



Bobi Ivanov, Ph.D.

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Profile

Bobi Ivanov (Ph.D., University of Oklahoma) is a Professor of Integrated Strategic Communication in the Department of Integrated Strategic Communication at the University of Kentucky. He studies strategic message design, consumer behavior, and strategic communication. He has primarily taught marketing, communication, research, and strategic communication-related courses in a number of different departments/units. His main research interests concern social influence (persuasion and resistance) and message design, processing, and retention. Ivanov's theoretical work focuses on the study of inoculation theory, images, and attitudes and their composition, hierarchical structure, and function as applied in various contexts including commercial, health, intercultural, instructional/educational, interpersonal, political, and risk/crisis management. His scholarship has appeared in numerous presentations, books, book chapters, and top-tier journal publications such as *Communication Monographs*, *Communication Research*, *Human Communication Research*, *Journal of Communication*, *Health Communication*, *Journal of Public Relations Research*, *Communication Yearbook*, and *Journal of Applied Communication Research*, among other. He has also worked as a Market Research Analyst at Consumer Data Service (CDS) and Insight Market Research and Consulting (Insight).

Education

2003 – 2006, Ph.D., University of Oklahoma, Department of Communication
Emphasis: Social Influence (Persuasion and Resistance)
Cognate: Marketing/Management
Advisor: Michael Pfau, Ph.D.

1998 – 1999, M.B.A., University of Central Oklahoma, Department of Marketing
Emphasis: Marketing Research
Advisor: Dr. Derrell Goudge, Ph.D.

1994 – 1997, B.B.A., University of Central Oklahoma, Department of Marketing
Emphasis: Marketing
Advisor: Dr. Derrell Goudge, Ph.D.

Academic Experience

2017 – Present ***Professor, University of Kentucky***
Department of Integrated Strategic Communication

2012 – 2017 ***Associate Professor, University of Kentucky***
Department of Integrated Strategic Communication
School of Journalism and Telecommunications

2008 – 2012 ***Assistant Professor, University of Kentucky***
School of Journalism and Telecommunications

Undergraduate Courses:

Introduction to Integrated Strategic Communication (ISC)
Consumer Behavior
ISC Regulation
ISC Account Management
ISC Research Methods
Ethics, Legal, & Social Issues in ISC
ISC Campaigns
Strategic Audience Insights

Graduate Courses:

Inoculation Theory
Communication Theory
Persuasion and Social Influence
Persuasion and Communication
Persuasion and Psychophys. Measurement
Intercultural Communication

2014 – 2019 ***Associate Dean for Graduate Programs in Communication,***
University of Kentucky
College of Communication and Information

2014 – 2019 ***Director of Health Communication Graduate Certificate,***
University of Kentucky
College of Communication and Information

2014 – 2019 ***Director of Risk Sciences Graduate Certificate,***
University of Kentucky
College of Communication and Information

2014 – 2016 ***Director of Instructional Communication Graduate Certificate,***
University of Kentucky
College of Communication and Information

2022 – 2023 ***Visiting Professor, University American College Skopje***
School of Business, Economics, and Management

Graduate Courses:
Research Methods

2019 – 2020 ***Fulbright Core Scholar, Fulbright Grant Award***
Bureau of Educational and Cultural Affairs
U.S. Department of State and Institute of International Education
Host: South East European University, Macedonia
College of Business and Economics
College of Language, Cultures and Communication

Courses:
Business Communication (undergraduate)
Principles of Marketing (undergraduate)
Marketing Management (graduate)

Guest-Lectures:
Culture of English-Speaking Countries
Introduction to Communication Science
Intercultural Communication
Research Methodology (graduate)

2012 – 2013 ***Visiting Professor, University American College Skopje***
School of Business, Economics, and Management

Graduate Courses:
Integrated Marketing Communication

2005 – 2008 ***Assistant Professor, University of Central Oklahoma***
Department of Marketing

Undergraduate Courses:
Integrated Marketing Communications
Consumer and Market Behavior
Social Marketing
International Marketing
Marketing Research

Graduate Courses:
Social Marketing
International Marketing

2003 – 2005 ***Graduate Teaching Assistant, University of Oklahoma***
Department of Communication

Undergraduate Courses:
Research Procedures (Advanced Statistics)
Statistics
Principles of Communication

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

- 2004 – 2005** ***Director of International Teaching Assistants Training Workshop, Instructional Development Program,***
University of Oklahoma
- 2003 – 2004** ***Associate Director of International Teaching Assistants Training Workshop, Instructional Development Program,***
University of Oklahoma
- 2000 – 2003** ***Instructor, University of Central Oklahoma***
Department of Marketing
- Undergraduate Courses:
International Marketing
Marketing Research
- 1998 – 1999** ***Graduate Assistant, University of Central Oklahoma***
Department of Marketing

Non-Academic Professional Experience

- 2020 – Present, United Nations Higher Commissioner for Refugees (UNHCR)**
Communications Consultant
- 2008 – 2018, Insight Market Research & Consulting, Inc.**
Consultant
- 2002 – 2008, Insight Market Research & Consulting, Inc.**
Senior Market Research Analyst
- 2000 – 2002, Consumer Data Service, Oklahoma Press Association**
Marketing Research Coordinator

Grants, Contracts, and Funding

Promoting Health Equity & COVID Immunizations in Underserved Populations across the Commonwealth of Kentucky (2022-2023). Hustedde, C. (PI), Parker, K. A. (Co-PI), and **Ivanov, B.** (Co-PI). Submitted (not funded) to Kentucky Department for Public Health. (*external grant*)

