

# **TAE HYUN BAEK**

Associate Professor  
Department of Integrated Strategic Communication  
College of Communication and Information  
University of Kentucky  
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## **EDUCATION**

- Ph.D. in Mass Communication (Advertising), University of Georgia, 2011
- M.A. in Journalism and Mass Communication (Advertising), University of Georgia, 2007
- B.A. in Advertising and Public Relations, Hanyang University, Korea, 2005

## **ACADEMIC POSITIONS**

- Associate Professor (Tenured), University of Kentucky, Department of Integrated Strategic Communication, Fall 2018 – Present
- Assistant Professor (Tenure-Track), University of Kentucky, Department of Integrated Strategic Communication, Fall 2014 – Spring 2018
- Assistant Professor of Advertising (Tenure-Track), Indiana University-Southeast, Department of Communication Studies, Fall 2011 – Spring 2014.

## **HONORS AND AWARDS**

- Runners-up for the 2018 Best Article Award, Journal of Advertising
- Finalist for the 2017 Best Article Award, Journal of Advertising
- Faculty Research Award, College of Communication and Information, University of Kentucky, 2017
- Best Conference Paper Award, American Collegiate Retailing Association, Secaucus, NJ, 2016
- Best Conference Paper Award, American Academy of Advertising, Chicago, IL, 2015
- Best Conference Paper Award, American Academy of Advertising, Minneapolis, MN, 2010
- ‘Research You Can Use’ Paper Award, Association for Education in Journalism and Mass Communication, 2010
- Dana M. Blackmar III Memorial Scholarship, University of Georgia, 2008
- UGA’s Amazing Student (University-wide acknowledgement), University of Georgia, July, 2010. <http://www.uga.edu/amazing/profile/baek-tae-hyun/>

- Graduate Assistantship, University of Georgia, 2006 – 2011
- Study Abroad Scholarship, Hanyang University, Korea, 2005 – 2007
- Academic Achievement Scholarship, Hanyang University, Korea, 2003

## PUBLICATIONS

### *Summary of Published Scholarship*

- 35 peer-reviewed journal articles and book chapters.
- 1359 total citations; h-index of 15
- <https://scholar.google.com/citations?user=xI8W2xIAAAAJ&hl=en>

## PEER-REVIEWED JOURNAL ARTICLES

1. Kim, S., **Baek, T. H.**, & Yoon, S. (in press). The effect of 360-degree rotatable product images on purchase intention. *Journal of Retailing and Consumer Services*. [SSCI Impact Factor = 3.585, Thomson Reuters]
2. **Baek, T. H.**, & Yoon, S. (2020). Looking forward, looking back: The impact of goal progress and time urgency on consumer responses to mobile reward apps. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2020.102046> [SSCI Impact Factor = 3.585, Thomson Reuters]
3. Bang, H., Choi, D., **Baek, T. H.**, Oh, S., & Kim, Y. (2019). Leveraged brand evaluations in branded entertainment: Effects of alliance exclusivity and presentation style. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2019.1672328> [SSCI Impact Factor = 2.234, Thomson Reuters]
4. Mayer, J. M. **Baek, T. H.**, Mayer, A., & Peev, P. (2019). A retrospective examination of female model portrayals in male youth-targeted cigarette advertising through the lens of objectification theory. *Journal of Business Diversity*, 19(4), 41-52.
5. Han, N. R., **Baek, T. H.**, Yoon, S., & Kim, Y. (2019). Is that coffee mug smiling at me? How anthropomorphism impacts the effectiveness of desirability vs. feasibility appeals in sustainability advertising. *Journal of Retailing and Consumer Services*, 51, 352-361. [SSCI Impact Factor = 3.585, Thomson Reuters]

