**ABSTRACT**

The demand for public relations services globally has gone high during the last decade. This has come about primarily due to the increase in competition for foreign markets among multinational corporations. Practitioners as well as theorists of PR are required or rather forced, because it’s not a matter of choice, to be global communicators, governed by a whole new set of personal and professional rules. The nature of its rapidly growing economies results in huge opportunities for businesses but also great challenges. Asian region has its own unique approach to practicing public relations. The aim of this article is to identify the core cultural elements that have the effect on public relations practices.