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Prof. Dr. Ansgar Zerfass
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PRESS PHOTO



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SHORT CV

Ansgar Zerfass is Professor and Chair of Strategic Communication at the Institute for Communication and Media Studies at Leipzig University, Germany, and Professor of Communication and Leadership (II) at BI Norwegian Business School, Oslo, Norway. He holds a doctorate in business administration and a habilitation in communication science and has worked for ten years in management positions in corporate practice. He serves the global academic community as Editor of the "International Journal of Strategic Communication", USA, and leader of the study series Global Communication Monitor across more than 80 countries in Europe, Asia-Pacific, North America and Latin America, and as Chairman of the Executive Board of the Academic Society for Management & Communication, which engages universities and 50 global companies in research and knowledge transfer on corporate communications.

According to Google Scholar, Ansgar Zerfass is the world's most influential and cited researcher for each of the topics Corporate Communications, Communication Management, Strategic Communication, and Public Relations (h-index). He has received more than 20 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 44 books and more than 430 articles and study reports in several languages in 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 <https://bit.ly/zerfass>

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 the 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) 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 the 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 is Chairman of the Executive Board at the Academic Society for Management & Communication, a non-profit think tank that combines the commitment of 50 international companies 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); 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 Academic Partner of the Nordic Alliance for Communication & Management (#NORA), Oslo, Norway; Executive Lecturer at the RSM Rotterdam School of Management at Erasmus University, Rotterdam, The Netherlands; 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 edition "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 Member of the Board of Directors and Chair of the Public Relations Division of the International Communication Association (ICA), Washington, D.C.; 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

RESEARCH IMPACT

h-index	(number of publications that have been cited at least h times)	66
i10-index	(number of publications that have been cited by at least 10 other publications)	209
Citations	(number of references in other sources to any publication of the author)	14,953
Source: Google Scholar, April 2024		

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

2024: Koichi Yamamura International Strategic Communication Award,
International Public Relations Research Conference, Orlando, USA
2023: Best Paper Award, EUPRERA Annual Conference, Prague
2023: Koichi Yamamura International Strategic Communication Award,
International Public Relations Research Conference, Orlando, USA
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 more than 20 awards as authors of the best qualification theses on communication management/PR in Germany and beyond, plus numerous awards on the university level (Günter Thiele Award, Günter Thiele Research Stipend):

2024: DPRG Science Award, German Public Relations Association (Most innovative doctoral dissertation in Germany)
2023: BdkOM Talent Award, Federal Association of Communicators (Best master thesis in Germany)
2022: DGPUK Dissertation Award International and Intercultural Communication, German Communication Association and Ludwig Delp Foundation (Best doctoral dissertation in Germany)
2022: James E. Grunig and Larissa A. Grunig Outstanding Thesis Award 2020/21, International Communication Association (ICA), USA (Best master thesis globally)
2022: DPRG Science Award, German Public Relations Association (Most innovative master thesis in Germany)
2022: Baylor University Top Ethics Paper Award, IPRRC 2022 Conference, Orlando, USA
2020: Master Thesis Award, EUPRERA (Best master thesis in Europe)
2020: DGPUK Dissertation Award PR/Organizational Communication, German Communication Association (Best doctoral dissertation in Germany)
2019: PhD Award, EUPRERA (Best doctoral dissertation in Europe)
2018: EUPRERA Master Thesis Award (Best master 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 thesis in Germany)
2016: EUPRERA Master Thesis Award (Best master 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) with list of publications and press photo	https://bit.ly/zerfass
Website of the Chair	http://bit.ly/StratKomm
Research project database of the Chair	https://fob.uni-leipzig.de/public/ou/309/forschungsprojekt?lang=en
Publication database of the Chair	https://fob.uni-leipzig.de/public/ou/309/publikation?lang=en
Website of the communication management division at Leipzig University	http://bit.ly/ifkmw-cmgt-e
