

# PUBLICATION RECORD

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## (1) SCIENTIFIC PUBLICATIONS

### MONOGRAPHS

Borchers, N. S. (2014). *Werbekommunikation: Entwurf einer kommunikationswissenschaftlichen Theorie der Werbung* [Advertising Communication: A Communications theory of advertising]. Wiesbaden: SpringerVS. [dissertation]

### CONTRIBUTIONS TO SCIENTIFIC JOURNALS

Borchers, N. S. (2022). Between skepticism and fascination: A systematic mapping of adolescents' persuasion knowledge about influencer marketing. *Journal of Current Issues & Research in Advertising*, 43(3), 274-300. <http://doi.org/10.1080/10641734.2022.2066230>

Borchers, N. S., & Enke, N. (2022). "I've never seen a client say: 'Tell the influencer not to label this as sponsored'": An exploration into influencer industry ethics. *Public Relations Review*, 48(5), 102235. <https://doi.org/10.1016/j.pubrev.2022.102235>

Borchers, N. S., Hagelstein, J., & Beckert, J. (2022). Are many too much? Analyzing the effects of multiple influencer endorsements from a persuasion knowledge model perspective. *International Journal of Advertising*, 41(6), 974-996. <https://doi.org/10.1080/02650487.2022.2054163>

Suuronen, A., Reinikainen, H., Borchers, N. S., & Strandberg, K. (2022). When social media influencers go political: An exploratory analysis on the emergence of political topics among Finnish influencers. *Javnost*, 29(3), 301-317. <https://doi.org/10.1080/13183222.2021.1983367>

Borchers, N. S. & Enke, N. (2021). Influencer-Kommunikation benötigt ethische Regeln: Ein Ethikkodex für die Branche [Influencer communication requires ethical guidelines: A code of ethics for the industry]. *Communicatio Socialis*, 54(4), 537-547. [doi.org/10.5771/0010-3497-2021-4-537](https://doi.org/10.5771/0010-3497-2021-4-537) [not double blind peer reviewed]

Borchers, N. S., & Enke, N. (2021). Managing strategic influencer communication: A systematic overview on emerging planning, organization, and evaluation routines. *Public Relations Review*, 47(3), 102041. <https://doi.org/10.1016/j.pubrev.2021.102041>

Naderer, B., Borchers, N. S., Wendt, R., & Naab, T. (2021). Editorial: Advertising literacy: How can children and adolescents deal with persuasive messages in a complex media environment? *Medienpädagogik*, 43, i-vi. <https://doi.org/10.21240/mpaed/43/2021.07.21.X> [not double blind peer reviewed]

Borchers, N. S. (2020). Werbung: Grundbegriffe der Kommunikations- und Medienethik [Advertising: Basic terms of communication and media ethics]. *Communicatio Socialis*, 53(3), 358-363. [not double blind peer reviewed]

Borchers, N. S., & Woelke, J. (2020). Epistemological and methodical challenges in the research on embedded advertising formats: A constructivist interjection. *Communications*, 45(3), 325-349. <https://doi.org/10.1515/commun-2019-0119>

Borchers, N. S. (2019). Editorial: Social media influencers in strategic communication. *International Journal of Strategic Communication*, 13(4), 255-260. [not double blind peer reviewed]

Enke, N., & Borchers, N. S. (2019). Social media influencers in strategic communication: A conceptual framework of strategic social media influencer communication. *International Journal of Strategic Communication*, 13(4), 261-277. <https://doi.org/10.1080/1553118X.2019.1620234>

Kohring, M., & Borchers, N. S. (2013). Werbung mit System? Eine konstruktive Kritik systemtheoretischer Theorien der Werbung [Advertising with system? A constructive critique of advertising theories inspired by system theory]. *Medien & Kommunikationswissenschaft*, 61, 221-234.

Borchers, N. S. (2011). "Do you really think Russia should pay up for that?" How the Russia-based TV channel RT constructs Russian-Baltic relations. *Javnost: The public*, 18(4), 89-106. <https://doi.org/10.1080/13183222.2011.11009069>

#### CONTRIBUTIONS TO SCIENTIFIC BOOKS

Borchers, N. S. (2022). Ich – mal Ziel, mal Müll: Turows The Daily You [I –sometimes target, sometimes waste]. In T. G. K. Meitz, N. S. Borchers, & B. Naderer (Eds.), *Schlüsselwerke der Werbeforschung* [Key works in advertising research] (pp. 379-389). Wiesbaden: Springer. [https://doi.org/10.1007/978-3-658-36508-0\\_33](https://doi.org/10.1007/978-3-658-36508-0_33)

Borchers, N. S. (2022). 😊😊😊: Zu den Ursachen der Bewunderung von Social-Media-Influencer\*innen [😊😊😊: On the reasons for admiring social media influencers]. In K. Hagedorn, T. Hofmann, & S. Möller (Eds.), *Provozierte Bewunderung: Selbstinszenierung und Vergemeinschaftung* (pp. 181-198). Paderborn: Fink.

