

## CURRICULUM VITAE

### **BOBI IVANOV**

Associate Dean for Graduate Programs in Communication  
Professor with Tenure  
Integrated Strategic Communication  
College of Communication and Information  
University of Kentucky  
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### **EDUCATION**

- 2003-2006      Ph.D., University of Oklahoma, Department of Communication  
Emphasis: Social Influence (Persuasion and Resistance)  
Cognate: Marketing/Management  
GPA: 4.00/4.00  
Advisor: Michael Pfau, Ph.D.  
Graduation Date: May 2006
- 1998-1999      M.B.A., University of Central Oklahoma, Department of Marketing  
Emphasis: Marketing Research  
GPA: 4.00/4.00 with Honors  
Advisor: Darrell Goudge, Ph.D.  
Graduation Date: December 1999
- 1994-1997      B.B.A., University of Central Oklahoma, Department of Marketing  
Emphasis: Marketing  
GPA: 3.85/4.00 Magna Cum Laude  
Advisor: Darrell Goudge, Ph.D.  
Graduation Date: December 1997

### **TEACHING EXPERIENCE**

- 2015-Present    DEPARTMENT OF INTEGRATED STRATEGIC COMMUNICATION  
2008-2015      SCHOOL OF JOURNALISM AND TELECOMMUNICATIONS  
UNIVERSITY OF KENTUCKY
- 2017-Present    Tenured Full Professor  
2012-2017      Tenured Associate Professor  
2008-2012      Tenure-Track Assistant Professor
- Courses Taught:
- Integrated Strategic Communication (ISC)
  - Consumer Behavior (Strategic Audience Assessment)
  - ISC Regulation
  - ISC Account Management
  - ISC Research Methods
  - Communication Theory (Graduate Course)
  - Inoculation Theory (Graduate Course)
  - Persuasion and Social Influence (Graduate Course)
  - Persuasion and Psychophysiological Measurement (Graduate Course)

## TEACHING EXPERIENCE – Continued

- 2012-2013 SCHOOL OF BUSINESS, ECONOMICS, AND MANAGEMENT  
UNIVERSITY AMERICAN COLLEGE SKOPJE  
Visiting Professor  
Courses Taught:  
    Integrated Marketing Communications (Graduate Course)
- 2005-2008 DEPARTMENT OF MARKETING  
UNIVERSITY OF CENTRAL OKLAHOMA  
Tenure-Track Assistant Professor  
Courses Taught and *Guest Lectured*:  
    Integrated Marketing Communications  
    Consumer and Market Behavior  
    Social Marketing (Undergraduate and Graduate Course)  
    International Marketing (Undergraduate and Graduate Course)  
    Marketing Research  
    *Strategic Marketing*  
    *Sales Management*  
    *Principles of Marketing*
- 2003-2005 DEPARTMENT OF COMMUNICATION  
UNIVERSITY OF OKLAHOMA  
Teaching Assistant and Director of Teaching Assistants Program (2004-2005)  
Courses Taught:  
    Research Procedures (Advanced Statistics)  
    Statistics  
    Principles of Communication
- 2000-2003 DEPARTMENT OF MARKETING  
UNIVERSITY OF CENTRAL OKLAHOMA  
Instructor  
Courses Taught:  
    International Marketing  
    Marketing Research

## PROFESSIONAL EXPERIENCE

- 2008-Present INSIGHT MARKET RESEARCH & CONSULTING, INC.  
OKLAHOMA CITY, OK  
Pro Bono Consultant
- 2002-2008 INSIGHT MARKET RESEARCH & CONSULTING, INC.  
OKLAHOMA CITY, OK  
Senior Market Research Analyst
- 2000-2002 CONSUMER DATA SERVICE  
OKLAHOMA PRESS ASSOCIATION  
OKLAHOMA CITY, OK  
Marketing Research Coordinator

## PUBLICATIONS

### Manuscripts under Review:

Donald W. Helme, Lisanne F. M. Grant, **Bobi Ivanov**, and Stephanie Van Stee, "Dimensions and Validation of the Print Perceived Message Sensation Value Scale (PPMSV)." *Journal of Health Communication*. **2<sup>nd</sup> review**

Kimberly A. Parker, Allison Thieneman, & **Bobi Ivanov**, "If We Don't Use Today, We'll Stay Sober Today:' Inoculation-centered Intervention Strategy for Relapse Prevention." *Journal of Drug Issues*.

### Refereed Journal Publications:

Parker, K. A., **Ivanov, B.**, Thieneman, A., Wombacher, K., Watterson, T., Burchett, M., & Adams, E. (2018). "I used to be an addict. I'm still an addict. I'm always going to be a recovering addict:" Understanding the challenges of individuals seeking recovery. *Journal of Substance Use*. doi: 10.1080/14659891.2018.1523967

**Ivanov, B.**, Dillingham, L. L., Parker, K. A., Rains, S. A., Burchett, M., & Geegan, S. (2018). Sustainable attitudes: Protecting tourism with inoculation messages. *Annals of Tourism Research*, 73, 26-34. doi: doi.org/10.1016/j.annals.2018.08.006

**Ivanov, B.**, Parker, K. A., & Dillingham, L. L. (2018). Testing the limits of inoculation-generated resistance. *Western Journal of Communication*. doi: doi.org/10.1080/10570314.2018.1454600

**Ivanov, B.**, Sellnow, T. L., Burns, W., & Getchell, M. (2017). The potential for inoculation messages and post-inoculation talk to minimize the social impact of politically-motivated acts of violence. *Journal of Contingencies and Crisis Management*. doi: 10.1111/1468-5973.12213

Dillingham, L. L., & **Ivanov, B.** (2017). Inoculation messages as a pre-emptive financial crisis communication strategy with inexperienced investors. *Journal of Applied Communication Research*, 45(3), 274-293. doi: 10.1080/00909882.2017.1320571

**Ivanov, B.**, Rains, S. A., Geegan, S. A., Vos, S. C., Haarstad, N. D., & Parker, K. A. (2017). Beyond simple inoculation: Examining the persuasive value of inoculation for audiences with initially neutral or opposing attitudes. *Western Journal of Communication*, 81(1), 105-126. doi: 10.1080/10570314.2016.1224917

**Ivanov, B.**, Burns, W. J., Sellnow, T. L., Petrun, E. L., Veil, S. R., & Mayorga, M. W. (2016). Using inoculation messages as a pre-crisis strategy. *Communication Currents*, 11(6).

