

CHAN YUN YOO

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College of Communication and Information • University of Kentucky • Lexington, KY
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EDUCATION

▪ Ph.D. in Advertising	▪ M.A. in Advertising	▪ B.A. in Mass Communication and Journalism
University of Texas at Austin 2005	University of Texas at Austin 2000	Hanyang University, Korea 1998

ACADEMIC POSITION

- | | |
|---|---|
| ▪ Associate Professor , <i>July 2011 - Present</i>
School of Journalism and Telecommunications
Courses taught: <ul style="list-style-type: none">▪ ISC 321: Research Methods for the Integrated Strategic Communication Professionals▪ ISC 361: Direct Response Targeting Media/Database Management▪ ISC 451: Integrated Strategic Media Management▪ CJT 780: Advertising and Consumer Insight | University of Kentucky
Lexington, Kentucky |
| ▪ Assistant Professor , <i>August 2005 - June 2011</i>
School of Journalism and Telecommunications
Courses taught: <ul style="list-style-type: none">▪ ISC 321: Research Methods for the Integrated Strategic Communication Professionals▪ ISC 451: Integrated Strategic Media Management▪ CJT 780: Advertising and Consumer Behaviors | University of Kentucky
Lexington, Kentucky |

PROFESSIONAL EXPERIENCE

- | | |
|---|---|
| ▪ U.S. Correspondent , <i>January 2004 - February 2008</i>
Advertising | LG AD
Seoul, Korea |
| ▪ Research Consultant , <i>May 2002 - August 2002</i>
Marketing and Advertising | S1 Corporation
Atlanta, Georgia |
| ▪ Global Internship , <i>June 2000 - August 2000</i>
Advertising and Public Relations | SK Telecom
Seoul, Korea |
| ▪ Library Assistant , <i>January 1999 - May 2000</i> | Undergraduate Library,
University of Texas at Austin |
| ▪ Advertising Internship , <i>June 1997 - August 1997</i>
Account Service Team | Phoenix Communications
Seoul, Korea |
| ▪ Republic of Korea Army , <i>April 1993 - June 1995</i>
Sergeant | Seoul, Korea |

RESEARCH ACTIVITIES

Book

- **Yoo, Chan Yun** (2007), *Preattentive Processing of Web Advertising*, Youngstown, NY: Cambria Press.

