

# KRISHNAMURTHY SRIRAMESH

## Professor of Public Relations

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College of Communication, Media, and Information  
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### AWARDS AND HONORS

- 2025** **Extraordinary Professor**, North-West University, Potchefstroom, South Africa.
- 2025** **Grunig Alumni Excellence Award**, University of Maryland, College Park, USA
- 2020** ***PRIDE Award***, National Communication Association, Washington, D.C., USA.  
Given for Innovation, Development, and Educational Achievement in Public Relations
- 2020** Nominated Member (representing Arthur W. Page Society), Commission on Public Relations Education (CPRE), United States
- 2019** Nominated Member (representing Arthur W. Page Society), Commission on Public Relations Education (CPRE), United States
- 2018** Nominated Member (representing Arthur W. Page Society), Commission on Public Relations Education (CPRE), United States
- 2017** Nominated Member (representing Arthur W. Page Society), Commission on Public Relations Education (CPRE), United States.
- 2016** Faculty Fellow, Purdue Institute for Civic Communication (PICC), Purdue University.
- 2015** Page Legacy Scholar, The Arthur W. Page Society for Integrity in Public Communication.
- 2014** *International ABERJE Award*, International Public Relations Conference, Miami, FL, March 2014.
- 2012** ***University Faculty Scholar***, College of Liberal Arts, Purdue University for 2012 – 2017.
- 2009** ***Top-3 Paper Award***, 12<sup>th</sup> International Public Relations Research Conference, Miami, FL. March 11 – 15, 2009.

**2006 Research Outstanding and Award Recognition (ROAR) Award,**  
Nanyang Technological University, Singapore.

**2004 Pathfinder Award,** Institute for Public Relations, USA.

Given in recognition of an original program of scholarly research that has made a significant contribution to the body of knowledge and practice of PR.

**2003 PRIDE Award,** National Communication Association, Washington, D.C., USA.  
Given for Innovation, Development, and Educational Achievement in Public Relations

**2003 Second place (Faculty Research Paper) Award,** International Division, Broadcast Education Association.

**2000 Teacher of the Year Award,** University of Florida, Gainesville.

**2000 Golden Gator Award (Research),** University of Florida, Gainesville.

**1999 Arthur W. Page Society Faculty Research Award,** Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communications (AEJMC), New Orleans, LA.

**1999 Top-Four Faculty Research Paper Award,** Public Relations Division, presented at the annual conference of the International Communication Association (ICA), San Francisco (U. S. A.).

**1999 Faculty Research Award,** College of Journalism and Mass Communications, University of Florida (U. S. A.).

**1998 Professional Summer Award,** College of Journalism and Mass Communications, University of Florida (U. S. A.)

**1996 The Charles W. Redding Award for Excellence in Teaching,** Department of Communication, Purdue University (U. S. A.).

**1994 Top-Three Faculty Research Paper Award,** Public Relations Interest Group, International Communication Association, Sydney (Australia).

**1992 Top-Three Faculty Research Paper Award,** Public Relations Interest Group, International Communication Association (ICA), Miami, FL.

**1990 Public Relations - Graduate Student of Color Award,** Public Relations Division, Association for Journalism and Mass Communication (AEJMC).

**1980** *Janmabhoomi Trust Gold Medal* for obtaining "the highest total marks in M. A. degree in Journalism among those passing in the first attempt," University of Mysore, India.

**1980** *Smt. Chinnamma Ramakrishnappa Gold Medal* for "scoring the highest marks in the subject of advertising" in the Master of Arts examination, University of Mysore, India.

**1980** *Sri Agaram Rangaiah Memorial Cash Prize* for obtaining "the highest marks in 'Comparative Journalism' at the M. A. degree examination, University of Mysore, Mysore, India.

**1980** *The Late Puranik Gundacharya Memorial* prize for obtaining "the highest marks in 'Newspaper and Business Management'" in the M. A. degree examination, University of Mysore, Mysore, India.

**1977** *National Scholarship, Government of India*, for obtaining a University-wide "Top Ten" rank in the Bachelor of Arts examination and to pursue Masters of Arts in Journalism at the University of Mysore, India

## RESEARCH PUBLICATIONS

### Books:

Sriramesh, K. (2026). *Global Cases in Crisis Communication: A Socio-cultural Perspective*. New York: Routledge.

Sriramesh, K., & Yeo, S L. (2025). *Crisis communication cases from Asia: A cultural approach*. New York, NY: Routledge.

Sriramesh, K., & Vercic, D. (2020). *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Winner of the PRIDE Award from the National Communication Association, Washington, D.C., USA. for Innovation, Development, and Educational Achievement in Public Relations

Sriramesh, K., Zerfass, A., & Kim, JN. (2013). *Current trends and emerging topics in public relations and organizational communication management*. New York: Routledge.

Sriramesh, K., & Vercic, D. (2012). *Culture and public relations*. New York: Routledge.

Sriramesh, K., & Vercic, D. (2012). *Relaciones publicas globales: Teoria, investigacion y practica*. Barcelona, Spain: University of Catalunya [translation of The Handbook of Global Public Relations by Prof. Jordi Xifra.]

Sriramesh, K., & Vercic, D. (2009). *The Handbook of Global Public Relations: Theory, Research, and Practice (Revised and Expanded Edition)*. New York: NY: Routledge.

Zerfass, Al, van Ruler, B., and Sriramesh, K. (2008). *Public Relations Research: European and International Perspectives and Innovations*. Wiesbaden, Germany: VS Verlag für Sozialwissenschaften.

Sriramesh, K. (2004). *Public Relations in Asia: An anthology*. Singapore: Thomson.

Sriramesh, K., & Vercic, D. (2003). *The Global Public Relations Handbook: Theory, Research, and Practice*. Mahwah, NJ: Lawrence Erlbaum Asoc. Inc.

