

Ruoyu Sun

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ACADEMIC APPOINTMENT

Aug. 2023 **Assistant Professor of Public Relations**
Department of Advertising & Public Relations, University of Georgia

EDUCATION

- 2023 Ph.D. in Communication
University of Miami, School of Communication, Coral Gables, FL
- 2017 M.A. in Journalism and Mass Communication, Public Relations Concentration
University of Georgia, Grady College of Journalism and Mass Communication, Athens, GA
- 2015 B.A. in International Journalism
BNU-HKBU United International College (UIC), Zhuhai, China

AWARDS & HONORS

Research Awards

- 2022–2023 Page/Johnson Legacy Scholar Grant (\$5,280), Arthur W. Page Center, Donald P. Bellisario College of Communications, Penn State University
- 2022 Boston University Award for the Top Paper about Public Relations and the Social and Emerging Media (\$1,000), International Public Relations Research Conference (IPRRC)
- 2022 Institute for Public Relations W. Ward White Award for Top Three Papers of Practical Significance (\$1,000), International Public Relations Research Conference (IPRRC)
- 2020 Brigham Young University Top Ethics Paper Award (\$1,000), International Public Relations Research Conference (IPRRC)
- 2018–2019 Center for Communication, Culture, and Change Pilot Research Awards (\$4,995), University of Miami
- 2017 Makovsky Best Master's Thesis of the Year Award (\$2,000), Institute for Public Relations (IPR)

Scholarship and Travel Grants

- 2019 Student Travel Grant, International Communication Association (ICA)

- 2018–2021 Graduate Student Travel Grant, University of Miami
2014 Second Class Award for Excellence in Academic Performance (Top 5%), BNU-HKBU United International College

PUBLICATIONS

Peer-Reviewed Journal Articles

- [11] Tian, S., Cho, S. Y., Jia, X., **Sun, R.**, & Tsai, W. S. (2023). Antecedents and outcomes of Generation Z consumers' contrastive and assimilative upward comparisons with social media influencers. *Journal of Product & Brand Management*. <https://doi.org/10.1108/JPBM-02-2022-3879>
- [10] Tian, S., **Sun, R.**, Huang, Q., & Petit, J. (2022). Quantifying the evidential value of celebrity endorsement: A *p*-curve analysis. *International Journal of Communication*. <https://ijoc.org/index.php/ijoc/article/view/15570>
- [9] **Sun, R.**, & Meng, J. (2022). Looking at young millennials' risk perception and purchase intention toward GM foods: Exploring the role of source credibility and risk attitude. *Health Marketing Quarterly*. <https://doi.org/10.1080/07359683.2022.2053805>
- [8] **Sun, R.**, Li, C., Millet, B., Ali, K., & Petit, J. (2022). Sharing news with online friends: A study of network homophily, network size, and news type. *Telematics and Informatics*, 67. <https://doi.org/10.1016/j.tele.2021.101763>
- [7] Tao, W., Lee, Y., **Sun, R.**, Li, J.-Y. Q., & He, M. (2022). Engaging employees through leaders' motivational language in times of crisis. *Public Relations Review*, 48 (1). <https://doi.org/10.1016/j.pubrev.2021.102133>
- [6] **Sun, R.**, Li, J.-Y. Q., Lee, Y., & Tao, W. (2021). The role of symmetrical internal communication in improving employee experiences and organizational identification during COVID-19 pandemic-induced organizational change. *International Journal of Business Communication*. <https://doi.org/10.1177/23294884211050628>
- [5] Lee, Y., Tao, W., Li, J.-Y. Q., & **Sun, R.** (2021). Enhancing employees' knowledge sharing through diversity-oriented leadership and strategic internal communication during the COVID-19 outbreak. *Journal of Knowledge Management*, 25(6), 1526-1549. <https://doi.org/10.1108/JKM-06-2020-0483>
- [4] Lee, Y., Cho, S. Y., **Sun, R.**, & Li, C. (2021). Public responses to employee posts on social media: The effects of message valence, message content, and employer reputation. *Internet Research*, 31(3), 1040-1060. <https://doi.org/10.1108/INTR-05-2020-0240>
- [3] Li, J.-Y., **Sun, R.**, Tao, W., & Lee, Y. (2021). Employee coping with organizational change in the face of a pandemic: The role of transparent internal communication. *Public Relations Review*, 47(1), 101984. <https://doi.org/10.1016/j.pubrev.2020.101984>
- [2] Petit, J., Li, C., Millet, B., Ali, K., & **Sun, R.** (2021). Can we stop the spread of false information on vaccination? How online comments on vaccination news affect readers' credibility assessments and sharing behaviors. *Science Communication*, 43(4), 407–434. <https://doi.org/10.1177/10755470211009887>

- [1] Seelig, M. I., **Sun, R.**, Deng, H., & Pal, S. (2021). Is it all for show?: Environmental brand identification on skin care and cosmetic websites. *Journal of Marketing Communications*, 27(4), 436–456. <https://doi.org/10.1080/13527266.2019.1685566>

Book Chapters

- Meng, J., **Sun, R.**, Xie, T., & Wang, Z. (2022). Assessing COVID-19 communication in China: Communication channels, sources for information, and message retention. In R. Tench, J. Meng & A. Moreno (Eds.), *Strategic Communication in a Global Crisis: National and International Responses to the COVID-19 Pandemic*. London: Routledge.

