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**Eric Kwame ADAE, Ph.D.**

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**Curriculum Vitae**

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**Mission**

To be recognized as a world-class media and strategic communication professor, scholar, consultant, and practitioner of African origin, by establishing an excellent teaching record, a remarkable service impact, and a first-rate research agenda that speaks to some of the deepest cutting multidisciplinary issues of today and tomorrow.

**Research Agenda**

To consistently maintain an active research agenda that focuses on compelling themes in Corporate Social Advocacy/Activism, Public Relations for Social Responsibility/Sustainability, critical public relations, social justice, strategy-as-practice, and Afrocentricity.

**a. CURRENT ACADEMIC RANK:**

Assistant Professor of Public Relations, Drake University School of Journalism and Mass Communication

**b. EDUCATION:**

- (i) **Doctor of Philosophy degree (Ph.D.) in Media and Communication Studies, University of Oregon (September, 2020)**

**Dissertation:** *Beyond Corporate Profits: Reminiscing about the Future of CEO Activism in Ghana.*

**Dissertation Committee:**

**Co-Chairs:** Dr. Leslie H. STEEVES; Dr. Kim B. SHEEHAN

**Institutional Representative:** Dr. Michael RUSSO (Lundquist College of Business)

**Members:** Dr. Alan MEYER; Dr. Christopher CHAVEZ; and Dr. Senyo OFORI-PARKU.

- (ii) **Master of Philosophy (M.Phil.) degree in Communication Studies, University of Ghana (June 2009)**

**Thesis:** *Internal Communication and Organizational Change: A Study of Cal Bank Ghana Ltd.*

**Thesis Supervisor:** Dr. Kwasi ANSU-KYEREMEH

- (ii) **B.A. (Honors) University of Ghana (June 1994)**

**Long Essay:** *To Be or Not to Be a Settled Prostitute in The Face of Sexually Transmitted Diseases: A Sociological Exploration and Description of The Accra New Town Professional Prostitutes Association.*

**Long Essay Supervisor:** Dr. Tom M.K. KUMEKPOR

**c. EMPLOYMENT (ACADEMIC POSITIONS):**

**Drake University, School of Journalism and Mass Communication**

Assistant Professor of Public Relations: August 2020 – present

Tenure track position and instructor of record for diverse graduate and undergraduate public relations courses.

**University of Oregon, School of Journalism and Communication**

Graduate Employee: September 2016 – June 2020

Instructor of record for strategic communication, media studies and journalism classes. Duties include research assistant and teaching assistant for multiple professors, while taking graduate classes to earn a PhD.

**University of Ghana, School of Information and Communication Studies**

Adjunct Lecturer: June 2015 – August 2016

Instructor of record for advertising and advanced advertising classes for graduate students. Duties included guest lecturer for related courses in public relations, and media management classes.

**Institute of Public Relations (IPR) Ghana**

Resource Person/Instructor of Record: 2013 – 2016

Resource person for continuous professional development programs organized for members for the leading professional body of public relations practitioners in Ghana.

**African University College of Communication (AUCC), Ghana**

Adjunct Lecturer: 2008 - 2010

Instructor of record for advertising, public relations, mass communication, and information for mass communication courses. Classes taught included bachelor's and various professional-oriented diploma/associate degree programs. Duties included serving as the program lead of the strategic communications track of the institution.

**University of Ghana, School of Communication Studies**

Graduate Teaching Assistant: 2007 - 2008

This role involved serving as a research assistant and assisting professors in teaching various classes.

**University of Ghana, Department of Sociology**

Teaching and Research Assistant: 1994 - 1995

Teaching and research assistant for junior and senior-level classes in social research methods, including responsibility for tutorials/laboratories sessions.

#### **d. TEACHING AND CURRICULUM DEVELOPMENT:**

##### **Drake University School of Journalism and Mass Communication:**

August 2020 - Date: Assistant Professor of Public Relations. This tenure track position entails serving as an instructor of record for graduate and undergraduate-level classes in public relations.

##### **i) Courses and Instructional Units Taught and Developed:**

**Drake Experience Ghana (Drake-X-GH) Travel Abroad Seminar (Role: Co-Instructor):** This is a two-week study abroad program to the English-speaking West African nation of Ghana. The primary rationale is for global engagement and to afford participating students (and faculty) the chance to experience how the media/communication professions are practiced in a non-Western sociocultural context.

##### **JMC 149 Strategic Communications Planning (Asynchronous Online) (Role: Instructor of Record):**

This course explores the role of strategic planning and issues management in public relations, helping students gain essential skills they will need to thrive as PR practitioners. Students learn how to identify and assess the ways in which emerging issues may affect public relations practice, and design and defend a comprehensive public relations plan on behalf of a community partner (Fall, 2021; Fall 2022; Fall 2023).

##### **JMC 143 Public Relations Planning and Management (Role: Instructor of Record):**

This course explores the role of strategic planning and issues management in public relations, helping students gain essential skills they will need to thrive as PR practitioners. Students learn how to identify and assess the ways in which emerging issues may affect public relations practice, and design and defend a comprehensive public relations plan on behalf of a community partner (Fall, 2021; Fall, 2022; Fall 2023).

##### **MAC 205 Financial Literacy for Communication Leaders (Asynchronous Online) (Role: Instructor of Record):**

This graduate-level course explores the role of financial management in communication leadership, focusing on core skills and practical application. Students analyze and interpret financial reports and statements, examine and discuss impacts on budgeting and forecasting, and develop meaningful messages about financial metrics to help inform employees, executives and the public (Summer 2021; Summer 2022).