Winner of the PRIDE Award from the National Communication Association, Washington, D.C., USA. for Innovation, Development, and Educational Achievement in Public Relations

#### **EDITED CONFERENCE PROCEEDINGS:**

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2024). Public Relations and Human Well-being. Proceedings of the 31<sup>st</sup> International Public Relations Symposium (BledCom), Ljubljana, Slovenia: University of Ljubljana.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2023). Public Relations and Sustainability. Proceedings of the 29<sup>th</sup> International Public Relations Symposium. Ljubljana, Slovenia: University of Ljubljana.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2022). Reboot: Should organizations rediscover communication with internal and external stakeholders? Proceedings of the 29<sup>th</sup> International Public Relations Symposium. Ljubljana, Slovenia: University of Ljubljana.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2021). Public Relations and Public Risk and Crisis Communication, Proceedings of the 28<sup>th</sup> International Public Relations Symposium. Ljubljana, Slovenia: University of Ljubljana.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2020). A world in Crisis: The role of Public relations. Proceedings of the 27<sup>th</sup> International Public Relations Symposium. Ljubljana, Slovenia: University of Lubljana.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2019). Trust and Reputation. Proceedings of the 26<sup>th</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2018). A world in Crisis: The role of public relations. Proceedings of the 25<sup>th</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., & Sriramesh, K. (2017). CSR in Hypermodern Times. Proceedings of the 24<sup>th</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., Sriramesh, K. (2016). Engaging People in a Disengaged World. Proceedings of the 23<sup>rd</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., Sriramesh, & White, J. (2015). Sleeping (with the) Media. Proceedings of the 22<sup>nd</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., Sriramesh, & White, J. (2014). Digital Publics: New Generation, New Publics, New Rules. Proceedings of the 21<sup>st</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., Sriramesh, & White, J. (2013). Trust and the New Realities. Proceedings of the 20<sup>th</sup> International Public Relations Symposium, Ljubljana, Slovenia.

Vercic, D., Tkalac-Vercic, A., & Sriramesh (2012). Public Relations and Communication Management: The state of the profession. Proceedings of the 19<sup>th</sup> International Public Relations Symposium, Ljubljana, Slovenia: Pristop.

Vercic, D., Tkalac, V., & Sriramesh, K. (2011). *Internal Communication*. Proceedings of the 18<sup>th</sup> International Public Relations Symposium. Ljubljana, Slovenia: PRISTOP.

Vercic, D., & Sriramesh, K. (2010). *Government communication*. Proceedings of the 17<sup>th</sup> International Public Relations Symposium. Ljubljana, Slovenia: PRISTOP.

#### **REFEREED JOURNAL ARTICLES:**

Tkalac-Vercic, A., Vercic, D., & Sriramesh, K. (2025). Reframing internal communication: Cross-cultural links to engagement and satisfaction. *International Journal of Business Communication*. <https://doi.org/10.1177/23294884251399650>

Valentini, C., & Sriramesh, K. (2024). Forms and Strategies of Personal Influence in “Public” Relations Practices: Evidence from Italy. *Corporate Communication: An International Journal*.

Vercic, D., Sriramesh, K., & Tkalac-Vercic, A. (2021). Trust and Reputation: Editorial. *Corporate Communication: An International Journal*. 26(1).

Almutairi, T., & Sriramesh, K. (2020). Strategic management of public relations in Kuwait. *Corporate Communication: An International Journal*, 26(1), pp. 192 – 204. <https://doi.org/10.1108/CCIJ-01-2020-0017>

Sriramesh, K. (2020). Virtual Theme Collection: Journalism and Media Research in South Asia and Southeast Asia. <https://doi.org/10.1177/1077699020924668>

Monnard, I., & Sriramesh, K. (2019). Public relations for peacebuilding: Case study from Colombia. *Corporate Communication: An International Journal*. 25(1), pp. 48 – 66.  
<https://doi.org/10.1108/CCIJ-07-2019-0085>.

Sriramesh, K., Tkalac-Vercic, A., & Vercic, D. (2019). A world in crisis: The role of public relations. *Corporate Communication: An International Journal*. 25(1), pp 1- 2.  
<https://doi.org/10.1108/CCIJ-02-2020-132>.

Zhao, D., & Sriramesh, K. (2018). Anatomy of a product safety crisis: Fonterra's recall crisis in China. *Asian Journal of Communication*, 27(2), pp. 149 – 163.  
<https://doi.org/10.1080/01292986.2018.1555266>.

Dhanesh, G., & Sriramesh, K. (2018). Culture and Crisis Communication: Nestle India's Noodle Case. *Journal of International Management*, 24(3), 204 - 214.

Stumberger, N., & Sriramesh, K. (2018). Communication practitioners' views on the economic and ethical dimensions of corporate social responsibility: As case study of Slovenia. *Public Relations Journal*, 11(4), 1 - 19.

Vercic, D., Tkalac, A., & Sriramesh, K. (2017). Editorial to the special issue. *Public Relations Review*, 43(5), pp. 883-885.

Moss, D., Likely, F., Sriramesh, K., & Ferrari, M. A. (2016). Structure of the public relations/communication department: Key findings from a global study. *Public Relations Review*, 43(1), pp. 80 – 90.

Vercic, D., Vercic, A. T., & Sriramesh. (2016). Introduction to the special issue. *Public Relations Review*, 42(4).

Gerber, L., & Sriramesh, K. (2016). Corporate Social Responsibility in the Swiss watch industry: Perceptions and practices. *Organicom. Vol 13*, pp. 71 - 84.

Vercic, D., Tkalac, A., & Sriramesh, K. (2015). Looking for digital in public relations. *Public Relations Review*, 41(2) pp. 142 - 151.

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Aya Pastrana, N., & Sriramesh, K. (2014). Corporate social responsibility: Perceptions and practices among SMEs in Colombia. *Public Relations Review*, 40, pp. 1 - 13.

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Sriramesh, K., Rivera, M., & Soriano, C. (2013). Web Sites for stakeholder relations by

corporations and non-profits: A time-lag study in Singapore. *Journal of Communication Management*. 17(3), pp. 122 - 139.

Coppa, M., & Sriramesh, K. (2013). Corporate social responsibility among SMEs in Italy. *Public Relations Review*. 39, pp. 30 – 39.

Vercic, D., Tkalcic, A., Sriramesh, K. (2012). Internal communication: Definition, parameters, and the future. *Public Relations Review*, 38, pp. 223 – 230.

Sriramesh, K., & Duhe, S. (2009). Political economy and public relations: A blueprint for future research. *Public Relations Review*, 35, 368 - 375.

