

Joe Phua, Ph.D.
Endowed Distinguished Chair and Director
Professor of Advertising
Temerlin Advertising Institute
Meadows School of the Arts
Southern Methodist University
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EDUCATION

Ph.D., **University of Southern California**, 2011, Communication

M.A., **University of Southern California**, 2004, Communication Management

B.A., **University of Southern California**, 2002, Cinema and Media Studies

ADMINISTRATIVE APPOINTMENTS

Southern Methodist University

Director, Temerlin Advertising Institute, Meadows School of the Arts (Fall 2022 – Present)

Endowed Distinguished Chair, Temerlin Advertising Institute, Meadows School of the Arts (Fall 2022 – Present)

ACADEMIC APPOINTMENTS

Southern Methodist University

Professor (Tenured), Temerlin Advertising Institute, Meadows School of the Arts (Fall 2022 – Present)

Faculty Affiliate, Data Science Institute (Fall 2022 – Present)

Advisory Board Member, Data Science Institute (Fall 2022 – Present)

University of Georgia

Associate Professor (Tenured), Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication (Fall 2017 – Spring 2022)

Assistant Professor (Tenure-track), Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication (Fall 2011 – Spring 2017)

ACADEMIC HONORS AND AWARDS

International and National Honors and Awards

Top Paper Award 2022, Awarded by: Association for Education in Journalism and Mass Communication (AEJMC), Advertising Division.

Research Fellowship Competition Award 2021-2022, Awarded by: American Academy of Advertising (AAA).

Best Article Award 2018 of “Journal of Interactive Advertising”, Awarded by: American Academy of Advertising (AAA).

Young Scholar Award 2018 (Nominee), International Communication Association (ICA).

Top Paper Award 2016, Awarded by: International Communication Association (ICA), Sports Communication Interest Group.

Dissertation of the Year Award 2012, Awarded by: International Communication Association (ICA) and National Communication Association (NCA), Health Communication Divisions.

Summer Doctoral Scholarship 2010, Awarded by: Oxford Internet Institute (OII), University of Oxford, Oxford, United Kingdom.

Visiting Scholar Fellowship 2010, Awarded by: Singapore Internet Research Center (SIRC), Nanyang Technological University, Singapore.

Top Student Paper Award 2009, Awarded by: National Communication Association (NCA), Human Communication and Technology Division.

Top Student Paper Award 2008, Awarded by: International Communication Association (ICA), Intergroup Communication Interest Group.

University and Departmental Honors and Awards

University of Georgia, Grant Development Program Participant 2014-2016, Owens Institute for Behavioral Research (OIBR).

University of Georgia, Charles B. Knapp Early Career Scholar Award 2016 (Nominee), University of Georgia Research Foundation (UGARF).

University of Georgia, Lilly Teaching Fellow 2012-2014, Center for Teaching and Learning (CTL).

University of Southern California, Research Award for International Dissertation Study 2010-2011, Annenberg School for Communication and Journalism.

University of Southern California, Doctoral Studies Fellowship Award 2006-2011, Annenberg School for Communication and Journalism.

ACADEMIC PUBLICATIONS

[Note: * denotes undergraduate or graduate co-authors at the time research was conducted; ISI Web of Science Impact Factor in parentheses.]

Google Scholar Citation Summary (as of February 19, 2024):

Citations: 6,010, h-index: 28, i10-index: 40

Refereed Academic Journal Articles (N=50):

1. Nikolinakou, Angeliki, **Joe Phua**, and Eun Sook Kwon (In Press). What Drives Addiction on Social Media Sites? The Relationships between Psychological Well-Being States, Social Media Addiction, Brand Addiction, and Impulse Buying on Social Media. *Computers in Human Behavior*. [2021 Impact Factor: 8.957]
2. Lee, Yen-I, Ying-Chia Hsu*, **Joe Phua**, Tai-Yee Wu, and Sarah Hachman* (In Press). Encouraging Positive Dialog towards COVID-19 Vaccines on Social Media using Hope Appeals, Celebrity Types and Emoticons. *Mass Communication and Society*. [2021 Impact Factor: 3.309]
3. **Phua, Joe**, Nathaniel Evans, Youngjee Ko*, and JeongHyun (Janice) Lee* (In Press). Can Virtual, CGI-Generated, Influencers Help Sell Products on Instagram? Effects of Perceived Realism and Disclosure on Brand-Related Attitudes and Behavioral Intentions. *International Journal of Internet Marketing and Advertising*. [2023 Impact Factor: 1.182]
4. Nikolinakou, Angeliki, and **Joe Phua** (In Press). Do Human Values find Genuine Expression on Social Media Platforms? The Influence of Human Values on Millennials' Social Media Activities. *Internet Research*. [2021 Impact Factor: 6.353]
5. Ko, Youngjee*, and **Joe Phua** (In Press). Effects of Eco-Labels and Perceived Influencer Expertise on Perceived Healthfulness, Perceived Product Quality, and Behavioral Intention. *Journal of Current Issues & Research in Advertising*.

6. **Phua, Joe**, and Dong Jae Lim* (2023). Can Warning labels mitigate Effects of Advertising Message Claims in Celebrity-Endorsed Instagram-Based Electronic Cigarette Advertisements? Influence on Social Media Users' E-Cigarette Attitudes and Behavioral Intentions. *Journal of Marketing Communications*, 29(5), 455-475.
7. Pfeuffer, Alexander, and **Joe Phua** (2022). Stranger Danger? Cue-based Trust in Online Consumer Product Review Videos. *International Journal of Consumer Studies*, 46, 964-983.
[2021 Impact Factor: 7.096]
8. Nikolinakou, Angeliki, **Joe Phua**, and Eun Sook Kwon (2021). What drives Loyal Fans of Brand Pages to take Action? The Effects of Self-Expansion and Flow on Loyal Page Fans' Sharing and Creation Activities. *Journal of Brand Management*, 28, 559-577.
[2021 Impact Factor: 4.350]
9. Liu, Jiaying, **Joe Phua**, Dean Krugman, Linjia Xu*, Glen Nowak, and Lucy Popova (2021). Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach. *Nicotine & Tobacco Research*, 23(5), 815-822.
[2021 Impact Factor: 5.825]
10. Byon, Kevin, and **Joe Phua** (2021). Digital and Interactive Marketing Communication in Sports. *Journal of Interactive Advertising*, 21(2), 75-78.
11. Pan, Po-Lin, **Joe Phua**, and Chang Wan Woo (2021). Understanding How Consumers Perceive Brand Personality through Sports Sponsorship. Accepted for publication in *Journal of Sports Media*, 16(2). 87-110.
12. Pan, Po-Lin, and **Joe Phua** (2021). Connecting Sponsor Brands through Sports Competitions: An Identity Approach to Brand Trust and Brand Loyalty. *Sport, Business and Management*, 11(2), 164-184.
13. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim* (2020). Pro-Veganism on Instagram: Effects of User-Generated Content (UGC) Types and Content Generator Types in Instagram-Based Health Marketing Communication about Veganism. *Online Information Review*, 44(3), 685-704.
[2021 Impact Factor: 2.901]
14. Tsai, Jiun-Yi**, **Joe Phua****, Shuya Pan, and Chia-Chen Yang (2020). Intergroup Contact, COVID-19 News Consumption, and the Moderating Role of Digital Media Trust on Prejudice toward Asians in the U.S.: A Cross-Sectional Study. *Journal of Medical Internet Research*, 22(9), e22767.

