

Eyun-Jung Ki, Ph.D.

Associate Professor

Department of Advertising and Public Relations
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ACADEMIC APPOINTMENTS

- Professor, Department of Advertising and Public Relations, The University of Alabama, August 2017-present
- Associate Professor with tenure, Department of Advertising and Public Relations, The University of Alabama, August 2012-August 2017
- Assistant Professor, Department of Advertising and Public Relations, The University of Alabama, August 2007-August 2012
- Arthur W. Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication, June 2015 – present
- Plank Center Scholar, The Plank Center for Leadership in Public Relations, College of Communication & Information Sciences, The University of Alabama, August 2016-present
- Fellow, The Plank Center for Leadership in Public Relations, College of Communication & Information Sciences, The University of Alabama, August 2007-present
- Visiting Assistant Professor, School of Journalism and Communication, The University of Oregon, December 2006-May 2007
- Adjunct Professor, Department of Public Relations, The University of Florida, Summer 2005-Fall 2006
- Research Assistant for Al and Effie Flanagan Professorship, College of Journalism and Communications, The University of Florida, Spring, 2004–Summer, 2006
- Research & Office Assistant for Communication Research Center, College of Journalism and Communications, The University of Florida, July 2003 – February 2004

EDUCATION

Ph.D. in Mass Communication, The University of Florida, 2006

- Primary Area: Public Relations
- Dissertation: Linkages among Relationship Maintenance Strategies, Relationship Quality Outcomes, Attitudes and Behavioral Intentions
- Committee: Dr. Linda Hon, Chair; Dr. Juan-Carlos Molleda; Dr. Spiro Kiouisis; Dr. Debbie Treise; Dr. Steven Shugan (outside member from Marketing)

M.A. in Mass Communication, The University of Florida, 2003

- Primary Area: Public Relations
- Thesis: Relationship Maintenance Strategies On Websites
- Committee: Dr. Juan-Carlos Molleda, Chair; Dr. Linda Hon; Dr. Michael Weigold

Double B.A., Sookmyung Women's University, Seoul, Korea, 2001

- Mass Communication
- English Language & Literature
- Graduated with Honor

AWARDS, GRANTS, & HONORS

Awards and Recognitions

- CIS Board of Vistors's Research Excellence Award, College of Communciation and Information Sciences, University of Alabama, April 2017
- The 1st Place Paper Award, Management, Marketing & Programming Division, Broadcasting Education Association, Las Vegas, April 2017.
- Williams Fund, Capstone International Center and the Office of Academic Affairs, February, 2016.
- The SuPRStar Award for Community Service, Public Relations Division, Association for Education in Journalism and Mass Communication, August 2014.
- The article of the year award, Journal of Practical Research in Advertising and Public Relations, April 2014.
- The 2nd Place Paper, Korean Academic Society for Public Relations, April 2012.
- The 5th most frequently downloaded article in Journal of Public Relations Research, Taylor & Francis Group, 2010.
- Second Place of Scholar-to Scholar Presentation Award, Public Relations Division, Association for Education in Journalism and Mass Communication, August, 2010
- Third Place of Scholar-to Scholar Presentation Award, Public Relations Division, Association for Education in Journalism and Mass Communication, August, 2010
- First Place of Scholar-to Scholar Presentation Award, Public Relations Division, Association for Education in Journalism and Mass Communication, August, 2008
- Top Faculty Paper Award, Public Relations Division, International Communication Association, Montreal, Canada, May 2008
- Korean American Scholarship Foundation (KASF) Award, July 2006
- Outstanding Graduate Student Research Award, College of Journalism and Communications, The University of Florida, April 2006
- Outstanding International Student Award, College of Journalism and Communications, The University of Florida, April 2005
- Korean Graduate Student Research Award, University of Florida Korean Student Scholarship and Loan Fund, November 2004
- Third Place Paper Award, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, Toronto, Canada, August 2004
- Top Student Paper Award, Public Relations Division, International Communication Association, New Orleans, May 2004

- Second Place Open Category Paper, Sales and Management Division, Broadcasting Education Association, Las Vegas, April 2004
- Sookmyung Women's University Alumnae Scholarship Award, Sookmyung Women's University Alumnae Association, Seoul, Korea, December 2003
- Hackers Alumni Scholarship Award, Hackers Institution, Seoul, Korea, June 2002
- Academic Distinction Award, Department of English Language and Literature, Sookmyung Women's University, Seoul, Korea, February 2001
- Academic Scholarships, Department of English Language and Literature, Sookmyung Women's University, Seoul, Korea, 1999-2000

Grants

Funded

- The Academy of Korean Studies (Co-P) (Topic: A cross-cultural perspective on generation, diffusion and consumption of rumors) (Award number: AKS-2017-R65), April 2017.
- Sustainability Communication Initiative by The Arthur W. Page Center (PI) (Topic: The effect of organization sustainability communication (OSC) on publics' evaluations of an organization), June 2015.
- ASAE Foundation Award Grant (PI) (Topic: What makes a difference of membership decision?) by The Institute for Nonprofit Research, Education, and Engagement, North Carolina State University, October 2014.
- ASAE Foundation Award Grant (PI) (Topic: Reliability and Validity of the Measure of Strategic Decision and Causal Linkages Among the Dimensions of Strategic Decision) by The Institute for Nonprofit Research, Education, and Engagement, North Carolina State University, August 2014.
- Excellent Public Relations Research Grant (PI) (Topic: Usage and Effectiveness of Social Media for Organizational Crisis Management) by Korea Public Relations Association, 2011
- Research Grant Committee (RGC) grant, The University of Alabama, 2009-2011
- Lewis Research Grant, Department of Advertising & Public Relations, The University of Alabama, 2007-2008, 2008-2009, 2010-2011, 2011-2012, 2014-2015, 2016-2017
- Faculty Fellowship in Service Learning, Center for Ethics & Social Responsibility, The University of Alabama, 2007-2008
- Dissertation Research Sponsorship (est. \$15,000), Department of Public Relations, Florida Farm Bureau Federation, 2005-2006

