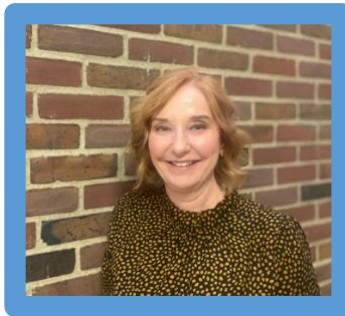


Kimberly Ann Parker, Ph.D.



Profile

Kimberly A. Parker holds a Ph.D. from the University of Oklahoma (2004). She is a professor and former Fulbright Scholar. She studies strategic communication, social marketing, and social influence (persuasion and resistance). Her scholarship focuses on strategic message design, inoculation theory, and promoting positive social change. Her work has appeared in numerous presentations (five top paper awards), book chapters, and journal publications, such as *Communication Monographs*, *Journal of Communication*, *Human Communication Research*, *Communication Research*, *Journal of Public Relations Research*, *Communication Quarterly*, *Communication Research Reports*, and *Health Communication*, among other journals. Dr. Parker also has 25 years of experience working with non-profits on social change campaigns. Recently, she has worked with the UNHCR-Macedonia, Ronald McDonald House Charities of the Bluegrass, Mission Health, and Iowa Migrant Movement for Justice.

Education

2000 – 2004, Ph.D., University of Oklahoma, Department of Communication

Emphasis: Social Influence

Cognate: Psychology

Advisor: Dr. Michael Pfau

**1995 – 1998, M. A., University of Central Oklahoma,
Department of Political Science**

Emphasis: Community Development

1990 – 1994, B. A., University of Central Oklahoma, Department of Political Science

Academic Experience

2022 – Present ***Professor, University of Kentucky***
Department of Integrated Strategic Communication

2022 – 2024 ***Director of Undergraduate Studies, University of Kentucky***
Department of Integrated Strategic Communication

- Scheduled faculty teaching assignments
- Supervised and evaluated teaching assistants
- Oversaw department assessment and report
- Approved all transfer and study abroad credits
- Developed an honors pathway for ISC students
- Developed course pathways and MOA for study abroad
- Developed curriculum map

2023 – Present ***Visiting Professor, University American College Skopje***
College of Business and Economics

2020 – 2022 ***Associate Professor, University of Kentucky***
Department of Integrated Strategic Communication

2014 – 2020 ***Associate Professor, University of Kentucky***
School of Journalism and Media

- 2019 – 2020** ***Fulbright Core Scholar, Fulbright Grant Award***
Bureau of Educational and Cultural Affairs
US 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
- 2014 – 2019** ***Director, iNET, University of Kentucky***
- Directed undergraduate certificate in Innovation and Entrepreneurial Thinking
 - Developed and directed mentoring program
 - Recruited students for iNET undergraduate certificate
 - Advised undergraduate certificate students
 - Nurtured board relations
 - Recruited board members
 - Planned and led annual board meeting
- 2010 – 2014** ***Associate Professor, Bellarmine University***
- 2008 – 2010** ***Assistant Professor, Bellarmine University***
Department of Communication
- 2005 – 2008** ***Assistant Professor, University of Central Oklahoma***
Department of Marketing
- 2004 – 2005** ***Assistant Professor, Georgetown College***
Department of Communication
- 2001 – 2004** ***Graduate Teaching Assistant, University of Oklahoma***
Department of Communication

Non-Academic Professional Experience

- 2023 – 2024, Caring Place**
Communications Consultant, Pro Bono
- 2022 – 2023, Ronald McDonald House Charities**
Communications Consultant, Pro Bono

2022 – 2023, Mission Health

Communication Consultant, Pro Bono

2020 – 2023, United Nations High Commissioner for Refugees

Communications Consultant

2020 – 2021, Macedonia Export

Communications Consultant, Pro Bono

2013 – 2014, Exploited Children’s Help Organization (ECHO)

Evaluation Consultant, Pro Bono

2008 – 2011, Institute for Communication, Media and Culture

Bellarmino University, *Fellow*

1997 – 2004, Oklahoma Institute for Child Advocacy, Centers for Disease Control and Prevention Project, *Special Projects Director*

Awards

- 2024 Top Paper Panel, Communication and Social Cognition Division,
National Communication Association Conference
- 2024 Article selected for the *International Award for
Excellence in Journal of Communication and Media Studies*
- 2023 Faculty Mentor of the Month
Undergraduate Research
University of Kentucky
- 2023 Article selected for the *International Award for
Excellence in Journal of Communication and Media Studies*
- 2023 Faculty Research Excellence Award
College of Communication and Information
University of Kentucky
- 2019 – 2020 Fulbright Grant Award Recipient,
J. William Fulbright Foreign Scholarship Board

- 2019 Faculty Teaching Excellence Award,
College of Communication and Information,
University of Kentucky
- 2019 Teacher Who Made a Difference
College of Education, University of Kentucky
- 2018 National Communication Association Conference,
Applied Communication Division, *Top Paper Award*
- 2013, 2012 Presidential Merit Award, Bellarmine University
- 2011 The Image Journal Finalist for the *International Award for
Excellence* in the Area of the Image
- 2009 National Communication Association, Public Relations Division
Top Three Paper Award
- 2009 National Communication Association, Communication and Social
Cognition Division, *Top Three Paper Award*
- 2008 Outstanding Teaching Award, Department of Marketing
University of Central Oklahoma
- 2007 Distinguished Research Award, College of Business
University of Central Oklahoma
- 2006 Association for Education in Journalism and Mass
Communication, *Top-three Faculty Paper*
- 2004 Professor of the Month, October, Phi Mu Fraternity,
Georgetown College
- 2003 International Communication Association,
Information Systems Division, *Top-four Paper*
- 2002 Industry Partner Award for the Oklahoma City Public Schools
Career and Technology Education Programs
- 2002 Outstanding Volunteer for Emerson Secondary School

