

Moonhee Cho, Ph.D.
Curriculum Vitae

Assistant Professor
School of Advertising and Public Relations
College of Communication and Information
University of Tennessee
476 Communications Building
Knoxville, TN 37996-0343
Office: 865-974-5721
Email: mcho4@utk.edu

EDUCATION

Ph.D., Mass Communication, University of Florida, Gainesville, 2012

Dissertation: Donor empowerment: Enhancing nonprofit-donor relationships and supportive behavior

Advisor: Kathleen S. Kelly, Ph.D., APR, Fellow PRSA

M.A., Mass Communication, University of Florida, Gainesville, 2009

Graduated with distinction

Thesis: Top corporate donors and charitable organizations: Utilizing the coorientation model to examine benefits and relationships

◆ *Received Northwestern Mutual 2009 Best Master's Thesis Award, Institute for Public Relations*

B.A., Psychology and Advertising and Public Relations (double majors), Ewha Women's University, Seoul, Korea, 2003

ACADEMIC APPOINTMENTS

Assistant Professor

School of Advertising and Public Relations
College of Communication and Information
University of Tennessee

Fall 2014 — present

Assistant Professor

School of Mass Communications
University of South Florida

Fall 2012 — Summer 2014

PROFESSIONAL EXPERIENCE

Resource Development Intern

United Way North Central Florida

Summer 2011

Research Lab Assistant

College of Journalism and Communications
University of Florida

Spring 2009

Fundraiser/ Foundation Coordinator Partners for the Future Foundation American Chamber of Commerce in Korea (AMCHAM Korea)	2003 — 2006
Intern President's secretariat American Chamber of Commerce in Korea	2003
Junior Researcher Public Relations Strategy Center Ewha Women's University	2000

REFEREED JOURNAL ARTICLES

Note: * Student Coauthor

- Lee, J., & **Cho, M.** (Accepted for publication). New insights into socially responsible consumer: The effects of personal life value and collectivism. *International Journal of Consumer Studies*.
- Darm, L. *, **Cho, M.**, & Mohr, T. L. * (In Press; Published online first). Is business news starting to bark? How business news covers CSR post the economic crisis. *Journalism*.
<https://doi.org/10.1177/1464884917731180>
- Lee, S., Park, E., **Cho, M.**, & Jin, B. (2018). Factors affecting tablet computer users' intention to purchase mobile applications. *Social Behavior and Personality: An International Journal*, 46(1), 25-38. <https://doi.org/10.2224/sbp.6525>
- Cho, M.**, & Auger, G. (2017). Extrovert and engaged? Exploring the connection between personality and involvement of stakeholders and the perceived relationship investment of nonprofit organizations. *Public Relations Review*, 43(4), 729-737.
<https://doi.org/10.1016/j.pubrev.2017.07.008>
- Cho, M.**, & Kim, G. * (2017). A cross-cultural comparative analysis of crowdfunding project in the United States and South Korea. *Computers in Human Behavior*, 72, 312-320.
<https://doi.org/10.1016/j.chb.2017.03.013>
- Cho, M.**, Furey, L. D. *, Mohr, T. L. * (2017). Communicating CSR on social media: Strategies, main actors, and public engagement on corporate Facebook. *Business and Professional Communication Quarterly*, 80(1), 52-69. <https://doi.org/10.1177/2329490616663708>
- Cho, M.**, & De Moya, M. (2016). Empowerment as a key construct for understanding public relations' potential for community engagement. *International Journal of Strategic Communication*, 10(4), 272-288. <https://doi.org/10.1080/1553118X.2016.1144606>
- Lee, S., **Cho, M.**, & Park, E., & Heo, J. (2016). Understanding user adoption and behavior of smartphone: An extension of the technology acceptance model. *Entertainment Review*, 1(1),

24-44.