Dillingham, L. L., & **Ivanov, B.** (2016). Using post-inoculation talk to strengthen generated resistance. *Communication Research Reports*, 33(4), 295-302. doi:10.1080/08824096.2016.1224161

## PUBLICATIONS - Continued

### Refereed Journal Publications - Continued:

- Parker, K. A., **Ivanov, B.**, & Cohen, E. L. (2016). When politeness is risky: Positive politeness and sexual debut. *Iowa Journal of Communication*, 48(2), 145-155.
- Ivanov, B.**, Burns, W. J., Sellnow, T. L., Petrun, E. L., Veil, S. R., & Mayorga, M. W. (2016). Using an inoculation message approach to promote public confidence in protective agencies. *Journal of Applied Communication Research*, 44(4), 381-398. doi: 10.1080/00909882.2016.1225165
- Parker, K. A., Rains, S. A., & **Ivanov, B.** (2016). Examining the “Blanket of Protection” conferred by inoculation: The effects of inoculation messages on the cross-protection of related attitudes. *Communication Monographs*, 83, 49-68. doi: 10.1080/03637751.2015.1030681
- Dillingham, L. L., & **Ivanov, B.** (2015). Boosting inoculation’s message potency: Loss framing. *Communication Research Reports*, 32, 113-121. (lead article)
- Ivanov, B.**, Sims, J. D., Compton, J., Miller, C. H., Parker, K. A., Parker, J. L., Harrison, K. J., & Averbek, J. M. (2015). The general content of post-inoculation talk: Recalled issue-specific conversations following inoculation treatments. *Western Journal of Communication*, 79, 218-238. doi: 10.1080/10570314.2014.943423
- Parker, K. A., Lane, D. R., **Ivanov, B.**, Rodriguez, N., & Parker, J. L. (2014). The impact of modality on teacher-student interaction: Applying efficacy and competence to email and face-to-face communication. *International Journal of Learning in Higher Education*, 21(1), 7-25.
- Miller, C. H., **Ivanov, B.**, Landau, M. J., Masad D., Semmler, S., & White, J. A. (2014). Gender differences in the experience and expression of sexual jealousy: A terror management theory perspective. *Universal Journal of Psychology*, 2(2), 65-75. doi: 10.13189/ujp.2014.020203
- Ivanov, B.**, Sims, J. D., & Parker, K. A. (2013). Leading the way in new product introductions: Publicity’s message sequencing success with corporate credibility and image as moderators. *Journal of Public Relations Research*, 25, 442-466. doi: 10.1080/1062726X.2013.795862
- Ivanov, B.**, Parker, K. A., Dillingham, L. L., Petrun, E. L., Grant, L. F., & Geegan, S. (2013). Enhancing inoculation: Examining the relationships among attack certainty, threat, and resistance. *International Journal of Neuroscience and Behavioral Science*, 1(2), 13-23. doi: 10.13189/ijnbs.2013.010201
- Ivanov, B.**, Parker K. A., Sims J. D., & Yoo, C. Y. (2013). The impact of message sequencing in the new product introduction process: Boosting message retention and its impact on product attitude. *Atlantic Marketing Journal*, 2(2), 14-39.

## PUBLICATIONS - Continued

### Refereed Journal Publications - Continued:

- Ivanov, B.**, Parker, K. A., & Dillingham, L. L. (2013). Measuring counterargument: A review and critique of the most popular techniques. *The International Journal of Interdisciplinary Studies in Communication*, 7, 59-74.
- Miller, C. H.\*, **Ivanov, B.\***, Sims, J. D., Compton, J., Harrison, K. J., Parker, K. A., Parker, J. L., & Averbeck, J. A. (2013). Boosting the potency of resistance: Combining the motivational forces of inoculation and psychological reactance. *Human Communication Research*, 39, 127-155. doi: 10.1111/j.1468-2958.2012.01438.x  
(\*denotes shared first authorship - equal contribution)
- Parker, K. A., & **Ivanov, B.** (2013). Why not communicate?: Young women's reflections on their lack of communication with sexual partners regarding sex and contraception. *The International Journal of Health, Wellness and Society*, 2(4), 93-109.
- Ivanov, B.**, Parker, K. A., Miller, C. H., & Pfau, M. (2012). Culture as a moderator of inoculation success: The effectiveness of a mainstream inoculation message on a subculture population. *The Global Studies Journal*, 4(3), 1-22. (lead article)
- Ivanov, B.**, Miller, C. H., Compton, J., Averbeck, J. M., Harrison, K. J., Sims, J. D., Parker, K. A., & Parker, J. L. (2012). Effects of post-inoculation talk on resistance to influence. *Journal of Communication*, 62(4), 701-718. doi: 10.1111/j.1460-2466.2012.01658.x
- Compton, J., & **Ivanov, B.** (2012). Untangling threat during inoculation-conferred resistance to influence. *Communication Reports*, 25(1), 1-13. doi: 10.1080/08934215.2012.661018 (lead article)
- Parker, K. A., **Ivanov, B.**, & Compton, J. (2012). Inoculation's efficacy with young adults' risky behaviors: Can inoculation confer cross-protection over related but untreated issues? *Health Communication*, 27(3), 223-233. doi: 10.1080/10410236.2011.575541 (lead article)
- Ivanov, B.**, Parker, K. A., & Pfau, M. (2012). The interaction effect of attitude base and multiple attacks on the effectiveness of inoculation. *Communication Research Reports*, 29, 1-11. doi: 10.1080/08824096.2011.616789 (lead article)
- Ivanov, B.**, & Parker, K. A. (2011). Protecting images with inoculation: A look at brand, country, individual, and corporate images. *The International Journal of the Image*, 1, 1-12. (lead article)
- Ivanov, B.**, Parker, K. A., & Compton, J. (2011). The potential of inoculation in reducing post-purchase dissonance: Reinforcement of purchase behavior. *Central Business Review*, 30, 10-16.
- Ivanov, B.**, Parker, K. A., Nicholas, C. L., & Sandel, T. L. (2010). Cohesiveness as ideoculture: An ethnography of a soccer team. *The International Journal of the Arts in Society*, 5(3), 105-117.