Increasing Health Access among Romani Youth in North Macedonia (2021 - 2022). Parker, K. A. (PI), and **Ivanov, B.** (Co-PI). Submitted (not funded) to Fulbright Centennial Fellowship. \$25,000. (*external grant*)

The Potential for Inoculation Messages to Influence Vaccine Uptake among Underrepresented Populations (2021-2022). Parker, PI; **Ivanov,** & Francis, Co-PIs. Funded by UNITE (United in True Racial Equity). \$36,225 (*internal grant*)

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*)

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 (not funded) to the Department of Homeland Security (DHS): Submitted to the Homeland Security Sciences-4B Risk Perception and Communication. \$500,000 (*external grant*)

The Fulbright Enrichment Seminar (Fall 2015). Barnes, 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*)

Publications

Parker, K. A., Geegan, S. A., Palamidovska-Sterjadovska, N., Ciunova Shuleska, A., **Ivanov, B.**, Pfeiffer, S., & Tristan, A. (accepted). The relevance of relatives and friends: Subjective norms and social networks driving young Macedonians' COVID-19 vaccine decisions. *The International Journal of Interdisciplinary Social and Community Studies*.

Ivanov, B., McVicker, S. M., Gordon, M. (2024). Propaganda education through exposure to authentic content. *The Journal of Communication and Media Studies*, 9(1), 45-62. <https://doi.org/10.18848/2470-9247/CGP/v09i01/45-62>

Geegan, S. A., Parker, K. A., Dogan, J., **Ivanov, B.**, Tristan, A., & Francis, D. B. (2023). COVID-19 vaccine hesitancy and acceptance: The influence of communication between Black Americans and health professionals. *The International Journal of Health, Wellness and Society*, 14(1), 59-77. <https://doi.org/10.18848/2156-8960/CGP/v14i01/59-77>

Parker, K. A., Geegan, S., **Ivanov, B.**, Dogan, J., Tristan, A., & Francis, D. (2023). Trust, motivation, and barriers in a “hurry up and vaccinate” environment: Vaccine uptake among Black Americans. *The International Journal of Community Diversity*, 23(2), 41-61. <https://doi.org/10.18848/2327-0004/CGP/v23i02/41-61>

- Geegan, S. A., **Ivanov, B.**, Parker, K. A., Rains, S. A., & Banas, J. A. (2023). The effects of inoculation and narrative messages on texting and driving among college students. *Journal of Social Marketing*, 13(4), 593-608. <https://doi.org/10.1108/JSOCM-04-2023-0088>
- Roberson, L., Parker, K. A., **Ivanov, B.**, & Hester, E. B. (2023). Feasibility and acceptability of a curricula to promote healthy eating in the golden years. *Family & Consumer Sciences Research Journal*, 51(3), 177-195. <http://doi.org/10.1111/fcsr.12467>
- Parker, K. A., Hester, E. B., **Ivanov, B.**, Wombacher, K., & Watterson, T. (2023). Experiencing inoculation: A qualitative analysis of an interrupted message design. *Western Journal of Communication*, 87(1), 65-85. <https://doi.org/10.1080/10570314.2022.2109720>
- Geegan, S. A., **Ivanov, B.**, & Parker, K. A., (2023). Inoculating within character limits: Terse messages to promote Gen Z mental health. *The Journal of Communication and Media Studies*, 8(2), 65-86. <https://doi.org/10.18848/2470-9247/CGP/v08i02/65-86> (Article received the **International Award for Excellence** as the top article of the year)
- Compton, J., **Ivanov, B.**, & Hester, H. B. (2022). New directions for inoculation theory and affect research. *STAM Journal*, 52(1), 1-27. <https://speechandtheatremo.org/journal-archive/>
- Parker, K. A., Hester, E. B., Geegan, S. A., Ciunova-Shuleska, A., Palamidovska-Sterjadovska, N., & **Ivanov, B.** (2022). Reflections on emigration aspirations from young, educated people in small Balkan countries: A qualitative analysis of reasons to leave or stay in North Macedonia. *Central and Eastern European Migration Review*, 11(1), 65-84. <https://doi.org/10.54667/ceemr.2022.07>
- Compton, J., **Ivanov, B.**, & Hester, H. B. (2022). Inoculation theory and affect. *International Journal of Communication*, 16, 3470-3483. <https://ijoc.org/index.php/ijoc/article/view/19094/3828>.
- Hester, E. B., Geegan, S. A., & **Ivanov, B.** (2022). Inoculating against disillusionment: Protecting student confidence in universities before a campus shooting crisis. *Journal of School Violence*, 21(2), 147-160. <https://doi.org/10.1080/15388220.2022.2032115>
- Parker, K. A., **Ivanov, B.**, Matig, J., Dillingham, L. L., & Peritore, N. (2022). Inoculation booster messages: Frequency, content, and timing. *The Journal of Communication and Media Studies*, 7(1), 1-19. <https://doi.org/10.18848/2470-9247/CGP/v07i01/1-19> (lead article) (Article received the **International Award for Excellence** as the top article of the year)