Refereed Journal Publications

1. **Parker, K. A.**, Amegbeha, A., Deffendall, M., Pfeiffer, S., Adams, M., Clements, C., Scheuer, S., Guay, M., Abney, D., Ribott, M. A, & Rahman, N. (accepted). Developing communication strategies to engage a new generation of donors: Fostering relationships between Gen Z and non-profit organizations [Special Issue]. *Journal of Philanthropy and Marketing*. <https://doi.org/10.1002/nvsm.1829>
2. **Parker, K. A.**, Geegan, S. A., Palamidovska-Sterjadovska, N., Ciunova-Shuleska, A., Ivanov, B., Pfeiffer, S. N., & Tristan, A. (2024). 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*, 19(2), 177-193. <https://doi.org/10.18848/2324-7576/CGP/v19i02/177-193>
3. Geegan, S. A., **Parker, K. A.**, Pfeiffer, S., Rodriguez Soto, D. & Tristan, A. (accepted). The complexities of mental health help seeking among Latinx college students: Qualitative inquiry using the theory of planned behavior. *Hispanic Journal of Behavior Sciences*.
4. **Parker, K. A.**, Geegan, S. A., Pfeiffer, S., George, A., Jaffe, D. E. Grumbein, A., Scheuer, S., & Brown, A. (accepted). Engaging a new generation of donors: A relationship management theory approach to communication between nonprofits and millennials. *Journal of Philanthropy and Marketing*, e1816. <https://doi.org/10.1002/nvsm.1816>
5. **Parker, K.A.**, Geegan, S.A., 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>
6. 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>
7. 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 Selected for *International Award for Excellence*

8. 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>
9. 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*. <http://doi.org/10.1111/fcsr.12467>
10. **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>
11. Hester, E. B., Geegan, S., A., & **Parker, K. A.** (2022). Learning “through the prism of art”: Engaging Gen Z Students with University Art Museums *Journal of Learning in Higher Education*, 29(1), 185 - 197. <https://doi.org/10.18848/2327-7955/CGP/v29i01/185-197>
12. **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>
13. **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>
14. Ivanov, B., Rains, S. A., Dillingham, L. L., **Parker, K. A.**, Geegan, S., & 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>
15. **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> *Article Selected for *International Award for Excellence*

16. **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>
17. **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/v16i01/139-147>
18. 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>
19. **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>
20. **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>
21. **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 Seeking Recovery. *Journal of Substance Use*, 24(2), 147-149. <https://doi.org/10.1080/14659891.2018.1523967>
22. Ivanov, B., Dillingham, L. L., **Parker, K. A.**, Rains, S. A., Burchett, M., & Geegan, S.A. (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>
23. Ivanov, B., **Parker, K. A.**, & Dillingham, L. L. (2018). Testing the limits of inoculation-generated resistance. *Western Journal of Communication*, 82(5), 648-665. <https://doi.org/10.1080/10570314.2018.1454600>

24. Fallin-Bennett, A., **Parker, K. A.**, Miller, A., Ashford, K., & Hahn, E. (2017). Smoking and tobacco-free policies in women's residential substance use disorder treatment facilities: A community engaged approach. *Nicotine and Tobacco Research*, 20(11), 1386-1392. <https://doi.org/10.1093/ntr/ntx211>
25. 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>
26. **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.
27. **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>
28. 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/10.18848/2327-7955/CGP/v21i01/48716>
29. **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>
30. **Parker, K. A.** (2014). The workplace bully: The ultimate silencer. *Journal of Organizational Culture, Communications and Conflict*, 18(1), 169-186.
31. 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>
32. Ivanov, B., **Parker, K. A.**, Dillingham, L. L., Petrun, E. L., Grant, L. F., & Geegan, S. A. (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>

33. 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>
34. **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>
35. 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>
36. 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>
37. **Parker, K. A.**, Ivanov, B., & Compton, J. (2012). Inoculation's efficacy with young adults' risky behaviors: Can inoculation confer cross-protection over related but untreated issues? *Health Communication*, 27(3), 223-233. doi: 10.1080/10410236.2011.575541
38. Ivanov, B., Miller, C. H., Compton, J., Averbeck, J. M., Harrison, K. L., 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>
39. 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>
40. 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>
41. 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.

42. 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> *Finalist for the *International Award for Excellence in the Journal of the Image*
43. Ivanov, B., **Parker, K. A.**, Nicholas, C. & Sandel T. (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>
44. 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>
45. Ivanov, B., Pfau, M., & **Parker, K. A.** (2009). The potential of inoculation in protecting the country of origin issue. *Central Business Review*, 28, 9-16.
46. 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>
47. Ivanov, B., & **Parker, K. A.** (2008). A note of caution: Conceptual and application issues of structural equation modeling, *Central Business Review*, 27, 30-35.
48. Pfau, M., Compton, J., **Parker, K. A.**, An, C., Wittenberg, E. M., Ferguson, M., Horton, H., & Malyshev, Y. (2006). The conundrum of the timing of counterarguing effects in resistance: Strategies to boost the persistence of counterarguing output, *Communication Quarterly*, 54(2), 143-156. <https://doi.org/10.1080/01463370600650845>
49. Samp, J. A., **Parker, K. A.**, & Duvall, H. (2006). Adolescents' communicative goals for problematic events: Defining content and examining the influence of identity processing orientations. *Communication Studies*, 57(4), 1-21. <https://doi.org/10.1080/10510970600946384>
50. Pfau, M., Compton, J., **Parker, K. A.**, Wittenberg, E. M., An, C., Ferguson, M., Horton, H., & Malyshev, Y. (2004). The traditional explanation for resistance versus attitude accessibility: Do they trigger distinct or overlapping processes of resistance?, *Human Communication Research*, 30(3), 329-360. <https://doi.org/10.1111/j.1468-2958.2004.tb00735.x>

