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Tomoki Kunieda specializes in the field of public relations history, teaching public relations, advertisement, mass communications and media industry in several universities. He has written multiple academic journal articles and done presentations on topics such as the historical development of public relations in the Tokyo Metropolitan Government, historical international proliferation of PR practice and the PR historiography. He is a member of the board of directors of Japan Society for Corporate Communication Studies. He earned his B.A. in law and M.A. and Ph.D. in journalism from Sophia University.