



Minqin MA

Research interests

Corporate social responsibility communication, Organizational communication, Crisis communication, Employee-organization relationship

Publications

Hung-Baesecke, C. F. J., Chen, Y. R., Ngai, C., & Ma, M. (2019). Corporate social responsibility. In B. R. Brunner-Johnson (Ed.), *Public relations theory: Application and understanding* (pp. 185-202). Hoboken, NJ: John Wiley & Sons.

Ma, M., & Ao, S. (2017, July). *The moderating effect of response and sources on the relationship between sadness and reputation*. Paper presented at the 2017 annual conference of The International Association for Media and Communication Research, Cartagena de Indias, Colombia.