## PUBLICATIONS - Continued

### Refereed Journal Publications - Continued:

- Ivanov, B.,** Pfau, M., & Parker, K. A. (2009). The attitude base as a moderator of the effectiveness of inoculation strategy. *Communication Monographs*, 76, 47-72. doi: 10.1080/03637750802682471
- Ivanov, B.,** Pfau, M., & Parker, K. A. (2009). The potential of inoculation in protecting the country of origin image. *Central Business Review*, 28, 9-16.
- Ivanov, B.,** Pfau, M., & Parker, K. A. (2009). Can inoculation withstand multiple attacks? An examination of the effectiveness of the inoculation strategy compared to the supportive and restoration strategies. *Communication Research*, 36, 655-676. doi:10.1177/0093650209338909
- Ivanov, B.,** & Parker, K. A. (2008). A note of caution: Conceptual and application issues of structural equation modeling. *Central Business Review*, 27, 30-35.
- Pfau, M., **Ivanov, B.,** Houston, B., Haigh, M., Sims, J., Gilchrist, E., et al. (2005). Inoculation and mental processing: The instrumental role of associative networks in the process of resistance to counterattitudinal influence. *Communication Monographs*, 72, 414-441. doi: 10.1080/03637750500322578  
(The article received the “**2006 Distinguished Article Award**” from the Communication and Social Cognition Division of the National Communication Association.)

### Book and Encyclopedia Chapters – Competitive and Invited:

- Ivanov, B.,** Parker, K. A., & Dillingham, L. L. (forthcoming). Applying inoculation to diverse communication contexts. In H. D. O’Hair and M. J. O’Hair (Eds.), *Handbook of Applied Communication Research*. Wiley. *Invited Chapter*. (8,000 words)
- Parker, K. A., **Ivanov, B.,** & Geegan, S. (forthcoming). Social marketing: Applying strategies to social change campaigns. In H. D. O’Hair and M. J. O’Hair (Eds.), *Handbook of Applied Communication Research*. Wiley. *Invited Chapter*. (8,000 words)
- Mayorga, M. W., Helsel, E., Hester, E. B., **Ivanov, B.,** Sellnow, T. L., Burns, W. J., & Slovic, P. (forthcoming). Enhancing public resistance to deliberate fake news: A review of the problem and a proposition for inoculation-based strategic solution. In H. D. O’Hair and M. J. O’Hair (Eds.), *Handbook of Applied Communication Research*. Wiley. *Invited Chapter*. (8,000 words)
- Ivanov, B.,** Parker, K. A., & Dillingham, L. L. (2018). Inoculation as a risk and health communication strategy in an evolving media environment. In H. D. O’Hair (Ed.), *Risk and Health Communication in an Evolving Media Environment* (pp. 249-277). New York City, NY: Routledge. *Invited Chapter*.
- Compton, J., & **Ivanov, B.** (2018). Inoculation messaging. In B. Jackson, J. Dimmock, & J. Compton (Eds.), *Persuasion and communication in sport, exercise, and physical activity* (pp. 73-90). New York City, NY: Taylor & Francis. *Invited Chapter*.

## PUBLICATIONS - Continued

### Book and Encyclopedia Chapters – Competitive and Invited:

**Ivanov, B.** (2017). Inoculation theory applied in health and risk messaging. In R. Parrott (Ed.), *The Oxford encyclopedia of health and risk message design and processing*. New York City, NY: Oxford University Press. doi: 10.1093/acrefore/9780190228613.013.254. *Invited Chapter. (16,069 words)*

Compton, J., & **Ivanov, B.** (2013). Vaccinating voters: Surveying political campaign inoculation scholarship. In E. L. Cohen (Ed.), *Communication yearbook 37* (pp. 250-283). New York: Routledge (Taylor & Francis). *Competitive Chapter.*

**Ivanov, B.** (2012). Designing inoculation messages for health communication campaigns. In H. Cho (Ed.), *Health communication message design: Theory and practice* (pp. 73-93). Thousand Oaks, CA: Sage Publications. *Invited Chapter.*

### Books:

**Ivanov, B.**, Pfau, M., & Parker, K. A. (2009). *Theoretical and contextual nuances in inoculation theory: In defense of the country of origin image*. Saarbrücken, Germany: VDM Verlag.

Parker, K. A., Pfau, M., & **Ivanov, B.** (2008). *Adolescents and communication regarding sex and contraception: Examining adolescent communication*. Saarbrücken, Germany: VDM Verlag.

## PAPERS AND PRESENTATIONS

### Refereed Papers and Presentations:

**Bob Ivanov**, Lindsay L. Dillingham, Kimberly A. Parker, Stephen A. Rains, Molly Burchett, and Sarah A. Geegan, “Sustainable Attitudes: Protecting Tourism with Inoculation Messages.” Paper accepted for presentation presented at the meeting of the National Communication Association, Salt Lake City, November 2018. “**Top Paper Panel**” award in Applied Communication.

Danielle E. Kelley, Seth M. Noar, **Bob Ivanov**, Francesca R. Dillman Carpentier, Maria Leonora G. Comello, Brian G. Southwell. “Countering Indoor Tanning Arguments: An Experiment Using Skin Cancer Prevention Messages.” Paper accepted for presentation at the Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, New Orleans, April 2018.