Yeo, S-L., & Sriramesh, K. (2009). Adding value to organizations: The role of senior practitioners in Singapore. *Public Relations Review*, 35. 422 – 425.

Sriramesh, K. (2009). Globalization and public relations: The past, present, and the future. *Prism*, 6(2). Accessed at [http://praxis.massey.ac.nz/prism\\_on-line\\_journ.html](http://praxis.massey.ac.nz/prism_on-line_journ.html).

Sriramesh, K., & Vercic, D. (2007). The impact of globalization on public relations. *Public Relations Review*, 33(3), 355-359.

Sriramesh, K., Saminathan, M., & Lim, D. (2007). The situational theory of publics in a different cultural setting: Consumer publics in Singapore. *Journal of Public Relations Research*, 19 (4), 307-332.

Hallahan, K., Holtzhausen, D., Van Ruler, B., Vercic, D., Sriramesh, K. (2007). Defining strategic communication. *International Journal of Strategic Communication*, 1(1), 3 - 35.

Leong, P., & Sriramesh, K. (2006). Romancing Singapore: Analysis of a communication campaign. *Public Relations Review*, 32(3), 246-253.

Sriramesh, K., & Rivera, M. (2006). Corporatism and communitarianism as environments for e-governance: The case of Singapore. *New Media & Society* 8(5), 707-730.

Sriramesh, K., and Hornaman, L. (2006). Public relations: Professionalism and education. *Journal of Creative Communication*, 1(2).

Bardhan, N., & Sriramesh, K. (2005). Public relations in India: Review of a program of research. *Journal of Creative Communication*, 1(1), 39-60.

Lim, S., Goh, J., & Sriramesh, K. (2005). Applicability of the generic principles of excellent public relations in a different cultural context: The case of Singapore. *Journal of Public Relations Research*, 17(4), 315 - 340.

Sriramesh, K., & Enxi, L. (2004). Public relations practices and socio-economic factors: A case study of different organizational types in Shanghai. *Journal of Communication Studies*

3(4), 44 – 76.

Sriramesh, K. (2004). Strategic international public relations management and research: A conceptual framework. *Journal of Communication Studies*, 3(3).

Durig, U., & Sriramesh, K. (2004). Public relations and change management: The case of a multinational company. *Journal of Communication Management*, 8(4), 2004, 372-383.

Sriramesh, K. (2004). Editorial. *Public Relations in Asia*. *Media Asia*, 31(1).

Sriramesh, K., & Vercic, D. (2004). The innovativeness-needs paradox and global public relations: Some propositions on the need for international public relations subsidies. *Media Asia*, 31(1), 3-13.

Sriramesh, K. (2003). Editorial. Special issue on public relations in Asia. *Journal of Communication Management*, 8(3), 231-232.

Sriramesh, K. (2003). The Mass media and public relations: A conceptual framework for effective media relations in Asia. *Asian Journal of Communication*, 13(2), 1-20.

Sriramesh, K., & Durig, U. (2003). Internationale spezialisten (International Specialization). PR Report White Paper ICCO Summit.

Sriramesh, K. (2003). Vision statement as Associate Editor. *Journal of Communication Management*. 7(3), 193-196.

Sriramesh, K. (2002). The dire need for multiculturalism in public relations education: An Asian perspective. *Journal of Communication Management*, 7(1), pp. 54 – 77.

Sriramesh, K., & Vercic, D. (2001). Globalizing public relations research: A conceptual framework. *Journal of Communication Management*, 6(2). 103-117.

Sriramesh, K., & Vercic, D. (2001). Okvir za razumevanje in izvajanje mednarodnih odnosov z javnostmi (The framework for understanding and implementing international public relations). *Teorija in praksa*, 38(4), 675-692.

Sriramesh, K. (2000). The models of public relations in India. *Journal of Communication Management*, 4(3), 225-239.

Sriramesh, K., Kim, Y., & Takasaki, M. (1999). Public relations in three Asian cultures: An analysis. *Journal of Public Relations Research* 11(4), 271-292.

Sriramesh, K., & Takasaki, M. (1999). The impact of culture on Japanese public relations. *Journal of Communication Management* 3(4), 337-352.

Sriramesh, K. (1999). Public relations in India: Lessons learned. Proceedings of the III International Public Relations Symposium, Public Relations Institute, University of Florida, Gainesville, FL., U.S.A.

Sriramesh, K., Grunig, J. E., & Dozier, D. (1996). Observation and Measurement of Organizational Culture: Development of Indices of Participative and Authoritarian Cultures. *Journal of Public Relations Research*, 8(4), 229-262.

Grunig, J. E., Grunig, L. A., Sriramesh, K., Huang, Y. H., & Lyra, A. (1995). "Models of public relations in an international setting." *Journal of Public Relations Research*, 7(3). 163-186.

Sriramesh, K. (1992). The impact of societal culture on public relations: Ethnographic evidence from India. *Public Relations Review*, 18(2), 201-211.

#### **BOOK CHAPTERS:**

Sriramesh, K. (2026). Introduction: The dire need for a socio-cultural perspective of crisis communication. In K. Sriramesh (Ed.), *Global crisis communication cases: A socio-cultural perspective*. New York: Routledge.

Sriramesh, K. (2026). Overview: Culture and crisis communication: The overlooked link. In K. Sriramesh (Ed.) *Global crisis communication cases: A socio-cultural perspective*. New York: Routledge.

Dillen, M., & Sriramesh, K. (2026). USA: Coalition Building for a “distant” crisis: Globalism vs. Isolationism. In, K. Sriramesh (Ed.) *Global crisis communication cases: A socio-cultural perspective*. New York: Routledge.

Maronkova, B., & Sriramesh, K. (2026). NATO: An IGO’s Communication Response to a Global Pandemic. In, K. Sriramesh (Ed.), *Global crisis communication cases: A socio-cultural perspective*. New York: Routledge.

Sriramesh, K., & Dhanesh, G., (2025). Risk and Crisis Communication Research in India. In Schwarz, A., Seeger, M., & Kim, S. (Eds.) *The handbook of international risk and crisis communication research*. London: Wiley-Blackwell.