- Parker, K. A., Geegan, S. A., Hester, E. B., Stefanovska-Petkovska, M., & **Ivanov, B.** (2022). "We see our country as a trash can": Exploring pollution-related attitudes among young people in North Macedonia. *International Journal of Climate Change*, 14(2), 105-124. <https://doi.org/10.18848/1835-7156/CGP/v14i02/105-124>
- Ivanov, B.**, Rains, S. A., Dillingham, L. L., Parker, K. A., Geegan, S. A., & Barbati, J. L. (2022). Role of threat and counterarguing in therapeutic inoculation. *Southern Communication Journal*, 87(1), 15-27. <https://doi.org/10.1080/1041794X.2021.1983012>
- Barbati, J. L., Rains, S. A., **Ivanov, B.**, Banas, Jr., J. A. (2021). Evaluating classic and contemporary ideas about persuasion resistance in inoculation theory: Argument strength, refutation strength, and forewarning. *Communication Research Reports*, 38(4), 272-281. <https://doi.org/10.1080/08824096.2021.1956450>
- Parker, K. A., Roberson, L. B., **Ivanov, B.**, Carter R. E., & Riney, N. (2021). The road to recovery from addiction: A qualitative exploration of motivators and challenges to achieving sobriety in recovery housing. *International Journal of Health, Wellness, and Society* 11(2), 159-172. <https://doi.org/10.18848/2156-8960/CGP/v11i02/159-172>
- Parker, K. A., Roberson, L. B., **Ivanov, B.**, Carter R. E., & Riney, N. (2021). Participating in 12-step programs in recovery homes: The positive experience of structure, fellowship, and community of support. *The International Journal of Interdisciplinary Social and Community Studies* 16(1), 139-147. <https://doi.org/10.18848/2324-7576/CGP/v16i01/139-1>
- Helme, D. W., Grant, L. F. M., **Ivanov, B.**, & Van Stee, S. (2021). Dimensions and validation of the print perceived message sensation value scale (PPMSV). *The Social Science Journal*, 58(4), 514-531. <https://doi.org/10.1016/j.soscij.2019.06.001>
- Ivanov, B.**, Hester, E. B., Martin, J. C., Silberman, W., Slone, A. R., Goatley-Soan, S., Geegan, S., Parker, K. A., Herrington, T. F., Riker, S., & Anderson, A. (2020). Persistence of emotion in the process of inoculation: Experiencing post-attack threat, fear, anger, happiness, sadness, and surprise. *Communication Quarterly*, 68(5), 560-582. <https://doi.org/10.1080/01463373.2020.1850492>
- Parker, K. A., Geegan, S., **Ivanov, B.**, Slone, A., Silberman, W., Martin, J., Hester, E., Goatley-Soan, S., Anderson, A., Herrington, T., & Riker, S. (2020). Defending democracy: Inoculation's efficacy in protecting First Amendment attitudes. *Communication Studies*, 71(1), 22-39. <https://doi.org/10.1080/10510974.2019.1671889>

- Parker, K. A., Thieneman, A., & **Ivanov, B.** (2019). "If we don't use today, we'll stay sober today:" Inoculation-centered intervention strategy for relapse prevention. *The International Journal of Health, Wellness, and Society*, 10(2), 53-69. <https://doi.org/10.18848/2156-8960/CGP/v10i02/53-69>
- 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. <https://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*, 82(5), 648-665. doi: <https://doi.org/10.1080/10570314.2018.1454600>
- 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*, 24(2), 147-149. <https://doi.org/10.1080/14659891.2018.1523967>
- Ivanov, B.**, Sellnow, T. L., Burns, W., & Getchell, M. (2018). 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*, 26(4), 414-424. <https://doi.org/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. <https://doi.org/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. <https://doi.org/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. <https://doi.org/10.1080/08824096.2016.1224161>
- 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. <https://doi.org/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(1), 49-68. <https://doi.org/10.1080/03637751.2015.1030681>
- Dillingham, L. L., & **Ivanov, B.** (2015). Boosting inoculation’s message potency: Loss framing. *Communication Research Reports*, 32(2), 113-121. <https://doi.org/10.1080/08824096.2015.1016152> (lead article)
- Ivanov, B.**, Sims, J. D., Compton, J., Miller, C. H., Parker, K. A., Parker, J. L., Harrison, K. J., & Averbeck, J. M. (2015). The general content of post-inoculation talk: Recalled issue-specific conversations following inoculation treatments. *Western Journal of Communication*, 79(2), 218-238. <https://doi.org/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. <https://doi.org/10.18848/2327-7955/CGP/v21i01/48716>
- 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. <https://doi.org/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(5), 442-466. <https://doi.org/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. <https://doi.org/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. <https://digitalcommons.kennesaw.edu/amj/vol2/iss2/2>

- 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(3), 59-74. <https://doi.org/10.18848/2324-7320/CGP/v07i03/53578>
- 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(1), 127-155. <https://doi.org/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. <https://doi.org/10.18848/2156-8960/CGP/v02i04/41023>
- 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. <https://doi.org/10.18848/1835-4432/CGP/v04i03/40679> (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. <https://doi.org/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. <https://doi.org/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. <https://doi.org/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), 1-11. <https://doi.org/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), 1-12. <https://doi.org/10.18848/2154-8560/CGP/v01i01/44237> (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. <https://doi.org/10.18848/1833-1866/CGP/v05i03/35845>
- Ivanov, B.,** Pfau, M., & Parker, K. A. (2009). The attitude base as a moderator of the effectiveness of inoculation strategy. *Communication Monographs, 76*(1), 47-72. <https://doi.org/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*(5), 655-676. <https://doi.org/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*(4), 414-441. <https://doi.org/10.1080/03637750500322578>
(The article received the *Distinguished Article Award* from the Communication and Social Cognition Division of the National Communication Association.)

