



Tuesday, November 13th 2018
14:30 – 16:30 Parallel Panel Sessions

Panel III: Public Relations, Social Media, and Marketing

Chair:

- Sen. Lect. **Iztok Sila**, MBA, DOBA Business School Maribor, Slovenia

Co-Chair:

- Assoc. Prof. Dr. **Tina Vukasović**, DOBA Business School Maribor, Slovenia
- Sen. Lect. **Pedja Ašanin Gole**, DOBA Business School Maribor, Slovenia

Panelists (in the alphabetical order of the first author's surname):

- **FAKE-NEWS AS A ZEITGEIST MEDIA TERM: AN INSTITUTIONAL VIEW**
Sen. Lect. **Pedja Ašanin Gole**, PhD Candidate (University of Ljubljana, Faculty of Social Sciences),
Lect. **Polona Baloh**, DOBA Business School Maribor, Slovenia
- **TRANSFORMING SOCIAL MOVEMENTS THROUGH SOCIAL MEDIA COMMUNICATION**
Bojan Georgievski, Institute of Communication Studies, Skopje, Macedonia
- **EMPLOYERS IN PR SECTOR PERCEPTION ON EMPLOYABILITY OF UNDERGRADUATES AND RECENT GRADUATES OF PR STUDIES IN CROATIA**
Lect. **Boris Hajoš**, MSc., VERN' University of Applied Sciences Zagreb, Croatia
- **A DATA DRIVEN STUDY FOR EXPLORING METRICS OF SUCCESSFUL TWITTER CONTENT**
Lect. **Oğuz Kuş**, MSc., PhD Candidate, Istanbul University, Faculty of Communication
- **CONSUMER ETHICS AND MISBEHAVIOURS: A CROSS-CULTURAL PERSPECTIVE**
Natalija Miljajević, MSc., DOBAQ Business School Maribor, Zagreb, Croatia
- **THE USE OF SOCIAL MEDIA IN EUROPEAN PROJECT MANAGEMENT**
Prof. Dr. **Maja Pivec**, FH JOANNEUM University of Applied Sciences, Institute of Design and Communication, Graz, Austria, and Assoc. Prof. Dr. **Anita Maček**, FH JOANNEUM University of Applied Sciences, Institute of Banking and Insurance Industry, Graz, Austria, and DOBA Business School, Maribor, Slovenia
- **EFFECT OF FAKE NEWS ON THE BUYING BEHAVIOR OF CONSUMERS**
Lect. **Iztok Sila**, MBA, DOBA Business School Maribor, Slovenia, and GEA College – Faculty of Entrepreneurship, Ljubljana, Slovenia
- **NEUROMAKRETING: A NEW DISCIPLINE FOR A MORE EFFECTIVE UNDERSTANDING OF CONSUMER BEHAVIOR**
Assist. Prof. Dr. **Milica Slijepčević**, Metropolitan University, Belgrade, Serbia, Prof. Dr. **Nevenka Popović Sević**, Information Technology School, Belgrade, Serbia, Assist. **Ivana Radojević**, MSc., Metropolitan University, Belgrade, Serbia

- **THE SOCIAL ROLE OF SHAME AND ITS GENERATION THROUGH MASS MEDIA AND SOCIAL NETWORKS**
Sen. Lect. Dr. **Vida Sruk**, University of Maribor, Faculty of Economics and Business, Maribor, Slovenia
- **THE ROLE OF PUBLIC RELATIONS IN SHAPING CREDIBILITY AND REPUTATION OF CIVIL SOCIETY ORGANIZATIONS IN MACEDONIA**
Assist. Prof. Dr. **Marina Tuneva**, Lect. **Dejan Andonov**, MSc., Institute of Communication Studies, Skopje, Macedonia
- **THE ROLE OF PUBLIC RELATIONS IN SHAPING CREDIBILITY AND REPUTATION OF CIVIL SOCIETY ORGANIZATIONS IN MACEDONIA**
Assist. Prof. Dr. **Marina Tuneva**, Lect. **Dejan Andonov**, MSc., Institute of Communication Studies, Skopje, Macedonia
- **CONSUMERS' PERCEPTIONS AND BEHAVIORS REGARDING FOOD SUPPLEMENTS IN SLOVENIA**
Assoc. Prof. Dr. **Tina Vukasović**, DOBA Business School Maribor, Slovenia and **Nataša Jalen**, Ewopharma, Ljubljana, Slovenia
- **CREATING BUSINESS VALUE THROUGH CORPORATE STRATEGIC COMMUNICATION**
Marina Zlatevska, and Assist. Prof. Dr. **Meri Karanfilovska**, Institute of Communication Studies, Skopje, Macedonia