- Auger, G., & **Cho, M.** (2016). A comparative analysis of public relations curricula: Does it matter where you go to school, and is academia meeting the needs of the practices? *Journalism & Mass Communication Educator*, 71(1), 50-68. (Authors contributed equally) <https://doi.org/10.1177/1077695814551830>
- Park, S., & **Cho, M.** (2015). Celebrity endorsement for nonprofit organizations: The role of celebrity motive attribution and spontaneous judgment of celebrity-cause incongruence. *Journal of Promotion Management*, 21(2), 224-245. <https://doi.org/10.1080/10496491.2014.996802>
- Cho, M.**, & Kelly, K. S. (2014). Corporate Donor-Charitable Organization Partners: A Coorientation Study of Relationship Types. *Nonprofit and Voluntary Sector Quarterly*, 43(4), 693–715. <https://doi.org/10.1177/0899764013480566>
- Cho, M.**, Schweickart, T. L. *, & Haase, A. * (2014). Public engagement with nonprofit organizations on Facebook. *Public Relations Review*, 40(3), 565-567. <https://doi.org/10.1016/j.pubrev.2014.01.008>
- Cho, M.**, & De Moya, M. (2014). Understanding publics' engagement with non-profit organisations through Facebook: A typology of messages and motivations behind public-initiated conversations. *PRism*, 11(2). http://www.prismjournal.org/fileadmin/11_2/Cho_DeMoya.pdf
- Jin, B., & **Cho, M.** (2014). How Korean newspapers and television news programs cover blood donation: A quantitative and qualitative analysis of facilitators and barriers. *Health Communication Research*, 10, 125-151.
[Note: Received the Korea Health Communication Association & Enzaim Best Article Award]
- Sohn, H. *, Lee, S., & **Cho, M.** (2014). Influential factors of college students' intention to use wearable device: An application of the UTAUT2 model. *Korean Journal of Communication and Information Studies*, 68 Winter, 7-33.
- Sohn, H. *, Lee, S., Jin, B., & **Cho, M.** (2014). Examination of influential factors of tablet PC use: An application of theory of planned behavior and technology acceptance model. *Journal of Communication Science*, 24(4), 106-145.
- Cho, M.**, & Auger, G. (2013). Exploring determinants of relationship quality between students and their academic department: Perceived relationship investment, student empowerment, and student-faculty interaction. *Journalism & Mass Communication Educator*, 68(3), 250-263. <https://doi.org/10.1177/1077695813495048>

- Chan-Olmsted, S., **Cho, M.**, & Lee, S. (2013). User perceptions of social media: A comparative study of perceived characteristics and user profiles by social media types. *Online Journal of Communication and Media Technologies*, 3(4), 149-178.
<http://www.ojcmt.net/articles/34/349.pdf>
- Jin, B., **Cho, M.**, & De Moya, M. (2013). Explaining the impact of organizational social capital on transparency and trust. *The Korean Journal of Advertising and Public Relations*, 15(2), 37-64.
- Cho, M.**, Lee, J., & Im, J. (2012). Media frames and ethnic minority women in Korea: Expanding a generic frame in minority studies. *Asian Journal of Women's Studies*, 18(4), 108-135. <https://doi.org/10.1080/12259276.2012.11666137>
- Lee, S., & **Cho, M.** (2011). Social media use in a mobile broadband environment: Examination of determinants of Twitter and Facebook use. *International Journal of Mobile Marketing*, 6(2), 71-87.
- Kim, J., & **Cho, M.** (2011). When the 'Stroller Moms' take hold of the street: A case study of how social influence made the inactive publics active in anti-U.S. beef protest in Seoul-An issue processes model perspective. *International Journal of Strategic Communication*, 5(1), 1-25. <https://doi.org/10.1080/1553118X.2010.515544>

BOOK CHAPTERS

- Cho, M.**, & Schweickart, T. L. * (2015). Nonprofits' use of Facebook: An examination of organizational message. In R. Waters (Ed.), *Public Relations in the Nonprofit Sector: Theory and Practice* (pp.281-295). Routledge.
- Chan-Olmsted, S., **Cho, M.**, & Yim, M. (2013). Exploring the role of social network sites in media brand relationship. In M. Friedrichsen & W. Mühl-Benninghaus (Eds.), *Media management and social media business: Value chain and business models in changing media markets* (pp.735-748). Taylor and Francis.

REFEREED JOURNAL ARTICLES UNDER REVIEW

- Cho, M.**, Park, S., & Kim, S. Comparing for-profits and nonprofits' sustainability development communication: The role of expectancy violation and attribution process. In Revise and Resubmit at *Journal of Public Relations Research*.
- Cho, M.**, Lemon, L. *, Levenshus, A., & Childers, C. Current students as university donors?: Determinants in college students' intentions to donate and share information about university crowdfunding efforts. In Revise & Resubmit at *International Review on Public and Nonprofit Marketing*.
- Lee, J. *, & **Cho, M.** The effects of media exposure and media attention on sustainability communication. In Revise & Resubmit at *Journal of Promotion Management*.

