

CURRICULUM VITAE

Dr. Sarah Marschlich

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EDUCATION

- 08/2016 – 10/2020 **Ph.D. (Dr. rer. soc.) in Communication**, University of Fribourg, Switzerland
Grade: Magna cum laude

Thesis: Corporate Diplomacy: How Multinational Corporations Gain Organizational Legitimacy. A Neo-Institutional Public Relations Perspective

Committee: Prof. Dr. Diana Ingenhoff, University of Fribourg (first supervisor), Prof. Dr. Sabine Einwiller, University of Vienna (second supervisor)
- 08/2014 – 01/2015 **Master of Arts in New Media Communication**, University of Macao, China, exchange semester
- 10/2013 – 04/2016 **Master of Arts in Media and Political Communication**, Free University of Berlin, Germany. Grade: 1.4 (/1)
- 10/2008 – 04/2012 **Bachelor of Arts in Communication Science and Media Research**, University of Leipzig, Germany. Grade: 1.7 (/1)

ACADEMIC EMPLOYMENT

- Since 09/2022 **University of Amsterdam, Netherlands**
Assistant Professor, Department of Communication Science, Amsterdam School of Communication Research (ASCoR), Program Group of Communication, Organizations, Society
- 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**
Visiting 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, Chair of Organizational Communication

- 12/2015 – 05/2016 **Free University of Berlin, Germany**
Research Assistant, Department of Journalism
- 10/2013 – 07/2014 **Free University of Berlin, Germany**
Student Research and Teaching Assistant, Department of Empirical Education Sciences

NON-ACADEMIC EMPLOYMENT

- 07/2015 – 11/2015 **German Institute for Standardization (DIN), Berlin, Germany**
Student Assistant, Division of Corporate Communications
- 02/2015 – 06/2015 **Wirtschaft TV, Berlin, Germany**
Communications Intern
- 12/2012 – 02/2013 **Siemens AG, Leipzig, Germany**
Student Assistant, Division of Corporate Communications
- 06/2012 – 11/2012 **German-Czech Chamber of Industry and Commerce, Prague, Czech Republic**
Intern, Division of Corporate Communications and Marketing

PEDAGOGICAL QUALIFICATIONS

- 2023-2024 Training on teaching, designing courses, assessment and examination in teaching, and self-evaluation of teaching, documented by the **Dutch Certificate of the University Teacher Qualification** (University of Amsterdam)
- 2016-2020 Training on didactical and pedagogical skills and teaching methods, documented by the **Swiss Diploma of Advanced Studies in Didactics** (University of Fribourg)

ADMINISTRATIVE EXPERIENCES

- From 01/2025 **Member of the Program Committee**, Department of Communication Science, University of Amsterdam
- Providing advice on all matters regarding education and the bachelor's and master's programs to the undergraduate and graduate school directors
- Since 09/2024 **Guest Editor**, Journal of Communication Management
- Editing the special issue on “The Art of Communication - Bridging the Future and Past of Strategic Communication in a New Technological Ecosystem”
- 09/2024 **Chair** of the panel session “Corporate Activism: From Greyzones to Value Creation,” Annual Congress of the European Public Relations Education and Research Association (EUPRERA)
- Since 01/2024 **Head of the Scientific Committee**, European Public Relations Education and Research Association (EUPRERA)
- Organizing the review process of and the panel sessions at the annual congress of EUPRERA
 - Editing a volume covering the best papers of the congress

