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Research Interests:

- Public Relations
- Organizational communication
- Corporate social advocacy

Book Chapter:

Sheer, V. C. & Xie, J. M. (2025) (in press). *Chinese organizational leadership communication research: Universality, indigeneity, and directions for theory development*. Sage.

Conference Paper Presentation:

Xie, J. (2022, May 26-30). *Corporate internal communication strategies for handling negative event and crisis: analysis of CEO internal letter* [Paper presentation]. 72nd Annual International Communication Association Conference, Paris, France.

Xie, J. & Qian, R. (2022, August 3-6). *Crisis communication on social media: examining corporate apology content and users' sentiment perception* [Poster presentation]. Association for Education in Journalism and Mass Communication (AEJMC) 2022 conference. Detroit, MI, United States

Xie, J. (2021, June 18-19). *Framing the TikTok ban: A comparative analysis of media narratives in the mainstream media in the US, India and China* [Paper presentation]. 6th DISC(Data, Innovation, Social Network & Convergence) 2021 conference, Tsukuba, Japan

Henry, F. & **Xie, J.** (2021, July 6-9). *Political Participation, Perceived Stress, and Academic Performance of University Students in Hong Kong under the Anti-Extradition Law Amendment Bill Movement* [Paper presentation]. 28th International Conference on Learning. Kraków, Poland