RESEARCH PUBLICATIONS

Books:


- Winner of the PRIDE Award from the National Communication Association, Washington, D.C., USA. for the best book on public relations and communication management published during the year Inc.

Sriramesh, K., & Vercic, D. *The Global Public Relations Handbook: Theory, Research, and Practice*. Under preparation for Routledge, New York. 18 chapters have been completed and sent to the publisher. The final six chapters are being finalized.

EDITED CONFERENCE PROCEEDINGS:


Refereed Journal Articles:


**BOOK CHAPTERS:**


Under Preparation:


NON-REFEREED PUBLICATIONS:


**(b) Conference Papers**

**Top papers presented at international conferences:**


Sriramesh, K. (1999). The models of public relations in India. *Arthur W. Page Research Award for top-faculty paper* presented to the Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA.


Sriramesh, K. (1992). The impact of societal culture on public relations: Ethnographic evidence from India. Presented at the *Top-three paper* session of the Public Relations Interest Group at the annual conference of the International Communication Association, Miami, FL.

**Papers presented at international conferences:**

Monnard, I., & Sriramesh, K. (2018). Public relations for peacebuilding: Case study from Colombia. Presented at the 25th International Public Relations Research Symposium (BledCom), Lake Bled, Slovenia, July Public relations for peacebuilding: Case study from Colombia.


Sriramesh, K. (1999). The models of public relations in India. Arthur W. Page Research Award for top-faculty paper presented to the Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), New Orleans, LA, August.


Sriramesh, K., & Takasaki, M. (1998). The impact of societal culture on public relations: Preliminary findings from Japan. Paper presented in the competitive paper panel of the Public Relations Division, International Communication Association, Jerusalem, Israel,


Sriramesh, K. (1994). Teaching undergraduate courses in international public relations. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Atlanta, GA. August.


**INVITED LECTURES/SEMINARS, PRESENTATIONS AT INTERNATIONAL VENUES**

“Ethnocentricity in Public Relations: Review of a Program of Research,” invited talk to be presented to the Jack J Valenti School of Communication, University of Houston, March, 2016.

“Religion as a Driver of CSR,” Invited talk presented to the Cross-Cultural Communication and Ethics Symposium, Villanova University, October, 2015.

Communication Campaigns for Development, Three-day workshop delivered at the Prince of Songkla University, Pattani, Thailand, May 2012.

Doctoral Research, Seminar delivered at the University of Assam, India, February, 2011.

Ph.D. seminar titled: “Global Public Relations: All the same, all different?” delivered at the Aarhus School of Business, Denmark, February, 2010.


“Ethnocentricity in Teaching and Scholarship: A Critique of the Public Relations Body of Knowledge,” speech delivered to the faculty of the Center for Corporate Communication, Aarhus School of Business, Denmark, February 3, 2010.

“Crossing Borders: Globalization and public relations in the 21st century,” keynote speech presented at the 10th anniversary of the Executive MSCOM program of the University of Lugano, Switzerland, November 14, 2009.

“Ethnocentricity in public relations education and scholarship: A framework for the future” delivered to members of the Public Relations Institute of South Africa (PRISA) at
Johannesburg/Pretoria (Oct 23), Durban (Oct 29), and Cape Town, South Africa (Oct 30).

Seminar on global public relations for members of the faculty of Retail, Marketing, and Public Relations of the Durban University of Technology, Durban, South Africa, Oct 29, 2009.

Delivered a seminar on global public relations to B Com honors students of the Department of Marketing and Communication Management at the University of Pretoria, South Africa, October 22, 2009.

Delivered a workshop on research writing and publishing to the DREAM IT project participants sponsored by the International Research Development Council (IDRC) in Ulaanbaatar, Mongolia, September, 2009.


“Public Relations in Asia: Opportunities and Challenges” presented to the members of the Public Relations Institute of Australia (PRIA), March 27, 2009.

“Public relations infrastructure in emerging countries,” a seminar presented to 25 mid-level and top diplomats of the Italian foreign ministry under the sponsorship of the Federation of Public Relations of Italy and Instituto Diplomatico of the Ministry of Foreign Affairs of Italy, March 6, 2009, Rome.


“Relevance of cultural differences: Cases from Asia” A seminar presented through teleconference to students of New York University, New York, July 25, 2008.


“The importance of media relations to organizations,” Guest lecture presented at the School of Journalism and Communication, Peking University, Beijing, March 27, 2007.

“Public Relations and its relevance to civil society and NGOs” Speech presented to representatives of NGOs under the aegis of the Chinese Association of NGOs (CANGO),
Beijing, China, October 29, 2006.

“The relevance of international public relations to Asia and China” presented to public relations students, College of Journalism, Peking University, Beijing, China, October 31, 2006.

“Communicating in a global market—vanishing borders, building networks and your bottom line” Speech presented to the members of the Public Relations Institute of Australia (PRIA), Sydney, Australia, June 6, 2006.

“Global Public Relations: Asia and beyond” Presented at the Senior Executive Seminar titled “Global Public Relations Model: From theory to practice” sponsored by the Public Relations Society of America and New York University, New York, May 31, 2006.

“Globalization and Public Relations in the 21st Century” presented to the faculty and students of Charles Sturt University, Bathurst, Australia, May 17, 2006.

“Disseminating research to a wider audience” presented to the faculty of the School of Communication, Charles Sturt University, Bathurst, Australia, May 24, 2006.

Two two-hour webinar sessions sponsored by the Public Relations Society of America, New York University, and Global Alliance seen around the world titled: “Global Public Relations Models: From theory to Practice.” April 3 and 4, 2006.

“Ethnocentricty in Public Relations Practice and Scholarship,” presented to the member of the Institute of Public Relations of Malaysia (IPRM), Kuala Lumpur, March 31, 2006.

“The PR Practitioner of the 21st Century” presented to the faculty and students of Lim Kok Wing University of Creative Technology, Kuala Lumpur, March 31, 2006.


A keynote speech titled: “Public Relations theory building and the role of Asia” at the 13th annual conference organized by National Chengchi University, Taipei, Taiwan. October, 2005.


Lecture on international public relations, Fudan University’s International Public Relations

Global public relations research and practice. Presented to the students of Baruch College, City University of New York, New York, November 9, 2004.


International Public Relations Research and Practice. Presented to the Slovenian Public Relations Association during its PR Week, University of Ljubljana, Slovenia, June, 2004.


The need for an Asian perspective in global public relations. Presented to the faculty and students Department of Communication, Hong Kong Baptist University, Hong Kong, March, 2004.

Contributions that Asia can make to global public relations. Presented at the conference organized by the Institute for Public Relations (IPRS), Singapore, September, 2003.

International public relations: A global perspective. Presented to the faculty and students of Economic Journalism, Poznan University of Economics, Poznan, Poland, October 18, 2001.

Bibliographies:


Monograph: