ARMP
Asociatia Romana de Marketing Politic
The Romanian Political Marketing Association

UNIVERSITY OF BUCHAREST
THE POLITICAL RESEARCH INSTITUTE

4th International Political Marketing Conference

Sinaia, Romania, 19-21 April 2007

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Conference Programme

"Political Marketing Concepts for Effective Leadership Behavior"

With the support of:

Journal of Political Marketing

Journal of PUBLIC AFFAIRS

4th International Political Marketing Conference

Sinaia, Romania, 19-21 April 2007

Wednesday, April 18th

11.00 – 23.00

Arrival of participants at Otopeni airport in Bucharest

15.00, 19.00, 23.00 (hours to be confirmed)

Group transportation from Bucharest to Sinaia

Thursday, April 19th

(Conference Venue: New Montana Hotel)

9.00 – 9.30

Arrival at the Conference venue

("New Montana" Hotel, Phoenix Conference room)

9.30 -11.00 OPENING SESSION

- Word from the organizers and partners

- Word from the Keynote Speaker of the Conference, Dr. Bruce Newman, editor of the Journal of Political Marketing:
"The Role of the U.S. as a Global Leader"

- Word from Dr. Phil Harris, the editor of the Journal of Public Affairs:
The Growth in Public Affairs Research

11.00 – 11.30

Coffee Break

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11.30 – 13.00 LINKING POLITICAL MARKETING TO LEADERSHIP: FUNDAMENTAL CONCEPTS

Chair:

Dr. Nicholas J. O'Shaughnessy, Queen Mary, University of London

- ***"Reliable, Complete, Instant Information – Putting Power in the Hands of Political Leaders"***

Author: Dr. Joseph Ben-Ur

University of Houston – Victoria, Management and Marketing Department, Texas, US

- ***"Communicating Political Leadership for a Participatory Democracy: from Weberian approaches to post-modern constructions"***

Author: Dr. Kostas Gouliamos

Management and Marketing School, Cyprus College

Co-authors:

Dr. Antonis Theocharous (Management and Marketing School, Cyprus College)

- ***"Rating Socio-Political Actors: the Leader and the Info-sphere"***

Author: Dr. Gabriel S. Sebe

Universtiy of Bucharest, The Political Science Department

- ***"The Exchange Triad of Political Marketing Management"***

Author: Dr. Stephan C. Henneberg

Manchester Business School, UK

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13.00 – 14.30

Lunch at New Montana Hotel

14.30 – 16.30 **INSTRUMENTS FOR EFFECTIVE POLITICAL LEADERS: THE SETTING OF PUBLIC AGENDA**

Chair:

Dr. Stephan C. Henneberg, Manchester Business School, UK

- ***"The Role of Agenda setting in the 2005 New Zealand General Election: Some puzzling phenomena"***

Author: Prof. Phil Harris

University of Otago, Department of Marketing, New Zealand; co-editor, Journal of Public Affairs

- ***"Tailoring the structural straitjacket: shared understanding and the politics of policy initiation"***

Author: Mr. Ian Richardson

Cranfield University, Bussines School, UK

- ***"A Proposed Empirical Study in Taiwan among Mass Media Usage during Election, Party Identification, and Voting Behaviour"***

Author: Mr. Kevin Kuan-Shun Chiu

Lunghwa University of Science and Technology, Taiwan

Co-authors:

Mr. Kuanpin Philip Chiu (Lunghwa University of Science and Technology, Taiwan)

Mr. Charles Kuan-Yao Chiu (Shih-Hsin University, Taiwan)

Queena Shu-Chun Chen (Lunghwa University of Science and Technology, Taiwan)

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- ***"The perception of young people regarding politics"***

Author: Mr. Mihai Rosca

Academy of Economics – ASE, Bucharest, Romania

Co-authors:

Mr. Alin Angheluta (Academy of Economics – ASE, Bucharest, Romania)

Ms. Mihaela Constantinescu (Academy of Economics – ASE, Bucharest, Romania)

- ***"The impact of electoral scandals on both the vote and vote intention"***

Author: Mr. Florin Baciu

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- ***"Nation Image Making and Europe: The Case of Turkey"***

Author: Ms. Maria Ladoukaki

Pantion University, Athens

Co-author:

Dr. Athanassios N.Samaras (IMM)

Ms. Giannarou Maria (Pantion University, Athens)

16.30 – 17.00

Coffee Break

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17.00 – 19.00 **DOCTORAL PANEL**

Chair: Dr. Paul Baines, Cranfield University, School of Management, UK

Discussant Professors:

Dr. Gabriel Sebe, Political Science Department, University of Bucharest

Dr. Daniel Barbu, Head of The Political Research Institute, University of Bucharest

Prof. Phil Harris, University of Otago, Department of Marketing, New Zealand; co-editor, Journal of Public Affairs

- ***"Political Market Orientation: Conceptualization, Constructs and Cross-Cultural Investigations"***

Doctoral student: Mr. Robert P. Ormrod

Aarhus School of Business, Denmark

- ***"The Analytical Prospective of the Political Marketing Model in Lebanon"***

Doctoral student: Mr. Bernard Abou Jaoudeh

Université Saint-Esprit de Kaslik – Lebanon

- ***"Elections 2006: Electoral Strategies and Usage in Czech Republic"***

Doctoral student: Ms. Anna Matušková

Fakulta socialnich studii, Brno, Cehia

- ***"The Criticism of "Pamphletarian Political Marketing" in Portugal"***

Doctoral student: Ms. Antónia Cristina Perdigão

Higher Institute of Applied Psychology in Lisbon, Portugal

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21.00 **DINNER**

"Political Marketing Concepts for Effective Leadership Behavior"

