

2026 EUPRERA Master Thesis Award for Excellence



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The European Public Relations Education and Research Association (EUPRERA) is an independent organisation that aims to stimulate and promote innovative knowledge and practices of public relations, strategic communication, and organisational communication across Europe. Founded in 1959 and previously named CERP Education & Research, EUPRERA is a network with around 500 members from 40 countries where academics and professionals attract, convey, disseminate and create innovations in the field. Several cross-national and comparative research and education projects are organised by members and affiliated universities. To disseminate new methodologies and research findings, EUPRERA organises a highly regarded Annual Congress, held every year in collaboration with a selected European university.

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Theoretical Impact category

Theses following a basic experimental research approach, and theoretical work undertaken to acquire new knowledge without looking for long-term benefits other than the advancement of knowledge.

Practical Impact category

Theses following an applied research approach in which research is undertaken to solve practical problems rather than to acquire knowledge for knowledge sake.

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Theoretical Impact category

Sandra Mechler

*Johannes Gutenberg-Universität Mainz,
Germany*

Thesis: Expected to take a stand? Public expectations and attributed motives in Corporate Social Advocacy

Supervisors: Thomas Koch, Nora Denner



JOHANNES GUTENBERG
UNIVERSITÄT MAINZ

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Theoretical Impact category

Esther-Lea Schlegel

Hochschule Darmstadt, Germany

Thesis: Sustainability Communication in Times of Change: The Need for Strategic Adaption

Supervisor: Lars Rademacher

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HOCHSCHULE DARMSTADT
UNIVERSITY OF APPLIED SCIENCES

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Theoretical Impact category

Raphaela Stibor

University of Vienna, Austria

Thesis: Transparent Leadership and Interactional Justice in CEO-Communication: The Impact on Psychological Safety and Employee Voice during Organizational Change

Supervisor: Sabine Einwiller



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Theoretical Impact category

Emma Tolderlund Vogel

*BI Norwegian Business School, Norway / WU
Vienna University of Economics and Business,
Austria*



Thesis: Advancing theory on the 'M&E stasis': extending the theory of planned behavior to study measurement and evaluation practices in corporate communication

Supervisors: Jens Seiffert-Brockmann,
Alexander Buhmann

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Theoretical Impact category

Antonia Wiehr

Friedrich-Schiller-University Jena, Germany

Thesis: Lobbying Forever Chemicals: An LLM-Based Analysis of Lobbying Arguments on PFAS Regulation in the EU

Supervisors: Irina Lock, Djamila Heß



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Practical Impact category

Karolin Kelm

Leipzig University, Germany

Thesis: Communicative Artificial Intelligence and Corporate Communications: A Conceptual Study on the Reconfiguration of Public Spheres through Self-communicating Systems

Supervisors: Ansgar Zerfaß, Alexander Godulla



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Practical Impact category

Magda Sarsevanidze

Lund University, Sweden

Thesis: NGO Communication Countering Character Assassination in Georgia

Supervisor: Marlene Wiggill



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Practical Impact category

Amelia Spinks

University of the Arts London, United Kingdom

Thesis: Systems of Communication,
Cultures of Exclusion

Supervisor: Gloria Walker

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