Book and Encyclopedia Chapters

- Ivanov, B.,** Parker, K. A., & Compton, J. (forthcoming). Introduction to inoculation theory and practice. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
- Ivanov, B.,** & Dillingham, L. L. (forthcoming). Inoculation message: Content, style, structure, and language. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*

- Ivanov, B.** (forthcoming). Message design and strategic application. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
- Ivanov, B.** (forthcoming). Attitude base and matching/mismatching hypotheses. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
- Compton, J., & **Ivanov, B.** (forthcoming). Politics and inoculation theory. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
- Ivanov, B.**, Parker, K. A., & Compton, J. (forthcoming). Conclusion: The future of inoculation theory and practice. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
- Geegan, S. A., **Ivanov, B.**, & Parker, K. A. (forthcoming). Persuasion, resistance, and online misinformation during crisis. In K. B. Wright (Ed.), *Communicating about Science During Crisis Events in the Age of Social Media and Misinformation: Identifying, Analyzing, and Correcting Misinformation*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
- Parker, K. A., **Ivanov, B.**, & Geegan, S. A. (forthcoming). Narratives and risky behaviors among college students. In L. B. Carper (Ed.), *Innovative Approaches to the Use of Narrative in Health Communication Research*. Wilmington, DE: Vernon Press. *Invited Chapter*
- Ivanov, B.**, Dillingham L. L., Hester, E. B., & Parker, K. A. (2022). Enhancing catastrophic event preparedness and response: The inoculation approach. In H. D. O'Hair and M. J. O'Hair (Eds.), *Communication and Catastrophic Events: Strategic Risk and Crisis Management* (49-64). Hoboken, NJ: Wiley Blackwell. *Invited Chapter*.
- Hester, E., **Ivanov, B.**, Parker, K. A., & Sajjad, M. (2022). Communication strategies to initiate and sustain catastrophe compassion. In H. D. O'Hair and M. J. O'Hair (Eds.), *Communication and Catastrophic Events: Strategic Risk and Crisis Management* (pp. 65-83). Hoboken, NJ: Wiley Blackwell. *Invited Chapter*.
- Parker, K. A., Geegan, S. A., Hester, E., & **Ivanov, B.** (2022). Social marketing strategy: Enhancing preparedness for crises and catastrophic events. In H. D. O'Hair and M. J. O'Hair (Eds.), *Communication and Catastrophic Events: Strategic Risk and Crisis Management* (pp. 84-102). Hoboken, NJ: Wiley Blackwell. *Invited Chapter*.

- Ivanov, B., & Parker, K. A.** (2021). Science communication and inoculation: Mitigating the effects of the coronavirus outbreak. In H. D. O'Hair and M. J. O'Hair (Eds.), *Communicating Science in Times of Crisis: Coronavirus* (pp. 302-319). Hoboken, NJ: Wiley Blackwell. <https://doi.org/10.1002/9781119751809.ch13>. *Invited Chapter.*
- Hester, E., **Ivanov, B.**, Parker, K. A. (2021). Overcoming obstacles to collective action by communicating compassion in science. In H. D. O'Hair and M. J. O'Hair (Eds.), *Communicating Science in Times of Crisis: Coronavirus* (150-171). Hoboken, NJ: Wiley Blackwell. <https://doi.org/10.1002/9781119751809.ch7>. *Invited Chapter.*
- Ivanov, B.**, Parker, K. A., & Dillingham, L. L. (2020). Inoculation theory as a strategic tool. In H. D. O'Hair and M. J. O'Hair (Eds.), *Handbook of Applied Communication Research* (Vol. 1, pp. 13-28). Hoboken, NJ: Wiley Blackwell. <https://doi.org/10.1002/9781119399926.ch1>. *Invited Chapter.*
- Parker, K. A., Geegan, S., & **Ivanov, B.** (2020). Social marketing: Applying strategies to social change campaigns. In H. D. O'Hair and M. J. O'Hair (Eds.), *Handbook of Applied Communication Research* (Vol. 1, pp. 75-92). Hoboken, NJ: Wiley Blackwell. <https://doi.org/10.1002/9781119399926.ch5>. *Invited Chapter.*
- Mayorga, M. W., Hester, E. B., Helsel, E., **Ivanov, B.**, Sellnow, T. L., Slovic, P., Burns, W. J., & Frakes, D. (2020). Enhancing public resistance to deliberate fake news: A review of the problem and strategic solutions. In H. D. O'Hair and M. J. O'Hair (Eds.), *Handbook of Applied Communication Research* (Vol. 1, pp. 197-212). Hoboken, NJ: Wiley Blackwell. <https://doi.org/10.1002/9781119399926.ch12>. *Invited Chapter.*
- 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. <https://doi.org/10.4324/9781315168821-13>. *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.*
- Ivanov, B.** (2018). Inoculation theory applied in health and risk messaging. In R. Parrott (Ed.), *The Oxford encyclopedia of health and risk message design and processing* (pp. 278-304). New York City, NY: Oxford University Press. <https://doi.org/10.1093/acrefore/9780190228613.013.254>. *Invited Chapter.*

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).
<https://doi.org/10.1080/23808985.2013.11679152>. *Competitive Chapter*

Ivanov, B. (2012). Designing inoculation messages for health communication campaigns. In H. Cho (Ed.), *Health communication message design: Theory and practice* (Vol. 2, pp. 73-93). Thousand Oaks, CA: Sage Publications. *Invited Chapter*.

Encyclopedia Entries

Ivanov, B., & **Parker, K. A.** (forthcoming). Protecting politics and political discourse with inoculation. In A. Nai, M. Grömping & D. Wirz (Eds.), *Encyclopedia of Political Communication*. Edward Elgar Publishing.

Books

Ivanov, B., Parker, K. A., & Compton, J. (forthcoming). *The handbook of inoculation theory and practice*. Hoboken, NJ: Wiley Blackwell.

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.

Research Presentations and Professional Activities

Sarah A. Geegan, Kimberly A. Parker, and **Bob Ivanov**, “Inoculation Theory, Social Media, and AI-Generated Photography to Promote Mental Health Service Utilization among Latinx College Students”. Paper to be presented at the meeting of the Ninth International Conference on Communication & Media Studies, Buenos Aires, October, 2024.

