

**Prof. Peggy Simcic Brønn receives
the EUPRERA award
as Distinguished Public Relations Scholar**

Prague, September 22, 2023 – 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 550 members from 51 countries, has named **Peggy Simcic Brønn, from BI Norwegian Business School**, *Distinguished Public Relations Scholar*. The lifetime award recognizes her outstanding contribution to research and education in public relations as a social science discipline on an international level. She has been awarded on September 22, 2023, at Charles University in Prague, Czech Republic, on the occasion of the EUPRERA annual congress, by the association's president elect Prof. Jesper Falkheimer.



Peggy Simcic Brønn is professor emerita at the highly-ranked BI Norwegian Business School, where she has been a professor since 2011. She has a long history as a leader, researcher and lecturer in the field of corporate communications and public relations. She was founder and leader of BI Centre for Corporate Communication for several years as well as an associate editor of Journal of Communication Management, among other assignments. Her research contribution

is clear and relevant, especially in the field of reputation, corporate social responsibility and corporate branding. Besides her international career – she is a US citizen but with a strong base in Norway – she has been an active communication expert in the Norwegian public sphere. Alongside her academic reputation, she is a notorious motorcyclist, along with her husband Carl.

About Euprera

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organization with nwith 550 members from 51 countries interested in advancing academic research and knowledge in strategic communication. Several cross-national and comparative research and education projects are organized by affiliated universities. In order to spread new methodologies and research results, EUPRERA organizes a highly regarded Annual Congress each autumn in collaboration with a selected university or college in Europe. www.euprera.org