



Prof. Dr. Nadine Strauß

Assistant Professor in Strategic Communication and Media Management
(Tenure Track)

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FORMAL EDUCATION

01/09/2014 – 31/08/2017	PhD Candidate, Corporate Communication Amsterdam School of Communication Research (ASCoR) University of Amsterdam, Amsterdam
22/08/2016 – 13/11/2016	PhD Research Fellow Department Media, Economics & Entrepreneurship Annenberg School for Communication & Journalism, University of Southern California, Los Angeles
01/09/2012 – 30/06/2014	MSc, Communication Science (Research Master) University of Amsterdam Grade: 8.4, cum laude (approx. A)
22/08/2011 – 06/01/2012	Exchange Bachelor Student University of North Carolina at Greensboro, Greensboro GPA: 4.00 (approx. A)
01/09/2009 – 12/07/2012	BA, Media and Communication Studies University of Mannheim, Mannheim Grade: 1.6 (approx. A-B)

ACADEMIC POSITIONS / PROFESSIONAL EXPERIENCE

01/04/2021 – present	Assistant Professor in Strategic Communication and Media Management (Tenure Track) Department of Communication and Media Research, University of Zurich Maternity Leave with Twins (10/08/2023 – 01/12/2023)
16/09/2019 – 31/03/2021	Marie Skłodowska-Curie Research Fellow Smith School of Enterprise and the Environment, School of Geography and the Environment, University of Oxford
10/02/2020 – 08/05/2020	Innovation Project – “The Mission: Banking – Be Green!” Developing an educational platform about sustainable finance “Sustainonomics”, Futury, Frankfurt
01/05/2018 – 31/07/2019	Postdoctoral Researcher Media Innovation Lab (MiLab), Department of Communication University of Vienna, Vienna
01/09/2017 – 30/04/2018	Associate (Strategy and Communications Consultant) GAULY ADVISORS GmbH, Frankfurt
01/09/2012 – 31/08/2017	Working Student (Strategy and Communications Consultant) GAULY ADVISORS GmbH, Frankfurt
23/12/2015 – 31/05/2017	PhD Representative Amsterdam School of Communication Research (ASCoR) University of Amsterdam (UvA), Amsterdam

Last update: March 2024

01/07/2015 – 31/12/2017	Founder, contributor, and editor of the PhD Blog “Communicating Communication” ASCoR, UvA, Amsterdam
01/09/2013 – 10/06/2014	Working Student (Researcher) : “ <i>Toward virtual economical diplomacy in Saudi Arabia</i> ”, initiated by the Dutch embassy and supervised by Dr. Guda van Noort , ASCoR , UvA, Amsterdam
30/10/2013 – 14/12/2013	Working Student (Coder) Project: “ <i>German Parliamentary Elections 2013</i> ”, supervised by Prof. Dr. Hajo Boomgaarden and Dr. Andreas Schuck, ASCoR, UvA, Amsterdam
07/01/2013 – 30/08/2013	Research Intern Project: “ <i>Political Websites & eWOM</i> ”, supervised by Prof. Dr. Peeter Verlegh, ASCoR, UvA, Amsterdam
13/06/2011 – 06/08/2011 & 11/01/2012 – 03/02/2012	Strategic and Corporate Communications Intern Bertelsmann, Gütersloh

ACADEMIC PRIZES & AWARDS

2021	Best SEC Section Paper Award , Division: Science and Environment Communication (SEC), ECREA 2022, virtual conference
2019	Emerald Literati Award 2019 , Outstanding Reviewer for the <i>Journal of Communication Management</i>
2016	ASCoR Baschwitz Award 2016 , Paper “ <i>Digital diplomacy in GCC countries: Strategic communication of Western embassies on Twitter</i> ”, Department of Communication Science, University of Amsterdam
2016	Second Best Student Paper , Paper “ <i>Trust and the Financial Market in light of Habermas and Luhmann</i> ”, Division: <i>Philosophy, Culture & Critique</i> , International Communication Association, Fukuoka, Japan
2015	Grunig Top Paper Award 2015 , Paper “ <i>Sentiment or emotions? How news media coverage drives stock market prices in the Netherlands</i> ”, BledCom 2015, Bled, Slovenia
2013	Best Paper Award at the 7th Amsterdam Corporate Communication Conference , Paper “ <i>Institutionalization of issues management – How organizations monitor issues in the digital age</i> ”, Department of Communication Science, University of Amsterdam

RESEARCH FUNDS & SCHOLARSHIPS

2023	SNSF Starting Grant (Invitation to Round 2 Interview, 1,214,514 CHF) , “Net-Zero Communication: The Role of Communication in Transforming Corporations to Carbon Neutrality”
2023	SNSF Starting Grant PhF Seed and Start-up Funding (10,000 CHF + 70,000 CHF) , “Net-Zero Communication: The Role of Communication in Transforming Corporations to Carbon Neutrality”, UZH.
2019 - 2021	Marie Skłodowska-Curie Individual Fellowship (212,933 €) , European Commission, University of Oxford, Oxford, UK
2016	ASCoR fund for a Research Visit (3,000 €) , Department of Communication Science, University of Amsterdam
2015	Student Travel Support (\$ 250) , Division: Organizational Communication, International Communication Association, Puerto Rico, USA
2013 – 2014	DAAD Scholarship for the Netherlands
2011	PROMOS Scholarship (DAAD) for a Study Abroad in the US

PEER REVIEWED JOURNAL ARTICLES (28)

