Awards for best doctoral and master thesis in public relations

London, October 13, 2017 – The European Public Relations Education and Research Association (EUPRERA), a body of academic institutions, researchers and senior professionals in the field of strategic communication with nearly 500 members from 40 countries, has awarded doctoral and master students for their excellent theses in strategic communication at the EUPRERA annual congress in London, on October 13. The congress is known as the major gathering of scholars and professionals interested in advancing the profession of public relations and corporate communications on the continent, hosted this year by University of the Arts London.

Best thesis on credibility, B2B digital branding, political communication

EUPRERA PhD Award for Excellent Doctoral Thesis is a bi-annual prize aimed to stimulate the academic discussion and build the body of knowledge in communication management across Europe. The jury, headed by Prof. em. Dr. Betteke van Ruler and Prof. em. Dr. Günter Bentele, selected as winning thesis:

"Credibility in CSR Communication. Concepts, Methods, Analyses" by **Irina Lock**. Tutor: Peter Seele, Università della Svizzera italiana, Switzerland.

EUPRERA Master Thesis Award for Excellence is an annual prize aimed to celebrate the PR academia and the role performed by European Higher Education Institutions in the evolution of knowledge of this field. The jury, headed by Antonio Marques Mendes from the University of Arts in London, UK, selected as winning theses in two categories:

Practical Impact Award – "B2B digital branding: how to integrate digital channels in the development of a holistic brand experience strategy in the aerospace sector" by **Celine Bousseronde**. Tutor: Alex Frame, University of Burgundy, France.

Theoretical Impact Award – "Social media logic is demonstrated in communications related to @scotgov in the Autumn 2016 session of the Scottish Parliament" by **Nicola McDonagh**. Tutor: Ana Adi, Quadriga University of Applied Sciences, Germany.

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