

# **BRIAN G. SMITH, PH.D.**

ASSISTANT PROFESSOR – PUBLIC RELATIONS AND SOCIAL MEDIA  
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## **RESEARCH VISION**

Digital media technology—particularly social media—has transformed the relationship between publics and organizations, and consequently, the roles and concept of public relations. This evolution in the marketplace of communication has led to greater empowerment of publics and a need to reassess the concepts of stakeholder relationships, engagement, public relations strategy, and in particular, the organizational response to a more connected stakeholder-base: integrated communication. My research addresses the development of public relations theory and practice in response to digital media, and also examines relationship management, global and cultural communication, and crisis communication.

## **TEACHING PHILOSOPHY**

Teaching should merge theory and practice. In the classroom, I develop student skills in public relations and communication management by merging theory and practice in course discussions, leading students through deconstruction of case studies. I also emphasize learning through practice in my courses. I bring in real-world clients and coach students through campaign development. Finally, I integrate global and intercultural communication into each of my courses, and have developed coursework for two study abroad programs.

## **EDUCATION**

### **Doctorate of Philosophy – Communication - University of Maryland, 2009**

*Dissertation: Integrating strategic relationship management: Evaluating public relations as relationship management in integrated communication*

Adviser: Elizabeth L. Toth, Ph.D.

### **Master of Arts – International Relations – Brigham Young University, 2001**

*Thesis: Minding the gap: An analysis of nationalism in Spain between Catalunya and Galicia.*

### **Bachelor of Arts – Humanities, English - Brigham Young University, 2000**

## **CURRICULUM**

### **Instructor – CIMBA, Paderno del Grappa, Italy, Fall 2014**

Business Writing

Social Media Today

### **Assistant Professor – Purdue University, West Lafayette, In, Aug 2012-Present**

Barcelona Faculty-led Study Abroad Program 2015: Com 30300 Intercultural Communication

Com 25600: Principles of Advertising

Com 30300: Intercultural Communication

Com 49500: Public Relations and Social Media

Com 49500: Crisis Communication

Com 59000: Crisis Communication

Com 59000: Social Media and Public Relations

### **Assistant Professor – University of Houston, Houston, Tx, Aug. 2009-2012**

Com 7397: Integrated Communication

Com 4365: Digital and Online Public Relations and Advertising,  
Com 3368: Principles of Public Relations  
Com 3360: Principles of Advertising

**Instructor, Grad Assistant – University of Maryland, College Park, MD, 2006 – 09**

Com 352 Advanced Public Relations (incl. digital and web-based PR)

Com 351 Public Relations Techniques for News

Com 232 Public Relations Editing and Design for News

Com 107 Introduction to Human Communication

### **GRANTS & AWARDS**

Service Learning Faculty Development Grant (\$2000) – Purdue, Social Media in Public Relations Com 495 - 2013

Research Grant (\$6000) – Assessing the difference between PR and Advertising - 2011

Ph.D. Student of the year – University of Maryland - 2009

Research Grant (\$1500) – Institute for Public Relations – New Media, PR, & Journalism - 2008

Plank Top Student Paper (\$500) – International Communication Association – 2008

Ketchum Excellence in PR (\$2500) – Institute for Public Relations and Ketchum – 2008

### **REFEREED PUBLICATIONS**

Smith, B. G. (2015). Situated ideals in strategic social media: Applying grounded practical theory in a case of successful social media management. *International Journal of Strategic Communication*, 9, 272-292.

Smith, B. G. & Gallicano, T. D. (2015). Terms of engagement: Toward a public-centric framework for assessing social media behavior in public relations. *Computers in Human Behavior*, 53, 82-90.

Smith, B. G., Men, R. L., & Al-Sinan, R. (2015). Tweeting Taksim: Communication power and social media advocacy in the Taksim Square protests. *Computers in Human Behavior*, 50, 499-507.

Smith, B. G. (2015). Organization-public friendship? Exploring user-based engagement in social media. *Journal of Social Media Studies*, 1(2), 119-133.

Smith, B. G. & Navarro, J. (2014). Integrating public relations education? An analysis of educator perceptions of integrated communication pedagogy. *International Journal of Integrated Marketing Communication*, 6(2), 7-17

Smith, B. G. (2013). The public relations contribution to IMC: Deriving opportunities from threats and solidifying public relations' future. *Public Relations Review*, 39, pp. 507-513.

Smith, B. G. & Place, K. (2013). Integrating power? Evaluating public relations influence in an integrated communication structure. *Journal of Public Relations Research*, 25, 168-187.

Smith, B. G. (2013). Digital Conversion: Social Media, Engagement, and the “I am a Mormon” Campaign. *PRism*, 1-13. [http://www.prismjournal.org/fileadmin/9\\_1/Smith.pdf](http://www.prismjournal.org/fileadmin/9_1/Smith.pdf)

Smith, B. G. (2013). A need for translation? Conceptualizing professional communication in Spain. *Catalan Journal of Communication and Cultural Studies*. 5(1), 51-67.