- Strauß, N. (2024, accepted). News Coverage about Sustainable Finance in Germany: Topics, Actors, Sentiment and Differences Across News Outlets. *Journal of Environmental Media*.
- Strauß, N., & Mpadanes, M. (2023). Tackling Societal Challenges as Opportunities: A Case Study of a Swiss Foundation's Value-Creating Function". *Journal of Communication Management*.
- Strauß, N., Krakow, J., & Chesney, M. (2023). It's the News Stupid! The Relationship Between News Attention, Literacy, Trust, Greenwashing Perceptions, and Sustainable Finance Investment in Switzerland. *Journal of Sustainable Finance & Investments*, 13(4), 1480-1505.
- Angst, M., & Strauß, N. (2023). Discourses about Sustainability and Digitalization in Europe over Time. *GAIA – Ecological Perspectives for Science and Society*, 32(1), 10–20.
- O'Neill, S., Hayes, S., Strauß, N., Doutreix, M.-N., Steentjes, K., Ettinger, J., Westwood, N., Painter, J. (2022). Visual portrayals of fun in the sun in European news outlets misrepresent heatwave risks. *The Geographical Journal*, 189(1), 90–103.
- Strauß, N. (2022). Covering sustainable finance: Role perceptions, journalistic practices and moral dilemmas. *Journalism*, 23(6), 1194–1212.
- Strauß, N., Painter, J., Ettinger, J., Doutreix, M.-N., Wonneberger, A., & Walton, P. (2022). Reporting on the 2019 European Heatwaves and Climate Change: Journalists' Attitudes, Motivations and Role Perceptions. *Journalism Practice*.
- Painter, J., Ettinger, J., Doutreix, M.-N., Strauß, N., Wonneberger, A., & Walton, P. (2021). Is it climate change? Coverage by online news sites of the 2019 European summer heatwaves in France, Germany, the Netherlands and the UK. *Climatic Change*, 169(4).
- Strauß, N., Huber, B., & Gil de Zúñiga, H. (2021). Structural Influences on the News Finds Me Perception: Why People Believe They Don't Have to Actively Seek News Anymore. *Social Media + Society*, 7(2), 1–21.
- Strauß, N. (2021). Framing Sustainable Finance: A Critical Analysis of Op-Eds in the Financial Times. *International Journal of Business Communication*.
- Strauß, N. (2021). Devil's Advocate or Agenda Setter? The Role of Journalists Covering Sustainable Finance in Europe. *Journalism Studies*, 22(9), 1200–1218.
- Strauß, N. (2021). Communicating Sustainable Responsible Investments as Financial Advisors: Engaging Private Investors with Strategic Communication. *Sustainability*, 13(3), 3161.
- Strauß, N., Huber, B., & Gil de Zúñiga, H. (2020). "Yes, I Saw It – But Didn't Read It..." A Cross-Country Study, Exploring Relationships between Incidental News Exposure and News Use across Platforms. *Digital Journalism*, 8(9), 1181–1205.
- Strauß, N., Alonso-Muñoz, L., & Gil de Zúñiga, H. (2020). Bursting the filter bubble: The mediating effect of discussion frequency on network heterogeneity. *Online Information Review*, 44(6), 1161–1181.
- Gil de Zúñiga, H., Strauß, N., & Huber, B. (2020). The proliferation of the "news finds me" perception across societies. *International Journal of Communication*, 14, 1605–1633.
- Strauß, N. (2019). Using an Interdisciplinary Multi-Method Approach to Explain the Relationships between News Media and the Stock Market. *SAGE Research Method Cases*.
- Gil de Zúñiga, H., Huber, B., & Strauß, N. (2019). Social media and democracy. *El Profesional de la Información*, 27(1), 1172–1180.
- Strauß, N., & Holmes Smith, C. (2019). Buying on rumors: How financial news flows affect the share price of Tesla. *Corporate Communication: An International Journal*, 24(4), 594–607.
- Strauß, N. (2019). Financial journalism in the post-crisis era: a recent assessment of the role of financial journalist for financial markets. *Journalism*, 20(2), 274–291.
- Strauß, N. (2018). The role of trust in investor relations: Guiding strategic financial communication. *Corporate Communication: An International Journal*, 23(1), 2–16.
- Strycharz, J., Strauß, N., & Trilling, D. (2018). The role of media coverage in explaining stock market fluctuations: Insights for strategic financial communication. *International Journal of Strategic Communication*, 21(1), 67–85.
- Strauß, N., Vliegthart, R. & Verhoeven, P. (2018). Intraday news trading: The reciprocal relationships between the stock market and economic news. *Communication Research*, 45(7), 1054–1077.
- Strauß, N. & van der Meer, T. G. L. A. (2017). News media coverage and initial public offerings in Germany: Explaining flotation performance. *Corporate Communication: An International Journal*, 22(4), 523–541.
- Strauß, N. & Jonkman, J. (2017). The benefit of issue management: anticipating crises in the digital age. *Journal of Communication Management*, 21(1), 34–50.
- Strauß, N., Vliegthart, R. & Verhoeven, P. (2016). Lagging behind? Emotions in newspaper articles and stock market prices in the Netherlands. *Public Relations Review*, 42(4), 548–555.
- Strauß, N. & R. Vliegthart, R. (2017). Reciprocal influence? Investigating implicit frames in press releases and financial newspaper coverage during the German banking crisis. *Public Relations Review*, 43(2), 392–405.
- Strauß, N. (2015). German financial media's responsiveness to Deutsche Bank's cultural change. *Public Relations Review*, 41(5), 435–437.
- Strauß, N., Kruike-meier, S., van der Meulen, H. & van Noort, G. (2015). Digital diplomacy in GCC countries: Strategic communication of Western embassies on Twitter. *Government Information Quarterly*, 32(4), 369–379.

MONOGRAPH/BOOK (2)

- Strauß, N. (2017). News media and the stock market: Assessing mutual relationships. An interdisciplinary multi-method study of financial journalism, news media, emotions, market events and the stock market. Amsterdam, NL: Amsterdam School of Communication Research. ISBN: 978-94-6332-288-1.
- Hoffmann, C.P., & Strauß, N. (2024, in press). *Effective Financial Communication – Key Concepts, Empirical Insights, and Implications for Practice*. London, UK: Routledge.

