

Yan Jin

**C. Richard Yarbrough Professor in
Crisis Communication Leadership
Professor of Public Relations**
Department of AdPR
Director & Co-Founder
Crisis Communication Think Tank

Grady College of Journalism and
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Education

Ph.D. in Journalism, with **M.A. in Statistics (Minor)**, University of Missouri-Columbia

M.A. in Journalism, University of Missouri-Columbia

B.A. in Advertising, Peking University, China

Academic Positions

University of Georgia (UGA), Athens, GA, August 2014-present

Grady College of Journalism and Mass Communication:

- Endowed Professorships:
 - **C. Richard Yarbrough Professor in Crisis Communication Leadership** (August 2022-present)
 - **Georgia Athletic Association Professor** in Grady College (November 2018-August 2022)
- **Professor of Public Relations** (Tenured, August 2018-present), Department of Advertising and Public Relations (AdPR)
- **Director, Crisis Communication Think Tank** (August 2022-present)
- **Director, Crisis, Risk, and Disaster Communication (CRDC) Graduate Certificate Program** (August 2024-present)
- **Business & Corporate Communications Track Head**, Communication and Media Fellows Program, Cox Center for International Mass Communication Training and Research (August 2022-present)
- **Associate Director, Center for Health & Risk Communication** (August 2014-present)
- Administrative Appointment: Assistant Department Head, AdPR (August 2017-May 2023)
- Associate Professor of Public Relations (Tenured, August 2014-July 2018), AdPR

Virginia Commonwealth University (VCU), Richmond, VA, August 2005-June 2014

Richard T. Robertson School of Media & Culture:

- Associate Professor of Public Relations (Tenured, July 2011-June 2014)
- Assistant Professor of Public Relations (August 2005-June 2011)
- Founder and Executive Director, Center for Media+Health (2013-2014)
- Administrative Appointments: Associate Director for Research and Outreach (2013-2014), Interim Director (2011-2013), Assistant Director (2010-2011), Graduate Director (2008-2010), Program Director and Advisor for Strategic Public Relations Masters Program (2008-2010), Undergraduate Public Relations Sequence Coordinator (2008-2010)

Honors and Awards

Overall Achievement Recognitions

- Fellow¹, International Communication Association (ICA), named in June 2025
- A Top Scientist “World Top 2% Most Cited Scientists List” as recognized by Stanford University School of Medicine, 2020-present

¹ According to ICA, the Fellow status is “primarily a recognition of distinguished scholarly contributions to the broad field of communication”.

- A Top 5 “Most Influential and Productive Author” in crisis communication research (1980-2022)², *Risk Hazards & Crisis in Public Policy*, 2023
- C. Richard Yarbrough Professor in Crisis Communication Leadership, named in August 2022
- A Top 6 “Most Published Author” in social media research in public relations scholarship (2010-2020)³, *Public Relations Review*, 2022
- A Top 6 “Most Published Author” in *Public Relations Review* and Top 16 “Most Cited Author” in *Public Relations Review* articles⁴, *Public Relations Review*, 2021
- Kitty O. Locker Outstanding Researcher Award⁵, Association for Business Communication (ABC), 2019
- A Top 27 “Most Cited Public Relations Author”⁶, *Journal of Public Relations Research*, 2019
- Georgia Athletic Association Professorship in Grady College, UGA, named in November 2018
- Kriehbaum Under-40 Award⁷, for Outstanding Achievement in Research, Teaching and Public Service, Association for Education in Journalism and Mass Communication (AEJMC), 2014
- A Top 2 “Most Productive Scholar” in Crisis Communication⁸, *International Journal of Strategic Communication*, 2014
- Elected Member, Arthur W. Page Society⁹, 2016
- Fulbright Specialist Roster Member¹⁰ (2017-2020), U.S. Department of State, Bureau of Educational and Cultural Affairs, 2017

Research Honors and Awards

- “Wiley Top Cited Article” Recognition: “The best of both worlds”: The Crisis Communication Think Tank (CCTT) approach to the quest for crisis management keystone” recognized as a top cited article¹¹ in *Journal of Contingencies and Crisis Management*. Wiley, 2025.
- *International Journal of Business Communication* “Outstanding Article” Award, Association for Business Communication, 2023
- *Journal of Communication Management* Emerald Professional Impact Award at the 24th European Public Relations Education and Research Association (EUPRERA) Congress, 2022
- Visiting Fellowship, Jyväskylä University, Finland, Summer 2022
- Emerald Literati Award for Excellence – Highly Commended Paper, *Corporate Communications: an International Journal*, 2019
- Best Faculty Paper, PR Division, International Communication Association Conference, 2018
- *Asian Journal of Communication* Best Paper Award, International Communication Division, AEJMC, 2017
- Page Legacy Scholar, Arthur W. Page Center for Integrity in Public Communication, 2013, 2016, 2017, 2019, 2020, 2022, 2023, 2024, 2025
- “Superstar Researcher” Recognition, Office of the Provost, UGA, 2016, 2017

² Kuipers, S., Perlstein, S., Wolbers, J., & Jong, W. (2023). Assist or accuse? Identifying trends in crisis communication through a bibliometric literature review. *Risk Hazards & Crisis in Public Policy*, 14(4), 272-296. [see p. 275 and p. 288 of the article for the mentions]

³ Roth-Cohen, O., & Avidar, R. (2022). A decade of social media in public relations research: A systematic review of published articles in 2010–2020. *Public Relations Review*, 48(1), 102154. [see p. 4 for the mention]

⁴ Page, T. G., & Capizzo, L. W. (2021). From “an open field” to established “waves”: Public relations scholarship through the lens of *Public Relations Review*. *Public Relations Review*, 47(5), 102115. [see p. 6-7 for the mentions]

⁵ This international award is given annually, which “recognizes and encourages excellence in business communication research” and is awarded to an “ABC member whose research has made an outstanding contribution to the business communication discipline” (www.businesscommunication.org).

⁶ Ki, E.-J., Pasadeos, Y., & Ertem-Eray, T. (2019). Growth of public relations research networks: a bibliometric analysis. *Journal of Public Relations Research*, 31(1-2), 5-31. [see p. 12 for the mention]

⁷ This national award is given annually, recognizing the recipient’s outstanding achievement in research, teaching, and public service.

⁸ Ha, J. H., & Boynton, L. (2014). Has crisis communication been studied using an interdisciplinary approach? A 20-year content analysis of communication journals. *International Journal of Strategic Communication*, 8(1), 29-44. [see p. 38-39 for the mention]

⁹ Page Society membership consists “primarily of chief communication officers of Fortune 500 corporations and leading non-profit organizations, the CEOs of the world’s foremost public relations agencies, and academics from top business and communications schools who have distinguished themselves teaching and/or studying corporate communications” (www.awpagesociety.com/site/membership).

¹⁰ Members are eligible to be matched with projects designed by international host institutions.

¹¹ Among work published between January 1, 2023 and December 31, 2023.

- Best of *Public Relations Journal* Award (Top 5 Papers in the journal, 2015-2016), Public Relations Society of America (PRSA) International Conference, 2016
- The International ABERJE Award, International Public Relations Research Conference (IPRRC), 2016, 2018
- Top 5 Best Faculty Paper, PR Division, International Communication Association Conference, 2015
- Boston University Award for the Top Paper About PR and the Social and Emerging Media, IPRRC, 2015
- IPR Top 3 Papers of Practical Significance Award, IPRRC, 2014, 2015
- Best Presentation Award, Corporate Communication International's (CCI) Conference on Corporate Communication, 2014
- IPRRC Top 6 Articles (PR Research Showcase Presentations), PRSA International Conference, 2013
- First Place Outstanding Poster Award, PR Division, AEJMC Conference, 2013
- Top Paper Award, IPRRC, 2004, 2005, 2006, 2009
- Excellence in Research Award, College of Humanities and Sciences, VCU, 2008
- Top Paper Award, PR Division, AEJMC Conference, 2007
- Top Paper Award, Newspaper Division, AEJMC Conference, 2004
- Academic Scholarship Award for Outstanding Research, Annual Summit on the Future of Measurement for Professional Communicators, 2004
- Top Paper Award, PR Division, National Communication Association Conference, 2003

Teaching Honors and Awards

- Top 5 Teaching Paper, PR Division, AEJMC Conference, 2017
- Faculty Advisor for Honorable Mention Team, Bateman Case Study Competition, Public Relations Student Society of America, 2017
- Service-Learning Project Award, Service Learning Program, VCU, 2013
- Outstanding Faculty Member, Richard T. Robertson School of Media & Culture, VCU, 2008 and 2010
- Center for Teaching Excellence Small Grant Award, College of Humanities and Sciences, VCU, 2010
- Faculty Advisor for Winning Cases, Case Study Competition in Corporate Communications, Arthur W. Page Society, 2005 (First Place), 2006 (Second Place)

Service Recognition

- "2016 Top Reviewer" Recognition, *Journalism and Mass Communication Quarterly*, 2017

RESEARCH:

Scholarly Publications

Google Scholar Citation Summary (as of January 1, 2026): Citations: 14,362; h-index: 56; i10-index: 134

Scholarly Books (3)

- **Yan Jin** and Lucinda Austin (2022). *Social Media and Crisis Communication, Second Edition* (Eds.), Routledge.
- **Yan Jin**, Bryan Reber, and Glen Nowak (2021). *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice* (Eds.), Routledge.
- Lucinda Austin and **Yan Jin** (2017). *Social Media and Crisis Communication* (Eds.), Routledge. Featured by **IPR's Digital Media Research Center**.

Refereed Journal Articles (135)

1. Ruoyu Sun, **Yan Jin**, and Wenqing Zhao (Forthcoming). "A Simulation Exercise on Tackling AI-triggered Crisis." *Journal of Public Relations Education*.

2. James Ndone, Qi Zheng, Rongting Niu, **Yan Jin**, and Margaret Duffy (2026). "Punish or Forgive? Exploring the Mediating Role of Perceived CEO Attitude on the Interaction of Emotional Crisis Communication and Crisis Type." *Public Relations Review*, 52(1), 102651. doi: 10.1016/j.pubrev.2025.102651
3. W. Timothy Coombs, Sungsu Kim, and **Yan Jin** (2025). "Organizational Crisis Confidence Based on Ability and Perceived Integrity: A Framework for Development and Delineation of an Overlooked Aspect of Crisis Communication." *Journal of Public Relations Research*, 1-22. doi: 10.1080/1062726X.2025.2587611
4. Xuerong Lu, **Yan Jin**, and Santosh Vijaykumar (2025). "Overcoming Informational Conflict: The Role, Limits, and New Opportunities of Expert Voices in Crisis and Risk Communication." *Crisis and Risk Communication*, 1(1-2), 122-135. doi: 10.1080/29986907.2025.2580989
5. Ivanka Pjesivac, Leslie Klein, Wenqing Zhao, Xuerong Lu, and **Yan Jin** (2025). "Examining Conspiracy Theory Spillover in the Health Communication Arena: Factors That Impact COVID-19 Conspiratorial Beliefs and Health-related Behaviors." *Frontiers in Communication*, 10, 1548575. doi: 10.3389/fcomm.2025.1548575
6. Brittany Shivers, **Yan Jin**, Grace Mains, Yijing Wang, River Gracey, W. Timothy Coombs, and Toni van der Meer (2025). "Cultural Insights for the READINESS Framework: A Qualitative Study of Practitioner and Scholar Perspectives." *Public Relations Review*, 51(5), 102632. doi: 10.1016/j.pubrev.2025.102632
7. Hyoyeun, Jun, Amisha Mehta, Youngji Seo, **Yan Jin**, and Jacob Riley (2025). "Health Persuasion Nnablers and Barriers, Intertwined: Uncovering the Roles of Trust, Risk Tolerance, and Message Fatigue Among Australian Adults." *Korean Journal of Communication*, 2(2), 179-205. doi: 10.1353/kjc.00016
8. Xuerong Lu and **Yan Jin** (2025). "Prebunking Crisis Misinformation Online: The Mediation Effect of Spokesperson Connection and Perceived Correction Quality on Publics' Communicative Responses." *Journal of Contingencies and Crisis Management*, 33(2), e70048. doi: 10.1111/1468-5973.70048
9. Wenqing Zhao, **Yan Jin**, Toni van der Meer, Michael Hameleers, and Xuerong Lu (2025). "Beyond A Fragmented Account of Conflicts in Communication: A Framework of Informational Conflicts." *Annals of the International Communication Association*, 49(1), 32-44. doi: 10.1093/anncom/wlae003
10. LaShonda Eaddy, Santosh Vijaykumar, **Yan Jin**, Xuerong Lu, Swati Sharma, and Aravind Sesagiri Raamkumar (2025). "Trust Erosion Framework for Organisational Responses to and Management of Global Emergencies." *Journal of Contingencies and Crisis Management*, 33(2), e70039. doi: 10.1111/1468-5973.70039
11. Rongting Niu, Nicholas Eng, Yi Zhao, and **Yan Jin** (2025). "How Moral Appraisals Function in Sticky Crises: Theorizing within the Triadic Appraisal Framework of Situational Crisis Communication Theory." *Journal of Contingencies and Crisis Management*, 33(2), e70054. doi: 10.1111/1468-5973.70054
12. Wenqing Zhao, Anna Rachwalski, Maranda Goke, and **Yan Jin** (2025). "An Examination of Management of AI-triggered Organizational Threats from Communication Practitioners' Perspective." *Journal of Contingencies and Crisis Management*, 33(1), e70031. doi: 10.1111/1468-5973.70031
13. Silvia Ravazzani, **Yan Jin**, Sara Conti, Anna Rachwalski, and Sonny Glenn Robinson (2025). "Seeking Social Change from the Inside Out: A Cross-Country Study on Employee Activism." *Journal of Communication Management*. doi: 10.1108/JCOM-07-2024-0102
14. Sungsu Kim, **Yan Jin**, Chiara Valentini, Sung In Choi, Mark Badham, Elanor Colleoni, and Stefania Romenti (2025). "Feeling and Healing in Different Spaces and Phases: How Individuals Coped with the Pandemic Cognitively, Affectively, and Conatively." *Journal of Contingencies and Crisis Management*, 33(1), e70016. doi: 10.1111/1468-5973.70016
15. Xuerong Lu, Wenqing Zhao, Toni van der Meer, and **Yan Jin** (2025). "Organizational Readiness for Issue Polarization: How Corporate Political Engagement Can Optimize Organization-Stakeholder Issue Discussion in Social Media Environment." *Journal of Communication Management*, 29(1), 133-148. doi: 10.1108/JCOM-09-2024-0160
16. **Yan Jin**, Brittany Shivers, Yijing Wang, Timothy Coombs, and Toni van der Meer (2025). "READINESS as A New Framework for Crisis Management: Academic-Industry Integrated Expert Insights from Practitioners and Scholars." *Journal of Communication Management*, 29(1), 1-16. doi: 10.1108/JCOM-02-2024-0034