Journal Articles

- Kwon, Eun Sook, Eunice Kim, Yongjun Sung, and **Chan Yun Yoo** (2014, forthcoming), "Brand Followers: Consumer Motivation and Attitude Toward Brand Communications on Twitter," forthcoming in *International Journal of Advertising*.
- **Yoo, Chan Yun** (2014), "Branding Potentials of Keyword Search Ads: The Effects of Ad Rankings on Brand Recognition and Evaluations," *Journal of Advertising*, 43 (1), 85 -99. DOI: 10.1080/00913367.2013.845541.
- Ivanov, Bobi, Kimberly A. Parker, Jenetta D. Sims, and **Chan Yun Yoo** (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, <<http://digitalcommons.kennesaw.edu/amj/vol2/iss2/2>>.
- Stuhlfaut, Mark and **Chan Yun Yoo** (2013), "A Tool for Evaluating Advertising Concept: Desirable Characteristics As Viewed by Creative Practitioners," *Journal of Marketing Communications*, 19 (2), 81-97, DOI: 10.1080/13527266.2010.550009.
- Yi, Kwan and **Chan Yun Yoo** (2012), "An Empirical Examination of the Associations between Social Tags and Web Queries," *Information Research*, 17 (3), paper 527, <<http://InformationR.net/ir/17-3/paper527.html>>.
- **Yoo, Chan Yun** (2012), "An Experimental Examination of Factors Affecting Click-through of Keyword Search Ads," *Journal of Current Issues and Research in Advertising*, 33 (1), 56-78. DOI: 10.1080/10641734.2012.675559.
- **Yoo, Chan Yun** (2011), "Interplay of Message Framing, Keyword Insertion, and Levels of Product Involvement in Click-Through of Keyword Search Ads," *International Journal of Advertising*, 30 (3), 399-424. DOI: 10.2501/IJA-30-3-399-424.
- Jeong, Jaeseok and **Chan Yun Yoo** (2011), "Deceptive Advertising and Abnormal Stock Returns: An Event Study Analysis," *International Journal of Advertising*, 30 (3), 509-535. DOI: 10.2501/IJA-30-3-509-535.
- **Yoo, Chan Yun** (2011), "Modeling Audience Interactivity as the Gratification-Seeking Process in Online Newspapers," *Communication Theory*, 22 (1), 68-90. DOI: 10.1111/j.1468-2885.2010.01376.x.
- **Yoo, Chan Yun** (2009), "Effects Beyond Click-Through: Incidental Exposure to Web Advertising," *Journal of Marketing Communications*, 15 (4), 227-246. DOI:10.1080/13527260802176419.
- **Yoo, Chan Yun** (2009), "The Effects of Persuasion Knowledge on Click-Through of Keyword Search Ads: Moderating Role of Search Task and Perceived Fairness," *Journalism and Mass Communication Quarterly*, 86 (2), 401-418. DOI: 10.1177/107769900908600209.
- Chung, Deborah S. and **Chan Yun Yoo** (2008), "Audience Motivations for Using Interactive Features: Distinguishing Use of Different Types of Interactivity on an Online Newspaper," *Mass Communication & Society*, 11 (4), 375-397. DOI: 10.1080/15205430701791048.
- **Yoo, Chan Yun** (2008), "Unconscious Processing of Web Advertising: Effects on Implicit Memory, Attitude Toward the Brand, and Consideration Set," *Journal of Interactive Marketing*, 22 (2), 2-18. DOI:10.1002/dir.20110.
- Lee, Gunho, **Chan Yun Yoo**, and Maxwell E. McCombs (2007), "Exploring a New Version of Need for Orientation in Agenda Setting Theory," *Korean Journal of Journalism & Communication Studies*, 51 (6), 411-438.
- Lee, Gunho, **Chan Yun Yoo**, and Maxwell E. McCombs (2007), "The Second Level Agenda Setting Effects of Environmental Issues: Regarding Competing Attributes in Global Warming Issue," *Korean Journal of Journalism & Communication Studies*, 51 (2), 153-179.

- **Yoo, Chan Yun** (2007), "Implicit Memory Measures for Web Advertising Effectiveness," *Journalism and Mass Communication Quarterly*, 84 (1), 7-23. DOI: 10.1177/107769900708400102.
- **Yoo, Chan Yun** and Kihan Kim (2005), "Processing of Animation in Online Banner Advertising: The Roles of Cognitive and Emotional Responses," *Journal of Interactive Marketing*, 19 (4), 18-34. DOI: 10.1002/dir.20047.
- **Yoo, Chan Yun**, Kihan Kim and Patricia A. Stout (2004), "Assessing the Effects of Animation in Online Banner Advertising: Hierarchy of Effects Model," *Journal of Interactive Advertising*, 4 (2), 49-60, < <http://jiad.org/vol4/no2/yoo/> >.
- **Yoo, Chan Yun** and Hyo-Gyoo Kim (2002), "An Analysis of Prediction Error for New Prime-Time Television Programmes: A Comparative Study between the USA and Korea," *International Journal of Advertising*, 21 (4), 525-546.

