



EUPRERA ANNUAL CONGRESS PRAGUE 2023

*Responsible Communication
– or Communicating Responsibility?*



THE HIGHLIGHTS

- 167 participants from 28 countries ranging from USA, Japan, Middle East to Europe
- 3 days in Czech capital Prague
- 3 keynotes on responsibility and communication
- Education Café, Poster Sessions, Workshops and Paper Presentations
- Opening Reception and Gala Dinner



BEFORE THE START:
PHD SEMINAR AND WORKSHOPS



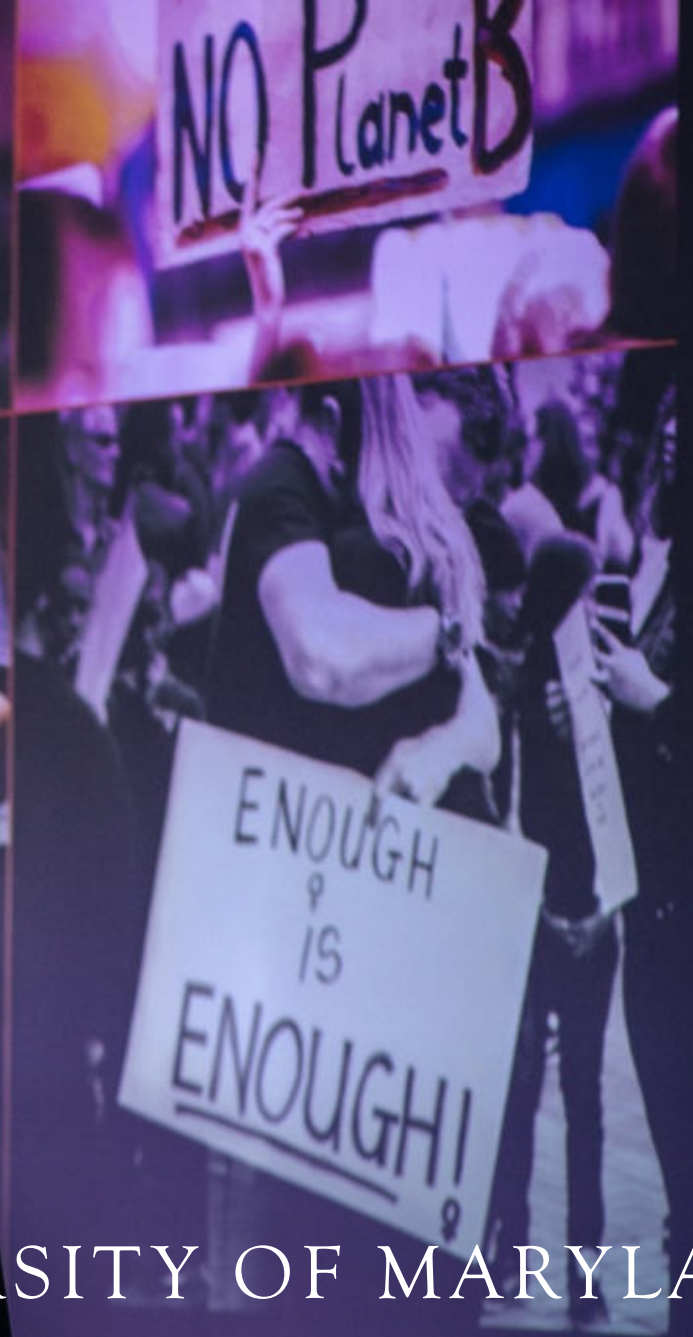
SEPTEMBER 20, 2023: OPENING OF THE CONGRESS
WELCOME SPEECH BY THE DEAN TOMAS KARASEK, EUPRERA
PRESIDENT STEFANIA ROMENTI AND ORGANISER DENISA HEJLOVA

