

## Research Symposium

The Spillover Effect of Crises - Understanding when and why crises spread from one organization to another

**Friday, 11 November 2022**

Virtual research symposium organized by ERMeCC, Erasmus University Rotterdam

Zoom link: <https://eur-nl.zoom.us/j/4577412264>

### Programme

Central European Time (GMT+2), 10.00 – 17.30

Time	Session	Title	Speaker
10.00 - 10.05	Welcome		Dr. Daniel Laufer (Victoria University of Wellington)
10.05 - 10.50	Keynote I	<b>The Role of Advertising in Reducing Crisis Spillover Effects in Financial Markets</b>	<b>Prof. Arvid Hoffmann (University of Adelaide)</b>
10.50 - 11.20	Paper session 1	A Cross-Disciplinary Review of Crisis Spillover Research: Spillover Types, Risk Factors, and Response Strategies	Dr. Daniel Laufer (Victoria University of Wellington) and Dr. Yijing Wang (Erasmus University Rotterdam)
11.20 - 11.30	Break		
11.30 - 12.00	Paper session 2	Relationship Spillover: Country-Of-Origin Effect on Crisis Perceptions	Dr. Lisa Tam (Queensland University of Technology), Myoung-Gi Chon (Auburn University), and Jeong-Nam Kim (University of Oklahoma)
12.00 - 12.30	Paper session 3	Spotlight on a Complex Crisis Spillover: A Multi-Actor Perspective on Rebuilding Trust and Reducing Distrust in the Australian Banking Industry	Dr. Ellen Tyquin (Queensland University of Technology), Prof. Amisha Mehta (Queensland University of Technology), and Prof. Lisa

			Bradley (Queensland University of Technology)
12.30 - 14.00	Lunch break		
14.00 - 14.30	Paper session 4	Diversity & Inclusion: How a Fashion Campaign Shook the Entire Fashion System	Dr. Esterina Nervino (City University of Hong Kong)
14.30 - 15.20	Keynote II	<b>Real-Time Brand Reputation Tracking Using Social Media</b>	<b>Prof. Roland Rust (University of Maryland)</b>
15.20 - 15.30	Break		
15.30 - 16.00	Paper session 5	The Fukushima Daiichi Accident: Spillover Impacts on the Nuclear Power Industry and Response Strategies by Industry Advocates	Dr. Jeffrey D Brand (University of Northern Iowa)
16.00 - 16.30	Paper session 6	Refining the Definition of Crisis Spillover: Reconceptualization and Insight Generation via an Expert Panel	Taylor S. Voges (University of Georgia), Dr. LaShonda L. Eaddy (Pennsylvania State University), Dr. Yan Jin (University of Georgia), Dr. Xuerong Lu (University of Georgia), and Christen Buckley (Pennsylvania State University)
16.30 - 17.20	Keynote III	<b>The Contextual Challenges of Spillover Crisis</b>	<b>Dr. Shari Veil (University of Nebraska-Lincoln)</b>
17.20 - 17.30	Closing		Dr. Yijing Wang (Erasmus University Rotterdam)