

Dr. KRISHNAMURTHY SRIRAMESH

Professor &
University Faculty Scholar

Brian Lamb School of Communication
Purdue University
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Curriculum Vitae

VISITING PROFESSORSHIPS:

Visiting Professor, International Institute of Tropical Agriculture, Ibadan, Nigeria, November 2011 – January 2012

Visiting Professor, Assam University, India, February – March, 2011

Visiting Professor, School of Journalism and Media Studies, San Diego State University, San Diego, CA, USA; March – April, 2010

Visiting Professor, Aarhus School of Business, Aarhus, Denmark, January – February, 2010

Visiting Academic, School of Marketing, Curtin University, Perth, Australia, March, 2009

Visiting Professor, Faculty of Social Sciences, University of Ljubljana, Slovenia, March, 2008

Visiting Professor, University of Zagreb, Croatia, March, 2008

Visiting Professor, University of Lugano, Switzerland, 2008 – present

Visiting Professor, School of Communication, Charles Sturt University, Bathurst, Australia, May – Jun, 2006

Short Stay Visiting Professor, Department of Management Communication, Waikato Management School, The University of Waikato, Hamilton, New Zealand, February, 2006

Visiting Professor, Annenberg School for Communication, University of Southern California, Los Angeles. April, 2005.

AWARDS AND HONORS

2012 **University Faculty Scholar**, appointed by the Dean of College of Liberal Arts, Purdue University for the period 2012 – 2017.

2009 **Top-3 Paper Award**, 12th 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 the best book on public relations and communication management published during a given year.

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.).

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.
- 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

EDITORIAL RESPONSIBILITIES

Assistant Editor	<i>Public Relations Review</i>
Associate Editor	<i>Journal of Communication Management</i>
Editorial Board	<i>Journal of Communication</i>
Editorial Board	<i>Journal of International and Intercultural Communication</i>
Editorial Board	<i>Communication Yearbook 34, 35, 36</i>
Editorial Board	<i>Encyclopedia of Public Relations (Ed 2)</i>
Editorial Board	<i>Journal of Public Relations Research</i>
Editorial Board	<i>Public Relations Review</i>
Editorial Board	<i>Management Communication Quarterly</i>
Editorial Board	<i>Public Relations Journal</i>
Editorial Board	<i>Public Communication Review</i>
Editorial Board	<i>Digital Review of Asia Pacific (DirAP)</i>

Guest Editor	Special issue of <i>Public Relations Review</i> (Vol 38, 2012)
Guest Editor	Special issue of <i>Journal of Communication Management</i> , 8(3).
Guest Editor	Special issue of <i>Asian Journal of Communication</i> , 13(2).
Guest Editor	Special issue of <i>Media Asia</i> , 31(2).
Guest Editor	Special issue of <i>Public Relations Review</i> , 33(3).

RESEARCH PUBLICATIONS

Books:

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 Assoc. Inc.

- 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.

Editor of Conference Proceedings:

Vercic, D., Tkalac, V., & Sriramesh, K. (2011). *Internal Communication*.

Proceedings of the 18th International Public Relations Symposium. Ljubljana, Slovenia: PRISTOP.

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

Refereed Journal articles:

Sriramesh, K., Rivera, M., & Soriano, C. Web Sites for Stakeholder Relations by Corporations and Non-Profits: A Time-Lag Study in Singapore. *Journal of Communication Management*, 17(2), pp. 122-139.

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

Vercic, D., Tkalac, 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_online_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., Holtzhauzen, 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 study 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., 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.

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.

Sriramesh, K. (2009). The relationship between culture and public relations. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook (Revised Edition)*. New York, NY: Routledge. 47 – 61. (reprinted with permission from publisher).

Duhe, S., & Sriramesh, K. (2009). Political economy and global public relations research and practice. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook (Revised Edition)*. New York, NY: Routledge. 22 – 46.

Kim, J-N., & Sriramesh, K. (2009). A descriptive model of activism in global public relations research and practice. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook (Revised Edition)*. New York, NY: Routledge. 79 – 97.