Conference Proceedings

- Baek, Tae Hyun, **Chan Yun Yoo**, and Seeun Kim (2014), "A Social Identity Pathway of Facebook Brand Page: The Antecedents and Consequences of Brand Engagement," IN *Proceedings of the 2014 American Academy of Advertising Conference*, Jisu Huh, ed., University of Minnesota: American Academy of Advertising, 87.
- **Yoo, Chan Yun** and Hyunju Jeong (2013), "Effects of Social Media Messages on Brand Transparency," In *Proceedings of the 2013 Conference of American Academy of Advertising*, Karen M. Lacendorfer, ed., Kalamazoo, MI: American Academy of Advertising, 105.
- Kwon, Eun Sook, Eunice Kim, Yongjun Sung, and **Chan Yun Yoo** (2012), "Motivations for Following Brands and Attitudes Toward Brand Communications on Twitter," In *Proceedings of the 2012 Conference of American Academy of Advertising*, Margie Morrison, ed., Knoxville, TN: American Academy of Advertising, 56.
- **Yoo, Chan Yun** (2011), "Effects beyond Click-through in Keyword Search Ads," In *Proceedings of the 2011 Conference of American Academy of Advertising*, Steven M. Edwards, ed., Dallas, TX: American Academy of Advertising, 104.
- **Yoo, Chan Yun** and Chang-Hoan Cho (2010), "Message Strategies in Keyword Search Ads," In *Proceedings of the 2010 Conference of American Academy of Advertising*, Wei-Na Lee, ed., Austin, TX: American Academy of Advertising, 121.
- **Yoo, Chan Yun** (2009), "The Effects of Persuasion Knowledge on Click-Through of Keyword Search Ads," In *Proceedings of the 2009 Conference of American Academy of Advertising*, Glen Nowak, ed., Atlanta, GA: American Academy of Advertising, 137.
- **Yoo, Chan Yun** (2008), "Factors Affecting Click-through of Keyword Search Advertising," In *Proceedings of the 2008 Conference of the American Academy of Advertising*, Shelly Rodgers, ed., Columbia, MO: American Academy of Advertising, 327.
- **Yoo, Chan Yun** (2007), "Unconscious Processing of Web Advertising," In *Proceedings of the 2007 Conference of the American Academy of Advertising*, Kim Sheehan, ed., Eugene, OR: American Academy of Advertising, 91.
- **Yoo, Chan Yun**, Patricia A. Stout, and Hyo-Gyoo Kim (2006), "Incidental Exposure to Web Advertising," In *Proceedings of the 2006 Conference of the American Academy of Advertising*, Jef I. Richards, ed., Austin, TX: American Academy of Advertising, 43.
- **Yoo, Chan Yun** and Patricia A. Stout (2005), "Memory Based Measures for Web Advertising Effectiveness," In *Proceedings of the 2005 Conference of the American Academy of Advertising*, Carrie La Ferle, ed., East Lansing, MI: American Academy of Advertising, 199.
- **Yoo, Chan Yun** and Patricia A. Stout (2004), "Trends in Research on Web Advertising," In *Proceedings of the 2004 Conference of the American Academy of Advertising*, Pat Rose, ed., North Miami, FL: American Academy of Advertising, 250.
- **Yoo, Chan Yun**, Kihan Kim, and Patricia A. Stout (2004), "Processing of Animation in Online Banner Advertising: The Role of Cognitive and Emotional Responses," In *Proceedings of the 2004 Conference of the American Academy of Advertising*, Pat Rose, ed., North Miami, FL: American Academy of Advertising, 56.

- **Yoo, Chan Yun**, Kihan Kim, and Patricia A. Stout (2003), "Effectiveness of Animated Banner Advertising: Hierarchy of Effects Model," In *Proceedings of the 2003 Conference of the American Academy of Advertising*, Les Carlson, ed., Clemson, SC: American Academy of Advertising, 168.
- **Kim, Kihan, Chan Yun Yoo**, and Patricia A. Stout (2003), "Has Animation Been Overused in Online Advertising? Effects of Animation and the Role of Affective Responses in Viewers' Perception of Banner Ads," In *Proceedings of the 2003 Conference of American Academy of Advertising*, Les Carlson, ed., Clemson, SC: American Academy of Advertising, 100-111.
- **Yoo, Chan Yun** (2003), "An Exploratory Study of Consumers' Risk Perceptions in Online Auctions," In *Proceedings of the Society for Consumer Psychology 2003 Winter Conference*, Christine Page and Steve S. Posavac, eds., New Orleans, LA: Society for Consumer Psychology, 58.
- **Yoo, Chan Yun** and Patricia A. Stout (2002), "Limited Information Processing of Web Advertising," In *Proceedings of the 2002 Conference of the American Academy of Advertising*, Avery M. Abernethy, ed., Auburn, AL: American Academy of Advertising, 171-179.
- **Yoo, Chan Yun** and Patricia A. Stout (2001), "Factors Affecting Users' Interactivity with the Web Site and the Consequences of User's Interactivity" In *Proceedings of the 2001 Conference of the American Academy of Advertising*, Charles R. Taylor, ed., Villanova, PA: American Academy of Advertising, 53-61.

