

IPMS CONFERENCE — BUCHAREST

International Political Marketing Symposium

PROGRAMME BOOKLET

14–16 September 2026

Bucharest, Romania

The Bucharest University of Economic Studies (ASE) — Faculty of Marketing

PROGRAMME AT A GLANCE

All times are local (Bucharest, EEST / UTC+3)

CONFERENCE DAY 1 | 14 September, Monday

Time	Activity	Room / Notes
09:00–10:00	Participant Registration	The Bucharest University of Economic Studies (ASE) – Faculty of Marketing
10:00–11:30	Opening Session + 2 Keynote Speakers (Christian Scheucher, Emma Rowlands)	The Bucharest University of Economic Studies (ASE) – Faculty of Marketing
11:30–11:45	Coffee Break	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)
11:45–13:15	Academic Session 1 — Civic Engagement, Political Branding and Democratic Legitimacy	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)
13:15–14:15	Lunch	The Bucharest University of Economic Studies (ASE)
14:15–15:45	Academic Session 2 — Political Branding, Positioning and Institutional Strategy	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)
15:45–16:00	Coffee Break	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)
16:00–18:00	Academic Session 3 — Trust, Manipulation and Disinformation in Political Marketing	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)
19:00	Conference Dinner	Palace Vernescu Restaurant, 133 Calea Victoriei, Bucharest

CONFERENCE DAY 2 | 15 September, Tuesday

Time	Activity	Room / Notes
10:00–11:00	Guided Tour – Palace of the Parliament	Palace of the Parliament, Bucharest
11:00–13:00	Round Table: Can We Save Democracy? Strengthening Democratic Engagement and Rebuilding Trust Between Citizens and Institutions	Palace of the Parliament, Bucharest
13:00–14:00	Lunch	Palace of the Parliament, Bucharest
15:00–15:45	Special Session: Publishing in Political Marketing – Meet the Editors	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)
15:45–16:00	Coffee Break	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)

Time	Activity	Room / Notes
16:00–19:00	Doctoral Colloquium (6 confirmed submissions)	Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)

ACADEMIC FIELD VISIT | 16 September, Wednesday

Time	Activity	Room / Notes
08:00	Departure from ASE București (Faculty of Marketing)	The Bucharest University of Economic Studies (ASE)
08:00–10:00	Coach transfer: Bucharest → Sinaia	Approx. 2-hour drive through the Prahova Valley
10:00–13:00	Peleş Castle — Royal Image and the Branding of Monarchy	Sinaia — built by King Carol I, first King of Romania
13:00–14:00	Lunch	Sinaia
14:00–15:00	Coach transfer: Sinaia → Bran	
15:00–17:00	Bran Castle — Myth, Image and the Political Branding of Vlad Țepeș	Bran — the 'Dracula' image was largely shaped by his political opponents
17:00–20:00	Coach transfer: Bran → Bucharest	Arrival in Bucharest by 20:00

DETAILED PROGRAMME

All times are local (Bucharest, EEST / UTC+3)

CONFERENCE DAY 1 | 14 September, Monday

09:00–10:00 Participant Registration

OPENING SESSION (10:00–11:30)

Official welcome (30 min) followed by 2 Keynote Speakers (30 min each, incl. Q&A) | Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)

10:00–10:05 **Mihaela Alina DIMA**

Prorector, The Bucharest University of Economic Studies (ASE)

Welcome remarks

10:05–10:10 **Ioana Cecilia POPESCU**

Dean, Faculty of Marketing, The Bucharest University of Economic Studies (ASE)

Welcome remarks

10:10–10:15 **Mihai-Ioan Roșca**

Conference Organiser, Faculty of Marketing, The Bucharest University of Economic Studies (ASE)

Opening remarks

10:15–10:22 **Paul Baines**

Co-organiser, University of Leicester, UK

Opening remarks

10:22–10:30 **Christopher Pich**

Co-organiser, Nottingham University Business School, University of Nottingham, Nottingham, United Kingdom

Opening remarks

10:30–11:00 **Christian Scheucher**

Christian Scheucher Consulting GmbH

Keynote Speaker 1 (in-person) — 30 min, incl. Q&A

11:00–11:30 **Emma Rowlands**

Programme Manager, UK Parliament Education Centre, UK

Keynote Speaker 2 (online) — 30 min, incl. Q&A

11:30–11:45 Coffee Break

SESSION 1 — Civic Engagement, Political Branding and Democratic Legitimacy

Session Chair: Paul Baines (University of Leicester, UK) | Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)

11:45–12:15 **Christopher Pich¹, Kristina Harrison²**

¹ Nottingham University Business School, University of Nottingham, Nottingham, United Kingdom

² Indiana University (Kelley School of Business), Bloomington, United States of America

Assessing the management, co-creation and impact/efficacy of the UK Parliament Teacher Ambassador Programme

12:15–12:45 **Dawood Khan¹, Christopher Pich²**

¹ Arden University, United Kingdom

² University of Nottingham, United Kingdom

Brand Alignment in Contested Environments: Developing The B-Align Framework Through Political Branding

12:45–13:15 **Lucian-Florin Onișor, Mihai Stoica, Maria Loredana Popescu**

The Bucharest University of Economic Studies (ASE), Romania

Political Marketing and Democratic Legitimacy in the Post-Truth Era: A Structural Equation Modeling Approach to Voter Perceptions of Electoral Fraud

13:15–14:15 Lunch

SESSION 2 — Political Branding, Positioning and Institutional Strategy

Session Chair: Alin Anghelută (The Bucharest University of Economic Studies, ASE) | Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)

14:15–14:45 Mark Brooks

Centre for Policy Research on Men and Boys (CPRMB), London, United Kingdom

Marketing Men and Boys' Public Policy in the USA and UK: Language, Brand Positioning and Content

14:45–15:15 Marcela Konrádová¹, Anna Shavit¹, Michal Kormaňák²

¹ Charles University, Faculty of Social Sciences, Prague, Czech Republic

² Ipsos, Czech Republic

Branding our Political Leaders – What Do the Public Really Want Now?

