

# LI, Hua (Harry)

Ph.D. Student

## **B.Mgt. in Marketing**

Shanghai Ocean University, Shanghai, China

## **B.Bus. in Marketing (Double Degree)**

University of Tasmania, Tasmania, Australia

## **M.A. in Communication**

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LI Hua is currently a Ph.D. student at the School of Communication at Hong Kong Baptist University. Before pursuing a Ph.D. degree, he worked as a public relations professional in the PR Department of SAIC Volkswagen. He has accumulated extensive experience in PR and communication practice, including corporate social responsibility communication, communication planning, PR writing, crisis management, and media relations, which makes his research always practice-oriented.

## **Research Interests:**

- Public Relations, Strategic Communication
- Corporate Social Responsibility (CSR) communication
- Environmental, Social, and Governance (ESG) communication
- Corporate communication

## **Refereed Journal Article:**

He, P.H. & Li, H. (2013). 广告教育的“学”与“术”——从课程设置角度看我国高校广告教育的“术化”倾向(The Comprehensive Quality Cultivation and Professional Skill Training in Advertising Education – From the Perspective of Curriculum Setting to Investigate the Pragmatism Orientation Emerging from Chinese Universities' Advertising Education). *新闻界(Journalism and Mass Communication Monthly)*, (22), 65-69. (CSSCI)

## **Book Chapter:**

He, P.H., Li, H. (2010). 广告诉求心理 (The rational and emotional appeals in advertising). In He, P.H. (Eds.), *中外广告案例选讲 (Case Study of Chinese and Foreign*

*Advertising Campaigns*) (pp. 223-258). 华中科技大学出版社(Huazhong University of Science & Technology Press).

He, P.H., **Li, H.** (2010). 广告“3B”原则 (The Beauty, the Beast, and the Baby in advertising). In He, P.H. (Eds.), *中外广告案例选讲 (Case Study of Chinese and Foreign Advertising Campaigns)* (pp. 259-296). 华中科技大学出版社(Huazhong University of Science & Technology Press).

### **Conference Paper Presentation:**

**Li, H., & Mak, A. K. Y.** (2024). Translating Dialogic Theory into ESG Reporting Standards: A Dialogic Framework of Stakeholder Engagement. 74th Annual International Communication Association Conference, Gold Coast, Australia, June 2024.