Book Chapters

1. **Parker, K. A.**, & Geegan, S. A. (forthcoming). Health 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*
2. Amegbeha-Amissah, A., Geegan, S. A., & **Parker, K. A.** (forthcoming). Unraveling and Addressing Mental Health Challenges in International Students Through Innovative Health Communication Strategies. In D. Kim & J. A. Kang (Eds.), *Cross-Cultural Dialogues*. Lexington Books (Rowman & Littlefield). *Invited Chapter*
3. 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*
4. Geegan, S. A., & **Parker K. A.** (forthcoming). Inoculation message length and modality: Considerations for current and future research. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
5. Pfeiffer, S., & **Parker K. A.** (forthcoming). Inoculation in corporate, workplace, and group settings: Current and future directions. In B. Ivanov, K. A. Parker, and J. Compton (Eds.), *The Handbook of Inoculation Theory and Practice*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*
6. 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*
7. **Parker, K. A.**, Ivanov, B., & Geegan, S. A. (forthcoming). Narratives and risky behaviors among college students. In Laura Blount Carper (Ed.) *Innovative Approaches to the Use of Narrative in Health Communication Research*. Wilmington, DE: Vernon Press. *Invited Chapter*
8. 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*.

9. **Parker, K. A.**, Geegan, S. A., Hester, E., & Ivanov, B. (2022). Social marketing strategy: Enhancing preparedness for catastrophic events. In H. D. O’Hair and M. J. O’Hair (Eds.), *Communicating Science in Times of Crisis: Catastrophic Events*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*.
10. Ivanov, B., Dillingham L. L., Hester, E. B., & **Parker, K.A.** (2022). Enhancing preparedness for catastrophic events: The inoculation approach. In H. D. O’Hair & M. J. O’Hair (Eds.), *Communicating Science in Times of Crisis: Catastrophic Events*. Hoboken, NJ: Wiley Blackwell. *Invited Chapter*.
11. Hester, E. B., Ivanov, B., **Parker, K. A.**, & Sajjad, M. (2022). Communication strategies to initiate and sustain catastrophe compassion. In H. D. O’Hair & M. J. O’Hair (Eds.), *Communicating science in times of crisis: Catastrophic events*. Wiley. *Invited Chapter*.
12. Ivanov, B., & **Parker, K. A.** (2021). Science communication and inoculation: Mitigating the effects of the coronavirus outbreak. In H. D. O’Hair & 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*.
13. Hester, E., Ivanov, B., **Parker, K. A.** (2021). Overcoming obstacles to collective action by communicating compassion in science. In H. D. O’Hair & 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*.
14. Ivanov, B., **Parker, K. A.**, & Dillingham, L. L. (2020). Inoculation theory as a strategic tool. In H. D. O’Hair & 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*.
15. **Parker, K. A.**, Geegan, S., & Ivanov, B. (2020). Applying social marketing strategy to social change campaigns. In H. D. O’Hair & 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*.
16. 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*.

Encyclopedia Entries

1. **Parker, K.A.**, Geegan, S.A., & Hester, E. (forthcoming). Social Marketing Strategy: Increasing Community and Civic Engagement. In A. Nai, M. Grömping & D. Wirz (Eds.), *Encyclopedia of Political Communication*. Edward Elgar Publishing.
2. 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.
3. Geegan, S. A., Pfeiffer, S, & **Parker, K.A.** (forthcoming). Climate Change and Political Communication: History, Persuasion, and Message Effects. In A. Nai, M. Grömping & D. Wirz (Eds.), *Encyclopedia of Political Communication*. Edward Elgar Publishing.

Books

1. Ivanov, B., **Parker, K. A.**, & Compton, J. (forthcoming). *The handbook of inoculation theory and practice (Eds.)*. Hoboken, NJ: Wiley Blackwell.
2. Ivanov, B., Pfau, M., & **Parker, K. A.** (2009). *Theoretical and contextual nuances in inoculation theory: In defense of the country of origin image*. Saarbrucken, Germany: VDM Verlag.
3. **Parker, K. A.**, Pfau, M., & Ivanov, B. (2008). *Adolescents and communication regarding sex and contraception: Examining adolescent communication*. Saarbrucken, Germany: VDM Verlag.

Teaching Publications

1. Compton, J., Mindt, T. E., **Parker, K. A.**, Reed, W., Thompson, S., & Wanstrom, J. (2002). *Communication 1113: Principles of communication workbook*. Mason, Ohio: Thomson Learning Custom Publishing.

Research Presentations and Professional Activities

- 2024 Sarah A. Geegan, Bobi Ivanov, and **Kimberly A. Parker**, “Fewer Words, Greater Impact: Exploring Terse Inoculation for College Student Mental Health Help Seeking”. Paper to be presented at the meeting of the National Communication Association, New Orleans, November 2024. *paper selected for top paper
- 2024 Bobi Ivanov, Stephen A. Rains, Juliana L. Barbati, **Kimberly A. Parker**, Sarah A. Geegan, and John A. Banas, “Navigating Narratives: Persuasion, Resistance, and Inoculation in Narrative Formats”. Paper to be presented at the meeting of the National Communication Association, New Orleans, November 2024.
- 2023 Geegan, S. A., **Parker, K. A.**, & Ivanov, B. (2023, October 24-25). Inoculation theory, social media, and AI-generated photography to promote mental health service utilization among Latinx college students. [conference presentation]. Conference on Communication and Media Studies. Buenos Aires, Argentina.
- 2023 Geegan, S. A., **Parker, K. A.**, Pfeiffer, S. N., Rodriguez, D., & Tristan, A. (2023, November 16-19). The Complexities of Mental Health Help Seeking Among Latinx College Students: Qualitative Inquiry Using the Theory of Planned Behavior. [conference presentation]. National Communication Association 109th Annual Meeting, National Harbor, MD, United States.
- 2023 **Parker, K. A.**, Geegan, S. A., Pfeiffer, S. N., George, A. N., Jaffe, D. E., Scheuer, S., & Brown, A. D. (2023, November 16-19). Engaging a new generation of donors: A relationship management theory approach to communication between nonprofits and millennials. [conference presentation]. National Communication Association 109th Annual Meeting, National Harbor, MD, United States.
- 2023 **Kimberly A. Parker**, Bobi Ivanov, Sarah A. Geegan, John A. Banas, & Stephen A. Rains, *Protecting Message Strategies against Binge Drinking among College Students: Narrative and Inoculation Messages Comparison*, Thirteenth International Conference on Health, Wellness & Society, Vancouver, Canada.
- 2023 Kamryn Warren, **Kimberly A. Parker**, Shannon M. Oltmann, Daniela Rodriguez Soto, & Sam Pfeiffer, *Community-Partnered Immigration Research in Iowa: Lived Experiences and Perceptions of Migration in Iowa from the Immigrant Diaspora and Beyond*. Midwest Sociological Society, Minneapolis, Minnesota.

