

## ACADEMIC RESEARCH & PUBLICATIONS

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### *Publications*

Dodd, M.D., & Supa, D.W. (in-press). Examining reasonable actions: Understanding the effect of corporate social responsibility on consumer purchase intention, *Public Relations Journal*, 2011.

Beatty, M.J., Feeley, T.H., & Dodd, M.D. (in-press). Journal impact factors or intellectual influence? A content analysis of citation use in *Communication Monographs* and *Human Communication Research* (2007-2009). *Public Relations Review*, 2011.

Stacks, D.W., Dodd, M. D. & Men, Linjuan. (in-press). Corporate reputation, measurement and evaluation in Carroll, C. (Ed.) *Handbook of Communication and Corporate Reputation*. Wiley-Blackwell Publishers: New Jersey.

Stacks, D.W., Dodd, M.D., & Men, Linjuan. (2011). Public relations research and planning in Gillis, T. (Ed.) *International Association of Business Communicators Handbook (2<sup>nd</sup> Ed.)*, pp. 287-300. Jossey-Bass: San Francisco, CA.

Stacks, D.W., Men, L., Dodd, M. D. & Yamamura, K. (2010). *Primer of Public Relations Research Instructor's Manual*. Guilford Press: New York.

- Companion to Dr. Don W. Stack's *Primer of Public Relations Research (2<sup>nd</sup> Ed.)*

### *Conference Papers*

Dodd, M.D. & Campbell, S.B. (2011). The strategic use of social media in managing relationships with the Net Generation: A Longitudinal Examination. National Communication Association, November 17-20, 2011, New Orleans, LA.

Dodd, M.D. (2011). Organizational trust and social media use: An exploratory examination via Generation Y. Florida Communication Association, October 15-18, 2011, Orlando, FL.

Dodd, M.D. (2011). Emotional intelligence for excellent public relations: A pilot examination. International Public Relations Research Conference, March 10-13, 2011, Miami, FL.

Dodd, M.D. (2011). Body esteem and Dove's Campaign for Real Beauty. Eastern Communication Association Conference, April 13-17, 2011, Arlington, VA.

Dodd, M.D. & Campbell, S.B. (2011). The strategic use of social media in managing relationships with the Net Generation. International Communication Association Conference, May 26-30, 2011, Boston, MA.

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Spaulding, C. & Dodd, M.D. (2011). A historical account of the public relations activities and artful devotion of Hildegard Von Bingen. International History of Public Relations Conference, July 6-7, 2011, Bournemouth, England.

Dodd, M.D. (2010). Who really cares about ethics? Corporate social responsibility and consumer purchase intention.” International Public Relations Research Conference, March 10-13, 2010, Miami, FL.

- Winner of the Brigham Young University Top Ethics Paper Award

## *Research In-progress*

Dodd, M.D. Emotional intelligence and social capital for effectiveness in public relations.

Dodd, M.D. Emotional intelligence for excellent public relations.

Dodd, M.D. & Men, L. Big Five predictors of behavior and leadership effectiveness of public relations practitioners.

Dodd, M.D. Social media and media choice per public relations manager and technician roles: An examination via Media Richness Theory