

Mengtian (Montina) Jiang
220 McVey Hall, University of Kentucky, Lexington, USA 40506
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EDUCATION

Ph.D. Media & Information Studies
Michigan State University, 2018

M.A. Advertising
Michigan State University, 2013

B.A. Broadcast & TV Journalism
China Youth University for Political Sciences, 2011

TEACHING EXPERIENCE

Courses Taught

- ISC341 Strategic Public Relations (University of Kentucky)
- ISC321 Research Methods for the ISC Professional (University of Kentucky)
- ADV475 Advertising & Society (online) (Michigan State University)

Teaching Assistant

- ADV375 Consumer Behavior (Michigan State University)
- ADV330 Advertising Management (Michigan State University)
- CAS205 Media Photography (online) (Michigan State University)

GRANT EXPERIENCE

2017 “Understanding Influencer Motives”, Rifon Family Research Fellowship,
\$2,160 (Role: PI)

2017 “The Role of Disclosure Accessibility and Agent Knowledge in
Consumer Resistance to Sponsored Blogs”, MSU CAS Summer Research
Excellence Fellowship, **\$4,100 (Role: PI)**

2013-2016 “Online Safety for the Ages: Generational Differences in Motivations to
Use Security Protections in an Online Banking Context”, National Science
Foundation, **\$656,395 (Role: Project Manager, Research Assistant)**

2016 “Does Native Advertising Lose its Magic after Sponsorship Disclosure?
Investigating the Role of Sponsorship Disclosure and Persuasion
Knowledge on Consumer Judgments of Native Ad Effectiveness”, CAS
Summer Research Excellence Fellowship, **\$3,400 (Role: PI)**

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- 2015 “Understanding and Enhancing Consumer Processing of Native Advertising”, CAS Summer Research Excellence Fellowship, **\$4,000 (Role: PI)**
- 2014 “The Effect of Review Modality on Consumer Behavior”, CAS Summer Research Excellence Fellowship, **\$4,000 (Role: PI)**

PEER-REVIEWED JOURNAL PUBLICATIONS & BOOK CHAPTERS

Published

- Jiang, M.**, McKay, B., Richards, J. I., & Snyder, W. (2017). Now You See Me, But You Don't Know: Consumer Processing of Native Advertisements in Online News Sites. *Journal of Interactive Advertising*, 17(2). doi: 10.1080/15252019.2017.1399839.
- Jiang, M.**, Tsai, H.S., Cotten, S.R., Rifon, N.J., Alhabash, S. & LaRose, R. (2016). Generational Differences in Online Safety Perceptions and Practices. *Educational Gerontology*, 42(9), 621-634. doi:10.1080/03601277.2016.1205408.
- Tsai, H. S., **Jiang, M.**, Alhabash, S., LaRose, R., Rifon, N. J., & Cotten, S. R. (2016). Understanding online safety behaviors: A protection motivation theory perspective. *Computers & Security*, 59, 138-150. doi: 10.1016/j.cose.2016.02.009.
- Alhabash, S., **Jiang, M.**, Brooks, B., Rifon, N.J., LaRose, R., & Cotten, S.R. (2015), Online Banking for the Ages: Generational Differences in Institutional and System Trust, in L. Robinson , S.R. Cotten, J. Schulz, T.M. Hale, A. Williams (Eds.) *Studies in Media and Communications, Volume 10: Communication and Information Technologies Annual* (pp.145 – 171). Emerald Group Publishing Limited. doi: 10.1108/S2050-206020150000010006.
- Rifon, N. J., **Jiang, M.**, & Kim, S-K. (2015). Don't Hate me Because I am Beautiful: Identifying the Relative Influence of Celebrity Attractiveness and Character Traits on Credibility. In P. Verlegh, H. Voorveld, M. Eisend (Eds.) *Advances in Advertising Research, Vol. VI: The Digital, The Classic, The Subtle and The Alternative* (pp.125-134). doi: 10.1007/978-3-658-10558-7_11.
- LaRose, R., Alhabash, S., **Jiang, M.**, Shillair, R., Tsai, H. S., Cotten, S.R., & Rifon, N.J. (2015). Communicating Online Safety: Protecting Our Good Life on the Net. In H. Wang (Ed.), *Communication and "the good life" (International Communication Association Theme Book Series, Vol. 2)* (pp.161-180). New York: Peter Lang. doi: 10.3726/978-1-4539-1539-4.