BOOK CHAPTER (4)

- Strauß, N. (2024). But is it Sustainable? – Exploring business journalists' and climate change. In J. Weber, & R.S. Dunham (eds.), *The Routledge Companion to Business Journalism*. London, UK: Routledge.
- Strauß, N., Knowles, S., & Cinceoglu, V. (2023). Understanding Financial Institutions – The Role of Reading Economic News in Germany and the UK. Ireneusz Miciuła (ed.), *Financial Literacy in Today's Global Market*. IntechOpen.
- Knowles, S., & Strauß, N. (2023). Deconstructing Discourse: Applying Interview Research in the Economic Newsroom. In H. Silke, M. Rieder, & F. Quinn (eds.), *How to Read Economic News: A Critical Approach to Economic Journalism*. Abington, UK: Taylor & Francis.
- Gauly, T., & Strauß, N. (2018). Über das Ethos der Medien und die Ökonomisierung der Information. Eine medienethische Betrachtung aus praktischer Sicht. Materialien zur Ethik in den Wissenschaften.

OTHER REPORTS (4)

- Bulian, J., Schäfer, M.S., Amini, A., Lam, H., Ciaramita, M., Gaiarin, B., Huebscher, M.C., Buch, C., Mede, N., Leippold, M., Strauß, N. (authors in random order, 2023). Assessing Large Language Models on Climate Information. arXiv, 2310.02932.
- Marschlich, S., Vogler, D., & Strauß, N. (2022). Qualität und Bedeutung der Wirtschaftsberichterstattung in Schweizer Medien. *Forschungszentrum Öffentlichkeit und Gesellschaft (fög)*.
- Strauß, N. & Mpadanes, M. (2022). Impact Report 2021 (internal). *StrategieDialog21*.
- Painter, J., Strauß, N., & Mroz, G. (2022). An analysis of the presence of key NGO messages on Twitter and in 20 popular news websites in four countries at the end of the 2021 Glasgow COP. *Report for an NGO (anonymous)*.

CONFERENCE PRESENTATIONS (50)

- Mpadanes, M., & Strauß, N. (2023). "Strategic CEO Communication, Positioning, and Branding: A Systematic Literature Review." at *EUPRERA* in Prague, Czech Republic.
- Brotzer, R., & Strauß, N. (2023). "Determinants of Disclosure Quality in Voluntary Sustainability Reporting by Swiss Listed Companies: Testing Legitimacy Theory" at *EUPRERA* in Prague, Czech Republic.
- Oliva Alvarado, I.M., Strauß, N., Mpadanes, M., & Cinceoglu, V. (2023). "Greenwashing or Authenticity? Communication Approaches for ESG Claims in Financial Institutions during Emerging Crises" at *EUPRERA* in Prague, Czech Republic.
- Strauß, N., Krakow, J., & Chesney, M. (2023). It's the News Stupid! The Relationship Between News Attention, Literacy, Trust, Greenwashing Perceptions, and Sustainable Finance Investment in Switzerland. *ICA 2023* in Toronto, Canada (hybrid).
- Knowles, S., & Strauß, N. (2022). The Framing of Economic Inequality through the Pandemic. In Panel "Learning from crises or stuck on repeat? Ideology, working practices and the mediation of economics" at *ECREA 2022* in Aarhus, Denmark.
- Schulz, A., Volk, S., Blassnig, S., Marschlich, S., Strauß, N., Nguyen, M. H. (2022). Too much Information or Just the Right Amount? A Qualitative Study on how People Experience Information Abundance in Different Areas of Life. *ECREA 2022* in Aarhus, Denmark.
- Kalberer, J., Bernet, L., Ceka, F., Thiraviyanathan, G., & Strauß, N. (2022). Diversity and Inclusion in the Recruitment Process. Job Advertisements as a Means of Reputation Management. *ECREA 2022* in Aarhus, Denmark.
- Cinceoglu, V., & Strauß, N. (2022). Blowing the Whistle on Sustainable Investments: How Media-Intensive Whistleblower Activities in the Realm of Sustainable Finance/ESG Impact Financial Institutions. *EUPRERA 2022* in Vienna, Austria.
- Strauß, N., & Mpadanes, M. (2022). Strategic Communication of NGOs in Tackling Societal Challenges as Opportunities: A Case Study in Switzerland. *EUPRERA 2022* in Vienna, Austria.
- Strauß, N., Krakow, J., & Chesney, M. (2022). The Relationship Between Literacy and Sustainable Finance Investment Behavior in Switzerland: The Mediating Role of Trust. In Extended Abstract at *Sinergie-SIMA Management Conference*, Bocconi University of Milan, Milan, Italy.
- Strauß, N. (2022). News Coverage about Sustainable Finance in Germany and the UK: A Cross-National Content Analysis. In Paper at *International Communication Association 2022* in Paris, France.
- Strauß, N., Knowles, S., & Cinceoglu, V. (2022). Understanding Financial Institutions – The Role of