Xing, Y. *, **Cho, M.**, & Boatwright, B. * Hashtag activism and message frames among social movement organizations: Semantic network analysis and thematic analysis of Twitter during the #MeToo movement. In *Revise and Resubmit review at Public Relations Review*.

Levenshus, A., Lemon, L. *, Childers, C., & **Cho, M.** I thought they'd do more": Conflicting expectations, constraints and communication in a university crowdfunding program. In *Revise & Resubmit at Journal of Communication Management*.

Cho, M. Campus sustainability: An integrated model of college students' recycling behavior on campus. In review at *International Journal of Sustainability in Higher Education*.

Cho, M., Xing, Y. *, & Boatwright, B. * Through the lens of ethnicity and nationalism: A semantic network analysis of United Airlines' dragging crisis. In review at *Journal of Public Relations Research*.

Cho, M., Park, S., & Kim, S. The effect of CSR expectancy violations on public attitudinal and behavioral responses to corporations: An application of expectancy violation theory. In review at *Corporate Communications: An International Journal (CCIJ)*.

Lim, H., **Cho, M.**, Bedford., S.C.B. * You shall (not) fear: The effects of emotional stimuli in social media campaigns and moral disengagement on apparel consumers' behavioral engagement. In review at *Journal of Fashion Marketing and Management*.

Kim, M. *, & **Cho, M.** Examining the role of sense of community: Linking local government public relationship and community building. In review at *Public Relations Review*.

Ki, E.-J., & **Cho, M.** Factors affecting members' intention to donation and recommendation in professional membership association. In review at *International Review on Public and Nonprofit Marketing*.

CONFERENCE PROCEEDINGS

Zhu, X., & **Cho, M.** (In press). The end of ownership?: An investigation of users' preferences and perceptions of ownership configurations. *81st ASIS&T Annual Meeting*, Vancouver, BC, Canada, November 10—14, 2018.

Zhu, X., & **Cho, M.** (In press). Buy, subscribe, or borrow?: Consumers' use preferences for information products. *The 2018 Charleston Library Conference*, Charleston, SC, November 5—9, 2018.

Cho, M., & De Moya, M. (2013). *Understanding publics' engagement with organizational social media: Why publics engage with organizational Facebook and how organizations interact with the publics*. 16th Annual International Public Relations Research Conference, Miami, FL.

REFERRED CONFERENCE PAPERS

- Zhu, X., & **Cho, M.** (2019, April). *Revealing perception gaps between users and academic libraries: A public relations perspective*. Paper to be presented to the Association of College & Research Libraries (ACRL), Cleveland, OH.
- Lim, H., **Cho, M.**, Bedford., S.C.B.* (2018, November). *Can fear stop animal cruelty in fashion industry? The effect of negative arousal in a nonprofit organization's social media campaigns*. Paper to be presented to International Textile and Apparel Association (ITAA), Cleveland, OH.
- Zhu, X., & **Cho, M.** (2018, November). *The End of ownership?: An investigation of users' preferences and perceptions of ownership configurations*. Paper to be presented to the 81st Annual Meeting of the Association for Information Science & Technology, Vancouver, Canada.
- Zhu, X., & **Cho, M.** (2018, November). *Buy, subscribe, or borrow?: Consumers' use preferences for information products*. Paper to be presented to the 2018 Charleston Library Conference, Charleston, SC.
- Cho, M. (2018, October). *UT fan's engagement in zero-waste game day and recycling behavior*. Paper presented to the Engagement and Outreach Conference, University of Tennessee, Knoxville, TN.
- Cho, M. (2018, August). *Campus sustainability: An integrated model of college students' recycling behavior on campus*. Paper presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Xing, Y.*, **Cho, M.**, & Boatwright, B.* (2018, August). *Hashtag activism and message frames among social movement organizations: Semantic network analysis and thematic analysis of Twitter during the #MeToo movement*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Cho, M.**, Xing, Y.*, & Boatwright, B.* (2018, May). *Through the lens of ethnicity and nationalism: A semantic network analysis of United Airlines' dragging crisis*. Paper presented to the Public Relations Division of the International Communication Association, Prague, Czech Republic.
- Kim, M.*, & **Cho, M.** (2018, March). *Why sense of community matters: Linking local government-community relationship and community building*. Paper presented at the 21st Annual International Public Relations Research Conference, Orlando, FL.
- Cho, M.**, Auger, G., & McMillan, S. J. (2017, August). *Facts, alternative facts, and politics: A case study of how a concept entered mainstream and social media discourse*. Paper presented to the Mass Communication & Society Division of the Association for Education

in Journalism and Mass Communication, Chicago, IL.