Sriramesh, K., & Vercic, D. (2009). Mass Media and Public Relations. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook (Revised Edition)*. New York, NY: Routledge. 62 – 78.

Sriramesh, K. (2009). Introduction. In K. Sriramesh and D. Vercic (Eds.) *The Global Public Relations Handbook (Revised Edition)*. New York, NY: Routledge. xxxiii – xl.

Sriramesh, K. (2008). Globalization and public relations. In A. Zerfass, B. van Ruler, and K. Sriramesh (Eds.) *Public Relations Research Innovative Approaches, European Perspectives and International Challenges*. Wiesbaden: VS Verlag für Sozialwissenschaften. Pp. 346 - 352.

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

Sriramesh, K. (2008). Strategische PR-Arbeit aus internationaler Perspektive (Strategic PR with an international perspective). In P. Szyszka and U. Micaela-Durig (Eds.) *Strategische Kommunikationsplanung (Strategic Communication Planning)*. Konstanz, Germany: UVK Verlagsgesellschaft mbH, pp. 91 – 99.

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).

Sriramesh, K. (2007). Global public relations: Contradictions of innovation and demand. In M. Jian & H. Qian (Eds.) *Blue book of China's public relations*. Shanghai: Shanxi Education Press. Pp 265 – 287. (Translated into Chinese by Li Xiaohu).

Sriramesh, K., Ng, C. W., Soh, T. T., & Luo, W. (2007). Corporate Social Responsibility and Public Relations: Perceptions and Practices in Singapore. In, S. K. May, G. Cheney, & J. Roper (Eds.) *The debate over Corporate Social Responsibility*, New York: Oxford University Press.

Sriramesh, K. (2006). The relationship between culture and public relations. In E. Toth (Ed.), *Excellence in public relations and communication management: Challenges for the next generation*. Mahwah, NJ: Lawrence Erlbaum Associates Inc. pp. 507-527.

Sriramesh, K. (2005). Impact of Diversity on University and professional education curricula. Proceedings of the 2nd World Public Relations Festival, London: Emerald. Pp. 141-143.

Morley, M., & Sriramesh, K. (2005). Disaster Communication: Lessons from the Asian Tsunami Tragedy. Proceedings of the 2nd 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 Assoc. 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 Assoc. 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 Assoc. 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 9th 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). 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.

Bibliographies:

McLaurin, R. D., Martin, L. J., Sriramesh, K., McLaurin, L., & Ip, J. (1988). *Recent developments in the analysis of audience effects of persuasive communications*. Springfield, VA: Abbott Associates, Inc. 1-65.

Monograph:

Martin, L. J., McLaurin, R. D., & Sriramesh, K. (1988). *Psychological operations program evaluation*. Springfield, VA: Abbott Associates, Inc. pp. 1-117. (for the US Department of Defense).

Non-refereed publications:

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:

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, 49th 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:

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 14th 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 13th 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 16th 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 16th 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 12th 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 2nd 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 10th 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 2nd World Public Relations Festival, Trieste, Italy, June 30.

Morley, M., & Sriramesh, K. (2005). Disaster communication: Lessons from the Asian Tsunami tragedy. Presented at the 2nd 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 11th 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, 49th 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 10th 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 9th 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 10th 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 7th 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., & Mietenin, 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 delivered internationally

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.

“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.

“Ethnocentricity 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 Istituto 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 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.

“Ethnocentricity 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 lecture titled: “Ethnocentricity 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 13th annual conference organized by National Chengchi University, Taipei, Taiwan. October, 2005.

A lecture titled “International Perspectives on PR Education,” presented at Westfälische Wilhelms-Universität 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.

A program of research of global public relations. Presented to the Board of the Institute for Public Relations, New York. November 10, 2004.

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

Framework for international public relations research and practice. Presented to the Croatian Public Relations Association during its PR Week, Zagreb, Croatia, June, 2004.

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

Public Relations in Asia and its relevance to global public relations. Presented at the launch of the book *Public Relations in Asia: An anthology*. Jakarta, Indonesia, May 17, 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.