Borchers, N. S., & Enke, N. (2022). Influencer und Meinungsführer als Herausforderung für die Unternehmenskommunikation [Influencers and opinion leaders as challenge for corporate communication]. In A. Zerfaß & M. Piwinger (Eds.), *Handbuch Unternehmenskommunikation* [3rd ed.] (pp. 329-347). Wiesbaden: Springer. [https://doi.org/10.1007/978-3-658-22933-7\\_12](https://doi.org/10.1007/978-3-658-22933-7_12)

Enke, N., Malczok, M., Dühning, L., & Borchers, N. S. (2022). Gemeinwohlorientierte Strategische Kommunikation: Dekonstruktion eines Oxymorons in drei Thesen [Public-value oriented strategic communication]. In K. Thummes, A. Dudenhausen, & U. Röttger (Eds.), *Wert- und Interessenkonflikte in der strategischen Kommunikation: Kommunikationswissenschaftliche Analysen zu Organisationen im Spannungsfeld zwischen Gemeinwohl und Partikularinteressen* (pp. 103-122). Wiesbaden: Springer. [https://doi.org/10.1007/978-3-658-35695-8\\_6](https://doi.org/10.1007/978-3-658-35695-8_6)

Grass, H. E., & Borchers, N. S. (2022). Werbung und Kulturindustrie als verwirklichte Unvernunft: Horkheimers und Adornos Dialektik der Aufklärung [Advertising and the culture industry as realized irrationality]. In T. G. K. Meitz, N. S. Borchers, & B. Naderer (Eds.), *Schlüsselwerke der Werbeforschung* [Key works in advertising research] (pp. 309-322). Wiesbaden: Springer. [https://doi.org/10.1007/978-3-658-36508-0\\_27](https://doi.org/10.1007/978-3-658-36508-0_27)

Meitz, T. G. K., Borchers, N. S., & Naderer, B. (2022). Das belastete Verhältnis der Kommunikations- und Medienwissenschaft zur Werbung: Zur Notwendigkeit der Schlüsselwerke der Werbeforschung. In T. G. K. Meitz, N. S. Borchers, & B. Naderer (Eds.), *Schlüsselwerke der Werbeforschung* [Key works in advertising research] (pp. 1-20). Wiesbaden: Springer. [https://doi.org/10.1007/978-3-658-36508-0\\_1](https://doi.org/10.1007/978-3-658-36508-0_1)

Shao, C., & Borchers, N. S. (2022). Werbung als Katalysator der digitalen Wirtschaftsordnung: Zuboffs Age of Surveillance Capitalism [Advertising as catalyst for the digital economy]. In T. G. K. Meitz, N. S. Borchers, & B. Naderer (Eds.), *Schlüsselwerke der Werbeforschung* [Key works in advertising research] (pp. 55-66). Wiesbaden: Springer. [https://doi.org/10.1007/978-3-658-36508-0\\_5](https://doi.org/10.1007/978-3-658-36508-0_5)

Borchers, N. S. (2021). Online-Bewertungs-Kompetenz: Grundlegende Kompetenzen im Umgang mit Peer-Bewertungen als Informationsquelle in Entscheidungsprozessen [Online review literacy: Fundamental competences in using online reviews as information sources in decision processes]. In M. Seifert & S. Jöckel (Eds.), *Bildung, Wissen und Kompetenz(-en) in digitalen Medien* (pp. 159-174). Freie Universität Berlin. <https://doi.org/10.48541/dcr.v8.9>

- Borchers, N. S. (2021). Gesellschaftliche Dimensionen der Werbekommunikation [Advertising's social dimensions]. In J. Krone & T. Pellegrini (Eds.), *Handbuch Medienökonomie* (pp. 1269-1292). Wiesbaden: Springer.
- Borchers, N. S., Güney, S., Krüger, U., & Schamberger, K. (2021). Einleitung [Introduction]. In N. S. Borchers, U. Krüger, K. Schamberger, & S. Güney (Eds.), *Transformation der Medien – Medien der Transformation* [Transformation of media – media of transformation] (S. 9-23). Frankfurt am Main: Westend.
- Borchers, N. S., & Jürss, S. (2021). Wird die Große Transformation geteilt? Zum Einfluss der Geschäftsmodelle von Sharing-Plattformen auf die transformativen Versprechen der Sharing Economy [Will the Great Transformation be shared? On the influence of business models on the sharing economy's transformative promises]. In N. S. Borchers, U. Krüger, K. Schamberger, & S. Güney (Eds.), *Transformation der Medien – Medien der Transformation* [Transformation of media – media of transformation] (S. 401-433). Frankfurt am Main: Westend.
- Jürss, S., & Borchers, N. S. (2019). Die Ideologie der Sharing Economy [The ideology of the sharing economy]. In U. Krüger & S. Seignani (Eds.), *Ideologie, Kritik, Öffentlichkeit: Verhandlungen des Netzwerks Kritische Kommunikationswissenschaft* (pp. 176-199). Leipzig: Universität Leipzig. Online verfügbar unter <https://nbn-resolving.org/urn:nbn:de:bsz:15-gucosa2-362123>
- Enke, N., & Borchers, N. S. (2018). Von den Zielen zur Umsetzung: Planung, Organisation und Evaluation von Influencer-Kommunikation [From objectives to implementation: Planning, organization and evaluation of influencer communication]. In A. Schach & T. Lommatzsch (Eds.), *Influencer Relations: Marketing und PR mit digitalen Meinungsführern* (pp. 177–200). Wiesbaden: Gabler.
- Krömer, L., Borchers, N. S., & Enke, N. (2018). Own the Follower: Wie lassen sich Influencer erfolgreich in den eigenen Unternehmenskanal einbinden? Eine Untersuchung anhand der YouTube-Kanäle deutscher Beauty-Unternehmen [Own the follower: How can influencer be integrated successfully into corporate channels? A study on YouTube-channels of German beauty enterprises]. In A. Schach & T. Lommatzsch (Eds.), *Influencer Relations: Marketing und PR mit digitalen Meinungsführern* (pp. 107–128). Wiesbaden: Gabler.
- Borchers, N. S. (2017). Crossing the borders: A theory of hybrid advertising formats. In J. F. Hamilton, R. Bodle, & E. Korin (Eds.), *Explorations in critical studies of advertising* (pp. 195-207). New York: Routledge.
- Hawlitschek, F., Teubner, T., Adam, M. T. P., Borchers, N. S.; Möhlmann, M.; Weinhardt, C. (2016). Trust in the Sharing Economy: An experimental framework. In *Proceedings of the International Conference on Information Systems: Vol. 37. Crowdsourcing, Crowdfunding, Blockchain and the Sharing Economy* (pp. 1-14). Online accessible at <http://aisel.aisnet.org/cgi/viewcontent.cgi?article=1055&context=icis2016>
- Borchers, N. S. & Krömer, N. (2015). Die Rolle von Arztbewertungsportalen im Prozess der Arztwahl: Patienten-Empowerment durch Laienbewertungen? [The role of physician rating portals in physician choice processes: Patient-empowerment via layperson ratings?] In O. Quiring et al. (Eds.), *Gesundheitskommunikation im gesellschaftlichen Wandel* (pp. 153-164). Köln: von Halem.
- Borchers, N. S. (2014). Werbung und gesellschaftliche Wirklichkeit: Welche Rückschlüsse lässt die Beobachtung werblicher Darstellungen zu? [Advertising and social reality: Which conclusions can we draw from the observation of advertising images?] In C. Schwender, D. Schlütz, & G. Zurstiege (Eds.), *Werbung im Sozialen Wandel* (pp. 237-249). Köln: von Halem.
- Borchers, N. S. (2014). Unterhält die Werbung? Ein Plädoyer für ein Mehr an analytischer Präzision in der Werbeforschung [Advertising as entertainment? A plea for more analytic accuracy in advertising research]. In C. Schwender, D. Schlütz, & G. Zurstiege (Hrsg.), *Werbung im Sozialen Wandel* (pp. 224-236). Köln: von Halem.

