

# **HYOJUNG PARK**

Associate Professor  
Manship School of Mass Communication  
Louisiana State University  
Baton Rouge, LA 70803  
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## **EDUCATION**

Ph.D. in Journalism (December 2011), University of Missouri, Columbia, Missouri. Dissertation: *Social presence and source credibility in blog-mediated crisis communication*. Adviser: Glen T. Cameron.

M.A. in Journalism and Mass Communication (August 2007), University of Georgia, Athens, Georgia. Thesis: *The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization*. Adviser: Bryan H. Reber.

M.A. in Communications (February 2005), Korea University, Seoul, Korea.

B.S. in Mathematics, B.A. in Mass Communication (February 2003), Kyung Hee University, Seoul, Korea.

## **ACADEMIC POSITIONS**

Associate Professor, Manship School of Mass Communication, Baton Rouge, Louisiana State University (August 2016 – present)

- Associate Dean for Research and Strategic Initiatives (September 2019 – June 2022)
- Area Head of Public Relations (August 2016 – August 2020)

Assistant Professor, Manship School of Mass Communication, Baton Rouge, Louisiana State University (August 2012 – July 2016)

Visiting Research Scholar, School of Journalism and Media Studies, San Diego State University (January 2012 – June 2012)

Graduate Assistant/Instructor, School of Journalism, University of Missouri (August 2008 – December 2011)

Research Assistant, Cox International Center, Grady College of Journalism and Mass Communication, University of Georgia (January 2006 – June 2007)

## **JOURNAL PUBLICATIONS**

Jiang, Y., & **Park, H.** (2022). Mapping networks in corporate social responsibility communication on social media: A new approach to exploring the influence of communication tactics on public responses. *Public Relations Review*, 48(1). Advance online publication. doi: 10.1016/j.pubrev.2021.102143

**Park, H.**, & Kim, S.-Y. (2022). Consumer empowerment in corporate social responsibility: The effect of participatory CSR on company admiration and word-of-mouth communications. *Corporate Communications: An International Journal*, 27(2), 346-367. doi: 10.1108/CCIJ-02-2021-0025

- Jiang, Y., & **Park, H.** (2021). The effects of CSR appeals and message sources on consumer responses to branded content on Instagram. *Journal of Interactive Advertising*, 21(3), 209-224. doi: 10.1080/15252019.2021.1973930
- Park, H.**, & Jiang, Y. (2021). A human touch and content matter for consumer engagement on social media. *Corporate Communications: An International Journal*, 26(3), 501-520. doi: 10.1108/CCIJ-01-2020-0033
- Chon, M.-G., & **Park, H.** (2021). Predicting public support for government actions in a public health crisis: Testing fear, organization-public relationship, and behavioral intention in the framework of the situational theory of problem solving. *Health Communication*, 36(4), 476-486. doi: 10.1080/10410236.2019.1700439
- Chon, M.-G., & **Park, H.** (2020). Social media activism in the digital age: Testing an integrative model of activism on contentious issues. *Journalism & Mass Communication Quarterly*, 97(1), 72-97.
- Lee, T., **Park, H.**, & Lee, J. (2019). Collaborative accountability for sustainable public health: A Korean perspective on the effective use of ICT-based health risk communication. *Government Information Quarterly*, 36(2), 226-236.
- Park, H.**, & Lee, T. (2018). Adoption of e-government applications for public health risk communication: Government trust and social media competence as primary drivers. *Journal of Health Communication*, 23(8), 712-723.
- Lee, Y., **Park, H.**, & Cameron, G. T. (2018). Strategic communication in U.S. higher education: Testing congruity effects of university identity and image among parents of prospective students. *International Journal of Strategic Communication*, 12(3), 308-327.
- Park, H.**, Rodgers, S., McElroy, J. A., & Everett, K. (2018). Sexual and gender minority's social media user characteristics: Examining preferred health information. *Health Marketing Quarterly*, 35(1), 1-17.
- Chon, M.-G., & **Park, H.** (2017). One does not fit all: Health audience segmentation and prediction of health behaviors in cancer prevention. *Health Marketing Quarterly*, 34(3), 202-216.
- Kim, J., Lee, Y., Gardner, L., **Park, H.**, & Cameron, G. T. (2017). What's in a name? Health literacy leaders say plenty! *Howard Journal of Communications*, 28(3), 234-248.
- Kim, Y., & **Park, H.** (2017). Is there still a PR problem online? Exploring the effects of different sources and crisis response strategies in online crisis communication via social media. *Corporate Reputation Review*, 20(1), 76-104.
- Park, H.**, Reber, B. H., & Chon, M.-G. (2016). Tweeting as health communication: Health organizations' use of Twitter for health promotion and public engagement. *Journal of Health Communication*, 21(2), 188-198.
- Park, H.**, & Kim, S.-Y. (2015). A moderated mediation model of corporate social responsibility: How does corporate ability influence the mediating role of inferred motives on consumer responses to corporate social responsibility? *Journal of Communication Management*, 19(4), 1-19.
- Lee, J., **Park, H.**, & Wise, K. (2014). Brand interactivity and its effects on the outcomes of advergame play. *New Media & Society*, 16(8), 1268-1286.