Kimberly A. Parker, **Bobi Ivanov**, Sarah A. Geegan, John A. Banas, and Stephen A. Rains, “Protecting Message Strategies against Binge Drinking among College Students: Narrative and Inoculation Messages Comparison”. Paper presented at the meeting of the Thirteenth International Conference on Health, Wellness & Society, Vancouver, September, 2023.

Sarah A. Geegan, Kimberly A. Parker, Adam E. Tristan, **Bobi Ivanov**, Jardin Dogan, and Diane B. Francis, “A Pandemic of the Unvaccinated: Communication between Black Individuals and Black Health Professionals”. Paper presented at the meeting of the National Communication Association, New Orleans, November 2022.

Bobi Ivanov, Stephanie McVicker, and Michael Gordon, “Propaganda Literacy through Exposure to Authentic Content”. Paper presented at the meeting of the National Communication Association, New Orleans, November 2022.

Sarah A. Geegan, Kimberly A. Parker, **Bobi Ivanov**, and Erin. B. Hester, “‘Other People Need It More than Me’: Using the Theory of Planned Behavior to Understand Mental Health Help-Seeking among Gen Z College Students”. Paper presented at the meeting of the National Communication Association, New Orleans, November 2022.

Erin. B. Hester, Kimberly A. Parker, Adam E. Tristan, Mehroz Sajjad, Kate Trajkova, Merita Zulfiu-Alili, **Bobi Ivanov**, and Sarah A. Geegan, “‘You Do This for Humanity’: Understanding Refugee Acceptance Among Residents of North Macedonia”. Paper presented at the meeting of the National Communication Association, New Orleans, November 2022.

Sarah A. Geegan, **Bobi Ivanov**, Kimberly A. Parker, and Erin. B. Hester, “Inoculating within Character Limits: Terse Messages to Promote Gen Z Mental Health”. Paper presented at the meeting of the National Communication Association, New Orleans, November 2022.

Sarah A. Geegan, Kimberly A. Parker, and **Bobi Ivanov**, “Gender Differences and Mental Health”. Paper presented at the meeting of the Twelfth International Conference on Health, Wellness & Society, School of Human and Community Development, University of the Witwatersrand. Johannesburg, South Africa, September 2022.

Kimberly A. Parker, Sarah A. Geegan, Adam Tristan, **Bobi Ivanov**, Jardin N. Dogan, and Diane Francis, “Trust Motivation and Barriers in a ‘Hurry up and Vaccinate’ Environment: Vaccine Uptake among Black Americans”. Paper presented at the meeting of the Twelfth International Conference on Health, Wellness & Society, School of Human and Community Development, University of the Witwatersrand. Johannesburg, South Africa, September 2022.

Bobi Ivanov, Stephen A. Rains, Lindsay L. Dillingham, Kimberly A. Parker, and Sarah A. Geegan, “Beyond the Context of Resistance: The Role of Threat and Counterarguing in Therapeutic Inoculation.” Paper presented at the meeting of the National Communication Association, Seattle, November 2021.

Kimberly A. Parker, Sarah A. Geegan, Erin B. Hester, Miodraga Stefanovska-Petkovska, and **Bobi Ivanov**, “We See Our Country as a Trash Can: Exploring Pollution-Related Attitudes among Young People in North Macedonia.” Paper presented at the meeting of the National Communication Association, Seattle, November 2021.

Kimberly A. Parker, Erin B. Hester, Sarah A. Geegan, Anita Ciunova-Shuleska, Nikolina Palamidovska-Sterjadovska, and **Bobi Ivanov**, “The Declining Population Crisis among Young Educated People in North Macedonia: A Qualitative Analysis of Reasons to Leave or Stay.” Paper presented at the meeting of the National Communication Association, Seattle, November 2021.

Juliana L. Barbati, Stephen A. Rains, **Bobi Ivanov**, and John A. Banas, Jr., “Evaluating Classic and Contemporary Ideas about Persuasion Resistance in Inoculation Theory: Argument Strength, Refutation Strength, and Forewarning.” Paper presented at the meeting of the National Communication Association, Seattle, November 2021.

Kimberly A. Parker, Erin B. Hester, **Bobi Ivanov**, Kevin Wombacher, and Tara Watterson, “Understanding How Inoculation Messages Can Protect Sobriety in Real-Time.” Paper presented at the Virtual Substance Use Research Event, Lexington, March 2021.

Kimberly A. Parker, **Bobi Ivanov**, Jacob Matig, Lindsay L. Dillingham, and Nicole Peritore, “Inoculation Booster Messages: Frequency, Content, and Timing.” Paper presented at the meeting of the National Communication Association, Indianapolis, November 2020.

Bobi Ivanov, Joe Martin, Erin Hester, Will Silberman, Amanda Slone, Sean Goatley-Soan, Sarah Geegan, Kimberly A. Parker, Taban Herrington, Seth Riker, and August Anderson, “Post-Inoculation Attack: Experiencing Threat, Fear, Anger, Happiness, Sadness, and Surprise.” Paper presented at the meeting of the National Communication Association, Baltimore, November 2019.

Jacob Matig, **Bobi Ivanov**, and Marko Dragojevic, “A Communication Theory of Identity Approach to Hypocrisy Induction: Using Identity Gaps to Facilitate Health Behavior Change.” Paper presented at the meeting of the International Communication Association, Washington D.C., May 2019.

Danielle E. Kelley, Seth M. Noar, **Bobi Ivanov**, Francesca R. Dillman Carpentier, Maria Leonora G. Comello, and Brian G. Southwell, “Countering Misinformation: An Experiment of One- and Two-sided Messages for Skin Cancer Prevention.” Paper at the meeting of the International Communication Association, Washington D.C., May 2019.