## EDITORSHIPS

Meitz, T. G. K., Borchers, N. S., & Naderer, B. (Eds.) (2022). *Schlüsselwerke der Werbeforschung* [Key works in advertising research]. Wiesbaden: SpringerVS.

Borchers, N. S. (Ed.) (2021). *Social media influencer in strategic communication*. London: Routledge. [Updated version of Borchers (Ed.), 2019]

Borchers, N. S., Krüger, U., Schamberger, K., & Güney, S. (Eds.) (2021), *Transformation der Medien – Medien der Transformation* [Transformation of media – media of transformation]. Frankfurt am Main: Westend. <https://doi.org/10.53291/GFNG8688>. [also as Open Access, <https://krikowi.net/transformation-der-medien-medien-der-transformation/>]

Naderer, B., Borchers, N. S., Naab, T., & Festl, R. (Eds.) (2021). Advertising literacy: How can children and adolescents deal with persuasive messages in our complex media environment? *Special issue* of the journal *Medienpädagogik*.

Borchers, N. S. (Ed.) (2019). Social media influencer in strategic communication. *Special issue* of the journal *International Journal of Strategic Communication*, 13(4).

## RESEARCH REPORTS

Enke, N., & Borchers, N. S. (2019). *Whitebook Ethikkodex Influencer-Kommunikation*. Berlin: Bundesverband Influencer Marketing. Retrieved from <http://www.bvim.info/ethik>

Enke, N., & Borchers, N. S. (2018). *Management strategischer Influencer-Kommunikation: Projektbericht* [Management of strategic influencer communication]. Leipzig: Universität Leipzig. Retrieved from <https://www.slideshare.net/communicationmanagement/management-strategischer-influencer-kommunikation-ergebnisbericht-2018>

Zerfaß, A., & Borchers, N. S. (2017). *Integrierte Kommunikation 2017: Studie zum Status Quo und Verständnis von Integrierter Kommunikation in Deutschland* [Integrated communication 2017: Study on the status quo and understanding of Integrated Communication in Germany]. Frankfurt a. Main: F.A.Z.-Institut, Universität Leipzig.

## MISCELLANEOUS

Borchers, N. S. (2021). [Review of the book: *The voice catchers: How marketers listen in to exploit your feelings, your privacy, and your wallet* by Joseph Turow]. *Studies in Communication Sciences*. Advance online publication. <https://doi.org/10.24434/i.scoms.2022.01.041>

Borchers, N. S. (2021). [Review of the book: *Influencer: Die Ideologie der Werbekörper* [Influencers: The ideology of advertising bodies] by O. Nymoen und W. M. Schmitt]. *Medien & Kommunikationswissenschaft*, 69(4), 603-604.

Borchers, N. S., & Jürss, S. (2018). [Review of the book: *Vertrauen in serviceorientierten Online-Communities* [Trust in service-oriented online-communities] by J. Hauck]. *Publizistik*, 63, 305-307.

Borchers, N. S. (2011). [Review of the book: *Die Medien in Osteuropa: Mediensysteme im Transformationsprozess* [The Media in Eastern Europe] by M. Stegherr & K. Liesem]. *Publizistik*, 56, 247-248.