- Reading Economic News in Germany and the UK. In Paper at *International Communication Association 2022* in Paris, France.
- Strauß, N., Baldi, F., & Benito, I. (2022). Sustainable Finance Initiatives and Their Coverage in International Financial and Business News: Are Networks Financing a Sustainable Future? In Paper at *International Communication Association 2022* in Paris, France.
- Strauß, N., Painter, J., Ettinger, J., Wonneberger, A., Doutreix, M.-N., Walton, P. (2021). Linking Extreme Weather Events to Climate Change: How Journalists Reported the 2019 European Heatwaves. In Paper at the *Future of Journalism Conference* in Cardiff. *Virtual Conference*.
- Strauß, N. (2021). Making sense of the green economy: How European journalists perceive, construct and cover sustainable finance. In Paper at *ECREA 2021. Virtual Conference*.
- Strauß, N. (2021). Framing sustainable finance: A critical analysis of op-eds in the Financial Times. In Paper at *ECREA 2021. Virtual Conference*.
- Wonneberger, A., Painter, J., Ettinger, J., & Strauß, N. (2021). Mainstream media coverage of the European heatwave of 2019 and related Extreme Event Attribution studies. In Paper at *Re-MEDIAting the Wild, the 16th Conference on Communication and Environment. Virtual Conference*.
- Strauß, N. (2021). Sustainable finance: Leverage to fight climate change or marketing stunt? A critical framing analysis of op-eds in the Financial Times. In Paper at *International Communication Association. Virtual Conference*.
- Strauß, N. (2021). Covering sustainable finance: The role of the news media for sustainable economic change. In Poster at *International Communication Association. Virtual Conference*.
- Painter, J., Strauß, N., Wonneberger, A., Ettinger, J., Doutreix, M.-N. (2021). An analysis of mainstream media coverage of the European heat wave of 2019, in four countries (France, Germany, the Netherlands and the UK). In Paper at *International Communication Association. Virtual Conference*.
- Strauß, N. (2020). "Sustainable finance": examining journalism's role in holding the financial sector accountable. *Strategic Communication and the Future of Journalism*. Media Discourse Centre, De Montfort University, Leicester, UK. *Virtual Conference*.
- Strauß, N. (2020). Communicating sustainable finance: Engaging the public with strategic communication. In Paper at *International Communication Association. Virtual Conference*.
- Strauß, N. & Caldecott, B. (2020). Sustainable Finance in the News: How the Move Towards a Sustainable Financial System Has Been Reported in Europe Since the Global Financial Crisis 2008. In Paper at *International Communication Association. Virtual Conference*.
- Strauß, N. (2020). Covering the "green economy": How European financial journalists construct and report a sustainable economy. *2nd Lisbon Winter School for the Study of Communication, Media and Uncertainty*.
- Strauß, N. (2019). Communicating sustainable finance: Engaging the public with strategic communication. In Paper at *International Association for Media and Communication Research*. Madrid, Spain.
- Strauß, N., Muñoz, L. A., Gil de Zúñiga, H. (2019). Why reading the news, political interest and political knowledge is not enough: The mediating role of discussion frequency for network heterogeneity. In Paper at *International Association for Media and Communication Research*. Madrid, Spain.
- Strauß, N. (2019). Financial networks on Twitter: Network and stock price dynamics during quarterly earnings announcements. In Paper at *International Communication Association*. Washington D.C., USA.
- Strauß, N., Huber, B., Gil de Zúñiga, H., & Liu, J. (2019). Structural influences of the news-finds-me perception: Why people believe they don't have to actively seek the news anymore. In Paper at *International Communication Association*. Washington D.C., USA.
- Huber, B., Strauß, N., Gil de Zúñiga, H., & Liu, J. (2019). Big 5 und die „News-Finds-Me Perception“: Wie Persönlichkeitsmerkmale die Wahrnehmung beeinflussen, Nachrichten nicht mehr aktiv verfolgen zu müssen. [Big 5 and „News-Finds-Me Perception“: How personality traits shape individuals' perception to no longer need to actively seek news]. *Kommunikationswissenschaftliche Tage 2019 (25 – 27 April, 2019)*. Vienna, Austria.
- Strauß, N., Gil de Zúñiga, H., Diehl, T., Ardèvol-Abreu, A., Weeks, B., & Huber, B. (2018). The news-finds-me perception: Causes & consequences. *Media Lab Day Vienna*. Vienna, Austria.
- Gil de Zúñiga, H. Huber, B., Strauß, N., & Ardèvol-Abreu, A. (2018). Keynote at the *European Commission's Safer Internet Centres Conference* on „Better Internet for Kids“. Brussels, Belgium.
- Gil de Zúñiga, H., Strauß, N., Huber, B., & Liu, J. (2018). The proliferation of the 'news finds me' perception across different societies. In Paper presented at *the IV Annual Conference of the International Journal of Press/Politics*. Reuters Institute for the Study of Journalism. Oxford, United Kingdom.
- Strauß, N., Huber, B., Ardèvol-Abreu, A. & Gil de Zúñiga, H. (2018). The news-finds-me perception: Why people are not actively seeking the news anymore...and its consequences. *AJC Hanoi Intensive Seminar Vienna 2018. Current Issues in European Media- and Communication Studies*. Vienna, Austria.
- Strauß, N., Huber, B., & Gil de Zúñiga, H. (2018). Antecedents of the 'news-finds-me' perception. What makes people tune out of news? A cross-national comparison. In Paper to be presented at *European Communication Research and Education Association (Preconference)*. Lugano, Switzerland.
- Strauß, N. (2017). News media coverage and initial public offerings in Germany: Explaining flotation performance. In Paper presented at *International Communication Association*. San Diego, USA.
- Strauß, N. (2017). Buying on rumors: How news flows affect the share price of Tesla. In Paper presented at *Etmaal van de Communicatiewetenschap*. Tilburg, the Netherlands.
- Strauß, N. & Araujo, T. (2017). Financial networks on Twitter: Describing network dynamics in the course of quarterly earnings announcements of Dow Jones Industrial Average firms. In Paper presented at *Etmaal van de Communicatiewetenschap*. Tilburg, the Netherlands.
- Strycharz, J., Strauß, N., & Trilling, D. (2017). Media coverage and share price volatility: Is it only attention that matters? In Paper presented at *Etmaal van de Communicatiewetenschap*. Tilburg, the Netherlands.

