

The Impact of Crisis and Strategic Communication on University Image: International Case Studies in Higher Education

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1. Introduction

Universities operate in increasingly complex digital environments where public perception, transparency, and communication strategies strongly influence institutional reputation.

Crisis communication and **strategic communication** have become essential elements of modern university governance and public trust.

2. Research Objective

To examine how different communication strategies influence university image and reputation through comparative international case studies.

3. Methodology

Qualitative comparative case-study approach

Data sources:

- ▶ academic literature
- ▶ institutional statements
- ▶ media reports
- ▶ public communication materials

- ▶ Europe
- ▶ North America
- ▶ Asia
- ▶ Africa
- ▶ Middle East

4. Key Findings

- ▶ Universities with **strategic communication planning** maintain stronger reputational stability.
- ▶ **Transparency and fast response** significantly improve stakeholder trust.

Crisis Communication Model



5. Conclusions

- ▶ Crisis communication must be **integrated** into **long-term strategic communication frameworks**.
- ▶ **Continuous stakeholder dialogue** increases institutional resilience and credibility.
- ▶ **Ethical and value based communication** strengthens university identity and reputation.

KEYWORDS

- ▶ crisis communication
- ▶ strategic communication
- ▶ university management

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