

# Eyun-Jung Ki, Ph.D.

Professor

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## ACADEMIC APPOINTMENTS

- Reese Phifer Fellow, Department of Advertising and Public Relations, The University of Alabama, November 2019-present
- 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 Scholar, The Plank Center for Leadership in Public Relations, College of Communication & Information Sciences, The University of Alabama, August 2016-present
- Plank 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 (Chair: Dr. Linda Hon)

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

- Primary Area: Public Relations
- Thesis: Relationship Maintenance Strategies On Websites  
(Chair: Dr. Juan Carlos Molleda)

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

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

## **AWARDS, GRANTS, & HONORS**

### **Awards and Recognitions**

- Nominee for Presidential Research Award, University of Alabama, February 2020
- Nominee for Presidential Research Award, University of Alabama, November 2017
- CIS Board of Visitors' Research Excellence Award Winner, College of Communication 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 2<sup>nd</sup> Place Paper, Korean Academic Society for Public Relations, April 2012.
- The 5<sup>th</sup> 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 (Program Director) (Topic: Korean American Communication Association (KACA)'s 40th Anniversary Conference) (\$20,000) (Award number: AKS-2018-C11), April, 2018
- Korean Foundation for International Cultural Exchange (PI) (Topic: Influence of 2018 PyeongChang Winter Olympic Games on Hallyu: Comparison of Perceptions between Koreans and Americans)(\$15,000), February, 2018
- Korean Foundation for International Cultural Exchange fund for Korean American Communication Association 40<sup>th</sup> Anniversary Conference (\$15,000), January, 2018
- The Academy of Korean Studies (Co-PI) (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

### **Under Review**

- Sony Research Award (PI). Artificial Intelligence As A Preventive Medicine For Emotional Well-Being for Young Generation, requested amount: \$150,000, September 15, 2020.

### **Not Funded**

- National Science Foundation (NSF) (PI) (Topic: Understanding Publics' Perceived Risks of Artificial Intelligence: Integration of Theory of Perceived Risk (TPR) and Technology Acceptance Model (TAM)), requested amount: \$253,262, Jan. 18, 2019
- Korea Research Foundation (Co-investigator) (Topic: The influence of the Fourth Industrial Revolution on the Quality of Human Life), requested amount: \$260,000 (est.), Feb. 13, 2019
- 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**

### **Areas of Expertise**

- Digital Healthcare
- Emerging Media in Public Relations
- Organization-Public Relationship Management and its Measurement
- Scale Construction and Development
- Organization Sustainability Communications
- Relationship Cultivation Strategies
- Public Relations Effectiveness Measurement
- Public Relations Ethics
- International Public Relations
- Crisis Management

- Thematic Meta-analysis

**(61 peer-reviewed publications, 4 conference proceedings, 6 book chapters, 72 conference presentations)**

## PUBLICATIONS

(current or former student author underlined, 31 articles with student author) (32 SSCI journal publications)

