

Dr Martina Topić is a Senior Lecturer in Public Relations in Leeds Business School, Leeds Beckett University. Martina worked as a journalist and entrepreneur prior to joining academia. Martina worked at the University of Zagreb (Faculty of Political Science) as a research assistant (2007-2013). At Leeds Beckett University, she was first appointed as a graduate teaching assistant (2014-2016), then Lecturer in Public Relations (2016-2017), and since December 2017, she has worked as a Senior Lecturer in Public Relations.

She has worked as a researcher on many research projects, including UNESCO Media Development Indicators (2008-2009), FP7 Identities and Modernities in Europe (2009-2012), Public Service Employment (2017-2017), yellow sticker shopping project (2017-2018), sustainability and consumer views (since June 2018), COMPETE IN project (since October 2017) and Food availability, affordability and advertising: Exploring Social Media's Potential For Public Engagement On Food Retail Environment Policy in Low-Income Areas. She was also a project lead for a British Academy funded project on Women in Advertising and HEFCE funded project on Women in Journalism. She currently leads three projects, EUPRERA Women in Public Relations, HEFCE funded project on women in public relations and marketing, and HEFCE funded project on research-based teaching.

Since 2016, Martina has served as the Local Research Ethics Coordinator, Social Media Manager for undergraduate and postgraduate programmes (Facebook and Twitter), and academic advisor to Level 1 and Level 2 students (Public Relations, Journalism). Martina also holds the Fellowship of the Higher Education Academy and she is an external examiner at Bournemouth University (BA (Hons) Public Relations) and Wolverhampton University (MA Corporate Communications and Public Relations).

She is a member of the editorial board of several academic journals including Sociology (British Sociological Association) and The Qualitative Report (Nova Southeastern University). She is an editor of the section 'Culture, Media and Film' of Cogent Arts and Humanities Open Access journal (Taylor and Francis). She is a member of the British Sociological Association, European Sociological Association, EUPRERA, ECREA and the Fawcett Society. Her publications list can be found at the following link: [www.martinatopic.com](http://www.martinatopic.com)