6. **Baek, T. H.**, Yoon, S., Kim, S., & Kim, Y. (2019). Social exclusion influences on the effectiveness of altruistic versus egoistic appeals in charitable advertising. *Marketing Letters*, 30(1), 75-90. [SSCI Impact Factor = 1.624, Thomson Reuters]
7. **Baek, T. H.**, & Yoo, C. Y. (2018). Branded app usability: Conceptualization, measurement, and prediction of consumer loyalty. *Journal of Advertising*, 47 (1), 70-82. [SSCI Impact Factor = 3.518, Thomson Reuters]  
**\*Runners-up for the 2018 Journal of Advertising's Best Article Award.**
8. **Baek, T. H.**, Yoo, C. Y., & Yoon, S. (2018). Augment yourself through virtual mirror: The impact of self-viewing and narcissism on consumer responses. *International Journal of Advertising*. 37 (3), 421-439. [SSCI Impact Factor = 2.234, Thomson Reuters]
9. Yim, M. Y., **Baek, T. H.**, & Sauer, P. (2018). I see myself in service and product consumptions: Measuring self-transformative consumption vision (SCV) evoked by static and rich media. *Journal of Interactive Marketing*, 44, 122-139. [SSCI Impact Factor = 3.864, Thomson Reuters]
10. Kim, S., & **Baek, T. H.** (2018). Examining the antecedents and consequences of mobile app engagement. *Telematics and Informatics*, 35 (1), 148-158. [SSCI Impact Factor = 3.398, Thomson Reuters]
11. Joo, S., Choi, N., & **Baek, T. H.** (2018). Library marketing via social media: The relationships between Facebook content and user engagement in public libraries. *Online Information Review*, 42 (6), 940-955. [SSCI Impact Factor = 1.534, Thomson Reuters]
12. **Baek, T. H.** & Yoon, S. (2017). Guilt and shame: Environmental message framing effects. *Journal of Advertising*. 46 (3), 440-453. [SSCI Impact Factor = 3.518, Thomson Reuters]  
**\*Finalist for the 2017 Journal of Advertising's Best Article Award.**
13. Kim, Y., **Baek, T. H.**, Yoon, S., Oh, S., & Choi, Y. K. (2017). Assertive environmental advertising and reactance: Differences between Koreans and Americans. *Journal of Advertising*, 46 (4), 550-564. [SSCI Impact Factor = 3.518, Thomson Reuters]  
**\*Finalist for the 2017 Journal of Advertising's Best Article Award.**
14. **Baek, T. H.** (2017). The value of the third-person effect in theory building. *Review of Communication*, 17 (2), 74-86. [SCOPUS CiteScore = 0.39]

15. Mayer, J. M. & **Baek, T. H.** (2017). The moderating effect of appearance self-esteem on females' identification of and reaction to sexually-themed advertising. *Journal of Business Diversity*, 17(1), 10-20.
16. Yoon, S., Kim, Y., & **Baek, T. H.** (2016). Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea. *International Journal of Advertising*, 35 (1), 93-105. [SSCI Impact Factor = 2.234, Thomson Reuters]
17. Kim, S., **Baek, T. H.**, Kim, Y-K., & Yoo, K. (2016). Factors affecting stickiness and word of mouth in mobile applications. *Journal of Research in Interactive Marketing*, 10 (3), 177-192. [SCOPUS CiteScore= 2.41]
18. **Baek, T. H.**, Yoon, S., & Kim, S. (2015). When environmental messages should be assertive: Examining the moderating role of effort investment. *International Journal of Advertising*, 34 (1), 135-157. [SSCI Impact Factor = 2.234, Thomson Reuters]
19. **Baek, T. H.**, & King, K. W. (2015). When comparative valence frame affects brand extension evaluations: The moderating role of parent-extension fit. *International Journal of Advertising*, 34 (2), 382-401. [SSCI Impact Factor = 2.234, Thomson Reuters]
20. Kim, S., Lim, C. M., **Baek, T. H.**, & Kim, Y-K. (2015). The impact of image congruence on brand attachment and loyalty: The moderating role of product type. *Journal of Advertising and Promotion Research*, 4 (1), 43-76.
21. **Baek, T. H.**, & Reid, L. N. (2013). The interplay of mood and regulatory focus in influencing altruistic behavior. *Psychology & Marketing*, 30 (8), 635-646. [SSCI Impact Factor = 2.023, Thomson Reuters]
22. **Baek, T. H.**, Shen, L., & Reid, L. N. (2013). Effects of message framing in anti-binge drinking PSAs: The moderating role of counterfactual thinking. *Journal of Health Communication*, 18 (4), 442-458. [SSCI Impact Factor = 1.614, Thomson Reuters]
23. Choi, H., Yoo, K., **Baek, T. H.**, Reid, L. N., & Macias, W. (2013). Presence and effects of health and nutrition-related (HNR) claims with benefit-seeking and risk-avoidance appeals in female-orientated magazine food advertisements. *International Journal of Advertising*, 32 (4), 587-616. [SSCI Impact Factor = 2.234, Thomson Reuters]

