



CONTACT

Univ.-Prof. Dr. Ansgar Zerfass
Professor and Chair of Strategic Communication
Institute of Communication and Media Studies
Leipzig University, Germany

Post IPF 165153 | Ritterstrasse 24 | 04109 Leipzig | Germany
Institute Nikolaistrasse 27–29 | 04109 Leipzig | 4th Floor | Office 4.07
Phone +49 341 97 35 040 | Fax +49 341 97 35 049
E-Mail zerfass@uni-leipzig.de
Twitter www.twitter.com/zerfass | @zerfass
Linkedin www.linkedin.com/in/ansgarzerfass
Website www.communicationmanagement.de

PRESS PHOTO



Download in print quality at www.zerfass.de
Free to use if mentioning source "Leipzig University"

SHORT CV

Ansgar Zerfass is Professor and Chair of Strategic Communication at the Institute for Communication and Media Studies at Leipzig University, Germany. He holds a doctorate in business administration and a habilitation (second, post-doctoral dissertation) in communication science and has worked for ten years in management positions in corporate practice. He serves the global academic community as Vice Chair of the Public Relations Division of the International Communication Association (ICA), Washington, D.C., Editor of the "International Journal of Strategic Communication", USA. He heads the study series Global Communication Monitor with surveys in more than 80 countries across Europe, Asia-Pacific, North America and Latin America

According to Google Scholar, Ansgar Zerfass is the world's most cited researcher in Strategic Communication, Corporate Communication, and Communication Management, and among the Top 3 in Public Relations (h-index, 2020). He has received more than 15 best paper awards and several personal awards, including the renowned Pathfinder Award from the Institute for Public Relations in New York. To date, he has published 39 books and more than 400 articles and study reports in several languages on his research areas of corporate communications, communication management and evaluation, digital communication, and international communication. More information and a complete list of publications are available at www.zerfass.de.

CURRICULUM VITAE

Professor Dr. Ansgar Zerfass holds the Chair of Strategic Communication at the Institute for Communication and Media Studies at Leipzig University, Germany. Founded in 1916, the institute is the oldest institute in the field in Germany. He has been a Visiting Professor at Hong Kong Baptist University and Bournemouth University, among others, and he serves as Professor of Communication and Leadership (II) at BI Norwegian Business School in Oslo since 2013.

Dr. Zerfass studied business administration, communication science, and information systems at FAU University Erlangen-Nuremberg, Bavaria. He graduated in management (Dipl.-Kfm.) with an acclaimed thesis on corporate ethics and started his academic career as a research associate with Prof. Dr. Dr. h. c. mult. Horst Steinmann at the Chair of Strategic Management in Nuremberg. He gained a doctorate in business administration (Dr. rer. pol.) summa cum laude. Afterwards, he worked in practice for 10 years in the fields of corporate communications and political consulting. He held an executive management position at MFG Baden-Württemberg in Stuttgart, the federal state's center of excellence for information technology and media. At the same time, he achieved a Habilitation (second doctorate / postdoctoral qualification for teaching at research universities in Europe) in communication science at FAU University Erlangen-Nuremberg under the mentorship of Prof. Dr. Dr. h. c. Winfried Schulz. He works at Leipzig University since 2006, initially as a full Professor of Communication Management and since 2014 as Chair Professor for Strategic Communication. Various offers by other renowned universities, including an Endowed Chair at the USC Annenberg School of Communication, Los Angeles, were turned down. In Leipzig, he directs the Master Communication Management program, which, according to various rankings, is continuously ranked number one among all graduate programs in the field in German-speaking countries since 2007.

His research topics include strategic communication, corporate communications, communication management and evaluation, digital communication and international communication. Current projects include the analysis and optimization of business models for communication departments, a theoretical modeling of the digital infrastructure for corporate communications, and the interdisciplinary analysis of trends and innovations for communication management. In addition, the codification of international knowledge and management tools for corporate communications is driven supported through several handbook projects in German, English and Chinese. With the Global Communication Monitor, he has been leading the world's largest study series on communication management with empirical surveys in more than 80 countries since 2007.

Dr. Zerfass has initiated the Academic Society for Management & Communication, a think tank that combines the commitment of around 40 international corporations and several universities to promote cutting-edge research and knowledge transfer in the field of corporate communications.

Current board, advisory board and editorial activities of Dr. Zerfass include roles as Editor of the International Journal of Strategic Communication (Routledge/Taylor & Francis, USA); Vice Chair of the Public Relations Division of the International Communication Association (ICA), Washington, D.C.; Plank Scholar at the Plank Center for Leadership in Public Relations at the University of Alabama, USA; Academic Adviser of the Austrian Society for Communication and Reputation (KomRep), Vienna, Austria; Co-Founder and Partner of the Nordic Association for Communication & Management (NORA), Oslo, Norway; Executive Lecturer at the RSM Rotterdam School of Management at Erasmus University, Rotterdam, The Netherlands; Scientific Advisor of the Communication Benchmarking Initiative; Germany; Member of the Academic Advisory Group of the Association for the Measurement and Evaluation of Communication (AMEC), London, UK; Chairman of the Jury of the Integrated Communication Award at F.A.Z.-Institute, a subsidiary of the leading German national newspaper Frankfurter Allgemeine Zeitung, Frankfurt am Main; and Editor of the seminal work Handbuch Unternehmenskommunikation (Handbook of Corporate Communications) with more than 5 million downloads in three editions to date, published by Springer Gabler. He served for many years as President and Board Member of the European Public Relations Education and Research Association (EUPRERA), Brussels, Belgium, and as Chairman of the Jury of the International German PR Award organized by the German Public Relations Association (DPRG). He is a member of the Academy of Management, ICA, ECREA, EUPRERA, DGPUK, DPRG, and DNWE.