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Friday, April 20th

Conference Venue: New Montana Hotel

9.30 – 11.00 **INSTRUMENTS FOR EFFECTIVE POLITICAL LEADERS: DEALING WITH POLITICS IN NEW WAYS, NEW MEDIA AND NEW POLITICS**

Chair: Prof. Phil Harris, University of Otago, Department of Marketing, New Zealand; co-editor, Journal of Public Affairs

- ***"Internet Political Communications"***

Author: Mr. Vasileios Gkinopoulos

- ***"Adaption of Campaigning Technology by Norwegian Political Parties"***

Author: Prof. Lasse Berntzen

Vestfold University College, Faculty of Social Science, Norway

- ***"Political Communication, the Media and the "Creation" of a Leader"***

Author: Ms. Eleni Kioumi

Public Relations Association of Northern Greece

- ***"Muslim Voices: The British Muslim Response to Islamist Video-Polemic: An Exploratory Study"***

Author: Dr. Paul Baines

Cranfield University, School of Management, UK

Co-authors:

Dr. Nicholas J. O'Shaughnessy (Queen Mary, University of London)

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- ***"International Political Marketing: A Case Study of the People's Republic of China"***

Author: Dr. Hong Sun

School of International Studies, Peking University, Beijing, China

11.00 - 11.30

Coffee Break

11.30 – 13.00 **THE IMPACT OF LEADERSHIP TYPOLOGY ON POLITICAL MARKETING INSTRUMENTS**

Chair: Dr. Kostas Gouliamos, Management and Marketing School, Cyprus College

- ***"Morality and Competence in Shaping the Images of Political Leaders"***

Author: Prof. Wojciech Cwalina

Warsaw School of Social Psychology, Poland

Co-authors:

Prof. Andrzej Falkowski (Warsaw School of Social Psychology, Poland)

- ***"The Role of Political Marketing in Promoting "Inherited Leadership": The Case of Lebanon"***

Author: Mr. Bernard Abou Jaoudeh

Université Saint-Esprit de Kaslik, Lebanon

Co-authors:

Prof. Wafica Ghoul (Université Saint-Esprit de Kaslik)

- ***"Populism and Pragmatism in a Less Ideological Age"***

Author: Geoff Andrews

Politics and International Studies Department, The Open University, UK

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- ***"The Effects of Political Leaders Emergence. The Case of the Romanian Elections"***

Author: Cristian Andrei
The Romanian Political Marketing Association

- ***"Political Marketing, Campaigning and (the fall of) Partitocracy in Greece"***

Author: Dr. Athanassios N. Samaras
IMM

- ***"The role of mass media in promoting the leaders of extremist parties"***

Author: Mr. Alin Angheluta
Academy of Economics – ASE, Bucharest, Romania
Co-authors:
Dr. Razvan Zaharia (Academy of Economics – ASE, Bucharest, Romania)
Mr. Mihai Rosca (Academy of Economics – ASE, Bucharest, Romania)
Mr. Alin Stancu (Academy of Economics – ASE, Bucharest, Romania)

13.00 - 14.00
Lunch at New Montana Hotel

14.00 - 15.00
Spare time
15.00 - 18.30
Site seeing and visits in Sinaia

19.00
DINNER

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Saturday, April 21st

Conference Venue: International Hotel

9.30 – 11.00 **POLITICAL MARKETING CONCEPTS FOR EFFECTIVE POLITCAL ORGANIZATIONS**

Chair: Dr. Joseph Ben-Ur, University of Houston – Victoria, Management and Marketing Department, Texas, US

- ***"A Comparative Model of Political Market Orientation: Findings from an Exploratory Structural Equation Model"***

Author: Mr. Robert P. Ormrod
Aarhus School of Business, Denmark
Co-authors:
Dr. Henneberg, Stephan C. (Manchester Business School, UK)

- ***"Social Democrats – market oriented party? Marketing Professionalization of Election Campaigns in the Czech Republic"***

Author: Ms. Anna Matuskova
Fakulta socialnich studii, Brno, Cehia

- ***"Political Marketing Strategies in Belgian Municipal Elections"***

Author: Mr. Philippe De Vries
University of Antwerp, Belgium

- ***"An approach to ROI – Return of Investment for political marketing"***

Author: Mr. George Bell
The Australian National University, School of Management Marketing and International Business, Canberra

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- ***"Political Marketing Actions and Effective Leadership: The Case of Athens 2006 Municipal Elections"***

Author: Dr. Eleni Apospori

Athens University of Economics and Business, Marketing and Communication Department, Greece

Co-authors:

Ms. Maria Zisouli (University of Athens)

Mr. George J. Avlonitis (Athens University of Economics and Business)

11.00 – 11.30

Coffee Break

11.30 – 13.00 CLOSING SESSION

13.00 – 14.00

Lunch at International Hotel

16.00, 18.00, 20.00 (hours to be confirmed)

Group transportation from Sinaia to Bucharest

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