Not Funded

- MCS Research Grant, (PI) (Topic: "The Effectiveness of Social Support in Regard to Resilience Associated with Asian Immigrant Mental Health Problems via Use of Online Community Forums") (amount requested: \$9950), May 2016
- Korea Research Foundation, (Co-PI) (Title: A Cross-Cultural Perspective on Generation, Diffusion, and Consumption of Rumors on Online Media Context between South Korea and the U.S.) (amount requested: \$100,000), July 2015

Honors

- Academic Honor Award, Delta Epsilon Iota, Academic Honor Society, The University of Florida, 2006

RESEARCH

Expertise Areas

- Organization-Public Relationship Management and its Measurement
- Emerging Media in Public Relations
- Organization Sustainability Communications
- Relationship Cultivation Strategies
- Public Relations Effectiveness Measurement
- Public Relations Ethics
- International Public Relations
- Crisis Management
- Thematic Meta-analysis

(43 peer-reviewed publications, 4 conference proceedings, 6 book chapters, 54 conference presentations)

PUBLICATIONS

(† indicates a student author, 16 articles with student author) (25 SSCI journal publications)

Refereed Journal Articles

43. Wang, Y., **Ki, E.-J.*** (in press). Membership Matters: Why Members Engage with Professional Associations. *International Journal of Voluntary and Nonprofit Organizations*. [*corresponding author] [SSCI journal]
42. **Ki, E.-J.**, Park, H., & Kim, J. A. (2017). A Measure of Strategic Decision-Making in Non-profit Membership Associations. *Review of Public Administration and Management*, 5 (1), 1-9.
41. Shin, S., † **Ki, E.-J.**, Griffin, G. (2017). The Effectiveness of Fear Appeals in “Green” Advertising: An Analysis of Creative, Consumer, and Source Variables. *Journal of Marketing Communications*, 23(3), 1-20.
40. Wang, Y., † **Ki, E.-J.** & Kim, Y. (2017). Exploring the Perceptual and Behavioral Outcomes of Public Engagement on Mobile Phones and Social Media. *International Journal of Strategic Communication*, 11(2), 133-147, DOI:10.1080/1553118X.2017.1280497
39. Ye, L., † & **Ki, E.-J.** (2017). Is Facebook An Effective Tool for Organizational Crisis Communication?: An Analysis of BP’s Crisis Communication on Facebook after the Deepwater Horizon Oil Spill. *Corporate Communication: An International Journal*, 22 (1), 80-92.

38. **Ki, E.-J.** & Ye, L., † (2017). An Assessment of Progress in Research on Global Public Relations From 2001 To 2014. *Public Relations Review*, 43(1), 235-245. [SSCI journal]
37. **Ki, E.-J.**, & Wang, Y. † (2016). Exploring the Factors Influencing Membership Behaviors in Professional Associations. *Nonprofit Management & Leadership*, 27 (2), 199-217. [SSCI journal]
36. **Ki, E.-J.**, & Shin, S. † (2015). Organization Sustainability Communication (OSC): Similarities and differences of OSC messages in the United States and South Korea. *Computers in Human Behavior*, 48 (July), 36-43. [SSCI journal] [Impact Factor: 2.694]
35. **Ki, E.-J.**, & Nemark, E. † (2015). Decomposing impression from attitude in relationship management outcomes. *Journal of Promotion Management*, 21 (6), 685-702.
34. Kim, S., & **Ki, E.-J.** (2014). An Exploratory Study of Ethics Codes of Professional Public Relations Associations: Proposing Modified Universal Codes of Ethics in Public Relations. *Journal of Mass Media Ethics*, 29 (4), 238-257. [SSCI journal]
33. **Ki, E.-J.**, & Nemark, E. † (2014). Situational crisis communication and interactivity: Usage and effectiveness of Facebook for crisis management by Fortune 500 companies. *Computers in Human Behavior*, 35, 140-147 [SSCI journal]
32. Khang, H., Han, E., & **Ki, E.-J.** (2014). Exploring Influential Social Cognitive Determinants of Social Media Use. *Computers in Human Behavior*, 36C, 48-55. [SSCI journal]
31. Lee, J., & Cho, H.-L., & **Ki, E.-J.** (2013).* The process of government public relations strategies and tactics. *Journal of Practical Research in Advertising and Public Relations*, 6 (2), 67-90 [* note: Received the article of the year award and published in Korean]
30. **Ki, E.-J.** (2013). A model of an organization-public relationship for the banking industry, *Public Relations Review*, 39 (3), 216-218. [SSCI journal]
29. Brown, K. †, & **Ki, E.-J.** (2013). Developing a valid and reliable measure of organizational crisis responsibility, *Journalism & Mass Communication Quarterly*, 90(2June), 363-384. [SSCI journal]
28. **Ki, E.-J.**, & Brown, K. A. † (2013). The Effects of Crisis Response Strategies on Relationship Quality Outcomes. *Journal of Business Communication*, 50 (4), 403-420.
27. Ye, L., † & **Ki, E.-J.** (2012). The status of online public relations research: An analysis of published articles in 1992-2009, *Journal of Public Relations Research*, 24 (5), 409-434. [SSCI Journal]
26. **Ki, E.-J.**, & Hon, L. C. (2012). Causal Linkages among Relationship Quality Perception, Attitude, and Behavior Intention in a Membership Organization. *Corporate Communication: An International Journal*, 17 (2), 187-208.
25. Khang, H., **Ki, E.-J.**, & Ye, L. † (2012). Social media research in Advertising, Communication, Marketing and Public Relations Research 1997 to 2010. *Journalism & Mass Communication Quarterly*. 89 (2), 279-298. [SSCI] [note: Top Read Article in JMCQ since August 2012]
24. **Ki, E.-J.**, Lee, J., & Cho, H.-L. (2012). Factors affecting ethical practice of public relations professionals within public relations firms. *Asian Journal of Business Ethics*, 1 (2), 123-141.