##### **JMC 085 Public Relations Principles (Role: Instructor of Record):**

This course explores the role of public relations in today's organizations. Students develop an appreciation for and understanding of the critical thinking, research, planning and communication skills necessary for the effective practice of public relations. Students acquire a solid foundation in the basic theories and concepts of communication, persuasion, motivation and learning which are integral parts in the success of public relations and in engaging people (Spring 2023; Fall, 2022; Spring, 2022; J-Term, 2022; Fall, 2021; Spring, 2021; J-Term 2021; and Fall, 2020).

##### **JMC 123 Public Relations Writing (Role: Instructor of Record):**

This course helps students to the writing and editing skills necessary to succeed in a public relations career. They also learn to think critically about current events and how they relate to public relations practice. Students work on behalf of community partner(s); other work is completed on behalf of a dream employer of students' choice (Spring 2023; Fall, 2022; Spring, 2022; Fall, 2021; Spring, 2021; and Fall, 2020).

##### **JMC 41 Financial Fundamentals for Communication Professionals (Role: Instructor of Record):**

This one-credit course provides students with an introduction to basic business principles and

terminology for non-business majors, with an emphasis on communication professionals. Topics include fundamentals of business organizations; reading and interpreting business financial statements; investment basics; understanding economic indicators; writing a business plan; and basic applied mathematics (Spring 2023; Spring 2022; and Spring 2021).

### **University of Oregon School of Journalism and Communication:**

Sept. 2016 – June 2016: Graduate Teaching Fellow (GTF), University of Oregon School of Journalism and Communication. This entailed serving as an instructor of record for various media and communication classes. Duties included teaching assistantships, while taking classes to earn a PhD.

#### **i) Courses and Instructional Units Taught**

**J397 Media Ethics (Role: Instructor of Record):** This course explores the origins of ethical behavior and actions within the media. It examines classical and contemporary approaches to ethical decision-making, applying these to present-day media and communication practices. **(Summer 2019, 25 students).**

**J211 Gateway to Media (Role: Laboratory Instructor):** This course aims to teach the fundamental skills required of the modern advertising, journalism and public relations professional. It is designed to teach students how to gather and think critically about information for mass communication, and how to use that information to tell compelling stories across multiple media platforms. Software applications used include Adobe Photoshop, Bridge, and Adobe Premiere Pro. **(Fall 2018; 40 students in two separate labs). Average instructor evaluation rating: 4.7 on a 5.0 scale).**

**J460/560 Advertising and Culture (Role: Instructor of Record):** This class is designed to produce advertising professionals who are equipped to effectively and efficiently craft messages that resonate with diverse local, national, and global cultures and sub-cultures. **(Summer 2018; 25 students). Instructor evaluation rating: 4.9 on a 5.0 scale).**

**J412/512 Brands and International Markets (Role: Instructor of Record):** This course introduces students to the opportunities, challenges and trends in developing and implementing branding and advertising campaigns in multicultural and international markets. Some facets of multicultural consumers (nationality, race and ethnicity, etc.) within the US and international advertising are covered. **(Summer 2017; 20 students). Instructor evaluation rating: 4.8 on a 5.0 scale).**

#### **ii) Courses Assisted**

**J494 Strategic Communications Research (Role: Graduate Teaching Assistant):** This is an introductory course designed to provide students with an understanding of the common research methods used in strategic communications when developing, implementing, and evaluating a strategic campaign. **(Spring 2019; 110 students)**

**J494 Strategic Communications Research (Role: Graduate Teaching Assistant):** This is an introductory course designed to provide students with an understanding of the common research methods used in strategic communications when developing, implementing, and evaluating a strategic campaign. **(Winter 2019; 120 students)**

**J494 Strategic Communications Research (Role: Graduate Teaching Assistant):** This is an introductory course designed to provide students with an understanding of the common research methods used in strategic communications when developing, implementing, and evaluating a strategic campaign. **(Spring 2018; 110 students)**

**J340 Principles of Advertising (Role: Graduate Teaching Assistant):** This is an introductory course, designed to develop and enhance students' understanding of the principles of advertising. Students are introduced to the industry's core competencies, including the ability to gather insights, set campaign goals, and execute ad campaigns creatively and strategically. **(Winter 2018; 195 students)**

**J460 Brand Responsibility (Role: Graduate Teaching Assistant):** This course is designed to orient and equip students to address what it takes to create and manage responsible brands. The course also seeks to help students understand how to address diversity, inclusivity, and representation in brand messaging, create effective strategies for responsible brands and discover ways to align their professional work with ethics and values. **(Winter 2018; 30 students)**

**J397 Media Ethics (Role: Graduate Teaching Assistant):** This course explores the origins of ethical behavior and actions within the media. It examines classical and contemporary approaches to ethical decision-making, applying these to present-day media and communication practices. **(Fall 2017, 150 students)**

**J494 Strategic Communications Research (Role: Graduate Teaching Assistant):** This is an introductory course designed to provide students with an understanding of the common research methods used in strategic communications when developing, implementing, and evaluating a strategic campaign. **(Spring 2017; 70 students)**

**J340 Principles of Advertising (Role: Graduate Teaching Assistant):** The course develops and enhances students' understanding of advertising in general and teaches the application of creative strategy to print, electronic, and social media. They also learn how to create effective advertisements across media platforms. **(Winter 2017; 250 students)**

**J350 Principles of Public Relations (Role: Graduate Teaching Assistant):** This course provides a broad survey of public relations concepts, roles, functions, theory and history. It examines the way public relations professionals interact with clients, the media, thought leaders and information to reach their publics. **(Fall 2016; 125 students)**

### **iii) Development Activities and Teaching Effectiveness Capacity Development**

**Understanding Implicit Bias:** Workshop offered through the Division of Equity and Inclusion of the University of Oregon to introduce the concept of implicit bias. It explores some harmful side effects of how our brains naturally perceive, categorize, and draw inferences about the world, including other people. Practical steps we can all take to try to reduce or eliminate it as well as what has been shown not to work are discussed. **(Fall 2018)**

**Graduate Teaching Initiative:** A program designed to give feedback and suggestions to new teachers at the university level. **(2016-2017)**

**Engaging Student Resistance:** Workshop offered through the Teaching Effectiveness Program of the University of Oregon. The workshop is set against the background of the realism of student resistance, despite the teacher's best efforts to motivate and engage students. This workshop helps participants learn about sources of student resistance to learning, and proffers strategies for addressing such reactance.