- 2022 Lauren Roberson, **Kimberly A. Parker**, & Kathryn Tucker. *Action Alert: Strategies for Addressing Malnutrition Among Older Adults in Appalachia*. Malnutrition in Clinical Settings: Research Gaps and Opportunities, virtual. <https://www.labroots.com/ms/virtual-event/malnutrition-clinical-settings-research-gaps-opportunities>
- 2022 Sarah A. Geegan, **Kimberly A. Parker**, Adam E. Tristan, Bobi Ivanov, Jardin Dogan, & Diane B. Francis, *A Pandemic of the Unvaccinated: Communication between Black Individuals and Black Health Professionals*, National Communication Association, New Orleans, Louisiana.
- 2022 Sarah A. Geegan, **Kimberly A. Parker**, Bobi Ivanov, & 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*, National Communication Association, New Orleans, Louisiana.
- 2022 Erin. B. Hester, **Kimberly A. Parker**, Adam E. Tristan, Mehroz Sajjad, Kate Trajkova, Merita Zulfu-Alili, Bobi Ivanov, & Sarah A. Geegan, “*You Do This for Humanity*”: *Understanding Refugee Acceptance Among Residents of North Macedonia*, National Communication Association, New Orleans, Louisiana.
- 2022 Sarah A. Geegan, Bobi Ivanov, **Kimberly A. Parker**, & Erin. B. Hester, *Inoculating within Character Limits: Terse Messages to Promote Gen Z Mental Health*, National Communication Association, New Orleans, Louisiana.
- 2022 **Kimberly A. Parker**, Sarah A. Geegan, Adam Tristan, Bobi Ivanov, Jardin Dogan, & Diane Francis. *Motivation and Barriers in a Hurry up and Vaccinate Environment*, Twelfth International Conference on Health, Wellness & Society, School of Human and Community Development, University of the Witwatersrand. Johannesburg, South Africa.
- 2021 **Kimberly A. Parker**, Sarah A. Geegan, Erin B. Hester, Miodraga Stefanovska-Petkovska, & Bobi Ivanov, *We See Our Country as a Trash Can: Exploring Pollution-Related Attitudes among Young People in North Macedonia*, National Communication Association, Seattle, Washington.
- 2021 **Kimberly A. Parker**, Erin B. Hester, Sarah A. Geegan, Anita Ciunova-Shuleska, Nikolina Palamidovska-Sterjadovska, & Bobi Ivanov, *The Declining Population Crisis among Young Educated People in North Macedonia: A Qualitative Analysis of Reasons to Leave or Stay*, National Communication Association, Seattle, Washington.

- 2021 Bobi Ivanov, Stephen A. Rains, Lindsay L. Dillingham, **Kimberly A. Parker**, & Sarah A. Geegan, *Beyond the Context of Resistance: The Role of Threat and Counterarguing in Therapeutic Inoculation*, National Communication Association, Seattle, Washington.
- 2021 Erika J. Engstrom, May May Barton, Yung Soo Kim, Adriane Grumbein, **Kimberly A. Parker**, & David Stephenson, *Teaching for Results: Raising the Profile of Your Student Media*, Association for Education in Journalism and Mass Communication.
- 2021 **Kimberly A. Parker**, Erin B. Hester, Bobi Ivanov, Kevin Wombacher, & Tara Watterson, *Understanding how inoculation messages can protect sobriety in real-time*, Virtual Substance Use Research Event, Lexington, Kentucky.
- 2020 **Kimberly A. Parker**, Bobi Ivanov, Jacob Matig, Lindsay L. Dillingham, & Nicole Peritore, *Inoculation booster messages: Frequency, content, and timing*, National Communication Association, Indianapolis, Indiana.
- 2019 Lauren Roberson & **Kimberly A. Parker**, *A community-based participatory approach to combatting malnutrition in older adults: Formative intervention evaluation*, Tennessee Chapter of the National Association for Multicultural Education Conference, Cookeville, Tennessee.
- 2019 Bobi Ivanov, Joe Martin, Erin Hester, Will Silberman, Amanda Slone, Sean Goatley-Soan, Sarah Geegan, **Kimberly A. Parker**, Taban Herrington, Seth Riker, & August Anderson. *Post-inoculation attack: Experiencing threat, fear, anger, happiness, sadness, and surprise*, National Communication Association, Baltimore, Maryland.
- 2019 **Kimberly A. Parker**, Sarah A. Geegan, Bobi Ivanov, Amanda Slone, Will Silberman, Joe Martin, Erin Hester, Sean Goatley-Soan, August Anderson, Taban Herrington, & Seth Riker. *Defending democracy: Inoculation's efficacy in protecting First Amendment attitudes*, International Communication Association, Washington D.C.
- 2018 Bobi Ivanov, Lindsay L. Dillingham, **Kimberly A. Parker**, Stephen A. Rains, Molly Burchett, & Sarah A. Geegan. *Sustainable attitudes: Protecting tourism with inoculation messages*, paper selected for the "top paper panel" in the Applied Communication Divisions of the National Communication Association, Salt Lake City, Utah.