More information and complete list of publications: www.zerfass.de

PERSONAL AWARDS

- 2018: Distinguished Scholar in Public Relations (Lifetime Award),
European Public Relations Education and Research Association, Brussels
- 2015: Jackson Jackson & Wagner Behavioral Science Award, Public Relations Society of America, Atlanta
- 2014: Pathfinder Award, Institute for Public Relations, New York
- 2010: Most Innovative PR Researcher in Germany, Newsaktuell/dpa
- 2005: PR Head of the Year, German Public Relations Association (DPRG)
-

AWARDS FOR SCIENTIFIC PUBLICATIONS

- 2020: Best Paper Award, EUPRERA Annual Conference, Brussels
- 2019: Institute of Public Relations W. Ward White Award for Top Paper of Professional Significance,
International Public Relations Research Conference, Orlando, USA
- 2018: Emerald Professional Impact Award, EUPRERA Annual Conference, Aarhus
- 2018: Emerald Literari Award for Excellence, Best Article in Journal of Communication Management 2017
- 2018: Brigham Young University Top Ethics Paper Award,
International Public Relations Research Conference, Orlando, USA
- 2016: Best Paper Award, EUPRERA Annual Conference, Groningen/Amsterdam
- 2016: JCOM/CCCI Impact Award, Corporate Communications International Conference, New York
- 2016: IPR Top Paper Award, International Public Relations Research Conference, Miami, USA
- 2016: Koichi Yamamura International Strategic Communication Award,
International Public Relations Research Conference, Miami, USA
- 2014: Best Paper Award, EUPRERA Annual Conference, Brussels
- 2014: Koichi Yamamura International Strategic Communication Award,
International Public Relations Research Conference, Miami, USA
- 2013: IPR Top Paper Award, International Public Relations Research Conference, Miami, USA
- 2013: Jackson Sharpe Award, International Public Relations Research Conference, Miami, USA
- 2012: Best Paper Award, EUPRERA Annual Conference, Istanbul
- 2012: IPR Top Paper Award, International Public Relations Research Conference, Miami, USA
- 2011: Jackson Sharpe Award, International Public Relations Research Conference, Miami, USA
- 1997: Ludwig-Schunk-Preis für Economic Science, University of Gießen
- 1995: Albert Oeckl Award, German Public Relations Association (DPRG), Bonn
- 1995: Doctoral Dissertation Award, FAU University Erlangen-Nuremberg
- 1989: Award of the Hermann Weiler Foundation, Nuremberg
-

AWARDS FOR COMMUNICATION CAMPAIGNS

- 2010: PR Report Award „Innovative PR Strategy“
- 2009: Federal Award for University Communication, BMBF/HINB
- 2005: German Multimedia Award
- 2000: German Public Relations Award (Deutscher PR-Preis)
-

AWARDS FOR SUPERVISED RESEARCH PROJECTS

Graduate students and doctoral candidates supervised by Professor Zerfass have received numerous awards as authors of the best qualification theses on communication management/PR in Germany and beyond:

2020: Master Thesis Award, EUPRERA (Best master's thesis in Europe)
2020: Dissertation Award PR/Organizational Communication, DGPUK (Best doctoral dissertation in Germany)
2019: PhD Award, EUPRERA (Best doctoral dissertation in Europe)
2018: EUPRERA Master Thesis Award (Best master's thesis in Europe).
2017: BdP Young Talent Award, Federal Association of German Press Spokespersons
2017: DPRG Science Award, German Public Relations Association (Most innovative master's thesis in Germany)
2016: EUPRERA Master Thesis Award (Best master's thesis in Europe)
2016: Top Student Paper Award, IPRRC 2016 Conference, Miami, USA
2015: EUPRERA Master Thesis Award (Best master thesis in Europe)
2012: Albert Oeckl Science Award, German Public Relations Association (Most innovative master's thesis in Germany)
2012: BdP Young Talent Award, Federal Association of German Press Spokespersons
2011: Digital Communication Award (Best master thesis on online PR in Europe)
2010: BdP Young Talent Award, Federal Association of German Press Spokespersons
2010: PR Report Gold Award "Student of the Year"
2009: BdP Young Talent Award, Federal Association of German Press Spokespersons
2007: BdP Young Talent Award, Federal Association of German Press Spokespersons

MORE INFORMATION

Personal profile (Leipzig University)

www.zerfass.de

with list of publications and press photo

Website of the communication management
division at Leipzig University

www.communicationmanagement.de

Research project database of the Chair

<https://fob.uni-leipzig.de/public/ou/309/forschungsprojekt>

Publication database of the Chair

<https://fob.uni-leipzig.de/public/ou/309/publikation>