24. **Baek, T. H.**, & Morimoto, M. (2012) Stay away from me: Examining the determinants of consumer avoidance to personalized advertising. *Journal of Advertising*, 41 (1), 59-76. [SSCI Impact Factor = 3.518, Thomson Reuters]
25. Kim, J., **Baek, T. H.**, & Kim, D. (2011). Quality of work and team spirit as drivers of student peer evaluation on advertising group project performance. *Journal of Advertising Education*, 15 (2), 14-24.
26. **Baek, T. H.**, & King, K. W. (2011). Exploring the consequences of brand credibility in services. *Journal of Services Marketing*, 25 (4), 260-272. [SSCI Impact Factor = 1.811, Thomson Reuters]
27. **Baek, T. H.**, Kim, J., & Yu, H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, 27 (7), 662-678. [SSCI Impact Factor = 2.023, Thomson Reuters]
28. **Baek, T. H.**, Kim, J., & Martin, H. J. (2010). Dimensions of news media brand personality. *Journalism & Mass Communication Quarterly*, 87 (1), 119-136. [SSCI Impact Factor = 1.301, Thomson Reuters]
29. **Baek, T. H.**, and Mayer, J. M. (2010). Sexual imagery in cigarette advertising before and after the Master Settlement Agreement. *Health Communication*, 25 (8), 747-757. [SSCI Impact Factor = 1.487, Thomson Reuters]
30. Macias, W., Lewis, L. S., & **Baek, T. H.** (2010). The changing face of direct-to-consumer print advertising. *Pharmaceutical Medicine*, 24 (3), 165-177. [SCOPUS CiteScore = 0.49]
31. Yu, H., Jeong, Y., **Baek, T. H.**, & Ju, I. (2010). How many plastic surgeons' websites contain information recommended by the ASPS advertising code of ethics? *The Internet Journal of Law, Healthcare and Ethics*, 6 (2).
32. **Baek, T. H.**, & Yu, H. (2009). Online health promotion strategies and appeals in the United States and South Korea: A content analysis of weight-loss web sites. *Asian Journal of Communication*, 19 (1), 18-38. [SSCI Impact Factor = 0.638, Thomson Reuters]

## BOOK CHAPTERS

33. Yoo, C. Y., & **Baek, T. H.** (2017). Assessing the financial value of digital advertising: An event study approach. In Rodgers, S. & Thorson, E. (3<sup>rd</sup> Eds.) *Digital Advertising: Theory and Research*. New York/London: Routledge, Taylor and Francis Group, 222-242.
34. Yoon, S., Kim, Y., & **Baek, T. H.** (2017). Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea. Reprinted in Yoon, S. & Oh, S. (Eds.) *Social and Environmental Issues in Advertising*. New York/London: Routledge, Taylor and Francis Group, 93-105.
35. Mayer, J. M., & **Baek, T. H.** (2016). The efficacy of sexualized female models in young adult-male oriented cigarette advertising. In Obal, M. W., Krey, N. & Bushardt, C. (Eds.), *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*. New York: Springer, 753-766.