[2021 Impact Factor: 7.080] ***Joint Leading Authors*

15. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim (2020). The Roles of Celebrity Endorsers' and Consumers' Vegan Identity in Marketing Communication about Veganism. *Journal of Marketing Communications*, 26(8), 813-835.
16. Kim, Taeyeon, and **Joe Phua** (2020). Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Branded Instagram Posts of Luxury versus Mass-market Brands. *Journal of Interactive Advertising*, 20(2), 95-110.
 - *Published in Special Issue on "Interactive Advertising and Digital Communications in Fashion" (Guest Editors: Shu-Chuan Chu, and Yoo-Kyoung Seock)*
17. Lee, Yen-I*, **Joe Phua**, and Tai-Yee Wu (2020). Marketing a Health Brand on Facebook: Effects of Reaction Icons and User Comments on Brand Attitude, Trust, Purchase Intention, and eWOM Intention. *Health Marketing Quarterly*, 37(2), 138-154.
18. Nikolinakou, Angeliki, and **Joe Phua** (2020). Do Human Values matter for Promoting Brands on Social Media?: How Social Media Users' Values influence their Engagement with Sharing, Content Creation and Reviews. *Journal of Consumer Behaviour*, 19(1), 13-23.

[2021 Impact Factor: 3.199]

 - *Published in Special Issue on "Consumer Behaviour and Social Media" (Guest Editors: Yogesh K. Dwivedi, Mahmud Akhter Shareef, Vinod Kumar, Emma L. Slade, Nripendra P. Rana, and Hatice Kizgin)*
19. **Phua, Joe** (2019). E-Cigarette Marketing on Social Networking Sites: Effects on Attitudes, Behavioral Control, Intention to Quit and Self-Efficacy. *Journal of Advertising Research*, 59(2), 242-254.

[2021 Impact Factor: 3.034]
20. **Phua, Joe** (2019). Participation in Electronic Cigarette-Related Social Media Communities: Effects on Attitudes towards Quitting, Self-efficacy, and Intention to Quit. *Health Marketing Quarterly*, 36(4), 322-336.
21. **Phua, Joe**, and Jihoon Kim* (2018). Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands. *Telematics and Informatics*, 35(5), 1524-1533.

[2021 Impact Factor: 9.140]

22. **Phua, Joe**, Jhih-Syuan Lin, and Dong Jae Lim* (2018). Understanding Consumer Engagement with Celebrity-Endorsed E-Cigarette Advertising on Instagram. *Computers in Human Behavior*, 84, 93-102.
[2021 Impact Factor: 8.957]
23. **Phua, Joe**, Po-Lin Pan, and Kuan-Ju Chen* (2018). Sport Team-Endorsed Brands on Facebook: Effects of Game Outcome (Win/Loss), Location (Home/Away) and Team Identification on Fans' Brand Evaluations. *Online Information Review*, 42(4), 438-450.
[2021 Impact Factor: 2.901]
24. Hagues, Rachel, Sarah Stotz, Austin Childers, **Joe Phua**, Judy Hibbs, Deborah Murray, and Jung Sun Lee (2018). Social Marketing Nutrition Education for Low-Income Population. *Social Work in Public Health*, 33(5), 317-328.
[2021 Impact Factor: 2.291]
25. **Phua, Joe**, Seunga Venus Jin, and Jung Min Hahm* (2018). Celebrity-Endorsed E-cigarette Brand Instagram Advertisements: Effects on Young Adults' Attitudes towards E-cigarettes and Smoking Intentions. *Journal of Health Psychology*, 23(4), 550-560.
[2021 Impact Factor: 3.789]
26. Evans, Nathaniel, **Joe Phua**, Dong Jae Lim*, and Hyoyeun Jun* (2018). Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent. *Journal of Interactive Advertising*, 17(2), 138-149.
- *Published in Special Issue on "Native Advertising: Theories and Practices" (Guest Editor: Jooyoung Kim)*
 - *Winner of 2018 Best Article Award of "Journal of Interactive Advertising" by American Academy of Advertising (AAA)*
 - *Included in Most-Read and Most-Cited "Journal of Interactive Advertising" articles (since 2018).*
27. Choi, Yoon Joon, **Joe Phua**, Kelli Armstrong, and Soonok An (2017). Negotiating the Cultural Steps in Developing an Online Intervention for Korean American Intimate Partner Violence. *Journal of Aggression, Maltreatment and Trauma*, 26(8), 920-936.
[2021 Impact Factor: 1.939]
28. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim* (2017). Uses and Gratifications of Social Networking Sites for Bridging and Bonding Social Capital: A Comparison of Facebook, Twitter, Instagram, and Snapchat. *Computers in Human Behavior*, 72, 115-122.
[2021 Impact Factor: 8.957]

29. Ahn, Sun Joo, **Joe Phua**, and Yan Shan* (2017). Self-Endorsing in Digital Advertisements: Using Virtual Selves to Persuade Physical Selves. *Computers in Human Behavior*, 71, 110-121.
[2021 Impact Factor: 8.957]
30. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim* (2017). Gratifications of using Facebook, Twitter, Instagram, or Snapchat to follow Brands: The Moderating Effect of Social Comparison, Trust, Tie Strength, and Network Homophily on Brand Identification, Brand Engagement, Brand Commitment, and Membership Intention. *Telematics and Informatics*, 34(1), 412-424.
[2021 Impact Factor: 9.140]
- *Included in Most-Read "Telematics and Informatics" articles (since 2018).*
31. **Phua, Joe**, and Sun Joo Ahn (2016). Explicating the "Like" on Facebook Brand Pages: The Effect of Intensity of Facebook Use, Number of Overall "Likes", and Number of Friends' "Likes" on Consumers' Brand Outcomes. *Journal of Marketing Communications*, 22(5), 544-559.
32. Chen, Kuan-Ju*, and **Joe Phua** (2016). Self-Categorization Process in Sport: An Examination of the "Linsanity" Phenomenon in Taiwan. *Sport Management Review*, 19(4), 431-440.
[2021 Impact Factor: 5.589]
33. **Phua, Joe** (2016). The Effects of Similarity, Parasocial Identification, and Source Credibility in Obesity Public Service Announcements (PSAs) on Diet and Exercise Self-Efficacy. *Journal of Health Psychology*, 21(5), 699-708.
[2021 Impact Factor: 3.789]
34. **Phua, Joe**, and Spencer Tinkham (2016). Authenticity in Obesity Public Service Announcements (PSAs): Influence of Spokesperson Type, Viewer Weight and Source Credibility on Diet, Exercise, Information Seeking, and eWoM Intentions. *Journal of Health Communication*, 21(3), 337-345.
[2021 Impact Factor: 2.742]
35. Jin, Seunga Venus, and **Joe Phua** (2016). Making Reservations Online: The Impact of Consumer-Written and System-Aggregated User-Generated Content (UGC) in Travel Booking Websites on Consumers' Behavioral Intentions. *Journal of Travel and Tourism Marketing*, 33(1), 101-117.
[2021 Impact Factor: 8.178]
36. Hagues, Rachel, Austin Childers, Jung Sun Lee, and **Joe Phua** (2016). Nutrition Education for Low-Income Population through Social Marketing:

