

Bonita Dostal Neff  
Department: Communication  
Rank: Professor  
At IUNW since: 8/2013

## SCHOLARLY PUBLICATIONS AND CREATIVE ACHIEVEMENTS

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### BOOKS (academic):

*Learning to Teach Public Relations*--Fourth Edition. Summer 2014. Published on-line by the Public Relations Society of America. 60 chapters edited. (Neff, Bonita Dostal and Johnson, Terri)

Co-author of upper level/graduate book on *Public Relations: From Theory to Practice*. Hansen, Tricia and Neff, Bonita (editors). Allyn and Bacon Publications, January 2008. Received the international PRide Award for "Outstanding Book" from the Public Relations Division of the National Communication Association at the annual conference in San Diego, November 2008.

### ARTICLES (in refereed reference volumes):

"Community Relations" in *The Encyclopedia of Public Relations.*" (Second Edition) Thousand Oaks: Sage Publications, Inc. (R. Heath, Ed.), 2013.

"Profession: Association for Women in Communications." in *The Encyclopedia of Public Relations.*" (Second Edition) Thousand Oaks: Sage Publications, Inc. (R. Heath, Ed.), 2013.

"Profession and Professional" in *The Encyclopedia of Public Relations.*" (Second Edition) Thousand Oaks: Sage Publications, Inc. (R. Heath, Ed.), 2013

### ARTICLES (in refereed journals):

"Public Relations: The Theory-Practice Connection." *Business Research Yearbook--Global Business Perspectives*, Volume XVI, 2009, No.2, 610-614, 2009.

"Comparison of Outcome Variables for Public Relations Majors: An Integrated Communication Perspective," *Journal of International Business Disciplines*, Volume 3, Number 1, November 2008.

"Using Language to Work with the Perceptions of Publics," *Business Research Yearbook--Global Business Perspectives*, Volume XIV, 2007, No.1, 122-128.

"Assessment of Public Relations in Croatia: Effectiveness Based on Knowledge, Attitudes, and Behavior." Refereed paper presented at the 17<sup>th</sup> annual international conference on Communication and Education at Dubrovnik, Croatia, August 2005. Published in *Infomatologia*, spring 2006, a journal sponsored by the Croatian Communication Association.

"Integrating a Leadership Process Redefines the Principles Course," *Public Relations Review*, spring 2002.

Neff, B.D., Walker, G., Smith, M., Creedon, P. "Outcomes Desired by Practitioners and Academics," *Public Relations Review*, Volume 25, No. 1, spring 1999, 29-44.

"Public Relations Leading Change in the European Market: A Multicultural and Academic Challenge," *Business Research Yearbook--Global Business Perspectives*, Volume VI, 1999, 679-683.

"Harmonizing Global Relations: A Speech Act Theory Analysis of PRForum," *Public Relations Review*, Volume 24, No. 3, fall 1998, 351-376.

"Beyond Theory: Improving Public Relations Writing Through Computer Technology." *Journal of the Illinois Speech and Theatre Association*, March 1990.

#### ARTICLES (in published conference proceedings):

"Research-based Public Relations Teaching: Student Perceptions of the Commission's Outcome Variables Tracked in Pre and Post Assessments as Students Progress in the Curriculum" Educators Academy, Public Relations Society of America, Detroit, October 25, 2008.

"Defining the Functions of Public Relations in the Field: The Marketing-PR Conundrum in Nonprofit Community Relations," the 11<sup>th</sup> Annual International Public Relations Research Conference, "Research That Matters to the Practice," South Miami, Florida USA, March 6-9, 2008

"Utilizing Theory to Develop Complex Campaigns: The Foundation for Public Relations Leadership," the 10<sup>th</sup> International Public Relations Research conference on South Miami, Florida, published proceedings, March 2007. *Article refereed*. Recognized as a founding member and an annual participant since IIPR was established.

"Speech Act Theory: A Dialogic Approach to Public Relations Campaigns" published proceedings for the 9<sup>th</sup> International, Interdisciplinary Public Relations Research Conference at Miami, Florida, March 2006.

Neff, B.D., Borchardt, J., and Benczik, S. "Fundraising Campaign Stewardship via Grassroots Research: A Community Relations Infrastructure Perspective on Publics." The 8<sup>th</sup> *The Impact of PR in Creating a More Ethical World: Why Can't We All Get Along?* International, Interdisciplinary Public Relations Research Conference, South Miami, Florida, conference paper proceedings, March 10-13, 2005. *Article refereed*.

“Measuring the Impact and Role of Public Relations Efforts in an Organization to Address Community Relations Needs,” published proceedings for the 8<sup>th</sup> International, Interdisciplinary Public Relations Research Conference at Miami, Florida, March 2005.

