

EDITOR'S NOTE



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Editor-in-Chief



Dear reader,

You are holding the fifth issue of Communication Management Review. The third year of publication of this scientific journal, and its fifth jubilee issue, have brought changes to the editorial staff of the journal itself, as well as changes to the publication of the papers themselves. Namely, as of the next issue, Communication Management Review will be bilingual, in Croatian and English. In this manner, we want to encourage more scientific research and papers from Croatia and the region in the field of communication, especially public relations. This year, our goal is to be included in some of the most prestigious international databases thanks to the excellent papers published over the last two years and the many international reviewers with whom the editorial team has been working from the very beginning.

In this issue, you can find five articles from two major conferences in the field of communication, primarily public relations – *Bledcom*, which for 25 years has been organized by the Centre for Marketing and Public Relations at the University of Ljubljana, Faculty of Social Sciences from Slovenia, and *Communication Management Forum*, organized by Edward Bernays University College from Croatia. The first paper, written by Brian G. Smith, Megan C. Kendall, Devin Knighton and Temi Wright, is dedicated to corporate social responsibility content among brand ambassadors. The second paper, written by Toni Fijan and Zdeslav Milas, analyses how various groups of people – PR experts, communication students, and adults who do not deal with public relations – perceive the public relations profession. In the third paper, Valentina Martino and Stefano Scarcella Prandstraller explore the trends and strategic approaches promoted by Italian banks in the field of corporate cultural responsibility and communication. Barika Goncu and Vehbi Gorgulu devoted their paper to the university social responsibility project of Istanbul Bilgi University - BILGI Animal Friends Society (BAFS). In the fifth paper, Sanja Rocco wrote about (visual) communication design and highlighted that “bad communication design can cause serious communication problems”.

On behalf of the editorial team, we wish you pleasant reading during the summer.

We look forward to working together!