Cho, M. (2017, May). *Antecedents and outcomes of public skepticism toward organization's sustainability development*. Paper presented to the Organizational Communication Division of the International Communication Association, San Diego, CA.

Park, S., **Cho, M.**, & Kim, S. (2017, March). *Comparing for-profits and nonprofits' sustainability development communication: The role of expectancy violation and attribution process*. Paper presented to the American Academy Advertising, Boston, MA.

Cho, M., Levenshus, A., Lemon, L. *, & Childers, C. (2016, November). *Current students as university donors?: Determinants in college students' intentions to donate and share information about university crowdfunding efforts*. Paper presented to the Public Relations Division of the National Communication Association, Philadelphia, PA.

Cho, M., & Auger, G. (2016, August). *Extrovert and engaged? Exploring the connection between personality and involvement of stakeholders and the perceived relationship investment of nonprofit organizations*. Paper presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Lee, J. *, & **Cho, M.** (2016, August). *The effects of media exposure and media attention on sustainability communication*. Paper presented to the Mass Communication & Society Division of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Ki, E.-J., & **Cho, M.** (2016, August). *Factors affecting members' intention to donation and recommendation in professional membership association*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Levenshus, A., Lemon, L. *, Childers, C., & **Cho, M.** (2016, August). *"I thought they would do more": Conflicting expectations, constraints and communication in a university crowdfunding program*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Minneapolis, MN.

Cho, M., Park, S., & Kim, S. (2016, June). *The comparison of the effectiveness of sustainability development communication between non-profits and for-profits: An expectancy violation perspective*. Paper presented to the Organizational Communication Division of the International Communication Association, Fukuoka, Japan.

Cho, M., & Kim, G. * (2016, June). *Message strategies in crowdfunding: Similarities and differences of crowdfunding messages in the United States and South Korea*. Paper presented to the Communication and Technology Division of the International Communication Association, Fukuoka, Japan.

- Park, S., **Cho, M.**, & Kim, S. (2016, March). *Value from expectancy violation and confirmation bias: Differential effects of positive and negative CSR performance on consumer responses*. Paper presented to the American Academy Advertising, Seattle, WA.
- Cho, M.**, Park, S., & Kim, S. (2015, August). *The effect of CSR expectancy violations on public attitudinal and behavioral responses to corporations: An application of expectancy violation theory*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Auger, G., & **Cho, M.** (2015, August). *Making social media work: Modeling the antecedents and outcomes of perceived relationship investment of nonprofit organizations*. Paper (**First-Place Open Competition Paper Award**) presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
- Darm, L.* , **Cho, M.**, & Schweickart, T. L.* (2015, May). *Is business news starting to bark? How business news covers CSR post the economic crisis*. Paper presented to the Journalism Studies Division of the International Communication Association, San Juan, Puerto Rico.
- Cho, M.**, Schweickart, T. L.* , & Darm, L.* (2014, August). *Communicating CSR on social media: Strategies, main actors, and public engagement on corporate Facebook*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
- Cho, M. (2014, May). *Donor empowerment: Enhancing nonprofit-donor relationships and donors' supportive behavior*. Paper presented to the Public Relations Division of the International Communication Association, Seattle, WA.
- Huang, H., Andrews, J. E., Yoon, J., Cannon, P., Pearce, F., **Cho, M.**, & Chung, E. (2013, September). *Twitter activity following the Supreme Court gene patent decision*. Paper presented to the 5th Annual Consumer Genetics Conference, Boston, MA.
- Cho, M.**, Haase, A.* , & Schweickart, T. L.* (2013, August). *When and how do publics engage with nonprofit organizations through social media? A content analysis of organizational message strategies and public engagement with organizational Facebook pages*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Chan-Olmsted, S., & **Cho, M.** (2013, August). *Social media as branding tools: Exploring the effects of social media on brand relationship and the role of consumer characteristics*. Paper (**Second-Place Faculty Award**) presented to the Media Management and Economics of the Association for Education in Journalism and Mass Communication, Washington, D.C.
- Cho, M.**, & De Moya, M. (2013, June). *Empowerment as a key construct for understanding public relations' potential for community building*. Paper (**Top Faculty Award**) presented to the Public Relations Division of the International Communication Association, London, UK.