Kimberly A. Parker, Sarah Geegan, **Bobi Ivanov**, Amanda Slone, Will Silberman, Joe Martin, Erin Hester, Sean Goatley-Soan, August Anderson, Taban Herrington, and Seth Riker, “Defending Democracy: Inoculation’s Efficacy in Protecting First Amendment Attitudes.” Paper submitted for presentation at the meeting of the International Communication Association, Washington D.C., May 2019.

Bobi Ivanov, Lindsay L. Dillingham, Kimberly A. Parker, Stephen A. Rains, Molly Burchett, and Sarah A. Geegan, “Sustainable Attitudes: Protecting Tourism with Inoculation Messages.” Paper 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, **Bobi Ivanov**, Francesca R. Dillman Carpentier, Maria Leonora G. Comello, Brian G. Southwell. “Countering Indoor Tanning Arguments: An Experiment Using Skin Cancer Prevention Messages.” Paper presented at the Annual Meeting and Scientific Sessions of the Society of Behavioral Medicine, New Orleans, April 2018.

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

Lindsay L. Dillingham, and **Bobi 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.

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. Averbeck, 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.

Bobi Ivanov, Claude H. Miller, Jeanetta D. Sims, Josh Compton, Kylie J. Robertson, Kimberly A. Parker, James L. Parker, Joshua M. Averbeck, 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.

Bobi Ivanov, Claude H. Miller, Josh Compton, Joshua M. Averbeck, 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.

Bobi 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, **Bobi 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.

Bobi 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.

Bobi 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 **Bobi 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.

Bobi 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, **Bobi 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.

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.

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.

Workshops, Trainings, Keynotes, and Invited Presentations

2023 Invited Presentation: *Strategic Communication for Public Health*, Faculty Research Presentation Series: Facts & Snacks, College of Public Health, University of Kentucky, Lexington, Kentucky.

- 2023 Invited Presentation: *Putting the Genie in the Bottle: Contemporary Thoughts on Inoculation theory and Its “Unexpected” Increase in Popularity*, University Faculty Research Presentation Series, College of Communication and Information, University of Kentucky, Lexington, Kentucky.
- 2023 Invited Presentation: *Strategic Communication: Message Design and Application*, University Research Professor Presentation Series, University of Kentucky, Lexington, Kentucky.
- 2021 Invited Presentation: *Transforming the Narrative about Refugees*, Refugee Law Summer School, UNHCR-North Macedonia and Iustinianus Primus Faculty of Law, University of Cyril and Methodius, Skopje, Macedonia.
- 2021 Training: *Crisis Communication: Fortune Favors the Prepared*, United Nations High Commissioner for Refugees, Skopje, Macedonia.
- 2020 Workshop: *The Potential for Social Marketing to Address Pollution*, Annual International Conference on European Integration, Skopje, Macedonia.
- 2020 Workshop: *The Research Process: Focus on Quantitative Research*, Research and Publication Workshop for Multi-University Faculty and Graduate Students, Faculty of Economics, University of Cyril and Methodius, Skopje, Macedonia.
- 2019 Keynote Presentation: *Enhancing Public Resistance to “Fake News”: A Review of the Problem and Strategic Solutions*, Human Rights Day, Iustinianus Primus Faculty of Law, University of Cyril and Methodius, Skopje, Macedonia.
- 2019 Invited Presentation: *Introduction to the Research Culture*, International Education Week, Faculty of Economics, University of Cyril and Methodius, Skopje, Macedonia.
- 2019 Invited Presentation: *Introduction to the Research Culture*, International Business Week, Faculty of Business and Economics, University American College Skopje, Skopje, Macedonia.
- 2019 Invited Presentation: *United States Education System: Applying and Attending Higher Education Institutions*, International Education Week, American Corner Skopje, United States Embassy – Skopje, Skopje, Macedonia
- 2019 Invited Presentation: *Our Experiences in the United States: A Cross-Cultural Perspective*, Faculty of Languages, Cultures and Communication, South East European University, Skopje, Macedonia.
- 2019 Invited Presentation: *U.S. Education Experience*, 2019 Alumni Talks, International Education Week, Public Affairs Section of the U.S. Embassy – Skopje, Skopje, Macedonia.

- 2019 Invited Presentation: *The Research Process: Focus on Quantitative Research*, Graduate Student Presentation, *Faculty of Business and Economics and Faculty of Languages, Cultures and Communication*, South East European University, Tetovo, Macedonia.
- 2019 Invited Presentation: *Our Experiences in the United States: A Cross-Cultural Perspective*, Faculty of Languages, Cultures and Communication, South East European University, Tetovo, Macedonia.

Convention Planning

- 2021 Member, Program Committee of AICEI 2021 Annual International Conference on European Integration Skopje, N. Macedonia
- 2021 Member, Scientific Committee Second International Conference in Economic and Business Trends Shaping the Future, Skopje, N. Macedonia
- 2020 Member, Scientific Committee First International Conference in Economic and Business Trends Shaping the Future, Skopje, N. Macedonia

Convention Panel Critic, Session Respondent, and Discussant

- 2017 “Persuasion & Crisis Communication Roundtable.” National Communication Association, Dallas.
- 2012 “Words of Wellness: Health Messages and Their Effects.” National Communication Association, Orlando
- 2012 “The Polarized Electorate.” Quantitative Initiative for Policy and Social Research, Lexington.
- 2009 “Motivational Processes within Socially Desirable and Undesirable Contexts.” National Communication Association, Chicago.

