

Call for Papers: Asian Journal of Public Relations

한국PR학회에서 발행하는 *Asian Journal of Public Relations* (영문)에서 5호에 게재될 논문 및 PR사례연구(case study)를 모집하고 있습니다. AJPR 5호는 11월 1일에 발간될 예정입니다.

이번 호에는 full research paper 뿐만 아니라 short paper (research-in-brief) 및 실무와 관련된 연구나 사례연구 (research-in-practice or case study)를 함께 모집합니다. 특히 사례연구는 실무와 연구를 병행하시는 연구자분들께서 현장에서 직접 수행했던 PR 사례를 게재할 수 있는 좋은 기회입니다. 많은 사례가 투고될 수 있도록 교수님들께서 PR실무자나 지도학생들에게 권유하여 주시면 좋겠습니다.

- 투고마감: 2022년 8월 15일
- 원고분량:
 - Full paper: 6,000 words
 - Research-in-brief: 1500 words
 - Research-in-practice or case study: 2000-4000 words
- 제출방법: 온라인제출: www.ajpr.or.kr/
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자세한 내용은 아래 영문을 참조하시기 바랍니다.

AJPR is an international, double-blind peer-reviewed journal for academics and practitioners of public relations. Published by the Korean Academic Society for Public Relations (KASPR), AJPR aims primarily to contribute to address or challenge the relation(s) between theory and practice in understanding public relations across multiple contexts. All theoretical and methodological approaches, including quantitative, qualitative, critical, historical, legal, or philosophical are welcome, as are all contextual areas.

AJPR covers a variety of research subjects related to the field of public relations. Topics include, but not limited to public relations theories and/or public relations practices such as media relations, government relations, community relations, employee relations (internal communications), investor relations (financial communications), corporate social responsibility, PR ethics, organizational communication, issues & crisis management, public campaigns (e.g., political, health, risk, science), and any other areas contributing to the advancement of public relations.

For the upcoming issue of AJPR, we accept three types of submissions:

1) Full Research Paper

Original reports of studies conducted on any topic related to public relations. Research articles may be conceptual, theory-building, or empirical. They may also discuss methodological or pedagogical aspects of public relations.

2) Research in Brief

For submissions that do not meet the criteria of a full paper, authors may be invited to reformat their paper as a "Research in Brief," which should provide a short summary (no more than 1500 words) of the author's original paper. If an author's full paper is not accepted after peer review but deemed worthy of a brief summary, the author will receive a reply detailing the format to be used for the "Research in Brief."

3) Research in Practice or Case Study

Research focused on industry practices or case studies that analyze any disciplines of public relations, including but not limited to issues and crisis management, communications campaigns, corporate social responsibility, reputation management, special event planning, fundraising, employee communications, investor relations, community relations, media relations, global public relations, public diplomacy, health communication, and government relations.

Submission Details

The submission deadline for all papers is August 15, 2022. Each article will be screened by the editors for relevance to the Journal. Those judged relevant will be submitted to a panel of two or more referees chosen from the Editorial Committee. The upcoming issue will be published in November, 2021.

All papers for considerations in AJPR should be electronically submitted via www.ajpr.or.kr/

All papers should be prepared in accordance with the publication manual of the American Psychological Association, 7th edition (APA). References should be carefully edited to ensure consistency with APA guidelines. Authors are responsible for gaining permission for any copyrighted material that needs permission. Authors submitting manuscripts to this journal should not simultaneously submit them to another journal, nor should manuscripts have been published elsewhere in substantially similar form or with substantially similar content.

All articles should include (a) a title page with the title and author's details (author names and affiliations, corresponding author, email address, and postal address) and (b) an abstract (200- 250 words) with five to six keywords. Author names and identifying information should not be included anywhere else in the manuscript, except the title page.

If you have any questions about submissions, please contact us at jangyul.kim@colostate.edu / ajppredit@gmail.com

▷ Editor-in-Chief, Jangyul Kim (Colorado State University)

▷ Associate Editor, Bitt Moon (Indiana University)