- Strauß, N., Vliegenthart, R. & Verhoeven, P. (2016). Flash trading: Stock market reactions to Reuters and Bloomberg tweets. In Poster presented at *International Communication Association*. Fukuoka, Japan.
- Strauß, N. (2016). Trust and the financial market in light of Habermas and Luhmann: A research agenda for communication science. In Paper presented at *International Communication Association*. Fukuoka, Japan.
- Strauß, N., Vliegenthart, R., & Verhoeven, P. (2016). News trading: How Reuters and Bloomberg tweets affect US stock market indices. In Paper presented at *Etmaal van de Communicatiewetenschap*. Amsterdam, the Netherlands.
- Strauß, N., Vliegenthart, R., & Verhoeven, P. (2015). How news media coverage drives stock market prices in the Netherlands. Paper presented at *Capital, Culture, and Media*. Leeds, UK.
- Strauß, N., Vliegenthart, R., & Verhoeven, P. (2015). Sentiment or emotions? How news media coverage drive stock market prices in the Netherlands. Paper presented at *BledCom 2015*. Bled, Slovenia.
- Strauß, N. (2015). Mouthpiece or corrective: How financial media responded to the cultural change promulgated by Deutsche Bank - a qualitative framing analysis. Paper presented at *International Communication Association*. San Juan, Puerto Rico.
- Strauß, N. & Vliegenthart, R. (2015). The interrelation between implicit frames in press release of German banks and German financial media. Paper presented at *International Communication Association*. San Juan, Puerto Rico.
- Kruikemeier, S., Strauß, N., van der Meulen, H.L., & van Noort, G. (2015). Communication strategies in digital diplomacy: A multi-method approach to study the use of Twitter by western embassies in GCC countries. Paper presented at *Etmaal van de Communicatiewetenschap*. Antwerp, Belgium.
- Strauß, N. (2015). Mouthpiece or corrective: How financial media responded to the cultural change promulgated by Deutsche Bank - a qualitative framing analysis. Paper presented at *Etmaal van de Communicatiewetenschap*. Antwerp, Belgium.
- Strauß, N. & Vliegenthart, R. (2015). Are press releases overrated? The interrelation between implicit frames in press releases of German banks and German financial media. Paper presented at *Etmaal van de Communicatiewetenschap*. Antwerp, Belgium.
- Strauß, N. & Verlegh, P.W.J. (2014). Political websites & eWOM: Why politicians should care more about the interaction with citizens on the web. Paper presented at *Etmaal van de Communicatiewetenschap*. Wageningen, the Netherlands.
- Strauß, N. (2013). Hying nerds: Popular media and globalisation - exemplified on the Big Bang theory. Paper presented at *Eastern Communication Association Conference*. Pittsburgh, USA.

INVITED TALKS

- 12/06/2023 "Communicating Net Zero Effectively: How to Prevent Greenwashing Accusations" at *Società Italiana Marketing – SIM Webinar "Performance measurement in sustainable marketing: challenges and trends"*
- 05/06/2023 "Kann Geld die Welt retten oder ist das alles Greenwashing!?", panel discussion with Prof. Christian Klein (University of Kassel), Kristina Jeromin (Green and Sustainable Finance Cluster, Germany), moderation: Verena von Ondarza (NDR) at *re:publica* in Berlin
- 03/05/2023 "DSI Community Sustainability", presentation with Dr. Mario Angst at ICT Stammtisch, *Flughafenregion Zürich*
- 16/03/2023 Interview for the *IECA Webinar Series "Sounds like Sustainability..."*, moderator: Prof. Franzisca Weder
- 20/10/2022 Colloquium Talk "Just Greenwashing or the Greatest Opportunity of our Time? How Sustainable Finance is Reported in the News and How the Swiss Public Perceives it", Institute of Communication and Media Studies, *University of Bern*
- 22/07/2022 Presentation "The Relationship between Financial News, Sustainability, Financial Understanding and Greenwashing Perceptions" at the Roundtable "Communicating the Economy", *Middlesex University*, London, UK
- 10/06/2022 "SD21 Impact Report", *StrategieDialog21 Retreat 2022*, *StrategieDialog*, Gerzensee, Switzerland
- 25/05/2022 *Swissdox@LiRI-Info-Event*, presentation about how to implement *Swissdox@LiRI* in MA-Thesis in Communication Science at IKMZ, UZH
- 30/11/2021 "PhD Career Talk & Discussion", PhD Seminar: *Wissenschaftstheorie*; *Vienna University of Economics and Business* (online)
- 29/11/2021 "Strategic Financial Communication: How to Communicate Sustainable Finance to the Financial Markets", *Vienna University of Economics and Business* (online)
- 29/11/2021 "Investor Relations – Finanzmarktkommunikation", Seminar: *Einführung in Public Relations*, *Vienna University of Economics and Business* (online)

09/11/2021	“The Role of the News Media and Communications for Sustainable Finance – Implications for Finance Watch”, <i>Finance Watch</i> (online)
06/07/2021	„Strategische Kommunikation im Fokus: Von Sustainable Finance bis zu nachhaltigen Geschäftsmodellen“, Kolloquium am Institut für Sozialwissenschaften, <i>Heinrich Heine University Düsseldorf</i> (online)
23/06/2021	„Kommunikation & Nachhaltigkeit: Wie Medien zu Sustainable Finance berichten und wie Nachhaltigkeit an Investoren kommuniziert werden sollte“, Energiesektor und Klimawandel (energy sector and climate change), <i>Verband Schweizerischer Elektrizitätsunternehmen (Association of Swiss Electricity Firms)</i> (online)
21/06/2021	“The Role of the News Media and Communications for Sustainable Finance”, Center of Competence for Sustainable Finance, <i>University of Zurich</i> (online)
22/12/2020	Panel Discussion at the 14 th Annual Finance Conference “Finance Break”, <i>Bogazici University, Management and Economics Club Finance and Technology</i> (online)
19/10/2016	Guest Talk in the Executive Master of Science in Strategic Communication Graduate Program, Columbia School of Professional Studies, <i>Columbia University, New York</i>
16/02/2015	Guest Lecturer in the Master Course “Entrepreneurship”, Department of Communication, <i>University of Amsterdam, Amsterdam</i>
15/01/2015	Guest Lecturer in the Bachelor Course “Organisaties in de Media”, Department of Communication, <i>University of Amsterdam, Amsterdam</i>

