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Research interests:

Online public relations, dialogue and engagement, social network analysis

Research outputs:

Ao, S. H., & Huang, Q. S. (in press). A systematic review on the application of dialogue in public relations to information communication technology-based platforms: Comparing English and Chinese contexts. *Public Relations Review*, (May), 101814. <https://doi.org/10.1016/j.pubrev.2019.101814>

Huang, Q. (2018). Online fandom: A critical literature review. Paper presented at the 68th Annual Conference of the International Communication Association. Prague, Czech Republic, May 23-29.