## MANUSCRIPTS UNDER REVIEW

36. **Baek, T. H.**, & Yoon, S. (under review). Death imagery in anti-poaching advertising. *Psychology & Marketing*.
37. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (under the 2nd round of revise and resubmit). Color effects in green advertising: The role of color appropriateness and persuasion knowledge. *International Journal of Consumer Studies*.
38. Choi, D., Bang, H., Yoon, S., **Baek, T. H.**, & Kim, Y. (under the 2nd round of revise and resubmit). Message assertiveness and price discount in prosocial advertising: Differences between Americans and Koreans. *European Journal of Marketing*.
39. Bakpayev, M., **Baek, T. H.**, van Each, P., & Yoon, S., (under review). Programmatic creative: AI can think but it cannot feel. *Australasian Marketing Journal*.
40. Bakpayev, M., Yoon, S., & **Baek, T. H.** (under review). Power, messenger, and message assertiveness in seatbelt advertising. *Journal of Current Issues & Research in Advertising*
41. Bang, H., Choi, D., Yoon, S., & **Baek, T. H.** (under review). How price discounts increase compliance with assertive messages for prosocial behavior. *Marketing Letters*.

42. Kim, S., Yoon, S., **Baek, T. H.**, Kim, Y., & Choi, Y. K. (under review). Temporal and social scarcities: Effects on ad evaluations. *Journal of Advertising*.

**GRANTS (TOTAL: \$177,815)**

1. Online course development support, **\$3,000**
  - School of Information Science, University of Kentucky
2. The persuasive effect of charitable appeals (2018), **\$5,000 (PI)**
  - Summer Faculty Research Fellowship, University of Kentucky
3. Culture and sustainability advertising (2017), **\$138,840 (Co-Investigator)**
  - Global Research Network Program, National Research Foundation of Korea
4. Go green in the digital environment (2017), **\$1,800 (PI)**
  - Research and Creative Activities Fund, University of Kentucky
5. The persuasive effects of health goal compatibility and mood (2016), **\$1,000 (PI)**
  - International Travel Support, University of Kentucky
6. A multi-method study of social media marketing in public libraries (2015), **\$5,765 (Co-PI)**
  - Speed Dating for Researchers-V Collaborative Fund, College of Communication and Information, University of Kentucky
7. The influence of Facebook's brand pages (2013), **\$8,000 (PI)**
  - Summer Faculty Fellowship for Research, Indiana University-Southeast
8. Green advertising persuasion (2012), **\$8,000 (PI)**
  - Summer Faculty Fellowship for Research, Indiana University-Southeast
9. Toward an integrated model of regulatory fit for health behavioral outcomes: Implications for effective anti-obesity communication campaigns (2011), **\$5,550 (PI)**
  - Research Support Grant, Indiana University-Southeast
10. When brand extension fit matters: Examining the persuasive impact of comparative advertising frame and self-regulatory goals on brand extension acceptance (2010), **\$860 (PI)**
  - Broun Doctoral Dissertation Research, University of Georgia

