Session will be held in Lithuanian*

*Moderator:* Assoc. prof. dr. Lijana Stundžė

Assoc. prof. dr. Aurelija Novelskaitė, Institute of Sociology at the Lithuanian Centre for Social Sciences, Lithuania

Dr. Agnė Paliokaitė, Visionary Analytics

*Institutional communication during the pandemic: "Lack of psychological support and communication with the institution" vs. "I received a lot of support from the whole community." Experiences of women employees of Lithuanian research and study institutions /*

*Institucinė komunikacija pandemijos metu: „Trūko psichologinės paramos ir ryšio su institucija“ vs. „Sulaukiau didelio palaikymo iš visos bendruomenės“. Lietuvos mokslo ir studijų institucijų darbuotojų moterų patirtys*

Assist. prof. dr. Reda Adomaitienė, assoc. prof. dr. Lijana Stundžė, assoc. prof. dr. Aurelija Novelskaitė, Vilnius University, Lithuania

*Gender equality communication in Lithuanian self-government / Lyčių lygybės komunikacija Lietuvos savivaldoje*

Assoc. prof. dr. Violeta Šilingienė, Dalia Stukaitė, Jolanta Bervingienė  
Kaunas University of Technology, Lithuania

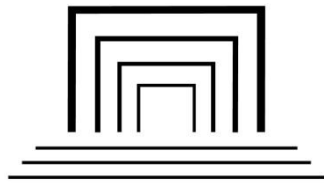
*Expression of Women's "Leadership 4.0" Abilities in Lithuanian Organizations / Vadovių moterų „Lyderystės 4.0“ gebėjimų raiška Lietuvos organizacijose*

Assoc. prof. dr. Ilona Kiaušienė, prof. dr. Asta Mikalauskiene  
Vilnius University, Lithuania

*The gender dimension in the pursuit of sustainable development goals / Lyčių dimensija siekiant darnaus vystymosi tikslų*

### **Discussions**

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