23. Khang, H., **Ki, E.-J.**, Park, I. & Baek, S.-G. (2012). Exploring Antecedents of Attitude and Intention toward Internet Piracy among College Students in South Korea. *Asian Journal of Business Ethics*. DOI: 10.1007/s13520-012-0017-5
 22. **Ki, E.-J.**, Choi, H. L., & Lee, J. (2012). Does Ethics Statement of a Public Relations Firm Make a Difference? Yes it does!!, *Journal of Business Ethics*, 105 (2), 267-276. [SSCI Journal]
 21. **Ki, E.-J.**, Gonzenbach, W. J., Choi, H.-L., & Lee, J. (2012). Determinants of Ethical Practices of Public Relations Practitioners. *Asian Journal of Communication*, 22(2), 140-159. [SSCI Journal]
 20. **Ki, E.-J.**, & Chung, J. † (2011). Corporate Web pages as a Key Communication Channel for Financial Publics, *Public Relations Journal*, 5 (4).
 19. **Ki, E.-J.**, & Kim, S.-Y. † (2010). The ethics codes of public relations firms: The United States and South Korea, *Journalism & Mass Communication Quarterly*, 87, 2, 363-377. [SSCI Journal]
 18. Han, E., & **Ki, E.-J.** (2010). Developing a measure of celebrity reputation, *Public Relations Review*, 36 (2), 199-201. [SSCI Journal]
 17. **Ki, E.-J.**, & Kim, S.-Y. † (2010). Ethics statements of public relations firms: What do they say? *Journal of Business Ethics*, 91, 223-236. [SSCI Journal]
 16. **Ki, E.-J.**, & Hon, L. (2009). The causal linkages between/among relationship cultivation strategies and relationship quality outcomes, *International Journal of Strategic Communication*, 3(4), 242-263.
 15. **Ki, E.-J.**, & Hon, L. C. (2009). A measure of relationship cultivation strategies, *Journal of Public Relations Research*, 21 (1), 1-24. **Lead Article** [SSCI Journal]
 14. **Ki, E.-J.**, & Khang, H. K. (2008). Ethnic diversity: Exploring the status of Asian-American public relations practitioners in the U.S. *Open Communication Journal*, 2, 100-107.
 13. **Ki, E.-J.**, & Kim, J. (2008). How Viagra has been framed since its launch: A framing analysis of major newspapers in South Korea and the USA. *Open Communication Journal*, 2, 108-116.
 12. **Ki, E.-J.**, & Khang, H.K. (2008). A longitudinal analysis of mergers and acquisitions patterns of U.S. public relations agencies between 1984 and 2004, *Public Relations Review*, 34, 282-284. [SSCI Journal]
 11. Lim, J. S., & **Ki, E.-J.** (2007). Resistance to ethically suspicious parody video on YouTube: A Test of inoculation theory, *Journalism & Mass Communication Quarterly*, 84 (4), 713-728. [SSCI Journal]
 10. **Ki, E.-J.**, & Hon, L. C. (2007). Reliability and validity of organization-public relationship measurement and linkages among relationship indicators on a membership organization. *Journalism & Mass Communication Quarterly*, 84 (3), 419-438. **Lead Article** [SSCI Journal]
 9. Hong, Y. †, & **Ki, E.-J.** (2007).* How do public relations practitioners perceive investor relations?: An exploratory study. *Corporate Communications: An International Journal*, 12 (2), 199-213.
- *[Note: selected and highlighted as one of ten best articles of the month among 450 articles]

8. **Ki, E.-J.**, & Hon, L. C. (2007). Testing the linkages among the organization-public relationship and attitude and behavioral intentions. *Journal of Public Relations Research*, 17 (1), 1-23. **Lead Article** [SSCI Journal]
7. **Ki, E.-J.**, Chang, B. H., & Khang, H. K. (2006). Exploring influential factors on music piracy across countries. *Journal of Communication*, 56 (2), 406-426. [SSCI Journal]
6. **Ki, E.-J.**, & Hon, L. C. (2006). Relationship maintenance strategies on Fortune 500 company Web sites. *Journal of Communication Management*, 10 (1), 27-43.
5. **Ki, E.-J.**, & Shin, J.-H. (2006). Status of organization-public relationship research from an analysis of published articles, 1985-2004. *Public Relations Review*, 32, 194-195. [SSCI Journal]
4. Chang, B. H., & **Ki, E.-J.** (2005). Devising a practical model predicting theatrical movie success: Focusing on the experience good property, *Journal of Media Economics*, 18 (4), 247-269. [SSCI Journal]
3. **Ki, E.-J.** (2004). Nike v. Kasky: Reconsideration of noncommercial v. commercial speech, *Public Relations Review*, 30 (4), 419-430. [SSCI Journal]
2. Chang, B. H., & **Ki, E.-J.** (2004). A longitudinal analysis of M&A patterns of radio companies in U.S. *Journal of Radio Studies*, 11(2), 194-208.
1. **Ki, E.-J.**, & Chang, B. H. (2002). How does intellectual property law affect the value creation process and strategies of database companies?, *International Journal on Media Management*, 4 (3), 150-155.

Conference Proceedings

4. Ki, E.-J. & Chung, J. (2009, November). *Corporate Web pages as a key communication channel for financial publics*. Public Relations Society of America International Conference at San Diego, CA.
3. Han, E.-K., Khang, H., & Ki, E.-J. (2007, May). *Cross-cultural perspectives of ethics in advertising of the U.S. and Korea*. American Advertising Association at Seoul, Korea.
2. Lim, J. S., & Ki, E.-J. (2007, March). *Resistance to ethically suspicious video spoof on Youtube: A test of inoculation theory* (pp. 283-297). International Public Relations Conference at Miami, FL.
1. Ki, E.-J. (2005, March). *Linking ethnic diversity & excellence model: Exploring Asian-American practitioners' roles* (pp. 184-195). International Public Relations Conference at Miami, FL.