TEACHING EXPERIENCE

01/2025	“ ESG & Strategic Communication ”, CAS Stakeholder Management , University of Zurich
02/2024 – 12/2024	Research Seminar: Strategic Communication of Net Zero: Company Reports, Sustainability Claims and Greenwashing (MA-Seminar) , Department of Communication and Media Research, University of Zurich
02/2023 – 06/2023	Research Seminar: Strategic Communication & Sustainable Finance Practices (MA-Seminar) , Department of Communication and Media Research, University of Zurich
09/2022 – 12/2022	Strategic Communication & Net Zero Business Models (MA-Seminar) , Department of Communication and Media Research, University of Zurich
02/2022 – 06/2022	Strategic Communication for a Sustainable Economy (MA-Lecture) , Department of Communication and Media Research, University of Zurich
02/2021 – 12/2021	Research Seminar: Reputation, Crisis, and Strategic Communication (MA-Seminar) , Department of Communication and Media Research, University of Zurich
05/2020 – present	Marker for the Master Course “Communication, Climate Change and the Media” (lecturer: Dr. James Painter) , School of Geography and the Environment, University of Oxford, Oxford (every semester)
03/2020 – 04/2020	PhD Transfer of Status Report Assessor , School of Geography and the Environment, University of Oxford, Oxford
03/2019 – 07/2019	Lecturer in the Bachelor Course “Statistische Datenanalyse” [statistical data analyses] , Department of Communication Science, University of Vienna, Vienna
03/2019 – 07/2019	Lecturer in the Bachelor Course “Quantitative Datenerhebungsmethoden” [quantitative data collection methods] , Department of Communication Science, University of Vienna, Vienna
03/2019 – 07/2019	Lecturer in the Bachelor Course “Proseminar Forschungspraxis: Media & the Economy” [research practices] , Department of Communication Science, University of Vienna, Vienna
10/2018 – 02/2019	Lecturer in the International Research Master Course “Introduction to Data Analysis” (VO)/“Applied Data Analysis” (UE), Using R , Department of Communication Science, University of Vienna, Vienna
10/02/2017 – 10/07/2017	Lecturer in the Bachelor Course “Corporate Communication” , Department of Communication Science, University of Amsterdam, Amsterdam (Average evaluation by students: 8.5; approx. A)

01/06/2014 – **Tutor in the Master Course “Research Methods in Communication Science”,**
31/08/2014 Department of Communication, University of Amsterdam, Amsterdam

SUPERVISION ACTIVITIES

01/2023 – present **MA Colloquium (Spring 2023) – 2 Master Students**, Department of Communication and Media Research, University of Zurich

08/2022 – 06/2023 **MA Colloquium (Autumn 2022) – 6 Master Students**, Department of Communication and Media Research, University of Zurich

02/2022 – 01/2023 **MA Colloquium (Spring 2022) – 3 Master Students**, Department of Communication and Media Research, University of Zurich

09/2021 – 06/2022 **MA Colloquium (Autumn 2021) – 6 Master Students**, Department of Communication and Media Research, University of Zurich

01/2023 – present **“Curse or Blessing? How Negative Engagement Impacts Sustainable Finance”**, Vesile Cinceoglu (external PhD student), co-supervisor: Prof. Edda Humprecht, University of Jena

09/2022 – present **“Climate Change Communication”**, Xiaoyue Yan, main supervisor: Prof. Dr. Mike Schäfer, Department of Communication and Media Research, University of Zurich

01/2022 – present **“Imaginations of Artificial Intelligence: The Communicative Construction of AI in China, Germany and the US”**, Saba Brause (PhD student), main supervisor: Prof. Dr. Mike Schäfer, Department of Communication and Media Research, University of Zurich

01/2022 – present **“Investor Relations in the Age of Digitalization”**, Laura Hackl, main supervisor: Prof. Dr. Jens Seiffert-Brockmann, Vienna University of Economics and Business

01/2022 – present **“Corporate Leadership Communication in a Digital and Networked Media Ecosystem: What are the Strategies, Contents, and Consequences of CxO Positioning on LinkedIn?”**, Markos Mpades (PhD student), co-supervisor: Prof. Dr. Mark Eisenegger, Department of Communication and Media Research, University of Zurich

06/2021 – present **“Linking Communications and Finance to Evaluate Risk and Opportunity in Sustainable Finance”**, Ingrid Oliva (PhD student), co-supervisor: Prof. Dr. Falko Paetzold, Department of Communication and Media Research, University of Zurich

02/2023 – 06/2023 **“The Relevance of Algorithm Skills for Digital Inequality”**, Dr. Jonathan Gruber, main supervisor: Prof. Dr. Eszter Hargittai, Department of Communication and Media Research, University of Zurich

INSTITUTIONAL RESPONSIBILITIES

02/2024 – present **Jury Member for UZH Entrepreneur Fellowships Program, Sustainable Society**, University of Zurich

01/2023 – present **Member of the Ethics Committee**, Faculty of Arts and Social Sciences

01/2023 – present **Member of the Selection Committee** for “Awards and Honors at the Faculty of Arts and Social Sciences”, University of Zurich

05/2022 – present **Student and Early Career Representative**, International Communication Association, Environmental Communication Division

02/2022 – present **Co-Founder and Community Manager** of the community “Sustainability” (with Dr. Mario Angst), *Digital Society Initiative, University of Zurich*

06/2022 – 11/2023 **Deputy**, European Network of Emerging Scholars (EUNES), *European Public Relations Education and Research Association (EUPRERA)*

12/2022 – 10/2023 **Advisory** for the UZH “Laboratory of Reality Projects for Climate Measures at UZH”, University of Zurich