Public Relations & Responsibility: Pricklier Relations in Polarized Times

Ganga S Dhanesh
University of Maryland

Keynote speech
EUPNERA, 2023

Communicating Responsibly



KEYNOTE GANGA DHANESH, UNIVERSITY OF MARYLAND



KEYNOTE LARS THØGER CHRISTENSEN,
COPENHAGEN BUSINESS SCHOOL



DISCUSS, ASK, NEGOTIATE, TALK ABOUT WHAT
RESPONSIBILITY REALLY MEANS

DREAM BIG BUT STAY GROUNDED



VENUE: TECHNOLOGY CENTER, ACADEMY OF ARTS AND ARCHITECTURE AND DESIGN

RIBBON CUTTING: OPENING OF THE NEW
RESEARCH CENTRE FOR STRATEGIC
COMMUNICATION, CHARLES UNIVERSITY
WITH GANGA DHANESH, DENISA HEJLOVA
AND ANSGAR ZERFASS



DAY 2 OF THE
CONGRESS

THURSDAY
SEPTEMBER 21, 2023

HOLLAR BUILDING

FACULTY OF SOCIAL
SCIENCES, CHARLES
UNIVERSITY, PRAGUE

GALA DINNER AT
CAFÉ SLAVIA





RESEARCH PAPER PRESENTATIONS



POSTER SESSIONS AND INFORMAL TALKS



GALA DINNER AT CAFÉ SLAVIA





FINAL KEYNOTE: MORTEN HUSE, NORWEGIAN
BUSINESS SCHOOL




WE'VE ENJOYED THE BEST RESEARCH AND
THE BEST CONVERSATIONS WITH YOU...

THANK YOU FOR YOUR GREAT FEEDBACK AND MEMORIES!

Jesper Falkheimer · 1st
Professor of Strategic Communication
1w · 🌐

Back from the 2023 **EUPRERA** (European Public Relations Research and Education Association) congress in Prague. Great congress, well arranged by **Denisa Hejljova** and colleagues at Charles University. Presented a paper about corporate purpose and IR, chaired a session, participated in the board meeting, presented the distinguished scholar award to **Peggy Brønn** (congrats!), said goodbye to Director Virginia Villa and meet wonderful colleagues. Glad to see so many colleagues from my department at **Lunds universitet** and the **Kristiania University College** where I have the honor to be guest professor. Thanks **Prof. Dr. Ansgar Zerfass** for the pic with regards to Virginia Villa who has done an amazing job for 15 years for Euprera.



👤 You and 82 others · 5 comments · 3 reposts

Teela Clayton · 1st
Communication Management PhD
1w · 🌐

I am beyond excited to be in Prague for **EUPRERA's** 24th Annual Conference where I will be presenting a paper with the illustrious **Dr Martina Topić, FHEA** and **Ralph Tench**. The weather is beautiful but not enough to distract from the nerves, however I am sporting my **CommsHero** talisman. Let's get this 🍊


#EUPRERA2023 #researchpaper #DoltForYorkshire



👤 You and 290 others · 4 comments · 3 reposts

Prof. Dr. Ansgar Zerfass · 1st
Professor and Chair of Strategic...
1w · 🌐


It was an honor to cut the ribbon at the opening of the new Research Center for Strategic Communication at Charles University (CU) Prague together with professors Ganga Dhanesh, University of Maryland, USA, and Denisa Hejljová, Prague, the founder and director. Looking forward to support and flourish the long-standing relationship between Leipzig University and Charles University, two great institutions in the middle of Europe, both creating knowledge, educating the youth, and inspiring societies since more than 600 years. Good luck!!



👤 You and 290 others · 4 comments · 3 reposts

Ruth Avidar
23. září v 19:25 · 🌐

EUPRERA 2023 in beautiful Prague has ended. Thanks to all the organisers for a well organised wonderful conference. It was great to meet colleagues and friends, share our research and insights, and spend some time together. See you all next year!



👤 Vám, Chiara Valentini, Silvia Ravazzani a 116 dalších · 8 komentářů

👤 Super · 🗨️ Okomentovat

Dr Martina Top... · 2nd · [+ Follow](#) · ...
 Reader at Leeds Beckett ...
 1w · Edited · 🌐

There is a good conference organisation, there is an excellent conference organisation and then there is a Czech conference organization. Thank you [Denisa Hejlova](#) and the team for an amazing [EUPRERA](#) Congress experience, particularly for a massive choice of vegetarian & vegan food. This normally only happens in the UK and I am used to carrying my own milk and eating sides everywhere else. In Prague, I struggled with what to choose to eat. Amazing sensitivity and also, fab and punctual organization otherwise. I always like coming to EUPRERA to see people and listen to presentations of research often different from my own, which enriches my teaching but Prague was out of this world :)



