EUPRERA
23rd Annual Congress
Vienna, 21st–24th September 2022

Public Relations in the Risk Society:
Dealing with Uncertainty, Insecurity and Crisis
Wednesday, Sept. 21
(University of Vienna, Kolingasse 14–16)

14:00–20:00
Conference Registration
Room: Lobby

15:00–16:00
Welcome Coffee

16:00–16:15
Welcome Address
Room: 5+6
Einwiller, Sabine; Seiffert-Brockmann, Jens; Romenti, Stefania

16:15–17:15
Keynote Speech
Room: 5+6
Arendt, Florian (University of Vienna)
Strategic Communication during a Pandemic: Theoretical Insights from Health Communication

17:15–17:30
Coffee Break

17:30–19:00
PANEL A:
ONE GLOBAL PANDEMIC, MANY DIVERGENT CITIZENS’ RESPONSES:
PUBLIC ATTITUDES TOWARD COVID-19 VACCINATION
Room: 5+6
Chair: Romenti, Stefania; Discussant: Johansen, Winni

Communication, Trust, Politicization, and Vaccine Hesitancy
Ihlen, Øyvind; Kjeldsen, Jens E.; Offerdal, Truls Strand

Feelings and Healings in Different Spaces and Phases:
How Individuals Cope with the COVID-19 Threat Cognitively, Affectively and Conatively
Jin, Yan; Choi, Sung In; Badham, Mark; Valentini, Chiara; Kim, Sungsu
Dramatizing COVID-19: How Exposure to Biased Content from News Media and to Other Sources Shape Individuals’ Emotional Responses to Pandemic Information
Valentini, Chiara; Jin, Yan; Colleoni, Elanor; Romenti, Stefania; Kim; Sungsu

The World Health Organization’s Communication on Vaccination: An Analysis of Strategic Communication and Public Responses on Twitter
Poch Butler, Santana; Moreno, Ángeles; Fuentes, Cristina; Navarro, Cristina; Zurro, Noelia

How Was Social Media Users’ COVID-19 Vaccine Acceptance Around the World? A Content Analysis
Shaaban, Ramy; Ghazy, Ramy Mohamed; Ali, Nancy; Persici Toniolo; Bianca; Grafolin, Tâmela

Narratives as a Content Strategy in COVID-19 Vaccination Campaign in Romania. Assessment of Digital Publics’ Facebook Engagement Behaviors
Cmeciu, Camelia; Anton, Anca; Nicola, Anamaria

19:00–21:30
Opening Reception
Room: Atrium (Mezzanine Level)
Thursday, Sept. 22
(WU Vienna, Welthandelsplatz 1, D5)

8:30–17:30
Conference Registration
Room: ground floor, next to room 0.001

9:00–09:20
Welcome Address
Room: 0.001
Hanappi-Egger, Edeltraud (Rector of the University of Business and Economics)

9:30–11:00
SESSION 1.1:
COMMUNICATION DURING THE COVID-19 PANDEMIC
Room: 1.002
Chair: Frandsen, Finn

Emergency Communication of Government Organizations:
Lessons Learned from the Pandemic-Related Communication in Education
Hejlová, Denisa; Koudelková, Petra; Ježková, Tereza; Schneiderová, Soňa;
Klabíková Rábová, Tereza; Konrádová, Marcela

Attitudes and Behavioural Intentions in COVID-19 Campaigning in the UK:
An Experimental Study into the Influence and Perceptions of Colour Blue
Topic, Martina; Shaw, Alan; Holy, Mirela; Tench, Ralph; Geiger Zeman, Marija

COVID-19 Communication with One Voice – Multiple Actors and
United Messaging during the Norwegian Crisis Response
Offerdal, Truls Strand; Ihlen, Øyvind

Mapping the Challenges of COVID-19 from the Point of View of Organizational Communication
Kantanen, Helena; Koskela, Merja
SESSION 1.2: CHALLENGES OF MEDIATIZATION AND DIGITALIZATION
Room: 1.003
Chair: Hoffmann, Christian