## (2) SCIENTIFIC PRESENTATIONS

## SCIENTIFIC CONFERENCES (PEER REVIEWED)

- Borchers, N. S. (2022/November). *Unsichtbare Beobachter? Zum Sichtbarkeitsmanagement im Überwachungskapitalismus* [Invisible observers? On the management of visibilities in surveillance capitalism]. Annual Conference of the Digital Communication division in the DGPUK, Düsseldorf, Germany.
- Borchers, N. S. (2022/November). *The micromanagement of influencer campaigns: How marketing managers control influencer conduct despite a rhetoric of letting go of control*. Annual conference of the AoIR, Dublin, Ireland.
- Borchers, N. S. (2022/October). *Ist Authentizität die bessere Wahrheit? Zur Rolle der Wahrheit in der strategischen Influencer-Kommunikation* [Is authenticity the better truth?]. Annual Conference of the PR and Organizational Communication division in the DGPUK, Bamberg, Germany.
- Borchers, N. S. (2022/October/accepted). *Staying in control: On marketers' micromanagement of influencer campaigns*. Annual Conference of the Advertising research division in the DGPUK, Cluj-Napoca/virtual, Romania.
- Borchers, N. S. (2022/September/accepted). *How communication managers handle the risk of autonomous influencer conduct in influencer campaigns*. Annual Conference of the EUPRERA, Vienna, Austria.
- Borchers, N. S., Beckert, J., & Hagelstein, J. (2022/May). *Matching up influencers: How does influencer-product fit trigger affirmative coping behaviors? 72<sup>nd</sup> Annual Conference of the ICA, Paris, France.*
- Borchers, N. S., & Enke, N. (2022/May). *"I've never seen a client say: 'Tell the influencer not to label this as sponsored'": An exploration into influencer industry ethics. 72<sup>nd</sup> Annual Conference of the ICA, Paris, France.*
- Altmaier, N., Kratel, V., Borchers, N. S., & Zurstiege, G. (2022/May). *Contouring digital disconnection studies: A systematic mapping of an emerging field. 72<sup>nd</sup> Annual Conference of the ICA, Paris, France.*
- Kratel, V., Altmaier, N., Borchers, N. S., & Zurstiege, G. (2022/May). *International and interdisciplinary perspectives in disconnection studies: A systematic mapping review. Pre-Conference Digital Disconnection Studies Beyond Borders to the 72<sup>nd</sup> Annual Conference of the ICA, Paris, France.*
- Borchers, N. S. (2022/May). *"The Internet of Things presents": Zum Aufbau von Datennachschubrouten im Überwachungskapitalismus am Beispiel von #LikeABosch [On the establishment of data supply routes in surveillance capitalism, the example #LikeABosch]. 4<sup>th</sup> Conference of the Network Critical Communication Studies, Vienna, Austria.*
- Borchers, N. S., Badermann, M., & Zurstiege G. (2021/November). *„Aber du glaubst doch nicht ernsthaft, dass der das bezahlen muss?“ Eine qualitative Audiobeobachtung von Eltern-Kind-Interaktionen in aktiver Werbemediation* [“But you do not seriously believe that he pays for it himself?” A qualitative audio-observation of parent-child interaction in active advertising mediation], Joint Annual Conference of the Digital Communication and the Advertising Communication division in the DGPUK, Leipzig, Germany/virtual.
- Borchers, N. S., & Enke, N. (2021/November). *Werbung ohne Moral? Zur Ethik der Influencerbranche* [Advertising without morals? On the ethics of the influencer industry]. Joint Annual Conference of the Digital Communication and the Advertising Communication division in the DGPUK, Leipzig, Germany/virtual.
- Hagelstein, J., Beckert, J., & Borchers, N. S. (2021/November). *Fit wie ein Turnschuh: Effekte von Influencer-Produkt-Fit auf Authentizitäts- und Markenwahrnehmung* [Fit as a sneaker (this pun doesn't work in English, sorry): Effects of influencer-product-fit on authenticity and brand perceptions]. Joint Annual Conference of the Digital Communication and the Advertising Communication division in the DGPUK, Leipzig, Germany/virtual.
- Bühler, L. & Borchers, N. S. (2021/November). *Die Entgrenzung der Wahlkampfkommunikation: Wie politische Kommunikator\*innen die Potenziale und Herausforderungen der strategischen Influencer-Kommunikation im Wahlkampf einschätzen* [The dissolution of election campaign communication: How political communicators