## REFEREED CONFERENCE PAPER PRESENTATIONS

1. **Baek, T. H.**, Kim, S., Yoon, S., & Choi, Y. K. (2020). A smiley face makes me greener! Emoji and message assertiveness on social media. Paper accepted for presentation at the *International Conference of Asian Marketing Associations*, Seoul, Korea.
2. **Baek, T. H.**, & Yoon, S. (2020). Dead or alive: The effect of death imagery and regulatory focus messaging on wildlife conservation behavior. Paper accepted for presentation at the *American Academy of Advertising*, San Diego, CA.
3. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (2020). Color effects in green advertising: The role of color appropriateness and persuasion knowledge. Paper accepted for presentation at the *American Academy of Advertising*, San Diego, CA.
4. Kim, S., Yoon, S., **Baek, T. H.**, Kim, Y., & Choi, Y. (2020). The effects of temporal scarcity and social scarcity on ad evaluation. Paper accepted for presentation at the *American Academy of Advertising*, San Diego, CA.
5. Yoon, S., Bang, H., Choi, D., **Baek, T. H.**, Kim, Y., & Choi, Y. (2020). Price discount and message assertiveness in prosocial advertising: Differences between Americans and Koreans. Paper accepted for presentation at the *American Academy of Advertising*, San Diego, CA.
6. **Baek, T. H.**, & Yoon, S. (2019). How time urgency changes goal progress effects on consumer responses to mobile reward program. Paper presented at the *American Academy of Advertising*, Dallas, TX.
7. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (2019). The effect of carton on eco-friendly responses: The role of involvement and moral values. Paper presented at the *American Academy of Advertising*, Dallas, TX.
8. Bang, H., Choi, D., Yoon, S., & **Baek, T. H.** (2019). How price discounts increase compliance with assertive messages for prosocial behavior. Paper presented at the *American Academy of Advertising*, Dallas, TX.
9. Choi, D., Bang, H., Kim, Y., **Baek, T. H.**, & Yoon, S. (2019). Cross-cultural differences between Americans and Koreans in perception of message assertiveness and product discounts. Paper presented at the *American Marketing Association*, Austin, TX.



10. **Baek, T. H.**, Yoon, S., Kim, Y., Kim, S., & Choi, Y. K. (2018). My guilt versus our shame: The effect of culture-relevant emotion on advertising concreteness effect in sustainability persuasion. Paper presented at the *Koreans Scholars of Marketing Science International Conference*, Seoul, Republic of Korea.
11. Choi, D., Bang, H., **Baek, T. H.**, Kim, Y., & Oh, S. (2018). You've got oysters? then, Guinness is the perfect match: The effect of product-to-brand paring strategy in branded content. Paper presented at the *Global Marketing Conference*, Tokyo, Japan.
12. **Baek, T. H.**, Yoon, S., Kim, Y., Kim, S., & Choi, Y. K. (2018). Just tell me how, not why: How cultural-relevant emotions activate the message concreteness effect in green advertising. Paper presented at the *Global Marketing Conference*, Tokyo, Japan.
13. Choi, D., Bang, H., Kim, Y., **Baek, T. H.**, & Yoon, S. (2018). Message assertiveness and product discounts in sustainability persuasion: Comparisons among Americans and Koreans. Paper presented at the *Global Marketing Conference*, Tokyo, Japan.
14. Kim, Y., **Baek, T. H.**, Yoon, S., Kim, S., & Choi, Y. K. (2018). The lonely Samaritan: Social exclusion influences on the effectiveness of self-benefit versus other-benefit appeals in charitable advertising. Paper presented at the *American Academy of Advertising*, New York, NY.
15. **Baek, T. H.**, & Yoo, C. Y. (2017). Branded app usability: Conceptualization, measurement, and prediction of consumer loyalty. Paper presented at the *American Academy of Advertising*, Boston, MA.
16. Yoo, C. Y., & **Baek, T. H.** (2017). The economic value of launching a Twitter channel: An event study analysis. Paper presented at the *American Academy of Advertising*, Boston, MA.
17. Yim, M. Y., Sauer, P., & **Baek, T. H.** (2017). I see myself in use: Measuring the strength of consumption vision. Paper presented at the *American Academy of Advertising*, Boston, MA.
18. Kim, S., & **Baek, T. H.** (2016). Perceived characteristics of innovation affecting mobile app engagement: Moderating role of mobile app types. Paper presented at the *American Collegiate Retailing Association*, Secaucus, NJ. **\*Best Conference Paper Award**