Multimodal Discursive Strategies of Crisis Communication: Exploring Communicative Empowerment and Advocacy in NGO Context
Maier, Carmen Daniela

Knowing thy Enemy and Fighting the Good Fight: A Framework for Organizational Preparation for and Response to AI-Driven Disinformation Campaigns
Karinshak, Elise; Jin, Yan

The Implications of Character Assassination and Cancel Culture for Public Relations Theory
Samoilenko, Sergei; Jasper, James

Political Challenges Arising from the Mediatization of Chinese Nationalism: Internal Heterogeneity and External Extremism
Ma, Zhuoran

SESSION 1.3: SOCIAL MOVEMENTS AND SOCIETAL CHALLENGES
Room: 1.004
Chair: Marco Perles, Gines Santiago

Stehle, Helena Maria

Using Strategic Communication in Tackling Societal Challenges as Opportunities: A Case Study of an NGO in Switzerland
Strauss, Nadine; Mpadanes, Markos

Risky Communication. Introducing Strategic Deviance as a Conceptual Framework for Social Movement Communication
Malczok, Melanie

Crisis Negotiations
Sedak, Kristijan; Matijašević, Katia; Pranjić, Lucija
PANEL B:
INTERNAL COMMUNICATION: A KEY FACTOR TO DEAL WITH UNCERTAINTY, INSECURITY AND CRISIS
Room: 1.001
Chair: Miquel-Segarra, Susana; Discussant: Tench, Ralph

Effective Leadership in Strategic Communication in Europe: Mediating Role of Empathy for Employee Engagement
Zerfass, Ansgar; Moreno, Ángeles; Verčič, Dejan

What Happens to the Relationship between Internal Communication and Employee Engagement in Times of Crisis
Tkalac Verčič, Ana

Internal Communication and Employee-Organization Relationships during Remote Work in a Crisis
Dhanesh, Ganga; Steenkamp, Hilke

Appreciation: A Blind Spot in Internal Crisis Communication
Ruppel, Christopher; Stranzl, Julia

Empathy in Communication Leadership in Latin America after the COVID-19 Pandemic
Álvarez-Nobell, Alejandro; Sadi, Gabriel; Barroso, María Belén

Internal Communication Function in Times of the COVID-19 Pandemic
Cuenca-Fontbona, Joan; Compte-Pujol, Marc; Sueldo, Mariana; Aced-Toledano, Cristina; López-Ayala, Mari Cruz

11:00–12:45
POSTER SESSION
Room: Lounge

The Chairperson of the Supervisory Board as a New Corporate Communicator: Conceptual and Empirical Insights into Stakeholders’ Requirements
Binder-Tietz, Sandra

Liquid, Co-Creative and Datadriven – Exploring Multifaceted Strategic Communication Work Within the Scandinavian Music Industry
Edlom, Jessica

Is this Advertising or Not, and Do I Care? Perceptions of and Opinions about Hybrid Forms of Content
Stürmer, Lina; Einwiller, Sabine

The Challenge of Localization: Creating Communication Value in a Global Organization
Buzurukova, Jamila; Storie, Leysan Khakimova
U.S.-China Trade War News Effects on The Exchange Rates for Third Countries
Oliva Alvarado, Ingrid Marie

Corporate Communication Structures Between Structural Coupling, New Forms of Differentiation and Dedifferentiation
Hanisch, Megan Heather Suzanne

Symmetry in Political PR after the Pandemic: The Case of Political Communicators During 2020 Italian Regional Elections
Parente, Francesco Maria

11:00–12:45
EUPRERA PROJECTS AND NETWORKS (POSTERS)
A dedicated space for EUPRERA members’ ongoing projects and networks
Room: 1.001

Women in Public Relations
MARPE
PR Education
European Communication Monitor
What Communication Professionals Do