Donald Helme, Lisanne Grant, **Bob Ivanov**, and Stephanie Van Stee, “Dimensions and Validation of the Print Perceived Message Sensation Value Scale (PPMSV).” Paper accepted for presentation at the meeting of the National Communication Association, Dallas, November 2017.

Lindsay L. Dillingham, and **Bob Ivanov**, “Talk While They Will Listen: Inoculation Messages as a Pre-Emptive Financial Crisis Communication Strategy.” Paper presented at the meeting of the National Communication Association, Philadelphia, November 2016.

## PAPERS AND PRESENTATIONS (continued)

### Refereed Papers and Presentations – Continued:

**Bobi Ivanov**, Kimberly A. Parker, and Lindsay L. Dillingham, “Inoculation, Boosters, and Multiple Attacks: How Much Can Inoculation Withstand?” Paper presented at the meeting of the Kentucky Conference on Health Communication, Lexington, April 2016.

Lindsay L. Dillingham, and **Bobi Ivanov**, “Using Post-Inoculation Talk to Strengthen Generated Resistance.” Paper presented at the meeting of the National Communication Association, Las Vegas, November 2015.

**Bobi Ivanov**, William J. Burns, Timothy L. Sellnow, Elizabeth L. Petrun, Shari R. Veil, and Marcus W. Mayorga, “Contending with the “New Species of Trouble: Using an Inoculation Message Approach to Combat Terrorism.” Paper presented at the meeting of the National Communication Association, Las Vegas, November 2015.

**Bobi Ivanov**, Stephen Rains, Sarah A. Geegan, Sarah C. Vos, Nigel D. Haarstad, and Kimberly A. Parker, “Beyond Simple Inoculation: Examining the Persuasive Value of Inoculation for Audiences with Initially Neutral or Negative Attitudes.” Paper presented at the meeting of the National Communication Association, Chicago, November 2014.

Josh Compton and **Bobi Ivanov**, “Inoculation Theory and Affect: Emotions and Moods, Mediators and Moderators, and New Directions for Affect-Focused Resistance Scholarship.” Paper presented at the meeting of the National Communication Association, Chicago, November 2014.

**Bobi Ivanov**, Kimberly A. Parker, Lindsay L. Dillingham, Elizabeth L. Petrun, and Lisanne F. Grant, “Enhancing Inoculation: Examining the Relationships among Attack Certainty, Threat, and Resistance.” Paper presented at the meeting of the National Communication Association, Washington D.C., November 2013.

**Bobi Ivanov**, Kimberly A. Parker, Jeanetta D. Sims, and Chan Yun Yoo, “The Impact of Message Sequencing in the New Product Introduction Process: Boosting Message Retention and its Impact on Product Attitude.” Paper presented at the meeting of the National Communication Association, Washington D.C., November 2013.

William J. Burns, **Bobi Ivanov**, Timothy Sellnow, Shari Veil, Paul Slovic, and Elizabeth Petrun. “Public Response to Terrorism: Risk Communication as a Means of Preserving Confidence in Security Measures.” Paper presented at the meeting of the Society for Risk Analysis, San Francisco, December 2012.

**Bobi Ivanov**, Jeanetta D. Sims, Josh Compton, Claude H. Miller, Kimberly A. Parker, James L. Parker, Kylie J. Harrison, Joshua M. Averbek, Mohammed Aboubead, and Kylee Turner. “The General Content of Post-Inoculation Talk: Recalled Issue-Specific Conversations Following Inoculation Treatments.” Paper presented at the meeting of the National Communication Association, Orlando, November 2012.



## PAPERS AND PRESENTATIONS (continued)

### Refereed Papers and Presentations – Continued:

**Bob Ivanov**, Claude H. Miller, Jeanetta D. Sims, Josh Compton, Kylie J. Robertson, Kimberly A. Parker, James L. Parker, Joshua M. Averbek, Brittney Emery, and James Smith. “Boosting the Potency of Resistance: Combining the Motivational Forces of Inoculation and Psychological Reactance.” Paper presented at the meeting of the National Communication Association, New Orleans, November 2011.

**Bob Ivanov**, Claude H. Miller, Josh Compton, Joshua M. Averbek, Kylie J. Robertson, Jeanetta D. Sims, Kimberly A. Parker, James L. Parker, “Effects of Post-Inoculation Talk on Resistance to Influence.” Paper presented at the meeting of the International Communication Association, Boston, May 2011.

**Bob Ivanov**, Kimberly A. Parker and Josh Compton, “Advancing Applied Inoculation Theory: Theorizing Inoculation’s Superiority over Conventional Post-Purchase Dissonance Reducing Strategies.” Paper presented at the meeting of the National Communication Association, San Francisco, November 2010.

Kimberly A. Parker, Derek Lane, **Bob Ivanov**, Nancy Rodriguez and James L. Parker, “The Impact of Modality on Teacher-Student Interaction: Applying Efficacy and Competence to Email and Face-to-Face Communication.” Paper presented at the meeting of the National Communication Association, San Francisco, November 2010.

**Bob Ivanov**, Michael Pfau, and Kimberly A. Parker, “The Interaction Effect of Attitude Base and Multiple Attacks on the Effectiveness of Inoculation.” Paper presented at the meeting of the International Communication Association, Singapore, June 2010.

**Bob Ivanov**, Kimberly A. Parker, and Jeanetta D. Sims, “Effectiveness of advertising and public relations message sequencing in new product introductions: Corporate credibility and image as moderators of message sequencing success.” Paper presented at the meeting of the National Communication Association, Chicago, November 2009. “**Top Three Paper**” award in Public Relations.

Kimberly A. Parker, and **Bob Ivanov**, “Can inoculation create umbrella protection spanning over related, but untreated, attitudes? Applying inoculation as a strategy to protect young people’s attitudes from pressure to engage in risky behaviors.” Paper presented at the meeting of the National Communication Association, Chicago, November 2009. “**Top Three Paper**” award in Communication and Social Cognition.