**Teaching and Professional Life Seminar:** Explores teaching strategies, curriculum development, and other aspects of academic professional life in journalism and communication. **(Fall 2016)**

**Living the Academic Life Seminar:** This seminar focuses on building skills required to succeed as a

scholar, researcher, and academic author. Designed for first or second-year doctoral students, a core goal is to begin the process of carving out a distinctive academic identity. (Winter 2018).

#### **iv) Panel Presentations and Invited Guest Lectures Delivered**

**“Honoring PLACE: African Discourses of Renewal and Transformation”:** I am one of seven panelists at the 108<sup>th</sup> convention of the National Communication Association (NCA) Public Relations Division panel in New Orleans, Louisiana, November 17 – 20, 2022.

**Afrocentric Advertising in Ghana:** Delivered online via Zoom to some 60 undergraduate and graduate students of the University of Oregon. (Spring 2022; hosted by Professor Troy Elias, University of Oregon School of Journalism and Communication).

**Instructor, Media Now!** Summer Camp 2022 at Drake University (July 10 – 13, 2022).  
<https://medianow.press/drake/>

**“Race in the PR Classroom” Panel Discussion themed “The Importance of Black History in PR's History and Future”:** I was one of three panelists on this panel series to discuss important themes relating to the important role Black History has played in the public relations industry’s past and how it will move the industry forward. (Winter 2022; hosted by the Institute of Public Relations)  
<https://www.youtube.com/watch?v=VDbkrQZM-5s>

**The Deep Equity Framework - The Role of Teamwork and Internal Customer Care Orientation:** A training program delivered in-person to some 20 teachers, administrators, and staff of the Walnut Creek Campus of the West Des Moines Community Schools District. (January 27, 2022).

**Branding Black Culture through Advertising in Ghana:** Delivered online via Zoom to some 80 undergraduate and graduate students of the University of Oregon. (Winter 2022; hosted by Professor Troy Elias, University of Oregon School of Journalism and Communication).

**Sankofa and Public Relations for Social Responsibility: Using Afrocentric Philosophies to Spur Public Relations Ethics and Current Sustainability Transitions:** Delivered online via Zoom to some 20 graduate students of the Clemson University. (Fall, 2021; hosted by Professor Virginia Harrison, Clemson University).

**Like Oxygen – The Contemporary Role of Public Relations in Organizations:** A one-hour virtual conversation with 25 Mandela Washington Fellows session on the pivotal role of public relations in organizations. Fellows are drawn from nations in sub-Saharan African region, and hosted at Drake University as part of a U.S. State Department program that brings 700 to the U.S. (Summer 2021; hosted by Professor Deb Bishop, Drake University College of Business and Public Administration)

**CEO Activism: The Good, the Bad, and the Ugly:** Delivered online via Zoom to 400 graduate students of the University of Ghana Business School. (Summer 2021; hosted by Professor Robert Hinson, University of Ghana Business School)

**Maintaining an Active Research Agenda:** Delivered online via Zoom to 60 graduate students of the University of Ghana Business School. (Spring 2021; hosted by Professor Robert Hinson, University of Ghana Business School)

**Emerging Trends in Corporate Sociopolitical Involvement:** Delivered online via Zoom to 90 graduate students of the University of Ghana Business School. (Spring 2021; hosted by Professor Robert Hinson, University of Ghana Business School).

**Business Unusual – Responsible business trends across the globe:** Delivered online via Zoom to the Global Business Class, comprising mainly sophomores and juniors. (Spring 2021; hosted by Professor Daniel J. Connolly, Drake University College of Business and Public Administration)

**Afrocentric Advertising in Ghana:** Delivered online via Zoom to some 60 undergraduate and graduate students of the University of Oregon. (Spring 2021; hosted by Professor Troy Elias, University of Oregon School of Journalism and Communication)

**So, You Want to Write a Dissertation – Sharing My Dissertating Experience:** Delivered online via Zoom to a Pan-African audience of more than 350 graduate students. (Winter 2021; hosted by Professor Robert Hinson, University of Ghana Business School)

**Branding Black Culture – Insights from Ghanaian Ads:** Delivered online via Zoom to some 60 undergraduate and graduate students of the University of Oregon. (Winter 2021; hosted by Professor Troy Elias, University of Oregon School of Journalism and Communication)

**International and Multicultural Advertising (Ghanaian Cases):** Delivered online via Zoom to about 50 Juniors and Seniors of the Drake University School of Journalism and Mass Communication, as part of the Advertising Principles class. (Fall 2020); with Professor Sandy Henry, Drake University School of Journalism and Mass Communication)

**Advertising in Ghana:** Developing cultural intelligence. Delivered to about 50 Juniors and Seniors of the School of Journalism and Communication, as part of the Advertising and Culture class. (Winter 2019; with Elim Hernandez de Santos, Doctoral Candidate and Instructor, University of Oregon)