### Refereed Journal Articles

62. Etem-Eray, T., & **Ki, E.-J.** (forthcoming). The Status of Diversity Research in Public Relations: An Analysis of Published Articles. *PRism*.
61. **Ki, E.-J.**, Pasadeos, Y., & Etem-Eray, T. (forthcoming). The Structure and Evolution of Global Public Relations: A Citation and Co-Citation Analysis 1983-2019. *Public Relations Review*. [SSCI]
60. **Ki, E. J.**, Oh, J., & Kim, C. S. (2020). Influence of the Olympic winter games PyeongChang 2018 on the Korean Wave: Comparison of perceptions between Koreans and Americans. *International Journal of Population Studies*, 6(2), 15-25. doi: 10.18063/ijps.v6i2.1211
59. Ertem-Eray, T., & **Ki, E. J.** (2020). Roles and Functions of Public Relations Practitioners in the Resolution of Conflicts in the US and Turkey. *Public Relations Journal*, 13(4).
58. **Ki, E.-J.**, & Cho, M. (2020). Predictors of Members' Supportive Behaviors Towards Nonprofit Membership Associations: Engineering Professional Associations as a Case Study. *International Journal of Nonprofit and Voluntary Sector Marketing*
57. Shin, S., & **Ki, E.-J.** (2020). Attribution and attributional processes of organizations' environmental messages. *International Journal of Market Research*. DOI: <https://doi.org/10.1177/1470785320934294>
56. Oh, J. & **Ki, E.-J.\*** (2019). What Makes Association Members Donate More? Factors Influencing Members' Donation Amount in Membership-Based Professional Associations. *VOLUNTAS: International Journal of Voluntary and Nonprofit Organizations*. 1-11. <https://doi.org/10.1007/s11266-018-00059-3> [\*corresponding author] [SSCI]
55. Oh, J. & **Ki, E.-J.** (2019). Factors Affecting Social Presence and Word-of-mouth in Corporate Social Responsibility Communication: Tone of Voice, Message Framing, and Online Medium Type. *Public Relations Review*. 45 (2), 319-331. (SSCI) <https://doi.org/10.1016/j.pubrev.2019.02.005>
54. **Ki, E.-J.**, Pasadeos, Y., & Etem-Eray, T. (2019). Growth of Public Relations Research Networks: A Bibliometric Analysis. *Journal of Public Relations Research*, 31 (1-2), 5-31. (SSCI).
53. Zhou, Z., **Ki, E.-J.** & Brown, K. A., (2019). A measure of perceived severity in organizational crises: A multidimensional scale development and validation. *Journal*

- of *International Crisis and Risk Communication Research*, 2(1), 39-60.  
<https://doi.org/10.30658/jicrcr.2.1.3>
52. Jia, H., & Ki, E.-J. (2018). Relationship Cultivation Strategies in Social Media: How Luxury Brand Corporations Use Facebook. *Asian Journal of Information and Communication*, 12(1), 172-187.
  51. Zhou, Z., & Ki, E.-J. (2018). Does Severity Matter?: An Investigation of Crisis Severity from Defensive Attribution Theory Perspective. *Public Relations Review*, 44 (4), 610-618. <https://doi.org/10.1016/j.pubrev.2018.08.008> (SSCI)
  50. Shin, S., & Ki, E.-J. (2018). The effects of congruency of environmental issue and product category and green reputation on consumer responses toward green advertising. *Management Decision*. <https://doi.org/10.1108/MD-01-2017-0043>
  49. Ki, E.-J., & Jang, J. (2018). Social Support and Mental Health: An Analysis of Online Support Forums for Asian Immigrant Women. *Journal of Asian Pacific Communication*, 28 (2), 226-250. <https://doi.org/10.1075/japc.00011.ki> [SCOPUS]
  48. Ki, E.-J. (2018).\* Determinants of Healthcare Professional Association Members' Intention to Renew and Recommend Membership to Others. *International Journal of Nonprofit and Voluntary Sector Marketing*, 23 (2), e1610  
<https://doi.org/10.1002/nvsm.1610>  
 [Note: Top Downloaded and Read Article in 2017-2018]
  47. Ki, E.-J., & Oh, J. (2018). The Determinants of the Donation Amount in Nonprofit Membership Association. *International Journal of Nonprofit and Voluntary Sector Marketing*, 23 (3), e1609. <https://doi.org/10.1002/nvsm.1609>
  46. Zhou, Z., & Ki, E.-J. (2018). Exploring the Role of CSR Fit and the Length of CSR Involvement in Routine Business and Corporate Crises Settings. *Public Relations Review*, 44 (1), 75-83. <https://doi.org/10.1016/j.pubrev.2017.11.004> [SSCI journal]
  45. Ye, L., & Ki, E.-J. (2018). Impact of Message Convergence on Organizational Reputation: An Examination of Organizational Crisis Communication on Facebook. *Corporate Reputation Review*, 22 (1), 1-8. DOI: 10.1057/s41299-017-0040-5
  44. Wang, Y., Ki, E.-J.\* (2018). Membership Matters: Why Members Engage with Professional Associations. *International Journal of Voluntary and Nonprofit Organizations*, 29(1), 1-21. doi:10.1007/s11266-017-9873-x [\*corresponding author] [SSCI journal]
  43. Park, H., & Ki, E.-J. (2017). Current Trends in Advertising, Public Relations, Integrated Marketing Communication and Strategic Communication Education. *Public Relations 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. doi: 10.4172/2315-7844.1000201
  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. doi: 10.1080/13527266.2017.1290671 [SCOPUS]