11:00–15:00
ECM Meeting
Room: 1.004

11:30–12:45
Lunch Buffet
Rooms: Lounge + 1.002, 1.003

12:45–13:45
KEYNOTE SPEECH
Room: 0.001
Coombs, W. Timothy (Centre for Crisis & Risk Communications)
Politicization and Polarization: Complicating the Uncertainty of Risks for Communicators

13:45–14:00
Break
14:00–15:15
PANEL DISCUSSION:
CORPORATE COMMUNICATION IN TIMES OF CRISIS –
HOW PRACTITIONERS DEAL WITH THE CHALLENGES
Room: 0.001
Moderator: Wallner, Saskia (CEO, Ketchum Publico)

Panelists: Felsbach, Peter (Head of Group Communications, Voestalpine); Kleemann, Peter (Head of PR and Spokes-
person, Vienna Airport); Salmhofer, Astrid (Head of Corporate Communications, Vienna Energy); Thier, Peter (Head
of Corporate Communications & Brand Management, ÖBB Austrian Railways)

PANEL C:
DISINFORMATION, COUNTER-AUDIENCES, AND VACCINATION: COVID-19 CRISIS COMMUNICATION
AND ADVERSARIAL IDEOLOGIES IN SOCIAL MEDIA
Room: 1.001
Chair: Avidar, Ruth; Discussant: Lovari, Alessandro

The Anti-Vaccination Antidote in Portugal: Mainstreaming Social Media Success
Almeida Santos, Clara; Lopes, Felisbela; Duff Burnay, Catarina; Peixinho, Ana Teresa

COVID-19 and Anti-Vaccine Digital Activism in Russia: Institutional Distrust,
Conspiratorial Ideation, and Moral Crusaders
Samoilenko, Sergei A.

Romanian COVID-19 Digital Communication: A Failure Never-Ending Story
Coman, Ioana

PANEL D:
PHD STUDENTS’ PRESENTATIONS
Room: 1.003
Chair: Seiffert-Brockmann, Jens
Participants: Bojanic, Vanja; Clayton, Teela; Gaara, Ahmed; Gnewski, Martina; Hackl, Laura; Mpadanes, Markos;
Omondi, Grace; Pelusi, Miriam; Wu, Jing

15:15–16:00
Coffee Break
Sponsored by Observer
15:30–16:30
MEET THE EDITORS
Room: 0.001
Chair: Romenti, Stefania
Falkheimer, Jesper: Editor-in-Chief Journal of Communication Management
Lauffer, Daniel: Associate Editor Business Horizons
Topic, Martina: Editor-in-Chief Corporate Communications: An International Journal
Zerfass, Ansgar: Editor-in-Chief International Journal of Strategic Communication

16:30–16:45
Break

16:45–18:00
EUROPEAN NETWORK OF EMERGING SCHOLARS (EUNES)
Room: 0.001
Chairs: Strauss, Nadine; Zhao, Hui
with
KEYNOTE SPEECH
Melewar, TC (Middlesex University)
Ranking, Reputation and Research (3Rs): Voyage, Vista and Viewpoint (3Vs)

18:30
Shuttle Bus to Conference Dinner (Departure in front of Hotel Bassena Prater)
Address: Messestrasse 2, 1020 Vienna
Participants registered for Conference Dinner only

19:00–23:00
Conference Dinner
Address: Fuhrgrassl-Huber, Neustift am Walde 68, 1190 Vienna
Participants registered for Conference Dinner only
Friday, Sept. 23
(WU Vienna, Welthandelsplatz 1, D5)

8:30–12:30
Conference Registration
Room: ground floor, next to room 0.001

9:00–10:30
SESSION 2.1:
INTERNAL COMMUNICATION IN TIMES OF CHANGE
Room: 1.002
Chair: Johansen, Winni

The Function of Internal Communication: Transformation or Transubstantiation?
Cuenca-Fontbona, Joan; Sueldo, Mariana; Compte-Pujol, Marc

Tackling the Tension of Creating Relevant, Transparent and Trustworthy Internal Communication in an Organizational Context
Madsen, Vibeke Thøis; Andersen, Helle Tougaard

