



Faculty of
Communication

International Scientific Conference Information and Communication in Organizations: New Forms of Expression



Thursday, 9 October 2025

10:00–14:00	Doctoral seminar Law Space 9:45–10:00 Registration and networking 10:00–11:30 Part I Konstantinos Dallas: <i>From Idea to Text: Designing, Validating, and Presenting Your PhD Research</i> 11:30–11:50 Coffee break 11:50–13:30 Part II Mariana Sueldo: <i>From Feedback to Integrity: Key Skills for a Successful PhD Journey</i> 13:30–14:00 Discussion 14:00–15:00 Lunch
14:30–15:00	Coffee and welcome meetings Room 215
15:00–15:15	Conference Opening Law Space Opening remarks: Prof. Renata Matkevičienė, Dean of VU Faculty of Communication Prof. Saulė Mačiukaitė-Žvinienė, Head of Innovation and Entrepreneurship Development, VU Business School
15:15–16:00	Keynote Speaker Law Space Robert Gibson: <i>Intercultural factors in global collaboration</i>
16:00–17:00	Discussion Law Space <i>Intercultural Communication in Practice: Identifying Challenges and Facilitating Value Creation through Cultural Synergy</i> Moderator: Beata Grebliauskienė
17:00–18:00	Reception Room 215



9:00–9:30	Coffee and welcome meetings Room 215			
9:30–10:15	Keynote Speaker Nuno da Silva Jorge: <i>AI in democracy: what to expect?</i> (online presentation) Room 217			
	Section 1 Room 217 Communication of social business organisations, NGOs, public sector organisations, start-ups	Section 2 Law Space Strategic communication	Section 3 Room 204 Information management. Innovation	Section 4 Room 209 Diversity, equality and inclusion communication Session will be held in Lithuanian
10:30–10:45	Iva Ivanova Sofia University "St. Kliment Ohridski", Bulgaria <i>Visual Communication as a Form of Resistance Against the Erosion of Democratic Rights in Bulgaria: Analysis of Visual Campaigns in Social Media and Online Platforms in 2024</i>	Anita Stoyanova, Emil Delinov, Daniela Orozova Trakia University, Stara Zagora, Bulgaria <i>Strategic Communication in AI-Supported Process Redesign: Managing Human-Centred Change in the Digital Workplace</i>	Ingrida Girnienė, Daiva Siudikienė, Vilnius University, Lithuania; Zenona Atkočiūnienė, Vilnius Tech University, Lithuania; Olga Miroshnichenko, Taras Shevchenko National University of Kyiv, Ukraine <i>Strategic Communication and Stakeholder Engagement in Driving Sustainability and Sustainable Innovations</i>	Rasa Rudaitienė Mykolas Romeris University, Lithuania <i>Negalia, lytis ir karjeros įtrauktis: post-skaitmeninis pasakojimas iš marginalizuotų pozicijų</i>
10:45–11:00	Cătălin-Adrian Dinu University of Bucharest, Romania <i>Message Framing, Specificity, and Storytelling: Drivers of Engagement in Nonprofit Fundraising Appeals</i>	Saulė Mačiukaitė-Žvinienė, Robertas Skliaustas Vilnius University, Lithuania <i>Strategic Communication in Entrepreneurial Ecosystems: A Cross-National Study Based on the Global Entrepreneurship Monitor</i>	Mubarik Mobashar, Saulė Mačiukaitė-Žvinienė, Vilnius University, Lithuania <i>Intelligent Automation and Integrated Communication in Supply Chain Networks: Evidence from the Lithuanian Manufacturing Sector</i>	Violeta Šilingienė, Dalia Stukaitė, Erika Poette Kaunas University of Technology, Lithuania <i>Pensinio amžiaus darbuotojų prisitaikymas prie naujų technologijų</i>
11:00–11:15	Anastasia Coste (Stiegelbauer) University of Bucharest, Romania <i>Digital collective action framing: Youth NGOs in Romania between crisis and reform</i>	Andrius Gudauskas, Vytautas Beniušis Vilnius University, Lithuania <i>From Archive to Engagement: Exploring the Role of YouTube in Strengthening University Community at VU</i>	Muhammad Shahzad Mubarik, Žilvinas Židonis Vilnius University, Lithuania <i>Digital Pathways to Change: How Emerging Technologies Empower Information Sharing for Adaptive Change Management</i>	Gražina Čiuladienė, Beata Grebliauskienė Mykolas Romeris University, Lithuania <i>Medijų įtaka teksto suvokimui: spausdinto teksto, kompiuterio ir mobiliojo įrenginio naudojimo atvejai</i>
11:15–11:30	Laura Šimkevičė, Vilnius University, Lithuania; Rasa Januševičienė, Martynas Mažvydas National Library of Lithuania, Lithuania <i>Communicating Professional Identity: The Case of the Lithuanian Librarians' Community</i>	Lina Jakučionienė, Mariana Sueldo, Miglė Eleonora Černikovaitė Vilnius University, Lithuania <i>Ripple Effects of Strategic Communication: Analysing Societal Change through the Lens of the Lions Association in Lithuania</i>	Mubarra Shabbir, Monika Petraitė Kaunas University of Technology, Lithuania <i>Unlocking Innovation through Strategic Information Sharing: Toward a Communicative Framework in Knowledge-Intensive Organizations</i>	Reda Adomaitienė, Aurelija Novelskaitė, Lijana Stundžė Vilnius University, Lithuania <i>Lyčiai jautrios kalbos vartojimas akademinėje ir kasdienėje komunikacijoje: studentų ir studentų patirtys</i>
11:30–12:00	Coffee break Room 215			