Smith, B. G. (2013). The internal forces on communication integration: Co-created meaning, interaction, and postmodernism in strategic integrated communication. *International Journal of Strategic Communication*, 7(1), 65-79.

Smith, B. G. (2012). Public relations identity and the stakeholder-organization relationship: A

revised theoretical position for public relations scholarship. *Public Relations Review*, 38, 838-845.

- Smith, B. G. (2012). Communication integration: An analysis of context and conditions. *Public Relations Review*, 38, 600-608.
- Smith, B. G. (2012). Administrating integration: The principles of integrated communication in the institutional setting. *Journal of the Association for Communication Administration*, 31(1), 46-54.
- Smith, B. G. (2012). Organic integration: The natural process underlying integrated communication. *Journal of Communication Management*, 16(1), 4-19
- Smith, B. G. (2011). Becoming Quirky: Towards an understanding of practitioner-blogger relations in public relations. *Public Relations Journal*. 5(4)
- Smith, B. G. (2010). Socially distributing public relations: Twitter, Haiti, and interactivity in social media. *Public Relations Review*, 36, 329-335.
- Smith, B. G. (2010). Whither the public relations role? Exploring the influence of IMC on public relations. *Institute for Public Relations*.  
<http://www.instituteforpr.org/topics/whither-the-public-relations-role/>
- Smith, B. G. (2010). The evolution of the blogger: Blogger considerations of public relations content in the Blogosphere, *Public Relations Review*, 36, 175-177.
- Smith, B. G. (2010). Beyond promotion: Conceptualizing public relations in marketing communications. *International Journal of Integrated Marketing Communication*, 2(1), 47-57.
- Smith, B. G. (2008). Creating recognition for employee recognition: A case study on marketing persuasion, public relations and branding. *Public Relations Journal*, 2(3).

#### **NON-REFEREED PUBLICATIONS**

- Weiner, M., Arnorsdottir, L., Lang, R., & Smith, B. G. (2010). Isolating the effects of media-based public relations on sales: Optimization through marketing mix modeling. *Institute for Public Relations*.  
[http://www.instituteforpr.org/research\\_single/isolating\\_the\\_effects\\_of\\_media\\_based\\_public\\_relations\\_on\\_sales/](http://www.instituteforpr.org/research_single/isolating_the_effects_of_media_based_public_relations_on_sales/)
- Smith, B. G. (2007). Representing PR in the marketing mix: A study on public relations variables in marketing mix modeling. Institute for Public Relations, Ketchum Award,  
<http://www.instituteforpr.org/topics/pr-marketing-mix/>

#### **Book Chapters**

- Smith, B. G. (2013). Exploring social media empowerment of public relations: A case study of health communication practitioner roles and the use of social media. In H.S. Noor-Aldeen & J. A. Hendricks (Eds), *Social media and strategic communications*. Hampshire, UK: Palgrave Macmillan.
- Smith, B. G. (2013). Guerilla marketing. In R. L. Heath (Ed.). *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage
- Smith, B. G. (2013). Viral marketing. In R. L. Heath (Ed.). *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage
- Smith, B. G. (2013). Word of mouth marketing. In R. L. Heath (Ed.). *Encyclopedia of Public Relations*. Thousand Oaks, CA: Sage
- Smith, B. G. (2011). Publicity. In L. E. Swayne, M. Dodds, & G. J. Golson (Eds). *The Encyclopedia of Sports Management and Marketing*. Thousand Oaks, California: Sage
- Smith, B. G. (2010). Redefining media relations for PR pros in the blogosphere. *Digital PR*

*Guidebook, vol. 3. PR Newspress.*

### **Book Reviews**

- Smith, B. G. (2008). [Review of the book, A complicated, antagonistic, symbiotic affair: Journalism, public relations, and their struggle for public attention]. *Journalism & Mass Communication Quarterly*, 85(4), 925-927.
- Smith, B. G. (2008). [Review of the book, The alternative media handbook]. *Journalism & Mass Communication Quarterly*, 85(3), 682-683.
- Smith, B. G. (2007). Politics of words [Review of the book, The right words: Great republican speeches that shaped history]. *Review of Communication*, 7(4), 10-11.

### **Trade Publications**

- Smith, B. G. & Smith, S. B. (2015). Engaging Health: Health Research and Policymaking in the Social Media Sphere. *Academy of Health White Paper*
- Smith, B. G. (Ghostwriter), McGlowan-Fellows, B. & Thomas, C.S. (2010). *Your personal power up: Five steps to take control of your life and career*. Salt Lake City, UT: Executive Excellence Publishing
- Smith, B. G. (2006). The flavor of the month virus. Chief Learning Officer Magazine (online edition), [http://clomedia.com/articles/view/flavor\\_of\\_the\\_month\\_virus\\_are\\_you\\_infected/1](http://clomedia.com/articles/view/flavor_of_the_month_virus_are_you_infected/1).