17. Silvia Ravazzani, Carmen Daniela Maier, and **Yan Jin** (2024). "Multimodal Sensemaking and Sensegiving Processes of Discursive Threat Appraisal in Environmental Crisis Communication." *Journal of Contingencies and Crisis Management*, 32(4), e70005. doi: 10.1111/1468-5973.70005
18. Xuerong Lu and **Yan Jin** (2024). "Optimizing Organizational Corrective Communication: The Effects of Correction Placement Timing, Refutation Detail Level, and Corrective Narrative Type on Combating Crisis Misinformation Narratives." *Public Relations Review*, 50(5), 102514. doi: 10.1016/j.pubrev.2024.102514
19. **Yan Jin**, W. Timothy Coombs, Yijing Wang, Toni van der Meer, and Brittany Shivers (2024). "READINESS": A Keystone Concept Beyond Organizational Crisis Preparedness and Resilience." *Journal of Contingencies and Crisis Management*, 32(1), e12546. doi: 10.1111/1468-5973.12546
20. Wenqing Zhao, Xuerong Lu, **Yan Jin** and Toni van der Meer (2024). "Pushing Hands and Buttons: The Effects of Corporate Social Issue Stance Communication and Online Comment (In)Civility on Publics' Responses." *Public Relations Review*, 50(4), 102488. doi:10.1016/j.pubrev.2024.102488
21. Youngji Seo, Sung In Choi, Youngjee Ko, and **Yan Jin** (2024). "The Point of No Return: Crisis Management Lessons from U.S. Adults' Infectious Disease Risk (IDR) Perception and Response to the Flu-and-COVID Dual Threat." *Journal of Contingencies and Crisis Management*, 32(3), e12607. doi: 10.1111/1468-5973.12607
22. Taylor Voges, **Yan Jin**, Christen Buckley, LaShonda L. Eaddy, and Xuerong Lu (2024). "A New Framework for Managing 'Crisis Spillover' as a Type of Sticky Crisis: Initial Insights from a Crisis Communication Expert Panel." *Public Relations Review*, 50(1), 102424. doi: 10.1016/j.pubrev.2024.102424
23. Elise Karinshak, Taylor Voges, and **Yan Jin** (2024). "Expectation Versus Reality: How Crisis Statement Essentials Are Evaluated by Gen Z Stakeholders and Crisis Communication Practitioners." *Journal of Contingencies and Crisis Management*, 32(1), e12554. doi: 10.1111/1468-5973.12554
24. Brooke Liu, **Yan Jin**, Wenqing Zhao, Andreas Schwarz, Olivia Truban, and Matt Seeger (2024). "Building the New Architecture of Crisis Management: Global Experts' Insights on Best and Worst Practices for Securing External Funding." *Journal of Contingencies and Crisis Management*, 32(1), e12539. doi: 10.1111/1468-5973.12539
25. Sung In Choi, Sungsu Kim, **Yan Jin**, Chiara Valentini, Mark Badham, Elanor Colleoni, and Stefania Romenti (2024). "Effects of Individuals' Cultural Orientations and Trust in Government Health Communication Sources on Behavioral Intentions During a Pandemic: A Cross-Country Study." *Health Communication*, 39(1), 107-121. doi: 10.1080/10410236.2022.2159975
26. Jonathan Graffeo and **Yan Jin**. (2024). "Attitude in a Crisis: A New Keystone Concept in Crisis Communication Leadership." *Journal of Contingencies and Crisis Management*, 32(1), e12552. doi: 10.1111/1468-5973.12552
27. Shafiq Ahmad Kamboh, Muhammad Ittefaq, and **Yan Jin** (2024). "Crisis Communication for Public Organizations: Examining Pakistan Railways' Use of Information Technology and Social Media for Image Repair." *Journal of Contingencies and Crisis Management*, 32(1), e12496. doi: 10.1111/1468-5973.12496
28. Elise Karinshak and **Yan Jin** (2023). "AI-driven Disinformation: A Framework for Organizational Preparation and Response." *Journal of Communication Management*, 27(4), 539-562. doi: 10.1108/JCOM-09-2022-0113
29. Wenqing Zhao, **Yan Jin**, and Elise Karinshak (2023). "Effects of Risk Disclosure and Call to Action on Young Adults' Responses to Dietary Supplement Advertising." *International Journal of Pharmaceutical and Healthcare Marketing*, 17(3), 249-264. doi: 10.1108/IJPHM-01-2023-0006
30. **Yan Jin** (2023). "The Best of Both Worlds: The Crisis Communication Think Tank (CCTT) Approach to The Quest for Crisis Management Keystone." *Journal of Contingencies and Crisis Management*, 31(4), 968-972. doi: 10.1111/1468-5973.12469
31. Augustine Pang, **Yan Jin**, and Glen T. Cameron (2023). "The Contingency Theory of Strategic Conflict Management: Review from Three Decades of Theory Development, Extension and Application." *Journalism and Communication Monographs*, 25(2), 193-214. doi: 10.1177/15226379231167141
32. Sungsu Kim, Sung In Choi, Chiara Valentini, Mark Badham, and **Yan Jin**. (2023). "How Motivation to Reduce Uncertainty Predicts COVID-19 Behavioral Responses: Strategic Health Communication Insights for Managing an Ongoing Pandemic." *American Behavioral Scientist*. doi: 10.1177/00027642231164051

33. Sung In Choi, Jingyu Zhang, and **Yan Jin** (2023). "The Effects of Threat Type and Gain-Loss Framing on Publics' Responses to Strategic Environmental Risk Communication." *Corporate Communications: an International Journal*, 28(3), 363-380. doi: 10.1108/CCIJ-09-2022-0109
34. Yen-I Lee, Xuerong Lu, Taylor Voges, and **Yan Jin** (2023). "Fending off Unverified Accusation with Narratives: The Role of Primary and Secondary Narratives in Organizational Response Effectiveness in an Ongoing Crisis." *Journal of International Crisis and Risk Communication Research*, 6(1), 33-64. doi: 10.30658/jicr.6.1.2
35. Lucinda Austin, **Yan Jin**, Brooke Liu, and Seoyeon Kim (2023). "Coping with Outbreaks: Towards an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication." *Health Communication*, 38(7), 1305-1317. doi: 10.1080/10410236.2021.2006394 **Included in National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
36. Taylor Voges, **Yan Jin**, LaShonda Eaddy, and Shelley Spector (2023). "Effective Communication Management in a Public Health Crisis: Lessons Learned about COVID-19 Pandemic through the Lens of Health Communication Executives." *Journal of Communication Management*, 27(1), 64-83. doi: 10.1108/JCOM-12-2021-0137
37. Seoyeon Kim, Lucinda Austin, Brooke Liu, and **Yan Jin** (2022). "Exploring Differences in Crisis Literacy and Efficacy on Behavioral Responses during Infectious Disease Outbreaks." *Public Relations Review*, 48(3), 102204. doi: 10.1016/j.pubrev.2022.102204 Featured by **Institute for Public Relations (IPR).**
38. Elanor Colleoni, Stefania Romenti, Chiara Valentini, Mark Badham, Sung-In Choi, Sungsu Kim, and **Yan Jin** (2022). "Does Culture Matter? Measuring Cross-Country Perceptions of CSR Communication Campaigns about COVID-19." *Sustainability*, 14, 889. doi: 10.3390/su14020889
39. Taylor Voges, **Yan Jin**, Xianyan Chen, and Bryan Reber (2022). "What Drives a Tough Call: Determining the Importance of Contingency Factors and Individual Characteristics in Communication Executives' Stance Decision-Making through a Conjoint Analysis." *Public Relations Review*, 48(1), 102141. doi: 10.1016/j.pubrev.2021.102141
40. Xuerong Lu, Santosh Vijaykumar, **Yan Jin**, and Daniel Rogerson (2022). "Think Before You Share: Beliefs and Emotions that Shaped COVID-19 (Mis)information Vetting and Sharing Intentions among WhatsApp Users in the United Kingdom." *Telematics and Informatics*, 67, 101750. doi: 10.1016/j.tele.2021.101750
41. Santosh Vijaykumar, Daniel Rogerson, **Yan Jin**, and Mariella Silva de Oliveira Costa (2022). "Dynamics of Feedback Behaviours to Social Peers Sharing COVID-19 Misinformation on WhatsApp in Brazil." *Journal of the American Medical Informatics Association*, 29(1), 33-42. doi: 10.1093/jamia/ocab219 **Included in National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine.**
42. Augustine Pang, **Yan Jin**, Youngji Seo, Sung In Choi, Hui-Xun Teo, Phuong D. Le, and Bryan Reber (2022). "Breaking the sound of silence: Explication in the use of strategic silence in crisis communication." *International Journal of Business Communication*, 59(2), 219-241. doi: 10.1177/23294884211046357 **International Journal of Business Communication 2023 "Outstanding Article" Award**
43. Youngji Seo, Silvia Ravazzani, Hyoyeon Jun, **Yan Jin**, Alfonsa Butera, Alessandra Mazzei, and Bryan Reber (2021). "Unintended Effects of Risk Communication: Impacts of Message Fatigue, Risk Tolerance, and Trust in Public Health Information on Psychological Reactance." *Journal of International Crisis and Risk Communication Research*, 4(3), 517-544. doi: 10.30658/jicr.4.3.3
44. Yen-I Lee, Xuerong Lu, and **Yan Jin** (2021) "Uncertainty Management in Organizational Crisis Communication: The Impact of Crisis Responsibility Uncertainty and Attribution-based Emotions on Publics' Further Crisis Information Seeking." *Journal of Communication Management*, 25(4), 437-453. doi: 10.1108/JCOM-02-2021-0018
45. Santosh Vijaykumar, **Yan Jin**, Daniel Rogerson, Xuerong Lu, Swati Sharma, Anna Maughan, Bianca Fadel, Mariella Silva de Oliveira Costa, Claudia Pagliari, and Daniel Morris (2021). "How Shades of Truth and Age Affect Responses to COVID-19 (Mis)information: Randomized Survey Experiment among WhatsApp Users in UK and Brazil." *Humanities and Social Sciences Communications*, 8, 88. doi: 10.1057/s41599-021-00752-7
46. Hyoyeon Jun and **Yan Jin** (2021). "The Conceptualization of Risk Tolerance and Scale Development for Measuring Publics' Tolerance of Individual Health Risks." *Journal of International Crisis and Risk Communication Research*, 4(1), 29-72. doi: 10.30658/jicr.4.1.2

