

Editor's Introduction

Welcome to Volume 12 Issue 3 of *Public Relations Journal*. This issue highlights the vast array of research in global public relations and the scope of which we can problem- solve through macro and micro solutions.

The issue begins with [*Listening as the Driver of Public Relations Practice and Communications Strategy Within a Global Public Relations Agency*](#), by Katie Place, examining how listening is an asset for a global public relations agency. This case study, provides a better understanding of how our intentions to connect can lead to better strategy, more trust, and better client relations.

The second article, [*Relational Antecedents of Employee Engagement: A Test of the Investment Model Predictions*](#), uses an investment model lens to better understand employee engagement. Rita Men, Yongjun Sung, and Cen April Yue, offers insights for employee satisfaction investment size, and organizational commitment contribute to employee engagement.

In the third article, [*Big Data in Public Relations: A Conceptual Framework*](#), the authors offer an alignment between the concepts driving big data and the practice of public relations. Christian Wiencierz, and Ulrike Röttger, offer a process model to demonstrate how big data can be applied in communication to strengthen public relations.

The fourth article in this issue, by Prisca Ngondo, replicates the longstanding work of Wright and Hinson (2016) to better understand social media and digital practices by public relations professionals but from a global context. In [*An Exploratory Study: Digital and Social Media Use by Zimbabwean Public Relations Practitioners*](#), the author offers a unique look into the global conversation on how digital and social media are changing and shaping the practice of public relations in Zimbabwe and worldwide.

Finally, this journal would not be able to provide such excellent and applicable research without the dedication of those that take the additional time to serve and review. We recently lost one of our most outstanding reviewers and editorial board members so I'd like to dedicate this issue to Ronel Rensburg for her contributions to this publication and to the discipline at large.

I would like to extend my deepest thanks to the following reviewers for their service on this issue:

Brigitta Brunner, Auburn University
Zifei Chen, University of San Francisco
Hua Jiang, Syracuse University
Kim Johnston, Queensland University of Technology (Australia)
Carolyn Kim, Biola University
Juan Meng, University of Georgia

Frank Ovaitt
Ronel Rensburg, University of Pretoria (South Africa)

Thank you for reading and for your support for Public Relations Journal.

-- Hilary Fussell Sisco, Ph.D., APR, Editor-in-Chief, *PR Journal*