Edited Book

- **Ki, E.-J.**, Kim, J., & Ledingham, J. (2015) *Public Relations as Relationship Management: Relational Approach to the Study and Practice of Public Relations (Volume II)*. New York, NY: Routledge.

Book Chapters

7. **Ki, E.-J.** (in press). Strategic Relationships. In R. L. Heath & W. Johansen (Eds.) *The International Encyclopedia of Strategic Communication*. Wiley-Blackwell.

6. **Ki, E.-J.**, & Hon, L. C. (2015). A measure of relationship cultivation strategies. In R. L. Heath, & A. Gregory (Eds.). *Strategic Communication* (pp. 315-336). Thousand Oaks, CA: Sage.
5. **Ki, E.-J.**, & Shin, J. (2015). The status of organization-public relationship research through an analysis of published articles between 1985 and 2013: An appeal for further research. In E.-J. Ki, J.-N. Kim, & J. Ledingham (Eds.). *Public Relations as Relationship Management: Relational Approach to the Study and Practice of Public Relations* (pp. 28-47)(2nd Edition). New York, NY: Routledge.
4. **Ki, E.-J.** (2015). Relationship cultivation strategies on strategic communication. In D. Holtzhausen (Eds.), *The Routledge Handbook of Strategic Communication* (pp. 328-336). New York, NY: Routledge.
3. **Ki, E.-J.** (2014). Application of organization-public relationship theory on health communication. In T. Thompson (Ed.), *The Encyclopedia of Health Communication* (pp. 1006-1007). Thousand Oaks, CA: Sage.
2. **Ki, E.-J.** (2014). Application of relationship management to public diplomacy. In G. Golan, K. Kinney, and S.-U. Yang (Eds.), *International Public Relations and Public Diplomacy: Communication and Engagement* (pp. 93-108). New York, NY: Peter Lang.
1. Lee, J., Choi, H. L., & **Ki, E.-J.** (2009).* History of Korean public relations firms: Establishment and development of public relations firms in 1980s. In B. Kim and J. Lee (Eds.), *The History and The Success Story in Korean Public Relations Consultancy* (pp. 97-124). Seoul, Korea: Nanam. [Note: written in Korean]
[*Selected as an outstanding textbook by the Ministry of Culture, Sports and Tourism of the Republic of Korea]

PRESENTATIONS

Refereed Conference Presentations

53. Shin, S., & **Ki, E.-J.** (2017, April). *** *Rational/Emotional Appeals in Online Videos and Users Reactions: The Case of YouTube.com*. Paper presented at Broadcasting Education Association, Las Vegas, NV.
[*** 1st place paper]
52. **Ki, E.-J.**, Jang, J., & Choi, H. (2017, May). *Social Support and Mental Health: An Analysis of Asian Immigrant Women's Online Support Forums*. Paper to be presented at International Communication Association at San Diego, CA.
52. Zhou, Z., & **Ki, E.-J.** (2017, May). Exploring the Role of CSR Fit and CSR Involvement in Routine Business and Crises Settings. Paper to be presented at International Communication Association at San Diego, CA.
51. Shin, S., **Ki, E.-J.**, & Griffin, G. (2017, May). *The Effectiveness of Fear Appeals in "Green" Advertising: An Analysis of Creative, Consumer, and Source Variables*. Paper to be presented at International Communication Association at San Diego, CA.
50. Shin, S., & **Ki, E.-J.** (2017, March). *The Congruence Effect of Environmental Issue and Product Category and the Moderation Effect of Green Reputation of a Product Category on*

- Green Advertising Effectiveness*. Paper to be presented at American Academy of Advertising at Boston, MA.
49. Wang, Y., & **Ki, E.-J.** (2016, November). *Membership Matters: Perceived Organizational Membership and Engagement with Professional Associations*. Paper presented at National Communication Association at Philadelphia.
 48. Oh, J., & **Ki, E.-J.** (2016, August). *Effects of organization sustainability communication: The influence of interactivity, message framing, and type of medium*. Paper presented at Association for Education in Journalism and Mass Communication at Minneapolis, MN.
 47. **Ki, E.-J.**, & Cho, M. (2016, August). *Predictors of members's supportive behaviors towards nonprofit membership associations*. Paper presented at Association for Education in Journalism and Mass Communication at Minneapolis, MN.
 46. **Ki, E.-J.**, & Oh, J. † (2016, June). *The determinants of the amount of donation: Membership association case*. Paper presented at International Communication Association at Fukuoka, Japan.
 45. Park, H., & **Ki, E.-J.** (2016, June). *Current trends in Advertising, Public Relations and Strategic Communication Education*. Paper presented at International Communication Association, Fukuoka, Japan.
 44. Wang, Y. †, & **Ki, E.-J.** (2015, November). *Exploring the Factors Influencing Membership Behaviors in Professional Associations*. Paper presented at National Communication Association at Las Vegas, NV.
 43. Chung, J. Y., & **Ki, E.-J.** (2015, November). *Blueprint of IPO communication: A content analysis on 248 IPO prospectuses applying Impression Management Theory*. Paper presented at National Communication Association at Las Vegas, NV.
 42. **Ki, E.-J.**, Park, H., & Kim, J. (2015, August). *A Reliable and Valid Measure of Strategic Decision*. Paper presented at Association for Education in Journalism and Mass Communication at San Francisco, CA.
 41. **Ki, E.-J.**, Shin, S., & Oh, J. (2015, August). *The State of Sustainability Communication Research: Analysis of Published Studies in the Mass Communication Disciplines*. Paper presented at Association for Education in Journalism and Mass Communication at San Francisco, CA.
 40. Ye, L. †, & **Ki, E.-J.** (2015, May). *Image rescuer or image destroyer?: Effects of information congruence on Facebook on Organizational Crisis Communication*. Paper presented at International Communication Association at San Juan, Puerto Rico.
 39. Ye, L. †, & **Ki, E.-J.** (2015, May). *Is Facebook an effective tool for crisis communication?: An analysis of BP's crisis communication on Facebook after the Deepwater Horizon oil spill?* Paper presented at International Communication Association at San Juan, Puerto Rico.
 38. Chung, J. Y., & **Ki, E.-J.** (2014, August). *Going Public: The Role of Public Relations in Initial Public Offering (IPO) Communication*. Paper presented at Association for Education in Journalism and Mass Communication at Montreal, Canada.
 37. **Ki, E.-J.**, & Shin, S. † (2014, May). *Organization Sustainability Communication: Similarities and differences of OSC messages in the United States and South Korea*. Paper presented at International Communication Association at Settle, D.C.

