

Curriculum vitae

Chiara Valentini



Institutional address

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EDUCATION

- 2004/2008 **PhD in Organizational Communication and Public Relations**, Department of Communication, University of Jyväskylä, Finland. Majors: Content analysis, Mass communication theories, Public Relations theories, Quantitative and Qualitative research methods. Title of the PhD thesis: *Promoting the European Union- Comparative analysis of EU communication strategies in Finland and in Italy*. Supervisors: Emeritus Prof. Jaakko Lehtonen and Prof. Marita Vos.
- 1998/2003 **MA in Public Relations** (with Honours), Department of Foreign Languages and Literatures, University of Udine, Italy. Majors: Communications, Public Relations, Marketing, French and English languages. Title of the MA thesis: *The euro 2002 information campaign: analysis and evaluations of the national advertising campaigns*. Supervisors: Prof. Giovanni Lunghi and Prof. Michael Lahey, final mark: 110/110 cum laude.
- 2001/2002 **Visiting student** (Erasmus Mundus Program) at the Laurentian University, Sudbury, Canada. Courses attended and passed: Marketing, Organizational Behaviour, Business Communication, Statistics, French grammar and literature.

1993/1998 **Maturità linguistica** (linguistic high degree) at “Liceo Duca degli Abruzzi”, Treviso, Italy. Majors: Italian, English, French and German literatures and languages, History, Geography, Art, Philosophy, Latin, Mathematics.

OTHER SPECIALIZING COURSES

- 2008 Intensive German course at ECAP Zurich. Three months, 5 days/week, half day course (4hs) of German language.
- 2006 Course in “General Theory of Science for Graduate Students” by the University of Jyväskylä, Finland.
- 2005 - European Doctoral Summer School in Communication 2005 “Media and everyday life”, Tartu University, Estonia.
- Course in “Cultural perspectives: Comparative Politics and the interpretation of meaning” by the University of Tampere, Finland
- Course in “Qualitative Research methods” by the University of Tampere, Finland
- Course in “Scientific Writing and Publishing” by the University of Tampere, Finland
- 2004 - Course in “Organizational learning” by the University of Tampere, Finland.
- Intensive course in “Media training”, organized by NordForsk; Helsinki, Finland.
- 2003 Course in “Mentorship –Sharing Expertise” by Tulossilta Oy, Tampere, Finland.

ACADEMIC APPOINTMENTS

- 2008 - **Assistant Professor** at the Department of Language and Business Communication at the Aarhus School of Business, University of Aarhus, Denmark. Teaching different BA and MA courses for the programme in European studies and researching at the Knowledge Communication group. Responsible for different research projects, mentoring duties for students, and other administrative tasks.
- 2004/2008 **Researcher** in Organizational Communication and Public Relations, at the Department of Communication, University of Jyväskylä, Finland. Responsible for different projects including studies about reputation, trust and social responsibility. Other activities at the Department are related with small administrative tasks.
- 2004/2008 **University mentor** for students of organizational communication and public relations. I have been working closely with students by mentoring and supporting them with their class assignments, advising them on appropriate research topics, editing and evaluating their work and providing a direct and friendly help in other aspects related with their educational and professional developments.

- 2004/2005 **Guest-Lecturer** in European NGOs for undergraduate students at the Department of International School of Social Sciences, University of Tampere, Finland
- 2004/2005 **Lecturer** in Institutional communication for undergraduate students at the Department of Communication, University of Jyväskylä, Finland.
- 2001/2002 **University tutor** for Italian culture and language by Laurentian University, Sudbury, Canada. Teaching and mentoring duties for BA students learning Italian language and culture.

CONSULTING ACTIVITIES

- 2004 - **Independent Consultant.** Providing support and advice to different organizations, institutes and professional people in the fields of communications and public relations by working on specific project-related tasks. Recent consulting activities are:
- research and study on Italian foundations, commissioned by Dr. Elisa Bortoluzzi Dubach, BR SPRG, Zug, Switzerland.
 - research and study on Italian sponsorships, commissioned by Dr. Elisa Bortoluzzi Dubach, BR SPRG, Zug, Switzerland