- Insight from SNAP-Ed Eligible Participants. *FASEB Journal*, 30(1 Supplement), 901-24.
[2021 Impact Factor: 5.834]
37. White, Alice, Rachel Hagues, Austin Childers, Jung Sun Lee, Babatunde Olubajo, and **Joe Phua** (2016). Social Media Usage Pattern among Supplemental Nutrition Assistance Program Education (SNAP-Ed) Eligible Individuals in Georgia. *FASEB Journal*, 30(1 Supplement), 410-5.
[2021 Impact Factor: 5.834]
38. Hagues, Rachel, Sarah Stotz, Austin Childers, Jung Sun Lee, **Joe Phua**, Judy Hibbs, and Deborah Murray (2016). Nutrition Education for Low-Income Population through Social Marketing: Insight from Cooperative Extension Agents. *FASEB Journal*, 30(1 Supplement), 901-23.
[2021 Impact Factor: 5.834]
39. Park, Jung Hwan*, **Joe Phua**, Young Ik Suh, and Tywan G. Martin (2016). When Good Athletes Go Bad: The Impact of the Tiger Woods Scandal on Consumers' Perceptions of his Brand Endorsements. *Global Sport Business Journal*, 4(2), 41-54.
40. Jin, Seunga Venus, **Joe Phua**, and Kwan Min Lee (2015). Telling Stories About Breastfeeding Through Facebook: The Impact of User-Generated Content (UGC) on Pro-Breastfeeding Attitudes. *Computers in Human Behavior*, 46, 6-17.
[2021 Impact Factor: 8.957]
41. Jin, Seunga Venus, and **Joe Phua** (2015). The Moderating Effect of Computer Users' Autotelic Need for Touch on Brand Trust, Perceived Brand Excitement, and Brand Placement Awareness in Haptic Games and In-Game Advertising. *Computers in Human Behavior*, 43, 58-67.
[2021 Impact Factor: 8.957]
42. **Phua, Joe** (2014). The Influence of Asian-American Spokesmodels in Technology-Related Advertising: An Experiment. *Howard Journal of Communications*, 25(4), 399-414.
- *Published in Special Issue on "Minorities and Mass Communication Scholarship: A Legacy of Dr. Lionel C. Barrow" (Guest Editor: Kenneth Campbell) [Sponsored by Association of Education in Journalism and Mass Communication (AEJMC) Minorities and Communication Division]*
43. **Phua, Joe** (2014). Quitting Smoking using Health Issue-Specific Social Networking Sites (SNSs): What influences Participation, Social Identification, and Smoking Cessation Self-Efficacy? *Journal of Smoking Cessation*, 9(1), 39-51.

44. Jin, Seunga Venus, and **Joe Phua** (2014). Following Celebrities' Tweets about Brands: The Impact of Twitter-Based Electronic Word-of-Mouth (eWoM) on Consumers' Source Credibility Perception, Buying Intention, and Social Identification with Celebrities. *Journal of Advertising*, 43(2), 181-195.
[2021 Impact Factor: 6.528]
- *Included in Most-Read and Most-Cited "Journal of Advertising" articles (since 2018).*
45. **Phua, Joe** (2013). Participating in Health Issue-Specific Social Networking Sites (SNSs) to Quit Smoking: How does Online Social Interconnectedness influence Smoking Cessation Self-Efficacy? *Journal of Communication*, 63(5), 933-952.
[2021 Impact Factor: 5.750]
46. **Phua, Joe** (2013). The Reference Group Perspective for Smoking Cessation: An Examination of the Influence of Social Norms and Social Identification with Reference Groups on Smoking Cessation Self-Efficacy. *Psychology of Addictive Behaviors*, 27(1), 102-112.
[2021 Impact Factor: 4.044]
47. **Phua, Joe** (2012). Use of Social Networking Sites by Sports Fans: Implications for the Creation and Maintenance of Social Capital. *Journal of Sports Media*, 7(1), 109-132.
48. **Phua, Joe**, and Seunga Venus Jin (2011). Finding a Home Away from Home: Use of Social Networking Sites by Asia-Pacific Students in the United States for Bridging and Bonding Social Capital. *Asian Journal of Communication*, 21(5), 504-519.
[2021 Impact Factor: 2.074]
49. **Phua, Joe** (2011). The Influence of Peer Norms and Popularity on Smoking and Drinking Behavior among College Fraternity Members: A Social Network Analysis. *Social Influence*, 6(3), 1-17.
[2021 Impact Factor: 0.588]
50. **Phua, Joe** (2010). Sports Fans and Media Use: Influence on Sports Fan Identification and Collective Self-esteem. *International Journal of Sport Communication*, 3(2), 190-206.

Refereed Book Chapters:

1. **Phua, Joe** (2011). Online Organization of the LGBT Community in Singapore. In Godwyn, M. and Gittell, J. (Eds.). *The Sociology of*

Organizations: Structures and Relationships, Thousand Oaks, CA: Sage, 720-728.