**Park, H.**, & Cameron, G. T. (2014). Keeping it real: Exploring the roles of conversational human voice and source credibility in crisis communication via blogs. *Journalism & Mass Communication Quarterly*, 91(3), 487-507.

**Park, H.**, & Lee, H. (2013). Show us you are real: The effect of human versus organizational presence on online relationship building through social networking sites. *Cyberpsychology, Behavior, and Social Networking*, 16(4), 265-271.

Lee, H., & **Park, H.** (2013). Testing the impact of message interactivity on relationship management and organizational reputation. *Journal of Public Relations Research*, 25(2), 188-206.

**Park, H.**, Rodgers, S., & Stemmler, J. (2013). Analyzing health organizations' use of Twitter for promoting health literacy. *Journal of Health Communication*, 18(4), 410-425.

Alhabash, S., **Park, H.**, Kononova, A., Chiang, Y., & Wise, K. (2012). Exploring the motivations of Facebook use in Taiwan. *Cyberpsychology, Behavior, and Social Networking*, 15(6), 304-311.

Hong, H., **Park, H.**, Lee, Y., & Park, J. (2012). Public segmentation and government-public relationship building: A cluster analysis of publics in the United States and 19 European countries. *Journal of Public Relations Research*, 24(1), 37-68.

**Park, H.**, & Reber, B. H. (2011). The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization. *International Journal of Strategic Communication*, 5(4), 240-260.

Kim, S.-Y., & **Park, H.** (2011). Corporate social responsibility as an organizational attractiveness for prospective public relations practitioners. *Journal of Business Ethics*, 103(4), 639-653.

**Park, H.**, Rodgers, S., & Stemmler, J. (2011). Health organizations' use of Facebook for health advertising and promotion. *Journal of Interactive Advertising*, 12(1), 62-77.

Wise, K., Alhabash, S., & **Park, H.** (2010). Emotional responses during social information seeking on Facebook. *Cyberpsychology, Behavior, and Social Networking*, 13(5), 555-562.

**Park, H.**, & Reber, B. H. (2010). Using public relations to promote health: A framing analysis of public relations strategies among health associations. *Journal of Health Communication*, 15(1), 39-54.

**Park, H.**, & Reber, B. H. (2008). Relationship building and the use of Web sites: How *Fortune* 500 corporations use their Web sites to build relationships. *Public Relations Review*, 34(4), 409-411.

Kim, K., **Park, H.**, & Song, I. (2006). Exploring the consequences and values in using cell phones. *The Korean Journal of Journalism and Communication Studies*, 50(1), 60-90.

### **REFEREED CONFERENCE PAPERS**

Jiang, Y., & **Park, H.** (2022, May). We are on the same page: Strategic internal communication for creating shared meaning of corporate social responsibility with employees. Presented at the annual conference of the International Communication Association, Paris, France.

Jiang, Y., & **Park, H.** (2020, August). Mapping CSR communication networks on social media: The influence of communication tactics on public responses. Presented at the annual convention of the

Association for Education in Journalism and Mass Communication (converted from San Francisco, California to virtual due to COVID-19).