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 [SCOPUS]
39. Ye, L., & Ki, E.-J. (2017). Organizational crisis communication on Facebook: A study of BP's Deepwater Horizon oil spill. *Corporate Communication: An International Journal*, 22 (1), 80-92. doi:10.1108/CCIJ-07-2015-0045 [SCOPUS]
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. doi: 10.1016/j.pubrev.2016.12.005 [SSCI journal]
37. Ki, E.-J., & Wang, Y. (2016). Membership benefits matter: Exploring the factors influencing members' behavioral intentions 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., & Nemak, E. (2015). Decomposing impression from attitude in relationship management outcomes. *Journal of Promotion Management*, 21 (6), 685-702. [SCOPUS]
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., & Nemak, 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. A., & 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

11. **Ki, E.-J., & Nah, S.** (2018). Backword. In D. Y. Jin and N. Kwak (Eds.). *Communication, Digital Media, and Popular Culture in Korea: Contemporary Research and Future Prospects*. Lexington Books.
10. **Ki, E.-J., & Nah, S.** (2018). Backword. In K. Y. Youm & N. Kwak (Eds.). *Korean Communication, Media, and Culture: An Annotated Bibliography*. Lexington Books.
9. **Ki, E.-J., Kim, C., & Oh, J.** (2018). The Impact of 2018 Pyeongchang Winter Olympics on Hallyu. *2017 Hallyu Spread Effect Research* (pp. 82-121). [Written in Korean]
8. Shin, J., **Ki, E.-J., & Krishna, A.** (2018). Public Relations. In K. Y. Youm & N. Kwak (Eds.). *Korean Communication, Media, and Culture: An Annotated Bibliography*. Lexington Books.
7. **Ki, E.-J.** (2018). 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

72. Ertem-Eray, T., & **Ki, E.-J.** (2021, March). Relational Cultivation Strategies and Community Building on Fortune 500 Company Corporate Blogs. Presented at the 24th annual International Public Relations Research Conference (IPRRC).
71. Zhou, J., Zhang, X., & **Ki, E.-J.** (2021, May). Crisis Response Strategy Manipulation: A Systematic Review and A Test of Nuances,” Paper to be presented Annual ICA Conference.
70. Lyu, Y., & **Ki, E.-J.** (2020, March). Is It Time To Take a Stand? An investigation of Corporate Social Advocacy on Brand Loyalty. Paper presented at the 23rd Annual International Public Relations Research Conference (IPRRC), Orlando, FL.
69. **Ki, E.-J.**, Pasadeos, Y., Ertem-Eray, T. (2019, August). A Bibliometric Analysis of Global Public Relations as A Scholarly Field. Paper presented at Association for Education in Journalism and Mass Communication, Toronto, Canada.
68. Lyu, Y., & **Ki, E.-J.** (2019, March). *Cross-Cultural Examination: Consumers’ Perceptions of Hypocrisy and Attitudes towards a Company’s Cause-Related Marketing Campaign in the Light of a Crisis*. Paper presented at the annual convention at The International Crisis and Risk Communication Conference, Orlando, FL.
67. **Ki, E.-J.**, White, K., Lyu, Y., & Kuang, K. (2019, March). *Effectiveness of Crisis Response Strategies on Stock Performance*. Paper presented at the annual convention at The International Crisis and Risk Communication Conference, Orlando, FL.
66. Eray, T., & **Ki, E.-J.** (2019, March). *Foreign-Born Public Relations Faculty Members’ Relationship with their Universities as a Soft Power Resource in U.S. Public Diplomacy*. Paper presented at the annual convention at the International Public Relations Research Conference, Orlando, FL.
65. Wang, Y., Gonzenbach, W., & **Ki, E.-J.** (2018, November). *Exploring the effects of employee-organization relationships and situational perceptions on communication behaviors on social media*. Paper presented at the annual convention of the National Communication Association, Salt Lake City, UT.
64. Shin, S., & **Ki, E.-J.** (August, 2018). *Attribution and attributional processes of organizations’ environmental messages*. Paper presented at Association for Education in Journalism and Mass Communication, Washington DC.
63. Zhou, Z., & **Ki, E.-J.** (August, 2018). *Were These Studies Properly Designed?: An Examination of 22 Years of SCCT Experimental Research*. Paper presented at Association for Education in Journalism and Mass Communication, Washington DC.
62. Zhou, Z., & **Ki, E.-J.** (May, 2018). *Does Severity Matter?: An Investigation of Crisis Severity from Defensive Attribution Theory Perspective*. Paper presented at International Communication Association, Prague, Czech Republic.
61. Zhou, Z., & **Ki, E.-J.** (May, 2018). *Shifting Objectives of Instructing and Adjusting Information: An Application of Uncertainty Reduction Theory to Crisis Communication*. Paper presented at International Communication Association, Prague, Czech Republic.