Sriramesh, K. (2024). Extending the Horizons of Crisis Communication Scholarship and Practice: A Socio-cultural Perspective. In, K. Sriramesh & S-L Yeo (Eds.) Crisis Communication Cases from Asia: A Cultural Approach. New York: Routledge.

Sriramesh, K. (2024). Introduction. In, K. Sriramesh & S-L Yeo (Eds.) Crisis Communication Cases from Asia: A Cultural Approach. New York: Routledge.

Sriramesh, K. (2023). Personal influence: The missing link. In E. L. Bernays (D. Martin Ed), *Crystallizing public opinion*, 100<sup>th</sup> Anniversary Edition, New York: PRMuseum Press. PDF e-book. Part II, Chapter 7.

Tkalac - Vercic, A., Vercic, D., & Sriramesh, K. (2021). Internal communication in a cross-cultural and global context. In R. L. Men & A. Tkalac-Varcic (Eds), *Current Trends and Issues in Internal Communication - Theory and Practice*. Palgrave Macmillan.

Sriramesh, K., & Fisher, J. (2020). Personal influence in public relations. In C. Valentini (Ed.), *Public Relations*. Berlin, Boston: De Gruyter. Pp. 335 – 360.

Sriramesh, K. (2020). Introduction. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Sriramesh, K. (2020). The *silent language* is also the *forgotten language*. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Vercic, D., & Sriramesh, K. (2020). The Media and International, Transnational and Global Public Relations. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Duhe, S., Fisher, J., & Sriramesh, K. (2020). The Intersection of Political and Economic Systems in Global Public Relations. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Dhanesh, G., & Sriramesh, K. (2020). The nexus between activism and public relations. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Xifra, J., & Sriramesh, K. (2020). Public Relations and the Concept of 'Nations within a Nation': The Case of Bullfighting in Multicultural Spain. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook: Theory, Research, and Practice (Third Edition)*. New York: NY: Routledge.

Bortree, D., Bowen, S., Silverman, D., & Sriramesh, K. (2018). Ethics: The Key Commitment That Identifies Public Relations as a Distinctive and Respected Profession. The CPRE 2017 report on undergraduate education. Pp. 65 – 70.

Vercic, D., Vercic, A., & Sriramesh, K. (2017). Where have publics gone? The absence of publics in new media research. In Sandra Duhe (Ed.), *New Media and Public Relations*, New York, NY: Peter Lang Publishing.

Sriramesh, K., & Stumberger, N. (2017). Globalization and public relations. In R. Roy and A. Poole-Funai (Eds.) *Global Encyclopedia of Public Administration, Public Policy, and Governance*, Springer.

Vercic, D., Vercic, A., & Sriramesh, K. (2017). Where have publics gone? The absence of publics in new media research. In Sandra Duhe (Ed.), *New Media and Public Relations*, New York, NY: Peter Lang Publishing.

McKie, D., & Sriramesh, K. (2016). Public relations. In Craig R. Scott and Laurie Lewis (General Editors), Jim Barker, Joann Keyton, Tim Kuhn, and Paage Turner (Associate Editors), *International Encyclopedia of Organizational Communication*, Chichester: John Wiley & Sons.

Sriramesh, K. (2016). Foreword. In I. Somerville, O. Hargie, M. Taylor, & M. Toledano (Eds.), *International Public Relations: Perspectives from deeply divided societies*. London: Routledge.

Dhanesh, G., & Sriramesh, K. (2016). Risk and crisis communication research in India. In M. Loffelholz, A. Schwarz, & M. Seeger (Eds.), *The handbook of crisis communication research*. London: Wiley-Blackwell.

Sriramesh, K. (2013) Public relations in Asia, in R. E. Heath (Ed), *Encyclopedia of public relations (2<sup>nd</sup> ed)*, Thousand Oaks, CA: Sage.

Sriramesh, K., Rhee, Y., & Sung, M. (2013). Aligning public relations with the demands of globalization: Conceptual foundations for a theory of global public relations. In K. Sriramesh, A. Zerfass, & J. N. Kim (Eds.) *Public relations and communication management: Current trends and future directions*. New York: Routledge.

Buzzanell, P., MacGeorge, E., Feng, B., Turner, L., Wang, Q., Karmark, E., Remke, R., Connaughton, S., & Sriramesh, K. (2013). Well-being and social transformation: Micro, meso, and macro level change in different communication contexts. Proceedings of the ICA Regional Conference in China, Shanghai, PRC: Shanghai Jiaotong University.

Sriramesh, K. (2012). Culture and public relations: The missing link. In K. Sriramesh & D. Vercic (Eds.), *Culture and Public Relations*. New York, NY: Routledge.

Sriramesh, K. (2010). Globalization and public relations: Opportunities for growth and reformulation. In R. Heath (Ed.), *The handbook of public relations* (Second Edition), Thousand Oaks, CA: Sage. 691 – 707.

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Sriramesh, K. (2008). Intercultural public relations. In W. Donsbach (Ed) *The international encyclopedia of communication (Vol IX)*, Malden, MA: Blackwell Publishing, pp. 4016 – 4020.

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Sriramesh, K., Wattegama, C., Abo, J. (2007). Risk communication and ICTs in the Asia-Pacific region. In F. Librero (Ed.), *Digital Review of the Asia-Pacific (DirAP)*, New Delhi: Sage.

Sriramesh, K. (2007). The mass media and public relations: A framework for effective media relations in China. In M. Jian & H. Qian (Eds.) *Blue book of China's public relations*. Shanghai: Shanxi Education Press. Pp. 49 – 59. (Translated into Chinese by Li Sheng).

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Morley, M., & Sriramesh, K. (2005). Disaster communication: Lessons from the Asian tsunami tragedy. Proceedings of the 2<sup>nd</sup> World Public Relations Festival, London: Emerald. Pp. 130-136.

Sriramesh, K. (2005). Public relations in Asia. In R. Heath (Ed.), *Encyclopedia of Public Relations*. Beverly Hills, CA: Sage. pp. 42-47.

Sriramesh, K., & Rivera, M. (2004). Public affairs and e-governance: The case of Singapore. Proceedings of Bledcom 2004. Ljubljana: PRISTOP Communications. pp. 47 - 56.