36. **Ki, E.-J., & Nemek, E.** [†] (2013, August). *Decomposing Impression from Attitude in Relationship Management*. Paper presented at Association for Education in Journalism and Mass Communication at Washington, D.C.
35. **Ki, E.-J., & Ye, L.** [†] (2013, August). *An assessment of progress in research on international public relations: from 2000 to 2011*. Paper presented at Association for Education in Journalism and Mass Communication at Washington, D.C.
34. **Ki, E.-J., & Nemek, E.** [†] (2012, August). Usage and Effectiveness of Facebook for Organizational Crisis Management. Paper presented at Association for Education in Journalism and Mass Communication at Chicago, IL.
33. Lee, J., Cho, H.-L., & **Ki, E.-J.** (2012, April). *** Exploratory Study of Government Public Relations Strategies and Tactical Program*. Paper presented at Korean Academic Society for Public Relations at Seoul, Korea.
[note: ** 2nd place paper]
32. Khang, H., **Ki, E.-J., & Ye, L.** [†] (2011, August). *How Scholars Have Responded to Social Media Phenomena in Advertising, Communication, Marketing and Public Relations Research From 1997-2010*. Paper presented at Association for Education in Journalism and Mass Communication at St. Louise, MO.
31. Brown, K. [†], & **Ki, E.-J.** (2011, August). *Developing a Valid and Reliable Measure of Crisis Responsibility*. Paper presented at Association for Education in Journalism and Mass Communication at St. Louise, MO.
30. **Ki, E.-J.,** Gonzenbach, W., Choi, H., & Lee, J. (2011, August). *Determinants of Ethical Practices of Public Relations Practitioners*. Paper presented at Association for Education in Journalism and Mass Communication at St. Louise, MO.
29. Khang, H., Han, E., & **Ki, E.-J.** (2011, August). *Exploring Influential Predictors of Social Media Consumption: A Social Cognitive Perspective*. Paper presented at Association for Education in Journalism and Mass Communication at St. Louise, MO.
28. **Ki, E.-J.** (2011, May). *Investigating Effectiveness of Relationship Management in the Banking Industry*. Paper presented at International Communication Association at Boston, MA.
27. Kim, S.-Y. [†], & **Ki, E.-J.** (2010, August). *Exploring ethics codes of national public relations professional associations across countries*. Paper presented at Association for Education in Journalism and Mass Communication at Denver, CO.
26. **Ki, E.-J., & Brown, K.** [†] (2010, August). *The effects of crisis response strategies on attribution of crisis responsibility and relationship quality outcomes*. Paper presented at Association for Education in Journalism and Mass Communication at Denver, CO.
25. **Ki, E.-J.,** Choi, H. L., & Lee, J. (2010, May). *Factors Affecting Ethical Practice of Public Relations Professionals Within Public Relations Firms*. Paper presented at International Communication Association at Singapore.
24. Lee, J., Choi, H. L., & **Ki, E.-J.** (2009, November). *History of Korean public relations firms: Establishment and development of public relations firms in 1980s*. Paper presented at Korean Academic Society for Public Relations (KASPR) at Seoul, Korea.

23. **Ki, E.-J.** & Chung, J. † (2009, November). *Corporate Web pages as a key communication channel for financial publics*. Paper presented at Public Relations Society of America International Conference at San Diego, CA.
 22. **Ki, E.-J.** (2009, August). *Causal linkages among relationship quality perception, attitude, and behavior intention in a membership organization*. Paper presented at Association for Education in Journalism and Mass Communication at Boston, MA.
 21. **Ki, E.-J.**, Choi, H. L., & Lee, J. (2009, May). *Does a code of ethics of a public relations firm make a difference?* Paper presented at International Communication Association at Chicago, IL.
 20. **Ki, E.-J.**, & Kim, S.-Y. † (2009, May). *The ethics codes of public relations firms across countries: The United States and South Korea*. Paper presented at International Communication Association at Chicago, IL.
 19. Baek, S.-G., Khang, H., Park, I.-K., & **Ki, E.-J.** (2008, August). *A cross-cultural perspective on antecedents of the Internet piracy among college students in the U.S. and South Korea*. Paper presented at Association for Education in Journalism and Mass Communication at Chicago, IL.
 18. **Ki, E.-J.**, & Hon, L. C. (2008, August). *Causal linkages between relationship cultivation strategies and relationship quality outcomes*. Paper presented at Association for Education in Journalism and Mass Communication at Chicago, IL.
 17. **Ki, E.-J.**, & Khang, H. (2008, May). *A longitudinal analysis of mergers and acquisitions patterns of U.S. public relations agencies between 1984 and 2005*. Paper presented at International Communication Association at Montreal, Canada.
 16. **Ki, E.-J.**, & Kim, S. † (2008, May).* *Ethics statements of public relations firms: What do they say?* Paper presented at International Communication Association at Montreal, Canada.
- *[Note: Top Faculty Paper]**
15. **Ki, E.-J.**, & Hon, L. C. (2007, August). *Reliability and validity of organization-public relationship measurement and linkages among relationship indicators on a membership organization*. Paper presented at Association for Education in Journalism and Mass Communication at Washington, DC.
 14. Han, E.-K., Khang, H., & **Ki, E.-J.** (2007, May). *Cross-cultural perspectives of ethics in advertising of the U.S. and Korea*. American Advertising Association at Seoul, Korea.
 13. **Ki, E.-J.**, & Hon, L. C. (2007, May). *Measurement of relationship maintenance strategies: Its reliability and validity*. Paper presented at International Communication Association at San Francisco, CA.
 12. Lim, J. S., & **Ki, E.-J.** (2007, March). *Resistance to ethically suspicious video spoof on Youtube: A test of inoculation theory*. International Public Relations Conference at Miami, FL.
 11. **Ki, E.-J.**, & Hon, L. C. (2005, August). *Testing the linkages among the organization-public relationship and attitude and behavioral intentions*. Paper presented at Association for Education in Journalism and Mass Communication at San Antonio, TX.
 10. **Ki, E.-J.**, & Khang, H. K. (2005, August). *The status of public relations research in the leading journals between 1995 and 2004*. Paper presented at Association for Education in Journalism and Mass Communication at San Antonio, TX.

