

2024 Call for Papers: *Asian Journal of Public Relations*

You are cordially invited to submit manuscripts for the 2024 issue of *Asian Journal of Public Relations* (AJPR) to be published in November 2024.

AJPR is an international, peer-reviewed journal for academics and practitioners of public relations, published by the Korean Academic Society for Public Relations (KASPR). AJPR runs as an open-access journal because it values and supports knowledge sharing; however, it does not charge submission or publication fees.

AJPR aims primarily to publish scholarship that addresses and fosters the interconnections between theory and practice in 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 are not limited to public relations theories or 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 and crisis management, public campaigns (e.g., political, health, risk, science), and any other areas contributing to the advancement of public relations.

To encourage submission of high-quality articles, AJPR offers **cash prizes for research articles (\$300 each) accepted for publication** in its 2024 issue. Only full research papers are eligible for the prizes.

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

1. Full Research Paper

Authors are encouraged to submit original reports of studies 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 manuscripts is **August 1, 2024**. 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 2024.

All papers for consideration 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. Authors submitting manuscripts to this journal should not simultaneously submit them to another journal, nor should manuscripts have been published elsewhere in a 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, email addresses, postal addresses, and corresponding author) and (b) an abstract (150–200 words) with 5–6 keywords. Author names and identifying information should not be included anywhere else in the manuscript, except on the title page.

If you have any questions about submissions, please contact us at ajpredit@gmail.com.

Editor-in-Chief, Hyojung Park (Louisiana State University)

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