Rivera, M., & Sriramesh, K. (2004). Information society and e-governance in Singapore: Case study of a Knowledge-Based Economy. In *The Information Society in the Asia Pacific Region: Diffusion, Access and Socio-economic Impact*. Taipei: Chung-Hua Institution for Economic Research in Taipei. pp. 317 - 350.

Sriramesh, K. (2004). Public relations practice and research in Asia: A conceptual framework. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology*. Singapore: Thomson. pp. 1 – 27.

Bardhan, N., & Sriramesh, K. (2004). Public relations in India. A profession in transition. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology*. Singapore: Thomson. pp. 62 – 95.

Sriramesh, K. (2004). Epilogue: Some perspectives on public relations education in Asia. In K. Sriramesh (Ed.), *Public relations in Asia: An anthology*. Singapore: Thomson. pp. 313 – 333.

Sriramesh, K. (2003). Introduction. In, K. Sriramesh and D. Vercic (Eds.), *The Global Public Relations Handbook*. Mahwah, NJ: Lawrence Erlbaum Asoc. Inc. pp. xxv - xxxvi.

Sriramesh, K., & Vercic, D. (2003). The theoretical framework for global public relations. In, K. Sriramesh and D. Vercic (Eds.), *The Global Public Relations Handbook*. Mahwah, NJ: Lawrence Erlbaum Asoc. Inc. pp 1-22.

Sriramesh, K. (2003). Epilogue: The missing link: Multiculturalism and public relations education. In, K. Sriramesh and D. Vercic (Eds.), *The Global Public Relations Handbook*. Mahwah, NJ: Lawrence Erlbaum Asoc. Inc. pp 505-522.

Sriramesh, K. (2002). The Bled manifesto on public relations: An Asian perspective. In D. Moss, J. White, and D. Vercic (Eds.) *Proceedings of BledCom 2002, the 9<sup>th</sup> International Public Relations Symposium (in conjunction with EUPRERA Annual Congress)*, Slovenia: Pristop, pp. 44-50.

Sriramesh, K., & Vercic. D. (2000). A framework for understanding, and conducting, international public relations. In D. Vercic, J. White, and D. Moss (Eds.) *Public relations, public affairs and corporate communications in the new millennium: The future*. Ljubljana, Slovenia: PRISTOP Communications, pp. 175-184.

Sriramesh, K. (1996). The status of public relations practice in India: Results of an ethnographic study of Indian organizations. In H. Culbertson and Ni Chen (Eds.), *International Public Relations: A comparative analysis*. Hillsdale, NJ: Lawrence Erlbaum Associates. 171-190.

Sriramesh, K., Grunig, J. E., & Buffington, J. (1992). Organizational culture, communication and Public Relations. In J. E. Grunig (Ed.), *Excellence in Public Relations and Communications Management: Contributions to Effective Organizations*. Hillsdale, NJ: Lawrence Erlbaum Associates. 577-596.

Sriramesh, K., & White, J. (1992). Societal culture and public relations. In J. E. Grunig (Ed.), *Excellence in Public Relations and Communications Management: Contributions to Effective Organizations*. Hillsdale, NJ: Lawrence Erlbaum Associates. 597-616.

#### **NON-REFEREED PUBLICATIONS:**

Sriramesh, K. (2021). *PR or PI? A Program of Research* published in *Chanakya*, the quarterly publication of the Public Relations Council of India (PRCI).

Sriramesh, K. (2014). Spreading the Word. Invited lead article in the special issue on globalization and corporate communication of *Communication Director*, the leading trade publication for corporate communicators published in Europe. Pp. 54 – 57. February, 2014.

Sriramesh, K. (2012). Partnerships as relationships for agricultural development. *R4D Review*, 8(March). Pp. 42-44.

Sriramesh, K. (2009). Education, scholarship, and theory building in public relations. *Media Mimansa*, 3(2), 84 – 87.

Sriramesh, K. (2006). Public relations professionals in a globalizing world. *IPRA Newsletter*. Pp. 9-11.

Sriramesh, K. (2003). The changing face of PR: How multiculturalism has impacted public relations. *IPRS News and Views*. Pp. 4 – 5.

Sriramesh, K. (1999). Public Relations in India: Lessons learned. Working Papers Series, Center for International Business Education and Research, University of Florida, Gainesville, Florida. U.S. A.

Sriramesh, K. (1993). Trends affecting performance, educational preparedness needs, and continuing education needs of the Health Academy of the PRSA. *Trends affecting performance, educational preparedness needs, and continuing education needs of 14 of PRSA's professional sections*. Public Relations Society of America., U. S. A.

### **(b) CONFERENCE PAPERS**

#### **TOP PAPERS PRESENTED AT INTERNATIONAL CONFERENCES:**

Aya Pastrana, N., & Sriramesh, K. (2014). Corporate social responsibility: Perceptions and practices among SMEs in Colombia. Winner of the **International ABERJE Award** presented at the 17 International Public Relations Conference, Miami, FL, March 2014.

Yeo, S. L., & Sriramesh, K. (2009). Adding value to organizations: An examination of the role of senior public relations practitioners in Singapore. **Top-3 paper** presented at the 12 International Public Relations Symposium, Miami, FL, March 13, 2009.

Sriramesh, K., & Rivera, M. (2004). Corporatism and communitarianism as environments for e-governance: The case of Singapore. **Second Place**, International Division, 49<sup>th</sup> annual conference of the Broadcast Education Association, Las Vegas. April 16-18.

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., Kim, Y., & Takasaki, M. (1999). Public relations in three Asian cultures: An analysis. **Top-three paper** presented to the Public Relations Division, International Communication Association (ICA) at the annual conference of the ICA, San Francisco, CA.

Sriramesh, K. (1994). Increasing diversity in public relations theorizing: Ethnography as a method of choice in PR research. **Top-three paper** presented to the Public Relations Interest Group at the annual conference of the International Communication Association, Sydney, Australia.

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:**

Sriramesh, K. (2025). Global Cases in Crisis Communication. Presented at the 32<sup>nd</sup>

International Public Relations Symposium (BledCom), Lake Bled, Slovenia. (June 26 – 28).