Conference Presentations

- **Baek, Tae Hyun, Chan Yun Yoo**, and Seeun Kim (2014), "A Social Identity Pathway of Facebook Brand Page: The Antecedents and Consequences of Brand Engagement," Paper presented at *the 2014 American Academy of Advertising Conference*, March 27 - 30, Atlanta, GA.
- **Ivanov, Bobi, Kimberly A. Parker, Jenetta D. Sims, and Chan Yun Yoo** (2013), "The Impact of Message Sequencing in the New Product Introduction Process: Boosting Message Retention and Its Impact on Product Attitude," Paper presented at *The National Communication Association 99th Annual Convention*, November 21 - 24, Washington D.C.
- **Yoo, Chan Yun** and Hyunju Jeong (2013), "Effects of Social Media Messages on Brand Transparency," Paper presented at *The 2013 American Academy of Advertising Conference*, April 4 - 7, Albuquerque, NM.
- **Yoo, Chan Yun** (2012), "Branding Potentials of Keyword Search Ads," Paper presented at *The 2012 Annual Association for Education in Journalism and Mass Communication Conference, Advertising Division*, August 9 -12, Chicago, IL.
- **Kwon, Eun Sook, Eunice Kim, Yongjun Sung, and Chan Yun Yoo** (2012), "Following Brands on Twitter: Motivation and Consequences," Paper presented at *The 2012 American Academy of Advertising Conference*, March 15 - 18, Myrtle Beach, SC.
- **Yoo, Chan Yun** (2011), "Effects beyond Click-through in Keyword Search Ads," Paper presented at *The 2011 American Academy of Advertising Conference*, April 7 - 10, Mesa, AZ.
- **Yoo, Chan Yun** and Yungsoo Kim (2010), "The Obama Effect: Representation and Portrayals of Minority Models in Magazine Advertising," Paper presented at *The 2010 International Communication Association Conference, Mass Communication Division*, June 22 - 26, Singapore.
- **Yoo, Chan Yun** and Chang-Hoan Cho (2010), "Message Strategies in Keyword Search Ads," Paper presented at *The 2010 Conference of American Academy of Advertising*, March 18 - 21, Minneapolis, MN.
- **Yoo, Chan Yun** (2009), "The Effects of Persuasion Knowledge on Click-Through of Keyword Search Ads," Paper presented at *The 2009 Conference of American Academy of Advertising*, March 26 -29, Cincinnati, OH.
- **Yoo, Chan Yun** (2008), "Audience Interactivity as Gratification-Process in the Online Newspaper" Paper presented at *The 2008 Annual Association for Education in Journalism and Mass Communication Convention, Newspaper Division*, August 6 -9, Chicago, IL.
- **Stuhlfaut, Mark and Chan Yun Yoo** (2008), "Measuring the Immeasurable: Testing the 4-D Model of Advertising Creativity" Paper presented at *The 2008 Annual Association for Education in Journalism and Mass Communication Convention, Advertising Division*, August 6 -9, Chicago, IL.