Refereed Conference and Panel Presentations

Conference Presentations (N=61):

1. Pfeuffer, Alexander, **Joe Phua**, and Marilyn Primovic* (2024). Trust but Scrutinize? - An Experimental Explication of Cue-based Trust and Persuasion Knowledge in Online Consumer Product Reviews. *American Advertising Association Annual Conference*, Portland, OR, March 2024.
2. Xie, Quan, Mengtian Jiang, Yang Feng, and **Joe Phua** (2024). Brand Endorsement by Influencers Fueling the Anti-Vaccine Movement: The Roles of Misinformation Interventions and Pre-Existing Schema in Endorsement Effectiveness. *American Advertising Association Annual Conference*, Portland, OR, March 2024.
3. Lee, Yen-I, Ying-Chia Hsu*, **Joe Phua**, and Tai-Yee Wu (2023). Modality vs. Bandwagon Cues in Vaccine Communication on Social Media: Effects of Hope, Celebrity Images, and Reaction Icons on Attitudinal and Behavioral Engagement. *International Communication Association (ICA) Annual Conference*, Toronto, Canada, May 2023.
4. Nikolinakou, Angeliki, **Joe Phua**, and Eun Sook Kwon (2023). Help! I am Addicted to Brands and Impulse Buying on Social Media! Examining Psychological Well-Being and Social Media Addiction as Drivers of Brand Addiction and Impulse Buying. *American Academy of Advertising (AAA) Annual Conference*, Denver, CO, March 2023.
5. Ko, Youngjee*, and **Joe Phua** (2022). Effects of Eco-Labels and Perceived Influencer Expertise on Perceived Healthfulness, Perceived Product Quality, and Behavioral Intention. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Detroit, MI, August 2022.
 - *Awarded Top Paper (AEJMC Advertising Division)*
6. Lee, Yen-I, Ying-Chia Hsu*, **Joe Phua**, Tai-Yee Wu, and Sarah Hachman (2022). How does Hope Appeal, Celebrity Types, and Emoticons Encourage Positive Dialog towards COVID-19 Vaccines? *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Detroit, MI, August 2022.
7. Evans, Nathaniel, **Joe Phua**, and Dong Jae Lim* (2022). How Disclosure Source and Content-Publication Fit Impact Consumers' Recognition and Evaluation of Native E-Cigarette Public Service Announcements.

- American Academy of Advertising (AAA) Annual Conference*, St. Petersburg, FL, March 2022.
8. Pfeuffer, Alexander, **Joe Phua**, and Marilyn Primovic* (2021). Trusting on a Whim? A Multi-Method Inquiry of Cue-Based Trust in Online Consumer Product Reviews. *European Advertising Academy 2021 ICORIA Conference*, Virtual, June 2021.
 9. Liu, Jiaying, **Joe Phua**, Dean Krugman, Linjia Xu*, Glen Nowak, and Lucy Popova (2021). Do Young Adults Attend to Health Warnings in the First IQOS Advertisement in the U.S.? An Eye-Tracking Approach. *International Communication Association (ICA) Annual Conference*, Virtual, May 2021.
 10. Pfeuffer, Alexander, and **Joe Phua** (2021). Stranger Danger? Cue-based Trust in Online Consumer Product Review Videos. *American Academy of Advertising (AAA) Annual Conference*, Virtual, March 2021.
 11. Nikolinakou, Angeliki, and **Joe Phua** (2021). What makes a Loyal Fan a Brand Advocate on Social Media? Capitalizing on Brand Page Loyalty to build Self-Expansion Benefits for Fans. *American Academy of Advertising (AAA) Annual Conference*, Virtual, March 2021.
 12. Primovic, Marilyn*, and **Joe Phua** (2020). Comparing Expectancy Violations Committed by Influencer Advertising Sources on Social Media. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, San Francisco, CA, August 2020.
 13. Kim, Jihoon*, **Joe Phua**, Nah Ray Han*, and Taeyeon Kim* (2020). Investigating the Impact of Immersive Advertising on Attitude toward the Brand: The Mediating Roles of Perceived Novelty, Perceived Interactivity and Attitude toward the Advertisement. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, San Francisco, CA, August 2020.
 14. **Phua, Joe**, Seunga Venus Jin and Jihoon Kim* (2020). Pro-Veganism on Instagram: Effects of User-Generated Content and Message Endorser Types in Instagram-Based Pro-Veganism Posts. *International Communication Association (ICA) Annual Conference*, Gold Coast, Australia, May 2020.
 15. Han, Nah Ray*, **Joe Phua** and Jihoon Kim* (2020). Encouraging Energy Saving through Facebook: Effect of Message Concreteness and Message Sender Distance on Consumer Attitudes and Behavioral Intentions. *American Academy of Advertising (AAA) Annual Conference*, San Diego, CA, March 2020.

16. **Phua, Joe**, Seunga Venus Jin and Jihoon Kim* (2019). Interaction Effect of Source Type and Message Valence in Instagram-based Advertising Messages about Veganism. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Toronto, Canada, August 2019.
17. Trude, Bryan*, **Joe Phua**, Jiaying Liu, Taewook Ham*, Solyee Kim* and Katherine Downs* (2019). Content Analysis of JUUL Electronic Cigarettes Posts and Comments on Instagram. *International Communication Association (ICA) Annual Conference*, Washington D.C., May 2019.
18. Woo, Chang Wan, Po-Lin Pan, **Joe Phua**, Wonjun Chung and Yeonsoo Kim (2019). Protagonist's CSR and Antagonist's CSR: How Sports Fans Respond Differently to a Crisis applying Affective Disposition Theory. *International Communication Association (ICA) Annual Conference*, Washington D.C., May 2019.
19. **Phua, Joe**, and Dong Jae Lim* (2019). Electronic Cigarette Advertising on Instagram: Influence of Advertising Message Claims and Health Warning Labels on Consumers' Attitudes and Behavioral Intentions towards Electronic Cigarettes. *American Academy of Advertising (AAA) Annual Conference*, Dallas, TX, March 2019.
20. Kim, Taeyeon*, and **Joe Phua** (2019). "#YSL, is this enough?" Effects of Brand Name versus Empowerment Advertising Campaign Hashtags in Instagram Posts of Luxury versus Mass-market Cosmetic Brands. *American Academy of Advertising (AAA) Annual Conference*, Dallas, TX, March 2019.
21. **Phua, Joe** (2018). My (Social Media) Friends "Vape," So I Do Too!: Peer Influence on Electronic Cigarette Use. *International Communication Association (ICA) Annual Conference*, Prague, Czech Republic, May 2018.
22. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim* (2018). Celebrity Endorsers of Veganism on Social Media: Influence on Attitudes and Behavioral Intentions towards Veganism. *International Communication Association (ICA) Annual Conference*, Prague, Czech Republic, May 2018.
23. Pan, Po-Lin, and **Joe Phua** (2018). Linking with Sponsor Brand through Sports Competition: The Activation Processes of Brand Trust and Brand Loyalty in Sports Fans. *International Communication Association (ICA) Annual Conference*, Prague, Czech Republic, May 2018.

