

Awards for best research papers in public relations: EUPRERA honours academics and practitioners from Europe

EUPRERA Annual Congress 2024 University of Bucharest (11-14 Sept.)

Bucharest, September 13, 2024 – On the occasion of its annual congress, the European Public Relations Education and Research Association (EUPRERA), a body of academic institutions, researchers, and senior professionals in the field of public relations and strategic communication with more than 500 members from 51 countries, has awarded authors for their excellent research and the best reviewer for their contribution.

EUPRERA Best Paper Awards were given to the authors of the three papers with the highest rankings in a blind peer-review process performed by experienced reviewers from the EUPRERA community, under the guidance of the Heads of the Scientific Committee, Alina Dolea and Sarah Marschlich.

The three winning papers are:



*Strategic Communication and
Value Creation: Towards a
Multi-Perspective
Understanding of The Value-
Formation Process in Strategic
Communication Management*

by **Rickard Andersson**

This paper significantly contributes to understanding the value formation process in strategic communication management. It proposes a novel multi-perspective that integrates the stakeholder, organizational, and societal perspectives. It has academic

relevance and strong link with professional practice especially since demonstrating how strategic communication management creates value has long been considered a critical challenge for communication departments and managers. Moreover, it advances the theorizing of value creation in strategic communication.



*Policy Window and News
Media Lobbying - Crisis
Narratives of Finnish Trade
Associations During a Public
Health Crisis*

by **Markus Tapani
Mykkänen,
and Chiara Valentini**

This paper explores how the three major Finish trade associations used news media for lobbying during the pandemic. It is innovative in the sense that it tries to combine the theory of policy windows/cycles with the study of media lobbying. The combination of these approaches constitutes the originality of the study. The authors show the main narratives and meta-narratives the trade associations used, emphasizing the importance of timing. Overall, this is a very well executed and argued study. It is neat, clear and relevant both for practice and research. The research on how lobbyists are arguing and how they work through media is understudied and this paper contributes to the literature on lobbying, interest groups and strategic communication.



*Interdisciplinary Patchwork: A
Bibliometric Analysis of Investor
Relations and Financial
Communication*

by **Laura Hackl**

This paper provides a state-of-the-art overview of an important area that is less studied, investor relations and financial communication. It uses a bibliometric approach that draws on big data analysis and opportunities for different forms of analysis that technology/AI allows. Through the historical review, it nicely positions itself in relation to previous literature, highlighting similarities, differences, and relationships. It is a well-designed and methodologically sound interdisciplinary paper that significantly contributes to the under-developed study of investor relations and financial communication as part of strategic communication.

Special recognition to the best reviewer

EUPRERA Best Reviewer Award recognizes the work done by the reviewer because it is an essential contribution to the quality and success of the annual congress. This year's winner is:

Dr Martina Topić,

College of Communication and Information Sciences,
The University of Alabama



Dr. Topić stood out through the number of high-quality reviews she did for EUPRERA this year.

Her feedback was detailed, diligent and constructive, with lots of suggestions offered to help authors develop and improve their papers.

Her willingness to help and pick-up last-minute additional reviews was

also genuinely appreciated by the Scientific Committee.

More info

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