60. Oh, J. & Ki, E.-J. (March, 2018). *What Influences Association Members to Donate More? : Exploring the Factors Influencing Members' Donation Amount in Professional Associations*. Paper presented at the 21st annual International Public Relations Research Conference, March 8-10, 2018, Orlando, Florida.
59. Zhou, Z., & Ki, E.-J. (2017, November). *Measurement of Perceived Severity during Organizational Crises: A Multidimensional Scale Development and Validation*. Paper presented at National Communication Association at Dallas, TX.
58. Shin, S., & Ki, E.-J. (2017, August). *Sustainability tweets of for-profit and nonprofit organizations and their effects on publics' social media reactions*. Paper presented at Association for Education in Journalism and Mass Communication, Chicago, IL.
57. Ki, E.-J., Khang, H., & Zhou, Z. (2017, August). *Scale Development Research in Communication: Current Status and Recommendation for the Best Practices*. Paper presented at Association for Education in Journalism and Mass Communication, Chicago, IL.
56. Etem-Eray, T. & Ki, E.-J. (2017, August). *Status of the Diversity Research in Public Relations: Analysis of Published Articles between 1990 and 2016*. Paper presented at Association for Education in Journalism and Mass Communication, Chicago, IL.
55. Ki, E.-J., Pasadeos, Y., & Etem-Eray, T. (2017, August). *Growth of Public Relations Research Networks: A Bibliometric Analysis*. Paper presented at Association for Education in Journalism and Mass Communication, Chicago, IL.
54. 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 presented at International Communication Association at San Diego, CA.
53. 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 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 presented at International Communication Association at San Diego, CA.
51. 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]**
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 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' 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: \*\* 2<sup>nd</sup> 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. A., & 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. A.** (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.

## PANEL PARTICIPATION

- **Ki, E.-J.** (2019). *Leading Korean Men and Women Scholars as Minority Scholars in the U.S. as a Woman*. Lessons from the East: How Asian Women Media Industry and Academic Leaders Break the Glass Ceiling and Setting Intellectual Leadership, Association for Education in Journalism and Mass Communication at Toronto, Canada.
- (Feb, 28, 2020). *The path toward tenure and promotion*, ICIR Research Brownbag, University of Alabama.