- Jeong, Jaeseok and **Chan Yun Yoo** (2008), "The Impact of Deceptive Advertising on the Market Value of Firms," Paper presented at *The 2008 Annual Conference of Academy of Marketing Science*, May 28 – 31, Vancouver, BC, Canada.
- **Yoo, Chan Yun** (2008), "Factors Affecting Click-through of Keyword Search Advertising," Paper presented at *The 2008 Conference of the American Academy of Advertising*, March 27 – 30, San Mateo, CA.
- **Yoo, Chan Yun** (2007), "Unconscious Processing of Web Advertising," Paper presented at *The 2007 Conference of the American Academy of Advertising*, April 12 – 15, Burlington, VT.
- **Yoo, Chan Yun** (2006), "Implicit Memory Measures for Web Advertising Effectiveness," Paper presented at *The 2006 Annual International Communication Association Conference, Mass Communication Division*, June 19 – 23, Dresden, Germany.
- Chung, Deborah S. and **Chan Yun Yoo** (2006), "Online User Motivations and Use of Interactive Features on an Online News Site: A Uses and Gratification Approach," Paper presented at *The 2006 Annual International Communication Association Conference, Journalism Studies Division*, June 19 – 23, Dresden, Germany.
- **Yoo, Chan Yun**, Patricia A. Stout, and Hyo-Gyoo Kim (2006), "Incidental Exposure to Web Advertising," Paper presented at *The 2006 Conference of the American Academy of Advertising*, March 30 – April 2, Reno, NV.
- **Yoo, Chan Yun** and Patricia A. Stout (2005), "Memory Based Measures for Web Advertising Effectiveness," Paper presented at *The 2005 Conference of the American Academy of Advertising*, March 31 – April 3, Houston, TX.
- Lee, Gunho and **Chan Yun Yoo** (2004), "Attribute Salience Transfer of Global Warming Issue from Online Newspapers to the Public: Attribute of Environment vs. Attribute of Economy," Paper presented at *The 2004 Annual Association for Education in Journalism and Mass Communication Convention, Communication Theory and Methodology Division*, August 4 – 7, Toronto, Canada.
- **Yoo, Chan Yun** and Patricia A. Stout (2004), "Trends in Research on Web Advertising," Paper presented at *The 2004 Conference of the American Academy of Advertising*, March 25 – 28, Baton Rouge, LA.
- **Yoo, Chan Yun**, Kihan Kim, and Patricia A. Stout (2004), "Processing of Animation in Online Banner Advertising: The Role of Cognitive and Emotional Responses," Paper presented at *The 2004 Conference of the American Academy of Advertising*, March 25 – 28, Baton Rouge, LA.
- **Yoo, Chan Yun** and Gunho Lee (2003), "Agenda-Setting Effects in Digital Age: Refining "Need for Orientation" with "Effort Required to Attend to the Message"" Paper presented at *The 2003 Annual Association for Education in Journalism and Mass Communication Convention, Communication Theory and Methodology Division*, July 30 – August 2, Kansas City, MO.
- **Yoo, Chan Yun**, Kihan Kim, and Patricia A. Stout (2003), "Effectiveness of Animated Banner Advertising: Hierarchy of Effects Model," Paper presented at *The 2003 Conference of American Academy of Advertising*, March 27 – 30, Denver, CO.
- Kim, Kihan, **Chan Yun Yoo**, and Patricia A. Stout (2003), "Has Animation Been Overused in Online Advertising? Effects of Animation and the Role of Affective Responses in Viewers' Perception of Banner Ads," Paper presented at *The 2003 Conference of American Academy of Advertising*, March 27 - 30, Denver, CO.
- **Yoo, Chan Yun** (2003), "An Exploratory Study of Consumers' Risk Perceptions in Online Auctions," Paper presented at *The 2003 Society for Consumer Psychology Winter Conference*, February 20 – 22, New Orleans, LA.
- **Yoo, Chan Yun** and Hyo-Gyoo Kim (2002), "An Analysis of Prediction Error for New Prime-Time Television Programs: The Comparative Studies between the United States and Korea," Paper presented at *The 2002 Annual International Communication Association Conference, Mass Communication Division*, July 15 – 19, Seoul, Korea.
- **Yoo, Chan Yun** and Patricia A. Stout (2002), "Limited Information Processing of Web Advertising," Paper presented at *The 2002 Conference of the American Academy of Advertising*, March 21 – 24, Jacksonville, FL.