Sriramesh, K. (2024). Crisis Communication Scholarship: The Dire Need for a Socio-cultural Perspective. Presented at the 31<sup>st</sup> International Public Relations Symposium (BledCom), Lake Bled, Slovenia. (July 5-6).

Sriramesh, K., & Valentini, C. (2023). Forms and Strategies of Personal Influence in “Public” Relations Practices: Evidence from Italy. Presented at the 30<sup>th</sup> International Public Relations Symposium (BledCom), Lake Bled, Slovenia. (July 1).

Maronkova, B., & Sriramesh, K. (2021). Pandemic risk and crisis communication from an IGO: A case study of NATO’s public diplomacy. To be presented at the 28<sup>th</sup> International Public Relations Symposium (BledCom), Lake Bled, Slovenia, July.

Sriramesh, K. (2020). Journalism and Media education in South Asia: The Road Ahead. Valedictory keynote speech delivered at the conference held to celebrate 100 years of journalism and media education in South Asia, India. December 20, 2020.

Sriramesh, K. (2020). CSR and Reputation. Presented to the International Public Relations Summit (IPRS), Jakarta, Indonesia. Oct 27 (virtual presentation).

Almutairi, T. M., Sriramesh, K. (2019). Strategic public relations management. The case of Kuwait. Presented at the 26<sup>th</sup> International Public Relations Research Symposium (BledCom), Lake Bled, Slovenia. July.

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

Leoni, E., & Sriramesh, K. (2018). Strategic public relations management and its contributions to organizational decision-making: A case study of four SMEs in the Swiss health sector. Presented at the 21<sup>st</sup> International Public Relations Research Conference (IPRRC), Orlando, FL, March.

Sriramesh, K. (2017). Discussant for the panel: Research Microtalks on Media and Communication in South Asia. Annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Chicago, IL, Aug 11.

Sriramesh, K. (2017). Respondent for the panel titled: Comparative Research in Public Relations – An interactive Exploration of Challenges and Opportunities. To be presented at the annual conference of the International Communication Association, San Diego, CA, May 2017.

Stumberger, N., & Sriramesh, K. (2017). Perceptions of a link between spirituality and CSR, and its manifestations in practitioners' work: A cross-cultural study. Presented at the 24<sup>th</sup>

International Public Relations Research Symposium, Bled, Slovenia, July 2017.

Hirceaga, A., & Sriramesh, K. (2017). Walking the Talk: CSR Perceptions and Practices of the Pharmaceutical Sector in Switzerland. Presented at the 20<sup>th</sup> International Public Relations Research Symposium, Miami, FL. March, 2017.

Rawat, M., & Sriramesh, K. (2017). Public Relations Practices in Grassroots Social Enterprises: A Case Study of Maitri in India. Presented at the 20<sup>th</sup> International Public Relations Research Symposium, Miami, FL. March, 2017.

Moss, D., Stokes, P., Sriramesh, K., Ferrari, M. A., Likely, F., Regeer, B. (2015). Awakening a sleeping issue. Communication department structure: An international study. Accepted for presentation at the International Public Relations Symposium, Bled, Slovenia. July 2015.

Tamagni, D., & Sriramesh, K. (2014) CSR among corporate foundations in Switzerland. Presented at the 21<sup>st</sup> International Public Relations Symposium (Bledcom), Lake Bled, Slovenia. July, 2014.

Aya Pastrana, N., & Sriramesh, K. (2014). Corporate social responsibility: Perceptions and practices among SMEs in Colombia. Presented at the 17 International Public Relations Conference, Miami, FL, March 2014.

Sriramesh, K. (2013). Social transformation through partnerships: The case of a development organization in Africa. Presented at the ICA regional conference in Shanghai, China, November 2013.

Xifra, J., & Sriramesh, K. (2012). Barbarism or tradition? Bullfighting, culture, and public relations in Spain. Presented at the BCN#2 conference, Barcelona, June 2012.

Sriramesh, K. (2011). “Public Relations of Nations” Speech at the Plenary Session of BCN 1 – Barcelona International Public Relations Conference, Barcelona, June 29, 2011.

Sriramesh, K. (2011). “Broadening the horizons of public relations,” presented at BCN 1 – Barcelona International Public Relations Conference, Barcelona, June 28, 2011.

Coppa, M., & Sriramesh, K. (2011). Corporate social responsibility among SMEs: Evidence from Italy. Presented at the 14<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL. March 10.

Rivera, M., & Sriramesh, K. (2010). “New Media and Public Relations: A study of corporate and non-profit web sites.” Paper presented to the Strategic Online PR and Media Relations Forum, August, Singapore.

Sriramesh, K., & Rivera, M. (2010). Public Relations Online Then and Now: Stakeholder Relations by Corporations and Non-Profits. Presented at the 13<sup>th</sup> International Public Relations Research Conference, Miami, FL, March 11.

Sriramesh, K. (2009). Renaming the ICA's Public Relations division, Chair's Panel of the annual conference of the International Communication Association, Chicago, IL, May 22, 2009.

Sriramesh, K., & Duhe, S. (2009). Political Economy and Public Relations: A blueprint for future research. Presented at the 16<sup>th</sup> International Public Relations symposium, Lake Bled, Slovenia, July 4, 2009.

Sriramesh, K. (2009). Introduction to the nexus between culture and public relations. Presented at the 16<sup>th</sup> International Public Relations symposium, Lake Bled, Slovenia, July 4, 2009.

Yeo, S. L., & Sriramesh, K. (2009). Adding value to organizations: An examination of the role of senior public relations practitioners in Singapore. Presented at the 12<sup>th</sup> International Public Relations Symposium, Miami, FL, March 13, 2009.

Sriramesh, K. (2008). ICTs and risk communication in the Asia-Pacific, keynote speech presented at the conference on "New Media and Public Relations Innovations - Crisis Communication," Hong Kong, December 5 – 7, 2008.

Sriramesh, K. (2008). Public relations education and training: Current trends and future directions. Presented at the World Congress of the International Public Relations Association (IPRA), Beijing, November 14, 2008.

Kim, J. N., & Sriramesh, K. (2008). The nexus between activism and public relations. Paper presented to the Public Relations Division, Association for Education in Journalism and Mass Communication (AEJMC), Chicago, August 2008.