47. **Yan Jin**, Yen-I Lee, Brooke Liu, Lucinda Austin, and Seoyeon Kim (2021). "How College Students Assess the Threat of Infectious Diseases: Implications for University Leaders and Health Communicators." *Journal of International Crisis and Risk Communication Research*, 4(1), 129-164. doi: 10.30658/jicrcr.4.1.5
48. Yuan Zhang, Yifeng Lu, **Yan Jin**, and Yubin Wang (2021). "Individualizing Mental Health Responsibilities on Sina Weibo: A Content Analysis of Depression Framing by Media Organizations and Mental Health Institutions." *Journal of Communication in Healthcare: Strategies, Media and Engagement in Global Health*, 14(2), 163-175. doi: 10.1080/17538068.2020.1858220
49. **Yan Jin**, Irina Iles, Lucinda Austin, Brooke Liu, and Gregory Hancock (2020). "The Infectious Disease Threat (IDT) Appraisal Model: How Perceptions of IDT Predictability and Controllability Predict Individuals' Responses to Risks." *International Journal of Strategic Communication*, 14(4), 246-271. doi: 10.1080/1553118X.2020.1801691
50. Sungsu Kim, **Yan Jin**, and Bryan Reber (2020). "Assessing an Organizational Crisis at the Construal Level: How Psychological Distance Impacts Publics' Crisis Responses." *Journal of Communication Management*, 24(4), 319-337. doi: 10.1108/JCOM-11-2019-0148
51. Sungsu Kim and **Yan Jin** (2020). "Organizational Threat Appraisal by Publics: The Effects of Perceived Temporal Distance on Health Crisis Outcomes." *International Journal of Communication*, 14, 4075-4095.
52. **Yan Jin**, Toni van der Meer, Yen-I Lee, and Xuerong Lu (2020). "The Effects of Corrective Communication and Employee Backup on the Effectiveness of Fighting Crisis Misinformation." *Public Relations Review*, 46(3), 101910. doi: 10.1016/j.pubrev.2020.101910. Featured by **IPR's Organizational Communication Research Center**.
53. Brooke Liu, Lucinda Austin, Yen-I Lee, **Yan Jin**, and Seoyeon Kim (2020). "Telling the Tale: The Role of Narratives in Helping People Respond to Crises." *Journal of Applied Communication Research*, 48(3), 328-349. doi: 10.1080/00909882.2020.1756377 Featured by *Communication Currents* ("Crisis Narratives during a Hypothetical Public Health Crisis", 6/11/2020), **National Communication Association**.
54. Xuerong Lu and **Yan Jin** (2020). "Information Vetting as a Key Component in Social-Mediated Crisis Communication: An Exploratory Study to Examine the Initial Conceptualization." *Public Relations Review*, 46(2), 101891. doi: 10.1016/j.pubrev.2020.101891
55. Toni van der Meer and **Yan Jin** (2020). "Seeking Formula for Misinformation Treatment in Public Health Crises: The Effects of Corrective Information Type and Source." *Health Communication*, 35(5), 560-575. doi: 10.1080/10410236.2019.1573295 Included in **National Center for Biotechnology Information's (NCBI) PubMed, U.S. National Library of Medicine**.
56. Youngji Seo, Marilyn Primovic, and **Yan Jin** (2019). "Social Media Strategies for Overcoming Stakeholder Social Media Fatigue: A Trialogue Approach." *Journal of Business Strategy* (Special Issue of Corporate Communication – Transformation of Strategy), 40(6), 40-48. doi: 10.1108/JBS-04-2019-0071
57. Yen-I Lee, Yuan Zhang, **Yan Jin**, Sungsu Kim, Ernest Martin Jr., and Joshua Smith (2019). "Opening the Minds' Eye: The Pivotal Role of Sympathy in Depression Coverage Effectiveness." *Communication Studies*, 70(5), 633-653. doi: 10.1080/10510974.2019.1650086
58. Itsaso Manias-Muñoz, **Yan Jin**, and Bryan Reber (2019). "The State of Crisis Communication Research and Education Through the Lens of Crisis Scholars: An International Delphi Study." *Public Relations Review*, 45(4), 101797. doi: 10.1016/j.pubrev.2019.101797
59. Yi-Ru Regina Chen, Alice Yang Cheng, Flora Hung-Baesecke, and **Yan Jin** (2019). "Engaging International Publics via Mobile-Enhanced CSR (mCSR): A Cross-National Study on Stakeholder Reactions to Corporate Disaster Relief Efforts." *American Behavioral Scientist*, 63(12), 1603-1623. doi: 10.1177/0002764219835258
60. **Yan Jin**, Lucinda Austin, Santosh Vijaykumar, Hyoyeun Jun, and Glen Nowak (2019). "Communicating about Infectious Disease Threats: Insights from Public Health Information Officers." *Public Relations Review*, 45(1), 167-177. doi: 10.1016/j.pubrev.2018.12.003
61. Alice Yang Cheng, Yi-Ru Regina Chen, **Yan Jin**, and Flora Hung-Baesecke (2019). "When CSR Meets Mobile SNA Users in Mainland China: An Examination of Gratifications Sought, CSR Motives, and Relational Outcomes in Natural Disasters." *International Journal of Communication*, 13, 319-341.
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19. Augustine Pang, **Yan Jin**, and Glen Cameron (2021). "Contingency Theory of Strategic Conflict Management: Explicating a 'Grand' Theory of Public Relations." *Public Relations (Handbooks of Communication Science, Vol. 27)* (Ed. C. Valentini), Mouton de Gruyter.
20. Santosh Vijaykumar, **Yan Jin**, and Samantha Vanderslot (2021). "COVID-19 Misinformation: Public Health Impacts, Challenges & Responses (DESINFORMAÇÃO SOBRE A COVID-19: IMPACTOS, DESAFIOS E RESPOSTAS PARA A SAÚDE PÚBLICA)." *Diálogos continentais sobre comunicação em saúde em tempos de pandemia*, Linha Editorial Internacional de Apoio aos Sistemas de Saúde (LEIASS), Volume 6. The National Council of Health Secretaries (Conass) and the Institute of Hygiene and Tropical Medicine of the University Nova de Lisboa (IHMT-NOVA), Brazil. [This book chapter is written in English and published in Portuguese.]

21. Bryan Reber, C. Richard Yarbrough, Glen Nowak, and **Yan Jin** (2021). "Complex and Challenging Crises: A Call for Solutions." *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice* (Eds. Y. Jin, B. H. Reber, and G. J. Nowak), Routledge.
22. **Yan Jin**, Augustine Pang, Glen T. Cameron, Sungsu Kim, and Len Pagano (2021). "Managing Complexity: Insights from the Contingency Theory of Strategic Conflict Management." *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice* (Eds. Y. Jin, B. H. Reber, and G. J. Nowak), Routledge.
23. Brooke Fisher Liu, **Yan Jin**, Lucinda Austin, Erica Kuligowski, and Camila Espina Young (2021). "The Social-Mediated Crisis Communication (SMCC) Model: Identifying the Next Frontier." *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice* (Eds. Y. Jin, B. H. Reber, and G. J. Nowak), Routledge.
24. **Yan Jin**, Matthew O'Conner, Bryan Reber, and Glen Nowak (2021). "The Future of Collaborative Crisis Research." *Advancing Crisis Communication Effectiveness: Integrating Public Relations Scholarship with Practice* (Eds. Y. Jin, B. H. Reber, and G. J. Nowak), Routledge.
25. **Yan Jin** and Lucinda Austin (2020). "Social Media and Crisis Communication". *The Handbook of Crisis Communication* (Eds. F. Frandsen and W. Johansen), Mouton de Gruyter.
26. Augustine Pang, **Yan Jin**, Sungsu Kim, and Glen Cameron (2020). "Contingency Theory: Evolution from a Public Relations Theory to a Theory of Strategic Conflict Management." *The Handbook of Crisis Communication* (Eds. F. Frandsen and W. Johansen), Mouton de Gruyter.
27. **Yan Jin**, Lucinda Austin, Jeanine Guidry, and Candace Parrish (2017). "Picture This and Take That: Strategic Crisis Visuals and Visual Social Media (VSM) in Crisis Communication." *New Media and Public Relations* (3rd edition, Ed. S. Duhé), Peter Lang Publishing Group. **Refereed**
28. Brooke Liu, Julia Fraustino, and **Yan Jin** (2017). "Back to Basics: Examining the Role of Key Demographics in Crisis Communication." *New Media and Public Relations* (3rd edition, Ed. S. Duhé), Peter Lang Publishing Group. **Refereed**
29. Julia Fraustino, Brooke Liu, and **Yan Jin** (2017). "Social Media Use During Disasters: A Research Synthesis and Roadmap." *Social Media and Crisis Communication* (Eds. L. Austin, & Y. Jin), Routledge.
30. Lucinda Austin, Julia Fraustino, **Yan Jin**, and Brooke Liu (2017). "Crisis Communication in a Changing Media Environment: A Review of the Theoretical Landscape in Crisis Communication and Research Gaps." *Social Media and Crisis Communication* (Eds. L. Austin, & Y. Jin), Routledge.
31. Lucinda Austin and **Yan Jin** (2016). "Social Media and Crisis Communication: Explicating the Social-Mediated Crisis Communication Model." *New Agendas in Communication: Strategic Communication* (Eds. Anthony Dudo and Lee Ann Kahlor), Routledge. **Refereed**
32. Jeanine Guidry, Marcus Messner, **Yan Jin**, and Vivian Medina-Messner (2015). "Watch, Listen and Respond: Mobile Pre-Crisis Monitoring on Instagram." *The Book of Employee Communications Strategies and Tactics*, PR News Press. **Refereed**
33. **Yan Jin** (2014). "Development of Future Leaders." *Public Relations Leaders as Sensemakers: A Global Study of Leadership in Public Relations and Communication Management* (Eds. B. K. Berger and J. Meng), Routledge.
34. Flora Hung-Baesecke, **Yan Jin**, and Juan Meng (2014). "Public Relations Leadership in the Chinese-Speaking Countries: Talent Development in the Dynamic, Digital Age." *Public Relations Leaders as Sensemakers: A Global Study of Leadership in Public Relations and Communication Management* (Eds. B. K. Berger and J. Meng), Routledge.
35. Marcus Messner, **Yan Jin**, Shana Meganck, Scott Quarforth, Sally Norton, and Vivian Medina-Messner (2013). "140 Characters towards a Better Health: An Exploration of the Twitter Engagement of Leading Nonprofit Communication." *Social Media and Strategic Communications* (Eds. H. N. Al-Deen and J. Benjamin). **Refereed**
36. Brooke F. Liu, **Yan Jin**, Lucinda Austin, and Melissa Janoske (2012). "The Social-Mediated Crisis Communication Model: Guidelines for Effective Crisis Management in a Changing Media Landscape." *New Media and Public Relations* (2nd Edition, Ed. S. Duhé), Peter Lang Publishing Group. **Refereed**
37. **Yan Jin**, Augustine Pang, and Glen T. Cameron (2012). "Pre-Crisis Threat Assessment: A Cognitive Appraisal Approach to Understanding of the Faces and Fabric of Threats Faced by Organizations." *Pre*

Crisis Management: Preparing for the Inevitable (Eds. B. Olaniran, D. Williams, and W. T. Coombs), Peter Lang Publishing Group.

38. Augustine Pang, **Yan Jin**, and Glen T. Cameron (2010). "Strategic Management of Communication: Insights From the Contingency Theory of Strategic Conflict Management." *The SAGE Handbook of Public Relations* (Ed. R.L. Heath), Sage Publications.
39. **Yan Jin** (2010). "Public Relations: A New Channel for Persuasion." *New Media for a New China* (Eds. J. F. Scotton and W. A. Hachten), Wiley-Blackwell.
40. **Yan Jin** and Augustine Pang (2010). "Future Directions of Crisis Communication Research: Emotions in Crisis – The Next Frontier." *The Handbook of Crisis Communication* (Eds. W. T. Coombs and S. J. Holladay), Wiley-Blackwell.
41. Augustine Pang, **Yan Jin**, and Glen T. Cameron (2010). "Contingency Theory of Strategic Conflict Management: A Decade of Theory Development, Discovery, and Dialogue." *The Handbook of Crisis Communication* (Eds. W. T. Coombs and S. J. Holladay), Wiley-Blackwell. **Refereed**
42. Glen T. Cameron, Augustine Pang, and **Yan Jin** (2007). "Contingency Theory: Strategic Management of Conflict in Public Relations." *Public Relations: From Theory to Practice* (Eds. T. Hansen-Horn and B. D. Neff), Allyn & Bacon.
43. **Yan Jin** and Glen T. Cameron (2003). "Online Activities vs. Portal Attributes: An Empirical Test of a Conceptual Model for Developing Site Brand Loyalty." *Business Research Yearbook*, Vol. X, pp. 737-742. **Refereed**
44. **Yan Jin** (1999). "Internet and Other New Media," *The Development of Advertising Media and Media Character in China* (Ed. G. Chen), Longmei Publishing Co. [This book chapter is written and published in Chinese.]

Professional Publications and Invited Articles

- W. Timothy Coombs and **Yan Jin** (2025). "The READINESS Model: Managing Crises in a More Complex World." European Association of Communication Directors (EACD) *Communication Director Magazine*, April 2025, 32-34.
- **Yan Jin**, W. Timothy Coombs, Yijing Wang, Toni van der Meer, and Brittany Shivers (2025). "READINESS: The Keystone of Crisis Management Architecture." *Corporate Communication Review*, 1(1), 17-23. doi: 10.63904/ccr.v1i1.7
- **Yan Jin**, Mike Pfarrer, James Carson, and Wenqing Zhao (2024). "Special Issue Editorial: 'Crisis Management Keystone'." *Journal of Contingencies and Crisis Management*, 32(4), e70011. doi: 10.1111/1468-5973.70011
- **Yan Jin**, James Carson, and Curt Harris (2024). "UGA: The 'Go-To Place' to Prepare Generations of Emergency Communicators." *James Magazine*.
- Augustine Pang and **Yan Jin** (2024). "Theory Advancing Practice: The Contingency Theory in the Strategic Management of Crises, Conflicts and Complex Public Relations Issues" [Special Section Introduction by Guest Editors]. *Public Relations Review*, 50(1), 102392. doi: 10.1016/j.pubrev.2023.102392
- **Yan Jin** and Wenqing Zhao (2023). "Understanding and Leading through Crises: The Contingency Theory and Beyond." *Asian Journal of Public Relations*, 6(1), 1-14. doi: 10.61115/ajpr.2023.6.1.1
- Taylor Voges, Shelley Spector, **Yan Jin** (2023). "Learning from Today's Native American and First Nation Communicators." The Arthur W. Page Center for Integrity in Public Communication.
- **Yan Jin** (2023). "How to Debunk Misinformation Attacks" [Expert interview with Dan Laufer]. *The National Business Review Online*, New Zealand.
- Taylor Voges, **Yan Jin**, and Shelley Spector (2022). "Research in Progress: How Native American Communication Professionals Address Their Roles in Society." The Arthur W. Page Center for Integrity in Public Communication.
- Seoyeon Kim, Lucinda Austin, Brooke Liu, and **Yan Jin** (2022). Literacy and Efficacy: Keys to Promote Safety Behaviors during Infectious Disease Outbreaks." Institute for Public Relations.
- **Yan Jin** (2021). Two Invited Entries (Crisis, p. 3; Healthcare Communication, p. 7) in "PR Pros See '22 as 'Year of the Employee,' Yet Heavy Workloads, DEI and Social Issues Loom." *PRNEWS* (December 2021, Issue 12, prnewsonline.com)