- evaluate the potentials and challenges of strategic influencer communication in election campaigning.] Annual Conference of the PR and Organizational Communication division in the DGpuK, Mainz, Germany.
- Borchers, N. S., & Enke, N. (2021/October). *Digital ethics for a digital world: The case of social media influencers*. Annual Conference of the EUPRERA, Pamplona/virtual, Spain.
- Badermann, M., Borchers, N. S., Zurstiege, G., & Shao, C. (2021/September). *Observing from a distance: A family task based audio observation*. Annual Conference of the Methods in Communication Research division in the DGpuK, Vienna, Austria/virtual.
- Borchers, N. S. (2021/August). *What if everybody knew it is advertising, but nobody would care: How strategic influencer communication challenges established wisdoms in advertising literacy research and education*. NordMedia 2021, Reykjavik, Iceland.
- Strandberg, K., Suuronen, A., Reinikainen, H., & Borchers, N. S. (2021/August). *The engaging effects of social media influencers going political*. NordMedia 2021, Reykjavik, Iceland.
- Borchers, N. S. (2021/May). *Between skepticism and fascination: A systematic mapping of adolescents' persuasion knowledge of influencer marketing*. 71<sup>st</sup> Annual Conference of the ICA, Denver/virtual, USA.
- Borchers, N. S., Badermann, M., Shao, C., & Zurstiege, G. (2021/May). *Caring about children's advertising literacy: A qualitative audio-observation of parent-child interactions in an active mediation scenario*. 71<sup>st</sup> Annual Conference of the ICA, Denver/virtual, USA.
- Hagelstein, J., Beckert, J., Borchers, N. S. (2021/May). *Less is more? Effects of multiple social media influencer endorsements on perceived authenticity and brand attitude*. 71<sup>st</sup> Annual Conference of the ICA, Denver/virtual, USA.
- Beckert, J., Hagelstein, J., & Borchers, N. S. (2021/January). *Sind weniger mehr? Effekte multipler Markenkooperationen von Social-Media-Influencer\*innen auf die Marken- und Influencerwahrnehmung [Are less more? Effects of multiple brand cooperations by social media influencers on brand and influencer perception]*. Annual Conference of the Reception and Effects Research Division in the DGpuK, Munich/virtual, Germany.
- Borchers, N. S. (2020/November). *Governing authenticity: On balancing creative freedom and control expectations in influencer communication campaigns*. Symposium Cultures of authenticity, Loughborough/virtual, UK.
- Jürss, S., Borchers, N.S., & Eichhorn, T. (2020/September). *Zur Legitimation von Konsumpraktiken: Die Nachhaltigkeitsversprechen der Sharing Economy [On the legitimation of consumption practices: The sustainability promises of the sharing economy]*. 40<sup>th</sup> Conference of the DGS (German Society for Sociology), Berlin/virtual, Germany.
- Borchers, N. S., Enke, N., Bühler, L., & Goebel, S. (2020/March). *Zwischen Journalismus, PR und Marketing: Ethische Problemfelder und Erwartungen im Feld der Social-Media-Influencer-Kommunikation [Between journalism, pr, and marketing: Ethical issues and expectations in the field of social media influencer communication]*. 65<sup>th</sup> Annual Conference of the German Communication Association (DGpuK), Munich, Germany.
- Borchers, N. S., & Enke, N. (2019/November). *"I don't mind product placements because as long as the video is entertaining and I feel happy afterwards, it's been worth watching": Teenagers' perception of ethic pertinence in strategic influencer communication*. Joint Annual Conference of the Advertising Communication Division and the Media Pedagogics Division in the DGpuK, Vienna, Austria.
- Borchers, N. S., & Jürss, S. (2019/November). *Wird die Große Transformation geteilt? Durch p2p, Plattformkooperativismus und Commons-Orientierung zu Alternativen zu einer Kalifornischen Sharing Economy [Will the Great Transformation be shared?]*. 3<sup>rd</sup> Annual Conference of the Network Critical Communication Studies, Leipzig, Germany.



- Dühring, L., Borchers, N. S., Malczok, M., Enke, N., & Jürss, S. (2019/November). *It's capitalism, stupid*. Annual Conference of the PR & Organizational Communication Division in the DGPK, Münster, Germany.
- Borchers, N. S., & Jürss, S. (2019/August). *Sharing is our future*. NordMedia 2019, Malmö, Sweden.
- Jürss, S., & Borchers, N. S. (2019/June). Sharing for a better future? On the sharing economy and imagined future states of society. 6<sup>th</sup> International Workshop on the Sharing Economy, Utrecht, The Netherlands.
- Borchers, N. S., & Enke, N. (2019/May). *"But if the YouTuber advertises, you cannot simply switch off. Because you feel devoted to the YouTuber."* Teenagers' perception of strategic influencer communication messages. 69<sup>th</sup> Annual Conference of the ICA, Washington, D.C.
- Borchers, N. S. (Mai, 2019). *How to deploy systems theory for crafting theories in communication?* Pre-Conference Crafting Theories to the 69<sup>th</sup> Annual Conference of the ICA, Washington, D.C.
- Jürss, S., & Borchers, N. S. (2019/January). *Schöne neue digitale Arbeitswelt* [Brave new digital working environments]. Joint Annual Conference of the Digital Communication Division and the Media History Division in the DGPK, Bremen, Germany.
- Jürss, S., & Borchers, N. S. (2018/December). *Die Ideologie der Sharing Economy* [The ideology of the sharing economy]. 2<sup>nd</sup> Annual Conference of the Network Critical Communication Studies, Munich, Germany.
- Borchers, N. S. (2018/November). *Schöne neue Werbewelt: Drei Thesen zu den gesellschaftlichen Folgen der Digitalisierung der Werbung* [Brave new advertising world: Three theses on the social impacts of digital advertising]. 2<sup>nd</sup> Annual Conference of the Network Critical Communication Studies, Munich, Germany.
- Borchers, N. S. (2018/November). *Online Review Literacy: Grundlegende Kompetenzen im Umgang mit Online-Bewertungen als neuer Form des Wissensaustauschs* [Online review literacy: Basic competencies in handling online reviews as a new format of knowledge diffusion]. Annual Conference of the Digital Communication Division in the DGPK, Erfurt, Germany.
- Borchers, N. S., & Enke, N. (2018/November). *„Viele machen das ja auch auf Anfrage von Fans, mal zeigen, was sie benutzen“: Das Persuasionswissen älterer Kinder und Jugendlicher zur strategischen Influencer-Kommunikation* [“Many do it on fans' requests, to show what they are using”: Persuasion knowledge of older children and teenagers on strategic influencer communication]. Annual Conference of the Digital Communication Division in the DGPK, Erfurt, Germany.
- Borchers, N. S., & Enke, N. (2018/October). *#sponsored: Von Entgrenzungen im Influencer Marketing und der Verantwortung der Kommunikationswissenschaft* [#sponsored: On boundary crossings in influencer marketing and the responsibility of communications]. Annual Conference of the Media Sociology Division in the DGPK, Rostock, Germany.
- Jürss, S., & Borchers, N. S. (2018/October). *Entgrenzung im Digitalen Kapitalismus: Die Sharing Economy als Katalysator von Entgrenzungsprozessen?* [Boundary crossings in digital capitalism: The sharing economy as catalyzer of boundary crossing processes?]. Annual Conference of the Media Sociology Division in the DGPK, Rostock, Germany.
- Enke, N. & Borchers, N. S. (2018/May). *Influencer Communication: Managing new voices in strategic communication*. 68<sup>th</sup> Annual Conference of the ICA, Prague, Czech Republic.
- Borchers, N. S., & Enke, N. (2018/May). *Deploying social media influencers to foster dialogue: The role of authenticity in strategic influencer communication*. ICA Pre-Conference Diverse Voices: Authentic Communication, Trust, Dialogue, and Society, Prague, Czech Republic.
- Enke, N. & Borchers, N. S. (2018/May). *Wenn Selbstbestimmung freiwillig aufgegeben wird: Social-Media-Influencer-Kommunikation als neues Phänomen der strategischen Kommunikation* [If self-determination is ceased voluntarily: Social media influencer communication as new phenomenon in strategic communication]. 63<sup>th</sup> Annual Conference of the German Communication Association (DGPK), Mannheim, Germany.