**The Colossus Project:** My journey as a communications practitioner and scholar. Delivered to about 30 Freshmen and Sophomores of the School of Journalism and Communication, as part of the Media Professions class. (Summer 2019, with Thipkanok Wongphothiphan, Doctoral Candidate and Instructor, University of Oregon)

**The Triple Bottom Line, Sustainability, and Serving the Greater Good: Examining the role of corporations, non-governmental organizations and charities in sustainable development.** Delivered to about 50 Juniors and Seniors of the School of Journalism and Communication, as part of the Development Communication class. (Summer 2019, with Layire Diop, Doctoral Candidate and Instructor, University of Oregon)

**Development Built on Three Pillars: How can the private sector and charities promote sustainable development.** Delivered to about 40 Juniors and Seniors of the School of Journalism and Communication, as part of the Development Communication class. (Summer 2018, with Elinam Amevor, Doctoral Candidate and Instructor, University of Oregon)

**Sustainable Development: Painting the Big Picture of an evolving vision of human progress.** Delivered to about 50 Juniors and Seniors of the School of Journalism and Communication, as part of the Development Communication class. (Summer 2018, with Layire Diop, Doctoral Candidate and Instructor, University of Oregon)

**Dollars and Sense: Making money ethically in advertising and public relations.** Delivered to about 50 Juniors and Seniors of the School of Journalism and Communication, as part of the Media Ethics class. (Summer 2018, with Layire Diop, Doctoral Candidate and Instructor, University of Oregon)

**From Thought to Finish: Cultural values in the Ghanaian advertising space.** Delivered to about 50 Juniors and Seniors of the School of Journalism and Communication, as part of the Global Brand Strategy class. (Winter 2018, with Dr. Christopher Chavez, Professor/Instructor of Record, University of Oregon)

**Content Analysis: Doing it Right.** Delivered to about 70 Juniors and Seniors of the School of Journalism and Communication, as part of the Strategic Communications Research class. (Spring 2017, with Dr. Heather Shoenberger, Professor/Instructor of Record), University of Oregon)

**Focus Groups: Delving for insight and discovery.** Delivered to about 70 Juniors and Seniors of the School of Journalism and Communication, as part of the Strategic Communications Research class. (Spring 2017, with Dr. Heather Shoenberger, Professor/Instructor of Record, University of Oregon)

**De-creasing Crisis: All about crisis communication.** Delivered to about 125 Juniors and Seniors of the School of Journalism and Communication, as part of the Principles of Public Relations class. (Winter 2016, with Prof. Kathryn Kuttis, Professor/Instructor of Record, University of Oregon)

**A Method in the Madness: Shedding light on PR theory.** Delivered to about 125 Juniors and Seniors of the School of Journalism and Communication, as part of the Principles of Public Relations class. (Winter 2016, with Kathryn Kuttis, Professor/Instructor of Record, University of Oregon)

**Mapping Ghana's Advertising Landscape.** Delivered to about 25 students of the University of Oregon School of Journalism and Communication who are in Ghana for the Media on Ghana program. (Summer 2016, with Dr. Leslie Steeves and Dr. Chris Chavez, Professors/Instructors of Record, University of Oregon)

**2015 – 2016 University of Ghana**  
Adjunct Lecturer in Advertising,  
University of Ghana School of Information and Communication Studies.

**COMS613 Advertising (Role: Adjunct Instructor of Record):** The course aims to methodically introduce students to the professional field of advertising. It seeks to expose students to the nature and scope of the industry, practices and participants involved in the advertising endeavor. **(Fall 2015 / First Semester; 40 students)**

**COMS612 Advanced Advertising (Role: Adjunct Instructor of Record):** This is a practical oriented professional course that aims to equip students with requisite skills for advertising management. It builds on the introductory course of the first semester of the graduate program (COMS613), by promoting the development of practical knowledge and skills for best-practice advertising work. **(Spring 2016 / Semester; 40 students)**

## ii) Courses Assisted

**2007 – 2008: Teaching Assistant, University of Ghana School of Communication Studies**

**COMS 610 Advanced Public Relations:** This course examines Public Relations as it is practiced in organizations, its structure, and caliber of personnel, duties of practitioners, chain of command, and the need for research in Public Relations. **(Class sizes averaging 20 students)**



**COMS 612 Advanced Advertising:** This course takes students through definition and principles of good advertising, campaign briefs, campaign planning, advertising production, and media planning and buying **(Class sizes averaging 20 students)**

**COMS 611 Public Relations:** This is an introductory course to expose students to Public Relations practice. Emphasis is on the role and function of Public Relations in modern society. **(Class sizes averaging 20 students)**

**COMS 613 Advertising:** This course introduces students to the basic principles underlying Advertising, how advertising works and its place in marketing. It has a practical component of campaign planning, copywriting, and radio/television production. **(Class sizes averaging 20 students)**

**COMS 605 Communication Research Methods:** This is an introductory course designed to provide students with an understanding of the common research methods used in strategic communications when developing, implementing, and evaluating a strategic campaign. **(Class sizes averaging 20 students)**

**1994 – 1995: Teaching and Research Assistant, University of Ghana Department of Sociology.**

#### **Courses assisted**

**SOCI 305/325 Research Methods (Role: Teaching Assistant):** This undergraduate course explores focused themes in sociological and social research.

**SOCI 312/342 Population Studies (Role: Teaching Assistant):** The scope of population studies, demography, population theories, family planning, etc.