I Have a Responsibility to Do Something: Internal Risk Communication to Target Employee Vulnerability and Mitigate Behavioral Cyber Risks
Björck, Albena; Pugnetti, Carlo; Casian, Carlos

The Expectations of Internal Stakeholders Regarding Internal Communication and the Outcomes of their Violation or Confirmation: A Model Based on Expectancy Violations Theory
Ecklebe, Sarah; Lührmann, Julia; Stehle, Helena; Röttger, Ulrike

SESSION 2.2:
NONPROFIT COMMUNICATION IN SOCIAL MEDIA
Room: 1.003
Chair: Lievonen, Matias

Fridays for Future: Analysis of the Fundamental Communicative-Action Patterns of a Hashtagged Global Movement Lead by Stakeholders
Oliveira, Evandro Samuel; Ruiz-Mora, Isabel; Rodriguez-Amat, Joan Ramon; Zeler, Ileana

Voicing the Police on Social Media: Negotiating Organizational, Professional and Personal Identity
Andersson, Rickard; Heide, Mats; Simonsson, Charlotte

I-Scotland: A Unified Model of Activism in a Media Rich and Multi-Platform Environment
Diers-Lawson, Audra

Countering Climate Change Risks through Digital Diplomacy – Digital Communication Strategies of City Networks
Chariatte, Jérôme; Asdourian, Bruno; Ingenhoff, Diana
SESSION 2.3:
**POLITICAL COMMUNICATION DURING NATURAL DISASTERS**
Room: 1.004
**Chair:** Enzminger, Andreas

**Natural Disasters & Crisis Management in Italy. The Role of Public Relations and Communication Management**
Armuzzi, Giulia; Oppi, Biagio; Martello, Stefano; Canu, Lorenzo; De Luca, Emanuele; Ricci, Francesca; Fontemaggi, Elisa

“Sorry but it is not our Fault”: Public Apologies in the Aftermath of Natural Disasters
Triantafillidou, Amalia; Yannas, Prodromos

**A Theoretical Model for Communicating the Issue of Forest Fires in Portugal**
Persici Toniolo, Bianca; Gonçalves, Gisela

**Symmetry In Political PR After The Pandemic: The Case Of Political Communicators During 2020 Italian Regional Elections**
Parente, Francesco Maria

SESSION 2.4:
**RISK COMMUNICATION**
Room: 1.001
**Chair:** Frandsen, Finn

**Understanding Factors that Influence Risk Perception in Strategic Communication: The Case of CCUS Communication**
Cismaru, Diana-Maria; Ciochina, Raluca Silvia

**Engaging in Conversation and Discourse. Identification of Risk Indicators in the Stakeholder Dialogue of a German Public Service Media Organization**
Schwägerl, Christian; Stücheli-Herlach, Peter; Dreesen, Philipp; Krasselt, Julia

**Lobbying for Risk: The Uncertainty Argument in Big Tech Lobbying**
Lock, Irina; Davidson, Scott

**Risk Communication in Education: Identifying Key Stakeholders and Issues**
Koudelková, Petra; Hejlová, Denisa; Klabíková Rábová, Tereza; Ježková, Tereza; Schneiderová, Soňa; Konrádová, Marcela

10:30–11:00
**Coffee Break**
11:00–12:30
SESSION 3.1:
INTERNAL COMMUNICATION AND EMPLOYER ATTRACTIVENESS
Room: 1.002
Chair: Marco Perles, Gines Santiago

Recruiting for the Long Term: Employer Branding and Employer Attractiveness
Hein, Antonia; Elving, Wim; Koster, Sierdjan; Edzes, Arjen

The Effect of Crisis on the Link Between Internal Communication and Employer Brands
Verčič, Ana; Špoljarić, Anja

Are We Ready Enough? An Internal Communication Perspective for Open Innovation Readiness
Yáñez Galdames, María Jesús; Gutiérrez García, Elena