- Lee, S., Park, E., & **Cho, M.** (2013, June). *Exploring factors affecting tablet PC users' intention to purchase mobile applications: An extension of the UTAUT model*. Paper presented to the Communication & Technology Division of the International Communication Association, London, UK.
- Cho, M.**, & De Moya, M. (2013, March). *Understanding publics' engagement with organizational social media: Why publics engage with organizational Facebook and how organizations interact with the publics*. Paper presented at the 16th Annual International Public Relations Research Conference, Miami, FL.
- Lee, S., **Cho, M.**, & Park, E. (2012, August). *Understanding user adoption and behavior of smartphone*. Paper presented to the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Lee, S., & **Cho, M.** (2012, January). *An empirical study of micro-blogging: Integrated model for Twitter adoption*. Paper presented to Pacific Telecommunication Council, Honolulu, HI.
- Cho, M.**, & Auger, G. (2011, August). *Perceptions of public relations students' empowerment, faculty interaction, and perceived relationship investment as determinants of relationship quality with their academic department*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Chan-Olmsted, S., **Cho, M.**, & Yim, M. (2011, September). *Exploring the role of social network sites in media brand relationship*. Paper presented to the International Conference for Media Brand Management, Vienna, Austria.
- Lee, S., & **Cho, M.** (2011, August). *An Empirical Analysis of Social Media Use: Examination of Determinants of Attitude toward and Use of Twitter and Facebook*. Paper (**Second-Place Award**) presented to the Media Management and Economics of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Jin, B., **Cho, M.**, & De Moya, M. (2011, August). *The impact of organizational social capital on transparency and trust: Examining the roles of communication adequacy and accuracy*. Paper (**Third-Place Visual Presentation Award**) presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, St. Louis, MO.
- Park, S., & **Cho, M.** (2011, April). *Celebrity Charities: Effects of Celebrity Motive Attribution, Identification and Issue Involvement*. Paper presented to the American Academy Advertising, Mesa, AZ.
- Cho, M. (2010, November). *Understanding benefits corporate donors expect from their contributions based on the mixed-motive model*. Paper presented to the Association for Research on Nonprofit Organization and Voluntary Action (ARNOVA), Alexandria, VA.
- Kim, J., & **Cho, M.** (2010, November). *When the 'Stroller Moms' take hold of the street*. Paper presented at National Communication Association, San Francisco, CA.

- Auger, G., & **Cho, M.** (2010, November). *An investigation and analysis of theory building in nonprofit academic literature*. Paper presented to the Association for Research on Nonprofit Organization and Voluntary Action (ARNOVA), Alexandria, VA.
- Cho, M. (2010, August). *Roles of nonprofit organizations as social oil: How local nonprofit organizations help multinational corporations build social capital in host countries*. Paper (**Third-Place Visual Presentation Award**) presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Cho, M.**, & Auger, G. (2010, August). *Meeting the needs of the practice: An evaluation of the public relations curricula*. Paper (**Second-Place Award**) presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Cho, M.**, Lee, J., & Im, J. (2010, August). *Understanding media frames that cover an ethnic minority group in a homogeneous country: Expanding a generic frame in minority studies*. Paper presented to the International Communication Division of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Chan-Olmsted, S., **Cho, M.**, & Lee, S. (2010, August). *Consumer perceptions of social media: A comparative study of perceived characteristics and consumer profiles by social media types*. Paper presented to the Media Management and Economics of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Park, S., & **Cho, M.** (2010, August). *Celebrity endorsements and nonprofit charitable organizations: The role of celebrity altruistic motive and identification*. Paper presented to the Graduate Education Interest Group of the Association for Education in Journalism and Mass Communication, Denver, CO.
- Cho, M. (2009, August). *Unveiling types of relationship between corporate donors and charitable organizations based on the coorientation model*. Paper (**Third-Place Student Paper Award**) presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
- Cho, M.**, & Hwang, J. (2008, October). *Understanding the cultural differences: A framing analysis of organic foods news coverage in the U.S. and South Korea*. Paper presented to the Annual Florida Communication Association Convention, Gainesville, FL.
- Cho, M. (2008, August). *The Level of glocalization of corporate social responsibility activities of multinational corporations: Content analysis of home and host countries Web sites*. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
- Cho, M. (2008, April). *Organ donation in China, Korea and the US: A cross-cultural study of facilitators and barriers that affect organ donation*. Paper presented to the poster session of Graduate Student Council Research Forum, University of Florida, FL.