**2008 – 2010: Adjunct Instructor/Lecturer, African University College of Communications (AUCC), Ghana**

#### **Courses and Instructional Units Taught**

**Advertising (Professional Diploma Years One and Two) (Role Instructor of Record):** The course methodically introduces students to the professional field of advertising. It seeks to expose students to the nature and scope of the industry, practices and participants involved in the advertising endeavor. **(2008 – 2010; average of 70 students)**

**Mass Communication (Professional Diploma Years One and Two) (Role Instructor of Record):** The course focuses on the dynamics and changing trends, issues and controversies in mass communication within the context of a digital and globalizing world. It emphasizes the contributions of the mass media toward the development of society, and the relationship between mass media and culture. **(2009 – 2010; students averaging 80 in each class)**

**Introduction to Mass Communication (College Freshmen):** The course focuses on the dynamics and changing trends, issues and controversies in mass communication within the context of a digital and globalizing world. It emphasizes the contributions of the mass media toward the development of society, and the relationship between mass media and culture. **(2009 – 2010; students averaging 100 in each class)**

**Information for Mass Communication (College Freshmen):** The mission of the course is to help students develop core competences and information strategies for journalism, advertising and public

relations practice. It applies a conceptual model of the information strategy process and employs contemporary case studies to illustrate the process in action. (2009 – 2010; students averaging 100)

**2013 – 2016: Resource person, Continuous Professional Development (CPD) Programs  
Institute of Public Relations (IPR) Ghana:**

Courses facilitated included seminars in diverse continuous professional development programs organized for members for the leading professional body of public relations practitioners in Ghana.

**Oct. 1990 – Sept. 1991: Primary School Teacher (National Service) Ampain Junior High School,  
Nzema East District, Western Region – Ghana**

**e. AWARDS, NOMINATIONS, AND ACCOLADES**

2022: Nominated for *Outstanding Drake University Faculty/Staff Award* at **FSLebration**, Drake Fraternity and Sorority Life's annual celebration of achievement and excellence within and outside of our community.

2021: *Most Outstanding Public Relations Professional of the Year* – Public Relations Society of America (PRSA) Iowa Chapter.

2021: Doug Newsom Award for Global Ethics and Diversity at the 2021 AEJMC for the Public Relations Division with the paper submission titled *Public Relations and Sustainability across the African Continent: Using Afrocentric Philosophies to Remember What's Been 'Forgotten or Lost'*

2019 – 2020: University of Oregon School of Journalism and Communication Dissertation Research Fellowship (2019-2020).

2016 – 2020: Graduate Teaching Fellowship, University of Oregon School of Journalism and Communication

2016 – 2020: Columbia Scholarship, University of Oregon School of Journalism and Communication

2016 – 2017: Promising Scholar Award, University of Oregon School of Journalism and Communication

1994: Full Colors Award, University of Ghana Amalgamated Sports Clubs

1994: Award for Distinctive Contribution to the Welfare of the Mensah Sarbah Hall, University of Ghana

## **f. RESEARCH AND SCHOLARSHIP**

### **BOOKS:**

#### **Books Published**

**Adae, E.K.**, Twum, K., Hinson, R.E., Duh, H.I., and Odame, D.N.A. (March 2023). *Social Media and Africa's Public Sector: Perspectives on Contemporary Issues*. Cham, Switzerland: Palgrave-Springer.

**Adae, E.K.** *CEOs on a Mission: Reimagining CEO Activism, Development, & Difference*. Bingley, U.K.: Emerald Publishing. (Sole-authored manuscript based on my doctoral dissertation **due for release September, 2023**).

Hinson, R.E., Odame, D.A., **Adae, E.K.**, and Adom, K. *Small Business and Entrepreneurial Development in Africa - A Route to Sustained Economic Development*. Cham, Switzerland: Palgrave-Springer. (**Due for release in June 2023**).

**Adae, E.K.**, Kosiba, J.P., Twum, K., Hinson, R.E., Newman, N., and Nutsugah, F. (Eds.) (2021). *Responsible Management in Emerging Economies: A Multisectoral Focus*. Cham, Switzerland: Palgrave-Springer.

Hinson, R.E., **Adae, E.K.**, Ocloo, M., and Darkwa, L. (2007). *Becoming a Sales Star*. Accra, Ghana: SEDCO-Longmans.

#### **Book Manuscripts in Preparation**

**Adae, E.K.**, Hinson, R.E., and Twum (Eds.). *Corporate Activism in Emerging Markets: Contemporary Issues, Challenges, and Opportunities*. Cham, Switzerland: Palgrave-Macmillan. (An edited volume).

#### **Book Project Proposals in Preparation**

**Adae, E.K.** *CEO Activism: Lessons from Leading Global Corporate Executives*. Batavia, IL: Productivity Press Taylor & Francis. (Planned as a sole-authored book).

**Adae, E.K.**, Hinson, R.E., & Twum, K.K. diverse editorial teams: *Responsible Management in Emerging Markets* (Various themed edited volumes serving as sequels to the maiden edition, this project features various book editions based on 16 SDGs and involving different teams of editors). Cham, Switzerland: Palgrave-Macmillan. (Planned as an edited volume).

**Adae, E.K.**, Agboada, J., Hinson, R.E., D.J., Bosah, G., & Mogadji, E. (Eds.). *Public Relations and Communication Management in Africa*. Hampshire, U.K.: Palgrave-Macmillan. (Planned as an edited volume).

