



**LUND
UNIVERSITY
SWEDEN**



**EUPRERA
ANNUAL
CONGRESS**

**24-27 September
2025**

**At the Intersection between
Academia and Practice in
Public Relations and
Strategic Communication**



ABOUT THE EUPRERA ANNUAL CONGRESS

The European Public Relations Education and Research Association (EUPRERA) is an autonomous organisation with over 550 members across 50 countries, with a vision of advancing academic research and knowledge in public relations and strategic communication. To achieve this vision, EUPRERA organises a highly regarded Annual Congress in collaboration with a prestigious European academic institution.

The Annual Congress is an opportunity to exchange knowledge, explore innovative methods, and disseminate the latest research outcomes.

The 26th Annual Congress will be hosted by the Department of Communication at the Faculty of Social Sciences of Lund University in the historical city of Lund, Sweden, between 24 and 27 September 2025.

CALL FOR CONTRIBUTIONS

Academics, PhD students, and practitioners are invited to submit papers and panel proposals related to the congress theme: At the Intersection between Academia and Practice in Public Relations and Strategic Communication.

THE ORGANISING INSTITUTION

Lund University was founded in 1666 and is one of the world's top 100 universities. The University has approximately 45,000 students and 8,600 staff based in Lund, Helsingborg, Malmö, and Ljungbyhed. The University strives to understand, explain, and improve our world and the human condition.

The Faculty of Social Sciences at Lund University is one of Sweden's leading units for research and education within the social and behavioural sciences. With activities in Lund and Helsingborg, a staff of over 700, and around 6,000 full-time equivalent students, the faculty is one of the largest at the University.

Lund University's Department of Communication has more students, lecturers, and researchers than any other department in Sweden in the field of strategic communication and includes education and research in the closely related disciplines of media and communication studies and journalism. We are one of the largest units in Europe dedicated to strategic communication.

ORGANISING COMMITTEE

Jesper Falkheimer (chair), Rickard Andersson, Mats Heide, Ilkin Mehrabov, Leysan Storie, Åsa Thelander, Hui Zhao, Marlene Wiggill, Hannah Ekroth.



THE CONGRESS THEME



The XXVI EUPRERA Congress invites academics, researchers, and professionals in the field of communication to an interdisciplinary discussion on public relations (PR) and strategic communication concerning the relationships between academia, practice, and impact.

The reality becomes increasingly fluid, complex, unpredictable, paradoxical, and full of tensions, making old theoretical models obsolete. Thus, there is a need for new knowledge to understand and manage new situations, expectations, and challenges organisations face. Integrating academia and practice is critical for addressing and dealing with complex, “wicked problems” and grand societal challenges.

Collaboration between academia and practice may also be a solution to address the need for alternative or improved approaches to organising, leading, and communicating. However, there is also a need to reflect and elaborate on our “trick of the trade” – the norms and understanding of how research should be conducted. By opening up for closer cooperation with practice and practitioners, new possibilities and paths for knowledge production are created. However, such collaboration is not without difficulties. A strong dualism differentiates practitioners from researchers, means from ends, and thought from actions. This dualism cements the distance between practice and research, reducing the possibilities for impact and change.

Further, knowledge co-production needs facilitation and does not happen by itself. Several differences, such as time horizons, terms and concepts, and power and status, may hinder or make the co-production of new knowledge problematic. The fundamental problem may be the various understandings of ontology and epistemology. It is, therefore, essential for researchers and practitioners in public relations and strategic communication to reflect on different aspects and perspectives on the relationships between academia, practice, and impact.

The organisers of the EUPRERA congress in Lund welcome theoretical, empirical, and applied research on the congress theme and are looking forward to stimulating discussions in different thematic areas and an additional open track. Interested authors should submit short-length or full-length papers or panel proposals in one of the track options. Abstract submissions will not be reviewed and will be automatically disqualified.



TRACK ONE

1

Strategic Communication and Societal Impact

Sustainable development is one of the most significant “wicked” problems we must deal with. In 2015, all members of the United Nations approved the 2030 Agenda for Sustainable Development with the 17 Sustainable Development Goals (SDGs). Complex problems require complex solutions, and communication is an intrinsic part of making sense of and identifying problems and constructing various solutions. Integrating knowledge from research and practice will enable us to expand our understanding of problems and increase the palette of resolutions. We encourage submissions focusing how cooperation between academia and public and private organisations can contribute to solving some of all sustainable development challenges.

TRACK TWO

2

Co-Creating Knowledge

Despite emerging as applied disciplines with a solid footing in the public relations and strategic communication professions, impactful collaboration between academia and practice is rare nowadays. This lack of collaboration is surprising given that both parties ponder several similar questions, such as how to increase the communication departments and practitioners’ contributions to organizational success, how AI will impact public relations and strategic communication practices, what ethical public relations and strategic communication is and how it can be cultivated. In neighbouring fields such as business administration, academia’s dwindling relevance to practice has been acknowledged and discussed for quite some time (e.g., Bennis & O’Toole, 2005). Several public relations and strategic communication academics and practitioners have also raised similar concerns, and occasional calls for more collaboration initiatives between academia and practice to produce knowledge with pragmatic use-value have been made. However, various hindrances may need to be overcome before collaboration is possible. For example, how can we co-produce new knowledge in collaboration with practitioners? What methodology can guide us? What obstacles may hinder such collaboration? How can the co-production of knowledge be facilitated?