Jin, B., & **Cho, M.** (2008, March). *How Korean newspapers and television news programs cover blood donation: A quantitative and qualitative analysis of facilitators and barriers*. Paper presented to the Association for Education in Journalism and Mass Communication Southeast Colloquium, Auburn, AL.

CONFERENCE PAPER UNDER REVIEW

Zhu, X., Tao, Y., & **Cho, M.** (2019, April). *A Comparison of U.S. and Chinese College Students' Ownership Perceptions*. Paper submitted to iConference, Washington, D.C.

INVITED PANEL

Cho, M. (2018, September). Invited to a panel on Faculty Experiences with Service-Learning: Stories of Impact. Teaching and Learning Innovation. University of Tennessee, Knoxville, TN.

Cho, M. (2015, April). *Nonprofits' Facebook as an engagement tool with publics*. Fundraising and Philanthropy Communication Forum. University of Iowa, Iowa City, IA.

Cho, M., & Levenshus, A. (2016, March). *Riding the Research Roller Coaster: A Behind the Scenes View of a Multi-method, Team Research Project Exploring Crowdfunding as a Nonprofit Fundraising Strategy*. College of Communication & Information 620 Research Colloquium Series 2016. University of Tennessee, Knoxville, TN.

COMMISSIONED RESEARCH REPORTS

Childers, C., **Cho, M.**, Levenshus, A.* & Lemon, L. (2016). Insights and Recommendations for the University Crowdfunding Program. Report to the Office of Development and Alumni Affairs at the University of Tennessee. Knoxville, TN. (15 pp).

COURSES TAUGHT

University of Tennessee

Undergraduate Courses

- Public Relations Research Methods (PBRL 340): Spring 2015, Fall 2015, Spring 2016, Spring 2017
- Public Relations Cases (PBRL 370): Fall 2014, Spring 2015, Fall 2015, Spring 2016, Spring 2017, Fall 2017, Spring 2018
- Public Relations Campaigns (PBRL 470): Fall 2017, Spring 2018, Fall 2018

Graduate Course

- Public Relations Management (PBRL540): Fall 2018

University of South Florida

Undergraduate Courses

- Principles of Public Relations (PUR 3000): Spring 2013, Summer 2013, Fall 2013, Summer 2014
- Public Relations Issues, Practices, Problems (PUR 4401): Fall 2012, Spring 2013, Fall 2013, Spring 2014

Graduate Courses

- Strategic Communication Campaigns (PUR6603): Spring 2014
- International Public Relations (MMC 6936): Fall 2012

University of Florida

- Public Relations Strategy (PUR 3801): Fall 2010, Spring 2011
- Public Relations Writing (PUR 4100): Summer 2012
- Public Relations Campaigns (PUR 4800): Fall 2011, Spring 2012

AWARDS, HONORS, GRANTS, AND SCHOLARSHIPS

Top Paper Awards

<i>First Place Open Competition Paper Award</i>	2015
Public Relations Division Association for Education in Journalism and Mass Communication (AEJMC)	
<i>KHCA & Enzaim Best Article Award</i>	2014
The Korea Health Communication Association	
<i>Second-Place Faculty Paper Award</i>	2013
Media Management and Economics Division Association for Education in Journalism and Mass Communication (AEJMC)	
<i>Top Faculty Paper Award</i>	2013
Public Relations Division International Communication Association (ICA)	
<i>Second-Place Faculty Paper Award</i>	2011
Media Management and Economics Division Association for Education in Journalism and Mass Communication (AEJMC)	
<i>Third-Place Visual Presentation Award</i>	2011
Public Relations Division Association for Education in Journalism and Mass Communication (AEJMC)	
<i>Second Place Teaching Paper Award</i>	2010
Public Relations Division Association for Education in Journalism and Mass Communication (AEJMC)	