## Book Chapters Published

- Adae, E.K.** Gondwe, G., & Macary, J. (in press). "The CEO Activism Playbook: An Empirical African Perspective from Ghana." In Anani-Bossman, A., Mudzanani, T.E. and Pratt, C. (eds.). *Public Relations and Communication Management in Africa: Current and Future Practices Volume 1*. Hampshire, U.K.: Palgrave-Macmillan. (Planned Release Date: Q4, 2022 – Q1, 2023).
- Adae, E.K.** and Sikanku, E. Mixing Business with Politics: A Framing Analysis of Sir Sam Jonah's "Down the Up Escalator" Activist CEO Speech (in press). In Anani-Bossman, A., Mudzanani, T.E. and Pratt, C. (eds.). *Public Relations and Communication Management in Africa: Current and Future Practices Volume 1*. Hampshire, U.K.: Palgrave-Macmillan. (Planned Release Date: Q1, 2023).
- Ogechi, A., **Adae, E.K.**, Twum, K., Hinson, R.E., Adisa, I., and Katuse, P. (2022). "Conclusion: Effective Public Relations and Brand Communication in Africa's Public Sector." In: Ogechi, A., Katuse, P., and Twum K.K. (Eds.) *Public Sector Marketing Communications Volume I: Public Relations and Brand Communication Perspectives*, (Palgrave Studies of Public Sector Management in Africa), pp. 227–240. Palgrave Macmillan, Cham.  
<https://doi.org/10.1007/978-3-031-07293-2>
- Pompper, D., & **Adae, E. K.** (2022). "Public Relations and Sustainability across the African Continent: Using Afro-centric Philosophies to Remember what's been 'forgotten or lost'." In D. Pompper, K. Place, and C. K. Weaver (Eds.) *The Routledge Companion to Public Relations*. Routledge. <https://doi.org/10.4324/9781003131700>
- Adae, E.K.**, Kosiba, J.P., Twum, K., Hinson, R.E., Newman, N., and Nutsugah, F. (Eds.) (2021). "An Introduction to Responsible Management: A Corporate Social Responsibility, Green Marketing, and Sustainability Management Perspective." In: Adae E.K., Kosiba J.P.B., Hinson R.E., Twum K.K., Newman N., Nutsugah F.F. (eds) *Responsible Management in Emerging Markets. Sustainable Development Goals Series*, Palgrave Macmillan, Cham.  
[https://doi.org/10.1007/978-3-030-76563-7\\_1](https://doi.org/10.1007/978-3-030-76563-7_1)
- Adae, E.K.** (2021). "Brewed in the African Pot: Examining the Influences of Caritas, Ubuntu, Africapitalism, and Postmodern Values on CEO Activism in Ghana", Pompper, D. (Ed.) *Public Relations for Social Responsibility (Communicating Responsible Diversity, Equality, and Inclusion)*, Emerald Publishing Limited, Bingley, pp. 83-100.  
<https://doi.org/10.1108/978-1-80043-167-620211006>
- Pompper, D., Ertem Eray, T., **Adae, E.K.**, Amevor, E., Diop, L. and Nadel, S. (2021). "Diversity at the Big Table: A Snapshot of Fortune 500 Boards of Directors", Pompper, D. (Ed.) *Public Relations for Social Responsibility (Communicating Responsible Diversity, Equality, and Inclusion)*, Emerald Publishing Limited, Bingley, pp. 51-69.  
<https://doi.org/10.1108/978-1-80043-167-620211004>

## Book Chapters in Preparation

- Adae, E.K.**, Hinson, R.E. (Forthcoming 2023). "Resisting the System: Examining How Activist Chief Executive Officers (CEOs) Drive Positive Social Change in Ghana's Fourth Republic." In Ayee, R.J.A, Amoah, G.A., and Alidu, S.M., T.E. (eds.). *Three Decades of Ghana's Fourth Republic: Issues, Challenges, and Opportunities*. Hampshire, U.K.: Palgrave-Macmillan. (Release Date: June 2023).

**Adae, E.K.** (Forthcoming 2023). "Public Relations Goes Back Home and to the Future: Towards an Afrocentric Approach to Public Relations." In Anani-Bossman, A. and Mudzanani, T.E. (eds.). *Public Relations and Communication Management in Africa: Current and Future Practices*. Hampshire, U.K.: Palgrave-Macmillan. (Release Date: June 2023).

## JOURNAL ARTICLES

### Published papers:

Connolly, D. A. and **Adae, E.K.** (2022). Cross Race Faculty Mentoring: Turning a Mentoring Assignment into a Lifelong Friendship and Cultural Exchange Experience. *The Chronicle of Mentoring and Coaching*, [https://www.researchgate.net/publication/366020352\\_Cross-Race\\_Faculty\\_Mentoring\\_Turning\\_a\\_Mentoring\\_Assignment\\_into\\_a\\_Lifelong\\_Friendship\\_and\\_Cultural\\_Exchange](https://www.researchgate.net/publication/366020352_Cross-Race_Faculty_Mentoring_Turning_a_Mentoring_Assignment_into_a_Lifelong_Friendship_and_Cultural_Exchange)

Konfrst, J.G., Bruhn, K.E., and **Adae, E.K.** (2022). Building Portfolios, Connections and Confidence: How Professors Can Leverage Student Writing Collections to Support Students' Employment Opportunities. *Journal of Public Relations Education*, 8(1), 162-179. <https://aejmc.us/jpre/wp-content/uploads/sites/25/2022/03/Building-Portfolios-Connections-and-Confidence.pdf>

Macary, J., and **Adae, E.K.** (forthcoming, 2021). Strategically communicating climate crisis: How ecovillages and cohousing pursue structural change in the built environment, *Journal of Alternative and Community Media*. DOI: [https://doi.org/10.1386/joacm\\_00089\\_1](https://doi.org/10.1386/joacm_00089_1)