Since 01/2024	<ul style="list-style-type: none"> Selecting the submissions for the best paper awards <p>Member of the Task Force “Reward and Recognition,” Department of Communication Science, University of Amsterdam</p> <ul style="list-style-type: none"> Providing recommendations for guidelines on how to reward and recognize employees in our department to the department’s management team
05/2020 – 04/2024	<p>Board Member, Swiss Association of Communication and Media Research (SACM)</p> <ul style="list-style-type: none"> Developing position papers and recommendations regarding policies related to communication and media research and practice Developing and strengthening the network of early-career scholars
04/2023	<p>Chair of the panel sessions “Organizations and Communities” and “Better Science Initiative: Creating a Diverse Science Culture,” Annual Congress of the Swiss Association of Communication and Media Research</p>
06/2021 – 08/2022	<p>Member of the Teaching and Studies Commission, University of Zurich</p> <ul style="list-style-type: none"> Representing the interest of young researchers in teaching-related matters; being part of the committee for excellence in teaching grants
06/2021 – 09/2022	<p>Member of the Gender Equality Commission, University of Zurich</p> <ul style="list-style-type: none"> Representing the interest of young researchers in diversity-related matters (of students and employees)
03/2017 – 08/2020	<p>Member of the Commission for Social and Psychological Consultation, University of Fribourg</p> <ul style="list-style-type: none"> Representing the interest of researchers in social & psychological matters

GRANTS & AWARDS

2022	Research grant from the Digital Communication Methods Lab (University of Amsterdam) for the project “Exploring individuals’ imagined social media affordances using self-report measures & donated log-based data” (EUR 4.700)
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 grant from the Swiss Association of Communication and Media Sciences (SACM) and the Swiss Association of Humanities and Social Sciences (SAGW) for the research project “Current situation of the mid-level staff at Swiss universities” (EUR 8.000)
2019	Research grant from the Swiss National Science Foundation (SNSF) for the project “Corporate Diplomacy in the United Arab Emirates” (EUR 58.000)
2019	Travel grant from the Swiss National Science Foundation (SNSF) for visiting the annual conference of the Association of Education in Journalism and Mass Communication (AEJMC) in Toronto, Canada (EUR 1.000)
2019/2020	Fellow of the Kopenhagen Center for the Advancement of Women in Communication
2014	ERASMUS Mundus Scholarship, student exchange program (EUR 9.000)
2012	ERASMUS Internship Scholarship (EUR 2.800)
2010 – 2014	Friedrich-Naumann Foundation Scholarship (EUR 15.400)

COORDINATION & LEADERSHIP

09/2024	Co-Leader of the Paper Development Workshop , European Public Relations Education and Research Association (EUPRERA) <ul style="list-style-type: none">Organizing the workshop that brings together authors of selected congress papers with renowned senior scholars to develop their papers for publication in top academic journals
04/2023	Coordinator of the “Young and Mid-career Scholars” Panel , Annual conference of the Swiss Association of Communication and Media Research to promote young and emerging scholars in Communication Sciences
Since 11/2022	Principle Investigator , research project “Exploring Individuals’ Imagined Social Media Affordances Using Self-report Measures and Donated Log-based Data,” funded by the DigiComLab, University of Amsterdam
11/2020 – 09/2022	Leader of the Task Force “Employee Development Talks,” Department of Communication and Media Research, University of Zurich <ul style="list-style-type: none">Developing a procedure, guidelines, and an interview guide for annual career development talks between early-career scholars and their supervisors
08/2021 – 07/2024	Principle Investigator , research project “The Current Situation of the Mid-level Staff at Swiss Universities” with a team of three researchers (a collaboration between the University of Zurich and the University of Fribourg)
Since 06/2021	Leader of the Working Group “Young and Emerging Scholars’ Career Development” with a team of four international researchers (Switzerland, Austria, and Germany)