9. **Ki, E.-J.**, & Kim, J. (2005, May). *How Viagra has been framed since its launch: A framing analysis of major newspapers in South Korea and the USA*. Paper presented at International Communication Association at New York, NY.
8. **Ki, E.-J.**, & Shin, J.-H. (2005, May). *The status of organization-public relationship research in public relations: Analysis of published articles between 1985 and 2004*. Paper presented at International Communication Association at New York, NY.
7. **Ki, E.-J.**, Chang, B. H., & Khang, H. K. (2004, August). *Exploring influential factors on music piracy across countries*. Paper presented at Association for Education in Journalism and Mass Communication at Toronto, Canada.
6. Chang, B. H., & **Ki, E.-J.** (2004, August).* *Devising a practical model predicting theatrical movie success: Focusing on the experience good property*. Paper presented at Association for Education in Journalism and Mass Communication at Toronto, Canada.*
***[Note: Third Place Paper in the Media Economics Division (Open competition)]**
5. **Ki, E.-J.** (2004, August). *Nike v. Kasky: Reconsideration of noncommercial v. commercial speech*. Paper presented at Association for Education in Journalism and Mass Communication at Toronto, Canada.
4. **Ki, E.-J.** (2004, May).* *Relationship maintenance strategies on Website by industry type*. Paper presented at International Communication Association at New Orleans, LA.
[Note: Top Student Paper in Public Relations Division]
3. Chang, B. H., & **Ki, E.-J.** (2004, April).* *A longitudinal analysis of M&A patterns of broadcasting companies in U.S.: Comparison of firms acquiring and acquired*. Paper presented at Broadcasting Education Association at Las Vegas, NV.
[Note: *Second Place open category paper]
2. **Ki, E.-J.** (2004, March). *Reconsideration of commercial and noncommercial speech: Nike v. Kasky*. Paper presented at Association for Education in Journalism and Mass Communication at Tampa, FL. [Midwinter conference]
1. **Ki, E.-J.** (2003, July). *Relationship maintenance strategies on Web sites*. Paper presented at Association for Education in Journalism and Mass Communication at Kansas City, MO.

INDUSTRY PUBLICATION

3. Avent, J. C., & **Ki, E.-J.** (2012).* *Healthy Customer Relationships Drive Long-term Loan Growth and Near-term Deposit Growth: Why a Bank's PR Function is a Hidden Weapon in the Quest for Growth*. *Palmetto Banker*, Spring (1), 10-12.
[*Featured article of the issue]
2. Avent, J. C., & **Ki, E.-J.** (2010). *The Customer Relationship Index: Providing Analytics Supporting the Business Case for Public Relations*. *Public Relations Strategist*. Vol. 16, Issue 4, 6.
1. **Ki, E.-J.** (2009). *Movement of ethical public relations practices? What is next?* *Platform Magazine*. Vol. III, Issue II (Spring)

RESEARCH EXPERIENCE

- Junior Investigator, Ninth Annual Junior Investigator's Program sponsored by UA's Rural Health Institute for Clinical and Translational Science, Sept. 2009 – May 2010

- Project Assistant, “News – Eye Track Research Project for Poynter Institute of Media Studies’ Eye Track 07,” PI: Dr. Mary Ann Ferguson, College of Journalism and Communication, University of Florida, July - Dec. 2006
- Project Research Assistant, Business Accomplishment Measurement Development Project funded by The Korean Overseas Information Service, PI: Dr. Hee-Won Cha, Communication Strategies Research Center, Ewha Womans University, Seoul, Korea, Dec. 2004 - Feb. 2005
- Project Research Assistant, Student Tobacco Reform Initiative Knowledge for Eternity (STRIKE) project funded by Florida Department of Health, Division of Health Awareness and Tobacco, PI: Dr. William Chen, College of Health and Human Performance, University of Florida, April - June 2003
- Assistant Data Analyst, Florida Gambling Project funded by Florida State Government, PI: Dr. Mary Ann Ferguson, Department of Public Relations, College of Journalism and Communications, University of Florida, Aug.-Dec. 2001
- Assistant Researcher, Public opinion research and analysis on audience measurement by Munwha Broadcasting Corporation, Seoul, Korea, May-June 2001

TEACHING

Teaching Experience

The University of Alabama, Aug. 2007-present

- Paradigms of Public Relations (Doctoral Seminar Course), Spring 2010, Spring 2015
- Campaign Workshop I (Graduate Course), Summer 2009, 2010
- Integrated Communication Project (Graduate Course), Spring 2009
- Public Relations Management, Fall 2007, Spring & Fall 2008, Fall 2009, Fall 2010, Spring & Fall 2011, Spring & Fall 2012, Spring 2013, Spring 2014, Fall 2014, Spring 2015, Fall 2015
- Public Relations Campaigns, Fall 2007, Spring, Summer & Fall 2008, Spring & Fall 2009, Spring & Fall 2010, Spring & Fall 2011, Spring & Fall 2012, Spring 2013, Spring 2014, Fall 2014, Fall 2015