Jiang, Y., & **Park, H.** (2020, May). Uncovering the effects of CSR appeals and message sources on consumers' cognitive and behavioral responses to branded content on Instagram. Presented at the annual conference of the International Communication Association (converted from Gold Coast, Australia to virtual due to COVID-19).

**Park, H.**, & Jiang, Y. (2019, August). A human touch and content matter for consumer engagement: Understanding how brand communication on social media can leverage consumer motivations for engagement. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Chun, M.-G., & **Park, H.** (2018, May). Social media activism in the digital age: An integrative model linking online collective actions and activism. Presented at the annual conference of the International Communication Association, Prague, Czech Republic.

Lee, Y., & **Park, H.** (2017, May). University reputation management: Testing the effects of identity and image on reputation and behavioral intentions. Presented at the annual conference of the International Communication Association, San Diego, CA.

Kim, Y., & **Park, H.** (2017, May). The "halo effect" in online crisis communication: Exploring the effects of organization-public relationships on crisis communication via social media. Presented at the annual conference of the International Communication Association, San Diego, CA.

**Park, H.**, & Kim, S.-Y. (2016, August). Empowering consumers through participatory corporate social responsibility programs: The effect of participatory CSR on company admiration and word-of-mouth communications. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

**Park, H.** (2016, June). "I pledge to drink responsibly!" Examining the roles of message framing and social influence in interactive social media campaigns for reducing binge drinking among college students. Presented at the annual conference of the International Communication Association, Fukuoka, Japan.

Kim, S.-Y., & **Park, H.** (2016, June). Why do online comments and corporate replies matter in CSR communication? Mediating roles of perceived interactivity and transparency in increasing word-of-mouth. Presented at the annual conference of the International Communication Association, Fukuoka, Japan.

Kim, Y., & **Park, H.** (2015, August). Is there still a PR problem online? Exploring the effects of different sources and crisis response strategies in online crisis communication via social media. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, San Francisco, CA.

Chon, M.-G., & **Park, H.** (2014, August). One does not fit all: Health audience segmentation and prediction of health behaviors. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

**Park, H.** (2013, March). Credibility of public relations practitioners in social media: Examining the effects of source and message tone on credibility in crisis communication. Presented at the International Public Relations Research Conference, Miami, FL.

**Park, H.**, & Cameron, G. T. (2012, August). Keeping it real: Exploring the roles of conversational human voice and source credibility in crisis communication via social media. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL. [**Second Place: Open Competition**]

Oh, H., & **Park, H.** (2012, August). "We're not the only one with the crisis": Exploring situational variables in an extension of Situational Crisis Communication Theory. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Johnson, R. A., **Park, H.**, Mazurek, M., Osterlind, S., Cameron, G. T., Carlisle, G. K. M., & McKenney, C. (2012, May). Social media messages about dog ownership among families of children with autism spectrum disorders. Presented at the annual conference of the International Communication Association, Phoenix, AZ.

Alhabash, S., **Park, H.**, Kononova, A., Chiang, Y., & Wise, K. (2011, August). Exploring the motivations of online social network use in Taiwan. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Saint Louis, MO.

**Park, H.**, Rodgers, S., & Stemmler, J. (2011, May). Health promotion via social media: An analysis of health organizations' use of Facebook in enhancing health literacy. Presented at the annual conference of the International Communication Association, Boston, MA.

**Park, H.**, & Lee, H. (2011, March). The use of human voice as a relationship building strategy on social networking sites. Presented at the International Public Relations Research Conference, Miami, FL. [**Winner: Top Student Paper**]

**Park, H.**, Jeong, J., & Cameron, G. T. (2011, March). A social identity approach to crisis communication: The effect of a group-serving bias on the public's responses to an organizational crisis. Presented at the International Public Relations Research Conference, Miami, FL.

**Park, H.**, & Reber, B. H. (2010, November). Building bridges between corporations and their publics: Does perceived corporate social responsibility influence organization-public relationships? Presented at the annual conference of the National Communication Association, San Francisco, CA. [**Top Three Paper**]

**Park, H.**, Rodgers, S., & Stemmler, J. (2010, August). Analyzing health organizations' use of Twitter for promoting health literacy. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

**Park, H.**, & Reber, B. H. (2010, August). Identifying the synergy between corporate social responsibility and organization-public relationships. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Lee, J., **Park, H.**, & Wise, K. (2010, August). Brand interactivity and its effects on the outcomes of advergaming play. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Alhabash, S., **Park, H.**, & Lee, Y. (2010, August). Facebook and the self: How self-esteem, satisfaction with life, self-consciousness, and general affect inform motivation and intensity of Facebook use. Presented at the annual conference of the Association for Education in Journalism and Mass Communication, Denver, CO.