19. **Baek, T. H.**, & Yoon, S. (2016). Going green with message framing: The moderating role of guilt and shame. Paper presented at the *American Academy of Advertising*, Seattle, WA.
20. Kim, Y., Yoon, S., **Baek, T. H.**, Oh, S., & Choi, Y. K. (2016). Assertive environmental advertising and reactance: Differences between Koreans and Americans. Paper presented at the *American Academy of Advertising*, Seattle, WA.
21. **Baek, T. H.**, Kim, S., & Yoo, C. Y. (2016). The persuasive effects of health goal compatibility and mood.” Paper presented at the *International Communication Association*, Fukuoka, Japan.
22. **Baek, T. H.**, Yoo, C. Y., & Yoon, S. (2015). The impact of augmented reality on self-brand connections and purchase intentions. Paper presented at the *American Academy of Advertising*, Chicago, IL. **\*Best Conference Paper Award**
23. **Baek, T. H.**, & Mayer, J. M. (2015). The moderating effect of appearance self-esteem on females' identification of and reaction to sexually-themed advertising. Paper presented at the *Society for Marketing Advances*, San Antonio, TX.
24. Yoon, S., Kim, Y., & **Baek, T. H.** (2014). My choice versus our obligation: Effort and culture in environmental persuasion. Paper presented at the *Korean Scholars of Marketing Science International Conference*, Seoul, Korea.
25. **Baek, T. H.**, Yoo, C. Y., & Kim, S. (2014). A social identity pathway of Facebook brand page: The antecedents and outcome of brand engagement. Paper presented at the *American Academy of Advertising*, Atlanta, GA.
26. Kim, Y., Yoon, S., & **Baek, T. H.** (2014). Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea. Paper presented at the *American Academy of Advertising*, Atlanta, GA.
27. Yoon, S., **Baek, T. H.**, Kim, K., & Yoo, J. (2014). Near-disaster experience and survivor bonding. Paper presented at the *Society for Personality and Social Psychology*, Austin, TX.
28. Yoon, S., Kim, Y., & **Baek, T. H.** (2014). Culture and effort in environmental persuasion: Does hard work always grow the mind? Paper presented at the *Global Marketing Conference*, Singapore.

29. Kim, Y., Yoon, S., & **Baek, T. H.** (2014). Culture and assertiveness in green advertising. Paper presented at the *Global Marketing Conference*, Singapore.
30. Mayer, J. M., & **Baek, T. H.** (2014). The efficacy of sexualized female models in young adult-male oriented cigarette advertising. Paper presented at the *Academy of Marketing Science*, Indianapolis, IN.
31. Kim, S., Lim, C. M., **Baek, T. H.**, & Kim, Y-K. (2014). The impact of image congruence on brand attachment and loyalty. Paper presented at the *American Collegiate Retailing Association*, Dallas, TX.
32. **Baek, T. H.**, & Kim, S. (2013). Leveraging Facebook's brand pages to strengthen consumer-brand relationships. Paper presented at the *American Collegiate Retailing Association*, Nashville, TN.
33. **Baek, T. H.**, Yoon, S., & Kim, S. (2013). When environmental messages should be assertive: The moderating effect of effort investment on consumers' recycling intentions. Paper presented at the *American Marketing Association*, Washington D. C.
34. **Baek, T. H.**, Yoon, S., & Kim, S. (2013). The effects of assertive language and effort investment in environmental advertising persuasion. Paper presented at the *American Academy of Advertising*, Albuquerque, NM.
35. **Baek, T. H.**, & King, K. W. (2012). The impact of comparative valence frame on brand extension acceptance. Paper presented at the *American Academy of Advertising*, Myrtle Beach, SC.
36. Mayer, J. M., & **Baek, T. H.** (2012). Less clothing, less dimension: Effects of the Master Settlement Agreement on female portrayals in cigarette advertising. Paper presented at the *Kelley School of Business Research Series*, Indianapolis, IN.
37. **Baek, T. H.**, & Reid, L. N. (2011). The impact of mood and regulatory focus frame on cause advertising persuasion. Paper presented at the *American Academy of Advertising*, Mesa, AZ.
38. **Baek, T. H.**, & Shen, L. (2010). The effects of message framing and counterfactual thinking in anti-binge drinking PSAs. Paper presented at the *American Academy of Advertising*,