To Listen, or to Hear, that is the Question. Internal Listening at a Danish Hospital during Times of Crisis
Andersen, Mona Agerholm; Madsen, Vibeke Theis; Gode, Helle Eskesen

SESSION 3.2:
REFLECTIONS ON DIGITALIZATION FOR PR RESEARCH AND PRACTICE
Room: 1.003
Chair: Winkler, Peter

Agency Structures in Times of Digitalization
Herrewijn, Laura; Van Assche, Veerle; Hallam, Lara; Van Looveren, Ilse

Prospects and Risks of Digitalization in Public Relations Research: Mapping Recurrent Narratives of a Debate in Fragmentation (2010-2021)
Kretschmer, Jannik; Winkler, Peter

Transparency Ideals in Online PR: Unpacking the Ambivalence of Digital Visibility
Wamprechtsamer, Philip

How Communication Managers Handle the Risk of Autonomous Influencer Conduct in Influencer Campaigns
Borchers, Nils
SESSION 3.3:  
EFFECTS OF CRISIS COMMUNICATION  
Room: 1.004  
Chair: Koch, Thomas

Effects of a CEO's Social Distance and Communication Strategy on Stakeholders' Perception and Judgement Processes in Corporate Crises  
Viererbl, Benno; Denner, Nora; Holzer, Stefanie

All the News that is Fit to Print? Reporting on a Victim's Character during a Crisis  
Laufer, Daniel; Einwiller, Sabine; Neureiter, Ariadne

The Taliban's Communication about Afghan Women: Narratives and Image Repair Strategies after the Kabul Takeover  
Gabel, Juliane

From Information to Promotion: Crisis Communication at the Intersection of Responsibility and Marketing Opportunity  
Lutzky, Ursula

SESSION 3.4:  
THE COMMUNICATION PROFESSION  
Room: 1.001  
Chair: Volk, Sophia

A Mixed-Method Approach to Assess Business Models of Communication Departments: Insights from a Pilot Study  
Link, Jeanne; Vaassen, Fiona; Lautenbach, Christoph; Zerfass, Ansgar

Leading from the Heart: Examining the Impact of Crucible Experiences on Latinas in Public Relations  
Vasquez, Rosalynn; Neill, Marlene

Role Conceptions of University Communicators: A Segmentation Analysis of Communication Practitioners in Swiss Higher Education Institutions  
Volk, Sophia; Vogler, Daniel; Fürst, Silke; Schäfer, Mike; Sörensen, Isabel

What on Earth Do Communication Professionals Do?  
Coebergh, Piet Hein; Schriemer, Martien; Cotton, Anne-Marie; Blaga, Monica; Pujol, Marc Compte; Anton, Anca; Sueldo, Mariana; Gonçalves, Gisela; Cuenca, Joan

Beyond Episteme and Techne in Public Relations Knowledge Development: Theorizing Practical Knowledge and Judgement Through Phronesis and Mètis  
Andersson, Rickard
PANEL E:
MARPE DIPLO: COMMUNICATION AND DIPLOMACY – CONDUCTING RESEARCH, MANAGING PROJECTS AND MOVING FORWARD DURING UNCERTAIN TIMES
Room: 0.001
Chairs: Anton, Anca Gabriela; Discussant: Boulanger, Hélène

A Communication Perspective on the Journey from Diplomacy to (New) Public Diplomacy
Cotton, Anne-Marie; Sebastião, Sónia Pedro

Organisational Diplomacy: Expanding Corporate Diplomacy beyond the Boundaries of Business
De Carvalho Spínola, Susana

Civil Society Diplomacy: A Conceptual Exploration of Public-Led Diplomacy
Anton, Anca

12:30–14:00
Lunch at L’Osteria
Address: Freudplatz 2, 1020 Vienna, around the corner from Building D5

12:30–14:30
Paper Development Workshop for Emerging Scholars
Room: 1.004
Invited participants only

14:00–15:30
SESSION 4.1:
VIRTUAL COMMUNICATION AND FLEXIBLE WORK
Room: 1.002
Chair: Dhanesh, Ganga