24. **Phua, Joe**, and Jihoon Kim* (2018). Starring in Your Own Snapchat Advertisement: Influence of Self-Brand Congruity, Self-Referencing and Perceived Humor on Brand Attitude and Purchase Intention of Advertised Brands. *American Academy of Advertising (AAA) Annual Conference*, New York, NY, March 2018.
25. Cameron, Kristen*, **Joe Phua**, and Spencer Tinkham (2018). The Effect of Political Candidate Authenticity and Source Credibility on Voting Behavior in the 2016 U.S. Presidential Election: Message, Media, and Targeting Implications for Advertising Practice. *American Academy of Advertising (AAA) Annual Conference*, New York, NY, March 2018.
26. **Phua, Joe**, Jih-Syuan Lin and Dong Jae Lim* (2017). Examining E-cigarette Advertising through Social Media: Effects of Consumer-Celebrity Risk-Oriented Image Congruence and Parasocial Identification on Ad Attitude, Electronic Word-of-Mouth, and E-Cigarette Smoking Intentions. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Chicago, IL, August 2017.
27. Kim, Jihoon*, and **Joe Phua** (2017). Sponsor Advertisement Embedded in Instant Replay Video (AIRV): The Effectiveness of AIRV in Professional Tennis Events. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Chicago, IL, August 2017
28. **Phua, Joe** (2017). E-Cigarette Marketing on Social Networking Sites: Effects on Attitudes, Behavioral Control, Self-Efficacy and Brand Intentions. *International Communication Association (ICA) Annual Conference*, San Diego, CA, May 2017.
29. Lee, Yen-I*, **Joe Phua** and Tai-Yee Wu (2017). Advertising a Health Product Brand on Facebook: The Effects of Valence of Reaction Icons and Brand Post Comments on Brand Attitude, Trust, Purchase Intention and eWoM Intention. *International Communication Association (ICA) Annual Conference*, San Diego, CA, May 2017.
30. **Phua, Joe**, and Jung Min Hahm* (2017). Electronic Cigarette Brand Posts on Instagram: Influence of Endorser Type, Perceived Source Credibility, and Social Identification on Young Adults' Attitudes towards E-Cigarettes and E-Cigarette Smoking Intentions. *American Academy of Advertising (AAA) Annual Conference*, Boston, MA, March 2017.
31. Kim, Jihoon*, and **Joe Phua** (2017). Why Do Consumers Use Branded Mobile Apps? A Structural Equation Model Examining Motivations and Concerns Influencing Consumers' Branded Mobile App Usage. *American Academy of Advertising (AAA) Annual Conference*, Boston, MA, March 2017.

32. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim* (2016). Uses and Gratifications of Social Networking Sites for Social Capital: Comparing Facebook, Twitter, Instagram, and Snapchat. *International Communication Association (ICA) Annual Conference*, Fukuoka, Japan, June 2016.
33. Pan, Po-Lin, **Joe Phua**, and Chang Wan Woo (2016). Perceived Brand Personality through Sports Sponsorship: Locating a Blurred Line between Entertainment and Persuasion in Mediated Sports. *International Communication Association (ICA) Annual Conference*, Fukuoka, Japan, June 2016.
 - *Awarded Top Paper (ICA Sport Communication Interest Group)*
34. **Phua, Joe**, Seunga Venus Jin, and Jihoon Kim* (2016). Gratifications of using Facebook, Twitter, Instagram, and Snapchat to follow Brands: Influence on Brand Community-Related Outcomes. *American Academy of Advertising (AAA) Annual Conference*, Seattle, WA, March 2016.
35. Hagues, Rachel, Austin Childers, Jung Sun Lee, and **Joe Phua** (2016). Nutrition Education for Low Income Population through Social Marketing: Insight from SNAP-Ed Eligible Participants. *Experimental Biology Annual Conference*, San Diego, CA, April 2016.
36. Hagues, Rachel, Sarah Stotz, Austin Childers, Jung Sun Lee, **Joe Phua**, Judy Hibbs, and Deborah Murray (2016). Nutrition Education for Low Income Population through Social Marketing: Insight from Cooperative Extension Agents. *Experimental Biology Annual Conference*, San Diego, CA, April 2016.
37. White, Alice, Rachel Hagues, Austin Childers, Jung Sun Lee, Babatunde Olubajo, and **Joe Phua** (2016). Social Media Usage Pattern among Supplemental Nutrition Assistance Program Education (SNAP-Ed) eligible Individuals in Georgia. *Experimental Biology Annual Conference*, San Diego, CA, April 2016.
38. **Phua, Joe**, and Spencer Tinkham (2015). Influence of Spokesperson Type and Viewer Weight in Obesity PSAs on Diet and Exercise Intentions. *International Communication Association (ICA) Annual Conference*, San Juan, Puerto Rico, May 2015.
39. **Phua, Joe**, Seunga Venus Jin, and Jung Min Hahm* (2015). Electronic Cigarette Advertising in Social Media: Influence of Celebrity Endorsers, Identification, and Source Credibility. *International Communication Association (ICA) Annual Conference*, San Juan, Puerto Rico, May 2015.

40. **Phua, Joe**, Po-Lin Pan, and Kuan-Ju Chen* (2015). Fan Identification and Brand Preferences on Social Media Sites: Effects of BIRGing and CORFing on Sport Fans' Evaluations of Endorsed Brands. *American Academy of Advertising (AAA) Annual Conference*, Chicago, IL, March 2015.
41. **Phua, Joe** (2014). The Person in the Ad Looks like Me!: Effect of Similarity, Social Identification, and Source Credibility in Obesity PSAs on Health Behavioral Intentions. *International Communication Association (ICA) Annual Conference*, Seattle, WA, May 2014.
42. **Phua, Joe**, and Sun Joo Ahn (2014). Explicating the "Like" on Facebook Brand Pages: The Effect of Intensity of Facebook Use, Number of Overall "Likes", and Number of Friends' "Likes" on Consumers' Perceived Brand Outcomes. *American Academy of Advertising (AAA) Annual Conference*, Atlanta, GA, March 2014.
43. Ahn, Sun Joo, **Joe Phua**, and Yan Shan* (2014). Starring in Your Own LinkedIn Job Advertisement: The Influence of Self-Endorsing, Oneness, and Involvement on Brand Attitude. *American Academy of Advertising (AAA) Annual Conference*, Atlanta, GA, March 2014.
44. Jin, Seunga Venus, and **Joe Phua** (2014). Making Reservations Online: The Influence of User-Generated Content and Web 2.0 Features of Travel Booking Sites on the Dynamics of Persuasion. *American Academy of Advertising (AAA) Annual Conference*, Atlanta, GA, March 2014.
45. Chen, Kuan-Ju*, and **Joe Phua** (2013). Does Culture Matter in Sport?: The Moderating Role of Cultural Identity in Self-Expressive Identification and Sport Engagement. *Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference*, Washington, D.C., August 2013.
46. Ahn, Sun Joo, and **Joe Phua** (2013). Picture Yourself, and Like This Brand: The Effect of Self-Endorsing in Advertisements within LinkedIn. *American Academy of Advertising (AAA) Annual Conference*, Albuquerque, NM, April 2013.
47. Park, Jung Hwan*, **Joe Phua**, and Lingzi Xia* (2012). When Good Athletes Go Bad: The Impact of the Tiger Woods Scandal on Consumers' Perceptions of his Brand Endorsements through Maintenance or Dismissal of his Endorsement Contracts. *Sport Entertainment and Venues Tomorrow (SEVT) Annual Conference*, Columbia, SC, November 2012.
48. **Phua, Joe** (2012). The Social Groups Approach to Quitting Smoking: An Examination of Smoking Cessation in Social Networking Sites through the

Influence of Social Norms, Social Identification, Social Capital and Social Support. *International Communication Association (ICA) Annual Conference*, Phoenix, Arizona, May 2012.