	Section 1 Room 217 Communication of social business organisations, NGOs, public sector organisations, start-ups Session will be held in Lithuanian	Section 2 Law Space Strategic communication	Section 4 Room 209 Diversity, equality and inclusion communication Session will be held in Lithuanian
12:00–12:14	Kristina Kulikauskienė, Jurgita Macienė Šiaulių valstybinė kolegija, Lithuania <i>Komunikacijos vaidmuo sėkmingo tarporganizacinio bendradarbiavimo didinant skaitmeninę įtrauktį viešosiose bibliotekose kontekste</i>	Volodymyr Tsybka Mykolas Romeris University, Lithuania <i>Building organizational resilience to value conflicts</i>	Lijana Stundžė, Aurelija Novelskaitė, Reda Adomaitienė, Virginija Šidlauskienė Vilnius University, Lithuania <i>Kalbėti, kad taptų matoma: mamų balsai apie apmokamą ir neapmokamą darbą</i>
12:15–12:30	Rūta Tamošiūnaitė, Greta Galdikaitė Mykolas Romeris University, Lithuania <i>Sporto startuolių skaitmeninės komunikacijos ypatumai: empirinio tyrimo rezultatai</i>	Kristaps Klauss Turība University, Latvia <i>Shifting Positions, Shifting Alliances: An Analysis of Lobbying Behavior in Latvia</i>	Dileta Jatautaitė, Rūta Kalytienė Vilnius University, Lithuania <i>Tarptautinių studentų požiūris į emocinio ir kultūrinio intelekto sąsajas tarpkultūrinių kompetencijų kontekste</i>
12:30–12:45	Kristina Rudžionienė, Diana Bachtijeva. Vilnius University, Lithuania <i>Aplinkosauginės ir socialinės informacijos atskleidimo kokybė Lietuvos įmonėse</i>	Mariana Sueldo, Vilnius University, Lithuania; Joan Cuenca-Fontbona, Ramon Llull University, Spain; Marc Compte-Pujol, Universitat Oberta de Catalunya, Spain <i>Internal communication and emotional health in the work environment. A case study in the Public Sector of Spain</i>	Rūta Latinytė Vilnius University, Lithuania <i>Visuomenės veidrodis: vienišų mamų savitarpio pagalbos grupės socialinėse medijose Lietuvoje, JAV ir Prancūzijoje</i>
12:45–13:00	Marija Stonkienė, Erika Janiūnienė Vilnius University, Lithuania <i>Tarp misijos ir rinkos: socialinių verslo įmonių, kaip hibridinių organizacijų, komunikacija</i>	Vytautas Beniušis, Vilnius University, Lithuania; Paolo Brescia, Cagliari University, Italy <i>Internal Communication as a strategic Tool for Corporate Heritage Formation in hybrid work era: Insights from Italy and Lithuania</i>	Aurimas Paulius Rudinskas Vilnius University, Lithuania <i>Pope Francis' Value-Driven Climate Change Communication: Moral Discourse and the Reform of Multilateralism</i>
13:00–13:15		Lina Tamutienė, Leyre de Cepeda Aparicio, Šiauliai State Higher Education Institution, Lithuania <i>Translating European Values into Collaborative Practice: A Communication Perspective on EU Alliances</i>	
13:00–14:00	Lunch		



