

An Integrated Model of Academic Public Relations through Artificial Intelligence and Virtual Technologies

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The digital transformation of higher education has significantly reshaped institutional communication, stakeholder interaction, and reputation management. Universities new

A traditional linear communication models are increasingly insufficient for sustaining institutional visibility and strong stakeholder expectations for transparency and responsiveness.

Introduction

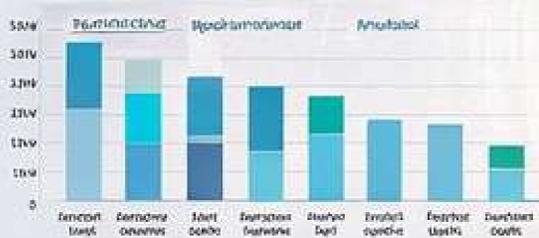
Digital transformation of higher education has significantly reshaped institutional communication, stakeholder interaction, and reputation strategies.

Traditional linear communication models are increasingly insufficient in comparison model environments characterized by high information flow and strongly stakeholder expectations.

Methodology

A mixed-method research design was applied. 700 respondents.

- ▶ 750 respondents, 100%
- ▶ Students, teachers, Academic staff
- ▶ Administrative employees
- ▶ Four Bulgarian universities.



Technological Framework

Technologies that support interactive and personalized communication between:

- ▶ Artificial intelligence
- ▶ Communication systems
- ▶ Virtual reality (VR) environments
- ▶ Augmented reality (AR) evaluations
- ▶ Machine learning models for engagement prediction, more.

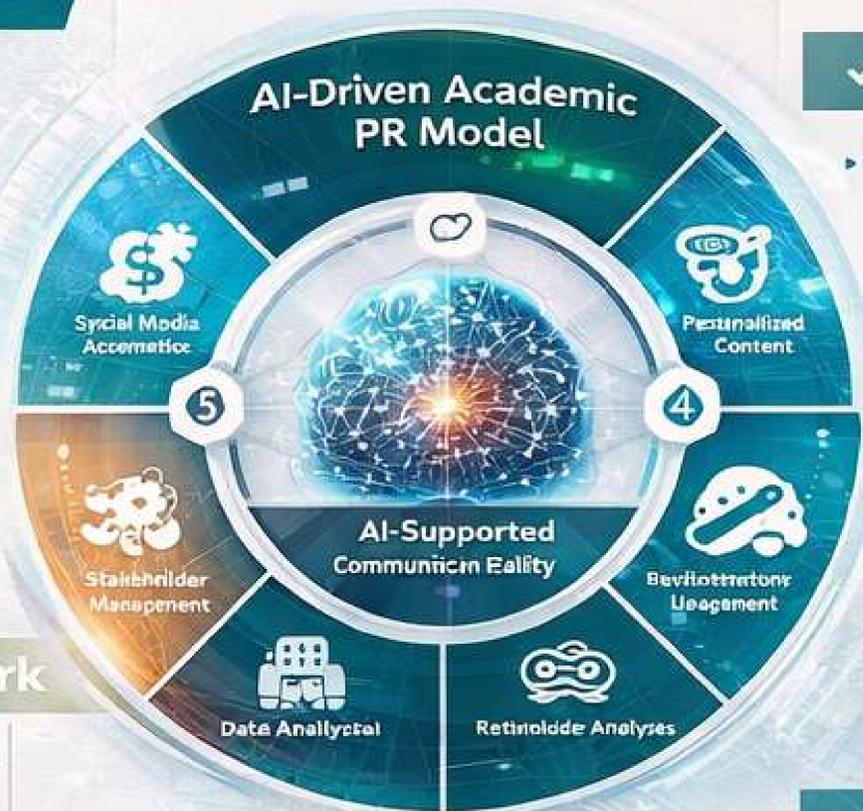


Research Objective

The study aims to develop an integrated model of academic public relations combining:

- ▶ Artificial intelligence
- ▶ Immersive digital technologies
- ▶ Data-driven communication strategies

The objective is to examine how AI-supported communication systems and virtual environments influence institutional reputation and stakeholder engagement in higher education.



These tools support interactive and personalized communication between universities and their stakeholders.



Key Findings

- Positive correlation between immersive digital communication and user engagement.
- High acceptance of AI-supported communication formats
- Strong impact of technological mediation on university reputation
- Higher engagement among younger audiences

Conclusions

- ▶ Artificial intelligence and immersive technologies transform academic public relations.
- ▶ Interactive digital communication increases stakeholder engagement and institutional trust.
- ▶ Strong impact of technological mediation on university reputation
- ▶ Higher engagement among younger audiences.

Conclusions

- ▶ Artificial intelligence and immersive technologies transform academic public relations.
- ▶ Interactive digital communication increases stakeholder engagement and institutional trust.
- ▶ Integrating AI, VR and data analytics strengthen university reputation and competitiveness.

Keywords: academic public relations • artificial intelligence • virtual reality • higher education communication • digital transformation • reputation management