

PANEL SESSIONS

Academic-Professional Research Panel 1

Topic: Trust, Leadership and Strategic Communication

The first speaker, Adrian Warr, will present the Hong Kong data of the Edelman Trust Barometer and discuss the insights given by the results. The Trust Barometer data have been further analyzed by academics. Results of studies on topics, including whether CSR can be a trust driver, if trust can lead to a public's supportive behavior, and how media or generations affect the level of public trust, will be discussed by Dr. Chun-ju Flora Hung-Baesecke, one of the four scholars who have access to the Edelman data. Looking into specific cases, Dr. Simeon Mellalieu from Ketchum will use the data of its latest Leadership Communication Monitor to answer two questions: "What does the world think of its leaders in the food industry in China?" and "What can those leaders and the organizations they steer do to restore public trust and confidence?" The panel's final speaker, Prof. Dr. Gunter Bentele will discuss the emerging trends of public trust and credibility and also identify new research directions.

The conference's simultaneous interpretation is brought to you
by Mr. LIN Chen, Partner of the Ligent Group

本會議的同聲傳譯

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