PROFESSIONAL EXPERIENCES

- 2007/2008 **Media analyst** at the research institute Media Tenor AG, Zurich, Switzerland. Responsible of the research and content analyses of different Italian, Swiss and international media (press and radio-television news) for social, political, corporate and reputation studies.
- 2007 **Communication Officer** for DG Communication, Representation of the European Commission in Italy, Rome (traineeship). Responsible for the organization of events, meetings and seminars, for the preparation of informative material and evaluation reports about the main activities of Europe Direct. Other activities were: taking care of media relations, providing support in defining editorial input for the Representation web site and assisting and cooperating to different internal and external communication activities.
- 2004/2005 **Localisation tester** by LionBridge (part-time job) Finland. Responsible for the quality control of localised products and services of NOKIA for the Italian market. I was also appointed as employee representative for one of LionBridge teams (approx. 54 people). My main tasks as employee representative were related with delivering company/wage information to employees and collect their concerns and questions, representing employees' interests at the management meetings and taking care of the employee information network.
- 2003 **Project manager** by Tulossilta Ltd., Tampere, Finland. Responsible for different European projects. I was in charge of the analysis and studies of entrepreneurship and gender issues, for different external relations

activities and for the organization of events. These projects were part of a European programme involving partners from four different European countries.

- 2002 **Manager assistant** by the International European Movement in Brussels, Belgium. Responsible for the promotion of the European awareness and activities and for the organisation of the final conference of the project. I was in charge of administrative tasks, external relations activities, organization of events, press releases, coordination of and monitoring European projects.
- 2001 **Market researcher** by S.P.P.A. Partners, Verona, Italy. Responsible for the analysis and studies of the consumers' opinions of S.P.P.A. products and services and for different promotional activities.
- 2001 **Journalist** for the Public Relations Faculty newspaper, Gorizia, Italy.

GRANTS FOR COURSES/RESEARCH ACTIVITIES

- 2004/2007 Several research grants to support data collection and analysis for the PhD research (including travel grants to participate to international conferences) by the Department of Communication, University of Jyväskylä, Finland.
- 2005 Grant from the Department of Communication, University of Jyväskylä for participating to the European Doctoral Summer School in Communication 2005 "Media and everyday life", Tartu University, Estonia.
- 2004 Research grant by Keski-Suomen Yhteisöjen Tuki, Jyväskylä, Finland, to study the communication quality of the Supporting Association for Third Sector Organisations in Central Finland.
- 2004 Grant by NordForsk for participating to the course in Media Training, Helsinki, Finland.

AREAS OF INTEREST

Public Relations; Institutional/ Political Communication; Public Governance and Public Diplomacy; Public Reception; International/ Intercultural Communication; European integration.

MAIN RESEARCH ACTIVITIES

March 2007- January 2008:

Researcher of the study "New media at the service of the citizens: Italian public administrations and e-democracy projects", developed in joint cooperation with Dr. Giorgia Nesti, University of Padua, Italy. The aim of this study was to analyse how certain Italian public administrations applied policies on e-democracy and e-governance into projects that

facilitate citizens' participation and involvement in local decision-making. Three relevant project were chosen and analysed. These were Iperbole of the municipality of Bologna, Mo-Net/Unox1 of the municipality of Modena and Partecipa.net of the Emilia- Romagna Region.

January 2004 - December 2007:

Scientific coordinator and researcher of the project "Promoting the European Union. Comparative analysis of EU communication strategies in Finland and in Italy". This research was an analysis of how the European Commission and its DG for Communication, the Finnish and Italian representations of the European Commission and Finnish and Italian EU offices at the regional and local levels communicated with their different publics during the period 2001- 2006. The research was based on a multi-level (European versus national) and comparative (Finnish versus Italian) approach standing on organizational communication and public relations theories but including as well some of the theories of public diplomacy, community relations and marketing communication. The methodologies applied were based on a triangulation of different techniques such as content and document analyses, qualitative analyses of an online survey and of face-to-face interviews and a meta-analysis of existing public opinion reports. The main qualitative empirical study consisted in five parts: the study of five EU documents on information and communication policies developed between 2001 and 2006 and their effects on member states' implementation; the Finnish and Italian communication strategies through the analysis of EU officers' activities at the local level; the analyses of different Eurobarometer surveys about citizens' EU perceptions; the study of EU media relations and the examination of some EU information campaigns as a tool for enhancing organizational image and trust and citizens' support.