Minneapolis, MN. \***Best Conference Paper Award**

39. Yu, H., & **Baek, T. H.** (2010). What parental factors influence children's obesity? Paper presented at the *Association for Education in Journalism and Mass Communication*, Denver, CO.
40. **Baek, T. H.**, & Morimoto, M. (2009). A conceptual model of personalized advertising avoidance. Paper presented at the *Association for Education in Journalism and Mass Communication*, Boston, MA.
41. **Baek, T. H.**, Kim, J. & Martin, H. J. (2009). Dimensions of news media brand personality. Paper presented at the *Association for Education in Journalism and Mass Communication*, Boston, MA.
42. Kim, J., **Baek, T. H.**, & Kim, D. (2009). Quality of work and team spirit as drivers of student peer evaluation on advertising group project performance. Paper presented at the *Association for Education in Journalism and Mass Communication*, Boston, MA.
43. **Baek, T. H.**, Kim, J., & Yu, H. (2008). Examining the dual effects of brand credibility and brand prestige on purchase intention. Paper presented at the *American Academy of Advertising*, San Mateo, CA.
44. **Baek, T. H.**, & King, K. W. (2008). Consequences of brand credibility in services. Paper presented at the *American Academy of Advertising*, San Mateo, CA.
45. Yu, H., & **Baek, T. H.** (2008). A cross-cultural comparison of interactivity on weight-loss websites in the U.S. and South Korea. Paper presented at the *American Academy of Advertising*, San Mateo, CA.
46. **Baek, T. H.** (2008). The value of the third-person effect: Evaluating the third-person effect in theory building. Paper presented at the *Association for Education in Journalism and Mass Communication*, Chicago, IL.
47. Yu, H., & **Baek, T. H.** (2008). The effects of body-esteem on consumer attitudes toward diet product advertising: The mediating role of social comparison. Paper presented at the *Association for Education in Journalism and Mass Communication*, Chicago, IL.

48. Yu, H., **Baek, T. H.**, Joo, I., & Jeong, Y. (2008). How much do they care about advertising ethics? A content analysis of plastic surgeons' websites. Paper presented at the *Association for Education in Journalism and Mass Communication*, Chicago, IL.
49. **Baek, T. H.**, & Yu, H. (2007). Understanding health promotion strategies and appeals. Paper presented at the *Association for Education in Journalism and Mass Communication*, Washington, D.C.

## TEACHING

### Graduate Courses Taught

#### *University of Kentucky*

- Digital Analytics and Strategies (online course)
- Quantitative Methods in Communication Research
- Master's Advisory Committee Chair: Ashley Murphy (2018)
- Master's Advisory Committee: Allie Thieneman (2017), Catherine Combs (2018), Blair Johnson (2019), Kelsey Rutheford (2019)

### Undergraduate Courses Taught

#### *University of Kentucky*

- Digital Strategies
- Integrated Strategic Media Management
- Direct Response Targeting: Media and Database Management
- Research Methods for the ISC Professional

#### *Indiana University-Southeast*

- Digital Advertising
- Advertising Media Planning
- Strategic Brand Management
- Advertising Strategies
- Introduction to Advertising
- Media in the Global Context
- Empirical Research
- Communication Campaigns
- Public Relations

*University of Georgia*

- Media Planning
- Advertising Research
- Advertising Management

**CERTIFICATIONS**

- Google Analytics
- Google AdWords + Mobile
- HubSpot Inbound Marketing
- Real-Time (Programmatic) Advertising