49. **Phua, Joe** (2012). The Reference Group Perspective for Smoking Cessation: An Examination of the Influence of Social Norms and Social Identification with Reference Groups on Smoking Cessation Self-Efficacy. *International Communication Association (ICA) Annual Conference*, Phoenix, Arizona, May 2012.
50. **Phua, Joe** (2012). Active Participants and Lurkers in Health-Based SNSs for Smoking Cessation: Factors that Influence Participation and Smoking Cessation Self-Efficacy. *International Communication Association (ICA) Annual Conference*, Phoenix, Arizona, May 2012.
51. **Phua, Joe** (2011). Where can I find an (Asian) American Pop Star: A Reception Analysis of Popular Music Fans. *National Communication Association (NCA) Annual Conference*, New Orleans, Louisiana, November 2011.
52. **Phua, Joe** (2010). Obesity is No Laughing Matter!: A Content Analysis of Food Messages in Popular African American versus General Audience Primetime Comedies. *National Communication Association (NCA) Annual Conference*, San Francisco, California, November 2010.
53. **Phua, Joe** (2010). College Students and Smoking: How their Attitudes towards Smoking and Smoking Behavior are influenced by Social identification with Close Friends, College Peers and Family Members. *National Communication Association (NCA) Annual Conference*, San Francisco, California, November 2010.
54. **Phua, Joe** (2010). Influence of Peer Norms and Popularity on Smoking and Drinking Behavior among College Fraternity members: A Social Network Analysis. *International Communication Association (ICA) Annual Conference*, Singapore, May 2010.
55. **Phua, Joe**, and Seunga Venus Jin (2010). Finding a Home Away from Home: International Students' Use of Social Networking Sites for Bridging and Bonding Social Capital. *International Communication Association (ICA) Annual Conference*, Singapore, May 2010.
56. McLaughlin, Margaret, Lauren Frank, Jae-Eun Chung, Shuya Pan, **Joe Phua**, Nupur Sen, and Hua Wang (2009). Modes of Online Health Information Seeking. *International Communication Association (ICA) Annual Conference*, Chicago, Illinois, May 2009.

57. **Phua, Joe** (2009). Sports Fans' Use of Facebook Sports Groups and Applications: Implications for Bridging and Bonding Social Capital. *National Communication Association (NCA) Annual Conference*, Chicago, Illinois, November 2009.
- *Awarded Top Student Paper (NCA Human Communication and Technology Division)*
58. **Phua, Joe** (2008). Attribution of Model Minority characteristics to Products in Print Advertisements with Asian-American Spokesmodels: An Experiment. *National Communication Association (NCA) Annual Conference*, San Diego, California, November 2008.
59. **Phua, Joe** (2008). Posters and Lurkers: Participation in Online Smoking Cessation Communities and its Implications for Perceived Social Support and Smoking Cessation Self-Efficacy. *National Communication Association (NCA) Annual Conference*, San Diego, California, November 2008.
60. **Phua, Joe** (2008). Online Organization of the LGBT Community in Singapore. *International Communication Association (ICA) Annual Conference*, Montreal, Canada, May 2008.
61. **Phua, Joe** (2008). Consumption of Sports Team-related Media: Its Influence on Sports Fan Identity Salience and Self-esteem. *International Communication Association (ICA) Annual Conference*, Montreal, Canada, May 2008.
- *Awarded Top Student Paper (ICA Intergroup Communication Interest Group)*

RESEARCH GRANTS AND SPONSORED PROJECTS

Extramural (FUNDED): [total funded research: \$4,503,475]

American Academy of Advertising (AAA) Research Fellowship Competition, 2022, "Reaching the Vaccine-Averse: The Role of Cue-based Trust in COVID-19 Vaccination Social Media Vlogs Addressing Vaccine Hesitancy," Co-Principal Investigator, **Award Amount: \$1,500 (Funded)**.

The Coleman Group, Inc., 2022, "Reaching the Vaccine-Averse: The Role of Cue-based Trust in COVID-19 Vaccination Social Media Vlogs Addressing Vaccine Hesitancy," Co-Principal Investigator, **Award Amount: \$1,500 (Funded)**.

United States Department of Agriculture (USDA) Food and Nutrition Service, GA Department of Human Services, "Georgia Supplemental Nutrition Assistance

Program Education (SNAP-Ed),” FY2015, Co-Principal Investigator, **Award Amount: \$2,800,000 (Funded)**. Project #: 42700-040-0000030629

United States Department of Agriculture (USDA), Food and Nutrition Service, GA Department of Human Services, “Georgia Supplemental Nutrition Assistance Program Education (SNAP-Ed),” FY2015, Co-Principal Investigator, **Award Amount: \$1,701,975 (Funded)**. Project #: 42700-040-0000030629

Intramural (FUNDED): [total funded research: \$34,882]

University of Georgia, ADPR Faculty Ad Hoc Seed Grant, “Using Native Advertising for E-Cigarette Prevention Public Service Announcements (PSAs): Effects of Disclosure Type, Publication Type and Organization Type on Consumers’ Attitudes towards E-Cigarettes, Intentions to use E-Cigarettes and Self-efficacy,” FY2019, Principal Investigator, **Award Amount: \$2,500 (Funded)**.

University of Georgia, ADPR Faculty Ad Hoc Seed Grant, “Validating a Political Authenticity Scale using the 2016 U.S. Presidential Election,” FY2017, Principal Investigator, **Award Amount: \$1,400 (Funded)**.

University of Georgia, ADPR Faculty Seed Grant, “Examining E-cigarette Advertising through Social Media: The Effect of Congruence between Consumer Risk-Oriented Possible Self and Celebrity Image on E-cigarette Smoking Intentions,” FY2016, Principal Investigator, **Award Amount: \$5,000 (Funded)**.

University of Georgia, Owens Institute for Behavioral Research (OIBR), Faculty Seed Grant, “Assessing Electronic Cigarette Marketing Messages on Social Media Sites,” FY2015, Principal Investigator, **Award Amount: \$4,000 (Funded)**.

University of Georgia Research Foundation (UGARF), Junior Faculty Seed Grant, “Online IPV Intervention Training Curriculum for Korean-American Faith Leaders,” FY2015, Co-Investigator, **Award Amount: \$9,993 (Funded)**.

University of Georgia Research Foundation (UGARF), Junior Faculty Seed Grant, “Audience Expectations for Sources of Health Messages in PSAs: An Examination of the Georgia “Stop Childhood Obesity” Campaign,” FY2013, Principal Investigator, **Award Amount: \$10,000 (Funded)**.