### **PRESENTATIONS**

- Stumberger, N., Smith, B. G., Dugan, A., & Guild, J. (2016). Employee-Organization relationships and social stake: Examining factors in employee engagement on social media. *BledCom Conference*, Bled, Slovenia.
- Smith, B. G., Pruim, D., & Jensen, B. (2016). The dark side of social media engagement: Social media power in confronting an organization directly in a crisis. *BledCom Conference*, Bled, Slovenia.
- Smith, B. G. & Dugan, A. (2016). Crisis Emotions: Assessing the crisis emotional response on social media following the Paris terrorist attacks. *Barcelona Public Relations Conference*, Barcelona, Spain.
- Smith, B. G., & Al-Sinan, R. (2016). The unintended brand: Social media and nation-branding in a case of activism. *Institute of Public Relations Research Conference*, Miami, Florida.
- Krishna, A., Smith, B. G., & Smith, S. S. (2015). Relational immunity? Examining relationships as crisis shield. *Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- Smith, B. G. & Taylor, M. (2015). Empowering engagement: Understanding social media user sense of influence. *Institute for Public Relations Research Conference*, Miami Florida.
- Place, K. R., Smith, B. G., & Lee, H. (2014). Integrated influence? Exploring public relations power in integrated marketing communication. *Association for Education in Journalism and Mass Communication*, Montreal, Canada
- Smith, B. G. (2012). From credibility to engagement: Determining meaning in public relations and advertising. *Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Smith, B. G. (2012). Digital conversion: Social media, engagement and the 'I am a Mormon' campaign. *Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Smith, B. G. (2012). Exploring social media empowerment of public relations: A case study of

- practitioner roles and the use of social media. International Communication Association, Phoenix, AZ.
- Smith, B. G. (2011). Channeling the spirit of IMC: Analysis of the context and conditions that underscore IMC. Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Smith, B. G. (2011). Who Owns the Social Media Sphere? Analyzing Stakeholder Needs as a Basis for Public Relations and Marketing within Social Media. International Communication Association, Boston, Mass.
- Smith, B. G. (2011). The Public Relations contribution to IMC: Deriving opportunities from threats and solidifying public relations' future. International Communication Association, Boston, Mass.
- Smith, B. G. (2010). Organic integration: The natural process of communication integration. 13th Annual Institute for Public Relations Research Conference, Miami, Florida.
- Smith, B. G. (2009). Breaking through to bloggers: Tapping the power of blogs. International Association of Business Communicators Southern Research Conference, Houston, Texas.
- Smith, B. G. (2009). Integrated Marketing Communications and You. Public Relations Student Society of America, University of Houston Chapter, Houston, Texas.
- Smith, B. G. (2009). Blogger evolution: Blogger considerations of public relations. Paper presented at the annual Association for Education in Journalism and Mass Communication Conference, Boston, Massachusetts.
- Smith, B. G. (2008). Becoming 'quirky': Towards an understanding of practitioner and blogger relations in public relations. Paper presented at the annual Association for Education in Journalism and Mass Communication Conference, Chicago, Illinois.
- Smith, B. G. (2008). Representing PR in the marketing mix: A study on public relations variables in marketing mix modeling. Paper presented at the annual Bledcom Symposium, Bled, Slovenia.
- Smith, B. G. (2008). A need for translation? Conceptualizing public relations in Spain. Paper presented at the annual Association for Education in Journalism and Mass Communication Conference, Chicago, Illinois.
- Smith, B. G. (2008). Creating recognition for employee recognition: A case study on marketing persuasion, public relations and branding. Plank top student paper, annual conference of the International Communication Association, Montreal, Canada.

## **PROFESSIONAL EXPERIENCE**

### **Assistant Brand Marketing Manager – Allied Business School, Irvine, CA, 2006**

Managed web-based public relations and advertising.

### **Managing Editor – Executive Excellent Publishing, Provo, UT, 2004-2006**

Managed print and online production and promotion of int'l business publications

### **Communication Consultant – Provo, UT, 2004 – 2006**

Provided strategic communication and marketing advisory to small businesses and initiatives.

### **Project Director – Wirthlin Worldwide, Salt Lake City, UT, 2001-2004**

Managed and evaluated market research programs for mid-size and Fortune 500 organizations.

Produced research reports for Fortune 500 companies and government leaders, including President George W. Bush.

### **SERVICE**

2013 – Present: Roschwalb Scholarship Chair, AEJMC

2012 – 2014: PRSSA Adviser, Purdue University

2012 – 2013: Graduate Committee, Purdue University

2011 - 2013 Co-Chair, Teaching Paper Competition, PR Division, AEJMC (Chicago Conference, DC Conference)

2011- Present: Reviewer, Journal of Public Relations Research

2011 - 2012: Personnel Committee, Graduate Committee (University of Houston)

2010-2012: Thesis Committee Chair (University of Houston)

2010-2011: Library Committee, University of Houston Libraries

2010: Search Committee, Media Production, University of Houston

2009 - 2012 – Integrated Communication Curriculum Development, (University of Houston)

2008: Public Relations Social Committee, AEJMC, Chicago

2006-2007: Department Assembly, Graduate Student Representative, University of Maryland

### **EDITORIAL ACTIVITIES**

Board Member, *International Journal of Strategic Communication*

Board Member, *Journal of Integrated Marketing Communication*