



Special Issue on Public Relations Research

Call for Papers

Public relations are the policies and actions that social organizations use various means of information dissemination to form a two-way information circulation network both inside and outside, so as to continuously improve management and operation, win public trust and support, and achieve perfect unity of their own benefits and social benefits. The four elements of public relations are social organization, public, management function and two-way communication. Among them, the exertion of management function runs through the whole process of public relations activities. Its management scope goes beyond the fence of a particular social organization. It not only manages the public inside the organization, but also manages the public outside the organization. It is a form of expanding the scope of management and softening the means of management.

In this special issue, we intend to invite front-line researchers and authors to submit original researches and review articles on exploring **public relations research**. Potential topics include, but are not limited to:

- History and development of public relations
- Basic functions of public relations
- Case analysis of public relations
- International public relations
- Public relations and management
- Public relations and communication science
- Public relations and psychology
- Practical activities of public relations
- Public relations in crisis
- Public relations and marketing

Authors should read over the journal's [For Authors](#) carefully before submission. Prospective authors should submit an electronic copy of their complete manuscript through the journal's [Paper Submission System](#).

Please kindly notice that the “**Special Issue**” under your manuscript title is supposed to be specified and the research field “**Special Issue – Public Relations Research**” should be chosen during your submission.

According to the following timetable:

Submission Deadline	January 28th, 2020
Publication Date	March 2020



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