- 2016 Amanda Fallin-Bennett, **Kimberly A. Parker**, Alana Miller, Kristen Ashford, & Ellen Hahn. *Facilitators and barriers to tobacco treatment in a women's residential substance use treatment program*, American Public Health Association, Denver, Colorado.
- 2016 Bobi Ivanov, **Kimberly A. Parker**, & Lindsay L. Dillingham. *Inoculation, boosters, and multiple attacks: How much can inoculation withstand?*, Kentucky Conference on Health Communication, Lexington, Kentucky.
- 2014 Bobi Ivanov, Stephen Rains, Sarah A. Geegan, Sarah C. Vos, Nigel D. Haarstad, & **Kimberly A. Parker**. *Beyond simple inoculation: Examining the persuasive value of inoculation for audiences with initially neutral or negative attitudes*, National Communication Association, Chicago, Illinois.
- 2013 Angie Day, Jane Jorgenson, **Kimberly A. Parker**, Katherine Denker, Tammy Jeffries, & Jimmie Manning. *Writing and narrative pedagogy: Learning about gender through reflection and dialogue*, Organization for the Study of Communication, Language, and Gender, Houghton, Michigan.
- 2013 Bobi Ivanov, **Kimberly A. Parker**, Lindsay L. Dillingham, Elizabeth L. Petrun, & Lianne F. Grant. *Enhancing inoculation: Examining the relationships among attack certainty, threat, and resistance*, National Communication Association, Washington, DC.
- 2013 Bobi Ivanov, **Kimberly A. Parker**, Jeanetta D. Sims, & Chan Yun Yoo. *The impact of message sequencing in the new product introduction process: Boosting message retention and its impact on product attitude*, National Communication Association, Washington, DC.
- 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*, National Communication Association, Orlando, Florida.
- 2011 Bobi Ivanov, Claude H. Miller, Jeanetta D. Sims, Josh Compton, Kylie J. Robertson, **Kimberly A. Parker**, James L. Parker, Joshua M. Averbeck, Brittany Emery, & James Smith. *Boosting the potency of resistance: Combining the motivational forces of inoculation and psychological reactance*, National Communication Association, New Orleans, Louisiana.

- 2011 Bobi Ivanov, Claude Miller, Josh Compton, Jeanetta Sims, Kylie Robertson, Joshua M. Averbek, **Kimberly A. Parker**, & James L. Parker. *Effects of post-inoculation talk on resistance to influence*, International Communication Association, Boston, Massachusetts.
- 2010 **Kimberly A. Parker**, Derek Lane, Bobi Ivanov, Nancy Rodriguez, & James L. Parker. *The impact of modality on teacher-student interaction: Applying efficacy and competence to email and face-to-face communication*, National Communication Association, San Francisco, California.
- 2010 Bobi Ivanov, **Kimberly A. Parker**, & Josh Compton. *Advancing Applied Inoculation Theory: Theorizing inoculation's superiority over conventional post-purchase dissonance reducing strategies*, National Communication Association, San Francisco, California.
- 2010 Bobi Ivanov & **Kimberly A. Parker**. *The interaction effect of attitude base and multiple attacks on the effectiveness of inoculation*, International Communication Association, Singapore.
- 2010 Bobi Ivanov, **Kimberly A. Parker**, Cheryl Nicholas, & Todd Sandel. *Cohesiveness as ideoculture*, International Conference on the Arts in Society, Sydney, Australia.
- 2009 **Kimberly A. Parker** & 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 selected as a "top three paper" by the Communication and Social Cognition Division, National Communication Association, Chicago, Illinois.
- 2009 Bobi Ivanov, **Kimberly A. Parker**, & Jeanetta Sims. *Effectiveness of advertising and public relations message sequencing in new product introductions: Corporate credibility and image as moderators of message sequencing success*, paper selected as a "top three paper" by the Public Relations Divisions, National Communication Association, Chicago, Illinois.
- 2008 **Kimberly A. Parker**, Bobi Ivanov, Maria Chamberlain, & Crystal Tigner. *When politeness is risky: Young women and their first sexual experience*, National Communication Association, San Diego, California.
- 2008 Bobi Ivanov, **Kimberly A. Parker**, & Michael Pfau. *Culture as a moderator of inoculation success: A cross-cultural comparison of inoculation strategy Effectiveness*, National Communication Association, San Diego, California.

- 2007 **Kimberly A. Parker**, Bobi Ivanov, Maria Chamberlain, & Crystal Tigner. *Why not communicate? Young women's reflections on their lack of communication with sexual partners regarding sex and contraception: A qualitative analysis*, National Communication Association, Chicago, Illinois.
- 2007 Bobi Ivanov, Michael Pfau, & **Kimberly A. Parker**. *The potential of inoculation in promoting resistance to the effectiveness of multiple competitive attacks*, National Communication Association, Chicago, Illinois.
- 2007 Bobi Ivanov, Michael Pfau, & **Kimberly A. Parker**. *The potential of inoculation in promoting resistance to the effectiveness of multiple competitive attacks on the country of origin concept*, American Marketing Association, Winter Marketing Educator's Conference, San Diego, California.
- 2007 **Kimberly A. Parker** & Bobi Ivanov. *Source credibility in healthcare advertising: A comparison study of medical authorities and celebrities*, Oklahoma Research Day, Edmond, Oklahoma.
- 2007 Bobi Ivanov, **Kimberly A. Parker**, Edgar Sumbana, Kira Sears, Sudeep Acharya, Mathew Mashore, & Brandon A. Baty. *The process of inoculation and its potential in promoting resistance to the effectiveness of multiple competitive attacks*, Southwest Business Symposium, Edmond, Oklahoma.
- 2007 Bobi Ivanov, Michael Pfau, & **Kimberly A. Parker**. *The potential of inoculation in promoting resistance to the effectiveness of multiple competitive attacks on the country of origin concept*, Oklahoma Research Day, Edmond, Oklahoma.
- 2007 Bobi Ivanov, **Kimberly A. Parker**, Jeffrey Buchanan, Laura L. Collins, Shizuka Kaga, Kendel Lacy, Da'Shawn Crowder, & Elizabeth McMahan. *The potential of inoculation in promoting resistance to the effectiveness of single competitive attacks on the country of origin image*, Southwest Business Symposium, Edmond, Oklahoma.
- 2006 Edward M. Horowitz, Michel M. Haigh, Johan Wanstrom, & **Kimberly A. Parker**. *Among the youngest and poorest: A real-life civics lesson in Baltimore, Maryland and the political socialization of 16- and 17-year-olds*, Association for Education in Journalism and Mass Communication, San Antonio, Texas, paper was selected as a "top-three faculty paper."
- 2005 Bobi Ivanov & **Kimberly A. Parker**. *Ethnography: Creating culture through sport*, National Communication Association, Boston, Massachusetts.
- 2005 **Kimberly A. Parker** & Bobi Ivanov. *Adolescents and communication regarding sex and contraception*, International Communication Association, New York City.