INVITED TALKS & PUBLIC OUTREACH

10/2024	Invited talk on “Trends in the Media and Implications for Policy Communications Teams” at the 2024 Annual Meeting of the Development Communication Section of the Organization for Economic Cooperation and Development (OECD) and the Dutch Ministry of Foreign Affairs, The Hague, Netherlands
04/2024	Invited to talk in the panel discussion on “The Future of Communication and Media Research in Switzerland” organized by the Swiss Association of Communication and Media Research, Lucerne, Switzerland
11/2023	Keynote “Responsibility Online: CSR Communication in the Digital Era,” as part of the public event “Perspectives – Talk About the Future,” organized by AISEC (International Association of Students in Economics and Business), Amsterdam, Netherlands
11/2022	Invited to talk in the panel discussion “The Future of and the Challenges of Young and Mid-career Scholars in Communication Science,” organized by the Ulrich Saxer Foundation, Aargau, Switzerland
10/2022	News coverage of my research on women and corporate news, published on SRF online (Swiss Radio and Television; link)
10/2022	Interview about women’s interest in business topics and news, published on SRF online (Swiss Radio and Television; link)
06/2022	Presentation of my research on “Well-being, Job Satisfaction, and Gender Equality in PR and the Communication Industry in Switzerland and Germany”

in the online webinar on “Wellbeing in Public Relations and Communications Industries” with Public Relations and Communication Professionals from all over Europe, organized by the EUPRERA (European Public Relations Research and Education Association)

TEACHING AND SUPERVISION EXPERIENCES

I. TEACHING

PhD level courses

PhD workshop (three days) offered by the European Public Relations Education and Research Association (EUPRERA)

Duration: 09/2021, 09/2022, 09/2023

Role: Co-convenor

Analyzing qualitative research with MAXQDA, University of Fribourg

Duration: 12/2024

Role: Course designer, coordination, and lecturer

Master level courses

Organization, Media, and Society, Department of Communication Science, University of Amsterdam

Duration: 09/2023 – 12/2023, 09/2024 – 12/2024

Role: Course coordinator and lecturer

Thesis Preparation Corporate Communication, Department of Communication Science, University of Amsterdam

Duration: 02/2024 – 05/2024, 09/2024 – 12/2024

Role: Course coordinator and lecturer

Survey Design, Department of Communication Science, University of Amsterdam

Duration: 02/2023 – 05/2023, 02/2024 – 05/2024

Role: Course coordinator and lecturer

Master Thesis Coordination Corporate Communication group, Department of Communication Science, University of Amsterdam

Duration: Since 01/2024

Role: Coordinator of all MA theses (assignment supervisors, communication with students and supervisors)

Research Method Tailored to the Thesis: Survey, Department of Communication Science, University of Amsterdam

Duration: 01/2023, 06/2023, 01/2024

Role: Lecturer

CSR Communication, Department of Communication Science, University of Amsterdam

Duration: 02/2023 – 03/2023

Role: Course co-coordinator and lecturer

Organizations' Communication and Different Platform Publics: From Twitter to TikTok, research seminar at the Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 02/2022 – 12/2022

Role: Course coordinator and lecturer

Constituting Reputation in the Digital Era, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 02/2022 – 06/2022

Role: Lecturer

Organizations' Communication and the Digital Transformation of the Public Sphere, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 02/2022 – 06/2022

Role: Lecturer

Organizations' Communication and the Digital Transformation of the Public Sphere, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 02/2022 – 06/2022

Role: Course co-coordinator and co-lecturer

Moralization of Organizations' Communication, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 10/2020 – 12/2020

Role: Course co-coordinator and lecturer

Between Nation Branding and Public Diplomacy: The Reception of Country Images and Strategic Communication, Department of Communication and Media Research, University of Fribourg

Duration: 10/2018 – 12/2018

Role: Course co-coordinator and co-lecturer

Country Image and Identity: Country Brand and the Role of Public Diplomacy, Department of Communication and Media Research, University of Fribourg

Duration: 09/2017 – 12/2017

Role: Course co-coordinator and co-lecturer

Bachelor level courses

Introduction to Computational Social Science, Department of Political Science, University of Amsterdam

Duration: 11/2024

Role: Lecturer

Crisis of Trust, Department of Communication Science, University of Amsterdam

Duration: 06/2023, 04/2024 – 05/2024

Role: Course designer, co-coordinator, and lecturer

The Politicization of Strategic Communication, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 09/2021 – 12/2021