Dissertations, Theses, and Comprehensive Exams: Directed, Advised, Served, or Examined

Hudd, E., (doctoral level major co-advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2024*.

Dayton, Z. (doctoral level committee member). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2024*.

Dyer, T. (doctoral level major advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2024*.

Sajjad, M. (doctoral level major advisor). *Title TBD*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2024*.

Slone, A. (doctoral level major advisor). *Spreading Inoculation: The Influence of Postinoculation Talk (PIT) on Graduate Students' Sense of Belonging and Network Development During Socialization*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2024*.

DeLuce, J. (master level committee member). *Comprehensive Exams*. College of Communication and Information, University of Kentucky. Expected completion date: *May, 2023*.

Goatley-Soan, S. (doctoral level major co-advisor). *The Influence of Linguistic Style: A Matched-Guise Experiment Assessing the Effects of Source Accent, Argument Quality, and Issue Involvement on Persuasion*. College of Communication and Information, University of Kentucky. Completion date: *May, 2022*.

Hester, E. (doctoral level major co-advisor). *Designing Persuasive Message to Elicit Compassion*. College of Communication and Information, University of Kentucky. Completion date: *May, 2022*.

Geegan, S. (doctoral level major co-advisor). *Turning the Tides: An Inoculation Theory and Theory of Planned Behavior Approach to Developing Mental Health Help-Seeking Interventions for Gen Z*. College of Communication and Information, University of Kentucky. Completion date: *December, 2021*.

Garrison, M. (doctoral level committee member). *Understanding Struggles and Triumphs of Widows in Central Nigeria: A Path to Communication and Economic Empowerment*. College of Communication and Information, University of Kentucky. Completion date: *May, 2021*.

- Zhang, C. (doctoral level outside examiner). *Earnings Conference Calls and Lazy Prices*. Von Allmen School of Accountancy, Gatton College of Business and Economics, University of Kentucky, University of Kentucky. Completion date: *December, 2020*.
- Carter, R. (doctoral level committee member). *“It’s the Only Thing We Have”*: *Whisper Networks among Women Theatre Actors*. College of Communication and Information, University of Kentucky. Completion date: *May, 2021*
- Kimble, J. T. (doctoral level outside examiner). *Use of Survey Data to Guide the Development of Best Practices for Instruction for the Recruitment of Volunteer Firefighters*. College of Education, University of Kentucky, University of Kentucky. Completion date: *December, 2020*.
- Roberson, L. (doctoral level major co-advisor). *Encouraging Healthy Eating among Older Adults Using the Transtheoretical Model: An Evaluation of a Pilot Intervention*. College of Communication and Information, University of Kentucky. Completion date: *May, 2020*.
- Waters, J. (master level committee member). *Comprehensive Exams*. College of Communication and Information, University of Kentucky. Completion date: *May, 2020*.
- Johnson, L. (master level committee member). *A Multidimensional Approach to Interorganizational Communication via Emergency Management Organizations and their Twitter Accounts*. College of Communication and Information, University of Kentucky. Completion date: *August, 2019*.
- 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. Completion date: *May, 2019*.
- Wilson, K. (master level committee member). *Comprehensive Exams*. College of Communication and Information, University of Kentucky. Completion date: *May, 2019*.
- Riney, N. (master level major co-advisor). *Comprehensive Exams*. College of Communication and Information, University of Kentucky. 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*.
- 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*.
- 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, Gatton College of Business and Economics, 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*.

Program, Promotion, and Tenure External Faculty Reviewer

Rasmussen, E. (2023). Review for promotion to Full Professor. Texas Tech University.

Matusitz, J. (2023). Review for promotion to Full Professor. University of Central Florida.

Richards, A. (2022). Review for tenure and promotion to Associate Professor. Furman University.

Program Review. (2019). Department of Communication, University of Connecticut.

Spence, P. (2019). Review for promotion to Full Professor. University of Central Florida.

Adame, B. (2018). Review for tenure and promotion to Associate Professor. Arizona State University.

Honors and Awards

2024 Top Article of the Year (2023) selected for the *International Award for Excellence in the Journal of Communication and Media Studies*

2023 Top Article of the Year (2022) selected for the *International Award for Excellence in the Journal of Communication and Media Studies*

2022 University Research Professor, University of Kentucky

2019 Fulbright Grant awarded by J. William Fulbright Foreign Scholarship Board under the provisions of the Mutual Educational and Cultural Exchange Act of 1961

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 *International Award for Excellence* in the Area of the Image
- 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
- 2007 2006 Distinguished Article Award from the Communication and Social Cognition Division of the National Communication Association
- 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

Present and Past Service to the Academy: Member and Reviewer

National Communication Association, Member

International Communication Association, Member

American Marketing Association, Member

Association for Education in Journalism and Mass Communication, Member

Human Communication Research, Editorial Board Member and Reviewer

Journal of Experimental Psychology: Applied, Reviewer

Journal of Health Communication, Reviewer

Communication Research, Reviewer

Presidential Studies Quarterly, Reviewer

Anxiety, Stress, & Coping, Reviewer

Argumentation & Advocacy, Reviewer

Journal of Health Psychology, Reviewer

Public Opinion Quarterly, Reviewer

The International Journal of Interdisciplinary Cultural Studies, Reviewer

Journal of Communication, Reviewer

The International Journal of Health, Wellness and Society, Reviewer

Pan American Journal of Public Health, Reviewer

Communication Methods and Measures, Reviewer

Journal of Public Relations Research, Reviewer

Journal of International and Intercultural Communication, Reviewer

Communication Monographs, Reviewer

Communication Yearbook, Reviewer

Annals of the International Communication Association, Reviewer

Communication Studies, Reviewer

Health Communication, Reviewer

The International Journal of the Image; Past Editorial Board Member and Reviewer

Western Journal of Communication; Editorial Board Member and Reviewer

Journal of Applied Communication Research, Reviewer

The International Journal of Interdisciplinary Social Sciences, Reviewer

British Journal of Health Psychology, Reviewer

National Communication Association – Communication and Social Cognition, Reviewer