- 2004 Edward M. Horowitz, Michel M. Haigh, Johan Wanstrom, & **Kimberly A. Parker**. *Rockin' the teenage vote: A real-life civic 'experiment' in Baltimore, Maryland and its effects on the political socialization of 16- and 17-year old voters*, Midwest Association for Public Opinion Research, Chicago, Illinois.
- 2003 **Kimberly A. Parker** & Elaine Wittenberg. *Moving from adolescence into adulthood: An ethnographic approach to examining the higher education classroom*, National Communication Association, Miami Beach, Florida.
- 2003 Edward M. Horowitz, **Kimberly A. Parker**, & Johan Wanstrom. *Adolescents and the culture of poverty: Why are we "out" of democracy?*, Midwest Association for Public Opinion Research, Chicago, Illinois.
- 2003 Michael Pfau, Joshua Compton, **Kimberly A. Parker**, Elaine M. Wittenberg, Chasu An, Monica Ferguson, Heather Horton, & Yuri Malyshev. *Inoculation, mental processing, and time: The short- and long-term influence of associative networks in the process of resistance to counterattitudinal influence*, International Communication Association, San Diego, California, paper was selected as a "top-four paper" by the Information Systems Division of ICA.
- 2003 Edward M. Horowitz, Johan Wanstrom, & **Kimberly A. Parker**. *Inside or outside of democracy? Political socialization of adolescents within the culture of poverty*, Association for Education in Journalism and Mass Communication, Kansas City, Missouri.
- 2003 Jennifer Samp, **Kimberly A. Parker**, & Heather Horton. *The influence of identity status and identity processing style on adolescents' goals for relationship rule violations*, International Communication Association, San Diego, California.
- 2002 Monica Ferguson, **Kimberly A. Parker**, Amy Post, & Denise Scannell. *Medical student clinical interaction: Analyzing the biopsychosocial model*, National Communication Association, New Orleans, Louisiana.
- 2002 Monica Ferguson, **Kimberly A. Parker**, Amy Post, & Denise Scannell. *Medical student clinical interaction: Analyzing the biopsychosocial model*, Sooner Conference, Norman, Oklahoma.
- 1999 **Kimberly A. Parker**. *The potential for a congregational alliance to address the urban problems in Oklahoma City*, University of Central Oklahoma, Graduate Research Conference, Unity through Diversity.

Workshops, Keynotes, and Invited Presentations

- 2024 Invited Mentor and Presenter: Health Communication Pre-Conference, National Communication Association, New Orleans, LA, November 2024.
- 2023 Invited Presentation: Strategic Communication for Public Health, Faculty Research Presentation Series: Facts & Snacks, College of Public Health, 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 Workshop Presentation: *Social Marketing and Community Capacity Building*, Training Provided for UNHCR – North Macedonia, Advisory Board and Community Partners
- 2020 Workshop Presentation: *The Potential for Social Marketing to Address Pollution*, Annual Integration Conference on European Integration, Skopje, Macedonia, Invited Presentation.
- 2020 Workshop Presentation: *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, Invited Presentation.
- 2019 Invited Presentation: *Social Marketing and Social Change Campaigns*, International Education Week, Faculty of Economics, University of Cyril and Methodius, Skopje, Macedonia.
- 2019 Invited Presentation: *Social Marketing and Social Change Campaigns*, 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.
- 2016 Invited Presentation: *Inspiring Social Entrepreneurs*, Presentation to Arts Administration Faculty, University of Kentucky, Lexington, Kentucky.
- 2009 Invited Presentation: *Utilizing Social Marketing Techniques*, 2009 Howard L. Bost Memorial Health Policy Forum, Foundation for a Healthy Kentucky, Louisville, Kentucky.
- 2007 Invited Presentation: *Professional Communication*, 2007 Student Leaders of Tomorrow Leadership Forum, Student Support Services, University of Central Oklahoma, Edmond, Oklahoma
- 2000 Invited Presentation: *Implementing TOP in Your Community*, Centers for Disease Control and Prevention Technical Assistance for Teen Pregnancy Prevention Initiative, Atlanta, Georgia.
- 1999 Invited Presentation: *Put the YOU in YOUth Health Marketing Campaign for Oklahoma City*, Centers for Disease Control and Prevention Health Communication and Social Marketing Training, Atlanta Georgia.
- 1998 Invited Presentation: “*Put the YOU in YOUth*, Child Watch Tour Campaign”, Children’s Defense Fund, Annual Conference, Houston, Texas

Grants and Funding

Funded

Responses to Image Based Sexual Harrasement (Fall 2024). Scarduzio, J. (PI), Parker, K.A. (Co-PI), & Badour, Christal (Co-PI). Igniting Research Collaborations. \$11,580

Persuasion and Message Design, Help Seeking for Mental Health Among Latinx College Students (2022 – 2023). Geegan, S. A. (PI), & Parker, K. A. (Co-PI). UNITE (United in True Racial Equity). \$12,000.

The Potential for Inoculation Messages to Influence Vaccine Uptake among Underrepresented Populations (2021-2022). **Parker, K. A.**, (PI), Ivanov, B., (Co-PI), & Francis, D. B. (Co-PI). UNITE (United in True Racial Equity). \$36,225.

