

CURRICULUM VITAE

Dr. Sarah Marschlich

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EDUCATION

- | | |
|------|---|
| 2021 | Ph.D. (Dr. rer. soc.) in Communication, University of Fribourg, Switzerland
Thesis: Corporate Diplomacy: How Multinational Corporations Gain Organizational Legitimacy. A Neo-Institutional Public Relations Perspective |
| 2016 | Master of Arts in Media and Political Communication, Free University of Berlin, Germany |
| 2015 | Master of Arts in New Media Communication, University of Macao, China, exchange semester |
| 2012 | Bachelor of Arts in Communication Science and Media Research, University of Leipzig, Germany |

ACADEMIC EMPLOYMENT

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|-------------------|---|
| Since 09/2022 | University of Amsterdam, The Netherlands
Assistant Professor of Corporate Communication, Amsterdam School of Communication research (ASCoR) |
| 09/2020 – 08/2022 | University of Zurich, Switzerland
Senior Research and Teaching Associate, Department of Communication and Media Research (IKMZ), Chair of Public Sphere & Society |
| 01/2019 – 12/2019 | Zayed University, Dubai and Abu Dhabi, United Arab Emirates
Guest Researcher, College of Communication and Media Sciences |
| 09/2016 – 08/2020 | University of Fribourg, Switzerland
Research and Teaching Assistant, Department of Communication and Media Research (DCM), Chair of Organizational Communication |

GRANTS & AWARDS

- 2022 Research funding by the Digital Communication Methods Lab, University of Amsterdam for the research project on “Exploring individuals’ imagined social media affordances using self-report measures and donated log-based data”
- 2021 Best Paper Award for the paper “CSR in Hypermodern Times: Towards a New Measurement of Segmentation of Socially and Environmentally Conscious Publics” by the European Public Relations Education and Research Association (EUPRERA)
- 2021 Research funding by the Swiss Association of Communication and Media Sciences (SACM) and by the Swiss Association of Humanities and Social Sciences (SAGW) for the research project “Current situation of the mid-level staff at Swiss universities”
- 2019 Research grant by the Swiss National Science Foundation (SNSF) for the research project “Corporate Diplomacy in the United Arab Emirates”
- 2019/2020 Fellow of the Kopenhagen Center for the Advancement of Women in Communication

PUBLICATIONS [09/25/2022]

Peer-Reviewed Journal Articles

- Marschlich, S., & Ingenhoff, D.** (2022). Public-Private Partnerships: How Institutional Linkages Help to Build Organizational Legitimacy in an International Environment. *Public Relations Review*, 48(1). 102124. <https://doi.org/10.1016/j.pubrev.2021.102124>
- Storie, L., & **Marschlich, S.** (2022). Identity, Social Media, and Politics: How Young Emirati Women Make Sense of Female Politicians in the UAE. *International Journal of Press/Politics*, 27(4), 789-807.. <https://doi.org/10.1177/19401612221078795>
- Marschlich, S., & Ingenhoff, D.** (2021). The Role of Public Relations in Corporate Diplomacy: How Relationship Cultivation Increases Organizational Legitimacy. *Journal of Public Relations Research*, 33(2), 86-105. <https://doi.org/10.1080/1062726X.2021.1981332>
- Marschlich, S., & Ingenhoff, D.** (2021). Stakeholder Engagement in a Multi-Cultural Context: The Contribution of (Personal) Relationship Cultivation to Social Capital. *Public Relations Review*, 47(4). 102091. <https://doi.org/10.1016/j.pubrev.2021.102091>
- Ingenhoff, D., & **Marschlich, S.** (2019). Corporate Diplomacy and Political CSR: Similarities, Differences, and Theoretical Implications. *Public Relations Review*, 45(2), 348–371. <https://doi.org/10.1016/j.pubrev.2019.01.002>
- Marschlich, S.** (2017). Public diplomacy and the implementation of foreign policy in the US, Sweden and Turkey, by Efe Sevin. *Journal of Public Diplomacy and Place Branding*, 14(4), 320–321.

Books

- Marschlich, S.** (2022). *Corporate Diplomacy: How Multinational Corporations Gain Organizational Legitimacy. A Neo-Institutional Public Relations Perspective*. Springer.

