

CONFERENCE PRESENTATIONS:

Modena, I. “Waste Management and Sustainability: A New Business Model”, *4th Annual Conference of the EuroMed Academy of Business*, Crete, Greece, 19-21 October 2011 (virtual presentation).

Modena, I. (with Juskiw, Peter), “International Human Resource Management: Generation Y, Retention and Communication”, *4th Annual Conference of the EuroMed Academy of Business*, Crete, Greece, 19-21 October 2011 (virtual presentation).

Modena, I. “Post-Merger Integration and Communication Effectiveness: the Corporate Experience of Gillette merging with Procter & Gamble”, *3rd Annual Conference of the EuroMed Academy of Business*, Larnaca, Cyprus, 3-4 November 2010.

Modena, I. (with Juskiw, Peter), “Survival Strategies and Communication Effectiveness in a rapidly expanding Hotel Industry”, *3rd Annual Conference of the EuroMed Academy of Business*, Larnaca, Cyprus, 3-4 November 2010.

Modena, I. “Effective Corporate Communications in Uncertain Business Environments. Theory and Practice”. Poster presentation, *ECREA’s 3rd European Communication Conference 2010*, Hamburg, Section “Strategic and Organisational Communication”, 12– 15 October 2010.

Modena, I. “Contingency in Corporate Communications. Risk Perception in Organizational Change”. Paper presented at the International Conference organized by Beijiing Normal University and University of Kent “Managing the Social Impact of Change from a Risk Perspective”, *Beijing Normal University*, China, 15-17 April 2009.

Modena, I. “Operative Fictions and Uncertainties in Communication: Invisible Realities?” Paper presented at the *ECREA’s 2nd European Communication Conference 2008*, Barcelona, 25– 28 November 2008.

(http://www.ecrea2008barcelona.org/barcelona_panel/abstract.asp?id_callfor=950).

Modena, I. and Ingenhoff, D. “The Interrelationship between Uncertainties and Decision Making in Complex Environments. A Systems Theory Approach.” Paper presented at the *First ISA Forum of Sociology*, Thematic Group on Sociology of Risk and Uncertainty, Barcelona, 5– 8 September, 2008.

(www.kent.ac.uk/soru/TG04/tg04cfabstr2008.htm#decisionmaking).

Modena, I. "The Uncertain Process of Glocalization", Paper presented at the *First ISA Forum of Sociology*, Working Group on Local-Global Relations, Barcelona, 5– 8 September, 2008.

Modena, I. "The Uncertain Process of Global Organizing." Paper presented at the *8th Asia Pacific Conference of the Association for Business Communication*, Nanyang Business School, Nanyang Technological University, Singapore, March 2008.

Modena, I. "Uncertainties and Resistance to Change." Paper presented at the *72nd Annual Convention of the Association for Business Communication*, Washington, D.C., 10-12 October 2007.

Modena, I. "Lost in Translation." Paper presented at the *72nd Annual Convention of the Association for Business Communication*, Washington, D.C., 10-12 October 2007.

Modena, I. "Uncertainties and Decision-Making." Paper presented at the *First Research Forum in Communication Interdisciplinarity in Communication Studies*, Dept. of Culture, Media and Communication, University of Surrey, Guildford, UK, 29 January 2007.

Modena, I. "Local cultures and Global Story-Telling Rituals." Paper presented at the *Masterclass "Religion as Culture"*, Constance University, Germany, 12-19 September 2000.