

Augustine Pang, PhD, is Professor of Communication Management (Practice) at the Lee Kong Chian School of Business, Singapore Management University. At SMU, he is appointed as Associate Dean (Partnerships & Engagement), Area Coordinator, Communication Management Group, and a Member of the University Tribunal.

Gus, as he is commonly known, graduated from the Missouri School of Journalism at the University of Missouri, the world's first and foremost journalism school in the US, specializing in crisis communication and management. His research interests include crisis management, communication and leadership, image/reputation management and repair, media management, and communication management.

Gus has published more than 130 refereed journal articles, book chapters, conference proceedings and case studies. These have been published in high impact international journals like *Public Relations Review*, *Journal of Computer-Mediated Communication*, *Journal of Business and Technical Communication*, *Journalism and Communication Monographs*, *Journal of Contingencies and Crisis Management*, *Journal of Public Relations Research*, *Journal of Public Relations Education*, *American Behavioral Scientist*, *International Journal of Strategic Communication*, *International Journal of Business Communication*, *Journal of Marketing Communications*, *Asian Journal of Communication*, *Chinese Journal of Communication*, *Australian Journalism Review*, *Corporate Communication: An International Journal*, *Journal of Public Affairs*, *Journal of Marketing Channels*, *Asia Pacific Media Educator*, *Media Asia*, *Asia Pacific Public Relations Journal*, *Journal of Communication Management*, *Public Relations Journal*, amongst others.

His book chapters have been published in prestige publications, including *The Handbook of International Risk & Crisis Communication Research II* (2025, Wiley-Blackwell), *Media and crisis communication* (2025, Routledge), *Handbook of Innovations in Strategic Communication* (2025, Edward Elgar), *Handbook of Digital Corporate Communication* (2023, Edward Elgar), *Public Relations III* (2023, Routledge), *Social Media and Crisis Communication* (2022/2018, Routledge), *Public Relations* (2021, De Gruyter Mouton), *Advancing crisis communication effectiveness* (2021, Routledge), *Crisis Communication* (2020, De Gruyter Mouton), *Communicating social responsibility in the digital era* (2019, Routledge), *From media hype to twitter storm: News explosions and their impact on issues, crises and public opinion* (2018, University of Amsterdam Press), *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives* (2017, John Wiley), *Handbook of International Crisis Communication Research* (2016, Wiley-Blackwell), *Handbook of Research on Crisis Leadership in Organizations* (2013, Edward Elgar), *Handbook of Communication and Corporate Social Responsibility* (2011, Wiley-Blackwell), *Handbook of Crisis Communication* (2010, Wiley-Blackwell), and *SAGE Handbook of Public Relations* (2010), amongst others.

He has also authored more than 130 papers that have been presented at international referred conferences. He is thankful for the research awards won including Outstanding Article of the Year (2023, Association for Business Communication), Outstanding Article on Business Communication (2020, Association for Business Communication) and Highly Commended journal paper (2015, Emerald Publishing). Additionally, he has also won top paper awards at leading international conferences: International Communication Association (US) (2018, 2017 and 2015), Corporate Communications International Conference (US) (no longer active as of 2023) (2020, 2019, 2018, 2016, 2014, 2009 and 2008) (the conference is no longer active); the Association of Educators in Journalism and Mass Communication

(AEJMC) (US) conference (2015, 2010 and 2007), and the International Public Relations Research Conference (US) (2009, 2004 and 2005).

He is grateful for the international impact and recognition of his work. In 2026, he was cited as Top 5 Most Prolific Author in Crisis Communication for articles published between 2000 and 2023 in the top-tier journal, *Public Relations Review*. In 2023, he was cited as Top 10 Most Prolific Scholar globally in crisis communication, based on a bibliometric study. In 2021, he was awarded the Lee Kong Chian Fellowship at Singapore Management University. In 2016, he was awarded the coveted Kitty O. Locker Outstanding Researcher award for his body of work in crisis management and communication by the Association for Business Communication (US).