Book Chapters in Edited Volumes

- Marschlich, S.,** & Vogler, D. (forthcoming). Public Debates about Social Responsibilities of Media Companies – A Longitudinal Analysis of Swiss Media Companies 2010 – 2019. In F. Weder, L. Rademacher, & R. Schmidpeter (Eds.), *CSR Communication in the Media Industry. Intercultural and Interdisciplinary Approaches to Understand Social Impact and License to Operate of Media Business around the Globe*. Springer.
- Storie, L., & **Marschlich, S.** (forthcoming). The past, the present, and the future of public diplomacy research. In J. Falkheimer, & M. Heide (Eds.), *Research Handbook of Strategic Communication*. Edward Elgar.
- Eisenegger, M., & **Marschlich, S.** (2022). Schlüsselbegriffe der Public Relations: Issues, Frames und Thematisierung [Key Constructs in Public Relations: Issues, Frames, and Thematization]. In P. Szyszka, R. Fröhlich, & U. Röttger (Eds.), *Handbuch der Public Relations [Handbook of Public Relations]* (pp. 1-22). Springer.
- Oehmer-Pedrazzi, F., & **Marschlich, S.** (2022). Lobbyismus aus kommunikationswissenschaftlicher Perspektive. In A. Volk., & K. Mause (Eds.), *Handbuch Lobbyismus [Handbook lobbying]* (pp. 1-14). Springer.
- Marschlich, M.** (2022). Content Analyses in Public Diplomacy. In F. Oehmer, S. H. Kessler, E. Humprecht, K. Sommer, & L. Castro Herrero (Eds.), *Handbook of standardized content analysis: Applied designs to research fields of communication science* (pp. 329-338). Springer.
- Marschlich, S.** (2022). Einstellungen gegenüber Medien [Attitudes towards Media]. In fög – Forschungsinstitut Öffentlichkeit und Gesellschaft (Ed.), *Jahrbuch Qualität der Medien. Schweiz – Suisse – Svizzera [Yearbook Quality in the Media. Switzerland]* (pp. 131-137). Schwabe.
- Marschlich, S.,** Strauss, N., & Vogler, D. (2022). Qualität und Stellenwert der Wirtschaftsberichterstattung in Schweizer Medien [Quality and relevance of economic news in Swiss media]. In fög – Forschungsinstitut Öffentlichkeit und Gesellschaft (Ed.), *Jahrbuch Qualität der Medien. Schweiz – Suisse – Svizzera [Yearbook Quality in the Media. Switzerland]* (pp. 69-80). Schwabe.
- Schwaiger, L., & **Marschlich, S.** (2021). Einstellungen gegenüber Medien [Attitudes towards Media]. In fög – Forschungsinstitut Öffentlichkeit und Gesellschaft (Ed.), *Jahrbuch Qualität der Medien. Schweiz – Suisse – Svizzera [Yearbook Quality in the Media. Switzerland]* (pp. 117-124). Schwabe.
- Udris, L., **Marschlich, S.,** & Vogler, D. (2021). Abstimmungskampf um das Verhüllungsverbot: Sichtbarkeit von Akteur:innen und ihrer Positionen in redaktionellen Medien und auf Twitter [Campaign on the Veiling Ban: Visibility of Actors and their Positions in Editorial Media and on Twitter]. In fög – Forschungsinstitut Öffentlichkeit und Gesellschaft (Ed.), *Jahrbuch Qualität der Medien. Schweiz – Suisse – Svizzera [Yearbook Quality in the Media. Switzerland]* (pp. 63-76). Schwabe.
- Marschlich, S.** (2018). Bildmotive in der Migrationsberichterstattung im Wandel? [Images in News Coverage on Migration in Change?] In C. Bonnen, K. Löpke, & F.-A. Meyer (Eds.), *Flüchtlingsbilder, Rechtspopulismus und Schweigespirale reloaded: Aktuelle Perspektiven Politischer Kommunikation [Images of Refugees, Right Wing Populism, and the Spiral of Silence Revisted]* (pp. 9-30). Shaker.

INSTITUTIONAL RESPONSIBILITIES

06/2021 – 08/2022	Teaching and studies commission, University of Zurich Young scholars' representative
06/2021 – 08/2022	Gender equality commission, University of Zurich Young scholars' representative
05/2020 – present	Swiss Association of Communication and Media Research (SACM) Board member
03/2017 – 08/2020	Commission for Uni-Social and Psychological Consultation, University of Fribourg Young scholars' representative

REVIEWING ACTIVITIES

Ad-hoc reviewer for:

Journals:

- International Journal of Strategic Communication
- Journal of Communication Management
- International Journal of Press/Politics
- Human Communication Research

Conferences:

- International Communication Association (ICA)
- German Communication Association (DGPK)
- Swiss Association of Communication and Media Research (SACM)

MEMBERSHIPS

International Communication Association (ICA)

European Public Relations Education and Research Association (EUPRERA)

European Communication Research and Education Association (ECREA)

Swiss Association of Communication and Media Research (SACM)

German Communication Association (DGPK)