## Keynote Speaker

- “Korean Communication Research: The Past, Present, and Future,” at The Inaugural Conference of Asian-Pacific Communication Alliance, Tsinghua University, Beijing, China, October, 2018

## Guest Speaker



- “Survey Research,” MA Research Method Course, Department of Advertising and Public Relations, October 2018.
- “On Getting a Job!,” Department of Psychology, University of Alabama, October 2016
- “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, 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)

#### 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, Student Tobacco Reform Initiative Knowledge for Eternity (STRIKE) project funded by Florida Department of Health, Division of Health Awareness and Tobacco, College of Health and Human Performance, University of Florida, April – June 2003
- Assistant Data Analyst, Florida Gambling Project funded by Florida State Government, Department of Public Relations, College of Journalism and Communications, University of Florida, Aug.-Dec. 2001

## TEACHING

### Teaching Experience

#### The University of Alabama, Aug. 2007-present

##### Graduate Course

- Viral Communication, Fall 2019
- Persuasive Communication, Fall 2018
- Research Methods, Summer 2018
- Paradigms of Public Relations (Doctoral Seminar Course), Spring 2010, Spring 2015, Spring 2018
- Campaign Workshop I, Summer 2009, 2010
- Integrated Communication Project, Spring 2009

##### Undergraduate Course

- Viral Communication, Fall 2019
- Integrated Marketing Campaigns, Spring 2019
- 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, Spring 2016, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019

##### **Independent Study with Graduate Students**

- Big Data/Social Media Data Analysis (Jeyoung Oh), Summer 2018
- Nonprofit Organization and Environmental Information Disclosure Issues in Public Relations (Jeyoung Oh), Fall 2017
- 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

### **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 2009-2013

### **Public Relations Internships**

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

## **SERVICES**

### **Department**

- Tenure & Promotion to Full Prof, August 2017-present
- Tenure & Promotion + Review & Retention Committee, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Fall 2012-present
- Chair, Search Committee for two tenure-track assistant professors in public relations, Fall 2018
- Chair, Search Committee for a tenure-track assistant professor in public relations, Fall 2017-Spring 2018
- Member, Master's Program Taskforce Committee, August 2017-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-Fall 2018
- 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, Department of Advertising and Public Relations, College of Communication and Information Sciences, The University of Alabama, Spring 2008-Fall 2017
- 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**

- Member, CIS Tenure & Promotion Committee, Spring 2018-present
- Chair, Open Division of the 43rd Annual AEJMC Southeast Colloquium, Fall 2017-Spring 2018
- Member, Planning Committee for the 43rd Annual AEJMC Southeast Colloquium, Fall 2017-Spring 2018
- 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**

- CIS Representative of Research Grant Committee, Spring 2019-present
- 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-Fall 2013

### **Thesis and Dissertation Committee at The University of Alabama**

#### ***Dissertation Chair (Current)***

- Da-young Kang, Fall 202 to present

- Yuanwei Lyu, Fall 2018 to present

#### *Dissertation Chair (Completed)*

- Jeyoung Oh, Defended December 2020 (Job Placement: University of Michigan-Flint)
- Keqing Kuang, Fall 2018 to Summer 2019
- Joon Yea Lee, Fall 2015 to Spring 2020
- Jason Zhou\* (Title: Exploring the concept and application of crisis-induced uncertainty in organizational crises) (Defended May 2019) (Job Placement: Savanna State University)
- Yuan Wang, Spring 2015 to Summer 2017
- Sumin Shin\* (Dissertation Title: Understanding organizational environmental sustainability messages on social media and testing the communication effectiveness) (Defended May 2017) (Job Placement: University of Wisconsin – Whitewater) (Note: \* **2019 CIS Outstanding Dissertation Award Winner**)
- 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 Dissertation 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 (Completed)*

- Eun-A Ru, Sungkyunkwan University, Seoul Korea, Defended December 2019
- 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)*

- Yuanwei Lyu, Fall 2018 to present

#### *Doctoral Program/Comprehensive Exam Committee Chair (Completed)*

- Keqing Kuang, Fall 2018 to Spring 2019
- Ziyuan Jason Zhou, Spring 2017
- Joon Yea Lee, Spring 2017
- Yuan Wang, Defended Fall 2016
- Sumin Shin, Defended Fall 2015
- Lan Ye