Sriramesh, K. (2008). "Achieving excellence in supervision and publication," Presentation at the Plenary session for doctoral students and supervisors, Annual conference of the Australian and New Zealand Communication Association (ANZCA), Wellington, New Zealand, July 11, 2008.

Sriramesh, K. (2007). Corporate Social Responsibility in Singapore: Relevance of Asian values. Presented at Beijing Forum 2007, Peking University, Beijing, China, November 2007.

Sriramesh, K., Saminathan, M., & Lim, D. (2007). The Situational Theory of Publics in a different Cultural setting: Consumer Publics in Singapore. Paper to be presented to the Public Relations Division, International Communication Association, San Francisco, May 24-28.

Sriramesh, K. (2007). Applying Western theories in non-Western environments: The need to reconceptualize the *referent criterion* in the situational theory of publics. Paper presented at the 2<sup>nd</sup> Asian-Pacific Public Relations Conference, Seoul, South Korea, May 4, 2007.

Sriramesh, K., & Chandran, R. (2007). How “senior” are senior public relations managers? Evidence from Singapore. Presented at the 10<sup>th</sup> Annual International Public Relations Research Conference, Miami, FL, March 8-11.

Sriramesh, K. (2006). The importance of public relations in a globalizing world and its relevance for Asia and China. Presented to Beijing Forum 2006, Beijing, China, October 26-28.

Rivera, M., Sriramesh, K., & Arinto, P. (2006). Curricular Innovations for Capacity-Building in ICT4D in the Asia-Pacific. Presented at the conference with the theme ***Mapping the New Field of Communication for Development and Social Change***, University of Queensland, Brisbane, Australia, July, 2006.

Sriramesh, K., Ng, C. W., Soh, T. T., Luo, W. (2006). Corporate Social Responsibility and Public Relations: Perceptions and Practices in Singapore. Presented to the Public Relations Division, International Communication Association, Dresden, Germany, June 19 – 23.

Sriramesh, K., and Shi, Z. Z. (2006). From SARS to Songhua River: Case studies of Crisis Management in China. Presented at the Crisis Management seminar organized by PCP Asia and Thammasat University, Bangkok, Thailand. March, 23.

Carroll, C., van Ruler, B., & Sriramesh, K. (2006). Corporate Reputation in A Global News Media Environment. Paper presented at the International Public Relations Research Conference, Miami, FL., March 9 – 12.

Sriramesh, K. (2005). Diversity in Public Relations Education and Training. Presented at the 2<sup>nd</sup> World Public Relations Festival, Trieste, Italy, June 30.

Morley, M., & Sriramesh, K. (2005). Disaster communication: Lessons from the Asian Tsunami tragedy. Presented at the 2<sup>nd</sup> World Public Relations Festival, Trieste, Italy, June 30.

Sriramesh, K., & Enxi, L. (2005) Public relations practices and socio-economic factors: A case study of different organizational types in Shanghai. Paper presented to the Public Relations Division at the Annual Conference of the International Communication Association, New York, May 26 – 31.

Leong, P., & Sriramesh, K. (2005). *Romancing Singapore*: Anatomy of a communication campaign aimed at reversing population control. Paper presented to the Public Relations Division at the Annual Conference of the International Communication Association, New York, May 26 – 31.

Rivera, M., Chan, J., & Sriramesh, (2005). K. E-government in the ASEAN Context: A conceptual framework. Paper presented to the Communication Technology Division at the

Annual Conference of the International Communication Association, New York, May 26 – 31.

Saminathan, M., Lim, D., Sriramesh, K. (2005). The situational theory of publics in a different cultural setting: The case of Singapore. Presented at the Eighth International Public Relations Research Conference, Miami, FL, March 10 – 13.

Rivera, M., & Sriramesh, K. (2005). E-government in Singapore. Presented at the Global Fusion Conference, St. Louis, MO, October 29 – 30.

Sriramesh, K., & Rivera-Sanchez, M. (2004). Public affairs and e-governance: The case of Singapore. Paper presented at the 11<sup>th</sup> International Public Relations Symposium, Lake Bled, Slovenia. July 2-4.

Lim, S., Goh, J., Sriramesh, K. (2004). Are generic principles of excellent public relations applicable in a different cultural context? The case study of Singapore. Presented to the Public Relations Division of the International Communication Association, New Orleans, LA, May 31.

Sriramesh, K., & Rivera, M. (2004). Corporatism and communitarianism as environments for e-governance: The case of Singapore. Second Place (Debut Category), International Division, 49<sup>th</sup> annual conference of the Broadcast Education Association, Las Vegas. April 16-18.

Rivera-Sanchez, M., & Sriramesh, K. (2003). Information Society and E-Governance: The Case Study of a Knowledge-based Economy—Singapore. Presented at the World Forum on Information Society, Geneva, December 10-12, 2003.

Sriramesh, K. (2003). Multiculturalism in public relations: The need of the hour. Presented at the 10<sup>th</sup> International Public Relations Symposium, Bled, Slovenia. July 6.

Sriramesh, K. (2003). The need to globalize public relations pedagogy. Presented at the World Public Relations Festival, Rome, Italy, June 19.

Sriramesh, K. (2003). Global public relations: Theory, Research, and Practice. Presented to the Public Relations Division of the International Communication Association, San Diego, CA, May, 27.

Sriramesh, K. (2002). Research and international public relations. Presented at the annual conference of the International Public Relations Association, Cairo, Egypt. October.

Sriramesh, K. (2002). The dire need for multiculturalism in public relations education: An Asian perspective. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication (AEJMC), August.

Sriramesh, K., & Vercic, D. (2002). The innovativeness-needs paradox and global public

relations: Some propositions on the need for international public relations subsidies. Paper presented to the Public Relations Division at the annual conference of the International Communication Association (ICA), Seoul, South Korea, July 15-19.

Sriramesh, K. (2002). Coverage of public relations in Asian media. Presented to the Public Relations Division of the International Communication Association, Seoul, South Korea, July 15-19.

Sriramesh, K. (2002) The Bled manifesto: An Asian perspective. Presented at the 9<sup>th</sup> International Public Relations Symposium, Bled Slovenia. July 4-7.