- Borchers, N. S. (2017/December). *Das kritische Potenzial der aktuellen kommunikationswissenschaftlichen Werbeforschung* [The critical potential of current advertising research in communications]. Gründungstagung des Netzwerkes Kritische Kommunikationswissenschaft, Munich, Germany.
- Enke, N., & Borchers, N. S. (2017/November). *Influencer communication as a new field of strategic communication: An explorative study*. Joint Conference of the Advertising Communication Division & the PR and Organizational Communication Division in the DGPUK, Vienna, Austria.
- Borchers, N. S., & Enke, N. (2017/November). *Managing authenticity: Social media influencer communication as an emerging format of branded content*. Branded Content Research Network Conference, London, United Kingdom.
- Borchers, N. S. (2017/May). *Native advertising: The corruption of journalism*. 67<sup>th</sup> Annual Conference of the ICA, San Diego, USA.
- Hawlitshchek, F., Teubner, T., Adam, M. T. P., Borchers, N. S.; Möhlmann, M.; Weinhardt, C. (2016/December). *Trust in the Sharing Economy: An experimental framework*. 37<sup>th</sup> International Conference on Information Systems (ICIS), Dublin, Ireland.
- Borchers, N. S. (2016/November). *Grundlagen einer Makrotheorie der Online-Bewertungen* [Foundations of a macro theory of online reviews]. Conference of the Digital Communication Division in the DGPUK, Braunschweig, Germany.
- Arslan, S. C., & Borchers, N. S. (2016/November). *Weshalb vertrauen wir Bewertungen anonymer Peers im Internet? Ein systematischer Überblick über die Forschung zu Vertrauen in Online-Bewertungen* [Why do we trust in the reviews of anonymous peers on the internet? A systematic overview on research on trust in online reviews]. Annual Conference of the Digital Communication Division in the DGPUK, Braunschweig, Germany.
- Borchers, N. S. (2016/November). *Babylonische Verhältnisse: Eine systematische Analyse bestehender Konzeptionen von Werbekompetenz und die Frage: Was fangen wir damit an?* [Babylonian confusion: A systematic analysis of advertising literacy concepts and the question: What to do with them?]. Annual Conference of the Advertising Communication Division in the DGPUK, Münster, Germany.
- Borchers, N. S. (2016/November). *Mimicry as analytical category in critical advertising research*. 6<sup>th</sup> European Communication Conference of the ECREA, Prague, Czech Republic.
- Borchers, N. S. (2015/November). *Kommerzialisierung 2.0: Die gesellschaftlichen Auswirkungen der Online-Werbung* [Commercialization 2.0: The social impacts of online advertising]. 2<sup>nd</sup> Conference of the Advertising Research Division in the DGPUK, Hannover, Germany.
- Borchers, N. S. (2015/November). *Do children have to understand a message's persuasive intent to be advertising literate?* 3<sup>rd</sup> Advertising in Communication + Media Research Symposium, ECREA, Madrid, Spain.
- Borchers, N. S. (2015/August). *Sharing economy online: Exploring the potential of online social networks to advance collaborative consumption*. NordMedia 2015, Copenhagen, Denmark.
- Borchers, N. S. (2015/August). *ReviewEverything.com: Towards a theory of online reviews*. NordMedia 2015, Copenhagen, Denmark.
- Borchers, N. S. (2015/August). *Commercialization 2.0: How digital advertising penetrates into our everyday lives*. NordMedia 2015, Copenhagen, Denmark.
- Borchers, N. S. (2015/August). *Advertising as communication: Exploring how advertising research can benefit from the explanatory power of constructivist communication theory*. NordMedia 2015, Copenhagen, Denmark.
- Borchers, N.S. (2014/November). *Sozialität unter falschen Voraussetzungen: Mimikry als Analysekategorie der Werbekritik* [Sociality on false conditions: Mimicry as analytical category in critical advertising studies.] 1<sup>st</sup> Conference of the Advertising Research Division in the DGPUK, Mainz.