March- October 2007

Scientific coordinator and researcher of the project "Comparing professions. How Italian journalists and public relations practitioners perceive their and the other profession", developed in joint cooperation with Dr. Toni Muzi Falconi, University of LUMSA, Rome, Italy. The aim of this study was to analyse, understand and rationalise how journalists and PR practitioners perceive themselves and value the other profession; how they evaluate their professional roles, working methods and relationships and their opinions on Italian news. This study was conducted with the support of FERPI (Italian Federation of Public Relations) and FNSI (Italian National Press Federation). It was based both on qualitative data, collected through face-to-face interviews with 6 senior PR practitioners and 6 journalists, and on quantitative data gathered through an online questionnaire. The quantitative sample consisted of 562 people.

March - June 2007:

Scientific coordinator and researcher of the project on the activities of the Italian centres 'Europe Direct' for the involvement of civil society, commissioned by the Italian Representation of the European Commission, Rome, Italy. The scope of this investigation was to study which tools and actions the Italian centres 'Europe Direct' developed and implemented between September 2006 and May 2007 for establishing stronger relationships with the organizations of the civil society and for a more active involvement of these organizations in EU debates. This study had two priorities: first, to know the status of the Italian civic activism in relation to the activities developed by the centres 'Europe Direct', and second, to examine how these centres improve their interaction capacity with the organizations of the civil society on the basis of the results obtained. The methods applied were content analysis of documents produced by 38 centres 'Europe Direct' and a qualitative analysis of phone interviews with the main responsible person of each centre.

May – September 2004:

Scientific coordinator and researcher of the project "The Communication Quality of Kuriiri Project", commissioned by Keski-Suomen Yhteisöjen Tuki (KYT), the Supporting Association for Third Sector Organisations in Central Finland. The aim of this investigation was to analyse the communication quality and management of a public organization that administers

international projects. Specifically communication quality was considered as an indicator of functionality and efficiency of Keski-Suomen Yhteisöjen Tuki towards their international partners. The data were gathered through personal interviews with the main officers of KYT, content analyses of briefing and minutes material, field observations and an online questionnaire sent during the summer 2004 and were analysed through a new re-elaboration of the balanced scorecard for public institutions.

June 2002- March 2003:

Scientific coordinator and researcher of the research project “The Euro 2002 Information Campaign: Analysis and Evaluation of the National Advertising Campaigns”. The aim of this research was to analyze and compare the national advertising campaigns developed by twelve EU countries for the introduction of the euro. The twelve countries, which introduced the new currency, were divided by communication strategy adopted and compared each other by media evaluations and communication effects (message content), and then assessed mostly on the basis of “recognition”, “recall”, and results achieved.

AWARDS

- 2003 *Outstanding Academic Achievement* for the Master thesis “The Euro 2002 Information Campaign: Analysis and Evaluation of the National Advertising Campaigns”, awarded by the Committee of the Faculty of Foreign Languages and Literatures at the University of Udine, Italy.
- 2001 Recipient of the *Erasmus Mundus Full Year Scholarship*, granted by the University of Udine, Italy, for studying at Laurentian University, Sudbury, Canada.
- 1998/2002 Four times recipient of the *ERDISU Scholarship for Outstanding Students*. This scholarship is yearly granted to university students who distinguish themselves for their academic merits. Granted by the centre *ERDISU* of the University of Udine, Italy.

SERVICE AND OUTREACH

- 2008 - Reviewer of articles for the journal ‘Human Communication Research’
- 2007 - Reviewer of the scientific papers submitted to the Public Relations Division for the Annual Conference of NCA (National Communication Association)
- 2007 - Reviewer of the scientific papers submitted to the Public Relations and Political Communication Divisions of the Annual Conference ICA (International Communication Association)
- 2007/2008 Member of the Pride Committee of NCA (National Communication Association)
- 2006 - Editor and article contributor for FERPI (the Italian Public Relations Federation).
- 2005/2006 Editor and article contributor for “Club del marketing e della comunicazione” (Italian organization in marketing and communication).

2004/2005 Employee representative at LionBridge oy (private company), Tampere, Finland. Organization size: approx. 300 persons.