**Bob Ivanov**, Kimberly A. Parker, and Michael Pfau, “Culture as a moderator of inoculation success: A cross-cultural comparison of inoculation strategy effectiveness.” Paper presented at the meeting of the National Communication Association, San Diego, November 2008.

Kimberly A. Parker, **Bob Ivanov**, Maria Chamberlain, and Crystal Tigner, “When politeness is risky: Politeness theory and young women’s first sexual experience” Paper presented at the meeting of the National Communication Association, San Diego, November 2008.

## PAPERS AND PRESENTATIONS (continued)

### Refereed Papers and Presentations – Continued:

**Bobi Ivanov**, Michael Pfau, and Kimberly A. Parker, “The potential of inoculation in promoting resistance to the effectiveness of multiple competitive attacks.” Paper presented at the meeting of the National Communication Association, Chicago, November 2007.

Kimberly A. Parker, **Bobi Ivanov**, Maria Chamberlain, and Crystal Tigner, “Why not communicate? Young women’s reflections on their lack of communication with sexual partners regarding sex and contraception: A qualitative analysis” Paper presented at the meeting of the National Communication Association, Chicago, November 2007.

**Bobi Ivanov**, Michael Pfau, and Kimberly A. Parker, “The potential of inoculation in promoting resistance to the effectiveness of multiple competitive attacks on the country of origin concept.” Paper presented at the winter meeting of the American Marketing Association, San Diego, February 2007.

**Bobi Ivanov**, Michael Pfau, and Kimberly A. Parker, “The process of inoculation and its potential in promoting resistance to the effectiveness of multiple competitive attacks on the country of origin concept.” Paper presented at the meeting of the 2007 Oklahoma Research Day, Edmond, OK, October 2007.

Kimberly A. Parker, and **Bobi Ivanov**, “Source credibility in healthcare advertising: A comparison study of medical authorities and celebrities.” Paper presented at the meeting of the 2007 Oklahoma Research Day, Edmond, OK, October 2007.

**Bobi Ivanov**, Kimberly A. Parker, Edgar Sumbana, Kira Sears, Sudeep Acharya, Mathew Mashore, and Brandon A. Baty, “The process of inoculation and its potential in promoting resistance to the effectiveness of multiple competitive attacks.” Paper presented at the meeting of the 2007 Southwest Business Symposium, Edmond, OK, October 2007.

**Bobi Ivanov**, Kimberly A. Parker, Jeffrey Buchanan, Laura L. Collins, Shizuka Kaga, Kendel Lacy, Da’Shawn Crowder, and Elizabeth McMahan, “The process of inoculation and its potential in promoting resistance to the effectiveness of single competitive attacks on the country of origin image.” Paper presented at the meeting of the 2007 Southwest Business Symposium, Edmond, OK, October 2007.

**Bobi Ivanov** and Kimberly A. Parker, “Ethnography: Creating culture through sport.” Paper presented at the meeting of the National Communication Association, Boston, MA, November 2005.

Kimberly A. Parker and **Bobi Ivanov**, “Adolescents and communication regarding sex and contraception.” Paper presented at the meeting of the International Communication Association, New York City, NY, May 2005.

Claude Miller, **Bobi Ivanov**, Dini Massad, Shane Semmler, Jennifer A. White, “Gender differences in sexual jealousy: A terror management theory perspective.” Paper presented at the meeting of the National Communication Association, Boston, MA, November, 2005.

## PAPERS AND PRESENTATIONS (continued)

### Refereed Papers and Presentations – Continued:

Michael Pfau, **Bobi Ivanov**, Brian Houston, Michel Haigh, Jeanetta Sims, Eileen Gilchrist, Jason Russell, Shelley Wigley, Jackie Eckstein, and Natalie Richert, “Inoculation and mental processing: The instrumental role of associative networks in the process of resistance to counterattitudinal influence.” Paper presented at the meeting of the International Communication Association, New York City, NY, May 2005, “**Top Four Paper**” award in Information Systems.

**Bobi Ivanov**, Darrell Goudge, and John Camey, “BRANDCOP: A multi-item scale to measure the buyer behavior in the international marketplace.” Paper presented at the meeting of the Academy of Collegiate Marketing Educators, New Orleans, LA, February 2001.

Darrell Goudge and **Bobi Ivanov**, “The marketplace as a moderator of the country of origin effect.” Paper presented at the meeting of the Academy of Marketing Science, Montreal, CA, May 2000.

**Bobi Ivanov**, “BRANDCOP.” Paper presented at the meeting of the Southwest Business Symposium, Edmond, OK, April 2000, “**Top Graduate Student Paper**” award.

Darrell Goudge and **Bobi Ivanov**, “A model of the effect of country of origin on the buyer decision making process.” Paper presented at the meeting of the Southwestern Marketing Association, San Antonio, TX, April 2000, *Recommended for best paper award*.

**Bobi Ivanov**, “Country of origin effect.” Paper presented at the meeting of the Regional Universities Research Day Poster Presentation, Edmond, OK, October 1999.

**Bobi Ivanov**, “Country of origin effects in the newly emerging countries of Eastern Europe: A study of country of origin and brand name preference in the Macedonian market.” Paper presented at the meeting of the Southwest Business Symposium, Edmond, OK, April 1999, “**Top Graduate Student Paper**” award.

Darrell Goudge and **Bobi Ivanov**, “The country of origin effect in newly emerging Eastern European countries: A Macedonian consumer study.” Paper presented at the meeting of the Southwestern Marketing Association Conference, Houston, TX, March 1999.

**Bobi Ivanov**, “Country of origin effect in newly emerging countries of Eastern Europe: A study of country of origin and brand name preference in the Macedonian market.” Paper presented at the meeting of the First Graduate Research Conference – Unity Through Diversity, Edmond, OK, April 1999.