- Kenon Brown

#### ***Doctoral Program Committee Member (Completed)***

- Nathan Towery, Spring 2019-Spring 2020
- 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)***

- Gloris Trujillo (APR), Fall 2018-Spring 2020
- Hannah Stone (APR), Spring 2019-Summer 2019
- Jeyoung Oh (APR), Defended Spring 2016

#### ***Thesis Committee Member***

- Moon Yang (English Department), Defended Spring 2020
- Bin Shen (TCF), Defended Spring 2009
- Ashton Morrow (APR), Defended Fall 2014

#### **Academy**

##### **Academic Leadership**

- Chair, The 2021 Korean American Communication Association (KACA) Election Committee, 2021
- Founding Member, Asian-Pacific Communication Association (APCA), 2018
- Vice President, Asian-Pacific Communication Association (APCA), 2018-2021.
- President, Korean American Communication Association (KACA), 2017-2019.
- Chair, KACA Fundraising Committee, 2017-2019
- Member, KACA 40<sup>th</sup> Anniversary Fundraising Committee, 2017-2018
- Member, Planning Committee for the KACA's 40<sup>th</sup> Anniversary, 2017-2018
- Vice President (International Communication Association) of Korean American Communication Association (KACA), 2015-2017.
- Member, EWHA-KACA Award Committee, Korean American Communication Association, 2016-2017.
- Vice Chair, Kaizer Award, AEJMC Public Relations Division, 2016-2017
- Research Chair, AEJMC Public Relations Division, 2014-2015.
- 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

#### **Editorial Review Board**

- *Journal of Public Relations Research*, 2009 - present
- *Journal of Business and Management*, 2013 - 2017
- *Asian Journal of Public Relations*, 2017 - present
- *Journal of International Crisis and Risk Communication Research*, 2018 - present
- *The Open Communication Journal*, 2008 - 2010
- *The Open Law Journal*, 2008 - 2010
- *Journal of Mass Communication, Delinquency and Criminology*, 2012- 2015
- *Advances in Internet of Things*, 2015 - 2017
- Honorary reviewer, *Review of Economics & Finance*, 2014-2016

### **Journal Manuscripts Review as Ad Hoc Reviewer**

- *Journal of Contingencies and Crisis Management*, 2019
- *Communication Research*, 2018
- *Health Communication*, 2017
- *Journalism & Mass Communication Quarterly*, 2018
- *Nonprofit and Voluntary Sector Quarterly*, 2017
- *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* (2<sup>nd</sup> Ed.), Sage.

### **Book Proposal Review**

- *The History of Public Relations: A Global Approach/Her-story in PR history*. Routledge.

### **Conference Moderator or Discussant**

- Discussant, High Density Session, Public Relations Division, Association for Education in Journalism and Mass Communication, Chicago, IL, 2017
- 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, 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

#### **External Reviewer for Tenure and Promotion**

- Jack J. Valenti School of Communication, University of Houston, 2019
- Media School, Indiana University, Bloomington, 2018
- Department of Communication, University of Maryland, College Park, 2018
- School of Communications, University of Hawaii at Manoa, 2017

#### **Official Mentoring Service**

Korean American Communication Association

- Myunggi Chon, Assistant Professor at Auburn 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

#### Public Relations Division

- Moonhee Cho, Assistant Professor, University of Tennessee, August 2015 to present
- Sylvia Jiankun Guo, Ph.D. candidate, University of Maryland, June 2017

#### Community

- Campaign Course Consulting
  - Mattress Firm, Spring 2020
  - 4Ocean, Fall 2019
  - NASCAR, Spring 2019, Spring 2020
  - University of Alabama Against Cancer (UAAC), Spring 2018
  - Tuscaloosa Police Department, Spring 2017
  - eBay corporation, Spring 2016
  - Birmingham Children's Theater, Fall 2015
  - Temporary Emergency Services, Spring 2014-Fall 2014, Fall 2016, Fall 2017, Fall 2018
  - 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, Fall 2017
  - 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, Korean American Communication Association, 2005-present