PROFESSIONAL MEMBERSHIPS

- EUPRERA member (European Public Relations Education and Research Association)
- ECREA member (European Communication Research and Education Association)
- ICA member (International Communication Association)
- AMEC member (Association for Measurement and Evaluation of Communication)

LANGUAGES

- *Italian*: native speaker
- *English and French*: fluently spoken and written
- *German*: good level in spoken and written (Zertificat Deutsch B1)
- *Spanish and Finnish*: elementary knowledge (passive)

COMPUTER SKILLS

- Advanced knowledge of MS Office (Word, Excel, PowerPoint, Outlook)
- Basic knowledge of Adobe Photo Shop, MS Access and FrontPage

MAIN PUBLICATIONS, CONFERENCE PAPERS AND BOOK CONTRIBUTIONS

Books/Monographs

- [1] Valentini, C. and Nesti, G. (eds.). *Europeanised after all: European publics in the EU communicative space*. Expected to be published in 2009.
- [2] Valentini, C. and Muzi Falconi, T. (2008b) *Lo specchio infranto. Come i relatori pubblici e i giornalisti italiani percepiscono la propria professione e quella dell'altro* [trans. The shattered mirror. How Italian journalists and public relations practitioners reciprocally perceive their profession], Rome, Italy: Luca Sossella Edition.
- [3] Valentini, C. (2008a). *Promoting the European Union. Comparative analysis of EU communication strategies in Finland and in Italy*, Jyväskylä, Finland: Jyväskylä University Printing House.
- [4] Valentini, C. (2003). *The Euro 2002 Information Campaign: Analysis and Evaluation of the National Advertising Campaigns*; Master thesis. University of Udine, Udine, Italy.

Chapters in Books

- [5] Valentini, C. (expected 2009). Engaging civil society. Europe Direct activities in Italy. In C. Valentini and G. Nesti (eds.) *Europeanised after all: European publics in the EU communicative space*.

- [6] Nesti, G. and Valentini, C. (forthcoming). New media at the service of the citizens: Italian public administrations and e-democracy projects. In M. Ardizzoni and C. Ferrari (eds.), *Globalisation in the Italian media. An anthology*. Lanham, MD, USA: Lexington Books
- [7] Valentini, C. and Ferrero, F. (2007). EU Research- From present policies to future challenges. In F. Dal Fjeldavli (eds.), *Why Europe's Economy needs more Integration*, pp. 31-41. Brussels, Belgium: Publications of the Young European Federalists (JEF-Europe).
- [8] Valentini, C. (2005b). The Communication Quality of Kuriiri Project. In Nupponen, T. (ed.) *Kuusi tutkimusnäkökulmaa Kuriirin työhön*, pp. 4-19; Jyväskylä, Finland: Kirjapaino Oma.
- [9] Valentini, C. (2005a). The Promotion of European Identity. In Lehtonen, J. and Petkova, D. (eds.) *Cultural Identity in an Intercultural context*; pp.196-213; Jyväskylä, Finland: University Press.

Refereed publications

- [10] Valentini, C. (under review). Beyond the traditional PR competencies- personalised networks of influence as strategic resources for successful PR activities. Submitted to *Journal of Communication Management*.
- [11] Valentini, C. (under review). PR-journalists' professional perceptions: an Italian outlook. Submitted to *Public Relations Review*.
- [12] Valentini, C. (2008b). Political communication in International settings. The case of the European Union. *Journal of International Communication* 14(2), pp. 102-116
- [13] Valentini, C. (2008a) Communicating EU in the Member States: Comparative analysis of Finnish and Italian Communication Strategies. *International Journal of Strategic Communication* 2(4), pp. 216–243
- [14] Valentini, C. (2007b). EU media relations - an Outlook from Finnish and Italian journalists. *Global Media Journal- Mediterranean Editions* 2(2), Fall 2007, pp. 82-96.
- [15] Valentini, C. (2007a). Global versus Cultural Approaches in Public Relationship Management: The case of the European Union. *Journal of Communication Management* 11(2), pp. 117-133.
- [16] Valentini, C. (2006). Manufacturing EU consensus: the reasons behind EU promotional campaigns. *Global Media Journal- Mediterranean Editions* 1(2), Fall 2006, pp. 80-96.