Jeong, Y., & **Park, H.** (2010, June). The influence of political, socioeconomic, and cultural superstructures on forming global public interests on the Internet. Presented at the annual conference of the International Communication Association, Singapore.

**Park, H.**, & Reber, B. H. (2010, March). Influence of corporate social responsibility on organization-public relationships, attitudes, and behavioral intentions. Presented at the International Public Relations Research Conference, Miami, FL.

Lee, H., & **Park, H.** (2010, March). Testing the impact of message interactivity on relationship management and organizational reputation. Presented at the International Public Relations Research Conference, Miami, FL.

**Park, H.**, & Kim, S.-Y. (2009, August). Exploring how corporate social responsibility can enhance publics' attitudes, purchase intentions, and supportive behaviors toward an organization. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA.

**[Winner: Top Student Paper]**

Alhabash, S., **Park, H.**, & Wise, K. (2009, August). Emotional responses during Facebook use: Two conceptual frameworks. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Boston, MA. **[Second Place: Faculty Paper]**

Kim, J., Lee, Y., Gardner, E. L., **Park, H.**, & Cameron, G. T. (2009, May). What's in a name? Health literacy leaders say plenty! Presented at the annual conference of the International Communication Association, Chicago, IL.

Kim, S.-Y., & **Park, H.** (2009, May). Corporate social responsibility as an organizational attractiveness/relationship building role for prospective public relations practitioners. Presented at the annual conference of the International Communication Association, Chicago, IL.

**Park, H.**, & Hong, H. (2009, March). From strategic management to policy consensus in a health-related crisis: An analysis of the national salmonella outbreak in the U.S. Presented at the International Public Relations Research Conference, Miami, FL.

Jeong, J., **Park, H.**, Park, N., & Cameron, G. T. (2009, March). Relationship management and failed risk communication as predisposing contingency variables: Explaining grassroots furor over a government food import policy. Presented at the International Public Relations Research Conference, Miami, FL.

**Park, H.**, & Reber, B. H. (2008, May). The organization-public relationship and crisis communication: The effect of the organization-public relationship on publics' perceptions of crisis and attitudes toward the organization. Presented at the annual conference of the International Communication Association, Montreal, Canada.

**Park, H.**, & Reber, B. H. (2008, May). Using public relations to promote health: A framing analysis of public relations strategies among health associations. Presented at the annual conference of the International Communication Association, Montreal, Canada.

**Park, H.**, & Reber, B. H. (2007, May). Relationship building and the use of Web sites: How *Fortune* 500 corporations use their Web sites to build relationships. Presented at the annual conference of the International Communication Association, San Francisco, CA.

### **ACADEMIC AWARDS & HONORS**

LSU Alumni Association Faculty Excellence Award, Louisiana State University, \$2,000 (May 2021)

Best Poster Award, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication (August 2020)

Third Place Poster Design Award, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication (August 2016)

Tiger Athletic Foundation Undergraduate Teaching Award, Louisiana State University, \$2,000 (May 2016)

LSU Love Purple Live Gold Award – Advisor of the Year, Louisiana State University (March 2016)

Tiger Athletic Foundation Undergraduate Teaching Award, Louisiana State University, \$1,000 (April 2014)

Second Place Open Competition Paper, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication, \$300 (August 2012)

Outstanding Graduate Student Award, Korean American Communication Association, \$200 (August 2011)

University of Miami Top Student Paper Award, 14th annual International Public Relations Research Conference, \$1,000 (March 2011)

Top Three Paper, Public Relations Division, annual conference of the National Communication Association (November 2010)

First Place Visual Poster Award, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication (August 2010)

Top Student Paper Award/Kappa Tau Alpha Award, Public Relations Division, annual conference of the Association for Education in Journalism and Mass Communication, \$400 (August 2009)

