



**16 March 10:00**  
**Aula Wolf, Via Salaria 113, Rome**

DIPARTIMENTO  
DI COMUNICAZIONE  
E RICERCA SOCIALE



**SAPIENZA**  
UNIVERSITÀ DI ROMA

## **ETHICAL ASPECTS OF PUBLIC RELATIONS IN A DIGITAL SOCIETY: AI, FUTURES & DIRECTIONS**

Institutional greetings:

- ▶ **Luca Dezi**, Director of the Department of Communication and Social Research, Sapienza University of Rome
- ▶ **Francesca Comunello**, Coordinator of PhD in Communication, Marketing and Social Research

Introduction:

- ▶ **Lucia D'Ambrosi**, Sapienza

Keynote Lecture:

- ▶ **Katerina Tsetsura**, University of Oklahoma

Roundtable:

- ▶ **Gianni Ciofalo** (Sapienza), **Vincenzo Le Voci** (Club of Venice), **Barbara Mazza** (Sapienza), **Marica Spalletta** (Link University)

Conclusion:

- ▶ **Francesca Ieracitano**, Sapienza

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