

**Prof. Dr. Krishnamurthy Sriramesh**

**RESEARCH PUBLICATIONS**

**Books:**

Sriramesh, K., Zerfass, A., & Kim, JN. (*in press*). *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. (2009). *The Handbook of Global Public Relations: Theory, Research, and Practice (Revised and Expanded Edition)*. New York: NY: Routledge.

- Selected chapters are being published in Spanish by the Open University of Catalunya Press, Spain.

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 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:**

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

- 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](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.

#### **Manuscripts under review:**

Sriramesh, K., Rivera, M., & Soriano, C. Web sites for stakeholder relations by corporations and non-profits: A longitudinal study in Singapore. *Journal of Communication Management*.

Coppa, M., & Sriramesh, K. Corporate social responsibility among SMEs: Evidence from Italy. *Journal of Public Relations Research* (revise and resubmit)

#### **Book Chapters:**

Sriramesh, K. (*in press*). 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 2<sup>nd</sup> 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 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 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 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). 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. (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, 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.