TRACK THREE

3

Turning Critical Research into Practice

Critical theory has advanced in organisation theory since the beginning of the 1990s and has led to development of new sub-fields, such as critical management studies. Though critical theory has yet to have a more significant impact on strategic communication and public relations. Consequently, there is a considerable need for a more critical approach to public relations and strategic communication phenomena, which also opens new research possibilities. Critical performativity is especially interesting in this context, i.e., the art of putting critical ideas into practice. How can critical theory be used to deepen our understanding of public relations and strategic communication practices? How can critical theory and studies inform and advance practice?

4

TRACK FOUR

The Future of Strategic Communication and Public Relations – Professionals in a digital and AI-driven World

Although artificial intelligence (AI) technologies are still in their infancy. There is no doubt that AI will profoundly impact the profession and practices of strategic communication and public relations. Individuals and organisations increasingly use AI to, for example, increase efficiency and output, protect themselves, and save costs. There is both a need for pragmatic knowledge about how organisations might implement and use AI technologies in their public relations and strategic communication activities ethically, as well as research that critiques and challenges current and potential use. Additionally, it becomes increasingly clear that AI technologies also pose significant risks to individuals, organisations, and nation-states as they can be used successfully in, for example, cybercrime and election interference. How can research contribute significant knowledge, enabling us to understand current AI-driven developments in strategic communication and public relations and their implications for individuals, organisations, and society?

O

OPEN TRACK

EUPRERA 2025 also welcomes insightful and thought-provoking theoretical, empirical, and applied research that sheds new light on other topics and challenges in strategic communication, public relations, and related disciplines. We encourage original contributions, using innovative methods and interdisciplinary approaches, that contribute to our fields' body of knowledge and theory-building.

E

EDUCATION TRACK

The Education track welcomes papers focused on the challenges public relations and strategic communication educators face in the current online and offline landscape. As some of the realities of the pandemic remain behind us, returning to class brings new transformations to the forefront, whether technological or human, imposed or desired, organisational or individual, systemic or in search of a (desirable?) pattern. The Education track is closely related to the activities of the EUPRERA Education Network and the Education Café, which proposes pedagogy-focused discussion topics that can represent a starting point for the submissions to this track, developed from a research-focused perspective. Previous editions of the Education Café addressed areas of interest (education and sustainability, education and GenZ, well-being, course development) and pedagogical challenges closely related to the integration of technology into public relations and strategic communication education.



SUBMISSION REQUIREMENTS

The EUPRERA Annual Congress accepts conceptual, theoretical, and empirical works and different methodological approaches advancing the public relations and strategic communication discipline and profession.

THREE TYPES OF SUBMISSIONS ARE POSSIBLE:

1. Short-length paper (double-blind review).
2. Full-length research paper (double-blind review).
3. Panel proposal.

Short-length and full-length research papers are competitive and will be selected based on a double-blind review process. Please note that, for the review process, the cover page must be omitted.

Submitters of both short-length and full-length research papers are eligible for the Paper Development Workshop (PDW) if they opt for it. However, full-length research papers are given higher consideration as the PDW is meant to support the publication of completed works.

Panel proposals are not blindly reviewed; the review process will be carried out by a separate committee that will evaluate these proposals based on a) the topic fit with the conference theme, b) contribution to the debate on public relations/strategic communication issues, c) coherence and clarity of structure and thought of the panel as a whole, d) originality and innovativeness of ideas, and e) institutional and/or national diversity of the panel composition. All submissions must be prepared in MSWord or PDF format, 12-point font size, double spacing with a 1-inch (25 mm) margin on A4 page size.

Please carefully read the following instructions: failing to follow them may result in an automatic disqualification.

All submissions must be prepared in MSWord or PDF format, 12-point font size, double spacing with a 1-inch (25mm) margin on A4 page size.





1. SHORT-LENGTH PAPERS

Short-length papers are intended for work in progress, offering the opportunity to present ongoing research that has yet to be completed at the time of the submission deadline.

Short-length papers must allow reviewers to understand the scientific contribution and must comply with the submission criteria defined in the call for papers. This means they should clearly present the purpose of the research, the main theoretical framework/assumptions, and, if applicable, research methods and preliminary and/or expected results. A clear statement of the study's contribution to public relations/strategic communication theory and practice should also be included.

Short-length papers have a scope of 2,500–3,000 words in length, inclusive of everything (abstract, keywords, references, tables, figure legends, etc.), and are stripped of all authors' identifiers. Short-length papers submitted with the author(s)' name(s) and/or other identifiers will not be reviewed.

