

# EUPRERA

## 23<sup>rd</sup> Annual Congress

Vienna, 21<sup>st</sup>–24<sup>th</sup> September 2022

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

Organized by



euprera



universität  
wien

WU

WIRTSCHAFTS  
UNIVERSITÄT  
WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS

Program 



# Dear colleagues! Welcome!

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On behalf of the Organizing Committee, we welcome the EUPRERA community to its 23rd Annual Congress at the University of Vienna and the Vienna University of Economics and Business. We live in uncertain times, multiple crises overlap on a global scale: the ongoing COVID-19 pandemic, Russia's invasion of Ukraine, the crisis of living costs, and above all, global warming with its ensuing natural disasters. More than ever do we live in a global risk society, and more than ever is communication a key factor in dealing with uncertainty, insecurity, and crisis. We are looking forward to an exciting and insightful congress, here with you in Vienna, the Austrian capital in the heart of Europe.

Sincerely

**Sabine Einwiller** and **Jens Seiffert-Brockmann**



# Practical information

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## CONFERENCE LOCATIONS



**University of Vienna**  
**Kolingasse 14–16, 1090 Vienna**  
Find the place here



**WU Vienna**  
**Welthandelsplatz 1, D5**  
Find the place here

**Wednesday:** Luggage room (seminar room 4) @Kolingasse

Thursday and Friday: Please ask at Registration desk

## REGISTRATION & INFORMATION DESK

The registration and information desk for EUPRERA 2022 will be open:

Wednesday, Sept. 21: 14:00–19:00

Thursday, Sept. 22: 8:30–17:30

Friday, Sept. 23: 8:30–12:30

## WI-FI

### **Wednesday, Sept. 21**

#### **WI-Fi@Kolingasse**

Ask our staff

for a WI-Fi voucher

Ask our staff at the registration

for a WI-Fi voucher

### **Thursday, Sept. 22 und Friday, 23**

#### **WI-Fi@WU**

Wi-Fi-SSID: wu-conference

Username: qu0037

Password: 9shdWM;yba

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## COFFEE BREAKS

Coffee breaks will be held on site every day.

## LUNCHES

**Thursday:** 11:30–12:45, Lunch Buffet; **Rooms:** Lounge, 1.002, 1.003, WU Vienna

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






Learn more about  
**L'Osteria**



Find **L'Osteria**  
on google maps

SOCIAL PROGRAM

Opening Reception			
Wednesday, September 21, 19:00–21:30	Atrium (Mezzanine Level) University of Vienna Kolingasse 14–16		Find the location
Conference Dinner			
Thursday, September 22, 19:00–23:00  Please note that you have to register separately for the conference dinner!	<p>Buschenschank Fuhrgassl-Huber Neustift am Walde 68 1190 Vienna</p> <p>You can take the shuttle bus from Hotel Bassena Prater (Messe- strasse 2, 1020 Vienna) leaving at 18:30. Alternatively, you can also use public transport.</p> <p>Shuttle Bus return: There will be two options for your way back to the city center 22:15; 23:00 or by public transport.</p>	 Find out more	 Find the location

### Ballroom Dancing

Friday,  
September 23,  
19:00–21:30

Please note that  
you have to register  
separately for this  
activity!

Tanzschule  
Stanek,  
Grashofgasse 1A  
1010 Vienna



Find out  
more



Find the  
location

### Walking Tours

Saturday,  
September 24,  
10:00–13:00

Please note that  
you have to register  
separately for this  
activity!

Meeting Point  
in front of  
Albertina  
Museum  
Albertinaplatz 1  
1010 Vienna



Find out  
more



Find the  
location

### Lunch at Luftburg – Kolarik Prater

Saturday,  
September 24,  
13:00–14:30

Please note that this  
is a separate activity.  
You won't have to  
register, but you will  
have to pay for lunch  
yourself directly on  
site.