Kentucky Conference on Health Communication, Reviewer

AICEI Proceedings, Editorial Board Member

Present and Past Service to the University

- 2022 – 2023 Chair, New School Director Hire Search Committee
School of Information Science
University of Kentucky
- 2021 – 2022 Chair, New Faculty Hires Search Committee
Department of Integrated Strategic Communication
University of Kentucky
- 2021 – 2023 Senator, Representing the College of Communication and Information
University of Kentucky Faculty Senate
University of Kentucky
- 2021 – 2023 Member, Senate’s Academic Programs Committee
University of Kentucky Faculty Senate
University of Kentucky
- 2021 – 2023 Member, Academic Area Advisory Committee
Humanities and Arts
University of Kentucky
- 2021 – 2022 Reserve Member, Provost-Level Performance Evaluation Appeals
Committee
University of Kentucky
- 2020 – 2021 Member, The Graduate Admissions and Financial Aid Committee
College of Communication and Information
University of Kentucky
- 2020 – 2021 Member, New Faculty Hires Search Committee
Department of Integrated Strategic Communication
University of Kentucky
- 2020 – Present Member, Curriculum Committee
Department of Integrated Strategic Communication
University of Kentucky
- 2020 – 2021 Chair, Appeals and Grievances Committee
Department of Integrated Strategic Communication
University of Kentucky

- 2020 – 2021 Chair, College Faculty Appeals Committee
College of Communication and Information
University of Kentucky
- 2020 – 2021 Member, College Level Tenure and Promotion Committee
College of Communication and Information
University of Kentucky
- 2020 – 2020 Grant Application Reviewer
Core 3: Social Sciences
UK Cure Alliance COVID-19 Pilot Program
University of Kentucky
- 2017 – 2018 Co-Chair, Department Chair New Hire Search Committee
Department of Integrated Strategic Communication
University of Kentucky
- 2017 – present New Faculty Peer Mentor,
Department of Integrated Strategic Communication
University of Kentucky
- 2017 – 2018 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 – 2019 College of Communication and Information Graduate Student Diversity
Mentor
Center for Graduate and Professional Diversity Initiatives
University of Kentucky
- 2017 – 2019 Member, College Level Tenure and Promotion Committee
College of Communication and Information
University of Kentucky
- 2017 – 2019 Member, Resource Committee
College of Communication and Information
University of Kentucky
- 2016 – 2017 Chair, Faculty New Hire Search Committee
Department of Integrated Strategic Communication
University of Kentucky

- 2016 – 2019 Staff Liaison, National Advisory Board
College of Communication and Information
University of Kentucky
- 2016 – 2016 Member, William B. Sturgill Award Selection Committee
Graduate School
University of Kentucky
- 2015 – present Chair and Member, Tenure and Promotion Committee
Department of Integrated Strategic Communication
University of Kentucky
- 2015 – 2016 Member, University Scholars Committee
Graduate School
University of Kentucky
- 2015 – 2019 Member, Graduate Diversity Advisory Council
Graduate School
University of Kentucky
- 2015 – 2016 Member, College Research Activities Award Review Committee
Department of Integrated Strategic Communication
College of Communication and Information
University of Kentucky
- 2015 – 2016 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 – 2016 Member, Committee on Appeals and Grievances
Department of Integrated Strategic Communication
College of Communication and Information
University of Kentucky
- 2014 – 2019 Member, Senior Leadership Team
College of Communication and Information

University of Kentucky

- 2014 – 2015 Co-Chair, SONA Ad Hoc Committee
College of Communication and Information
University of Kentucky
- 2014 – 2016 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 – 2019 Chair, The Graduate Program Committee
College of Communication and Information
University of Kentucky
- 2014 – 2019 Chair, The Graduate Review Committee
College of Communication and Information
University of Kentucky
- 2014 – 2019 Chair, The Graduate Admissions and Financial Aid Committee
College of Communication and Information
University of Kentucky
- 2012 – 2019 Member, Division of Risk Sciences
College of Communication and Information
University of Kentucky
- 2011 – 2015 Member, College Research Activities Award Review Committee
School of Journalism and Telecommunications Representative
College of Communication and Information
University of Kentucky

- 2013 – 2014 Member, Scholarships Committee
School of Journalism and Telecommunications
University of Kentucky
- 2012 – 2015 Member, Tenure and Promotion Committee
School of Journalism and Telecommunications
University of Kentucky
- 2012 – present Full Member, The Graduate Program in Communication
College of Communication and Information
University of Kentucky
- 2011 – 2012 Elected Member, The Graduate Scholarship and Awards Committee
College of Communication and Information
University of Kentucky
- 2011 – 2014 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
- 2008 – 2013 Member, Finance and Physical Facilities Committee
School of Journalism and Telecommunications
University of Kentucky
- 2009 – 2012 Member, The Graduate Admissions and Financial Aid Committee
College of Communication and Information
University of Kentucky
- 2013 – 2014 Member, The Graduate Admissions and Financial Aid Committee
College of Communication and Information
University of Kentucky
- 2007 – 2008 Member, Undergraduate Curriculum Committee
College of Business Administration
University of Central Oklahoma
- 2005 – 2008 Member, Marketing Faculty New Hire Search Committee
College of Business Administration
University of Central Oklahoma

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