▪ Curriculum Vitae ▪

- **Yoo, Chan Yun** (2001), "An Empirical Examination of the Factors Affecting Attitude Toward the Site" Paper presented at *The 2001 Annual Association for Education in Journalism and Mass Communication Convention, Advertising Division*, August 5 - 8, Washington, DC.
- **Yoo, Chan Yun** and Patricia A. Stout (2001), "Factors Affecting Users' Interactivity with the Web Site and the Consequences of User's Interactivity" Paper presented at *The 2001 Conference of American Academy of Advertising*, March 29 - April 1, Salt Lake City, UT.

Manuscripts under Review

- Baek, Tae Hyun, **Chan Yun Yoo**, and Seeun Kim, "Beyond the "Like" Button: A Structural Model of Brand Engagement on Facebook Pages," Manuscript submitted to *Psychology & Marketing* for review.

Research in Progress

- "Self-viewing vs. Other-viewing Augmented Reality," Paper to be submitted to *Journal of Interactive Marketing*.
- "Ineffectiveness of Keyword Search Ads," Paper to be submitted to *Journal of Interactive Marketing*.
- "Brand Transparency in Social Media," Paper to be submitted to *Journal of Advertising*

GRANT ACTIVITIES

- Yoo, Chan Yun (2009), "The Effects of Persuasion Knowledge on Click-Through of Keyword Search Ads," Special Summer Faculty Research Fellowship, The Office of the Vice President for Research, The University of Kentucky, \$7000.
- Yoo, Chan Yun (2006), "Antecedents and Consequences of Users' Interactivity with the Website," Regular Summer Faculty Research Fellowship, The Office of the Vice President for Research, The University of Kentucky, \$6000.
- Yoo, Chan Yun (2004), "Preattentive Processing of Web Advertising," Doctoral Dissertation Proposal Award, The American Academy of Advertising, \$2000.

ACADEMIC SERVICE

Journal Editorial Review Board

- *International Journal of Advertising*, 2009 - Present.
- *Journal of Applied Communication Research*, 2010 - Present.

Journal Ad hoc Reviewer

- *Journal of Advertising*, 2011 - Present.
- *Journal of Communication*, 2011 - Present.
- *Journalism and Mass Communication Quarterly*, 2010 - Present.
- *Journal of Interactive Marketing*, 2009 - 2011, 2013.
- *Communication Theory*, 2009 - 2010.
- *International Journal of Advertising*, 2009.
- *Journal of Applied Communication Research*, 2008 - 2010.
- *International Journal of Internet Marketing and Advertising*, 2005.
- *Journal of Interactive Advertising*, 2004.

Conference Paper Reviewer

- Association for Education in Journalism and Mass Communication (AEJMC) Conference, Advertising Division, 2009, 2010, 2011, 2012, 2013, 2014.
- American Academy of Advertising (AAA) Conference, 2009, 2011, 2013.

Doctoral Dissertation Outside Reviewer

- Theresa M. Floyd, DBA, University of Kentucky, May 2014.
Dissertation Title: How They Think You Got There Matters: The Effect of Observers' Attributions About Networking Behavior on Performance
- Marcus M. Doxey, DBA, University of Kentucky, May 2013.
Dissertation Title: The Effect of Increased Audit Disclosure on Financial Statement Users' Perceptions of Management, Auditors, and Financial Reporting: An Experimental Investigation
- Emily J. Plant, DBA, University of Kentucky, May 2010.
Dissertation Title: An Empirical Analysis of Reputation Effects and Network Centrality in a Multi-Agency Context