Gondwe, G., & **Adae, E.K.** (2021). Media Campaign Strategies in Communicating HIV/AIDS in Zambia: Comparing Risk and Crisis Communication Strategies in Mitigating Behavior Change Among Sex Workers. *International Journal Of Communication*, 15, 20. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/18234/3617>

**Adae, E.K.** (2021). Weightier Matters: Examining CEO Activism Issues in Ghana's non-Western Context, *Janus Head Journal of Interdisciplinary Studies in Literature, Continental Philosophy, Phenomenological Psychology, and the Arts*, 19(1), pp. 39-59. <https://doi.org/10.5840/jh20211914>

**Adae, E.K.** (2019). Public Relations Capitalism: Promotional Culture, Publics and Commercial Democracy, by Anne Cronin. *Mass Communication and Society*, <https://doi.org/10.1080/15205436.2019.1565516>

### Journal Manuscripts under Review/Revision:

**Adae, E.K.**, and Connolly, D. A. *Quiver Full of Arrows: Examining CEO Activism Tactics in Ghana*. (Submitted to *Public Relations Review*).

### **Journal Manuscripts under Preparation:**

**Adae, E.K.**, Bruhn, K.E., and Konfrst, J.G. *Counting the Costs and Reaping the Benefits: Investigating CEO Activism Outcomes in Ghana*. (Targeted at the *Public Relations Review*).

**Adae, E.K.**, and Diop, L. *Paying the Piper: Examining the economic pressures shaping news content in Ghana*. (Targeted at the *Mass Communication and Society*).

**Adae, E.K.** (Forthcoming). *This is Why We Really Do It: CEO Activism Motivations within an Emerging Economy Context*. (Targeted at the *Public Relations Journal*).

**Adae, E.K.** Ofori-Parku, S. and Moscato, D. (Forthcoming). *Corporate Sociopolitical Involvement: A Literature Review and Research Agenda*. (Targeted at the *Journal of Business Ethics*).

**Adae, E.K.** (Forthcoming). *Nirvana and Beyond: A history of the brand concept and its research*. (Targeted at the *Journal of Historical Research in Branding*).

**Adae, E.K.** (Forthcoming). Interrogating the Anne Cronin's 'social broker' perspective: Views of public Relations Practitioners in Ghana about a New PR Role.

### **Presentations at Professional Meetings, Conferences, etc.:**

**August 7 – 10, 2023:** Panel Presentation at the 2023 Conference of the Association for Education in Journalism and Mass Communication (AEJMC) (PR Division and Advertising Division).

#### **Panel Theme:**

“Strategic Communication and Critical Branding Research: Examining Issues of Race, Gender, and Culture,” focuses on strategic communication and critical branding research, by zooming in on diverse issues, including racial and gender bias in the advertising industry, public diplomacy and nation branding initiatives with a focus on diversity, equity, and inclusion, and postcolonial approaches in the public relations industry that examine social justice issues such as race, gender, race, and culture.

**October 2022:** 15<sup>th</sup> Annual Mentoring Conference to be held from October 24-28, 2022 in Albuquerque, New Mexico on the theme “*Fostering Diverse Communities of Mentorship: Evidence-based Practices for Reciprocal Growth*.”

“Turning a Mentoring Assignment into a Lifelong Friendship and Cultural Exchange Experience.” - Connolly, D. A. (Drake University) and **Adae, E.K.**

**March 2022:** 25th Annual International Public Relations Research Conference (IPRRC), March 3-5, 2022, to be held in-person in Orlando, Florida, USA:

“Counting the Costs and Reaping the Dividends: Examining CEO Activism Outcomes in Ghana.” – Eric Kwame Adae (Drake University), Kelly E. Bruhn (Drake University), and Jennifer Konfrst (Drake University).

**August 2021:** AEJMC Virtual Conference:

Public Relations and Sustainability across the African Continent: Using Afrocentric Philosophies to Remember What's Been 'Forgotten or Lost' - Donnalyn Pompper (University of Oregon) and **Eric Kwame Adae** (Drake University). A conference paper selected for presentation at the PR Division.

Portfolios, Connections and Confidence: How Professors Can Leverage Student Writing Collections to Support Students' Employment Opportunities – Jennifer Konfrst (Drake University), **Eric Kwame Adae** (Drake University), and Kelly Bruhn (Drake University). A Great Idea for Teaching (GIFT) presented at the PR Division Teaching Committee.

Using Content Calendars and Media Tools to Expand Students' Media Relations Skills – Jennifer Konfrst (Drake University), **Eric Kwame Adae** (Drake University), and Kelly Bruhn (Drake University). Presented at the PRSA Educators Academy Super Friday Conference 2021.

**April 2019:** “What is ... Technology” Conference, Portland – Oregon:

ICT for Accelerated Educational Development: A 360<sup>0</sup> analysis of Sakai™/Moodle™ Learning Management Systems in Ghanaian universities – Moses Kumi Asamoah (Central University, Ghana) and **Eric Kwame Adae** (University of Oregon)

**Nov. 2018:** **International Communication Association's ICAFRICA-Ghana 2018 Conference on the theme African Digital Cultures: Emerging Research, Practices and Innovations:**

Reflections and Refractions on Learning Management Systems for Developing Societies: A Demand and Supply Analysis of Sakai™/Moodle™ in Universities in Ghana - – Moses Kumi Asamoah (Central University, Ghana) and **Eric Kwame Adae** (University of Oregon)

Radio 2.0: A Sociology of Radio Mediation Practices in a Digital Era - Tietaaah, Gilbert (University of Ghana) and **Eric Kwame Adae** (University of Oregon)