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SELECTED PEER-REVIEWED CONFERENCE PROCEEDINGS & PAPERS

Yang, J., Zhao, X., & **Jiang, M.** (2018, May). Social Media Native Advertising: A Congruence Model Examining Instagram Sponsored Content. Paper to be presented at the 2018 International Communication Association's Annual Conference, Prague, Czech Republic, May 24-28.

Jiang, M. (2017, May). Use an Interactive Role-Playing Exercise to Teach Employee Communication. Paper presented at the 2017 International Communication Association's Annual Conference, San Diego, CA, May 25-29.

Shillair, R., LaRose, R., **Jiang, M.**, Cotten, S. R., and Rifon, N. J. (2017, May). The Role of Habits and Prior Experience in Motivating User Cybersecurity Behavior. Paper presented at the 2017 International Communication Association's Annual Conference, San Diego, CA, May 25-29.

Rifon, N.J., **Jiang, M.**, Cotten, S.R., LaRose, R., Alhabash, S, Shillair, R., & Cunningham, C. (2017, February). Educating Elderly Consumers to Safely Use Electronic Banking: A Test of Cybersecurity Education Methods. Paper will be presented at 2017 Winter American Marketing Association Conference, Orlando, FL, February 17-19.

Jiang, M., McKay, B., Richards, J., & Snyder, W. (2016, August). Now You See Me, But You Don't Know: Consumer Processing of Native Advertisements in Online News Sites. Paper presented at Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN, August 4-7.

Rifon, N.J., **Jiang, M.**, & Kim, S-K., Lertpratchya, A.P. (2016, July). Why do Consumers Forgive or Blame Celebrity Domestic Violence? The Roles of Celebrity Histories, Individual Trait, and Online Media Use. Paper presented at 2016 Global Marketing Conference, Hong Kong, China, July 21-24.

Cunningham, C, **Jiang, M.**, Day, T., Alhabash, S., Cotten, S.R., Rifon, N.J., LaRose, R. Gorbachenko, A., & Diane K. (2016, June). The Power to Navigate the Internet Safely: A Hands-on Approach to Learn About Online Safety Using Protection Motivation Theory. Paper presented at the 2016 International Communication Association's Annual Conference, Fukuoka, Japan, June 9-13.

Jiang, M., Tsai, H.S., Cotten, S.R., Rifon, N.J., Alhabash, S & LaRose, R. (2015, November). Safe Banking Online: An Investigation of Internet Safety Literacy and Security Protection among Older Adults. Paper presented at the 2015 Geological Society of America (GSA) Annual Meeting, Orlando, FL, November 18-22.

Balogh, B., **Jiang, M.**, Richards, J., & Snyder, W. (2015, August). Peek-A-Boo, I see you: A Content Analysis of Native Advertisement Popularity and Characteristics in U.S. Digital

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Media. Paper presented at American Academy of Advertising 2015 Global Conference, Auckland, New Zealand, July 9-12.