- Borchers, N.S. (2014/November). *Online reviews as a means of empowerment: Developing laypersons' knowledge as egalitarian knowledge resource*. 5<sup>th</sup> European Communication Conference der ECREA, Lisbon, Portugal.
- Borchers, N.S. (2014/Juni). *Online review portals as knowledge networks: A new challenge for communication studies*. 2<sup>nd</sup> conference on Communication and information sciences in network society: Experience and insights, Vilnius, Lithuania.
- Borchers, N. S. (2013/November). *Werbung als Unterhaltung? Ein Plädoyer für ein Mehr an analytischer Präzision in der Werbeforschung* [Advertising as entertainment? A plea for more analytic accuracy in advertising research]. Conference of the temporary working group advertising research in the DGpuK, Berlin, Germany.
- Borchers, N. S. (2013/November). *Spieglein, Spieglein an der Wand... Mediale Werbeangebote zeigen uns die gesellschaftliche Wirklichkeit - bloß welche? Ein Vorschlag zur Konkretisierung der Beobachtungsverhältnisse* [Mirror, mirror on the wall... Advertisements reflect social reality - but which one? A proposal for how to concretize observer perspectives]. Conference of the temporary working group advertising research in the DGpuK, Berlin, Germany.
- Borchers, N. S. (2013/Juli). *Question More: A case study on the branding of Russian public diplomacy media*. 2<sup>nd</sup> Advertising in Communication + Media Research Symposium, ECREA, Barcelona, Spain.
- Borchers, N. S. (2013/Juni). *Consumer review literacy: A critical approach to the misuse of online consumer ratings by corporate marketing*. ICA Preconference Exploring and Remaking Critical Studies of Advertising, London, United Kingdom.
- Borchers, N. S. (2013/Juni). *Advertising as news: Advertising mimicry and the erosion of trust in journalism*. ICA Preconference Exploring and Remaking Critical Studies of Advertising, London, United Kingdom.
- Borchers, N. S. (2013/April). *Propaganda as news: Russia Beyond The Headlines, RT and Voice of Russia*. CEECOM 2013, Kaunas, Lithuania.
- Borchers, N. S. (2012/November). *Zur Wichtigkeit eines passenden Werbeverständnisses für die Etablierung medien- und kommunikationswissenschaftlicher Werbeforschung* [On the importance of a fitting advertising concept for establishing advertising research in Media and Communications]. Conference of the temporary working group advertising research in the DGpuK, Würzburg, Germany.
- Borchers, N. S. (2012/Juni). *Advertising as a basic type of communication*. 1<sup>st</sup> Advertising in Communication + Media Research Symposium, ECREA, Tübingen, Germany, Germany.
- Borchers, N. S. (2012/June). *Die Große Vaterländische Kritik: Russische Reaktion auf internationale Anfechtung des nationalen Selbstverständnisses, dargestellt am Beispiel RT* [The great patriotic critique: Russian reactions to international challenges of its national self-identity, using RT as an example]. 20. Tagung Junger Osteuropa-Experten, Tutzing, Germany.
- Borchers, N. S. (2011/Juni). *The fight for "historical truth": How the news channel RT establishes a Russian interpretation of events concerning the Baltic States in the global discourse*. 9th Conference on Baltic Studies in Europe, Södertörn, Sweden.

#### INVITED SPEECHES & DISCUSSIONS

- Borchers, N. S. (2022/February). *Welche Verantwortung tragen Social-Media-Influencer\*innen? [What responsibility do influencers bear?]*. Workshop Abonniere Lifestyle, bekomme Einstellung?, 67<sup>th</sup> Annual Conference of the German Communication Association (DGpuK), Klagenfurt/virtual, Austria and Hannover/virtual, Germany.
- Borchers, N. S. (2021/November). *Starry sky above me and moral law within me: A code of ethics for the influencer industry*. The Good Influence Movement, Zagreb, Croatia.
- Borchers, N. S. (2021/June). *Zur gesellschaftlichen Verantwortung von Influencern* [On the social responsibility of influencers]. Aspen Institute Germany, digital.