Role: Course designer, coordinator, and lecturer

Strategic Communication Between Values and Value Creation, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 02/2021 – 06/2021

Role: Course designer, coordinator, and lecturer

Challenges of Strategic Communication of Multinational Corporations, Department of Communication and Media Research (IKMZ), University of Zurich

Duration: 09/2020 – 12/2020

Role: Course designer, coordinator, and lecturer

Experimental Research in International PR, Public Diplomacy, and Climate Change Communication, Department of Communication and Media Research, University of Fribourg

Duration: 09/2020 – 12/2020

Role: Lecturer

Experimental Research in International PR, Public Diplomacy, and Climate Change Communication, Department of Communication and Media Research, University of Fribourg

Duration: 09/2017 – 12/2017, 02/2028 – 06/2018, 02/2020 – 06/2020

Role: Lecturer

Strategic Communication Management and Evaluation on the Micro, Meso, and Macro Level,

Department of Communication and Media Research, University of Fribourg

Duration: 02/2018 – 06/2018

Role: Course co-coordinator and co-lecturer

Experimental Research in Strategic Communication Management, Department of Communication and Media Research, University of Fribourg

Duration: 09/2016 – 12/2016, 02/2017 – 06/2017

Role: Lecturer

Guest lectures

04/2023	“CSR Communication in Digital Times,” BI Norwegian Business School, Oslo
04/2019	“Strategic Communication and Culture”, Zayed University, Abu Dhabi
06/2019	“Empirical Research in Communication Science”, Zayed University, Abu Dhabi
06/ 2019	Corporate Public Relations, University of the Emirates, Dubai
08/2019	Public Relations Research and Surveys, University of the Emirates, Dubai

II. SUPERVISION AND EXAMINATION OF THESIS

PhD student supervision and examination

2024 – 2028	Wang, E.: Generative (De)Legitimation: Corporate Social (Ir)Responsibility in the Age of Conversational Generative AI. Supervision of PhD student, University of Amsterdam.
2024	Schwinges, A.: BIG TECH IN CHECK. News Media’s Watchdog Role in the Digital Age. Member of the Doctoral Committee, University of Amsterdam.

Master student supervision and examination

MA thesis at the Department of Communication Science, University of Amsterdam:	13 Students
BA thesis at the Department of Communication Science, University of Amsterdam:	36 Students
MA thesis at the Department of Communication and Media, University of Zurich:	9 Students

ONGOING RESEARCH PROJECTS

Since 04/2024	Generative (De)Legitimation: Corporate Social (Ir)Responsibility in the Age of Conversational Generative AI
2022 – 2024	Social Media Affordances and Strategic Communication of Organizations
Since 02/2023	The Role of Organizations in the Public Debate on Gender Equality and its Consequences for Organizations and Society

LANGUAGE SKILLS

German	-	Native
English	-	Fluent
Dutch	-	Intermediate
French	-	Intermediate
Czech	-	Beginner
Spanish	-	Beginner

METHOD & STATISTICS SOFTWARE SKILLS

SPSS	-	Proficient (including regression analyses, variance analyses, multi-level analysis, cluster analysis, factor analysis)
AMOS	-	Proficient (including confirmatory factor analysis and structural equation modeling)
Qualtrics	-	Proficient
R	-	Advanced (including regression analyses, variance analyses, factor analysis)
Python	-	Beginner

REVIEWING ACTIVITIES

Journals:

- Studies in Media and Communication
- International Journal of Communication
- International Journal of Press/Politics
- Journal of Communication Management
- Studies in Communication Sciences
- Human Communication Research

Conferences:

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

MEMBERSHIPS

International Communication Association (ICA)

European Public Relations Education and Research Association (EUPRERA)

Swiss Association of Communication and Media Research (SACM)

German Communication Association (DGPuK)

Amsterdam, December 7, 2024