Second Place Faculty Paper, Communication Technology Division, annual conference of the Association for Education in Journalism and Mass Communication (August 2009)

Top Three Research Paper Award, annual research competition of the Korean Public Relations Association, \$5,000 (May 2009)

Member of Kappa Tau Alpha honor society, Georgia chapter (2007 – present)

### **RESEARCH GRANTS**

Belo Corporation Professorship, LSU Manship School of Mass Communication, \$31,000 (September 2021)

Blue Cross/Blue Shield of Louisiana Professorship in Health Communication, LSU Manship School of Mass Communication, \$27,750 (July 2018 – June 2022).

- Project: Risk communication for public health risks and emergencies: Understanding the public's information seeking from public health organizations

KDI School of Public Policy and Management/International Research Partnership Project, Korea Development Institute, \$27,500 (May 2017 – December 2017).

- Project: The synthetic approach to the public segmentation in open government data

Avis & Bill Ross Professorship in Journalism, Doris Westmoreland Darden I Professorship, LSU Manship School of Mass Communication, \$7,900 (July 2017 – June 2018).

- Project: Consumer participation and empowerment in CSR communication: Exploring the potential and challenges of crowdsourcing from a consumer perspective

John H. Bateman Professorship (Bank One), LSU Manship School of Mass Communication, \$7,930 (July 2016 – June 2017).

- Project: Storytelling for a better society: The effects of narratives and source in communicating corporate social responsibility

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$8,000 (July 2015 – June 2016).

- Project: “I pledge to drink responsibly!” The role of message framing and social influence in interactive social media campaign for reducing binge drinking among college students

Community Engaged Research Scholars Program, LSU Center for Community Engagement, Learning, and Leadership, \$1,500 (September 2014).

- Project: Social pressure in action on social media: Developing strategic messages for the prevention and intervention of collegiate substance abuse

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$8,500 (July 2014 – June 2015).

- Project: Narrative health messages in social media: Exploring how narratives interplay with the effects of source and message framing in health communication

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$6,450 (July 2013 – June 2014).

- Project: Tweeting and friending as health communication: Examining social media strategies for health promotion and relationship building

Junior Faculty Summer Research Stipend Award, LSU Office of Research & Economic Department, \$5,000 (January 2013).

- Project: Understanding public knowledge and interest level to promote the safe use of dietary supplements

## **TEACHING & ADVISING**

LOUISIANA STATE UNIVERSITY, BATON ROUGE, LOUISIANA

### *Courses Taught*

- MC 4002 Strategies for Public Relations and Social Media (Fall 2013, Fall 2014, Spring 2018)
- MC 4004 Case Studies in Public Relations (Fall 2012)
- MC 4005 Public Relations Campaigns (Fall 2012, Spring 2013, Spring 2014, Spring 2015, Spring 2016, Spring 2017, Fall 2017, Fall 2022)
- MC 4020 Public Relations Research (Fall 2015, Fall 2016, Spring 2017, Spring 2019, Fall 2019)
- MC 4044 Crisis Communication (Spring 2019, Spring 2021, Spring 2022)
- MC 7001 Research Methods in Mass Communication (Spring 2013, Spring 2014, Spring 2015, Spring 2016, Fall 2016, Fall 2017)
- MC 7042 Foundations of Strategic Communication (Fall 2013, Fall 2014, Fall 2015, Fall 2019, Fall 2020, Fall 2021)

### *Undergraduate Student Advisement*

- Distinguished Communicator Program advisees (2):
  - Lindsey Miller (May 2016)



- Elizabeth Hilton (December 2015)
- Honors Theses advised (2):
  - Kristin White (May 2016)
  - Katherine Campbell (May 2016) – winner of the Honors College Outstanding Thesis Award
- Honors Thesis committees served on (2):
  - JoLena Broussard (May 2016)
  - Lindsey Miller (May 2016)