A SHORT-LENGTH PAPER SHOULD CONTAIN:

- A concise title
- Structured abstract (max. 250 words)
- Up to 6 keywords
- Introduction
- Central elements of the literature review/theoretical approach (the study's major theoretical assumptions, concepts, and questions must be clearly stated)
- Central elements of design/methodology/approach (it must be clear how the study is planned to be carried on, what sample/view, how data is collected and analysed)
- Preliminary and/or expected findings/results (if data collection is not yet completed, please provide some overview of how far in the process you are and the next steps),
- Preliminary reflections/considerations on the main results and expected contribution
- List of cited references

2. FULL-LENGTH RESEARCH PAPERS

Full-length research papers are considered finished research work and ready for publication. Please note that for in-program and awards considerations, submitted full-length research papers must be original and must NOT have been previously presented, scheduled for presentation, published, accepted for publication, and if under review, must NOT appear in print before the conference.

The redundant use of data sets, conceptual and methodological approaches should be avoided; if the submission is part of a wider project that includes data sets, conceptual models and methodologies previously used, authors should make it clear and transparent what is the element of originality and contribution to knowledge.

Full-length papers have a scope of 6,000–8,000 words in length, inclusive of everything (abstract, keywords, references, tables, figure legends, etc.) and are stripped of all authors' identifiers. Papers with the author(s)' name(s) and/or other identifiers will not be reviewed.

A FULL-LENGTH RESEARCH PAPER SHOULD CONTAIN:

- A concise title
- Structured abstract (max. 250 words)
- Up to 6 keywords
- Introduction
- Literature review/theoretical approach
- Design/Methodology/Approach
- Findings/Results
- Discussion and conclusions
- Complete reference list

For specific formatting, please follow the author guidelines of the [Journal of Communication Management](#).



3. PANEL PROPOSALS

Panel proposals should focus on current issues and debates in the field of public relations/strategic communication. Proposals with clear discussion statements that advance our understanding of significant professional and disciplinary questions and issues are preferred.

A panel should consist of 1 chairperson, 4–5 presentations (maximum), and (mandatory) 1 respondent. Nobody should take two roles. Authors of presentations ideally represent various organisations and countries/cultures.



A PANEL PROPOSAL SHOULD CONTAIN:

- A concise title
- Up to 6 keywords
- 800-word rationale including a clear statement of the relevance to public relations/strategic communication discipline/profession
- Clear presentation of the panel key questions/issues and how each presentation contributes to addressing the panel key questions.
- Method of delivery, e.g., the modality of panel discussion and eventual audience interaction
- List of panellists with names, affiliations, and bios
- Panellists' presentation titles and max. 200 word-abstracts
- Overall statement of participation from the organiser declaring:
"I have received signed statements from all intended participants agreeing to register for EUPRERA
- Annual Congress and participate in the panel.

Failing to follow the panel proposal guidelines and formatting instructions requirements will automatically disqualify the proposal.

ACCEPTED SHORT AND FULL-LENGTH PAPERS

Authors of either paper formats accepted for presentation in the EUPRERA Annual Congress are expected to submit a final, clean version of their work before the conference. The final, clean version of their work should include a cover page with all authors' affiliations and contact details. Based on reviewers' feedback, revisions and adjustments are also possible in the full-length papers. The final version will be made available to conference participants for a limited period if authors have opted "yes" during the submission process; otherwise, the final version will be stored in the Annual Congress system – not publicly available.

BEST PAPER AWARDS AND PUBLICATIONS

Original, yet-to-be-published full-length research papers are eligible to compete in one of EUPRERA Annual Best Paper Awards. However, the Scientific Committee will retain the right to consider the most innovative and solidly conceptualised structured short-length paper that shows significant research potential and clear indications to be completed by the time of the conference for the Best Paper Awards.

AUTHORS OF SELECTED CONTRIBUTIONS WILL BE INVITED TO SUBMIT THEIR WORK TO:

a special issue of the Journal of Communication Management (publication conditional upon the double-blind peer review process of the journal), a book (edited collection), part of the Advances in Public Relations and Communication Management series, published by Emerald (publication conditional upon a peer-review process by the editors).

OTHER AWARDS

EUPRERA Best Reviewer

EUPRERA PhD Award for Excellent Doctoral Thesis

EUPRERA Master Thesis Award for Excellence



Deadline for applications: March 15, 2025.

For more information and how to apply, please visit euprera.org

IMPORTANT DATES/DEADLINES



March 31
Submission deadline

May 30
Feedback to authors

June 30
Full program released

August 25
Submission of the final full paper

DEADLINES FOR REGISTRATION



August 15
End of the early-bird registration period

September 15
End of the registration period

CONTACT



www.euprera.org/congress2025
e-mail: congress2025@euprera.org

VENUE



AF-Borgen
Sandgatan 2
223 50 Lund, Sweden
www.afborgen.se