University of Georgia Office of Institutional Diversity, Research in Diversity Seed Grant (RIDSG), “Online IPV Training Curriculum for Korean-American Clergy,” FY2013, Co-Investigator, **Award Amount: \$1,989 (Funded)**.

SERVICE AND PROFESSIONAL ACTIVITIES

SOUTHERN METHODIST UNIVERSITY

University Committees

Data Science Institute Advisory Board (2022 – Present)
Data Science Institute Faculty Affiliate (2022 – Present)
Search Committee, Peter O'Donnell, Jr. Director, Data Science Institute (2023)

College Committees

Promotion and Tenure Committee (2022 – Present)
Dean's Executive Council (Area Chairs) (2022 – Present)
Faculty Search Committee, Fashion Media, Division of Journalism (2023)

Departmental Committees

Promotion and Tenure Committee (2022 – Present)
Online MA Program Committee (2022 – Present)
BFA Creative Advertising/Graphic Design Committee (2022 – Present)
Digital Media Strategy Specialization Committee (2022 – Present)
Creative Specialization Committee (2022 – Present)
Strategic Brand Management Committee (2022 – Present)
Undergraduate Curriculum Committee (2022 – Present)
Graduate Curriculum Committee (2022 – Present)
Teacher Mentoring Program Committee (2022 – Present)
TAI Awards Committee (2022 – Present)
TAI Admissions Committee (2022 – Present)

Faculty & Leadership Development Activities (Selected List)

SMU Provost's New Leadership Seminar Series 2022-23 (Completed: 2023)
Advancement Resources Workshops for Faculty (Completed: 2023)

UNIVERSITY OF GEORGIA

University Committees

University Council (Member) (2021 – 2022)

College Committees

Diversity Committee (UGA Grady College) (2019 – 2022)
Tenure and Promotion Committee (UGA Grady College) (2019)
Faculty Hiring and Retention Committee (UGA Grady College) (2018)
Undergraduate Curriculum Committee (UGA Grady College) (2016 – 2019)
Admissions Committee (UGA Grady College) (2012 – 2015)
Emerging Media MA Program Committee (UGA Grady College) (2014 – 2016)
Journalism Faculty Search Committee (UGA Grady College) (2017)
NMI Faculty Search Committee (UGA Grady College) (2014)

Departmental Committees

ADPR Department Teaching Awards Committee (2014 – 2018)
ADPR Non-Thesis MA Committee (2017 – 2018)
Social Media Certificate Committee (2012 – 2016)

ADPR Faculty Search Committee (UGA Grady College) (2011)

Faculty & Leadership Development Activities (Selected List)

University of Georgia, J.W. Fanning Institute for Leadership Development, Reflective Structured Dialogue (RSD) training (Completed: 2021).

University of Georgia, ADPR Faculty Workshop: "Crimson Hexagon" Social Monitoring Workshop (Attended: 2016 – 2018)

Moxie Interactive, ADPR Professor Learning Day (Attended: 2014 – 2019)

University of Georgia, 23rd Academic Affairs Faculty Symposium (Attended: 2013)

University of Georgia, "Write Winning Grant Proposals" Seminar (Attended: 2012-2013)

PROFESSIONAL SERVICE

Journal Editorship

Associate Editor, Journal of Advertising (2023 – Present)

Associate Editor, International Journal of Advertising (2022 – 2023)

Associate Editor, Journal of Current Issues and Research in Advertising (2022 – 2023)

Co-Guest Editor, Journal of Interactive Advertising, Special Issue on "Digital and Interactive Marketing Communications in Sports" (2020-2021)

Journal Editorial Boards

Journal of Advertising (2018 – 2022)

Journal of Interactive Advertising (2018 – Present)

International Journal of Advertising (2019 – 2022; 2023 – Present)

Journal of Current Issues and Research in Advertising (2021 – 2022; 2023 – Present)

Asian Communication Research (2023 – Present)

Journal Reviewer Experience (Selected List)

Reviewer, Journal of Communication (2011 – Present)

Reviewer, Journal of Computer-Mediated Communication (2009 - Present)

Reviewer, Journalism and Mass Communication Quarterly (2012 – Present)

Reviewer, Journal of Advertising (2012 – Present)

Reviewer, Journal of Advertising Research (2013 – Present)

Reviewer, International Journal of Advertising (2014 – Present)

Reviewer, Psychology and Marketing (2013 – Present)

Reviewer, CyberPsychology, Social Networking & Behavior (2013 – Present)

Reviewer, Journal of Interactive Advertising (2014 – Present)

Reviewer, Journal of Public Relations Research (2014 – Present)

Reviewer, Health Communication (2015 – Present)

Reviewer, Journal of Health Communication (2016 – Present)

Reviewer, Computers in Human Behavior (2016 – Present)

Reviewer, Journal of Broadcasting and Electronic Media (2017 – Present)

Reviewer, Journal of Marketing Communications (2018 – Present)
Reviewer, Communication Research Reports (2018 – Present)
Reviewer, Telematics and Informatics (2018 – Present)
Reviewer, Communication Quarterly (2018 – Present)
Reviewer, Journal of Children & Media (2018 – Present)
Reviewer, Journal of Current Issues & Research in Advertising (2018 – Present)
Reviewer, International Journal of Strategic Communication (2018 – Present)
Reviewer, International Journal of Sports Marketing & Sponsorship (2019 – Present)

Conference Reviewer Experience

Reviewer, ICA Annual Conference (2007 – Present)
Reviewer, NCA Annual Conference (2007 – Present)
Reviewer, AEJMC Annual Conference (2009 – Present)
Reviewer, AAA Annual Conference (2012 – Present)

Journal Editorial Experience

Editorial Assistant, Journal of Communication (2007 – 2011)

External Tenure and Promotion Review Letters

Michigan State University (Reviewer, 2020)
University of North Dakota (Reviewer, 2020)
Augusta University (Reviewer, 2020)
University of Florida (Reviewer, 2021)
University of Kentucky (Reviewer, 2022, 2023)
Loyola University Chicago (Reviewer, 2022)

Professional Organization Memberships

American Academy of Advertising (AAA) (2011 – Present)
International Communication Association (ICA) (2007 – Present)
National Communication Association (NCA) (2007 – Present)
Association for Education in Journalism and Mass Communication (AEJMC) (2009 – Present)

Service and Leadership

American Academy of Advertising (AAA), Awards Committee, Member (2023 – Present)
American Academy of Advertising (AAA), Research Committee, Member (2021 – 2023)
The University of Texas at Austin, Center for Media Engagement, Moody College of Communication, Civic Signals Initiative, Faculty Expert (2020 – Present)
URL: <https://newpublic.org/signals>
American Academy of Advertising (AAA), Global and Multicultural Committee, Member (2019 – 2021)