Third Place Visual Presentation Award 2010
Public Relations Division
Association for Education in Journalism and Mass Communication (AEJMC)

Third Place Student Paper Award 2009
Public Relations Division
Association for Education in Journalism and Mass Communication (AEJMC)

Northwestern Mutual Best Master's Thesis Award 2009
Institute for Public Relations

Honors

Faculty Research Award 2018
College of Communication and Information
University of Tennessee

College of Arts and Sciences Internal Awards 2014
University of South Florida

College of Arts and Sciences Internal Awards 2013
University of South Florida

Academic Women Emerging Scholar Award 2012
University of Florida

Emerging Scholar Award 2010
Association for Research on Nonprofit Organization and Voluntary Action (ARNOVA)

Korean American Scholarship Award 2010
Korean American Scholarship Foundation

Outstanding Master's Student Award 2010
College of Journalism and Communications
University of Florida

Dean's List 1998 – 2002
Ewha Women's University

Grants/Scholarship

Engagement and Outreach Mini Grant (\$500) 2018
Office of Community Engagement & Outreach
University of Tennessee

<i>Teaching & Learning Innovative Summer Institute (TLISI) (\$3,500)</i> University of Tennessee	2018
<i>Summer Graduate Research Assistantship (GRA) (\$3,600 to support RA stipend)</i> Faculty Senate Research Council University of Tennessee	2018
<i>SARIF Award International Travel Fund (\$1,000)</i> University of Tennessee	2018
<i>Dean's Summer Research Support Grant (\$1,500)</i> College of Communication and Information University of Tennessee	2018
<i>Dean's Summer Research Support Grant (\$1,000)</i> College of Communication and Information University of Tennessee	2017
<i>Dean's Summer Research Support Grant (\$1,000)</i> College of Communication and Information University of Tennessee	2016
<i>Dean's Summer Research Support Grant (\$1,500)</i> College of Communication and Information University of Tennessee	2015
<i>Student Travel Grant</i> Association for Education in Journalism and Mass Communication (AEJMC)	2011
<i>Grinter Fellowship</i> University of Florida	2009 – 2012
<i>Outstanding International Student Award</i> University of Florida	2008
<i>Academic Achievement Award Certificate</i> UF International Center	2008 – 2011
<i>PEO International Scholarship</i> P.E.O International	2007 – 2009

STUDENT ADVISING

School of Advertising and Public Relations, University of Tennessee

2018 – present

Ying Xiong, Doctoral Dissertation, *Committee Member*

2018 – present Samantha LaVoi, Master’s Thesis, *Committee Member*
Fall 2018 Jessica Lawrence, Master’s Project, *Committee Member*
Fall 2018 Shiyang Guo, Master’s Project, *Committee Member*
Spring 2018 Jiyeon Kim, Master’s Thesis, *Committee Member*
Fall 2015 Sarah Rogers, Master’s Thesis, *Committee Member*

External Dissertation Committee Member

2018 – present Sonia Hur, Doctoral Dissertation, *External Committee Member*
Department of Retail, Hospitality and Tourism Management
University of Tennessee Knoxville
Spring 2018 Christelle Swart, Doctoral Dissertation, *External Examiner*
University of South Africa

School of Mass Communications Service, University of South Florida

Spring 2014 Abigail Haase, Master’s Thesis, *Committee Member*
Spring 2014 Cong Sui, Master’s Thesis, *Committee Member*
Spring 2013 Tiffany Schweickart, Master’s Thesis, *Committee Member*
Spring 2013 Alexander Ulrich, Honors College, *Research Mentor*
Fall 2013 Michaela Williams, Honors College, *Thesis Advisor*

UNIVERSITY SERVICE

School of Advertising and Public Relations, University of Tennessee

Fall 2018 *Search Committee Member*
School of Advertising and Public Relations
Advertising Assistant Professor
Fall 2018 *Search Committee Member*
School of Advertising and Public Relations
Public Relations Assistant Professor
2017 *Search Committee Member*
School of Advertising and Public Relations
Public Relations Assistant Professor

2016 – present *Public Relations Scholarship/Award Committee Member*
School of Advertising and Public Relations
Public Relations Scholarship