- **Yan Jin** (2021). Preface for *Internal Crisis Communication at the Time of the COVID-19 Pandemic: Corporate Strategies and Employee Work Experience* (by Alessandra Mazzei, Luca Quarantino, and Silvia Ravazzani), the Centre for Employee Relations and Communication (CERC) at Università IULM, Milan, Italy.
- Taylor Voges, Shelley Spector, LaShonda Eaddy, and **Yan Jin** (2021). "Writing Crisis Communication History: Insights from Health Communication Executives." The Arthur W. Page Center for Integrity in Public Communication.
- **Yan Jin** (2021). "Managing Sticky Crisis Issues in COVID-19 Pandemic and Vaccine Communication: Some Insights and Observations from the United States (Il Covid sfida la comunicazione: Il Covid sfida la comunicazione)". PANDEMIA E VACCINI: IL RUOLO DELLA COMUNICAZIONE (pp. 28-31), *The Corporate Communication Magazine*, Numero 01, Maggio 2021, Italy. [This article is written in English and published in Italian.]
- **Yan Jin**, Sung In Choi, and Audra Diers-Lawson (2021). "Special Issue Editor's Essay: Advancing Public Health Crisis and Risk Theory and Practice via Innovative and Inclusive Research on COVID-19 Communication." *Journal of International Crisis and Risk Communication Research*, 4(2), 177-192. doi: 10.30658/jicrcr.4.2.0
- Yen-I Lee, Xuerong Lu, and **Yan Jin** (2021). "What Made #MeToo Go Viral on Social Media?" The Arthur W. Page Center for Integrity in Public Communication.
- **Yan Jin** (2020). Two Invited Entries (Crisis, p. 9; Healthcare Communication, p. 11) in "DEI, Purpose, Crisis, Personalization and Technology Seen Powering Successful PR in 2021." *PRNEWS* (December 2020, Issue 12, prnewsonline.com)
- Taylor Voges, Shelley Spector, LaShonda Eaddy, and **Yan Jin** (2020). "Research in Progress: Learning through History and Experience." The Arthur W. Page Center for Integrity in Public Communication.
- Yi-Ru Regina Chen, Yang Cheng, Chun-Ju Flora Hung-Baesecke, and **Yan Jin** (2019). "How Stakeholders React to Mobile-Enhanced Corporate Disaster Relief Efforts." Behavioral Insights Research Center, Institute for Public Relations.
- Yen-I Lee, Xuerong Lu, and **Yan Jin** (2019). "Research in Progress: What Made #MeToo Go Viral on Social Media?" The Arthur W. Page Center for Integrity in Public Communication.
- Santosh Vijaykumar, **Yan Jin**, and Claudia Pagliari (2019). "Outbreak Communication Challenges when Misinformation Spreads on Social Media." *Fiocruz's RECH journal* (Brazil). doi: 10.29397/rechis.v13i1.1623
- Santosh Vijaykumar, Glen Nowak, Itai Himelboim, and **Yan Jin** (2018). "Managing Social Media Rumors and Misinformation during Outbreaks." A letter to the Editor. *American Journal of Infection Control*, 46(7), 850. doi: 10.1016/j.ajic.2018.03.014
- **Yan Jin**, Jih-H Syuan Lin, Bob Gilbreath, and Yen-I Lee (2017). "How Motivations, Consumption Emotions, and Temporal Orientations Affect Social Media Use." Digital Media Research Center, Institute for Public Relations.
- Lucinda Austin and **Yan Jin** (2017). "Rumor or Rescue? The Influence of Social Media During Hurricane Season." Digital Media Research Center, Institute for Public Relations.
- Lucinda Austin and **Yan Jin** (2016). "Keeping the Media on Side." *Continuity Magazine*, 4, 18-19.
- **Yan Jin**, Shelley Spector, Bryan Reber, Lucinda Austin, Miquel Morales, Rosanna Palencia, LaShonda Eaddy, and Camila Espina (2016). "Standing on the Shoulders of Past Communicators." The Arthur W. Page Center for Integrity in Public Communication.
- **Yan Jin** (2015). "Use Strategic Crisis Visuals to Engage Stakeholders in Corporate Crisis Communication." *Page Up News*.
- Augustine Pang and **Yan Jin** (2015). "Can't we just get along? Looking for a conflict management strategy that works? Contingency theory could hold the key..." *Communication Director* magazine.
- Lucinda Austin and **Yan Jin** (2015). "Improving Media Relationships in Times of Organizational Crisis." The Arthur W. Page Center for Integrity in Public Communication.
- Brooke Liu, Julia Fraustino, and **Yan Jin** (2015). "How Audiences Use Social Media to Navigate Crisis Information." *Communication Currents: Knowledge of Communicating Well*, 10(1), National Communication Association.

- **Yan Jin** (2014). “‘When You Are Falling...Dive.’ – A Psychological Approach to Understanding Conflicts and Crises on Social Media.” Social Science for Social Media Research Center, Institute for Public Relations.
- Lucinda Austin, Brooke Liu, and **Yan Jin** (2012). “How Audiences Use Social Media to Navigate Crisis Information.” *Communication Currents: Knowledge of Communicating Well*, 7(3), National Communication Association.
- **Yan Jin** (2010). “At the Fork of the Road: A Research Review of Public Relations in China (2003-2008).” *Media Asia*, 36(2), 63-71.
- **Yan Jin** (2010). “Under Pressure: Coping with Stress from Work-Life Conflict.” *Public Relations Tactics*.

Awarded Grant Projects

Total To Date: \$1.70M

Total Direct To Date: \$277.21K

- Principal Investigator, “Leading with GRAIL: Strategic Crisis and Risk Management Innovation for Health, Security and Resilience.” 2025 Teaming for Interdisciplinary Research (TIR) Pre-Seed Award: \$4k [direct], 2025-2026.
- Principal Investigator, “Is Readiness for Cancer Misinformation Contagious? Physician-Patient Communication and Psychological Factors Impacting Cancer Misinformation Belief.” Arthur W. Page Center for Integrity in Public Communication: \$5K [direct], 2024-2025. [Lead Investigator: Brittany Shivers]
- Co-Principal Investigator, “Ethical Integration in AI for Crisis Communication: An International Project in the U.S. and European Countries.” Arthur W. Page Center for Integrity in Public Communication: \$10K, 2024-2025. [PI: Yang Cheng]
- Co-Principal Investigator, “Social Media Influencers, Emotional Flow, and Elevation Uplift Narrative Persuasion on Mental Health Prosocial Communication: A Media Psychophysiology Approach.” Arthur W. Page Center for Integrity in Public Communication: \$5K, 2023-2024. [PI: Yen-I Lee]
- Principal Investigator, “The Power of Myth and Truth: Uncovering the History and Growing Role of Native Americans in Public Relations.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$7.04K [direct], 2022-2023.
- Co-Principal Investigator, “Combatting Infodemics through Evidence-based Misinformation Management Strategies” (75F40121C00088). Food and Drug Administration (FDA): total \$224.478K [direct \$156.222K], 2021-2024. [PI: Brooke Liu]
- External Collaborator and Advisory Member, “COVID-19 Voices in Finnish News Media in the Global Context: A Comparative Study of News Media’s Roles and Public Perceptions in Pandemic Communications across Five Countries.” Grant awarded by Helsinki Sanomat Foundation in Finland to Jyväskylä University School of Business & Economics (JSBE) at University of Jyväskylä: €150K (\$184K), 2021-2022. [PI: Chiara Valentini]
- Principal Investigator, “Ethical and Effective Multi-Agency Public Crisis Communications: Lessons Learned from Recent U.S. History and through the Lens of Practitioners Who Fought in the Trench Warfare against the COVID-19 Pandemic.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$4.5K [direct], 2020-2021.
- Principal Investigator, “What Makes Social Movement Campaigns Go Viral on Social Media? The Role of Narrative Features and Cultural Influences.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$4K [direct], 2019-2020.
- Co-Principal Investigator, “Misinformation Vulnerabilities among Elderly during Disease Outbreaks.” WhatsApp Research Awards for Social Science and Misinformation: \$49.614K, 2019-2020. [PI: Santosh Vijaykumar]
- Co-Principal Investigator, “Understanding the Social Media Engagement and Relationship Outcomes of Mobile Corporate Social Responsibility (mCSR): A Comparative Study.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$4K, 2017-2018. [PI: Alice Yang Cheng]

- Principal Investigator, “Factors Affecting Production and Spread of Crisis Information during Infectious Disease Outbreaks (IDOs): Insider Insights on the Risk Amplification through Media Spread (RAMS) Model.” Pilot funds from Owens Institute for Behavioral Research (OIBR), UGA: \$4.4K [direct], 2017.
- Co-Principal Investigator, “Misinformation in Times of Crisis.” Grant from Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands: €3,080 (\$3K), 2017. [PI: Toni G.L.A. van der Meer]
- Co-Principal Investigator, “Coping with Outbreaks: Towards an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication.” Seed grant from Hussman School of Journalism and Media Research Center, University of North Carolina-Chapel Hill: \$5K, 2017-2018. [PI: Lucinda Austin]
- Principal Investigator, “Yesterday is Tomorrow: How History Informs Ethical Crisis Communication.” Grant from Arthur W. Page Center for Integrity in Public Communications: \$10K [direct], 2016-2017.
- Principal Investigator, “Getting the Word Out about Zika: Visuals, Text, Fear, and Reassurance.” Ad hoc research fund from Department of Advertising and Public Relations, UGA: \$2K [direct], 2016.
- Co-Principal Investigator, “Crisis Information Generation and Spread: Examining the Influence of Traditional and Social Media in Ethical and Effective Crisis Response and Recovery.” Grant from Arthur W. Page Center for Integrity in Public Communication: \$3K, 2013-2014. [PI: Lucinda Austin]
- Principal Investigator, “Creating a Center for Media+Health: A Collaborative Hub for Health Communication Science and Practice.” Quest Innovation Fund, President’s Office, VCU: \$50K [direct], 2013- 2014.
- Lead Investigator, “Social Media During Disasters.” Grant from U.S. Department of Homeland Security (DHS) through the National Consortium for the Study of Terrorism and Responses to Terrorism (START), University of Maryland: \$165K, 2013-2014. [PI: Brooke Liu]
- Co-Principal Investigator, “Ethics in Business Crisis Communication: Unearthing Organizational Factors that Influences the Adoption of Ethical Stances during Crises.” C. R. Anderson Research Fund (CRARF), Association for Business Communication (ABC): \$3.354K, 2012-2014. [PI: Augustine Pang] (2016 Exemplary Work Recognition, C.R. Anderson Research Fund)
- Lead Investigator, “Cross-Cultural Study: Leadership in Public Relations.” Plank Center for Leadership in Public Relations: \$50K, 2011-2012. [PIs: Bruce Berger and Juan Meng]
- Co-Investigator, “Refining Entertainment Education for Cancer Literacy in African American Women” (1R01CA129420-01A2). National Cancer Institute, National Institutes of Health: total \$887K [direct \$18K], 2009-2011. [PI: May Kennedy]
- Principal Investigator, “Emotional Leadership as a Key Dimension of PR Leadership: A Strategic Conflict Management Perspective.” Plank Center for Leadership in Public Relations: \$7.32K [direct], 2007-2008.
- Principal Investigator, “Effects of Different Emotions on Publics' Responses in Crisis.” College of Humanities and Sciences Scholarship Enhancement Awards, VCU: \$4.34K [direct], 2007-2008.

Research Affiliations

- Affiliated Researcher, Cognitive and Health Infodemics Research Programme (CHIRP), Northumbria University, Newcastle upon Tyne, UK, 2022-present
- U.S. Project Lead, European Public Relations Education and Research Association (EUPRERA) COM-COVID Network, 2020-present
- Co-Founder, Crisis Communication Think Tank (CCTT), UGA, 2018-present
- Faculty Affiliate, Owens Institute for Behavioral Research (OIBR), UGA, 2016-present
- Associate Director, Center for Health and Risk Communication (CHRC), UGA, 2014-present
- Affiliated Researcher, National Consortium for the Study of Terrorism and Responses to Terrorism (START), University of Maryland, 2013-present
- Graduate Faculty (appointment type: temporary member/committee), University of Alabama, 2019-2025
- Affiliate Faculty, Richard T. Robertson School of Media & Culture, VCU, 2014-present
- Advisory Board Member, Center for Media+Health, VCU, 2014-2016

International Visiting Scholarships

- Visiting Fellow, School of Advertising, Marketing and Public Relations, QUT Business School, Queensland University of Technology (QUT), Brisbane, Australia, June 17-18, 2024
- Visiting Professor, Università IULM, Milan, Italy, May, 2024
- Visiting Professor, Università IULM, Milan, Italy, October 8-14, 2023
- Visiting Professor, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands, May 14-18, 2023
- Visiting Fellow, Jyväskylä University School of Business & Economics, Jyväskylä, Finland, Summer, 2022
- Visiting Scholar, Department of Psychology, Northumbria University, Newcastle upon Tyne, UK, November 4, 2019
- Visiting Fellow, Università IULM, Milan, Italy, November 6, 2018
- Visiting Professor of Communication Science, Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands, October 3-6, 2016
- Visiting Scholar, School of Journalism and Communication, The Chinese University of Hong Kong, Hong Kong, June 5, 2014

Refereed Conference Papers

[Listed below are conference papers since joining UGA.]

- Ejae Lee and **Yan Jin**. (2026, March). "Measuring Organization-Issue Dynamics: Developing a Scale for Optimal Strategic Positioning in Public Relations Practice." International Public Relations Research Conference (IPRRC), Orlando, FL.
1. Rongting Niu, Yi Zhao, Sara Castro, Victoria Grace Short, and **Yan Jin**. (2025, November). "Redefining the Spokesperson and Their Role in Public Engagement During a Time of Crisis Uncertainty: Insights from PR Executives." The 111th National Communication Association (NCA) Annual Convention, Denver, CO.
 2. Amitabh Verma, An-Sofie Claeys, and **Yan Jin**. (2025, September). "Improving Crisis Communication Through Visual Design Ideation: An Interdisciplinary Approach." The 8th International Crisis Communication Conference, Bucharest, Romania.
 3. Ejae Lee and **Yan Jin**. (2025, September). "Organizational Relationships with Sociopolitical Issues: A New Issue Management Model for Optimal Strategic Positioning." European Public Relations Education and Research Association (EUPRERA) Annual Congress, Lund, Sweden.
 4. Xuerong Lu, Wenqing Zhao, **Yan Jin**, W. Timothy Coombs, and Santosh Vijaykumar. (2025, August). "Red Alert in Authority-led Public Health Crisis Communication Efforts: The Role of Pre-existing Source Trust on the Impact of Misinformation and Corrective Appeals on Publics' Identity Threat, Reactance, and Emotional Responses." Association for Education in Journalism and Mass Communication (AEJMC) Conference, San Francisco, CA.
 5. James Odone, Qi Zheng, Rongting Niu, **Yan Jin**, and Margaret Duffy. (2025, August). "Punish or Forgive? Exploring the Mediating Role of CEO Attitudes on the Interaction of Emotional Crisis Communication and Crisis Type." AEJMC Conference, San Francisco, CA.
 6. Brittany Shivers, Grace Mains, **Yan Jin**, Yijing Wang, River Gracey, W. Timothy Coombs, and Toni van der Meer. (2025, June). "Building on the READINESS Framework: Cultural Insights from Practitioner and Scholar Experts for Practical Application in Crisis Management Industry." International Communication Association (ICA) Conference, Denver, CO.
 7. Yen-I Lee, Di Mu, Sita Ganugapati, **Yan Jin**, and Michaela Gearty. (2025, June). "Do Influencers, Emotional Appeals, and Action Strategies Drive Engagement? A Content Analysis of Mental Health Prosocial Communication on Social Media." ICA Conference, Denver, CO.
 8. Lucas Bernays Held, W. Timothy Coombs, and **Yan Jin**. (2025, March). "Crises of Passion: Ideology, Activism, Negative Partisanship and the Challenge to Public Relations." IPRRC, Orlando, FL.
- Rongting Niu, **Yan Jin**, Winni Johansen, Finn Frandsen, W. Timothy Coombs, and Augustine Pang. (2024, September). "How Emotions Shift Within and Between Arenas: A New Framework of Crisis Emotional Flow." The 10th European Communication Conference (ECC), Ljubljana, Slovenia.
 - Amitabh Verma, **Yan Jin**, and Brooke Liu. (2024, September). "Optimizing Message Efficacy and Engagement Through Visually-focused Information." The 10th ECC, Ljubljana, Slovenia.

