

# 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



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WIEN VIENNA  
UNIVERSITY OF  
ECONOMICS  
AND BUSINESS

Scientific Program ◀

# 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

**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

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**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, Tâmel

**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:** 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

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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

**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

**Risky Communication. Introducing Strategic Deviance as a Conceptual Framework  
for Social Movement Communication**

Malczok, Melanie

**Crisis Negotiations**

Sedak, Kristijan; Matijašević, Katia; Pranjić, Lucija

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**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

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**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**

**Public Affairs and Lobbying**

**Strategy and Internal Communication**

**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); 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





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**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)

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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, 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

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**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, Prodomos

**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**

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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

**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

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**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 Mētis**

Andersson, Rickard

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**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

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**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:** Moreno, Angeles**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

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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**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

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**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 13

Subject to changes



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