## GRANTS AND CONTRACTS

*Using Inoculating Communication to Increase Public Resistance to Fake News Based on Disinformation* (2017-2018). Burns & Slovic, PIs; **Ivanov**, Sellnow, Mayorga, and Frakes, Consultants: Funded by the Department of Homeland Security (DHS), Science and Technology Directorate (S&T), Office of University Programs (OUP). \$150,000 (*external grant*)

## GRANTS AND CONTRACTS (continued)

- Using Inoculation Messaging to Enhance Resilience in the Aftermath of a Terrorist Attack* (2017-2019). Sellnow D. PI; Sellnow T., **Ivanov**, Parker, Slovic, Burns, Mayorga Co-PI: Submitted to the Department of Homeland Security (DHS): Submitted (not funded) to the Homeland Security Sciences-4B Risk Perception and Communication. \$500,000 (*external grant*)
- The Fulbright Enrichment Seminar* (Fall 2015). Barnes, B., PI; **Ivanov**, Seminar Presenter. Funded by the U.S. Department of State's Bureau of Educational and Cultural Affairs. \$126,529 (*external grant*)
- Instructional Strategies for Tailoring Risk Communication Messaging, Year 5* (2015-2016). Sellnow and Sutton, PIs; **Ivanov**, Co-PI: Submitted (not funded) to the Department of Homeland Security (DHS) Center of Excellence: National Center for Risk and Economic Analysis of Terrorism Events (CREATE). \$55,000 (*external grant*)
- Instructional Strategies for Tailoring Risk Communication Messaging, Year 4* (2014-2015). Sellnow and Sutton, PIs; **Ivanov**, Co-PI: Funded by the Department of Homeland Security (DHS) Center of Excellence: National Center for Risk and Economic Analysis of Terrorism Events (CREATE). \$55,000 (*external grant*)
- The Fulbright Enrichment Seminar* (Fall 2014). Gaffield, G, and Barnes, B., PIs; **Ivanov**, Seminar Presenter: Funded by the U.S. Department of State's Bureau of Educational and Cultural Affairs. \$175,604 (*external grant*)
- Instructional Strategies for Tailoring Risk Communication Messaging, Year 3* (2013-2014). Burns, PI and **Ivanov**, Sellnow, and Slovic, Co-PIs: Funded by the Department of Homeland Security (DHS) Center of Excellence: National Center for Risk and Economic Analysis of Terrorism Events (CREATE). \$35,000 (*external grant*)
- The Effect of Risk Communication on Attitudinal Resilience: Investigating Message Timing, Transmission, and Generalizability across Hazard Domains* (2013-2015). Burns PI, and Epstein, **Ivanov**, John, Rosoff, Sellnow, and Slovic, Co-PIs: Submitted (not funded) to the National Science Foundation. \$749,996 (*external grant*)
- Instructional Strategies for Tailoring Risk Communication Messaging, Year 2* (2012-2013). Sellnow & Veil, PIs; **Ivanov**, Investigator: Funded by the Department of Homeland Security (DHS) Center of Excellence: National Center for Risk and Economic Analysis of Terrorism Events (CREATE). \$25,000 (*external grant*)
- Using the Principles of Psychological Reactance Theory to Bolster the Effectiveness of Inoculation Theory in Maximizing Resistance* (2010). **Ivanov**, PI: Funded as a Regular Summer Faculty Research Fellowship Grant, University of Kentucky. \$7,000 (*internal grant*)
- An Interactive Multi-Attribute Model for Predicting Country of Origin Importance in Consumers' Buyer Behavior in the International Marketplace* (1999). **Ivanov**, PI: Funded as a Research Grant Award, Office of Sponsored Research and Grants, University of Central Oklahoma. \$1,000 (*internal grant*)

## DISSERTATIONS, THESES, AND COMPREHENSIVE EXAMS:

### DIRECTED / SERVED / EXAMINED / ADVISED

- Geegan, S. (doctoral level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2022*.
- Goatley-Sean, S. (doctoral level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2022*.
- Hester, E. (doctoral level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2021*.
- Roberson, L. (doctoral level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2020*.
- Sheng, X. (doctoral level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2020*.
- Slone, A. (doctoral level major advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2020*.
- Reynolds, C. (doctoral level committee member). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2019*.
- Riney, N. (master level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *December, 2018*.
- Wilson, K. (master level committee member). *Comprehensive Exams*. College of Communication and Information, University of Kentucky. Expected completion date: *December, 2018*.
- Anderson, A. (master level major co-advisor). *Quitting Together: Formative Research to Develop a Social Marketing Plan for Smoking Cessation among Women in a Residential Treatment Facility for Substance Abuse Recovery*. College of Communication and Information, University of Kentucky. Completion date: *May, 2018*.
- Matig, J. (doctoral level major advisor). *Mind the Gap: Using the Communication Theory of Identity to Extend Hypocrisy Induction Theory for use in Health Communication Message Design*. College of Communication and Information, University of Kentucky. Completion date: *May, 2018*.
- Beck, A-C. (doctoral level committee member). *More than Just a Box: The Co-creation of Social Identity in Interracial and Multiethnic Family Systems*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2018*.
- Thieneman, A. (master level committee member). *A Beacon of Hope: Inoculating against Relapse*. College of Communication and Information, University of Kentucky. Completion date: *May, 2017*.