His Visiting and Honorary appointments include Academic Core Member, Crisis Communication Think Tank, University of Georgia (US) (2024-present), one of the five globally; Visiting Professor, School of Communication, University Technology Sydney (2023-2024), Visiting Professor, School of Business, Hong Kong Baptist University (2023); Visiting Research Fellow, University of Gothenburg, Sweden (2023); Visiting Professor, School of Business Administration, Toyo University (Tokyo, Japan) (2018). Since 2015, he has been Honorary Fellow in Crisis and Media Communication at Hong Kong Polytechnic University (HKPolyU). He is now Honorary Professor at HKPolyU. He had been Fellow of SMU Academy (2019-2023). In 2015, he was inducted as a member of the prestigious Arthur W Page Society (US), an association comprising Fortune 500 Chief Communication Officers, CEOs of top communication consultancies, and selected academics worldwide.

Gus is on the editorial and advisory boards of *International Journal of Strategic Communication*, *Public Relations Review*, *Journal of International Risk and Crisis Communication Research*, *Asian Journal of Communication*, *International Journal of Business Communication*, *Communication and Media in Asia Pacific*, and *Asia-Pacific Public Relations Journal*. He was the regional editor of *Corporate Communications: An International Journal* (2010 – 2015). He had also edited/co-edited special issues in *Public Relations Review*, *Media Asia* and the *International Journal of Strategic Communication*. He is now co-editing a special issue on crisis communication in *Journal of Public Relations Research*. He is also editing a *Research Handbook on Strategic Communication in Asia-Pacific* (Edward Elgar) with his co-authors. He had also served as a member of editorial board for special issues for *Journal of Contingencies and Crisis Management* and *Computers in Human Behavior*. On top of that, he had reviewed for more than 15 other international journals. He also reviews for research councils in Europe and Asia as well as international book publishers.

He has worked on grants as PI/co-PI/collaborator awarded by the Ministry of Education (Singapore), C R Anderson Foundation (US), Norwegian Research Council, and Research Grants Council (Hong Kong). In 2016, he was awarded for his exemplary work on the C R Anderson Research Fund Grant by the Association for Business Communication (US).

Gus has been invited to share his work at events/seminars/talks organized by Peking University, Hong Kong Polytechnic University, National University of Singapore, Chulalongkorn University (Thailand), Chinese University of Hong Kong, University of Georgia (US) Crisis Communication Think Tank, Gothenburg University (Sweden), University of Melbourne (Australia) and S. Rajaratnam

School of International Studies (Singapore). On the industry front, he has been invited to speak at forums organized by Edelman, Temasek Holdings, International Negotiators' Working Group, Public Relations Society of America, amongst others. He has published pieces for industry in *Communication Director*, the official magazine of the European Association of Communication Directors (2015), *Issue and crisis management* (Oxford University Press, 2016), *THINK Public Relations* (Pearson Allyn & Bacon, 2013), and *Public Relations Today: Managing competition and conflict* (Pearson Allyn & Bacon, 2008).

Over the years, he has conducted executive training to senior executives based in Singapore and around the region for both the private and public sectors.

Before he joined SMU, he was a tenured associate professor at Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU). WKWSCI has been a top communication school in the world and in 2026, was ranked #2 in QS ranking for communication and media studies. There, he headed both the Division of Public and Promotional Communication and Division of Communication Research for 2 years before changes were introduced to remove divisional structures in the School to promote interdisciplinary interaction. He was also the Program Director of the Master of Mass Communication degree. He attended the NTU Leadership Academy (aimed to groom future leaders) from 2016 to 2017.

Professionally, he was a news correspondent where he won multiple awards at Singapore Press Holdings for his coverage in Singapore and the Asia-Pacific region. One of the stories he reported was made into a short film called "Ali Baba" in 2018, under the Singapore National Volunteer and Philanthropy Centre's 15 Shorts initiative.

Gus is a member of various professional organizations. He was the Vice-Chair of the Asia-Pacific Public Relations Network (2016-2020). He is now Singapore representative of the network. He is a member of the Association of Educators in Journalism and Mass Communication (US), International Communication Association (US), Association for Business Communication (US). He had been a member of the Singapore Press Club, Chartered Institute of Public Relations (UK) and the Australian and New Zealand Association of Management (ANZAM).