- Ruoyu Sun, **Yan Jin**, and Wenqing Zhao. (2024, August). “A Simulation Exercise on Tackling AI-related Crisis.” AEJMC Conference, Philadelphia, PA.
- Wenqing Zhao, **Yan Jin**, Toni van der Meer, Michael Hameleers, and Xuerong Lu. (2024, June). “Beyond A Fragmented Account of Conflicts in Communication: An Integrative Framework of Informational Conflicts.” ICA Conference, Gold Coast, Australia.
- Youngji Seo and **Yan Jin**. (2024, June). “Unintended Effects of Health and Risk Communication: Uncovering Message Strategies Against Message Fatigue.” ICA Conference, Gold Coast, Australia.
- Silvia Ravazzani, **Yan Jin**, Sara Conti, Anna Rachwalski, Sonny Robinson, Alessandra Mazzei, and Bryan Reber. (2024, June). “Employee Activism for Social Change: A Challenge or an Opportunity for Strategic Communication?” ICA Preconference “Impacts of Strategic Communication in an Interconnected World”, Sydney, Australia.
- Luke William Norris, Isha Singh, Anna Rachwalski, and **Yan Jin**. (2024, April). “Optimizing the Timing of Inoculation Messages to Enhance Gen-Z Adults’ Resistance Against PMDD Podcast Misinformation.” The Kentucky Conference on Health Communication, Lexington, KY.
- Brooke Liu, **Yan Jin**, Wenqing Zhao, Andreas Schwarz, Olivia Truban, and Matthew Seeger. (2024, March). “Building the New Architecture of Crisis Management: Global Experts' Insights on Best and Worst Practices for Securing External Funding.” International Crisis and Risk Communication Conference (ICRCC), Orlando, Florida
- Wenqing Zhao, Anna Rachwalski, Maranda Berndt-Goke, and **Yan Jin**. (2024, March). “Examination of Strategies for Ethical Management of AI-triggered Organizational Threats from a Practitioner Perspective.” IPRRC, Orlando, FL.
- W. Timothy Coombs, Sungsu Kim, and **Yan Jin**. (2024, March). “Organizational Crisis Competence and Integrity Based on Confidence: Development and Delineation of an Overlooked Aspect of Crisis Communication.” IPRRC, Orlando, FL.
- Silvia Ravazzani, Carmen Maier, and **Yan Jin**. (2023, October). “Multimodal Sensemaking and Sensegiving Processes of Discursive Threat Appraisal in Environmental Crisis Communication.” The 7th International Crisis Communication Conference, Gothenburg, Sweden.
- Silvia Ravazzani, Alessandra Mazzei, Sara Cone, **Yan Jin**, Bryan Reber, and Anna Rachwalski. (2023, October). “Voices of Change from the Inside Out: Examining Employee Activism and Organizational Disruption from a Risk Management Perspective.” The 7th International Crisis Communication Conference, Gothenburg, Sweden.
- Wenqing Zhao, Xuerong Lu, **Yan Jin**, and Toni van der Meer. (2023, August). “Pushing Hands and Buttons: The Effects of Corporate Social Issue Stance Communication and Online Comment (In)Civility on Publics’ Emotional and Behavioral Responses.” AEJMC) Conference, Washington D. C.
- Xuerong Lu and **Yan Jin**. (2023, May). “There Is a Time for Everything in Organizational Corrective Communication: The Effects of Correction Placement Timing and Refutation Detail Level on Combating Crisis Misinformation.” ICA Conference, Toronto, Canada.
- Chiara Valentini, Elanor Colleoni, **Yan Jin**, and Sung In Choi. (2023, May). “Public’s Health Information Consumption During a Prolonged Pandemic: The Competing Roles of Journalists and Digital Influencers and Their Effects in Combating Message Fatigue.” ICA Conference, Toronto, Canada.
- Karen Robayo Sanchez, **Yan Jin**, and Vivian Medina-Messner. (2023, March). “How Hispanic and Latino Young Adults Respond to COVID-19 Crisis Information on Social Media: Opportunities of Overcoming Digital Inequality Threat to Public Health.” IPRRC, Orlando, FL.
- LaShonda Eaddy, Aravind Sesagiri Raamkumar, Santosh Vijaykumar, **Yan Jin**, Xuerong Lu, and Swati, Sharma. (2022, October). “The Trust Factor: Rethinking Multinational Companies’ & Health Organizations’ Impact on Public Health and Safety Crises.” The 9th ECC, Aarhus, Denmark.
- Elise Karinshak, Cameron Shook, Morgan Ford, Taylor Voges, **Yan Jin**, Bryan Reber, and Seth Arenstein. (2022, October). “Expectations versus Reality: How Crisis Statement Essentials Are Evaluated by Gen Z Stakeholders and Crisis Managers.” The 9th ECC, Aarhus, Denmark.
- Elise Karinshak and **Yan Jin**. (2022, September). “Knowing Thy Enemy and Fight the Good Fight: A Futurist Framework for Communication Management in Response to Disinformation Campaigns Driven by

Emerging AI Technologies.” EUPRERA Annual Congress, Vienna, Austria. *Journal of Communication Management Emerald Professional Impact Award*.

- Ja Kyung Seo and **Yan Jin**. (2022, August). “Mask-wearing as an Unspoken Statement of One’s Identity during the COVID-19 Pandemic.” AEJMC Conference, Detroit, MI.
- Taylor Voges, Solyee Kim, LaShonda Eaddy, Jeonghyun (Janice) Lee, Sara Ervin, **Yan Jin**, Bryan Reber, and Seth Arenstein. (2022, May). “Threat Assessments and Organization Resources for DEI and Ethics: Practitioner Insights on Sticky Crises.” ICA Conference, Paris, France.
- Taylor Voges, **Yan Jin**, LaShonda Eaddy, and Xuerong Lu. (2022, May). “Responding to Fire Ignited from Outside: Explicating “Crisis Spillover” through the Multi-Layered Lens of Organizational Crisis Communication.” ICA Conference, Paris, France.
- Ivanka Pjesivac, Leslie Klein, Wenqing Zhao, Xuerong Lu, and **Yan Jin**. (2022, May). “Factors that Impact COVID-19 Conspirational Beliefs and Health-Related Behaviors.” ICA Conference, Paris, France.
- Sung In Choi, Sungsu Kim, **Yan Jin**, Chiara Valentini, Mark Badham, Stefania Romenti, and Elanor Colleoni. (2022, May). “Trust and Cultural Factors Shaping COVID-19 Vaccination Intentions across Six Countries.” ICA Conference, Paris, France.
- LaShonda Eaddy, Santosh Vijaykumar, Xuerong Lu, **Yan Jin**, Aravind Sesagiri Raamkumar, and Swati Sharma. (2022, March). “Trust: The Shrouded Public Health Threat.” ICRCC, Orlando, FL.
- Youngji Seo, Wenqing Zhao, Sung In Choi, **Yan Jin**, Brittany Shivers, and Elise Karinshak. (2022, March). “How Emotional Appeals in Health Promotion Messages and User-generated Comments Impact COVID-19 Vaccination Intention: The Mediating Role of Psychological Reactance.” IPRRC, Orlando, FL.
- Sung In Choi, **Yan Jin**, Chiara Valentini, Mark Badham, and Sungsu Kim. (2022, March). “How Diverse Publics’ Perceptions of Health Information Channel Credibility and COVID-19 Risk Impacted Their Preventive Behavioral Intention: Insights from a U.S. National Survey.” IPRRC, Orlando, FL.
- **Yan Jin**, Silvia Ravazzani, Alessandra Mazzei, Alfonsa Butera, Bryan Reber, Youngji Seo, Hyoyeun Jun, Amisha Mehta, and Jacob Riley. (2021, September). “Naivety or Carelessness? A Study on Individuals’ Resistance to Health Risk Communication and Health Risk Prevention.” European Communication Conference (ECC). [virtual]
- Farrah Youn-Heil and **Yan Jin**. (2021, August). “A New Conceptual Model for Understanding Interracial Communication Apprehension: How Does Racial Representation in Television-Entertainment Media Impact Interracial Conversation?” AEJMC Virtual Conference.
- Taylor Voges, LaShonda Eaddy, Shelley Spector, and **Yan Jin**. (2021, August). “Effective Health Risk Communications: Lessons Learned about COVID-19 Pandemic through the Lens of Practitioners.” AEJMC Virtual Conference.
- Taylor Voges, **Yan Jin**, Xianyan Chen, and Bryan Reber. (2021, May). “Strategic Decision-Making for Public Relations: Determining the Importance of Contingency Theory Factors through a Conjoint Analysis.” Virtual ICA Conference.
- Taylor Voges, LaShonda Eaddy, Shelley Spector, and **Yan Jin**. (2021, May). “Tracing the Caring Relationships Found Within Three Virus Outbreaks: A Public Health Communications Perspective.” Virtual ICA Conference.
- Yen-I Lee, Xuerong Lu, and **Yan Jin**. (2021, May). “The Roles of Perceived Uncertainty of Crisis Responsibility and Attribution-based Crisis Emotions on Publics’ Information Seeking about an Organizational Crisis.” Virtual ICA Conference.
- Amisha Mehta, Hyoyeun Jun, Youngji Seo, **Yan Jin**, and Jacob Riley. (2021, May). “Uncovering Layers in Health Risk Communication: The Roles of Risk Tolerance, Message Fatigue, and Trust.” Virtual ICA Conference.
- Yen-I Lee, Xuerong Lu, and **Yan Jin**. (2021, May). “The Effects of Responding Strategy with Crisis Narratives on Effectiveness of Communicating Ongoing Crisis of Sexual Harassment.” Virtual ICA Conference.
- Sung In Choi, Kyu Ha Choi, and **Yan Jin**. (2021, May). “Infectious Disease Risk (IDR) Perception and Prospective Tourists’ Travel Intention to a Mega-Sport Event Host Country: The Mediating Role of Risk Information Seeking.” Virtual ICA Conference.

- Xuerong Lu, Yen-I Lee, and **Yan Jin**. (2021, March). “Understanding the Role of Crisis Narratives in the Virality of #MeToo Movement Messages: Insights from Large-scale Twitter Data.” ICRCC. [virtual conference]
- Candace Parrish, LaShonda Eaddy, and **Yan Jin** (2020, September). “Controversial Fashion and Corporate Crisis Learning: An Analysis of the Recent History of Diversity-Related Crisis Events in the Global Fashion Industry.” The Corporate Communication International (CCI) Conference on Corporate Communication, Milan, Italy. [virtual conference]
- Taylor Voges, W. Scott Guthrie, **Yan Jin**, and Bryan Reber (2020, September). “Best Practices for Corporate Communication Research Collaboration between University Research Groups and Industry Businesses and Organizations: A Structure and Function Analysis.” The CCI Conference on Corporate Communication, Milan, Italy. [virtual conference]
- **Yan Jin**, Toni van der Meer, Yen-I Lee, and Xuerong Lu. (2020, May). “The Effects of Corrective Communication and Employee Backup on the Effectiveness of Fighting Crisis Misinformation.” ICA Conference, Gold Coast, Australia. [virtual conference]
- Yen-I Lee and **Yan Jin**. (2020, May). “The Strategic Role of Visuals and Cultural Appeals in Help-Support Campaigns: Engaging Chinese Immigrants in Depression Communication on Social Media.” ICA Conference, Gold Coast, Australia. [virtual conference]
- Xuerong Lu, Yen-I Lee, **Yan Jin**, and Toni van der Meer. (2020, May). “To Vet, or Not: That Is the Process: Scale Development for Measuring Individuals’ Information Vetting.” ICA Conference, Gold Coast, Australia. [virtual conference]
- Brooke Liu, **Yan Jin**, Lucinda Austin, Erica Kuligowski, and Camila Young. (2020, March). “Advancing Crisis Communication Effectiveness: Integrating Crisis Communication and Social Media Scholarship with Practice.” ICRCC, Orlando, FL.
- Xuerong Lu and **Yan Jin**. (2020, March). “Integrating Strategy and Dosage: A New Conceptual Formula for Assessing Intended and Unintended Effects of Health Risk Communication.” ICRCC, Orlando, FL.
- LaShonda Eaddy, Lucinda Austin, Xuerong Lu, and **Yan Jin**. (2020, March). “True or False: How Parents Decide to Seek, Vet, or Share Infectious Disease Outbreak Information.” ICRCC, Orlando, FL.
- Sung In Choi, Jingyu Zhang, and **Yan Jin**. (2020, March). “The Effects of Threat Type and Gain-Loss Framing on At-Risk Publics’ Responses to Environmental Risk Communication.” IPRRC, Orlando, FL.
- **Yan Jin**, Silvia Ravazzani, Bryan Reber, Alessandra Mazzei, Jacob Riley, Hyoyeun Jun, Youngji Seo, Alfonza Butera, and Amisha Mehta. (2019, October). “Resistance to Change Is Futile? The Quest for Understanding Psychological Barriers in Health Risk Communication: Insights from a National Survey in the U.S.” The 6th International Crisis Communication Conference (Crisis6), Leeds, UK.
- Augustine Pang, **Yan Jin**, Youngji Seo, Sung In Choi, Hui-Xun Teo, Phuong D. Le, and Bryan Reber. (2019, October). “Use of Strategic Silence in Crisis Communication: Examining Publics’ Perceptions, Acceptance, and Evaluation of Organizational Reputation.” Crisis6, Leeds, UK.
- **Yan Jin**, Alessandra Mazzei, Bryan Reber, Silvia Ravazzani, Jacob Riley, Hyoyeun Jun, Youngji Seo, and Alfonza Butera. (2019, September). “The Problem of Tolerable Risks and Resistance to Change: A Conceptual Model for Overcoming Hidden Barriers for Strategic Risk.” European Public Relations Education and Research Association (EUPRERA) Congress, Zagreb, Croatia.
- Sungsu Kim, **Yan Jin**, and Bryan Reber. (2019, September). “The Effects of Psychological Distance on Publics’ Response to an Organizational Crisis: An Exploratory Approach of Construal Level.” EUPRERA Congress, Zagreb, Croatia.
- Xuerong Lu, **Yan Jin**, and Taeyeon Kim. (2019, August). “Information Vetting as a Key Component in Social-mediated Crisis Communication: An Exploratory Study.” AEJMC Conference, Toronto, Canada.
- Irina Iles, Yan Jin, Lucinda Austin, and Brooke Liu (2019, April). “Coping with Outbreaks: Toward an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication.” D.C. Health Communication Conference, Washington, DC.
- Hyoyeun Jun and **Yan Jin**. (2019, March). “Health Risk Tolerance as a Key Determinant of (Un)willingness to Behavior Change: Conceptualization and Scale Development.” ICRCC, Orlando, FL.

