

PUBLICATIONS – DR BRUNO ASDOURIAN

Publications in international peer-reviewed scientific journals

1. **Asdourian** B., Chariatte J., & Ingenhoff D. (2023, accepted), Digital city diplomacy and international cities networks: collaboration and city branding strategies around climate issues, *International Communication Gazette*.
2. **Asdourian**, B (2022). Civil society diplomacy: characterizing collective and connective actions for a shared cause. *Journal of Communication Management*. doi: JCOM-04-2022-0041.R1
3. **Asdourian**, B., & Lazarte, J. (2018). Making for humanity: why makers participate in distributed problem-solving humanitarian projects. *The Nordic Journal of Information Studies and Cultural Communication – NtiK*, 7(2), 32-45.
4. Van Hove, F., **Asdourian**, B., & Bourgeois, D. (2018). My tweets are (not) my own! Normalizing journalists' branding and digital identity on Twitter. *Popular Communication: The international journal media and culture*, 16(4) 263-275.
5. **Asdourian**, B. (2015). La communication transparente et participative des organisations. Une lecture croisée des approches communicationnelles de l'école de Palo Alto et d'Habermas appliquée aux usages des médias sociaux numériques. *Communication & Organisation*, (48), 125-138.
6. **Asdourian**, B., & Zimmerli, V. (2015). Open data, usagers du numérique et entreprises publiques. Les échanges informationnels et relationnels au service de l'innovation dans les transports en commun de Genève. *Revue Française des Sciences de l'Information et de la Communication*, (6).
7. **Asdourian**, B., Van Hove, F., & Bourgeois, D. (2015). Participation journalistique sur Twitter. Injonctions à la participation et formes d'intervention numériques : le cas de la Radio Télévision Suisse. *Studies in Communication Sciences*, 15(2), 190-196.

Peer-reviewed books / monographs

1. Cmeciu C., & Asdourian, B. (2021). The internationalisation of civic national movements, in Sebastião, Sónia Pedro, Spínola, Susana de Carvalho (Eds), *Diplomacy, Organisations and Citizens. A European Communication Perspective*, pp. 255-272. Cham, Springer.
2. **Asdourian**, B., & Ingenhoff, D. (2020). A framework of city diplomacy on positive outcomes and negative emotional engagement: How to enhance the international role of cities and city/mayor branding on Twitter? In Sevin, E. & Amiri, S. *City Diplomacy. Current Trends and Futures Prospects*. pp. 83-109. Palgrave.
3. **Asdourian**, B., & Zimmerli, V. (2016). How important is civic engagement for public transportation communication ? In E. Oliveira, A. Duarte & G. Gonçalves (Eds.), *Strategic Communication for Non-Profit Organisations: Challenges and Alternative Approaches* (pp.239-266). Wilmington, DE: Vernon Press.
4. **Asdourian**, B. (2015). Une U.T.O.P.I.E communicationnelle des organisations fondée sur la transparence et la participation. In S. Parrini-Alemanno (Ed.), *Communications organisationnelles, management et numérique* (pp.299-308). Paris: L'Harmattan.
5. Bourgeois, D., Clavien, G., **Asdourian**, B., & Van Hove, F. (2014). Usages, médias et réseaux sociaux. Perception des contenus des médias suisses-romands. In P.-Y. Badillo & D. Roux (Eds.), *Le futur est-il e-media?* (pp.94-104). Paris: Economica.

Peer-reviewed conference proceedings

1. Chariatte, J., **Asdourian**, B., & Ingenhoff, D. (2023), Reimagining Sustainable Cities: An Analysis of City Branding, Social Media, and Strategic Communication in Uncertain Times. *International Place Branding Association (IPBA)*, Helsingborg, Sweden, 18-20.10.2023.
2. **Asdourian**, B., Chariatte, J. (2023), Sustainability, city branding, and model roles at the international level: framing strategic communication about solutions to systemic changes. *International Association for Media and Communication Research (IAMCR) – International Communication Section*, Lyon, France, 9.-13.07.2023.
3. Chariatte, J., **Asdourian**, B. (2023), Digital city branding and international communication frames on sustainability across space and time. *International Communication Association (ICA) - Post Conference, "Sustainability Communication in Local Are(n)as: Towards a Better Understanding of Culturally Diverse Strategies and Practices"*, Toronto, 30.05.2023.
4. Chariatte, J., **Asdourian**, B. & Ingenhoff, D. (2022), Countering climate change risks through digital diplomacy – Digital communication strategies of city networks. *European Public Relations Education and Research Association (EUPRERA) Annual Conference*, Vienna, Austria, 21-24.09.2022.
5. **(Best Faculty Paper Awards) Asdourian**, B., Chariatte, J., & Ingenhoff, D. (2022). Digital city diplomacy and international cities networks: collaboration and city branding strategies around climate issues. *72nd Annual Conference of the International Communication Association (ICA)*, Paris, 26.-30.05.2022.
6. **Asdourian**, B. (2021). Civic tech diplomacy: Machine learning and network analyses of Twitter during the #VersusVirusCH hackathon. *71st Annual Conference of the International Communication Association (ICA)*, Virtual Conference, 27.-31.05.2021.
7. **Asdourian**, B., & Ingenhoff, D. (2019). Negative engagement & city diplomacy. Panel Crossing the boundaries into the Dark Side: Negative engagement in online communication from societies to individuals. *69th Annual Conference of the International Communication Association (ICA)*, Washington, D.C., USA, 24.-28.05.2019.
8. Bachmann, P., Krebs, I., & **Asdourian**, B. (2019). A new chatbots as a tool for news media information and communication: expectations, concerns, and brand effects on usage intentions. *Swiss Association of Communication and Media Research (SACM) Annual Conference*, St.Gallen, Switzerland, 3.-5.4.2019.
9. Vismara, T., & **Asdourian**, B. (2018). Lugano 2025 – A Citizensourcing Platform for Citizen Engagement: Analyzing motivations to participate and communications between the public administration and citizens. *European Communication Research and Education Association (ECREA) Annual Conference - Communication and Democracy Section*. Lugano, Switzerland, 31.10.-3.11.2018.
10. Kojic, T., & **Asdourian**, B. (2018). Cross-disciplinary exploration of communication oriented towards customer participation. A case study of the preview communities platform hosted by the Swiss Federal Railway Operator (SBB). *European Public Relations Education and Research Association (EUPRERA) Annual Conference*, Aarhus, Denmark, 27.-29.09.2018.
11. **Asdourian**, B. (2018). Create beyond the borders of the company. A case study of Swisscom's Hackathons. *Société Française des Sciences de la Communication et des Médias (SFSIC) Annual Conference*, Paris, France, 13.-15.06.2018.
12. **Asdourian**, B., Bourgeois, D., & Tardin, G. (2018). Exploring big data, digitization and public relations: a case study on Nestlé's Digital Acceleration Team. *International Communication Association (ICA) Annual Conference – Public Relations Division*, Prague, Czech Republic, 24.-28.05.2018
13. **Asdourian**, B., Bourgeois, D., & Tardin, G. (2018). Social media monitoring rooms, digitization and public relations: A case study on Nestlé's Digital Acceleration Team. *Swiss Association of Communication and Media Research (SACM) Annual Conference*, Lugano, Switzerland, 12.-13.05.2018.
14. **Asdourian**, B. (2018). Collaborate beyond the borders of the company: A case study of Swisscom's Hackathons. *Swiss Association of Communication and Media Research (SACM) Annual Conference*, Lugano, Switzerland, 12.-13.05.2018.