From Physical to Virtual: Understanding the Use and Adoption of Videoconferencing in Stakeholder Communications
Buhmann, Alexander; Maltseva Reiby, Kateryna; Tam, Lisa; Zerfass, Ansgar

Mitigating Teleworkers’ Perceived Technological Complexity and Work Strains through Supportive Team Communication
Wahl, Ingrid; Wolfgruber, Daniel; Einwiller, Sabine

Staying Emotionally Connected While Being Physically Apart – What Employees Need to Stay Committed and what Internal Communication Can Contribute
Stranzl, Julia; Ruppel, Christopher; Einwiller, Sabine
The Great Resignation and Flexible Work: Reconceptualizing Employee-Organization Relationships in Flexible Modes of Working
Dhanesh, Ganga; Steenkamp, Hilke

SESSION 4.2:
CHALLENGES IN SUSTAINABILITY COMMUNICATION
Room: 1.003
Chair: Strauss, Nadine

Decoupling Tensions in Climate Communication Arenas: Towards a Multi-Actor-Typology
Krämer, Alexandra; Winkler, Peter

Can the Idea Flow Model in Strategic Communication Foster Sustainable Citizenship?
Sebastiao, Sonia Pedro; Baltazar, Raquel

“To Be or to Appear to Be Sustainable”: The Use of Graphical Enhancement Techniques in Corporate Sustainable Reporting
Simunovic, Denis; Bonaccorso, Giuseppe; Murtarelli, Grazia; Romenti, Stefania

Blowing the Whistle on Sustainable Investments: How Media-Intensive Whistleblower Activities in the Realm of Sustainable Finance/ESG Impact Financial Institution
Cinceoglu, Vesile; Strauss, Nadine

SESSION 4.3:
COMMUNICATION DURING PUBLIC HEALTH EMERGENCIES
Room: 0.001
Chair: Ingenhoff, Diana

Communication in Public Health Emergencies:
Analysis of a Decade of Scientific Research in Crisis and Risk Communication
Zurro Antón, Noelia; Moreno Fernández, Ángeles; Soria, Ainara; de Troya, Magdalena

Political Leadership in the Time of Crisis: Czech Government and COVID-19 Pandemic
Shavit, Anna; Konradova, Marcela

Crisis Communication During the Pandemic: Monitoring Official Governmental Hashtags to Identify Opposing Attitudes and Misinformation
Vonlanthen, Severin; Ingenhoff, Diana

Resilience and Inclusion in Public Health Crisis:
Addressing the Communication Inequality of Ethnic Minorities
Zhao, Hui; Falkheimer, Jesper
SESSION 4.4:
ADVANCING THEORY IN PUBLIC RELATIONS
Room: 1.001
Chair: Johansen, Winni

Is Strategic Digital Communication an Oxymoron?
The Digital Media-Arena Framework as Guide to Communication Practice
Badham, Mark Donald; Luoma-aho, Vilma; Valentini, Chiara

Working with Paradoxes: How Shifts in Risks are Altering Public Relations
Coombs, W. Timothy

Polarized Stakeholders and Crisis Communication
Etter, Michael

Lenk, Timo

15:30 – 16:30
EUPRERA Hour
Room: 0.001
Moderation: Romenti, Stefania

16:30 – 17:30
EUPRERA General Assembly
Room: 0.001
Moderation: Romenti, Stefania

19:00 – 21:30
Social Program – EUPRERA Dance at Tanzschule Stanek
Address: Grashofgasse 1A, 1010 Wien
Registered participants only
Saturday, Sept. 24

10:00–13:00
Social Program – Walking Tours (meeting point in front of Albertina)
Address: Albertinaplatz 1, 1010 Vienna
Registered participants only

13:00–14:30
Social Program – Lunch at Luftburg – Kolarik im Prater
Address: Prater, Waldsteingartenstraße 128, 1020 Vienna
Self-paid

Status: September 2
Subject to changes