

Call for Abstracts and Papers

24TH ANNUAL INTERNATIONAL PUBLIC RELATIONS RESEARCH CONFERENCE

Virtual Conference, March 4-6, 2021

Contributing at the Top and Throughout an Organization: Research and Strategies that Advance Our Understanding of Public Relations

[Note: Please read the submission instructions carefully, as they have changed since 2020.]

Public relations professionals, educators, and graduate students are invited to submit competitive abstracts for paper presentations at the premier public relations research conference, the 24th International Public Relations Research Conference (IPRRC), to be held March 4-6, 2021 as a virtual conference. This year's theme focuses on "*Contributing at the top and throughout an organization: Research and Strategies that advance our understanding of public relations.*" This conference attempts to integrate academic insights and professional practices, so authors are recommended to address their studies' practical implications in the abstracts submitted.

This conference is distinctly different from other conferences in that initial paper acceptance is based on a **one-page abstract** submitted for competitive consideration. Abstracts can include either completed research or research in-progress. Programming preference will be given to completed research. **To complete the abstract submission, please follow the instructions below:**

- (1) **Step 1: Email your abstract to iprrc.org@gmail.com as a two-page attachment in Microsoft Word file.** Use the *first page* as your title page and include the following: author names and affiliations, corresponding author email addresses, submission category (General or Student), and a short version of your abstract in less than 50 words. On the *second page*, provide a blinded copy of your paper title and the complete, full-length one-page abstract. The abstract should be single-spaced, using 12-pt Times New Roman font with 1-inch margins all around on letter size (8.5 x 11 in) paper. **In the email subject line, please enter: [Submission] last names of all authors. Please see [this example template](#).**
- (2) **Step 2: Please complete the [Abstract/Author\(s\) Information Form](#)** to provide your author(s) and abstract information immediately after your submission email. If the hyperlink does not work, you may paste the following URL to your browser: <https://forms.gle/sejwJGnWsoQHJB999>
- (3) BOTH steps (1) and (2) need to be completed by the deadline **(Tuesday, December 1, 2020 at 11:59pm Eastern Time)** for the submission to be considered as complete. Not following the procedure will result in disqualification of your abstract submission.

Given the increasing number of papers submitted for consideration each year, each author is restricted to **no more than two abstract submissions** regardless of authorship. **Use separate Abstract/Author(s) Information Form entries for each abstract submitted.** The blinded abstract will then be reviewed by three members from the IPRRC board of directors and advisory committee.

Acceptance notification will be sent to the corresponding author(s) that you have indicated in the Abstract/Author(s) Information Form by Monday, December 28. Authors of accepted abstracts will then be invited to compete for awards by submitting full papers by Friday, January 29, 2021. Separate instructions of award submission and presentation guidelines will be provided along with acceptance notification.

For more information regarding registration (note: information on registration rates will be announced soon) and previous years' proceedings, please visit: <http://iprrc.org/>. For the latest updates, please also visit and "Like" us on Facebook via: <https://www.facebook.com/IPRRRC>. You can also follow us on Twitter and Instagram @IPRRRC. For further questions, please contact Conference Directors Dr. Bora Yook, Fairfield University, and Dr. Zifei Fay Chen, University of San Francisco, at: iprrc.org@gmail.com.

IMPORTANT DATES (all based on Eastern Time):

December 1, 2020: Abstract Submission Due

December 28, 2020: Acceptance Notification (sent to corresponding authors via email)

January 29, 2021: Paper Competition Submission Due (accepted, full/completed papers only)