Kolarik's  
Luftburg  
Waldsteingar-  
tenstraße 128  
1020 Vienna



Find out  
more



Find the  
location

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## SOCIAL MEDIA

We kindly invite you to share your comments and personal insights on Twitter using our official hashtag: **#euprera**.

## FOR YOUR PERSONAL NOTES

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## COVID-19 FACTS

When to wear an FFP2 mask in Vienna:

- › **Public transportation** (including **stations, platforms, stops, railroad stations**)
- › **Airports**
- › **Pharmacies**
- › **Hospitals** and places where **health and care services** are provided.

**General information** regarding transmission, symptoms and prevention of coronavirus is provided by the AGES information hotline **+43 800 555 621**.

**Coronavirus support helpline** (daily 8:00 to 20:00): **+43 1 4000 53 000**



Information regarding  
test centers



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## INTERESTING FACTS ABOUT VIENNA

### TAP WATER

It is possible to drink the tap water in Vienna! Please use the water bottles you will get at the registration desk to refill them.

### PUBLIC TRANSPORT

Note: You must punch your ticket at the entrance of the underground station before you travel, or in the vehicle itself if you are traveling by bus or tram. To get to the airport, you will need an additional ticket as Vienna's public transport does not cover this route.

- Single Ticket:** 2.40 euro (the ticket is valid for a single trip, within this trip it is possible to change between lines, but the trip cannot be interrupted for a longer period)
- 1 day in Vienna:** 5.80 euro (the ticket is valid for the day it is punched until 1am of the following day for public transport in Vienna)
- 24h in Vienna:** 8.00 euro (after punching the ticket is valid for 24 hours for public transport in Vienna)
- 48h in Vienna:** 14.10 euro (after punching the ticket is valid for 48 hours for public transport in Vienna)
- 72h in Vienna:** 17.10 euro (after punching the ticket is valid for 72 hours for public transport in Vienna)



Information regarding  
public transport  
ticket prices

### AIRPORT

From Wien Mitte (station: Landstrasse, U3) to Vienna City Airport: about 30 minutes by train

**Option A:** City Airport train CAT (about 11 Euro)

**Option B:** S 7 (cheaper, depends on your city ticket)

### Important!

**Please return your name tags so that we can recycle them!**

# Program Overview

	WEDNESDAY	THURSDAY			
	University of Vienna (Kolingasse 14–16)	University of Business and Economics (Welthandelsplatz 1, Building D5)			
08:30–09:00		Start of registration (ground floor, next to 0.001)			
09:00–09:15		Welcome Address Edeltraud Hanappi-Egger (Rector) (20 minutes) (0.001)			
09:15–09:30		Session 1.1 Communication during the COVID-19 Pandemic (1.002)	Session 1.2 Challenges of Mediatization and Digitalization (1.003)	Session 1.3 Social Movements and Societal Challenges (1.004)	Panel B Internal Communication: A Kex Factor to Deal with Uncertainty, Insecurity and Crisis (1.001)
09:30–09:45					
09:45–10:00					
10:00–10:15					
10:15–10:30					
10:30–10:45					
10:45–11:00		Poster Session (Lounge)	EUPRERA Projects and Networks (1.001)	Lunch Buffet (Lounge + 1.002 + 1.003)	
11:00–11:15					
11:15–11:30					
11:30–11:45					
11:45–12:00					
12:00–12:15					
12:15–12:30	Keynote Speech 2 Timothy W. Coombs (0.001)				
12:30–12:45					
12:45–13:00					
13:00–13:15					
13:15–13:30					
13:30–13:45					
13:45–14:00	Break				
14:00–14:15	Panel C Disinformation, Counter-Audiences, and Vaccination: COVID-19 Crisis Communication and Adversarial Ideologies in Social Media (1.001)	Poster Session Panel D PhD-Students’ Presentations (1.003)	Panel Discussion Corporate Communication in Times of Crisis – How Practitioners Deal with the Challenges (0.001)		
14:15–14:30					
14:30–14:45					
14:45–15:00					
15:00–15:15	Registration and Welcome Coffee	Coffee Break (ongoing)			
15:15–15:30					
15:30–15:45					
15:45–16:00					
16:00–16:15	Welcome Address (5+6)	Meet the Editors (0.001)			
16:15–16:30	Keynote Speech 1 Florian Arendt (5+6)	Break			
16:30–16:45					
16:45–17:00	Coffee Break	EUNES Kickoff Meeting with Keynote Speech 3 TC Melewar (0.001)			
17:00–17:15					
17:15–17:30	Panel A One Global Pandemic, Many Divergent Citizens’ Responses: Public Attitudes Toward COVID-19 Vaccination (5+6)	Meeting Point Shuttle bus 18:15 in front of Hotel Basenna, Messestraße 2, 1020 Vienna			
17:30–17:45					
17:45–18:00					
18:00–18:15					
18:15–18:30					
18:30–18:45					
18:45–19:00	Departure 18:30 to dinner location				
19:00–19:15	Opening Reception (Atrium)				
19:15–19:30					
19:30–19:45					
19:45–20:00					
20:00–20:15					
20:15–20:30					
20:30–20:45					
20:45–21:00					
21:00–21:15					
21:15–21:30					
		Conference Dinner Fuhrgassl-Huber (Neustift am Walde 68, 1190 Wien)			

