

EUPRERA

23rd Annual Congress

Vienna, 21st–24th September 2022

Public Relations in the Risk Society:
Dealing with Uncertainty, Insecurity and Crisis



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WIRTSCHAFTS
UNIVERSITÄT
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UNIVERSITY OF
ECONOMICS
AND BUSINESS

Scientific Program ◀

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, Tâmelâ

**Narratives as a Content Strategy in COVID-19 Vaccination Campaign in Romania.
Assessment of Digital Publics' Facebook Engagement Behaviors**

Cmeci, 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

Citizens' Perceptions of Dialogue: A Q-Study on the Communication of Energy Projects

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 Spokesperson, 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

Laufer, 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: Fuhrgassl-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, Alben; 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

Triantafyllidou, 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 Thøis; 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; Zeffass, 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 Mêtis**

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, H el ene**A Communication Perspective on the Journey from Diplomacy to (New) Public Diplomacy**

Cotton, Anne-Marie; Sebasti ao, S onia Pedro

Organisational Diplomacy: Expanding Corporate Diplomacy beyond the Boundaries of Business

De Carvalho Sp ınola, 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

Navigating Moral Minefields in a VUCA-World: The Contribution of Moral Foundations Theory to Research on Issues Management, Risk and Crisis Communication
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

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