Refereed Conference Proceedings

- Chen, Z. F., **Sun, R.**, & Tao, W. Channeling engagement into action: The role of empowerment in Asian Americans' social media use in combating anti-Asian discrimination during COVID-19. *Proceedings of the 25th International Public Relations Research Conference*, 8-22.
- Dong, E., & **Sun, R.** (2022). Linking environmental CSR and employees' voluntary workplace green behavior: Mediating roles of communal relationship and employee empowerment. *Proceedings of the 25th International Public Relations Research Conference*, 46-59.
- Sun, R.**, Seelig, M. I., Deng, H., & Pal., S. (2020). An examination of environmental CSR on skin care and cosmetics brands' websites. *Proceedings of the 23rd International Public Relations Research Conference*, 454-468.

CONFERENCE PRESENTATIONS

- [23] Chuan, C. H., **Sun, R.**, Tsai, W. H. S., & Tian, S. (2023, May). *Explainable Artificial Intelligence (XAI): Two Experiments from Imposed Users' Perspective*. Paper presented at the International Communication Association (ICA) Annual Conference, Toronto, Canada.
- [22] Tang, J., Millet, B., Li, C., **Sun, R.**, & Petit, J. (2023, May). *Impact of perceived social media value, platform usage, and source on post credibility assessment*. Paper presented at the International Communication Association (ICA) Annual Conference, Toronto, Canada.
- [21] Tao, W., Chen, Z. F., **Sun, R.**, & He, M. (2022, July). *From Situational Appraisals to Collective Action: An Examination on Asian Americans' Engagement in Collective Action during the COVID-19 Pandemic*. Paper presented at the International Public Relations Research Symposium (BledCom), Lake Bled, Slovenia.
- [20] Chen, Z. F., **Sun, R.**, & Tao, W. (2022, March). *Channeling Engagement into Activism: The Mediating Role of Empowerment in Asian Americans' Social Media Use in Combating Anti-Asian Discrimination during COVID-19*. Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.
- [19] Dong, E., & **Sun, R.** (2022, March). *Linking environmental CSR and employees' green behavior: Mediating roles of communal relationship and employee empowerment*. Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.
- [18] Tao, W., Lee, Y., **Sun, R.**, Li, J.-Y. Q., & He, M. (2021, May). *Engaging employees through leaders' motivational language during the COVID-19 outbreak: The mediating roles of*

- employee needs satisfaction and coping strategies*. Paper presented at the International Communication Association (ICA) Annual Conference, Virtual (due to COVID-19).
- [17] Lee, Y., Tao, W., Li, J.-Y. Q., & **Sun, R.** (2020, October). *Engaging employees through diversity-oriented leadership and strategic internal communication during the COVID-19 outbreak*. Paper presented at the Public Relations Society of America (PRSA) Educators Academy Super Saturday Conference, Virtual (due to COVID-19).
- [16] Li, W., **Sun, R.**, & Zheng, X. (2020, August). *Wedging the gap: A multi-level analysis of genre-specific television and internet information seeking impacts on health knowledge over 8 years*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Virtual (due to COVID-19).
- [15] Petit, J., Ali, K., Li, C., **Sun, R.**, & Millet, B. (2020, May). *Fake news, real problem: What cues may help people differentiate fake news and real news*. Paper presented at the International Communication Association (ICA) Annual Conference, Virtual (due to COVID-19).
- [14] Lee, Y., Cho, S., & **Sun, R.** (2020, May). *Public responses to employee posts on social media: The effects of message valence, message content, and employer reputation*. Paper presented at the International Communication Association (ICA) Annual Conference, Virtual (due to COVID-19).
- [13] Tian, S., **Sun, R.**, Huang, Q., & Petit, J. (2020, March). *Examining the evidential value on the effectiveness of celebrity endorsement verified by a p-curve analysis*. Paper presented at the American Academy of Advertising (AAA) Annual Conference, San Diego, CA.
- [12] **Sun, R.**, Seelig, M. I., Deng, H., & Pal, S. (2020, March). *An examination of environmental CSR on skin care and cosmetics brands' websites*. Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.
- [11] **Sun, R.**, Tian, S., & Li, C. (2019, November). *How Facebook users signal their identity: The interplay between need for uniqueness and bandwagon cues on content-sharing on Facebook*. Paper presented at the National Communication Association (NCA) Annual Convention, Baltimore, MD.
- [10] Li, C., Ali, K., & **Sun, R.**, Millet, B., & Petit, J. (2019, November). *The SINCE model: A theoretical framework to understand when and why fake news may be effective*. Paper presented at the National Communication Association (NCA) Annual Convention, Baltimore, MD.
- [9] Petit, J., Li, C., Millet, B., Ali, K., & **Sun, R.** (2019, August). *Something is better than nothing: How the presence of comments may decrease the sharing of fake news on social media*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Toronto, Canada.
- [8] **Sun, R.**, Li, C., Millet, B., Ali, K., & Petit, J. (2019, August). *When do people share fake news online? The effect of social network size and homophily*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Toronto, Canada.
- [7] Seelig, M. I., **Sun, R.**, & Pal, S. (2019, August). *Key trends visualizing green and CSR on skin*