	FRIDAY					SATURDAY	
	University of Business and Economics (Welthandelsplatz 1, Building D5)						
08:30–09:00	Start of registration (ground floor, next to 0.001)						
09:00–09:15	Session 2.1 Internal Communication in Times of Change (1.002)	Session 2.2 Nonprofit Communication in Social Media (1.003)	Session 2.3 Political Communication during Natural Disasters (1.004)	Session 2.4 Risk Communication (1.001)		Social Program – Walking Tours (Albertina – Austrian Film Museum, Augustiner Str. 1, 1010 Vienna)	
09:15–09:30							
09:30–09:45							
09:45–10:00							
10:00–10:15							
10:15–10:30							
10:30–10:45	Break						
10:45–11:00	Session 3.1 Internal communication and Employer Attractiveness (1.002)	Session 3.2 Reflections on Digitalization for PR Research and Practice (1.003)	Session 3.3 Effects of Crisis Communication (1.004)	Session 3.4 The Communication Profession (1.001)	Panel E Communication and Diplomacy – Conducting Research, Managing Projects and Moving Forward during Uncertain Times (0.001)		
11:15–11:30							
11:30–11:45							
11:45–12:00							
12:00–12:15							
12:15–12:30							
12:30–12:45	Lunch L'Osteria (Freudplatz 2, 1020 Wien, around the corner of Building D5)				Paper Development Workshop for Emerging Scholars (1.004)	Social Program – Lunch (Luftburg – Kolarik im Prater, Waldsteingartenstraße 128, 1020 Vienna)	
12:45–13:00							
13:00–13:15							
13:15–13:30							
13:30–13:45							
13:45–14:00	Session 4.1 Virtual Communication and Flexible Work (1.002)	Session 4.2 Challenges in Sustainability Communication (1.003)	Session 4.3 Communication during Public Health Emergencies (0.001)	Session 4.4 Advancing Theory in Public Relations (1.001)			
14:00–14:15							
14:15–14:30							
14:30–14:45							
14:45–15:00							
15:00–15:15							
15:15–15:30	Euprerera Hour – Awards (Best Theses, EUPRERA and Emerald Best Papers, Best Reviewer), Distinguished Schoolar recognition, 2023 congress presentation (0.001)						
15:30–15:45							
15:45–16:00							
16:00–16:15							
16:15–16:30							
16:30–16:45							
16:45–17:00	General Assembly – for Members only (0.001)						
17:00–17:15							
17:15–17:30							
17:30–17:45							
17:45–18:00							
18:00–18:15	Individual spare time or individual arrival to EUPRERA Dance						
18:15–18:30							
18:30–18:45							
18:45–19:00							
19:00–19:15							
19:15–19:30							
19:30–19:45							
19:45–20:00							
20:00–20:15	Social Program – EUPRERA Dance (Tanzschule Stanek, Grashofgasse 1A, 1010 Vienna)						
20:15–20:30							
20:30–20:45							
20:45–21:00							
21:00–21:15							
21:15–21:30							