Department/College/University Committee Service

- Faculty Search Committee Chair, Digital Media, Integrated Strategic Communication, School of Journalism and Telecommunication, University of Kentucky, *Spring 2014*.
- Faculty Search Committee, Creative, Integrated Strategic Communication, School of Journalism and Telecommunication, University of Kentucky, *Spring 2014*.
- Research Strategic Planning Task Force, College of Communications and Information, University of Kentucky, *Spring 2014*.
- Promotion and Tenure Committee, School of Journalism and Telecommunication, University of Kentucky, *Fall 2011 – Present*.
- Admissions and Financial Aid Committee, College of Communications and Information, University of Kentucky, *Fall 2008 – Present*.
- Academic Appeals Committee, School of Journalism and Telecommunication, University of Kentucky, *Fall 2009 – Spring 2013*.
- Douglas A. and Carole A. Boyd Professorship Selection Committee, College of Communications and Information, University of Kentucky, *Fall 2012*.
- Faculty Council, College of Communications and Information Studies, University of Kentucky, *Fall 2011 – Spring 2012*.
- Tech Support Ad hoc Search Committee, College of Communications and Information Studies, University of Kentucky, *Spring 2011*.
- Scholarship Committee, School of Journalism and Telecommunication, University of Kentucky, *Fall 2007 – Spring 2009*.
- Resource and Review Committee, College of Communications and Information Studies, University of Kentucky, *Fall 2007 – Spring 2008*.
- Faculty Search Committee, Integrated Strategic Communication, School of Journalism and Telecommunication, University of Kentucky, *Fall 2007, Fall 2013*.
- Synergy Committee, School of Journalism and Telecommunication, University of Kentucky, *Fall 2005 – Spring 2007*.
- Resource Committee, College of Communications and Information Studies, University of Kentucky, *Fall 2005 – Spring 2007*.

Academic Community Service

- Chair, Korean-American Academy of Advertising (KAAA), *2012 – 2014*.

HONORS AND AWARDS

- **Top Faculty Paper Award, 2nd Place**, Association for Education in Journalism and Mass Communication, Advertising Division, *2012*.
- **Faculty Teaching Excellence Award Nominee**, College of Communications and Information, The University of Kentucky, *2012*.
- **College Research Activity Award for International Travel**, College of Communications and

▪ Curriculum Vitae ▪

Information Studies, The University of Kentucky, 2010.

- **Special Summer Faculty Research Fellowship**, The Office of the Vice President for Research, The University of Kentucky, 2009.
- **Top Faculty Paper Award**, Association for Education in Journalism and Mass Communication, Newspaper Division, 2008.
- **Faculty Research Excellence Award**, College of Communications and Information Studies, The University of Kentucky, 2007.
- **Regular Summer Faculty Research Fellowship**, The Office of the Executive Vice President for Research, The University of Kentucky, 2006.
- **Dissertation Research Award**, College of Communication, The University of Texas at Austin, 2004.
- **Doctoral Dissertation Competition Award**, American Academy of Advertising, 2004.
- **Top Student Paper Award**, Association for Education in Journalism and Mass Communication, Communication Theory and Methodology Division, 2004.
- **David Bruton, Jr. Graduate Fellowships**, The Office of Graduate Studies, The University of Texas at Austin, 2003, 2004.
- **John E. Mankin, Sr. - Texas Cable & Telecommunication Association Endowed Scholarship in Communication**, College of Communication, The University of Texas at Austin, 2003.
- **Morris Hite/Tracy Locke Presidential Scholarship in Advertising**, Department of Advertising, The University of Texas at Austin, 2003.
- **Professional Development Award**, The Office of Graduate Studies, The University of Texas at Austin, 2003.
- **Graduate Professional Development Awards**, Department of Advertising, The University of Texas at Austin, 2001, 2002, 2003, 2004, 2005.
- **Summer Tuition Fellowship**, The International Office, The University of Texas at Austin, 2001.
- **Dean's List**, College of Communication, The University of Texas at Austin, 1997-1998.
- **Honors**, Hanyang University, 1991, 1996, 1997.
- **Preemptive Fellowship**, College of Social Sciences, Hanyang University, 1991.

PROFESSIONAL ORGANIZATION MEMBERSHIP

- American Academy of Advertising (AAA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- International Communication Association (ICA)
- Direct Marketing Association (DMA)
- Society of Consumer Psychology (SCP)