Sriramesh, K., & Vercic, D. (2001). Are public relations really global? A theoretical framework and some empirical evidence. Paper presented at the annual conference of the International Public Relations Association, Berlin, October, 15.

Sriramesh, K. (2001). International public relations: A global perspective. presented at the Poznan University of Economics, Poznan, Poland, October 18.

Sriramesh, K. (2001). New media and crisis management. Paper presented at the 10<sup>th</sup> annual conference of the Asia Media Information Center (AMIC), Manila, Philippines, June.

Sriramesh, K. (2000). Three case studies explicating multinational public relations in India. Paper presented at the Global Principles of Public Relations Panel, World Congress 2000 (jointly sponsored by the PRSA and IPRA), October.

Sriramesh, K., & Vercic, D. (2000). A framework for conducting cross-national comparisons of international public relations. Paper presented to the 7<sup>th</sup> International Public Relations Symposium, Lake Bled, Slovenia. July.

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., Kim, Y., & Takasaki, M. (1999). Public relations in three Asian cultures: An analysis. **Top-three paper** presented to the Public Relations Division, International Communication Association (ICA) at the annual conference of the ICA, San Francisco, CA, May.

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, July.

Sriramesh, K. (1998). Symmetrical communication as a public relations paradigm: an international perspective. Presented at the annual conference of the Southern States

Communication Association, San Antonio, TX, April.

Sriramesh, K. (1996). The status of public relations education in India: A case study. Presented to the Communication in Development and Management Working Group, Association for the Advancement of Policy, Research, and Development in the Third World, Cancun, Mexico., Nov.

Sriramesh, K. (1995). Liberalizing the Indian economy to multinationals: The cultural debate. Presented at the annual conference of the Association for the Advancement of Policy, Research, and Development in the Third World, Las Vegas, NV. Nov.

Sriramesh, K. (1994). Increasing diversity in public relations theorizing: Ethnography as a method of choice in PR research. **Top-three paper** presented to the Public Relations Interest Group at the annual conference of the International Communication Association, Sydney, Australia. July.

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.

Sriramesh, K. (1993). A framework for the globalization of public relations education and research. Presented at the annual conference of the Association for the Advancement for Policy, Research, and Development in the Third World, Cairo, Egypt., Nov.

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. May.

Sriramesh, K. (1992). Integrating culture theory and ethnographic methods to public relations theory: A conceptual overview. Presented at the annual conference of the Association for the Advancement of Policy, Research, and Development in the Third World, Orlando, FL. Nov.

Grunig, J. E., Grunig, L. A., Sriramesh, K., Lyra, A., Huang, Y. H. (1991). Models of public relations in an international setting. Paper presented to the Association for the Advancement of Policy, Research, and Development in the Third World, Nassau, The Bahamas. Nov.

Grunig, J. E., Grunig, L. A., Dozier, D. M., Ehling, W. P. Repper, F. C., White, J., Hon, L., Sriramesh, K., & Mietinen, J. (1991). Initial results of survey confirm value of communication and the component of excellent public relations. Report of the six-year IABC (International Association for Business Communicators) research project on excellence in public relations management. Presented at the annual conference of the International Association of Business Communicators, at Washington, D.C. June.

Sriramesh, K. & Grunig, J. E. (1990). Observation and Measurement of Organizational

Culture: Development of Indices of Participative and Authoritative Cultures. Presented at the annual conference of the Association for Policy, Research, and Development in the Third World, Mexico City, Mexico. Nov.

Sriramesh, K. (1989). Culture and communication: corporate culture as a determinant of symmetrical communication in organizations. Paper presented to the panel on Symmetrical Communication for Professionals in Development organized by the Association for the Advancement of Policy, Research and Development in the Third World, San Juan, Puerto Rico. Nov.

Sriramesh, K. (1988). Toward a cross-cultural theory of public relations: Preliminary evidence from India. Presented at the annual conference of the Association for the Advancement of Policy, Research and Development in the Third World, Myrtle Beach, SC. Nov.

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

“Ethnocentrism in Public Relations: Review of a Program of Research,” invited talk 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.

“Crossing Borders: Globalization and Public Relations in the 21st Century,” speech delivered to the undergraduate and graduate students of corporate communication, Aarhus School of Business, February 5, 2010.

“Ethnocentrism 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 21<sup>st</sup> century,” keynote speech presented at the 10<sup>th</sup> anniversary of the Executive MSCOM program of the University of Lugano, Switzerland, November 14, 2009.

“Ethnocentrism 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.

“Ethnocentrism in Public Relations Education and Training: A Critique” presented to the faculty and students of the Department of Marketing, Curtin Business School, Curtin University of Technology, Perth, Australia, March 25, 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.

“Public Communication Campaigns and altruism: Synergies for Rotary International.” Guest speech delivered to Wellington South Rotary Club, Nov 5, 2008.

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

“Latest Developments in PR Theory : Focusing on the Future of scholarship and the role of IPRRC,” Seminar presentation delivered at Fudan University, Shanghai, December, 17, 2007.

“The present and the future of government public relations in Asia” presented at the Global Communications Forum, Seoul, S. Korea, November 8, 2007.

“New challenges, new strategies – insights from research and practice,” Seminar presented to top corporate executives at the Communication Leadership Forum 2007, Leipzig, Germany, June 29-30, 2007.

“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 21<sup>st</sup> 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.

“Ethnocentrism 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 21<sup>st</sup> Century” presented to the faculty and students of Lim Kok Wing University of Creative Technology, Kuala Lumpur, March 31, 2006.

A lecture titled: “Ethnocentrism in public relations pedagogy and research,” presented to the faculty and students of the School of Management, Waikato University, Hamilton, New Zealand. February 22, 2006.

A presentation titled: “Asian Tsunami tragedy: Lessons for the public relations industry” (with Michael Morley, Deputy Chairman, Edelman Worldwide, New York) at the Conference on Public Relations and Communications Asia 2006, Singapore, January 16-18, 2006.

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

A lecture titled “International Perspectives on PR Education,” presented at Westfälische

Wilhelms-Universitat in Muenster, Germany at the invitation of Bertelsmann Stiftung. June 17, 2005.

Lecture on international public relations, Fudan University's International Public Relations Research Centre, Fudan University, Shanghai. April 21 – 23, 2005.

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