Independent Study with Graduate Students

- Health Comm. and New Media/Social Media in PR (Joon Yea Lee), Spring 2016
- New Media in Public Relations (Jeyoung Oh), Fall 2015
- New Media in Public Relations (Yuan Wang), Fall 2015
- New Media in Advertising and Public Relations (Sumin Shin), Fall 2014
- Crisis Management (Kenon Brown), Fall 2010

The University of Oregon, Dec. 2006-May, 2007

- Public Relations Plans and Problems (Undergraduate/Graduate), Winter 2007, Spring 2007
- Principles of Public Relations, Spring 2007

The University of Florida, 2005-2006

- Principles of Public Relations, Fall 2006
- Public Relations Visual Communications, Spring 2006
- Public Relations Campaigns, Summer 2005

Teaching Participation

The University of Florida

- Public Relations Visual Communication (Dr. Belio Martinez Jr., Fall 2005)
- Public Relations Campaigns (Dr. Linda Hon, Spring 2005)

Industry Experience

- Externship, Educator placed in the Corporate Office of The Home Depot in Atlanta, Fellowship Program for Public Relations Educators, The Plank Center for Leadership in Public Relations at The University of Alabama, 2010
- Industry Consulting, Lead Researcher, OrgPR LLC, Fall 2009-present
- International Marketing Manager, Solutions Bank, Inc., Seoul, Korea, February–May 2001

Public Relations Internships

- Florida Defenders of the Environment, Spring & Summer 2003
- March of Dimes, Fall 2002

Guest Lecture

- “Building an Academic Career,” Korean American Communication Association (KACA) Division at AEJMC on August 11, 2007
- “How to Publish Articles,” Legal Research Method Course (Dr. Kyo Ho Youm’s class), School of Journalism and Communication, The University of Oregon, May 31, 2007
- “Contemporary research about organization-public relationship,” Public Relations Strategy Course (Dr. Belio Martinez, Jr.’s class), Department of Public Relations, The University of Florida, October 21, 2006
- “How to be Productive during Doctoral Programs,” Colloquium (Dr. Sylvia Chan-Olmsted’s class), College of Journalism and Communications, The University of Florida, October 21, 2006
- “Linkages among Relationship Maintenance Strategies, Relationship Quality Outcomes, Attitude, and Behavioral Intentions,” Department of Public Relations, Florida Farm Bureau Federation, August 9, 2006 (Audience: Board of Directors at Florida Farm Bureau)

SERVICES

Department

- Tenure & Promotion + Review & Retention Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2012-present
- Member, Search Committee for Clinical Faculty, Fall 2015-Spring 2016

- Member, Graduate Curriculum Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Spring 2015-Spring 2016
- Member, APR Promotional Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2014
- Member, Graduate Affairs, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2014
- Advising, 103 undergraduate students, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Spring 2008-present
- Chair, APR Promotional Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Spring 2013-present
- Member, Discipline Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2010-Spring 2013.
- Member, Assessment Committee (Campaign Course), Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Spring 2008-present
- Chair, Social Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2009-Spring 2010
- Member, Social Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2007-Spring 2009

College

- Committee Member, Online MA Programs, Spring 2015
- Advising Emerging Scholars Research Project, Fred Horn II, Spring 2011
- Advising Emerging Scholars Research Project, Rachel Childers, Spring 2010
- Teaching Supervising for Public Relations Campaigns, Kenon Brown, Spring 2010
- College of Communication and Information Sciences Awards Committee, The University of Alabama, Fall 2012-present
- Full Member, Graduate Committee, College of Communication and Information Sciences, The University of Alabama, Spring 2010-present
- Associate Member, Graduate Committee, College of Communication and Information Sciences, The University of Alabama, Fall 2007-Spring 2010
- Secretary, Graduates Students in Mass Communication Association (GSMCA), College of Journalism and Communications, The University of Florida, April 2004 - May 2006

University

- Faculty Senator, The University of Alabama, Spring 2013-Spring 2015

- Committee Member, Research and Service Committee, Faculty Senate, The University of Alabama, Spring 2013-Spring 2015
- Capstone International Exchange Selection Committee, Capstone International Academic Programs, The University of Alabama, Fall 2012-present

Thesis and Dissertation Committee at The University of Alabama

Dissertation Chair (Current)

- Jason Zhou, Fall 2016 to present
- Sumin Shin, Spring 2014 to present
- Yuan Wang, Spring 2015 to present
- Joon Yea Lee, Fall 2015 to present
- Jeyoung Oh, Fall 2016 to present

Dissertation Chair (Completed)

- Lan Ye* (Title: Is Facebook an effective crisis communication tool for companies?: An analysis of BP's Facebook usage after the oil spill in 2010) (Defended July 2014) (job placement: State University of New York at Cortland) (Note: * **2016 College Disseration Award Winner**)
- Kenon Brown (Topic: Off the field: An empirical examination of the impact of athlete transgressions and response strategy on the image repair and crisis communication process) (Defended April 2012) (job placement: the University of Alabama)

Dissertation Committee Member (Current)

Dissertation Committee Member (Completed)

- Brandon Chicotsky, Defended Spring 2017
- Dave Brewer, Defended Fall 2016
- Sarita Stewart, Defended Fall 2013
- Elmie Nemek, Defended Spring 2013
- Brandi Watkins, Defended Spring 2013
- Tom Meade, Defended Spring 2011
- Jee Young Chung, Defended Spring 2010
- Vivek Dalela (Management & Marketing), Defended Summer 2009

Doctoral Program Committee Chair (Current)

- Yuan Wang, Spring 2015 to present
- Joon Yea Lee, Fall 2015 to present
- Jeyoung Oh, Fall 2016 to present

Doctoral Program/Comprehensive Exam Committee Chiar (Completed)

- Sumin Shin, Defended Fall 2015

Doctoral Program Committee Member (Completed)