#### *Graduate Student Advisement*

- Master's theses\*/projects chaired (23):
  - Jasmine Edmonson (current)
  - Caroline Cantrelle (current)
  - Quenton Buckhalter (current)
  - Emily Ritchart\* (May 2022)
  - RaShunda Veals (May 2022)
  - Karley Bordelon (May 2022)
  - Amie Martinez (December 2021)
  - Jaycee Gill (December 2020)
  - Elizabeth Melillo (December 2020)
  - Evan Fernandez (August 2020)
  - Erin Hill (May 2020)
  - Nicole Butler (August 2019)
  - Hannah Boutwell (August 2019)
  - Britany Williard (December 2017)
  - Lauren Meyers\* (August 2017)
  - Danielle Kelley (December 2016)
  - Serena Crawford (December 2016)
  - Karelia Schmitz (May 2016)
  - Julie Thomas (May 2016)
  - Ryan DeLaune\* (May 2015)
  - Camille Ivy-O'Donnell\* (May 2015)
  - Leslie Wells (May 2014)
  - Lilliana Lopez\* (May 2014)
- Master's committees served on as committee member (41):
  - Brielle Garner (current)
  - Mariana Fontaina (current)
  - Kristina Shustova (current)
  - Camille Gianfala (current)
  - Rebecca Peterson (current)
  - Everton Carvalho (current)
  - Jessika Carsen Smithwick (May 2022)
  - Taylor Barnett (May 2022)
  - Christopher DeFelice (May 2022)
  - Jessica Shaw (May 2022)
  - Cole Catherine Dunnam (May 2022)
  - Kennedy Smith (May 2022)
  - Ashlyn Soileau (August 2021)
  - Caleb Snider (May 2021)
  - Lauren Kasuda (May 2021)
  - Rashida Peters (May 2020)
  - Nicholas Robert (December 2019)
  - Meredith Keating (December 2019)
  - Joseph Giglio (December 2019)
  - Charlotte Bellottee (May 2019)
  - Julia Morton (May 2019)
  - Elizabeth Breaux (May 2019)
  - Kamila Zaidieh (August 2017)
  - Michael Clemons (May 2017)
  - Elizabeth Macke (May 2017)
  - Allison McCollister (May 2017)
  - Juliette Highland (December 2016)
  - Diana Cordero (August 2015)
  - Taylor Cox (May 2015)
  - Ashley Lee (May 2015)
  - John Evans (May 2015)
  - Sarah Voelkel (May 2015)
  - Dionell McNeal (August 2014)
  - Andrea Chavez (May 2014)
  - Ellen Sturgill (May 2014)
  - Kathleen Jackson (May 2014)
  - Megan Fambrough (December 2013)
  - Silvia Medrano (December 2013)
  - Rebecca Lang (December 2013)
  - Christina Persaud (May 2013)
  - Ali Loftin (May 2013)
- Dissertation committees chaired (3):
  - Yangzhi Jiang (May 2022)
  - Myoung-Gi Chon (May 2017)
  - Lindsay McCluskey (December 2016)

- Dissertation committees served on as committee member (4):
  - Seonwoo Kim (current)
  - Stephanie Whitenack (August 2019)
  - Nia Mason (May 2019)
  - Young Kim (May 2016)
- Dissertation committee served on as Dean's Representative (1):
  - Jonathan Nickens (Political Science, December 2020)

#### UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI

- JOUR 8018 Strategic Communication Research II (Spring 2011, Co-Instructor): Online graduate course focusing on qualitative and quantitative research methods designed for professionals currently working in the field; co-taught with Dr. Shelly Rodgers
- JOUR 8006 Quantitative Research Methods (Fall 2010, Teaching Assistant): Graduate course for quantitative research methods and associated statistical analyses in journalism and mass communication

#### KOREA UNIVERSITY, SEOUL, KOREA

- Advertising Management, Consumer Behavior, and Introduction to Advertising (Fall 2003 – Fall 2004, Teaching Assistant)