American Academy of Advertising (AAA), Membership Committee, Member (2016 – 2019)
 International Communication Association (ICA), Health Communication Division Mentorship Program, Mentor (2016 – Present)
 Georgia Healthcare Foundation, Evaluation Resource Center (ERC), Grant Reviewer and Program Evaluator (2013 - 2022)
 Consortium for Global Media Culture and Communication, Member (2013 - 2022)
 USC Annenberg Communication Graduate Student Association, Member (2006 – 2011)
 USC Norman Topping Community Outreach Association, Member (2006 – 2011)

TEACHING EXPERIENCE

Teaching Honors

University of Georgia, Career Center (Contribution to Career Development of UGA Students) (Awarded for 2014, 2015, 2016, 2017, 2018 and 2020)
 University of Georgia, Alpha Omicron Pi, Lambda Sigma Chapter (Certificate of Appreciation) (Awarded for 2021)
 University of Georgia, ADPR Departmental Teacher of the Year 2013 (Nominee)

Graduate Committees (M.A and Ph.D. Students)

University of Georgia

Ph.D. Dissertation Committee Chair (Youngjee Ko) [2020 – 2022]
 Ph.D. Dissertation Committee Chair (Rhoda Olaleye) [2020 – 2022]
 Ph.D. Dissertation Committee Chair (Taeyeon Kim) [2018 – 2020] (Co-Chaired with Karen Whitehill King)
 Ph.D. Dissertation Committee Member (Marilyn Primovic) [2020 – Present]
 M.A. Non-Thesis Advisor (Seong Hoon Chi, Kelsey Nelson) [2021 – 2022]
 M.A. Non-Thesis Advisor (Philip Daniel Vanhoozer, Amber Tanner, Madison Mueller) [2020 – 2021]
 Ph.D. Dissertation Committee Member (Hanyoung Kim) [2019 – 2022]
 Ph.D. Dissertation Committee Member (Nah Ray Han) [2019 – 2021]
 Ph.D. Dissertation Committee Member (Jihoon Kim) [2018 – 2021]
 Ph.D. Dissertation Committee Member (Jung Min Hahm) [2017 – 2022]
 M.A. Thesis Committee Member (Keqing Kuang) [2017 – 2018]
 Ph.D. Dissertation Committee Member (Jung Hwan Park) [2014 – 2016]
 Ph.D. Dissertation Committee Member (Yan Shan) [2013 – 2015]
 Ph.D. Dissertation Committee Member (Angeliki Nikolinakou) [2014 – 2015]
 M.A. Thesis Committee Member (Dooyeon Park), [2012 – 2013]
 M.A. Thesis Committee Member (Stephanie Stevens) [2011 – 2013]

Directed Research (M.A. and Ph.D. Students)

JRMC 8050 (Youngjee Ko), Spring 2021
 JRMC 8050 (Jihoon Kim), Fall 2018
 JRMC 8050 (Taeyeon Kim), Spring 2018

JRMC 8050 (Nah Ray Han), Spring 2018
JRMC 8050 (Caroline Kopot), Fall 2017
JRMC 7220 (Matthew Pimenta), Summer 2015
JRMC 8050 (Yan Shan), Fall 2013
JRMC 8050 (Jung Hwan Park), Spring 2013
JRMC 7220 (Christine Roberts), Summer 2012
JRMC 8050 (Eun Sook Kwon), Fall 2012
JRMC 8050 (Kuan-Ju Chen), Fall 2012

Special Student Projects and Enrichment Programs (Selected List)

Director, Certificate in Sports Partnerships and Promotions (2021 – 2022)
Director, ADPR Fitzco Google Ads Certification Program (2020 – 2022)
Faculty Instructor, Cannes Lions Study Abroad Program; Taught summer course and supervised students on trip to Cannes Lions Festival of Creativity, Cannes, France (2018)
Faculty Supervisor, Silicon Valley Program; Supervise students for visits to tech companies in San Francisco (2018; 2020)
Faculty Co-Director, ADPR Performics AdWords Program; Supervise students for AdWords Certification (2018 – 2019)
Faculty Judge, Advertising and Communication Campaigns (ADPR 5740) (2018; 2019)
Faculty Supervisor, Turner Networks Student Internships; Supervised research projects (Sara Bertolini, Alex Butenko, Caitlin Glasscock, Thomas Jordan, Caroline Youngs) (2016)
Faculty Social Media Advisor, Advertising and Communication Campaigns (ADPR 5740) (2013; 2015)
Faculty Mentor; Developed online Social Media Certificate Course; Created Module 3 on Use of Facebook, LinkedIn and YouTube for Businesses (2012 – 2016)

Courses Taught

SOUTHERN METHODIST UNIVERSITY

Graduate Courses

ADV 6320: Social Media Engagement Strategies (Spring 2023)

Undergraduate Courses

ADV 3150, ADV 3250, ADV 3350: Advertising Internships (Fall 2023; Spring 2024)

UNIVERSITY OF GEORGIA

Graduate Courses

ADPR7760E: Digital and Social Communication Strategies (Fall 2020, Fall 2021)
ADPR7760: Digital and Social Communication Strategies (Summer 2020, Summer 2021)
JRMC8130: Digital Advertising (Spring 2012, Spring 2013)

JRMC8130: Digital and Social Media Advertising Communication Strategies
(Spring 2014, Spring 2015, Spring 2016)

Undergraduate Courses

ADPR5760: Digital and Social Communication Strategies (Fall 2013, Spring 2014, Fall 2014 and Fall 2015, Spring 2016, Fall 2016, Spring 2017, Fall 2017, Summer 2018, Fall 2018, Spring 2019, Summer 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021, Fall 2021, Spring 2022)

ADPR5710: Advertising and Communication Management (Spring 2012, Fall 2012, Spring 2013, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Spring 2017, Fall 2017, Spring 2018, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Spring 2021, Spring 2022)

ADPR5990: Digital Advertising (Fall 2011, Fall 2012)

FYOS 1001: Social Media, Advertising and Branding (Fall 2018, Spring 2019, Fall 2019)

FYOS 1001: How to Market a Brand using Social Media (Fall 2020, Fall 2021)

UNIVERSITY OF SOUTHERN CALIFORNIA

Undergraduate Courses

COMM321: Communication in the Virtual Group (Spring 2011) (Instructor of Record)

COMM320: Small Group and Team Communication (Fall 2010) (Instructor of Record)

COMM202: Intro to Communication Technology (Fall 2009) (TA)

COMM200: Communication as a Social Science (Fall 2008) (TA)

COMM301L: Empirical Research in Communication (Spring 2008) (TA)

COMM383: Sports, Communication and Culture (Fall 2007) (TA)

COMM396: Fashion, Communication and Culture (Spring 2007) (TA)

COMM300: Foundations for Study of Entertainment, Communication and Society (Fall 2006) (TA)