College of Communication and Information, University of Tennessee

2018 – present CCI Ad Hoc Graduate Curriculum Committee

2017 – 2018 CCI Diversity & Inclusion Committee

2017 – present CCI Diversity & Inclusion Week Committee

2016 – 2018 CCI Dean’s Advisory Council

2015 – 2018 CCI Research Advisory Committee Member

2015 – 2017 Judge of Poster Session, Research Symposium

Fall 2015 Marshall for the College at the University Commencement

University of Tennessee

2018 – present Faculty Advisor, Korean Student Association

2017 Review Committee for Graduate School Fellowships

School of Mass Communications Service, University of South Florida

2013 – 2014 Tenure & Promotion Committee Member

2012 – 2014 Diversity Committee Member

2012 – 2013 Undergraduate Committee Member

2012 – 2013 Search Committee Member
Public Relations Design Instructor

PROFESSIONAL SERVICE

Professional Service

2018 – present Secretary
Public Relations Division
Association for Education in Journalism and Mass
Communication (AEJMC)

2018	Discussant Public Relations Division International Communication Association (ICA)
2018	KACA 40 th Anniversary Fundraising Committee Korean American Communication Association 2018
2017 – 2018	PF&R Committee Public Relations Division Association for Education in Journalism and Mass Communication (AEJMC)
2017 – 2018	AEJMC PRD Pre-Conference Organizer Public Relations Division Association for Education in Journalism and Mass Communication (AEJMC)
2017	Discussant KACA & CCA Joint Research Paper Session International Communication Association (ICA)
2015 – 2016	Newsletter Editor Korean American Communication Association (KACA)
2015	Chair & Discussant KACA Research Paper Session International Communication Association (ICA)
2013	Moderator Open Division 38 th Annual AEJMC Southeast Colloquium

Journal Manuscript Review Boards and Reviews

Editorial Review Board	Journal of Public Relations Research, 2018 – present
Reviewer	Journal of Public and Nonprofit Affairs, 2018
Reviewer	Journal of Marketing Communication, 2018
Reviewer	Journal of Moral Education, 2018
Reviewer	Public Relations Review, 2017- 2018
Reviewer	Nonprofit and Voluntary Sector Quarterly, 2016, 2018
Reviewer	Media and Culture Studies, 2017
Reviewer	Computers in Human Behavior, 2016
Reviewer	Journal of Arts Management, Law, and Society, 2016
Reviewer,	The Korean Journal of Advertising and Public Relations, 2015
Reviewer	International Journal of Communication, 2015
Reviewer	Journal of Public Relations Research, 2014
Reviewer	Journal of Computer Mediated Communication, 2013
Reviewer	Journalism and Mass Communication Quarterly, 2013

Reviewer Korean Journal of Public Relations, 2013

Conference Paper Reviewer

Public Relations Division, Association for Education in Journalism and Mass Communication
2013 (3 manuscripts), 2015 (6 manuscripts), 2017 (3 manuscripts), 2018 (3 manuscripts)

ComSHER Division, Association for Education in Journalism and Mass Communication 2018 (4
manuscripts)

Public Relations Division, National Communication Association, 2015 (3 manuscripts), 2017 (5
manuscripts)

Public Relations Division, International Communication Association 2014 (4 manuscripts), 2016
(7 manuscripts), 2017 (3 manuscripts)

Mentor

Mentor, Korean American Communication Association, Division, Association for Education in
Journalism and Mass Communication, 2015 & 2016

Mentor Match, Public Relations Division, Association for Education in Journalism and Mass
Communication 2013

OTHER SERVICE

Judge of Zenith Awards 2011
Gaylord College of Journalism and Mass Communication, University of Oklahoma

Jury Panel of the Gallery 2011
The Reitz Union's Art Gallery Selection Committee
Division of Student Affairs, University of Florida

Public Relations Brown Bag Lunch Organizing Committee 2009 – 2012
Department of Public Relations, College of Journalism and Communications
University of Florida

International Volunteer for Service Civil International (SCI) 2002
Volunteer work camps in Sweden and Norway

Translator and Guide 2001 – 2002
Goodwill Guide of Korea Tourism Information Office

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism & Mass Communication (AEJMC)

Association for Research on Nonprofit Organization and Voluntary Action (ARNOVA)

International Communication Association, Public Relations Division (ICA)

Korean American Communication Association (KACA)