- Xuerong Lu, **Yan Jin**, LaShonda Eaddy, Lucinda Austin, Brooke Liu, and Toni van der Meer. (2019, March). "Crisis Information Vetting in Social-Mediated Crisis and Risk Communication: A Conceptual Framework." ICRCC, Orlando, FL.
- Lucinda Austin, Glen Cameron, Matt Harrigan, **Yan Jin**, Timothy Sellnow, and Toni van der Meer. (2019, March). "A Framework for Understanding Misinformation and Rumor: Analysis of Social Media Crises and Misinformation Characteristics." ICRCC, Orlando, FL.
- Lucinda Austin, **Yan Jin**, Brooke Liu, and Seoyeon Kim. (2018, October-November). "Understanding Public Response to Infectious Disease Threats: How Emotional Coping Drives Information Seeking and Protective Action Taking Behaviors in Public Health Crises." ECC, Lugano, Switzerland.
- Itsaso Manias Muñoz, **Yan Jin**, and Bryan Reber. (2018, October-November). "International Delphi Study on Crisis Communication Research and Education." ECC, Lugano, Switzerland.
- Lucinda Austin, Brooke Liu, Seoyeon Kim, and **Yan Jin**. (2018, August). "Exploring Differences in Crisis Literacy and Efficacy on Behavioral Responses during Infectious Disease Outbreaks." AEJMC Conference, Washington, DC.
- Sungsu Kim, **Yan Jin**, and Bryan Reber. (2018, July). "Crisis Nearby or Faraway: Exploring the Influences of Psychological Distance of Crisis." International Public Relations Research Symposium (BledCom), Bled, Slovenia.
- Lucinda Austin, Brooke Liu, **Yan Jin**, and Seoyeon Kim. (2018, July). "How Publics Respond During Infectious Disease Outbreaks: Blame and Information Seeking." BledCom, Bled, Slovenia.
- LaShonda Eaddy, Shelley Spector, Lucinda Austin, **Yan Jin**, Bryan Reber, Camila Espina, Miquel Morales, and Rosanna Plasencia. (2018, July). "Public Relations during Financial Crises: How Lessons from the Great Depression Informed Responses to the Great Recession?" International History of Public Relations Conference, Bournemouth University, Dorset, UK.
- **Yan Jin**, Lucinda Austin, Santosh Vijaykumar, Hyoyeon Jun, and Glen Nowak. (2018, May). "Communicating about Infectious Disease Threats (IDTs): Insights from Public Health Information Officers (PIOs)." ICA Conference, Prague, Czech Republic.
- **Yan Jin**, Lucinda Austin, LaShonda Eaddy, Shelley Spector, Bryan Reber, and Camila Espina. (2018, May). "How Financial Crisis History Informs Ethical Corporate Communication: Insights from Public Relations Leaders." ICA Conference, Prague, Czech Republic.
- Alice Yang Cheng, **Yan Jin**, Flora Hung-Baesecke, and Yi-Ru Regina Chen. (2018, May). "Mobile CSR Activities in Crises: An Examination of Gratifications, CSR Motives, Social Media Use on Mobile Devices, and Relationship Outcomes." ICA Conference, Prague, Czech Republic. **PR Division Best Faculty Paper**
- Lucinda Austin, **Yan Jin**, Brooke Liu, and Seoyeon Kim. (2018, May). "Coping with Outbreaks: Towards an Infectious Disease Threat (IDT) Appraisal Model for Risk Communication." ICA Conference, Prague, Czech Republic.
- Wenbo Li, Glen Nowak, **Yan Jin**, and Michael Cacciatore. (2018, May). "Media Portrayal of China's First HPV Vaccine: A Content Analysis." ICA Conference, Prague, Czech Republic.
- Brooke Liu, Lucinda Austin, and **Yan Jin**. (2018, March). "Telling the Tale: The Role of Narrative Persuasion in Helping People Respond to Crises." ICRCC, Orlando, FL.
- Sungsu Kim and **Yan Jin**. (2018, March). "The Influences of Temporal Distance toward Organizational Threat on Publics' Responses in the Context of Health Crisis." IPRRC, Orlando, FL. **The International ABERJE Award**
- Toni van der Meer and **Yan Jin** (2018, February). "Seeking Formula for Misinformation Treatment in Public Health Crises: The Effects of Corrective Information Type and Source." Etmaal van de Communicatiewetenschap, Ghent, Belgium.
- **Yan Jin**, Juan Meng, and Bruce Berger. (2017, October). "Effective Crisis Communication Leadership: Key Dimensions and Predictors Assessed by Global Communication Leaders." The 5th International Crisis Communication Conference (Crisis5), Lisbon, Portugal.
- Sungsu Kim, **Yan Jin**, Bryan Reber, Augustine Pang, and Glen T. Cameron. (2017, October). "The Publics' Response Continuum in Crisis Communication: Extending the Contingency Theory of Strategic Conflict Management." Crisis5, Lisbon, Portugal.

- **Yan Jin** and Augustine Pang. (2017, September). "Hope and Pride as Antidotes to Negative Crisis Emotions: Integrating 'Halo' in Temporal Framing in Crisis Communication." The CSR (Corporate Social Responsibility) Communication Conference, Vienna, Austria.
- Yen-I Lee and **Yan Jin**. (2017, August). "Crisis Information Seeking and Sharing (CISS): Scale Development for Measuring Publics' Communicative Behavior in Social-Mediated Public Health Crises." AEJMC Conference, Chicago, IL.
- Yuan Zhang, Yifeng Lu, **Yan Jin**, and Yubin Wang. (2017, August). "Individualizing Depression Responsibilities on Chinese Social Media: Analyzing the Weibo Framing of Three Key Players." AEJMC Conference, Chicago, IL. **International Communication Division Asian Journal of Communication Best Paper Award**
- Hanyoung Kim, Sungsu Kim, and **Yan Jin**. (2017, August). "Consideration of Future Consequences and Persuasion: The Processing of Message about Intertemporal Behaviors." AEJMC Conference, Chicago, IL.
- Juan Meng, **Yan Jin**, Yen-I Lee, and Solyee Kim. (2017, August). "Integrating Web and Social Analytics into Public Relations Research Course Design: A Longitudinal Pedagogical Research on Google Analytics Certification." AEJMC Conference, Chicago, IL. **PR Division Top Teaching Paper Award**
- **Yan Jin**, Shelley Spector, Bryan Reber, Lucinda Austin, LaShonda Eaddy, Camila Espina, Miquel Morales, and Rosanna Plasencia. (2017, June). "Treading Troubled Water: Lessons from Public Relations Practice in the Great Depression." CCI Conference on Corporate Communication, New York, NY.
- Joost W. M. Verhoeven and **Yan Jin**. (2017, June). "Organizational Conflicts and Emotions on Social Media." CCI Conference on Corporate Communication, New York, NY.
- Sungsu Kim, Ivanka Pjesivac, and **Yan Jin**. (2017, May). "Effects of Message Framing on Influenza Vaccination: Understanding the Role of Risk Disclosure, Perceived Vaccine Efficacy, and Felt Ambivalence." ICA Conference, San Diego, CA.
- **Yan Jin**, Yen-I Lee, Jeanine Guidry, Marcus Messner, Shana Meganck, and Jay Adams. (2017, March). "Coping with Zika: How Health Crisis Appraisal Predicts Intended Preventive Behavior." ICRCC, Orlando, FL.
- Wenbo Li, **Yan Jin**, and Glen Nowak. (2017, March). "News Media Portrayal of HPV Vaccine Before Its First Implementation in China: A Content Analysis." ICRCC, Orlando, FL.
- LaShonda Eaddy, John Brummette, and **Yan Jin**. (2017, March). "Repeat Crises: How Crisis History Affects Stakeholder Attributions and Coping." IPRRC, Orlando, FL.
- Augustine Pang and **Yan Jin**. (2016, October). "How Crisis Managers Define Ethical Crisis Communication Practice: A Comparative Study of Public Relations Practitioners in East and West." Association for Business Communication (ABC) International Conference, Albuquerque, NM.
- Lucinda Austin and **Yan Jin**. (2016, October). "Approaching Ethical Crisis Communication with Accuracy and Sensitivity: Exploring Common Ground and Gaps between Journalism and Public Relations." Best of *Public Relations Journal* presentation. Public Relations Society of America (PRSA) International Conference, Indianapolis, IN. **Best of Public Relations Journal Award**
- **Yan Jin**, Jeanine Guidry, Caroline Orr, Bart Wojdyski, Yen-I Lee, Jay Adams, Marcus Messner, Shana Meganck, and Kellie Carlyle. (2016, September-October). "Getting the 'Picture' Out About Zika: Effects of Framing, Image Type and Source on Emotions and Intended Preventive Behaviors." EUPRERA Congress, Groningen and Amsterdam, Netherlands.
- Jeanine Guidry, Caroline Orr, Kellie Carlyle, Marcus Messner, **Yan Jin**, and Karen Freberg. (2016, September-October). "Welcome Or Not: Comparing The #Refugees Conversation on Instagram and Pinterest." EUPRERA Congress, Groningen and Amsterdam, Netherlands.
- Itai Himelboim, Glen Nowak, Santosh Vijaykumar, and **Yan Jin**. (2016, August). "The Spread of Zika Twitter Conversation: The Role of Content Amplifiers." Centers for Disease Control and Prevention (CDC) National Conference on Health Communication, Marketing, and Media, Atlanta, GA.
- Yen-I Lee, **Yan Jin**, and Glen Nowak. (2016, August). "Inseparable Duos: The Effects of Message Framing and Presentation on College Students' Responses to Flu Vaccine Public Service Advertisements." AEJMC Conference, Minneapolis, MN.

- **Yan Jin**, Yuan Zhang, Yen-I Lee, and Yunbing Tang. (2016, June). "The Effects of News Framing and Issue Attribution on Chinese College Students' Responses to Depression Coverage." ICA Conference, Fukuoka, Japan.
- Yi-Ru Regina Chen, Alice Yang Cheng, **Yan Jin**, Flora Hung-Baesecke, and Chunxiao Li. (2016, June). "Corporate WeChat Communication in China: Examining Institutional Factors, Media Richness, Content Type, and Public Engagement." ICA Conference, Fukuoka, Japan.
- Itai Himelboim, Bryan Reber, and **Yan Jin**. (2016, April). "Informing Crisis Communication Preparation and Response through Network Analysis: Social Mediators and Mediated Content in Airlines' Twitter Networks." International Network for Social Network Analysis Meeting, Newport Beach, CA.
- **Yan Jin**, Lucinda Austin, Jeanine Guidry, and Candace Parrish. (2016, March). "Picture This and Take That: Strategic Crisis Visuals and Visual Social Media in Crisis Communication." ICRCC, Orlando, FL.
- LaShonda Eaddy and **Yan Jin**. (2016, March). "Crisis History Tells Matter: The Effects of Crisis History and Crisis Information Source on Publics' Cognitive and Affective Responses to Organizational Crisis." IPRRC, Miami, FL.
- Jeanine Guidry, Caroline Orr, Sungsu Kim, Michael Cacciatore, **Yan Jin**, and Marcus Messner. (2016, March). "Dissecting the Root of Vaccine Misinformation on Pinterest: Examining Anti-Vaccine Organizations' Conflict Strategies and Risk Communication." IPRRC, Miami, FL. **The International ABERJE Award**
- Jeanine Guidry, Sungsu Kim, **Yan Jin**, Yuan Zhang, and Caroline Orr. (2015, October-November). "Depressed on Pinterest: How Pinterest Users Respond to Pins About Depression in the Light of Social Support and Coping." American Public Health Association Conference, Chicago, IL.
- **Yan Jin** and Lucinda Austin. (2015, October). "A Cocreational Approach to Social Mediated Crisis Communication: Communicating Health Crises Strategically on Social Media." The 4th International Crisis Communication Conference (Crisis4), Helsingborg, Sweden.
- Augustine Pang and **Yan Jin**. (2015, October). "Contingency Theory of Strategic Conflict Management: From a 'Grand' Theory of Public Relations to Dominant Crisis Theory." Crisis4, Helsingborg, Sweden.
- **Yan Jin**, Augustine Pang, Glen T. Cameron, Bryan Reber, and Fritz Cropp. (2015, October). "Mapping Contingency Factors in Public Relations Practice: A Conjoint Approach to the Contingency Theory of Strategic Conflict Management." EUPRERA Congress, Oslo, Norway.
- **Yan Jin**, Yuan Zhang, Yen-I Lee, Ernest Martin, and Joshua Smith. (2015, August). "The Effects of Framing and Attribution on Individuals' Responses to Depression Coverage." AEJMC Conference, San Francisco, CA.
- Itai Himelboim, **Yan Jin**, Bryan Reber, and Patrick Grant. (2015, August). "Informing Crisis Communication Preparation and Response Through Network Analysis: An Elaboration of the Social-Mediated Crisis Communication model." AEJMC Conference, San Francisco, CA.
- Glen Nowak and **Yan Jin**. (2015, March). "When the Trouble Is Doubled: An Assessment of the Center for Disease Control and Prevention's Ebola Communication and Reputational Crisis Management." ICRCC, Orlando, FL.
- Bob Gilbreath, **Yan Jin**, and Jhih-Syuan Lin. (2015, June). "Motivations and Choices for Information Seeking and Sharing on Different Social Media Platforms: A Comparison of Pinterest, Instagram and Facebook." CCI Conference on Corporate Communication, New York, NY.
- Shana Meganck, Lauren Stewart, and **Yan Jin**. (2015, June). "Engaging Alumni Mindfully: Building Organic Connection Between Capacity, Communication Quality and Donor Relations." CCI Conference on Corporate Communication, New York, NY.
- **Yan Jin**, Julia Fraustino, and Brooke Liu. (2015, May). "The Scared, the Outraged, and the Anxious: How Crisis Emotions, Involvement, and Demographics Predict Publics' Conative Coping." ICA Conference, San Juan, PR. **PR Division Top Five Best Faculty Paper**
- Lucinda Austin and **Yan Jin**. (2015, May). "Media Professionals' Views of Ethical Social Media Engagement during Crises." The Preconference: Ethical Stakeholder Engagement: A Showcase of Projects from the Arthur W. Page Center. ICA Conference, San Juan, PR.