- Jiang, M.**, Tsai, H.S., Cotten, S.R., Rifon, N.J., Alhabash, S. & LaRose, R. (2015, August). Generational Differences in Online Safety Perceptions and Practices. Paper presented at the Communication Technology (CTEC) Division of Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, August 6-9.
- Shillair, R., LaRose, B., **Jiang, M.**, Rifon, N. J., Alhabash, S. & Cotten, S. R. (2015, August). Understanding Online Safety Behavior: The Influence of Prior Experience on Online Safety Motivation. Paper presented at the Communication Technology (CTEC) Division of Association for Education in Journalism and Mass Communication (AEJMC), San Francisco, CA, August 6-9.
- Rifon, N.J., **Jiang, M.**, & Kim, S-K., Lertpratchya, A.P. (2015, July). Consumer acceptance of celebrity intimate partner violence: The roles of consumer traits and social media use in determining attributions of celebrity motives and accountability. Paper presented at International Conference on Research in Advertising (ICORIA), European Advertising Academy, London, United Kingdom, July 3-4.
- Jiang, M.**, Tsai, H.S., Cotten, S.R., Rifon, N.J., LaRose, R., & Alhabash, S. (2014, November). Understanding Older Generation's Perceptions of Online Risky Behavior in the Electronic Banking Context. Paper presented at Gerontological Society of America (GSA)'s 67th Annual Scientific Meeting, Washington DC, November 5-9.
- Jiang, M.**, Rifon, N.J., Cotten, S.R., Tsai, H. S., Shillair, R., LaRose, R., & Alhabash, S. (2014, August). Generational Differences in Electronic Banking: Understanding What Motivates Older Generations to Adopt. Paper presented at the AMA Summer Marketing Educators Conference, San Francisco, CA, August 1-3.
- Quilliam, E.T., Kim, S-K., **Jiang, M.**, & Rifon, N.J. (2014, August). Shake, rattle and roll, or shake, swipe and tilt: Mobile food advergames targeting children. Paper presented at the AMA Summer Marketing Educators Conference, San Francisco, CA, August 1-3.
- Quilliam, E.T., Kim, S-K., **Jiang, M.**, & Rifon, N.J. (2014, June). It's all in the game: Parents' familiarity with the attitudes toward children's mobile advergames. Paper presented at the American Marketing Association 2014 Marketing & Public Policy Conference, Boston, MA, June 5-7.
- Tsai, H.S., **Jiang, M.**, Alhabash, S., LaRose, R., Rifon, N.J., & Cotten, S.R. (2014, May). Understanding Online Safety Behavior in the Online Banking Context. Presented at the International Communication Association's 64th Annual Conference, Seattle, WA, May 22-26.

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Jiang, M., Huddleston, P., & Wittenbaum, G. (2014, March). Effect of Online Review Modality on Online Shoppers' Attitude and Behavior. *The Proceedings of the 2014 Annual Conference of the American Academy of Advertising*, 148.

Kim, S-K., Rifon, N. J., **Jiang, M.**, & Richards, J. (2013, January). The Information and Puffery Profile of Product Placements in Film. *The Proceedings of the 2013 Annual Conference of the American Academy of Advertising*, 54.

HONORS AND SCHOLARSHIPS

2014-2016	Marie Louise Gephart Donnell Scholarship, Michigan State University
2013	Outstanding Advertising Master Student, Michigan State University
2012	William J. Hopp Scholarship, Michigan State University

PROFESSIONAL SERVICES

Ad Hoc Reviewer

2014	Journal of Advertising
2016	Journal of Services Marketing

Conference Paper Reviewer

2016	Academy of Marketing Science
2016	International Conference on Research in Advertising
2015-2016	International Communication Association

Professional Affiliations

2013-Present	Member, American Academy of Advertising
2014-2016	Member, International Communication Association
2014-2017	Member, American Marketing Association
2015-2016	Member, Association for Education in Journalism and Mass Communication

Services to the ISC Department, University of Kentucky

2017-2018	Member, ISC Finance and Physical Facilities Committee
2017-2018	Second advisor for 26 ISC undergraduate students

Services to Michigan State University

2016	Student Representative, Excellence in Teaching Citation Committee
2016	Judge, AD+PR MA Poster Evaluation

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PROFESSIONAL DEVELOPMENT

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| Nov 2017 | Completed “Teacher and Course Evaluations” workshop, organized by Center for the Enhancement of Learning and Teaching, University of Kentucky |
| Nov 2017 | Completed “Promotion and Tenure Beginnings” workshop, organized by the Office for Faculty Advancement, University of Kentucky |
| Nov 2017 | Completed “New Faculty Orientation to Research Infrastructure 2017” workshop, organized by the Vice President for Research, University of Kentucky |
| Oct 2017 | Completed “Teaching in a TEAL Room” workshop, organized by Center for the Enhancement of Learning and Teaching, University of Kentucky |
| May 2016 | Completed “COMPASS Scientific Communication” workshop, hosted by University Outreach and Engagement, Michigan State University |
| May 2015 | Completed “The Certification in College Teaching” workshop, organized by the Graduate School, Michigan State University |

PROFESSIONAL NON-ACADEMIC EXPERIENCE

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| 2012/10-2013/08 | Export Strategy , Michigan Economic Development Corporation |
| 2010/10-2011/01 | Corporate Communication , Edelman |
| 2009/10-2009/12 | TV Reporter and Editor , Xinhua News Agency |