11/2022 – 06/2023 **Member of the Appointment Committee** for the professorship “Computational Social Science”, Faculty of Arts and Social Sciences, Department of Communication and Media Research, University of Zurich

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07/2021 – 12/2022	Leader of the Task Force Exchange: Bringing informal and formal exchanges at IKMZ forward, Department of Communication and Media Research, University of Zurich
10/2021 – 06/2022	Member of the Working Group “Reducing CO ₂ Emission through Air Traveling” at the Faculty of Arts and Social Sciences, University of Zurich
05/2021 – 01/2022	Initiator of the Development of Institutional Ethical Guideline, Department of Communication and Media Research, University of Zurich
04/2022	Member of the Selection Committee for the DSI Excellence Program for PhD Students, <i>Digital Society Initiative, University of Zurich</i>
2016 – 2017	Board Member of the NeFCA Young Scholars Network

NON-ACADEMIC APPOINTMENTS/ROLES

01/2023 – present	Member of the Board of Trustees of ProClim – Forum für Klima und globalen Wandel, SCNAT, Akademie für Naturwissenschaften
07/2020 – present	Board Member of the Brussel-based NGO “Finance Watch – Making Finance Serve Society”

ACADEMIC MEMBERSHIPS

2022 – present	UZH-ETH Network on Interdisciplinary Climate Research, University of Zurich, Eidgenössische Technische Hochschule Zürich
2021 – present	Center of Competence for Sustainable Finance, University of Zurich
2021 – present	Digital Society Initiative, University of Zurich
2021 – present	European Media Management Association
2021 – present	European Public Relations Education and Research Association (EUPRERA)
2021 – present	Deutsche Gesellschaft für Publizistik- und Kommunikationsforschung (DGPK)
2018 – present	European Communication Research and Education Association (ECREA)
2015 – present	International Communication Association (ICA)
2019 – 2020	International Association for Media and Communication Research (IAMCR)
2014 – 2017	Netherland-Flanders Communication Association (NeFCA)

ORGANIZATION OF ACADEMIC EVENTS

06/2024	Organization of Pre-Conference “PhD Mentoring Workshop” at the International Communication Association 2024 at Gold Coast, Australia (hybrid), Division: Environmental Communication
05/2023	Organization of Roundtable “Challenges and Opportunities of Sustainable Digitalization” , DSI Community Sustainability, Digital Society Initiative, University of Zurich
05/2023	Organization of Pre-Conference “PhD Mentoring Workshop” at the International Communication Association 2023 in Toronto, Canada (hybrid), Division: Environmental Communication
26-27/09/2022	Organization of “Power Analysis” Workshop by Dr. Niklas Johannes, Oxford Internet Institute, Oxford University, at Department of Communication and Media Research, University of Zurich
22-23/09/2022	Kick-off Meeting & Social Activities for the new “European Network of Emerging Scholars (EUNES), <i>European Public Relations Education and Research Association (EUPRERA)</i> at EUPRERA 2022 in Vienna, Austria
02/2022	Kick-Off Meeting & Industry Visit of the community “Digitalization & Sustainability” (with Dr. Mario Angst), <i>Digital Society Initiative, University of Zurich</i>

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2016 – 2017	Organization of the NeFCA Event “The Future of Communication Science – A Brainstorming Session” , Etmaal van de Communicatiewetenschap 2017 in Tilburg
11/2015	Organization of the “PhD Career Event” , Amsterdam School for Communication Research (ASCoR), Department of Communication Science, University of Amsterdam, Amsterdam

CHAIRING RESPONSIBILITIES

ProClim, Swiss Academy of Sciences, «Swiss Global Change Day» (April 2023), Swiss Association of Communication and Media Research (since 2022), International Communication Association (since 2019)

(AD-HOC) REVIEWER

MIT Press, Nature Communications Earth & Environment (since 2023), Nature Human Behaviour (since 2023), Business & Society (since 2023), Journal of Industrial Ecology (since 2023), Journal of Broadcasting & Electronic Media (since 2022), Text & Talk (since 2022), Environmental Communication (since 2022), Journalism Practice (since 2022), PLOS ONE (since 2022), Annals of the International Communication Association (since 2022), Journal of Advertising (since 2022), Journal of Integrative Environmental Sciences (since 2022), Digital Journalism (since 2021), Social Science Computer Review (since 2021), Telematics (since 2021), Swiss National Science Foundation (2021), Sustainability (since 2021), Journal of Sustainable Finance and Investment (since 2021), Social Science Computer Review (since 2021), New Media & Society (since 2020), International Journal of Strategic Communication (since 2020), International Journal of Press and Politics (since 2020), Journal of International Communication (since 2020), Political Science Quarterly (since 2020), SAGE Open (since 2019), Journal of Communication (since 2019), Journalism (since 2019), International Journal of Communication (since 2018), Journalism and Mass Communication Quarterly (since 2018), European Political Science Review (since 2018), Communications (since 2018), International Journal of Communication (since 2018), Information, Communication and Society (since 2018), Communications – The European Journal of Communication Research (since 2018), Social Science Computer Review (since 2018), Communication Research (since 2018), Political Communication (since 2018), American Behavioral Scientist (since 2018), MedienJournal (since 2018), Journal of Communication Management (since 2016)

EDITOR APPOINTMENTS

2023 – present	Member of the Editorial Board of Environmental Communication
2021 – present	Member of the Editorial Board of International Journal of Strategic Communication
2018	Assistant for the Editorial Team for a Special Issue of the Journal of Business Ethics (edited by Prof. Dr. Craig Carroll and Dr. Rowena Olegario)