**INVITED LECTURES**

1. Digital Media Strategies in Consumer Psychology
  - School of Communication and Media, Ewha Womans University, Korea, April 22, 2016
2. Present and Future of Digital Advertising: Implications for Public Policy
  - International Public Policy and Management Institute (IPPMI), Martin School of Public Policy and Administration, University of Kentucky, March 2, 2016
3. Augment Yourself through Virtual Mirror: The Impact of Self-Viewing and Narcissism on Consumer Brand Responses.
  - Research Seminar Series, University of Kentucky, December 9, 2015
4. Beyond Advertising: Understanding the Role of Digital Media
  - Korean Scholars Association at the University of Kentucky (KSAUK), October 23, 2015

## **SERVICE**

### **Editorial Review Board**

- Journal of Advertising, 2017 – Present
- International Journal of Advertising, 2018 – Present

### **Ad Hoc Journal Reviewer**

- Journal of Advertising, 2013 – Present
- International Journal of Advertising, 2014 – Present
- Journal of Interactive Advertising, 2014 – Present
- Journal of Public Policy and Marketing, 2016 – Present
- Journal of Interactive Marketing, 2016 – Present
- Journal of Business Research, 2017 – Present
- Journal of Business Ethics, 2019 – Present
- European Journal of Marketing, 2013 – Present
- Personality and Social Psychology Bulletin, 2019 – Present
- Korean Advertising Research, 2015 – Present

### **Conference Paper Reviewer**

- American Academy of Advertising, 2012 – Present
- Association for Education in Journalism and Mass Communication, 2017 – Present

### **Internal**

- Strategic Planning Council, College of Communication and Information, University of Kentucky, 2020 – Present
- Faculty Council, College of Communication and Information, University of Kentucky, 2019 – Present
- ISC Curriculum Committee, University of Kentucky, 2018 – Present
- ISC Promotion and Tenure Committee, University of Kentucky, 2018 – Present
- ISC Appeals and Grievances Committee, University of Kentucky, 2019 – Present
- ISC Program Assessment and Self Study Ad Hoc Committee, University of Kentucky, 2019 – Present
- Graduate Admission and Financial Aid Committee, University of Kentucky, 2018 – Present
- Full Member of the Graduate Faculty, University of Kentucky, 2018 – Present
- Media Resource Contact Person (Gfk MRI), University of Kentucky, 2017 – Present
- Search Committee for the Dean of the College of Communication and Information, University of Kentucky, 2018 – 2019

- Work Life Survey Ad Hoc Committee Chair, University of Kentucky, 2018 – 2019
- ISC Finance and Physical Facilities Committee Chair, University of Kentucky, 2017 – 2018
- College Diversity Committee, University of Kentucky, 2015 – 2018
- ISC Department Chair Search Committee, University of Kentucky, 2017 – 2018
- ISC Faculty Search Committee, University of Kentucky, 2016 – 2017
- Associate Member of the Graduate Faculty, University of Kentucky, 2014 – 2018
- Ad Hoc Committee on the Graduate Program Promotional Materials, University of Kentucky, 2014 – 2017
- Advertising Program Coordinator, Indiana University-Southeast, 2013 – 2014
- Social Media Program Committee, Indiana University-Southeast, 2013 – 2014
- Faculty Advisor of the Ad Club, Indiana University-Southeast, 2013 – 2014
- President, Korean Student Association of the Grady College, University of Georgia, 2009 – 2010

#### **External**

- Chair of the Membership Committee, American Academy of Advertising, 2019 – Present
- Membership Committee, American Academy of Advertising, 2018 – 2019
- Research Committee, American Academy of Advertising, 2016 – 2017
- Secretary of the Board of Trustees, Lexington Korean School, 2016 – 2018

#### **PROFESSIONAL EXPERIENCE**

- Research Assistant, *Samsung Economic Research Institute*, Seoul, Korea, 2005
- Advertising Intern, *Franceschi Advertising & PR*, Tallahassee, FL, 2003 – 2004
- Marketing Intern, *Calson Marketing World Wide*, Seoul, Korea, 2003
- Project Assistant, *United Nations Environment Programme*, Seoul, Korea, 2002

#### **MILITARY EXPERIENCE**

- Army, Korean Defense Security Command, 1999 – 2001