- Borchers, N. S. (2020/March). *Influencer-Kommunikation wird erwachsen: Ein Ethik-Kodex für die Branche* [Influencer communication is coming of age: A code of ethics for the industry]. All Influencer Marketing Conference, Munich, Germany.
- Enke, N., Borchers, N. S. (2019/June). *Influencer, die neuen Stars im Kinderzimmer* [Influencer, the new stars in children's rooms]. Torgauer Schlossvorlesungen, Torgau, Germany.
- Borchers, N. S. (2019/May). *Managing social media influencers campaigns: Mapping the field*. University of Applied Sciences for Media, Communication and Management HMKW, Berlin, Germany.
- Borchers, N. S. (2018/June). *Influencer Marketing: Ein Hype mit Zukunft?* [Influencer marketing: Hype with a future?]. MTPodium, Leipzig, Germany.
- Borchers, N. S., & Enke, N. (2018/May). *Management strategischer Influencer-Kommunikation* [Management of strategic influencer communication]. Refresh 2018. Leipzig University, Leipzig, Germany.
- Enke, N., Borchers, N. S. (2019/June). *Influencer, die neuen Stars im Kinderzimmer* [Influencer, the new stars in children's rooms]. Torgauer Schlossvorlesungen, Torgau, Germany.
- Borchers, N. S. (2017/September). *Alles Werbung oder was? Die Zukunft im Influencer Marketing* [Everything's advertising? The future of influencer marketing]. Vismuate Talks #1, Berlin, Germany.
- Borchers, N. S. (2015/December). *Question more: RT and the complicated task of generating support for Russian foreign policy objectives among foreign publics*. Latvijas Universitate, Riga, Latvia.
- Borchers, N. S. (2014/May). *Mediated public diplomacy in a globalized world: The Russian news network RT*. Vytautas Magnus University, Kaunas, Lithuania.
- Borchers, N. S. (2011/June). *Kommunikationswissenschaftliche Werbetheorie: Ein Versuch der Bestimmung werbender Kommunikation unter Berücksichtigung der Vielfältigkeit ihres Vorkommens* [Advertising theory in Communications: An attempt to define advertising communication, taking into account its diversity]. Münchner Treffen des Exzellenznetzwerks Erfurt/Münster/Zürich/München, München, Germany.
- Borchers, N. S. (2011/April). *Media and collective memory: Russian media's version of events in the Baltic States*. Vilnius University, Lithuania.
- Borchers, N. S. (2010/December). *Rechtsruck? Medien und Demokratie in Osteuropa am Beispiel Lettlands* [Swing to the right? Media and democracy in Eastern Europe, Latvia as an example]. Universität Hamburg.

### (3) KNOWLEDGE-TRANSFER FORMATS

#### CONTRIBUTIONS TO INDUSTRY & SPECIALIST PRESS

- Borchers, N. S. (2022). Influencer\*innen als Change Maker [Influencers as change makers]. In Reachbird (Ed.), *Influencer Marketing Trends 2023*. <https://www.reachbird.io/de/influencer-marketing-trend-report-23/>
- Borchers, N. S. (2020). Social Media Influencer. *Teach Economy: Das Portal für den Wirtschaftsunterricht*.
- Enke, N., & Borchers, N. S. (2020). Das war ich nicht, das war mein Influencer [It wasn't me, it was my influencer]. *Kommunikationsmanager*, 17(2), 38-41.
- Borchers, N. S., & Enke, N. (August 2018) Durchblick im Zielschunzel der Influencer-Kommunikation [Keeping clear view in the target jungle of influencer communication]. *Futurebiz*. Retrieved from <http://www.futurebiz.de/artikel/durchblick-ziele-influencer-kommunikation/>

Borchers, N. S., & Zerfaß, A. (November 2017). Integration der Kommunikation: Langfristiges und ganzheitliches Vorgehen zahlt sich aus [Integration of communication]. *The Reporting Times*, p. 31.

Zerfaß, A., & Borchers, N. S. (2017). Licht und Schatten: Integrierte Kommunikation in deutschen Unternehmen [Light and shadows: Integrated communication in German corporations]. *Kommunikationsmanager*, 14(2), 20–23.

#### APPEARANCE IN POPULAR MEDIA

Forum (SWR 2): Instagram statt Litfaßsäule – Welchen Einfluss haben Influencer? (in-studio guest), 05.01.2023

caput: HIER könnte IHRE Werbung Einfluss nehmen: Über einen zentralen Teil unserer gesellschaftlichen Kultur (interview), June 2022

Stuttgarter Zeitung: 6 Fakten zu Werbestars im Internet [6 facts on advertising stars on the Internet] (interview), 10.05.2022

Tagesspiegel Background: Regulierung oder Selbstverpflichtung der neuen Meinungsmacher? [Regulation or self-commitment of the new opinion makers] (interview), 20.04.2022

LIFT Das Stuttgarmagazin: Mit Kleingeld zum Fünf-Sterne-Image [Winning a five star image on a small budget], (interview), 02/2022

Pocket Money (Funk/YouTube): Influencer Marketing (interview), XX.XX.2021

Neue Züricher Zeitung: Meine Meinung [My opinion] (interview), XX.XX.2021

Der Tag (Hessischer Rundfunk): Klick mich! Vom Einfluss der Influencer (interview), 14.10.2021

Redezeit (NDR Info): Die Stars der sozialen Netzwerke [The stars in social networks] (in-studio guest), 16.01.2020

Zurück zum Thema (Detektor.fm): We love you, Australia! Spenden für Australien [Donating for Australia] (interview), 09.01.2020

SternTV (RTL): Geschäftsmodell Influencer [Business model: influencer] (in-studio guest), 07.08.2019

Mappe: Kundenbewertungen: Fluch oder Segen? [Consumer reviews: Curse or blessing?] (interview), 01/2019

Sachsenspiegel (MDR): Influencer (interview), 22.04.2018

Bild: Wie Influencer richtig FETT Kohle machen! [How influencers earn a lot of money] (interview), 03.10.2018

Südwest Presse: Instagram-Star Miquela: Alles Fake oder was? (interview), 12.05.2018

Deutsche Welle Russland: Как делать деньги на Instagram [How to earn money on Instagram] (interview), 22.02.2018

Der Standard: Influencer – Klick & Like! (interview), 29.01.2018