MEDIA APPEARANCES

09/05/2023	Zürcher Studierendenzzeitung citation in the article „Bayer hat seine Finger im Spiel“, Author: Camilla Bellmann
13/03/2023	UZH News , article about the DSI Community Sustainability, “Digitalisierung nachhaltig machen”, Author: Thomas Gull
13/03/2023	punkt4info , article about the DSI Community Sustainability, “Digitalisierung soll Nachhaltigkeit berücksichtigen”, Author: mm
12/01/2023	NZZ , citation in the article „Wissenschaftler des Ölkonzerns Exxon sagten den Klimawandel ziemlich genau voraus – nach aussen hin vertrat die Firma aber eine Strategie der Vernebelung“, Author: Sven Titz
29/09/2022	Twitter Interview with @SriEvent (#1 Influencer on Twitter on Sustainable Finance) about Greenwashing & Expert Survey
19/07/2022	RTL Nieuws (Netherlands), citation in the article “ <u>Passen vrolijke strandfoto's bij verhalen over extreme hitte? (Spoiler: nee)</u> ”
05/2022	Diverse media coverage (quotes, opinion pieces, articles) about our pre-print by O'Neill et al. (2022) in The Telegraph, The Guardian, The Independent, Le Monde, and New Scientist .
21/07/2021	Podcast Episode , <i>New Climate Capitalism</i> , “Can we trust media coverage of ESG?” by Denise Young

15/03/2021	Climate Narratives Newsletter by Denise Young, comment about the paper “Covering sustainable finance” (<i>Journalism</i>)
23/11/2020	SWR 2 , citation in the podcast “ <u>KI im Journalismus – Algorithmen machen Nachrichten</u> “, Authors: Tassilo Hummel und Jan Karon
18/06/2020	Süddeutsche Zeitung , citation in the article “ <u>Die Welt verbessern und Geld verdienen</u> “, Author: Marcel Grzanna
17/03/2020	Süddeutsche Zeitung , citation in the article “ <u>Kreative Köpfe und künstliche Intelligenz</u> “, Author: Marcel Grzanna

COURSES & EXTRACURRICULAR EDUCATION

04/2023 – present	UZH Leadership Program for Professors (Modules: 1) Professional Leadership in Academia, 2) Employee Selection and Onboarding, 3) Effective Team Work, 4) Project Management, 5) Professionals in Supervision), University of Zurich
26-27/09/2022	Power Analysis Workshop by Dr. Niklas Johannes, Oxford Internet Institute, Oxford University, at Department of Communication and Media Research, University of Zurich
02/2022 – 04/2022	Business and Climate Change: Towards Net Zero Emissions , University of Cambridge (online course)
11/11/2021	DSI Communication Workshop: Automated Media Content Analysis , Digital Society Initiative, University of Zurich
20/10/2021	How to Develop a Pragmatic, Practical and Implementable Sustainability Corporate Strategy , Women in Sustainable Finance (online)
10/2021 – 11/2021	Ensa – Erste Hilfe für psychische Gesundheit , Stiftung Pro Mente Santa, Zurich
09-20/08/2021	Heterogeneity and Dynamics: Time Series and Panel Data , Essex Summer School in Social Science Data Analysis
09/2020 – 11/2020	Environmental Communication: Research into Practice , International Environmental Communication Association
27– 31/01/2020	#SMART Data Sprint , Digital Methods: Theory – Practice – Critique, Universidade Nova de Lisboa
11/2019 – 01/2020	Sustainable Communication , School of Education and Communication, Jönköping University
23– 27/09/2019	Sustainable Finance Foundation Course , Smith School of Enterprise and the Environment, University of Oxford
05 – 26/08/2019	200-Hours Vinyasa Yoga Teacher Training , YogaUnion, Ubud, Bali
03/2019 – 05/2019	Strategy and Sustainability , Coursera Online Course, IESE Business School
24– 25/09/2018	Basic Qualification for Junior Staff – Teaching in Higher Education , Personalentwicklung, University of Vienna
18/05/2018	Analysis of Structural Equation Models with R and Lavaan , Department of Communication Science, University of Vienna
01/2018 – 03/2018	Introduction to Philosophy , Coursera Online Course, University of Edinburgh
10/2017 – 12/2017	Understanding the Psych , Volkshochschule Frankfurt, Frankfurt
01/2017 – 02/2017	R for Staff Tutorials , Department of Communication Science, University of Amsterdam
02/2017 – 05/2017	Using R for Data Wrangling, Analysis and Visualization , Department of Communication Science, University of Amsterdam
25 – 28/01/2016	Research Paradigms in Strategic Communication , Workshop, Department of Business Communication, Aarhus University
13/01/2016	Investment Foundations Certificate , CFA Institute
24 – 28/08/2015	Factor Models in Time Series with Applications in Macroeconomics and Finance , LSE Methods Summer Program, London School of Economics
02/2015 – 05/2015	Big Data and Automated Content Analysis , Department of Communication Science, University of Amsterdam

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04/2015	Psychometric Analysis in R , Department of Communication Science, University of Amsterdam
19 – 20/03/2015	Causal Inference for Communication Research , Department of Communication Science, University of Amsterdam
10/2014 – 12/2014	Advanced Issues in Cross National Survey Research , Department of Political Science, University of Amsterdam
11/2014	Media & the Economy , Workshop with Prof. Stuart Soroka, Center for Journalism of the University of Southern Denmark
15 – 16/04/2011	CSR – Corporate Social Responsibility Certificate , University of Mannheim

STATISTICAL SKILLS

Basic Statistical Methods (Correlation, T-Test, Regression, Factor Analysis, ANOVA/ANCOVA)
Time Series Analysis (ARIMA, VAR)
Semi-Automated Content Analysis
Structural Equation Modeling (CFA, Path Models)
Panel Analysis (Fixed Effects and Random Effects, Latent Growth, Cross-Lagged)
Multilevel Analysis

SOFTWARE SKILLS

R (proficient)
STATA (proficient)
SPSS (proficient)
Qualtrics (proficient)
SurveyMonkey (proficient)
MS Office (proficient)
MAXQDA (proficient)
Nvivo (basic)

LANGUAGES

German (native)
English (fluent)
Dutch (fluent)
Spanish (A2)