Other publications

- [17] Valentini, C. & Muzi Falconi, T. (2007c). *Professioni a confronto. Come i relatori pubblici e i giornalisti italiani percepiscono la propria professione e che giudizio danno della professione dell'altro* [trans. Comparing professions. How Italian journalists and public relations practitioners perceive their own profession and evaluate the other profession]. *Prima Comunicazione*, Special issue "Uomini Comunicazione", December, pp. 16-32
- [18] Valentini, C. (2007a) *Rapporto sulle attività dei centri italiani 'Europe Direct' per il coinvolgimento della società civile* [trans. Report about the activities of the Italian

centres 'Europe Direct' for the involvement of civil society]. Commissioned by the Italian Representation of the European Commission, Rome, Italy, at URL: www.europe-direct.net

Refereed publications in conference proceedings

- [19] Valentini, C. (2006b). Applicability of global approach for relationship management. In Postružnik, N. and Zagrajšek, K. T. (eds.), *Zbornik 10. Slovenske Konference o odnosih z javnostmi* (Proceedings of the 10th Slovene Conference on Public Relations), pp. 82-83. Ljubljana: CIP- Kataložni zapis o publikaciji Narodna in univerzitetna knjižnica.
- [20] Valentini, C. (2006a). *The Public Relations of the European Union*. Paper presented at the 9th Annual International Public Relations Research Conference, "Changing Roles and Functions in Public Relations"; March 9-12, 2006, Miami, Florida USA. Also in Watson DiStaso, M. (ed.), *Proceedings of the 9th International Public Relations Research Conference*, pp. 524-533

Scholarly presentations with refereed process

- [21] Valentini, C. (2008). *Beyond the traditional PR competencies- personalised networks of influence as strategic resources for successful PR activities*. Paper presented at the 10th Euprera Congress "Institutionalizing Public Relations and Corporate Communication", IULM University, Milan, Italy, 16-18 October 2008
- [22] Valentini, C. (2007). *Assessing the quality of EU media relations-journalists' opinions on EU communication actions for Finnish and Italian media*. Paper presented at the Political Communication Research Section, IAMCR conference "Media, Communication, Information: 50 years of theories and practices", Paris, 23-25 July 2007.
- [23] Valentini, C. (2006b). *Public Relationship Management in different national cultural contexts: the case of the European Union*. Paper presented at the 8th EUPRERA Congress "Strategic Communication in a Multi-Cultural Context", Lake District, United Kingdom, 6-9 September 2006.
- [24] Valentini, C. (2006a). *Constructing public support: EU communication challenges for the process of integration*. Paper presented at the International conference 2006 on "Public Spheres and their Boundaries" organized by Tampere Centre for Cultural Studies (TACS), University of Tampere, Finland, 25-27 May 2006
- [25] Valentini, C. (2005d). *The European Odyssey: Communication of Cultures vs. Culture of Communication*. Paper presented at the First European Communication Conference "Fifty years of Communication Research in Europe: past and future", Amsterdam, The Netherlands, 24-26 November 2005
- [26] Valentini, C. (2005c). *The Social Responsibility of the European Institutions*. Paper presented at the 7th EUPRERA Congress in Public Relations, Corporate Values, Social responsibility and social commitment, Lisbon, Portugal, 10-13 November 2005
- [27] Valentini, C. (2005b). *Mass media and EU communication*. Paper presented at the European Doctoral Summer School in Communication "Media and Everyday Life", 23-28 August, Tartu University, Estonia

- [28] Valentini, C. (2005a). *Finnish and Italian Communication Strategies for the EU Information*. Paper presented to Viestinnän tutkimuksen päivät (trans. Communication research days), Helsinki, Finland, 4-5 February 2005

Invited speeches

- [29] Valentini, C. (2008). *Main findings of a research on nine different dimensions of the relationship between the two professions*. Keynote speaker at the panel presenting new research findings and books at the Euprera Congress 2008, IULM, Milan, Italy
- [30] Valentini, C. (2007). *Self-perceptions and perceptions of two interrelated professions*. Keynote speaker at the PR professional online seminar "Journalists and Public relations officers: what they think about each others" organized by Tea Break sns, on 16 October 2007.
- [31] Valentini, C. (2007a). *Presentation of the main communication results of the Italian centres 'Europe Direct' in relation to the activities developed at the local level for the involvement of civil society*. Keynote speaker at the annual meeting of Italian centres 'Europe Direct', organized by the Italian Representation of the European Commission, on 12- 14 June 2007, Grosseto, Italy
- [32] Valentini, C. (2006). *The link between the European identity, citizens' participation, public sphere and EU's reputation*. Keynote speaker at seminar "The European Union without face", organized by FERPI and the Italian Association for Public and Institutional Communication on 20 June 2006, University of Padua, Italy.

REFERENCES

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