- Dave Brewer, Fall 2015
- Brandon Chicotsky, Spring 2016
- Ken Corbit, Spring 2016
- Se Na Lim, Defended Spring 2014
- Tom Meade, Defended Spring 2010
- Jee Young Chung, Defended Fall 2009

Thesis Committees Chair (Completed)

- Jeyoung Oh (APR), Defended Spring 2016

Thesis Committee Member

- Bin Shen (TCF), Defended Spring 2009
- Ashton Morrow (APR), Defended Fall 2014

Academy

Academic Conference Leadership

- Vice President (International Communication Association) of Korean American Communication Association (KACA), 2015-2017.
- Member, EWHA-KACA Award Committee, Korean American Communication Association, 2016-present.
- Vice Chair, Kaizer Award, AEJMC Public Relations Division, 2016-2017
- Division Research Chair, AEJMC Public Relations Division, 2014-2015.
- Research co-chair, AEJMC Public Relations Division, 2013-2014.
- Co-Chair, Susanne A. Roschwalb Award, AEJMC Public Relations Division, 2010-2011, 2011-2012, 2012-2013.
- Conflict of Interest, Subcommittee of Journal of Public Relations Research, 2011

Editorship

- *Cogent Social Sciences*, 2015 – present

Editorial Review Board

- *Journal of Public Relations Research*, 2009 - present
- *Journal of Business and Management*, 2013 - present
- *The Open Communication Journal*, 2008 – present
- *The Open Law Journal*, 2008 – present
- *Journal of Mass Communication, Delinquency and Criminology*, 2012- present
- *Advances in Internet of Things*, 2015 – present
- Honorary reviewer, *Review of Economics & Finance*, 2014-present

Journal Manuscripts Review as Ad Hoc Reviewer

- *Journal of Applied Communication*, 2017
- *Asian Journal of Communication*, 2009, 2010, 2011, 2013, 2014, 2015, 2016
- *Chinese Journal of Communication*, 2016
- *Computers in Human Behavior*, 2014, 2015, 2016

- *Corporate Communication: An International Journal*, 2010, 2012, 2014
- *International Journal of Strategic Communication*, 2015
- *Journal of Asia Business Studies*, 2006
- *Journal of Business Ethics*, 2011, 2014
- *Journal of Communication*, 2009, 2012
- *Journal of Public Relations Research*, 2007
- *Management Communication Quarterly*, 2010, 2010, 2012
- *Mass Communication & Society*, 2013, 2015, 2016
- *Nonprofit Leadership Management*, 2016
- *Public Relations Review*, 2015
- *Broadcasting and Communication* [Korean Journal], 2012
- *Korean Journal of Public Relations Research*, 2010, 2010
- *Speech and Communication* [note: Korean Journal], 2010

Book Review

- William “Rick” Crandall, John A. Parnell, & John E. Spillan. *Crisis Management in the New Strategy Landscape* (2nd Ed.), Sage.

Conference Moderator or Discussant

- Chair, Global Communication Meets East Asia: Inspirations from Global Communication Studies on New Media and Social Media, Post ICA Conference, Beijing, China, June 2016
- Chair, Korean American Communication Association (KACA) and Chinese Communication Association (CCA) Joint Research Paper Session: Complexity of Asian News: Government and Engagement, International Communication Association, Fukuoka, Japan, 2016
- Co-chair, Chinese Communication Association and Korean American Communication Association Joint Paper Session, International Communication Association, Fukuoka, Japan, 2016
- Chair, KACA Business Meeting, International Communication Association, Fukuoka, Japan, 2016
- Discussant, Top Open Competition Papers, Public Relations Division, Association for Education in Journalism and Mass Communication, San Francisco, CA, 2015
- Discussant, High Density Session, Public Relations Division, Association for Education in Journalism and Mass Communication, Montreal, Canada, 2014

Review of Conference Manuscripts

- Public Relations Division, Association for Education in Journalism and Mass Communication, 2010, 2011, 2012, 2013, 2016, 2017
- Communicating Science, Health, Environment, and Risk Division Division, Association for Education in Journalism and Mass Communication, 2016
- Korean American Communication Association Division, Association for Education in Journalism and Mass Communication, 2010, 2011, 2012

- Public Relations Division, International Communication Association, 2009, 2010, 2011, 2012, 2013, 2014
- Korean American Communication Association Division, International Communication Association, 2009

Official Mentoring Service

Korean American Communication Association

- Myunggi Chon, Doctoral Student at Louisiana State University, Spring 2016 to present
- Hanna Park, Assistant Professor, Middle Tennessee State University, Spring 2016 to present
- Sunyoung Lee, Assistant Professor, Texas Tech University, Spring 2016 to present
- Hyejoon Rim, Assistant Professor, University of Minnesota, Spring 2016 to present

Public Relations Division

- Moonhee Cho, Assistant Professor, University of Tennessee, August 2015 to present

Community

- Campaign Course Consulting
 - Tuscaloosa Police Department, Spring 2017
 - eBay corporation, Spring 2016
 - Birmingham Children's Theater, Fall 2015
 - Temporary Emergency Services, Spring 2014-Fall 2014, Fall 2016
 - Big Brothers Big Sisters of West Alabama, Spring 2013, Spring 2014
 - WolfSmart, Spring 2012
 - The Cold Stone Creamery, Fall 2010
 - The Department of English at UA, Spring 2010
 - LIFE Project, Spring 2010
 - The Blackburn Institute, Spring 2009
 - The West Alabama Mental Health Center, Spring-Fall 2009
 - The Plank Center for Leadership in Public Relations, Fall 2008
 - University of Alabama Writing Center, Summer & Fall 2008
 - Capture Studio Café, Spring 2008
 - Westside Community Development Corporation, Fall 2007

Professional Affiliations

- Member, Association for Education in Journalism and Mass Communication (AEJMC), 2002-present
- Member, International Communication Association (ICA), 2003-present
- Member, International Public Relations Research, 2005-present
- Member, Delta Epsilon Iota (DEI), 2006-present