Submitted

Reducing Oral Cancer and Increasing HPV Vaccine Uptake: A Community Engaged Approach to Formative Data Insight and Strategic Campaign Design in Appalachian Kentucky (2025 – 2027). Stein, P. Shaddox, Luciana, Parker, K.A., Ivanov, B., Brown, Courtney, and Helme, D. Submitted to Merck for \$200,000.

Intimate Partner Violence in Rural Appalachia (2024 – 2025). Parker, K.A. & Scarduzio, J. Submitted to OneUK/Appalachian Research Health (ARH). Amount TBD.

Not Funded

Promoting Health Equity & COVID Immunizations in Underserved Populations across the Commonwealth of Kentucky (2022 -2023). Hustedde, C. (PI), **Parker, K. A.** (Co-PI), & Ivanov, B. (Co-PI). Submitted (not funded) to Kentucky Department for Public Health. \$100,000

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.

Nutrition: Fuel for the Body, Mind, and Soul (2021-2022). Roberson, L., (PI), **Parker, K. A.**, (Co-PI), & Bond, K. (Co-PI). Submitted (not funded) to Kentucky Network for Innovation and Commercialization (KYNETIC). \$200,000 (pre-application; external grant)

#We Too: Women Empowered to Weave Research, Experiences, and Action against Sexual Harassment to Promote Healthy Aging (2018-2023). Bush, H., & Coker, A. L., (PIs); **Parker, K. A.** (Co-PI): Submitted (not funded) to the National Institute on Aging. \$1,500,000 (*external grant*)

THRIVE toward healthy aging -Translational Health Research to mitigate Interpersonal Violence's Effect toward healthy aging (2018-2023). Bush, H., & Coker, A. L., (PIs); **Parker, K. A.** (Co-PI): Submitted (not funded) to the Specialized Centers of Research Excellence (SCORE) on Sex Differences. \$5,000,000 (*external grant*)

Using Inoculation Messaging to Enhance Resilience in the Aftermath of a Terrorist Attack (2017-2019). Sellnow, D., (PI); **Parker, K. A.**, Sellnow, T., Ivanov, B., Slovic, P., Burns, & W., Mayorga (Co-PIs): Submitted (not funded) to the Department of Homeland Security (DHS): Homeland Security Sciences-4B Risk Perception and Communication. \$500,000 (*external grant*)

Doctoral Students Advised

Amegbeha-Amissah, A. (doctoral level major advisor). College of Communication and Information, University of Kentucky. Completion date: Proposed May 2025

Carter, R. (doctoral level major co-advisor). *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.

Deffendall, M. (doctoral level major advisor). College of Communication and Information, University of Kentucky. Completion date: Proposed May 2026.

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.

George, A. (doctoral level major advisor). College of Communication and Information, University of Kentucky. Complete date: Proposed May 2026

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

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: July 2020.

Sesenu, F. (doctoral level major advisor). College of Communication and Information, University of Kentucky. Completion date: Proposed May 2025.

Master's Students Advised: Thesis

Anderson, A. (master level 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

Thieneman, A. (master level advisor). *A Beacon of Hope: Inoculating against Relapse*. College of Communication and Information, University of Kentucky. Completion date: *May 2017*.

Rodriguez, N. (master level advisor). *Shiksa Mama: How non-Jewish mothers married to Jewish men communicate and negotiate identity*. School of Communication, Bellarmine University: *May 2010*.

Master's Students Advised: Comprehensive Exams

Lillian Turcich, May 2024
Jordan De Luce, May 2023
Allison Brown Crawford, May 2023
Madelyn Anderson, May 2023
Ansley George, May 2023
Brooke Nowicki, May 2020
Mariam Said, May 2020
Jessica Waters, May 2020
Amanda Mayo, December 2019
Karis Wilson, May 2019
Mackenzie McIntyre, May 2019
Kelsey Rutherford, May 2019
Natalie Riney, December 2018

Doctoral Committees: Served

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

Robinson, C. (outside examiner). *Understanding first-year graduate students safety, savviness and social etiquette online*. College of Education, University of Kentucky. Completion Date: *May 2023*.

Schubart, R. C. (outside examiner). *Leading in the digital age: A multi-case study of leading digital citizenship*. College of Education, University of Kentucky. Completion Date: *May 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*.

Clear, S. E. (doctoral level committee member). *Inoculation theory: A dual-route framework and an application to health behavior*. The University of Western Australia. Completion date: *August 2019*.

Moore, K. (doctoral level committee member). *Developing and validating a quality of delivery scale and assessing adult-trainees' cognitive load, motivation, and compliance*. College of Communication and Information, University of Kentucky. Completion date: *May 2019*.

Master's Committees: Served

Dani Jaffe, December 2023
Elizabeth Abel, May 2023
Emily Fay, 2023
Libby Langlois, May 2019
Harrison Evans, May 2018
Hayley Hoffman, May 2018

Honor's Committees: Chaired

Daniela Rodriguez Soto, May 2025

Teaching Experience

Courses Taught

Undergraduate

Graduate

Academic Orientation
Business Communication
Business Models and Pitches
Consumer Insight
Entrepreneurial Thinking

Addiction and Resistance
Communication and Accounting
MBA Course
Communication Theory
Focus Groups

Gender and Media
Innovation and Entrepreneurial Thinking
Capstone
Introduction to Integrated Strategic
Communication
Persuasion
Research Methods
Social Marketing/Social Change
Social Entrepreneurship
University Achievement Course

Social Issues, Gender, & Communication
Study Abroad in Kerala, India
Intervention Development and Evaluation
Research Methods
Resistance and Inoculation
Social Marketing/Social Change
Strategic Communication

Continuing Education

Engagement Academy, 2024 – 2025
University of Kentucky

TEK (Transdisciplinary Approaches to Advance Kentucky), 2024 – 2025
Faculty Fellow

Chair's Academy, Completed December 2022
University of Kentucky

Mental Health First Aid Certificate, Completed May 2022
Mental Health First Aid, Lexington, KY