Taming a Present-Day Hydra: ICT experts' views on adopting Sakai®/Moodle® Learning Management System in Ghana – Moses Kumi Asamoah (Central University, Ghana) and **Eric Kwame Adae** (University of Oregon)

**June 2018:** IAMCR 2018 Conference of the International Association for Media and Communication Research (IAMCR), Eugene-Oregon, USA:

Youth using social media: A Comparative Study of Facebook and Twitter use among American College Students **Eric Kwame Adae** (University of Oregon)

**April 2018:** “What is ... Universe” Conference, Portland – Oregon:

Uses and Gratification of Social Networking Sites Among American College Students: A Comparative Study of Facebook and Twitter - **Eric Kwame Adae** (University of Oregon)

## **g. SERVICE**

### **Board Positions:**

July 2022 – Present:	Vice President, Iowa United Nations Association
August 2022 – Present:	Strategic Planning Committee Member, Iowa UNA
December 2021 – Present:	Executive Board Member, Drake Relays
September 2021 – Present:	Board Member, Global Engagement Advisory Council, Drake University
March 2021 – Present:	Board Member, Iowa United Nations Association
February 2021 – Present:	Communication Committee Member, Iowa United Nations Association
April 2021 – Present:	Board Member, I Believe Global Foundation
Sept. 2018 – June 2020:	Housing Advisory Board Member, University of Oregon
Sept. 2018 – June 2020:	Student Services & Enrollment Management Advisory Board Member, University of Oregon
April 2017 – Present:	International Editorial Advisory Board Member, African Communication Research Journal

### **Mentorships:**

July 2021 – Present:	Mentor, Mandela Washington Fellowship Program, Drake University
May 2021 to Present:	Faculty Mentor, Crew Scholars Program, Drake University

### **Reviewer roles:**

October 2022 – Present:	<i>Mass Communication Quarterly</i>
August 2022 – Present:	<i>Public Relations Review</i>
January 2022 – Present:	<i>Southwestern Mass Communication Journal</i>
November 2022 – Present:	<i>International Journal of Strategic Communication</i>
Dec. 2020 to date:	Reviewer of <i>Africa Today Journal</i> of the Indiana University Press
Aug. 2020:	Reviewer of GIFT papers for the PRSA Educators Academy
July 2018 to date:	Reviewer of papers for the International Journal of Strategic Communications
July 2019:	Reviewer of papers for the International Journal of Strategic Communications



- Dec. 2018: Reviewer for the 22nd issue of the African Communication Research (ACR) Journal, published in May 2019
- Oct. 2018: Reviewer of Conference Papers for the 69th Annual Conference of the International Communication Conference (Washington DC, May 24-28, 2019)

**Panel Discussions Chaired/Moderated:**

September 20, 2022: *“Assessing the Progress of SDG #5 across Sub Saharan Africa”*  
[https://www.youtube.com/watch?v=azQzpR1k\\_PY](https://www.youtube.com/watch?v=azQzpR1k_PY)

June 20-24, 2018: Chair, Emerging Scholars Network panel on Creative Industries, Arts and Communication; IAMCR Conference – Eugene, Oregon, 2018

**Voluntary Service:**

June 20-24, 2018: Volunteer, IAMCR Conference – Eugene, Oregon;

April 2018: Volunteer, “What is ... Universe” Conference, Portland – Oregon

April 2017: Volunteer, “What is ... Life” Conference, Portland – Oregon

**Accreditations and Memberships in Professional Associations:**

**September 2020:** Student member, Public Relations Society of America (PRSA)

**2018:** Association for Education in Journalism and Mass Communication (AEJMC)  
 National Communication Association (NCA)  
 International Association for Media and Communication Research (IAMCR)  
 International Communication Association (ICA)

**2013 to date:** Accredited Member, Institute of Public Relations (Ghana)

**2004 to date:** Associate Member, Chartered Institute of Marketing (Ghana)

**h. PROFESSIONAL AND STRATEGIC COMMUNICATIONS EXPERIENCE**

Nov. 2010 – July 2020: Group Head – Corporate Communications, CDH Investment Holdings Ghana

Sept. 2013 – Jul. 2014: Communications Specialist, Ghana Commercial Agriculture Project (an agricultural development project jointly funded by the World Bank Group in Ghana, and the United States Agency for International Development)

- Sept. 2012 – Present: Founder and President, Runathon Ghana Foundation.  
Runathon is a sports development charity that focuses on developing endurance running and a healthy Ghanaian society.
- Jul. 2009 – Nov. 2010: Director of Operations, Channel Two Communications Ghana (a leading integrated communication and social advocacy consultancy in Ghana).
- Jul. 2009 – Nov. 2010: Producer, *Time with David* television program
- Oct. 2008 – Jan. 2009: TV Presenter, *Taxes and Duties in Ghana*, on Ghana Television (GTV)
- Oct. 2008 – Jan. 2009: TV Presenter, *Insurance Channel*, on TV Africa Network, Ghana
- Oct. 2008 – Jul. 2009: Head of Business Development, Evolve Ghana Ltd. (a brand development and Communication consultancy in Ghana).
- Apr. 2002 – Dec. 2007: Executive Director, Vivid Marketing Systems Ghana (a marketing and communication support firm in Ghana).
- Nov. 1998 – Apr. 2002: General Manager, Channel Two Communications Ghana (a leading integrated communication and advocacy consultancy in Ghana).
- Sept. 1995 – Oct. 1996: External Audit Trainee, KPMG Ghana (a member of the global tax, audit and Business advisory group in Ghana).

#### **i. REFEREES**

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