- Yuan Zhang, **Yan Jin**, Jeannette Porter, and Sean Stewart. (2015, May). “Framing Responsibility for Depression: How U.S. News Media Attribute Causal and Problem-Solving Responsibilities When Covering a Major Public Health Issue.” ICA Conference, San Juan, PR.
- Jeanine Guidry, Linda Haddad, **Yan Jin**, Yuan Zhang, and Jerome Niyirora. (2015, April). “Waterpipe Tweeting: How People Talk about Waterpipe Smoking and Its Risks on Twitter.” D.C. Health Communication Conference, Fairfax, VA.
- Jeanine Guidry, Yuan Zhang, **Yan Jin**, and Candace Parrish. (2015, April). “Communicating Depression on Pinterest: Portrayals of Depression and Why Public Relations Practitioners Should Care.” Southern States Communication Association Conference, Tampa, FL.
- Lucinda Austin, **Yan Jin**, and Brooke Liu. (2015, March). “Crisis Information Generation and Spread: Examining the Influence of Traditional and Social Media in Crisis Response and Recovery.” IPRRC, Miami, FL. **Boston University Award for the Top Paper About PR and the Social and Emerging Media**
- Jeanine Guidry, Marcus Messner, **Yan Jin**, Shana Meganck, and Jerome Niyirora. (2015, March). “#Ebola on Instagram: How Health Organizations Address the Health Crisis in Their Visual Social Media Engagement.” IPRRC, Miami, FL. **IPR Top Three Papers of Practical Significance Award**
- Yen-I Lee and **Yan Jin**. (2015, February). “Media Platforms, Health Interests, and Individual Factors in Predicting Health Mobile App Use: A Conceptual Framework.” The Media+Health Symposium at Virginia Commonwealth University, Richmond, VA.
- Yuan Zhang and **Yan Jin**. (2014, November). “Framing Responsibilities for Depression: How Chinese and U.S. Newspapers Attribute Causal and Problem-Solving Responsibilities When Covering a Major Public Health Threat.” National Communication Association (NCA) Conference, Chicago, IL.
- Jeanine Guidry, Yuan Zhang, and **Yan Jin**. (2014, October). “Framing Public Health Issues with Images: How Pinterest Tells Stories of Depression.” Digital Disruption to Journalism and Mass Communication Theory Conference, Brussels, Belgium.

Invited Presentations and Talks at Academic/Professional Meetings

International

- **Yan Jin** (panel discussant). “Understanding Readiness in Organizations: Mindfulness, Trustworthiness, Strategic Communication, and Societal Crises.” European Public Relations Education and Research Association (EUPRERA) Annual Congress, September 24-27, 2025, Lund, Sweden.
- **Yan Jin** (keynote speaker). “Between the Woods, the Fire, and the Water: The Ways to Sticky Crisis READINESS.” The 8th International Crisis Communication (Crisis8) Conference, September 15-17, 2025, Bucharest, Romania.
- **Yan Jin** (panelist). “GenAI Risks, Individual and Organizational Readiness.” Crisis8 Conference, September 15-17, 2025, Bucharest, Romania.
- **Yan Jin** (panelist). EUPRERA webinar on “Bridging Research and Practice” (conducted on the occasion of the launch of a new transfer journal *Corporate Communication Review*, a not-for-profit initiative, launched and funded by the Academic Society for Management and Communication in collaboration with EUPRERA, EACD, and IPR), May 28, 2025. [virtual]
- **Yan Jin** (invited speaker). “Managing Competition and Conflict in Business Communication: LEAP into READINESS.” Babes-Bolyai University, April 9, 2025. Cluj-Napoca, Romania.
- **Yan Jin** (keynote speaker). “On READINESS.” Annual kick-off, Die Deutsche Public Relations Gesellschaft e.V. (DPRG, German Public Relations Association), January 30, 2025, Leipzig, Germany.
- **Yan Jin** (panelist). ECREA Risk and Crisis Communication Section “Crisis READINESS” Panel (Chair: Yijing Wang), the 10th European Communication Conference (ECC), September 24-27, 2024. Ljubljana, Slovenia.
- **Yan Jin** (panelist). Chair’s Panel: “Understanding Readiness in Organizations: A Vital Link between Preparation and Execution in Crisis Communication” (Chair: W. Timothy Coombs). International Communication Association (ICA) Conference, June 20-24, 2024. Gold Coast, Australia.

- **Yan Jin** (invited panelist). “Crisis communication in the Age of Disruption” (Chair: Kate Delmo). ICA Preconference, “Impacts of Strategic Communication in an Interconnected World”, June 16-17, 2024. Sydney, Australia.
- **Yan Jin** (invited panelist). “Tackling Misinformation about Organizations, Politics and Health” (Organizer: An-Sofie Claeys). A seminar organized by the Division of Organizational Communication of the Netherlands-Flanders Communication Association (NeFCA) & the Department of Translation, Interpreting and Communication, Ghent University, May 17, 2024, Ghent, Belgium.
- **Yan Jin** (keynote speaker). “Crisis Communication Think Tank and the READINESS Approach to Crisis Management.” *AKKANTO ACADEMY: “A full day of cutting-edge insights in Crisis Communication and explore the newest insights in Crisis Communication with journalists, academics, and akkanto experts”*, May 16, 2024. Brussels, Belgium.
- **Yan Jin** (invited speaker). “Misinformation and Disinformation Management in Corporate Crisis Communication.” Cognitive and Health Infodemics Research Programme (CHIRP), Northumbria University, UK, March 19, 2024. [virtual]
- **Yan Jin** (invited speaker). “Crisis Management: Interdisciplinary, Interconnected, and International Research and Practice.” Department of Business, Law, Economics and Consumption, Università IULM, October 9, 2023. Milan, Italy.
- **Yan Jin** (panelist). “The Crisis Communication Think Tank (CCTT) Approach to Scholar-Practitioner Collaborative Research in Sticky Crisis Management.” In Panel “How to build academia-industry collaborations” (Chair: Yijing Wang), the 7th International Crisis Communication Conference, October 5-7, 2023. Gothenburg, Sweden.
- **Yan Jin** (panelist). “Misinformation and Disinformation.” In Panel “Macrotrends in Crises: Emerging Factors Shaping the Future of Crisis Communication” (Chair: Timothy Coombs), the 7th International Crisis Communication Conference, October 5-7, 2023. Gothenburg, Sweden.
- **Yan Jin** (co-chair and discussant). “Leading Strategic Communication through Turbulent Times: How the Contingency Theory Advances Practice in the Management of Crises, Conflicts and Complex Public Relations Issues.” Public Relations Division, ICA Conference. May 26, 2023. Toronto, Canada.
- **Yan Jin** (lead speaker). “Doing More Good with the ‘Trust’ Capital? The Role of Business in Pandemic Communication.” Pandemic Communication Seminar. May 22, 2023. Helsinki, Finland.
- **Yan Jin** (invited speaker). “Crisis Communication Think Tank International Collaboration with ASCoR.” May 16, 2023. Amsterdam, Netherlands.
- **Yan Jin** (invited speaker). “Crisis Communication” Webinar, Logeion, Netherlands. May 8, 2023. [virtual]
- **Yan Jin** (invited panelist). “The Role of Emotion in Crisis Communication and Strategic Conflict Management.” Emotions Webinar/Ethics Month, Global Alliance. February 16, 2023. [virtual]
- Taylor Voges, LaShonda Eaddy, **Yan Jin**, Xuerong Lu, and Christen Buckley. “Refining the Definition of Crisis Spillover: Reconceptualization and Insight Generation via an Expert Panel”, in Research Symposium “The Spillover Effect of Crises: Understanding When and Why Crises Spread from One Organization to Another”. Erasmus University, Rotterdam, the Netherlands. November 11, 2022. [virtual]
- **Yan Jin** (invited speaker). “Communication Management in Public Health Crisis.” Sydney Lecture Series (Organizer: M. Kent). October 28, 2022. [virtual]
- **Yan Jin** and Chiara Valentini. “Coping with Emotional Burnout and Uncertainty Fatigue: Managing Public Communication in COVID-19”, in Panel “How to Address Prolonged Crises via Ongoing Risk Communication: Multi-Country Insights from Empirical Studies on COVID-19 Pandemic Messaging and Public Responses” (Chair: C. Valentini). The 9th European Communication Conference (ECC). October 21, 2022. Aarhus, Denmark.
- Glen T. Cameron and **Yan Jin**. “Understanding and Leading through Crises: The Contingency Theory and Beyond.” Korean Academic Society of Public Relations (KASPR) Distinguished Lecture. October 6, 2022. [virtual]
- **Yan Jin**, Sung In Choi, Mark Badham, Chiara Valentini, and Sungsu Kim. “Feelings and Healings in Different Spaces and Phases: How Individuals Cope with the COVID-19 Threat Cognitively, Affectively and Conatively”, in Panel “One Global Pandemic, Many Divergent Citizens’ Responses: Public Attitudes

Toward COVID-19 Vaccination” (Chair: S. Romenti). The European Public Relations Education and Research Association (EUPRERA) Annual Congress. September 21, 2022, Vienna, Austria.

- Chiara Valentini, **Yan Jin**, Elanor Colleoni, Stefania Romenti, and Sungsu Kim. “Dramatizing COVID-19: How Exposure to Biased Content from News Media and to Other Sources Shape Individuals’ Emotional Responses to Pandemic Information”, in Panel “One Global Pandemic, Many Divergent Citizens’ Responses: Public Attitudes Toward COVID-19 Vaccination” (Chair: S. Romenti). The EUPRERA Annual Congress. September 21, 2022, Vienna, Austria.
- **Yan Jin** (invited seminar speaker). “Effects of Social-Mediated Crisis Communication & (Mis)information Management: Insights from Theory-based Experimental Studies.” Jyväskylä University School of Business & Economics (JSBE), May 16, 2022. Jyväskylä, Finland.
- **Yan Jin** (invited speaker). “Crisis (Mis)information Management: Theoretical and Practical Insights from the Perspective of Strategic Communication.” CRITICAL AI and Crisis Interrogatives (CRAI-CIS) Research Lab, Aalto University. May 11, 2022. Helsinki, Finland.
- **Yan Jin** (invited panelist). “Fighting Misinformation and Managing Conflicts in Public Crisis Communication: Lessons Learned from Recent U.S. History and Current COVID-19 Pandemic”, in Panel “Distant but connected. The communication and social aspects of COVID-19” (Chair: S. Jedrzejewski). The 8th ECC. September 8, 2021 [virtual].
- **Yan Jin** (invited panelist). “Managing the (Un)controlled Burn: Crisis Fighters’ Ongoing Battle against Pandemic-Infodemic Dual Threat”, in “How Public Relations Contributed to Fighting the Pandemic: Lessons from the Application of Crisis and Risk Communication” (Chairs: W. T. Coombs and S. J. Holladay). BledCom 2021 (the 28th International Public Relations Research Symposium). July 3, 2021 [virtual].
- **Yan Jin** (invited panel discussant). “Public Response to COVID-19 Communications from Government, Business and Media: A Cross-National Study” (Chair: C. Valentini). BledCom 2021. July 3, 2021 [virtual].
- Chiara Valentini, **Yan Jin**, Mark Badham, Sung In Choi, and Elanor Colleoni. “News Media Role in Public Knowledge of COVID-19: A Finnish, USA and Italian Comparative Study” in “Learnings from the COVID-19 Pandemic: Cross-cultural Differences in Risk and Crisis Communication Strategies” (Chairs: S. Romenti and A. Moreno). ICA Virtual Conference, May 2021.
- **Yan Jin** (keynote speaker). “‘Sticky Crisis’ Challenges: Advancing Theory and Practice in Managing Complex and Recurring Crisis Issues.” Keynote panel for #Crisis2021 series, Crisis Communication Section, European Communication Research and Education Association (ECREA), February 5, 2021. [virtual session]
- **Yan Jin** (invited panelist). “Risk and Health Communication in the Age of Social Media and the Roles of Pharma Companies and Their Employees in This Debate” at the “Informed and Protected” event. Sanofi Italia, November 6, 2018, Milan, Italy.
- **Yan Jin** and Bryan Reber. “Corporate Crisis Communication and Social Media.” Department of Journalism, University of Basque Country, October 24, 2017, Basque Country, Spain.
- **Yan Jin**. “Making Sense Sensibly and Vividly: The Strategic Role of Emotions and Visual Social Media in Crisis Communication.” Amsterdam School of Communication Research (ASCoR), University of Amsterdam, October 5, 2016, Amsterdam, Netherlands.
- **Yan Jin**. “Social-Mediated Crisis Communication and Public Emotions: Implications for CSR Communication.” Amsterdam School of Communication Research (ASCoR), University of Amsterdam, October 3, 2016, Amsterdam, Netherlands.
- **Yan Jin**. “The Role of Emotion in Crisis Communication.” *Communication Seminar Series*, School of Journalism and Communication, Chinese University of Hong Kong, June 5, 2014, Hong Kong.