### **SERVICE & PROFESSIONAL AFFILIATIONS**

#### LSU MANSHIP SCHOOL OF MASS COMMUNICATION

- Associate Dean for Research and Strategic Initiatives (September 2019 – June 2022)
- Graduate Committee (August 2012 – present)
- Budget Review Committee (August 2016 – June 2022)
- Chair, Search Committee for the Lamar Visiting Scholar position (Spring 2022)
- Search Committee for the Lamar Visiting Scholar position (Spring 2021)
- Public Relations Area Head (August 2016 – August 2020)
  - Overseeing MC 3998/8001 Public Relations Internship
- Curriculum and Assessment Committee (August 2016 – August 2020)
- Chair, Search Committee for the Public Relations instructor position (Fall 2019)
- Scholarship & Manship School Awards Committee (January 2019 – May 2019)
- Strategic Planning Steering Committee (January 2017 – December 2017)
- Faculty adviser for ImPRint Communications affiliated with PRSSA at LSU (August 2013 – May 2017)
  - ImPRint Communications became a PRSSA Nationally Affiliated firm in March 2014.
- Chair, Faculty Search Committee for the tenure-track Public Relations position (Fall 2016)
- Faculty Search Committee for the tenure-track Public Relations position (Fall 2015)
- Faculty Search Committee for the two Public Relations (tenure-track and instructor) positions (Fall 2014 – Spring 2015)
- Faculty Search Committee for the tenure-track Digital Advertising position (Fall 2013)
- Digital Media Initiatives Committee (August 2012 – May 2015)

#### LOUISIANA STATE UNIVERSITY

- Portfolio Review Panel for LSU Communication Across the Curriculum (January 2018 – present)
- LSU Discover Advisory Board (October 2019 – June 2022)

- Faculty Senate Courses and Curricula Committee (June 2015 – May 2021)
- LSU Earth Day Organizing Committee (January 2020 – March 2020)
- LSU Global Academic and Quality Assurance Committee – served as temporary member (August 2016 – December 2016)

#### NATIONAL AND INTERNATIONAL SERVICES

- Editorial board member, *Journal of Public Relations Research* (January 2016 – present)
- Executive board member, Korean Academic Society for Public Relations (November 2020 – November 2021)
- Grant reviewer, Page/Johnson Legacy Scholar grant competition, Arthur W. Page Center (2021, 2022)
- Grant reviewer, Swiss National Research Programme COVID-19 (NRP 78), Swiss National Science Foundation (June 2020)
- Member, Dissertation Grant Award Committee, Korean American Communication Association (June 2017)
- Associate Chair, Awards Committee, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (August 2016 – July 2017)
- Member, Awards Committee, Mass Communication and Society Division of the Association for Education in Journalism and Mass Communication (August 2015 – July 2016)
- Secretary, Korean American Communication Association (September 2013 – August 2015)
- Chair, Membership Committee of the Korean American Communication Association (September 2013 – August 2015)
- Editorial board member, *Korean Journal of Public Relations Research* (December 2012 – December 2013)
- Manuscript reviewer
  - *Journal of Public Relations Research*
  - *Public Relations Review*
  - *Journal of Advertising*
  - *Journal of Interactive Advertising*
  - *Journal of Marketing Communications*
  - *Journal of Communication Management*
  - *Cyberpsychology, Behavior, and Social Networking*
  - *Health Communication*
  - *Human Communication Research*
  - *Journalism & Mass Communication Quarterly*
  - *Journal of Broadcasting & Electronic Media*
  - *Mass Communication and Society*
  - *International Journal of Communication*
  - *Howard Journal of Communications*
  - *Korean Journal of Advertising and Public Relations*
  - *Korean Journal of Public Relations Research*
  - *Chinese Journal of Communication*
- Conference paper reviewer
  - Association for Education in Journalism and Mass Communication (AEJMC) – Public Relations Division, Mass Communication and Society Division, Visual Communication Division, and Korean American Communication Association Division
  - National Communication Association – Mass Communication Division
  - International Communication Association – Public Relations Division and Korean American Communication Association Division
  - AEJMC Southeast Colloquium (January 2016)

- Student representative, Korean American Communication Association (2009 – 2011)
- Student Committee, International Student Center at the University of Georgia (2006 – 2007)

#### PUBLIC AND COMMUNITY SERVICES

- Public Relations Co-Director, Korean American Association of Baton Rouge (May 2016 – December 2017)

#### PROFESSIONAL AFFILIATIONS

- Member, Public Relations Society of America (2013 – present)
- Member, Association for Education in Journalism and Mass Communication (2009 – present)
- Member, International Communication Association (2007 – present)
- Member, National Communication Association (2010 – 2012)