15:15–15:45 John Balabanis, Jen-Hsien Hsu

University of Leicester, United Kingdom

Synergizing Corporate Political Strategies: How Firms Combine Information, Financial, and Constituency Tactics for Political Influence and Marketing Impact

15:45–16:00 Coffee Break

SESSION 3 — Trust, Manipulation and Disinformation in Political Marketing

Session Chair: Christopher Pich (University of Nottingham, UK) | Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)

16:00–16:30 Paul Baines¹, Ksenia Mischa Rundin²

¹ University of Leicester, United Kingdom

² Stockholm School of Economics, Sweden

Dissecting Putin's Machiavellianism and Political Marketing Intentions

16:30–17:00 Ron Schleifer

Independent Researcher, Israel

Iran-Israel Information Warfare 2023-26

17:00–17:30 Mihai Ioan Roșca

The Bucharest University of Economic Studies (ASE), Romania

Artificial Intelligence and the Future of Disinformation: The Generation and Amplification of Fake News in Electoral Campaigns

17:30–18:00 Kristina Harrison¹, Christopher Pich², John B. Ford³, Dianne Dean⁴

¹ Indiana University (Kelley School of Business), Bloomington, United States of America

² Nottingham University Business School, University of Nottingham, Nottingham, United Kingdom

³ Old Dominion University, Norfolk, VA, United States of America

⁴ Sheffield Hallam University, Sheffield, United Kingdom

The Political Engagement Journey: A Service Marketing Framework for Democratic Engagement, Trust, and Long-Term Political Brand Relationships (online)

19:00 Conference Dinner - Palace Vernescu Restaurant, 133 Calea Victoriei, Bucharest

CONFERENCE DAY 2 | 15 September, Tuesday**10:00–11:00** *Guided Tour – Palace of the Parliament***ROUND TABLE — Can We Save Democracy? Strengthening Democratic Engagement and Rebuilding Trust Between Citizens and Institutions (11:00–13:00)***Co-Chairs: Paul Baines (University of Leicester, UK) & Christopher Pich (University of Nottingham, UK) | Palace of the Parliament, Bucharest (nivel P, corp B4, camera 28)**Format: approx. 1 hour of guest interventions, followed by approx. 1 hour of open discussion.***11.00–11.20 Deputy Carina Alves***Member of the States Assembly, Jersey; Chair, Privileges and Procedures Committee
Guest speaker (online)***11.20–11.40 Matteo Bergamini MBE***Shout Out UK
Guest speaker (online)***11.40–12.00 Adrian Țuțuianu***President, Permanent Electoral Authority, Romania
Guest speaker (in-person)***12.00–13.00 Q&A****13:00–14:00 Lunch****SPECIAL SESSION — Publishing in Political Marketing: Meet the Editors (15:00–15:45)***Format: joint session, 45 min incl. Q&A | Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)***15:00–15:45 Paul Baines & Christopher Pich & Kristina Harrison***University of Leicester, UK / University of Nottingham, UK / Indiana University (Kelley School of Business), United States of America
Publishing in Political Marketing / Journal of Political Marketing — insights from the editors***15:45–16:00 Coffee Break****DOCTORAL COLLOQUIUM (16:00–19:00)***6 confirmed submissions, ≈30 min each (20 min presentation + 10 min feedback) | Virgil Madgearu Auditorium, The Bucharest University of Economic Studies (ASE)***16:00–16:30 Benjamin Weyts***University of Antwerp, Antwerp, Belgium
In the eye of the beholder: how online strategic self-presentation influences voters***16:30–17:00 Andika Adikrishna Gunarjo***Faculty of Economics and Business, Universitas Indonesia, Depok, Indonesia
How Strategic Ambiguity and Podcast Clippers Construct Political Authenticity in the Post-Truth Era***17:00–17:30 Ionela Alina Alupoaei***The Bucharest University of Economic Studies (ASE), Romania
Beyond Ideology: A Post-Ideological Political Cognition Model of Doctrinal Alignment Among University Students***17:30–18:00 Péter Ádám Újvári***Corvinus University of Budapest, Hungary
Heterogeneity and Homogeneity: Moral and Value Communication in the 2026 Facebook Campaigns of Péter Magyar and Viktor Orbán*

18:00–18:30 Muhammad Asad Tahir

University of Leicester, United Kingdom

Challenges to leadership during crisis communication in the post-truth era: developing an integrated theoretical framework for combating disinformation

18:30–19:00 Alexandru Natsis

The Bucharest University of Economic Studies (ASE), Romania

The Impact of Election Cancellations on Public Trust: How Romanian Voters Perceive Democracy after the 2024 Election

ACADEMIC FIELD VISIT — Branding Power and Myth: Peleş & Bran | 16 September, Wednesday

08:00 *Departure from the Bucharest University of Economic Studies (ASE)*

08:00–10:00 *Coach transfer: Bucharest → Sinaia*

10:00–13:00 *Peleş Castle — Royal Image and the Branding of Monarchy*

13:00–14:00 *Lunch*

14:00–15:00 *Coach transfer: Sinaia → Bran*

15:00–17:00 *Bran Castle — Myth, Image and the Political Branding of Vlad Țepeș*

17:00–20:00 *Coach transfer: Bran → Bucharest*