## DISSERTATIONS, THESIS, AND COMPREHENSIVE EXAMS:

### DIRECTED / SERVED / EXAMINED / ADVISED (continued)

- Kelley, D. (doctoral level committee member). *Countering Indoor Tanning Arguments: An Experiment Using Skin Cancer Prevention Messages*. School of Journalism and Mass Communication, University of North Carolina - Chapel Hill. Completion date: *May, 2017*.
- Edens, Z. (doctoral level outside examiner). *Conversational Dynamics: Decision Making as Discourse*. Department of Management, University of Kentucky, University of Kentucky. Completion date: *October, 2014*.
- Savage, J. A. (doctoral level outside examiner). *Save the Republic: Battling John Birch in California's Conservative Cradle*. Department of History, University of Kentucky. Completion date: *July, 2014*.
- Grant, L. (doctoral level committee member). *Dimensions and Validation of Perceived Message Sensation: Value Scale for Print Messages*. College of Communication and Information, University of Kentucky. Completion date: *July, 2014*.
- Dillingham, L. (doctoral level major advisor). *Asking the Right Question: Inoculation as a Risk Management Strategy for Indirect and Repeated Crises and the Impact of Persuasive Attack Medium*. College of Communication and Information, University of Kentucky. Completion date: *March, 2014*.
- Kehrberg, J. (doctoral level outside examiner). *Changing America: The Impact of Immigration on Welfare Attitudes and Welfare Reform*. Department of Political Science, University of Kentucky. Completion date: *June, 2013*.
- Kiernicki, K. (master level committee member). *Image Congruency and Fair Balance in Direct-to-Consumer Advertising*. College of Communication and Information, University of Kentucky. Completion date: *May, 2012*.
- Sutton, C. H. (master level outside unofficial advisor). *Inoculating Against Jealousy: Attempting to Preemptively Reduce the Jealousy Experience and Improve Jealousy Expression*. Department of Communication, University of Georgia. Completion date: *May, 2011*.
- Blervacq, J. (master level outside unofficial advisor). *Psychological Inoculation: An Enhancement Treatment for Promoting Physical Activity*. Hogeschool-Universiteit Brussel (HUB), Brussels, Belgium. Completion date: *May, 2010*.

## CONVENTION: PANEL CRITIC / SESSION RESPONDENT / DISCUSSANT

“Persuasion & Crisis Communication Roundtable.” National Communication Association, Dallas, 2017.

“Words of Wellness: Health Messages and Their Effects.” National Communication Association, Orlando, 2012.

“The Polarized Electorate.” Quantitative Initiative for Policy and Social Research, Lexington, 2012.

“Motivational Processes within Socially Desirable and Undesirable Contexts.” National Communication Association, Chicago, 2009.

## HONORS AND AWARDS

- |      |  |
|------|--|
| 2018 | Top Paper Panel, Applied Communication Division, National Communication Association Conference                       |
| 2017 | Top 1% of Authors in Scholarly Productivity in Communication Studies, 2012-2016, (Griffin, Bolkan, & Dahlbach, 2017) |
| 2016 | Wethington Award, Recognition for Evidence of Scholarly Productivity and Excellence, University of Kentucky          |
| 2015 | Wethington Award, Recognition for Evidence of Scholarly Productivity and Excellence, University of Kentucky          |
| 2014 | Wethington Award, Recognition for Evidence of Scholarly Productivity and Excellence, University of Kentucky          |
| 2012 | Wethington Award, Recognition for Evidence of Scholarly Productivity and Excellence, University of Kentucky          |
| 2012 | Faculty Excellence in Research Award, College of Communication and Information, University of Kentucky               |
| 2011 | The Image Journal Finalist for the <i>International Award for Excellence in the Area of the Image</i>                |
| 2009 | Top Three Paper, Communication and Social Cognition Division, National Communication Association Conference          |
| 2009 | Top Three Paper, Public Relations Division, National Communication Association Conference                            |
| 2008 | Research Excellence Departmental Award, Department of Marketing, University of Central Oklahoma                      |
| 2007 | H. Wayland Cummings Best Quantitative Dissertation Award, Department of Communication, University of Oklahoma        |

## HONORS AND AWARDS (Continued)

- 2007 2006 Distinguished Article Award from the Communication and Social Cognition Division of the National Communication Association (for the Article, "Inoculation and Mental Processing: The Instrumental Role of Associative Networks in the Process of Resistance," published in *Communication Monographs*, 2005)
- 2005 Top Four Paper, Information Systems Division, International Communication Association Conference
- 2005 Basic Course Director's Recognition, Department of Communication, University of Oklahoma
- 2003 Teaching Excellence Departmental Award, Department of Marketing, University of Central Oklahoma
- 2000 Top Paper Nomination, Southwestern Marketing Association Conference
- 2000 Hauptman Fellow, Recognition of Dedication to Scholarly Activity, College of Business Administration, University of Central Oklahoma
- 2000 Top Graduate Student Research Paper Award, Southwest Business Symposium
- 1999 Top Graduate Student Research Paper Award, Southwest Business Symposium

## ACTIVITIES

- Past and/or Present Membership: National Communication Association  
International Communication Association  
American Marketing Association  
Association for Education in Journalism and Mass Communication
- Reviewer: *Human Communication Research*; **Current Editorial Board Member**  
*Journal of Health Communication*  
*Communication Research*  
*Presidential Studies Quarterly*  
*Anxiety, Stress, & Coping*  
*Journal of Health Psychology*  
*Public Opinion Quarterly*  
*The International Journal of Interdisciplinary Cultural Studies*  
*Journal of Communication*  
*The International Journal of Health, Wellness and Society*  
*Pan American Journal of Public Health*  
*Communication Methods and Measures*  
*Journal of Public Relations Research*  
*Journal of International and Intercultural Communication*  
*Communication Monographs*  
*Communication Yearbook*



## ACTIVITIES (Continued)

Reviewer: *Health Communication*  
*The International Journal of the Image; Past Editorial Board Member*  
*Western Journal of Communication; Past Editorial Board Member*  
*Journal of Applied Communication Research*  
*The International Journal of Interdisciplinary Social Sciences*  
*British Journal of Health Psychology*  
National Communication Association – Communication and Social Cognition  
Kentucky Conference on Health Communication

Offices Held: Associate Dean for Graduate Programs in Communication  
(Graduate Programs in Communication Unit Head)  
College of Communication and Information  
University of Kentucky, 2014-present

Certificate Director  
*Health Communication Graduate Certificate* – 2014-present  
*Risk Sciences Graduate Certificate* – 2014-present  
*Instructional Communication Graduate Certificate* – 2014-2016  
College of Communication and Information  
University of Kentucky