- care and cosmetic websites*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Toronto, Canada.
- [6] **Sun, R.,** Tian, S., & Li, C. (2019, May). *Impression management via “sharing”: Need for uniqueness and creativity as two predictors*. Paper presented at the International Communication Association (ICA) Annual Conference, Washington, DC.
- [5] **Sun, R.,** & Li, W. (2018, November). *Source credibility via social media on Chinese female adolescents’ perceptions of information quality and intentions to get the HPV vaccine*. Paper presented at the National Communication Association (NCA) Annual Convention, Salt Lake City, UT.
- [4] Li, W., & **Sun, R.** (2018, November). *Effects of schema on the spread of HPV vaccine-related information in social transmission*. Paper presented at the National Communication Association (NCA) Annual Convention, Salt Lake City, UT.
- [3] **Sun, R.,** & Meng, J. (2018, August). *The impact of source credibility and risk attitude on individuals’ risk perception toward GM foods: Comparing young millennials in the U.S. and China*. Paper presented at the Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference, Washington, DC.
- [2] **Sun, R.,** & Li, C. (2018, May). *Group chats on WeChat and online civic participation in China*. Paper presented at the International Communication Association (ICA) Annual Conference, Prague, Czech Republic.
- [1] **Sun, R.,** Meng, J., & Cacciatore, M. A. (2017, March). *Effects of source credibility via social media on the risk perception and purchase intention of American millennials towards genetically modified foods*. Paper presented at the International Crisis and Risk Communication Conference (ICRCC), Orlando, FL.

Conference Panel Presentations

- Meng, J. **Sun, R.,** Xie, T., & Wang, Z. (2021, May). Assessing COVID-19 pandemic communication in China: What we know about the communication channels, sources of information, and key message retention. Part of the research panel of *Learnings from the COVID-19 pandemic: Cross-cultural differences in risk and crisis communication strategies*. Panel presented at the International Communication Association (ICA) Annual Conference, Virtual (due to COVID-19).

RESEARCH GRANTS

- 2022–2023 Co-PI for *Internal Sustainability Branding and Employees’ Pro-Environmental Behaviors* (PI: Yeunjae Lee)
The Arthur W. Page Center for Integrity in Public Communication, Award Amount: \$5,280 (Extramural Funding).
- 2018-2019 Student Research Fellow for *Fake News, Real Share: A Study of Detecting, Sharing, and Commenting of Fake News* (PI: Barbara Millet)
Center for Communication, Culture, and Change at the University of Miami, Award Amount: \$4,995 (Intramural Funding).

TEACHING

Grady College of Journalism and Mass Communication, University of Georgia

- ADPR 5120 Crisis Communication (Fall 2023)
- ADPR 5910 Public Relations Management (Fall 2023)

School of Communication, University of Miami (2018-2021)

As Instructor of Record:

- STC 201 Public Relations Strategy Development
- STC 311 Public Relations Research
- STC 103 Statistical Reasoning for Strategic Communication

As Teaching Assistant:

- JMM 285 Applied Statistics for Journalism and Media Management

SERVICE & ACTIVITIES

Ad-hoc Journal Reviewer

- *Social Science Computer Review* (2021–present)
- *International Journal of Psychology* (2022–present)
- *Online Information Review* (2023–present)
- *International Journal of Pharmaceutical and Healthcare Marketing* (2023–present)

Conference Reviewer

- International Communication Association Annual Conference (2018–present)
- Association for Education in Journalism and Mass Communication Annual Conference (2019–Present)

Diversity, Equity, & Inclusion (DEI) Committee (Aug. 2022–present)

Public Relations Division (PRD), Association for Education in Journalism and Mass Communication

- Initiating, planning, and organizing events to help public relations students and educators from marginalized and under-represented groups advance in their careers

Graduate Activity Fee Allocation Committee (Aug. 2018–May 2019)

University of Miami

- Attended bi-weekly meetings to review and vote on graduate students' travel funding applications

Graduate Student Committee (Aug. 2017–Aug. 2019)

Public Relations Division (PRD), Association for Education in Journalism and Mass Communication

- Planned and organized networking and career development opportunities for PRD's graduate student members

President & Reporter (Oct. 2013–Oct. 2014)

News & Communication Student Club at UIC

- Assigned weekly news reporting tasks
- Organized club events, including visiting news organizations such as Xinhua News Agency and holding news writing workshops and photography workshops
- Managed the club's social media accounts on WeChat and Weibo
- Wrote and published over 30 news articles in English and Chinese on UIC's official website

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

- Association for Education in Journalism and Mass Communication (AEJMC)
- Chinese Communication Association (CCA)
- International Communication Association (ICA)
- International Public Relations Research Conference (IPPRC)