	Parallel Section 5 Room 203 Artificial intelligence, big data and other information technologies in communication	Parallel Section 6 Room 208 Risk and crisis communication	Parallel Section 7 Room 210 Integrated Communication Strategies and Practices	Parallel Section 8 Room 204 Information and Knowledge management in digital environment
12:00–12:15	Iva Orozova Paisii Hilendarski University of Plovdiv, Bulgaria <i>The role of artificial neural networks in the healthcare organization and communication</i>	Tatjana Liogienė, Asta Danilevičiūtė, Vaidas Valukonis Vilnius University of Applied Sciences, Lithuania <i>Kibernetinio saugumo valdymo sistemos modelis aukštojo mokslo institucijoms</i>	Diana-Elena Nimara University of Bucharest, Romania <i>How is H&M's communication bridging the gap between exclusivity and accessibility. A qualitative analysis</i>	Nadezhda Angelova, Daniela Orozova Trakia University, Stara Zagora, Bulgaria. <i>Escape rooms – an interactive and immersive approach to gamify learning and increase students' motivation</i>
12:15–12:30	Richter Martin, Charles University Faculty of Social Sciences, Czech Republic <i>It Looks Human, But It's Not: Exploring Biases in AI-Generated Influencers</i>	Hadi Ibrahim, Aurelija Ulbinaitė Vilnius University, Lithuania <i>Business Resilience Under Disruptive Events: Communication for Sustainable Organizational Adaptation</i>	Isabel Palomo-Dominguez Mykolas Romeris University, Lithuania <i>Storytelling for Gender Equality: A Qualitative Approach to Government-to-Citizen (G2C) Campaigns in Europe</i>	Daniela Orozova, Nadezhda Angelova Trakia University, Stara Zagora, Bulgaria <i>Scientific and research activity as an integral part of the educational space</i>
12:30–12:45	Valdonė Rudenkienė Vilnius University, Lithuania <i>The Role of Media Organizations in the Age of Artificial Intelligence: The Duty and Responsibility to Protect Trust in Media</i>	Roman Horbyk University of Zürich, Switzerland <i>Towards the Concept of Nation's Participatory Resource and a Comprehensive Model for its Assessment in War Planning</i>	Mangirdas Morkūnas, Yufei Wang Vilnius University, Lithuania <i>Truth, Lies, and Narrative: Conceptual Framework and Practical Challenges of Information Manipulation in Marketing Management</i>	Majid Ziaei Nafchi Prague University of Economics and Business, Czech Republic <i>Digital fatigue in interpersonal communication</i>
12:45–13:00	Dileta Jatautaite, Vaiva Zuzevičiūtė, Mykolas Romeris University, Lithuania <i>Student Perspectives on Artificial Intelligence in the Context of Technological Advancement and Communication in Higher Educational Institutions</i>	Beata Grebliauskienė Vilnius University, Lithuania <i>Cooperation between non-governmental organizations and public administration institutions in systemic crisis management and communication</i>	Gintarė Kriauciūnaitė-Lazauskienė Vilnius University, Lithuania <i>Evaluating Controversial Advertising through the Lens of Social Listening: What Are Lithuanian Consumers Saying?</i>	Daiva Siudikienė, Saulė Jokūbauskienė Vilnius University, Lithuania <i>From Reading to Searching: Understanding Students' Information Behaviour</i>
13:00–13:15	Sara Pane Sapienza University of Rome, Italy, University of Turin, Italy <i>Intelligence vs. Institutional Opacity? Public Communication in Europe and the Challenge of Generative Artificial Intelligence</i>		Yibo Liu Turība University, Latvia <i>From Fragmentation to Co-creation: UGC Campaign Patterns and IMC Alignment across Game Brands</i>	
14:00–14:45	Keynote Speaker Jolanta Derkevica-Pilskunga: <i>Risk, crisis communication theory and practice</i> Room 217			
15:00–16:00	Discussion <i>Crisis Management in the Face of Disruption: Leveraging Creativity and Rationality in Uncertainty.</i> Moderator: Lina Jakučionienė Room 217			
16:00–16:15	Conference closing			