

Curriculum Vitae**Paul Elmer****Obrazovanje**

- 2012 Doktorat, Sociology, University of Essex: *The social construction of public relations labour*
1998 Magistar nauka, Odnosi sa javnošću, University of Stirling
1988 Diplomski, first class, Književnost, University of Essex

Nagrade i članstva

- 2007 Član, Higher Education Academy, FHEA
2005 Članstvo u nacionalnoj asocijaciji predavača, FlinstLHE
2004 Član, Higher Education Academy, MHEA
2004 "Harris" priznanje u inovaciji u obrazovanju
2004 Nagrada za Izvrsnost, Chartered Institute of Public Relations
2004 Član, European Public Relations Association, Euprera
1998 Član, Chartered Institute of Public Relations, MCIPR

Trenutno radi

Voditelj Međunarodnog programa, LBS, University of Central Lancashire

Istraživanje

Dobitnik nagrade za individualna istraživanja iz HEFCE. Takođe radi kao suradnik na više međunarodnih istraživačkih projekata koji se fokusiraju na Europska iskustva i političku komunikaciju. Posjeduje više od 12 godina iskustva u mentorstvu od dodiplomaca do doktoranata, uključujući više od 200 uspješnih mentorstava na magistarskom studiju.

Istraživački interes:

- Sociologija i antropologija rada
- Etnografija i autoetnografski model, način izražavanja i narativnost
- Industrija kulture i kulturne poveznice na tržištu rada
- familije i rad

Konsultantske usluge

Međunarodni razvoj: AVRDC, Taiwan
UK ministarstvo odbrane (MoD)
UK Ured za međunarodni razvoj (DfID)
UK Ordnance Survey
University of Plymouth

- plus više od 20 drugih komercionalnih klijenata iz Vlade i industrije.

Profesionalne aktivnosti

Član uprave, Association de Consultation et Recherches Européennes Academique (ACREA) (2012-)
Član grupe i pozivni član, Association of Business Schools (2012-)
Član uprave, Institute for Enterprise, Leeds Metropolitan (2009-11)
Član uprave, University of Central Lancashire (2008-9)
Pedagoški istraživački Forum, Uclan, (2007-09)
Studentska grupa, Uclan, (2006-9)
Član, Association of National Teaching Fellows (UK) (2005-)
Član uprave, PR series, European Institute Publishing House (Romania) (2007-)
Član, European Public Relations Research Association (2003-)
Voditelj, South West Regional Development Agency Higher Education Group, (2000-03)
Direktor, S3 (consultancy) Ltd (1999-2008)

Predhodno iskustvo	<p>09/09 - 11/11 <i>Glavni predavač, Leeds Business School</i> Leadership post in the largest public relations teaching team in Europe, including journalism and marketing subject areas.</p>
01/03-09/09	<p><i>Viši predavač na predmetu Odnosi sa javnošću, Lancashire Business School, Uclan</i> Subject leader public relations, 2004-5 Course leader, MA Strategic Communication 2005-7 Course leader, BA (Hons) Business Communication (China-UK) 2007-09</p>
10/00-01/03	<p><i>Voditelj Odnosa sa javnošću, University of Bath</i> Head of a 20-strong department, directing photography, graphic design, events, media relations, multimedia publishing. Operating budget £1M.</p>
10/00-03/03	<p><i>Povremeni predavač, School of Management, University of Bath</i> Responsibilities included dissertation supervision, teaching on Bath's Executive MBA programme and in its community and business education programme.</p>
10/99-10/00	<p><i>Viši predavač, Lancashire Business School, University of Central Lancashire.</i></p>
4/96-10/99	<p><i>Voditelj: Odnosi sa javnošću unutar Oružanih snaga, Ministry of Defence, Bath and Whitehall</i></p> <p>Providing board level advice and communications strategy to a board of directors controlling 40,000 staff and an annual budget of £4Bn.</p>
	<p>Key responsibilities: <i>Communication strategy, planning and management</i></p> <ul style="list-style-type: none"> • Directing regional PR teams and publishing units (both in-house and agency). • Creating new relationships, skills and behaviours within the organisation • Coordinated staff communications to 30 UK sites and worldwide, to 20,000 staff. • Media relations and issues management including all RN environment, industry, food supply (ie during the BSE crisis) and nuclear matters. Functional management of three media offices. • Responsible for nuclear accident response training and assessment worldwide. • Stakeholder and partner media coordination. • Corporate identity • Intra-Government PR coordination, ministerial speechwriting including for Secretary of State, editorial coordination.
8/95-4/96	<p><i>Viši PR savjetnik, MoD/UN, Bosnia</i> Advising a French General, Dutch and UK military commanders in a joint operational command at Mostar and in Sarajevo, during the period of the Dayton Peace agreement and the UN/NATO handover.</p>
8/92-8/95	<p><i>Urednik, consumer magazines, Future Publishing, Bath</i> Launch/development editor for magazine business. Full range of editorial skills including design and layout, writing and commissioning, managing complex photoshoots etc. Editorial direction, training, product development and management. Up to 16 staff. Operating budget £1M pa.</p>
1988-92	<p><i>Novinar; urednik časopisa; PR officer, professional musician</i></p>
Izabrana bibliografija i konferencijski članci	<p>Elmer P (in press) Public Relations People: the social construction of PR work and workers, London, Routledge</p> <p>Elmer P (2011) Public relations and storytelling in Edwards L and Hodges C (eds) <i>Public Relations: Society and Culture</i>, Abingdon, Routledge</p> <p>Elmer P (2010) Re-Encountering the PR Man, PRism, Vol 7 (4),</p> <p>Elmer P (2009) Public relations people: cultural work and workers, <i>CIPR Academic Conference</i>, University of Stirling September 2009</p>

- Elmer P (2009)** PR: Can it handle the truth? *Uclan public lecture, 2009*
- Elmer P (2008)** Beyond Bourdieu: body work in the cultural industries, *Radical PR symposium*, University of Stirling, June 2008
- Elmer P (2008)** What not to wear: embodied practices in public relations, *NTFS conference*, London, May 2008
- Elmer P (2008)** Exploring embodied practices: public relations education and the problem of complex social performance, *CIM 08*, Vol 2, pp 783-798, Istanbul University Press ISBN 978-975-404-834-6
- Elmer P (2007)** Unmanaging public relations, *PR Review*, Fall 2007
- Elmer P (2007)** Unmanaging public relations: Reclaiming complex practice in pursuit of global consent, *BLED COM*, Slovenia, July 2007
- Elmer P (2007)** Credible fictions; didactic and dialogic roles in public relations, *Critical management Studies* 5, University of Manchester, July 2007
- Elmer P (2007)** Public relations as storytelling: challenging normative theory, *10th International Public Relations Research Conference*, University of Miami, March 2007
- Elmer P and Cai, L (2007)** When PR worlds collide: a Chinese case study, *10th International Public Relations Research Conference*, University of Miami, March 2007
- Elmer P and Ferguson S (2005)** 'Blurred Boundaries, Sharp Focus: Learning how to be a consultant' *International Journal of Knowledge, Culture and Change Management*.
- Elmer P (2005)** Constructing the public relations role, *Journal of Media Practice*, Autumn 2005
- Elmer P (2001)** Accounting for public relations: exploring radical approaches, *Corporate Communications; an international journal* March 2001
- Elmer P (2000)** Beyond professionalism: exploring a government model *Corporate Communications; an international journal*, December 2000