Social Entrepreneurship Certificate, Completed March 2016
United States Association for Small Business and Entrepreneurship

Faculty Fellow, Presentation U!, Completed May 2016
University of Kentucky

Entrepreneurship Clinic, Completed September 2014
Warrington College of Business Administration, University of Florida

Qualitative Data Analysis Short Course: Unmasking the Backstage Steps of Making
Sense of Qualitative Data, Completed November 2012
National Communication Association Annual Meeting

Certified Teen Outreach Program (TOP) Trainer, Completed Fall 2001
Cornerstone Consulting, Houston, TX

Health Communication and Social Marketing Training, Completed 1999
Centers for Disease Control and Prevention, Atlanta, Georgia

Academic Service

2022 – Present	Editorial Board, Economy, Business & Development
2021 – Present	Editorial Board, Annual Integration Conference on European Integration Proceedings
2021 – Present	Program Committee, Annual Integration Conference on European Integration
2020 - Present	Scientific Committee Board Member, Economic and Business Trends Shaping the Future, Skopje, Macedonia
2020	Board Member, Study of the United States Institutes (SUSI), Review of Fulbright Applicants, Republic of Macedonia

University Service

2024 – Present	Markey Cancer Center, Member
2024 – Present	Experiential Education Advisory Committee, <i>Elected Position</i> University of Kentucky
2024	Instructional Committee, Chair Department of Integrated Strategic Communication
2022 – Present	Graduate Council, <i>Elected Position</i> University of Kentucky
2022 – 2024	College Retention Committee University of Kentucky
2020 – Present	Tenure and Promotion Committee Department of Integrated Strategic Communication
2021 – 2024	University Assessment Committee University of Kentucky
2020 – 2024	Student Success and Diversity Committee Department of Integrated Strategic Communication
2020 – 2024	Curriculum Committee, Department of Integrated Strategic Communication
2019 – 2020	Diversity Committee School of Journalism and Media, University of Kentucky
2018	Celebrity Judge, Fish Tank: Emerging Entrepreneurs in the Arts College of Fine Arts, University of Kentucky

2016 – 2017 Periodic Review Committee
School of Journalism and Media, University of Kentucky

2016 – 2017 Ad Hoc Professional Masters Development Committee
School of Journalism and Media, University of Kentucky

2015 – 2018 Graduate Program Committee, Graduate Program in
Communication, University of Kentucky

2015 – 2016 Ad Hoc Strategic Planning Committee
School of Journalism and Media, University of Kentucky

2015 – 2016 Teaching Assessment Task Force, College of Communication and
Information, University of Kentucky

2015 – 2016 Research Fellowship Committee, Graduate Program in
Communication, University of Kentucky

2014 – 2015 Strategic Planning Task Force Engagement
Co-Chair
College of Communication and Information,
University of Kentucky

2012 India Day Planning Committee, Bellarmine University

2011 – 2014 Campus Ministries, Annual Assessment Report Work Group,
Bellarmine University

2010 – 2011 Task Force Investigating the Restructuring of the Undergraduate
Education Affairs Committee, Bellarmine University

2009 – 2014 Faculty Council Member, *Elected*
Bellarmine University

2009 – 2011 Communication Department Assessment, Coordinator
Bellarmine University

2008 – 2011 Bellarmine Communication Association, Advisor
Bellarmine University

2006 – 2008 Assessment Committee, College of Business,
University of Central Oklahoma

2005 – 2008 Awards and Scholarship Committee, College of Business,
University of Central Oklahoma

2005 – 2008 Assessment Committee, Business Communication Course,
University of Central Oklahoma

2002 – 2003 Communication Graduate Student Association, Co-Social Chair,
University of Oklahoma

2001 – 2002 Communication Graduate Student Association, Assistant Social
Chair, University of Oklahoma

2000 – 2001 Communication Graduate Student Association, Grant Committee
Member, University of Oklahoma

2000 – 2004 Communication Graduate Student Association Member,
University of Oklahoma

Academic Reviews

2022 – Present	Reviewer, Economic and Business Trends Shaping the Future, Skopje, Macedonia
2022 -- Present 2021	Drugs: Education, Prevention & Policy Book Reviewer, <i>Social Marketing, 7e</i> , Nancy R. Lee and Philip Kotler, Sage
2021 – Present 2020	Reviewer, Communication Studies Grant Reviewer, UK Cure Alliance Pilot Program, COVID Core 3, Social Sciences, University of Kentucky
2020 - Present 2017/18/21	Reviewer, Health Communication Poster Reviewer, Kentucky Conference on Health Communication
2017 – Present 2016	Reviewer, Archives of Sexual Behavior Book Reviewer, <i>Developing Workforce Diversity Programs, Curriculum, and Degrees in Higher Education</i>
2015	Textbook Reviewer, <i>Dynamics of Persuasion</i> , Richard Perloff, Routledge
2013 – Present 2012	Reviewer, Journal of Communication Reviewer, Southern Communication States Association Interpersonal Division; Gender and Communication Division
2010 -- Present 2012	Reviewer, National Communication Association Annual Conference: Communication and Social Cognition Division Textbook Reviewer, <i>Gendered Lives: Communication, Culture, & Gender</i> , Julia Wood, Cengage Learning
2011 – Present 2009	Reviewer, Western Journal of Communication Textbook Reviewer, <i>Business and Professional Communication in a Digital Age</i> , Cengage Learning

External Faculty Review, Tenure and Promotion

Gans, R. (2024). Review for promotion to Associate Professor, Department of Communication, University of Texas at Arlington.

Andrade, E. (2023). Review for promotion to Associate Professor, Milken Institute School of Public Health, The George Washington University.

References

Beth Barnes, Professor Emeritus, University of Kentucky, bbarnes@uky.edu

Adriane Grumbein, Associate Professor, University of Kentucky, agrumbain@uky.edu

Jennifer Greer, Dean, College of Communication and Information,
Jennifer.greer@uky.edu

Timothy Sellnow, Professor, Clemson University, tsellno@clemson.edu