"Educators and Practitioners Agreement on Outcome Variables: An Interdisciplinary Comparison of Undergraduates." The 7<sup>th</sup> International Public Relations Research conference on *Globalization: Challenges and Opportunities for Public Relations*, South Miami, Florida, conference paper proceedings, March 11-14, 2004. *Article refereed.*

"Measuring the Impact and Role of Public Relations Efforts in an Organization to Address Community Relations Needs." The 6<sup>th</sup> International, Interdisciplinary Public Relations Research Conference, conference paper proceedings, spring 2003. *Article refereed.*

"The Myth of the Relationship Approach As the Answer: A Multicultural Analysis of Reality." Paper published in proceedings entitled: *Public Relations Theories and Practices in Asian-Pacific*, Public Relations Division, International Communication Association, preconference, Sogang University's Graduate School of Media Communications, Seoul, Korea, July 2002. *Article refereed.*

"Connectivity in a Connected World: An Analysis of the Public Relations and Marketing Relationship." The International, Interdisciplinary Public Relations Research Educators Academy for the Public Relations Society of America, conference paper proceedings, spring 2002. *Article refereed.*

"Intercultural Competence Standards for Public Relations: A Pre-Post Content Analysis of Experiential Case Studies." Presentation at the second annual conference of the International Interdisciplinary Research Association for Public Relations, sponsored by the Educators Academy of the Public Relations Society of America, Baltimore, Maryland, conference paper proceedings, June 1999. *Article refereed.*

"Harmonizing Global Relations: A Speech Act Theory Analysis of PRForum." Presentation at the first international, interdisciplinary research conference in public relations, sponsored by the Public Relations Society of America Educators Academy, University of Maryland, College Park, Maryland, conference paper proceedings, June 1998. *Article refereed.*

"The Family Decision-Making Process as a Precursor of Future Transportation Behavior." *Michigan Tourism: How Can Research Help?* Symposium Proceedings, Special Report #6, Michigan State University, Agricultural Experiment Station, 1982. *Article refereed.*

## CHAPTERS:

Bourland-Davis, Pamela (Chair and Professor at Georgia Southern University) and Neff, Bonita Dostal (Chair and Professor at Indiana University Northwest). "Networking: Enhancing Your Academic Success Through Associations." Chapter 48 contributed to *Learning to Teach*, Fourth Edition. New York: Published by the Public Relations Society of America, summer 2014. (three academics refereed submission).

Neff, Bonita Dostal and Hansen-Horn, Tricia. "The Students Limited Experience in Professional Purposes." in the *Business Research Yearbook* (M. Goralski, chief Editor, H. P. LeBlanc III, Associate Editor, and M. G. Adams, Managing Editor). Published by the International Academy of Business Disciplines (IABD), April 2012, 505-510.

"Public Relations Identity: Evolving From Academic and Practitioner Partnerships," in *The Sage Handbook of Public Relations* (R. Heath, ed.), Los Angeles, CA: Sage Publications, Inc., 2010. 367-382.

Neff, B.D. Chapter participant in "We tell people. It's up to them to be prepared. Public Relations Practices of Local Emergency Managers." In the *Handbook of Crisis Communication* (W. T. Coombs and S. J. Holladay, Editors). Malden, NY: Wiley-Blackwell publishers, 2010, 243-260. A national study and my part focused on Northwest Indiana. The 17 other authors of this chapter focused on their geographical area.

Neff, B. D. and Hansen-Horn, T. "Public Relations Theory: Translating in a Global Environment." in the *Business Research Yearbook: Global Business Perspectives* (R. Oglesby, H.P. Leblanc, III, M. G. Adams--Editors). Published by the International Academy of Business Disciplines (IABD), April 2012, 621-625.

"Speech Act Theory: An Approach to Public Relations Leadership," in *Public Relations: From Theory to Practice*. Boston, MA: Allyn & Bacon Publications, 2008, 89-103.

Neff, B.D. and Susac, Vlado. "*Public Television in the United States and Croatia: A Comparison of Two Campaigns.*" In *International and Intercultural Public Relations: A Campaign Case Approach* (Michael G. Parkinson and Daradirek Ekachai, editors). Boston: Allyn and Bacon Publishing, 2005, 358-372.

"Accreditation: Is There Access to the Process for All Public Relations Academic Programs--If Desired?" In *Handbook of Public Relations*. (Robert L. Heath, Editor). Thousand, Oaks, CA: Sage Publications, 2001, 369-380.

"The Emerging Theoretical Perspective in Public Relations: An Opportunity for Communication Departments." " In *Public Relations Theory* (Carol H. Botan and Vincent Hazelton, Jr., Editors--an upper-level, scholarly graduate reader). New Jersey: Lawrence Erlbaum Associates, 1989, 159-172 (currently used in graduate programs and cited in ERIC).

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