

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); Academic Director, MSc in Communication Management; 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 120 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*, *Journal of Contingencies and Crisis Management*, *Sustainability*, *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*, *Journal of International Communication*, amongst others.

His book chapters have been published in *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), *Social Media and Crisis Communication* (2018/2022, Routledge), *Culture and Crisis Communication: Transboundary Cases from Nonwestern Perspectives* (2017, John Wiley & Sons), *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 120 papers that have been presented at international referred conferences. He is thankful for the top research awards won at these leading international conferences: Association for Business Communication (US) (2020); International Communication Association (US) (2018, 2017 and 2015), Corporate Communications International Conference (US) (2020, 2019, 2018, 2016, 2014, 2009 and 2008); 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 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). 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. In 2018, he was invited to Toyo University (Tokyo, Japan) as a Visiting Professor. Since 2015, he has been Honorary Fellow in Crisis and Media Communication at Hong Kong Polytechnic University. Since 2019, he has been Fellow of SMU Academy.

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*, *International Communication Research Journal*, *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 had also served as a member of editorial board for a special issue on social media and crisis in *Computers in Human Behavior* (2015). On top of that, he has 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).

On the industry front, he has been invited to speak at forums organized by Edelman, Temasek Holdings, International Negotiators' Working Group, S. Rajaratnam School of International Studies, Public Relations Society of America, amongst others. He was also invited as an expert panellist for Asian perspectives for the University of Georgia Crisis Communication Think Tank 2021. He has published pieces for industry in the *International Communication Research Journal* (2020), a publication of the International Communication Division of the Association for Education in Journalism and Mass Communication (AEJMC) (US); *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).

Before he joined SMU, he was a tenured associate professor at Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU). 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 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 (<https://www.nvpc.org.sg/index.php/stories/augustine-pang>)

Gus was the Vice-Chair of the Asia-Pacific Public Relations Network (2016-2020). He is currently *ex-officio* 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).