# Wednesday, Sept. 21

## (University of Vienna, Kolingasse 14–16)

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**14:00–19:00**

### 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

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**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, Tâmla

**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)

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**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:** Hejlová, Denisa

#### **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 (online presentation)

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**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 (online presentation)

**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:** Einwiller, Sabine

**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

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**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



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**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

**U.S.-China Trade War News Effects on The Exchange Rates for Third Countries**

Oliva Alvarado, Ingrid Marie

**De-differentiation of Corporate Communication?**

**A System-theoretical Approach to Describe Organizational Change Processes**

Hanisch, Megan Heather Suzanne

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**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**

**Public Affairs and Lobbying**

**Strategy and Internal Communication**

**EUNES Network**

**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**

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**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);  
Draxl, Margit (Head of PR, Austrian Red Cross);  
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

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## **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**

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**16:45–18:00**

**EUROPEAN NETWORK OF EMERGING SCHOLARS (EUNES)**

Room: 0.001

**Chair:** Strauss, Nadine

with

**KEYNOTE SPEECH**

Melewar, TC (Middlesex University)

**Ranking, Reputation and Research (3Rs): Voyage, Vista and Viewpoint (3Vs)**

**18:15**

**Meeting time Shuttle Bus (in front of Hotel Bassena Prater)**

**18:30**

**Departure Shuttle Bus**

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)

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**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, Albenä; 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:** Lievonon, 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

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**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

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## **SESSION 2.4:**

### **RISK COMMUNICATION**

Room: 1.001

**Chair:** Davidson, Scott

#### **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 (online presentation)

#### **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:** Tkalac Verčič, Ana

#### **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**

Tkalac Verčič, Ana; Špoljarić, Anja



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**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

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### **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

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**Beyond Episteme and Techne in Public Relations Knowledge Development:  
Theorizing Practical Knowledge and Judgement Through Phronesis and Mētis**  
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

**Chairs:** Buhmann, Alexander; Volk, Sophia, Valentini, Chiara

Invited participants only

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**14:00–15:30**

**SESSION 4.1:**

**VIRTUAL COMMUNICATION AND FLEXIBLE WORK**

Room: 1.002

**Chair:** Dhanesh, Ganga

**Mitigating Teleworkers' Perceived Technological Complexity  
and Work Strains through Supportive Team Communication**

Wahl, Ingrid; Wolfgruber, Daniel; Einwiller, Sabine

**The Great Resignation and Flexible Work: Reconceptualizing  
Employee-Organization Relationships in Flexible Modes of Working**

Dhanesh, Ganga; Steenkamp, Hilke

**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

**From Physical to Virtual: Understanding the Use and Adoption  
of Videoconferencing in Stakeholder Communications**

Buhmann, Alexander; Maltseva Reiby, Kateryna; Tam, Lisa; Zerfass, Ansgar

**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

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**“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:** Moreno Fernández, Ángeles;

**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 (online presentation)

**Resilience and Inclusion in Public Health Crisis:**

**Addressing the Communication Inequality of Ethnic Minorities**

Zhao, Hui; Falkheimer, Jesper

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#### **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

Awards (Best Theses, EUPRERA and Emerald Best Papers, Best Reviewer),

Distinguished Scholar recognition, 2023 congress presentation

#### **16:30–17:30**

#### **EUPRERA General Assembly – for members only**

Room: 0.001

**Moderation:** Romenti, Stefania

#### **19:00–21:30**

#### **Social Program – EUPRERA Dance at Tanzschule Stanek**

Address: Grashofgasse 1A, 1010 Vienna

Registered participants only

# Saturday, Sept. 24

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**10:00–13:00**

**Social Program – Walking Tours**

Meeting point: Albertina – Austrian Film Museum, Augustiner Str. 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