Course Director  
1113 Principles of Communication  
Department of Communication, University of Oklahoma, 2004-2005

Director  
International Teaching Assistants Training Workshop  
Instructional Development Program, University of Oklahoma, 2004-2005

Associate Director  
International Teaching Assistants Training Workshop  
Instructional Development Program, University of Oklahoma, 2003-2004

Graduate Teaching Assistant  
Department of Communication  
University of Oklahoma, 2003-2005

Graduate Research Assistant  
Department of Marketing  
University of Central Oklahoma, 1998-1999

Institutional Service: Co-Chair, Department Chair New Hire Search Committee  
Department of Integrated Strategic Communication  
University of Kentucky, 2017-2018

New Faculty Peer Mentor,  
Department of Integrated Strategic Communication  
University of Kentucky, 2017-present

## ACTIVITIES (Continued)

Institutional Service: Member, Student Success and Diversity Committee  
Department of Integrated Strategic Communication  
University of Kentucky, 2017-2018

Chair, Appeals and Grievances Committee  
Department of Integrated Strategic Communication  
University of Kentucky, 2017-2018

College of Communication and Information Graduate Student Diversity Mentor  
Center for Graduate and Professional Diversity Initiatives  
University of Kentucky, 2017-present

Member, College Level Tenure and Promotion Committee  
College of Communication and Information  
University of Kentucky, 2017-present

Member, Resource Committee  
College of Communication and Information  
University of Kentucky, 2017-present

Chair, Faculty New Hire Search Committee  
Department of Integrated Strategic Communication  
University of Kentucky, 2016-2017

Staff Liaison, National Advisory Board  
College of Communication and Information  
University of Kentucky, 2016-Present

Member, William B. Sturgill Award Selection Committee  
Graduate School  
University of Kentucky, 2016

Member, Tenure and Promotion Committee  
Department of Integrated Strategic Communication  
University of Kentucky, 2015-present

Member, University Scholars Committee  
Graduate School  
University of Kentucky, 2015-2016

Member, Graduate Diversity Advisory Council  
Graduate School  
University of Kentucky, 2015-Present

Member, College Research Activities Award Review Committee  
Department of Integrated Strategic Communication  
College of Communication and Information  
University of Kentucky, 2015-2016

## ACTIVITIES (Continued)

Institutional Service: Chair, Finance and Physical Facilities Committee  
Department of Integrated Strategic Communication  
University of Kentucky, 2015-2016

Member, Teaching Task Force  
College of Communication and Information  
University of Kentucky, 2015-2016

Member, Ad-hoc Committee on Graduate Certificate in  
Integrated Strategic Communication and Organizational Communication  
Department of Integrated Strategic Communication  
College of Communication and Information  
University of Kentucky, 2015-Present

Member, Committee on Appeals and Grievances  
Department of Integrated Strategic Communication  
College of Communication and Information  
University of Kentucky, 2015-2016

Member, Senior Leadership Team  
College of Communication and Information  
University of Kentucky, 2014-Present

Co-Chair, SONA Ad Hoc Committee  
College of Communication and Information  
University of Kentucky, 2014-2015

Chair, Ad Hoc Committee on *The Graduate Standard*  
College of Communication and Information  
University of Kentucky, 2014-2016

Chair, Ad Hoc Committee on the Graduate Program Website  
College of Communication and Information  
University of Kentucky, 2014-2016

Chair, Ad Hoc Committee on Graduate Program Promotion  
College of Communication and Information  
University of Kentucky, 2014-2016

Chair, Ad Hoc Committee on Fellowships  
College of Communication and Information  
University of Kentucky, 2014-2016

Co-Chair, The Graduate Studies Education Strategic Planning Task Force  
College of Communication and Information  
University of Kentucky, 2014-2016

## ACTIVITIES (Continued)

Institutional  
Service:

Chair, The Graduate Program Committee  
College of Communication and Information  
University of Kentucky, 2014-Present

Chair, The Graduate Review Committee  
College of Communication and Information  
University of Kentucky, 2014-Present

Chair, The Graduate Admissions and Financial Aid Committee  
College of Communication and Information  
University of Kentucky, 2014-Present

Member, Division of Risk Sciences  
College of Communication and Information  
University of Kentucky, 2012-Present

Member, College Research Activities Award Review Committee  
School of Journalism and Telecommunications Representative  
College of Communication and Information  
University of Kentucky, 2011-2015

Member, Scholarships Committee  
School of Journalism and Telecommunications  
University of Kentucky, 2013-2014

Member, Tenure and Promotion Committee  
School of Journalism and Telecommunications  
University of Kentucky, 2012-2015

Full Member, The Graduate Program in Communication  
College of Communication and Information  
University of Kentucky, 2012-Present

Elected Member, The Graduate Scholarship and Awards Committee  
College of Communication and Information  
University of Kentucky, 2011-2012

Member, Advisory Board  
Quantitative Initiative for Policy and Social Research (QIPSR)  
University of Kentucky, 2011-2014

Member, Health Communication Research Collaborative (HCRC)  
Liaison to QIPSR  
College of Communication and Information  
University of Kentucky, 2011-2014

## ACTIVITIES (Continued)

Institutional  
Service:

Member, Finance and Physical Facilities Committee  
School of Journalism and Telecommunications  
University of Kentucky, 2008-2013

Member, The Graduate Admissions and Financial Aid Committee  
College of Communication and Information  
University of Kentucky, 2009-2012, 2013-2014

Member, Undergraduate Curriculum Committee  
College of Business Administration  
University of Central Oklahoma, 2007-2008

Member, Marketing Faculty New Hire Search Committee  
College of Business Administration  
University of Central Oklahoma, 2005-2008

Member, Awards and Scholarship Committee  
College of Business Administration  
University of Central Oklahoma, 2005-2007

Member, Tenure and Promotions Committee  
College of Business Administration  
University of Central Oklahoma, 2005-2007

Member, MBA Faculty Committee  
College of Business Administration  
University of Central Oklahoma, 2005-2006