[Michal Chmiel](#) and 58 others · 5 comments

Ganga S Dhanesh · 1st · ...
 Associate Professor of Public Relations
 1w · 🌐


Delighted to share a career highlight! I delivered a keynote address at the 24th annual congress of the European Public Relations Education and Research Association ([EUPRERA](#)) just concluded at Prague. In my keynote titled Public Relations and Responsibility: Pricklier Relations in Polarized Times, I raised questions about the intersections of public relations and corporate responsibilities, highlighting increasing complexities in the role of public relations in articulating businesses' voice in society in polarized times.

It was inspirational to listen to the keynotes of [Lars Thøger Christensen](#), Professor at Department of Management, Society & Communication, Copenhagen Business School and Morten Huse, Professor Emeritus at BI Norwegian Business School. Thanks to [Denisa Hejlova](#) and Hana Moravcová for the invite and to their team at the [Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University](#) for organizing a fabulous conference!

It was also a great honour to join [Denisa Hejlova](#) and [Prof. Dr. Ansgar Zerfass](#) for the ribbon cutting of the new research and education Centre for Strategic Communication [Charles University](#). Look forward to seeing the center take off and thrive!

And as always, it was fantastic to catch up with old friends and make new ones!

[University of Maryland](#); [Charles University](#)




Antonia Hein · 1st · ...
 Lecturer Strategic Brand Management at...
 1w · 🌐

Just back home from a few exciting days at [EUPRERA's](#) 24th Annual Conference in beautiful Prague, where I presented the paper "One Size Fits All? The Use of Employer Branding in Different Contexts" together with Prof. [Wim Elving](#). Thanks to [Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University](#) and especially [Denisa Hejlova](#) and her team for the great organization! Special thanks also to my team manger [Annemieke ter Borg](#) 🍷 and colleague [Astrid Berg](#) for their ongoing support. And of course, I took some time to relax and enjoy the sun after my presentation.

In case you are curious: in our paper we provide some practical suggestions about which aspects of employer branding to emphasize depending on the specific industry and culture. In general, more emphasis on uniqueness and core values would benefit all industries and cultures, regardless of the nuances they use to manifest these values. If you would like to know more, feel free to contact me or my co-authors [Wim Elving](#), [Sierdjan Koster](#) and [Arjen Edzes](#).

[#EUPRERA2023](#) Talent in de regio
[Hanzehogeschool Groningen / Hanze University of Applied Sciences Groningen Master International Communication \(MIC\)](#)



Aneta Kopčanová · 1st · ...
 Media studies & Law student at Charles ...
 1w · Edited · 🌐

167 people from 28 countries, 3 days, 2 buildings & 1 organizing team. This was the 24th [EUPRERA](#) Congress at the [Institute of Communication Studies and Journalism, Faculty of Social Sciences, Charles University](#). 💜

The last three days were marked by (un)academic debates, broadening (professional) horizons, but also by crisis rescue. Three days full of passion, enthusiasm and sometimes even slight exhaustion. Despite all this, I am incredibly glad that I had the honour to stand alongside the best team that prepared and saved what they could ([Klára Holečková](#), [Kateřina Marková](#), [Jakub Dolejš](#), [Markéta Kaclová](#) and others). And all the more thanks to [Denisa Hejlová](#), under whose guidance it was a pleasure to work! 🇇🇵

I have been surrounded by academics who, with the best of their knowledge and conscience, do what they enjoy. And their work is producing results. They sometimes disagree with each other, but that's what they come together for, to have constructive discussions about the issues that move the world. About what they do differently, maybe better, maybe worse, on the other side of the planet. And that is exactly the magic of success that our society (and not only) deserves.



Thank you all so much for
coming!

Denisa Hejlova

Hana Moravcova

On behalf of EUPRERA

PLEASE FEEL FREE TO SHARE PICTURES!
PHOTO CREDIT: TOMAS PACOVSKY

Pictures available to download here:

[https://drive.google.com/drive/folders/105j9SQKFHqXSJaRXxHuQK8bNphdQRekw?usp=share link](https://drive.google.com/drive/folders/105j9SQKFHqXSJaRXxHuQK8bNphdQRekw?usp=share_link)

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