15. **Asdourian, B.** (2017). Creating Participatory and Transparent Communication for an Organizational Transformational Strategy. Learning from Benevolent Hackers and Collaborative Communities. *European Public Relations Education and Research Association (EUPRERA) Annual Conference*, London, Great Britain, 12.-14.10.2017.
16. Van Hove, F., **Asdourian, B.**, & Bourgeois, D. (2017). Public participation utopia? A comparative study of 19 French-speaking media Twitter accounts. *European Communication Research and Education Association (ECREA) Journalism Studies Section*, Odense, Denmark, 22.-23.03.2017.
17. **Asdourian, B.** & Zimmerli, V. (2015). How important is civic engagement for public transportation communication? *European Communication Research and Education Association (ECREA) Organisational and Strategic Communication Section*, Leipzig, Germany, 3.-4.12.2015.
18. Van Hove, F., **Asdourian, B.** & Bourgeois D. (2015). (In)visibility of journalists' professional digital identity on Twitter. *European Communication Research and Education Association (ECREA) Digital Culture and Communication Section*, Salzburg, Austria, 26.-28.11.2015.
19. **Asdourian, B.**, & Zimmerli, V. (2015). Integrating "ordinary" people's participation with an open data politic. A Switzerland case study of public transportation. *European Communication Research and Education Association (ECREA) Communication and Democracy Section*, Copenhagen, Denmark, 9.-10.10.2015.
20. Van Hove, F., **Asdourian, B.**, & Bourgeois, D. (2015). Usages de Twitter et (in)visibilité de l'identité numérique professionnelle des journalistes. *GIS Journalisme*, 7.9.10.2015, Paris, France.
21. Tardin, G., Bourgeois, D., & **Asdourian, B.** (2015). Evolutions organisationnelles et communication en ligne – étude de cas : la Digital Acceleration Team et la communication de Nestlé sur les médias sociaux. *Org&Co*, Toulouse, France, 17.-19.06.2015.
22. Van Hove, F., **Asdourian, B.**, & Bourgeois, D. (2015). Usages de Twitter et (in)visibilité des opinions des journalistes : une approche exploratoire de l'identité numérique professionnelle versus l'identité numérique personnelle. *Swiss Association of Communication and Media Research (SACM)*, Bern, Switzerland, 13.-14.03.2015.
23. **Asdourian, B.**, Van Hove, F., & Bourgeois, D. (2014). Usages des réseaux sociaux professionnels en ligne et reconnaissance sociale professionnelle : une approche sur la Suisse Romande. *Société Française des Sciences de la Communication et des Médias (SFSIC)*, Toulon, France, 4.-6.06.2014.
24. **Asdourian, B.**, Van Hove F., & Bourgeois D. (2014). Innovations journalistiques et injonction à la participation des publics sur les réseaux sociaux. *Swiss Association of Communication and Media Research (SACM)*, Zürich, Switzerland, 11.-12.04.2014.

Oral contributions to international conferences

1. **Asdourian, B.** (2019). Invited Speaker. Civic diplomacy: Civic engagement, benevolent hackers and makers. *MARPE Diplo Network (EUPRERA project). Developing a European Higher Education curriculum in public, corporate and civic diplomacy* - Ghent, Belgium, 06.11.19.
2. **Asdourian, B.** (2018). Invited Speaker for the Panel Discussion "Créativité citoyenne, dispositifs d'enseignement et économie de la culture en Suisse". Créativité citoyenne. *Société Française des Sciences de la Communication et des Médias (SFSIC) Annual Conference*, Paris, France, 13.-15.06.2018.