Domestic

- **Yan Jin** (panelist). “Edelman Panel: How and When Organizations Should Address Mis/Disinformation: Understanding a Multifaceted Threat.” Public Relations Division, AEJMC Conference, San Francisco, CA. August 8, 2025.

- **Yan Jin** (invited speaker). "Crisis Communication: A Growth Industry and Interdisciplinary Field." The Georgia Scholastic Press Association Fall Conference, Athens, GA. October 24, 2024.
- **Yan Jin** (panelist). "'I Am Not Able to Assist with That.': AI Assistance in Risk and Crisis Communications." Research Panel, Public Relations and Communication Technology Divisions, AEJMC Conference, Pennsylvania, PA. August 11, 2024.
- **Yan Jin** (panelist). "Navigating Interdisciplinary Collaborations: Discussing Challenges and Solutions for Grants and Publishing" Panel, ComSHER Division, AEJMC, March 21, 2024. [virtual]
- **Yan Jin** (invited speaker). "Crisis Communication and AI." Arthur W. Page Center Graduate Student Lab Group, Penn State University, November 10, 2023.
- **Yan Jin** and Greg Trevor (invited speaker). "Preparing the Next Generation of Crisis Communicators." Education Communicators Boot Camp, P World Conference, Chicago, IL. October 26, 2023.
- **Yan Jin** (invited speaker). "Crisis Communication: An Interdisciplinary Field of Research and Practice." University of Georgia Honors College Lunchbox Lecture, Athens, GA. August 30, 2023.
- **Yan Jin** (invited panelist). "Cross-national, Cross-Disciplinary, and Cross-institutional Collaboration: Scholarly Network in Public Relations." Luncheon panel organized by Graduate Student Committee, Public Relations Division, AEJMC Conference, Detroit, MI. August 4, 2022.
- **Yan Jin** (invited panelist). "Meaningful Mentoring: Navigating Mentor-Mentee Relationships", virtual mentorship panel sponsored by the Plank Center. Public Relations Division, AEJMC, April 27, 2022.
- **Yan Jin** (invited panelist). "Misinformation: How Can Communication Faculty Fight Back?" Virtual panel, Public Relations Division, AEJMC, February 17, 2022.
- **Yan Jin** (invited presenter). "Crisis Misinformation and Corrective Communication: Evidence-based Insights for Effective Infodemic Management." Research Roundtable, Association for Business Communication (ABC) Annual International Conference, October 18-23, 2021. [virtual]
- **Yan Jin** (invited panelist). "PR in a Post-Pandemic World", virtual luncheon organized by Graduate Student Committee, Public Relations Division, AEJMC Virtual Conference, August 6, 2021.
- Shelley Spector, LaShonda Eaddy, Taylor Voges, and **Yan Jin**. "The Role of PR in Protecting Public Health: A History of Pandemic Communications from the 1918 Flu to the 2020 Coronavirus." Public Relations Society of America (PRSA) International Conference, Nashville, TN, October 26-29, 2020. [virtual conference]
- **Yan Jin** (invited panelist). "Communicating about and for Survival: Pre-conference Workshop for Emerging Crisis Communication Researchers." National Communication Association (NCA) Conference, Baltimore, MD, November 13, 2019.
- Shelley Spector, **Yan Jin**, and Bryan Reber (invited speakers). "Research Insights on Corporate Communications." Aflac Inc., Columbus, GA, August 23, 2019.
- **Yan Jin** (invited panelist). "Finding Your Niche." Graduate Student Career Panel, PR Division, AEJMC Conference, Toronto, Canada, August 9, 2019.
- **Yan Jin** (keynote speaker). "'Sticky Crisis' Challenges: Advancing Theory and Practice in Managing Complex and Recurring Crisis Issues." International Crisis and Risk Communication Conference (ICRCC), Orlando, FL, March 11-13, 2019.
- **Yan Jin**. "Examining Influences and Message Effects in Social-Mediated Crisis Communication." UGA Department of Sociology Fall 2018 Colloquium Series, Athens, GA, September 21, 2018.
- **Yan Jin**. "Crisis Emotions and Social-Mediated Crisis Communication." Crisis Communication Think Tank (CCTT), Athens, GA, April 19, 2018.
- **Yan Jin**, Cheryl Procter-Rogers, and Juan Meng. "Avoiding Minefields in a Crisis: A Global Perspective for PR Leaders." PRSA International Conference, Atlanta, GA, November 9-10, 2015.
- Hua Jiang, Hongmei Shen, and **Yan Jin**. "Coping Strategies for Practitioners in Management of Work-Life Conflicts." PRSA International Conference, Atlanta, GA, November 9-10, 2015.
- **Yan Jin**. "Building a Program of Research." College of Nursing, University of Florida, Gainesville, FL, November 3-4, 2014.
- **Yan Jin**. "Effective Communication in the Work Place." The HIGHER Ground Women's Leadership Development Program, Virginia Commonwealth University, Richmond, VA, May 1, 2014.

- Lucinda Austin and **Yan Jin**. "Social Media and Crisis Communication: Explicating the Social-Mediated Crisis Communication Model." New Agendas Conference, Moody College of Communication, University of Texas-Austin, Austin, TX, April 3-5, 2014.
 - Brooke Liu, Julia Fraustino, and **Yan Jin**. "Social Media Use During Disasters." National Communication Association (NCA) Conference, Washington D.C., November 21-24, 2013.
 - Marcus Messner, **Yan Jin**, Shana Meganck, Scott Quarforth, Sally Norton, and Vivian Medina-Messner. "140 Characters Towards a Better Health: An Exploration of the Twitter Engagement of Leading Nonprofit Communication." PRSA International Conference, Philadelphia, PA, October 26-29, 2013. **Public Relations Research Showcase Presentations: Top Six Articles**
 - **Yan Jin**. "Developing Future Leaders." Public Relations Leadership Summit in Honor of Betsy Plank, sponsored by The Plank Center for Leadership in Public Relations, IBM and Heyman Associates, Chicago, IL, November 1, 2012.
 - **Yan Jin**. "Publics' Emotional Responses in Crises and Conflicts." National Conference of State Legislatures staff sections, The Senate and House Clerks' Offices, Richmond, VA, October 13-15, 2011.
 - **Yan Jin**. "A Call for Identity: Public Relations' Role in China's Strategic Communication Education." Panelist for "Public Relations Education in Pan-Chinese Regions: Curriculum Evolution and Program Development." AEJMC Conference, San Francisco, CA, August, 2006.
 - **Yan Jin** and Augustine Pang. "Measuring the Emotions of Public Relations Practitioners." Keynote talk invited by PRSA Chapter in Spokane, WA, September 29, 2005.
 - Augustine Pang, **Yan Jin**, and Glen T. Cameron. "Strategic Communication in Crisis Governance: Analysis of the Chinese Government's Crisis Communication Strategies during the Severe Acute Respiratory Syndrome (SARS) Crisis." PRSA International Conference, New York, NY, October 23-26, 2004.
- Showcasing the Best of Public Relations Research**
- **Yan Jin**. "Perceived Interactivity Effects," Preconference Panel on Interactivity, American Academy of Advertising (AAA) Conference, Baton Rouge, LA, March 25-28, 2004.

Reviewer of Scholarly Publications and Research Grants

Special Issue Editor

- *International Journal of Strategic Communication*: "Innovation in ethical leadership: New frontiers of strategic management of complex issues and multi-stakeholder communications" Special Issue in partnership with the Arthur W. Page Center for Integrity in Public Communication, 2025-2026. [co-editors of special issue: Taylor Voges and Holly Overton]
- *Journal of Communication Management*: "Navigating Uncharted Waters: The Forefront of Crisis READINESS" Special Issue, 2024-2025 [co-editors of special issue: Yijing Wang, Timothy Coombs, and Toni van der Meer]
- *Journal of Contingencies and Crisis Management*: "Crisis Management Keystone" Special Issue, 2023-2024 [co-editors of the special issue: Mike Pfarrer and James Carson]
- *Public Relations Review*: "Theory Advancing Practice: The Contingency Theory in the Strategic Management of Crises, Conflicts and Complex Public Relations Issues" Special Issue, 2020-2024 [co-editor of the special issue: Augustine Pang]
- *Journal of International Crisis and Risk Communication Research*: "COVID-19 Crisis and Risk Communication" Special Issue (Volume 4, Issue 2, 2021: <https://stars.library.ucf.edu/jicrcr/vol4/iss2/>), 2020-2021

Editor, Proceedings of CCI Conference on Corporate Communication, 2016-2019

Editorial Boards

- A special issue of *Journal of Contingencies and Crisis Management* ("Challenges and Opportunities for Advancing Crisis Management Globally: Moving Beyond a Western-centric Perspective on AI, Cybersecurity and READINESS"), 2025-2026
- *Crisis and Risk Communication*, 2025-present
- *Journal of Contingencies and Crisis Management*, 2023-present

- *International Journal of Strategic Communication*, 2023-present
- *Journal of Communication Management*, 2023-present
- *Asian Journal of Communication*, 2020-present
- *International Communication Research Journal*, 2019-present
- *Public Relations Review*, 2018-present
- *Communication Research*, 2018-present
- *Journal of Public Interest Communications*, 2017-present
- *Journal of Public Relations Research*, 2009-present
- *Journal of Applied Communication Research*, 2019-2020
- *Journal of International Crisis and Risk Communication Research*, 2017-2023
- A special issue of *Computers In Human Behavior* ("Social Media and the Crisis Lifecycle"), 2014

Reviewer for Scholarly Journals

Journal of Contingencies and Crisis Management (2006-present), *Asian Journal of Communication* (2007-present), *Communication Research* (2009-present), *Journal of Public Relations Research* (2009-present), *Public Relations Review* (2009-present), *Journal of Management Education* (2011-present), *Global Media Journal* (2012-present), *Corporate Communications: An International Journal* (2012-present), *Journalism and Mass Communication Quarterly* (2013-present), *International Journal of Business Communication* (2013-present), *Mass Communication and Society* (2015-present), *International Journal of Strategic Communication* (2015-present), *Journal of Communication* (2016-present), *Journal of Business Research* (2016-present), *International Journal of Environmental Research and Public Health* (2016-present), *Chinese Journal of Communication* (2016-present), *Public Relations Journal* (2017-present), *Journal of Applied Communication Research* (2017-present), *Journal of International Crisis and Risk Communication Research* (2017-2023), *Journal of Public Interest Communications* (2017-present), *Communication Studies* (2018-present), *Health Communication* (2018-present), *Journal of Health Communication* (2018-present), *International Journal of Business Communication* (2018-present), *Journal of Communication Management* (2019-present), *Management Communication Quarterly* (2019-present), *Journal of NonProfit and Public Sector Marketing* (2020) (special issue on Crisis Communication in the Public Sector), *Negotiation and Conflict Management Research* (2020) (special issue on Negotiation and Conflict Management in Public Relations and Strategic Communication), *Journal of Risk Research* (2020-present), *Risk Analysis* (2020-present), and *International Communication Research Journal* (2020-present), *Journal of Broadcasting & Electronic Media* (2022-present), *Harvard Kennedy School (HKS) Misinformation Review* (2023-present), *Journal of Marketing Communications* (2024-present), and *Crisis and Risk Communication* (2025-2028)

Reviewer for Books, Book Proposals and Book Chapters

- Review for book chapters: Chapter review for *The Amsterdam School of Communication Research (ASCoR) 25th Anniversary Book*, 2023
- Review of *International and Intercultural Public Relations: A Campaign Case Approach*, by Michael Parkinson, Daradirek "Gee" Ekachai (Allyn & Bacon, 2005). *Journalism Studies*, 8(1), 165-167, 2007
- Review of book proposals: Rowman & Littlefield Publishing, 2019; Peter Lang Publishing, 2018; Wiley-Blackwell, 2009; Blackwell Publishing, Inc., 2006; Routledge, 2023

External Reviewer for Research Grants

- The Foundation for Economic Education, Finland, 2024, 2025
- Seed Funding Program Promoting Interdisciplinary Research, School of Emerging Technologies (SET), Towson University, 2022
- National Institute for Health Research (NIHR) Applied Research Collaboration North East and North Cumbria, UK, 2021
- Austrian Science Fund (FWF), 2021, 2022
- Decision, Risk, and Management Sciences (DRMS) Program, National Science Foundation, 2021
- Arthur W. Page Center for Integrity in Public Communication, Penn State University, 2021, 2022

- Main Referee, Swiss National Science Foundation (SNSF), Evaluation Committee of SNSF special call on coronaviruses, 2020
- The Leverhulme Trust, United Kingdom, 2019
- Research Council, University of Leuven, Belgium, 2014

External Reviewer for Encyclopedia Entry, Oxford Research Encyclopedia of Communication, 2017

TEACHING:

Instruction at the University of Georgia (UGA)

Courses Taught

- JRCM 8180: Crisis Communication and Strategic Conflict Management (Graduate)
- JRCM 8160: Special Topics: Crisis Communication and Strategic Conflict Management (Graduate)
- JRCM 8151: ADPR Theory (Graduate)
- JRCM 9010: Mass Communication Theory (Graduate)
- FYOS 1001: Strategic Health and Risk Communication (Freshman Seminar)
- ADPR 3510: Public Relations Research (Undergraduate)
- ADPR 3850H: Public Relations (Undergraduate Honors)
- ADPR 5120: Crisis Communication (Undergraduate)
- ADPR 5910: Public Relations Administration (Undergraduate)
- ADPR 5990H: ADPR Health (Undergraduate Honors)
- ADPR 5110: ADPR Health (Undergraduate)
- ADPR 5950/7950: Public Relations Campaigns (Undergraduate Capstone)
- JRCM 5080: International Mass Communication (Undergraduate Grady@Oxford Program)

Study Abroad Program

- Grady Faculty, Grady@Oxford Study Abroad Program, UGA at Oxford University Program, Oxford, United Kingdom, Summer 2016

New Course Design and Curriculum Innovation

- Graduate Certificate in Crisis, Risk, and Disaster Communication (CRDC), Grady College in Collaboration with Terry College of Business and College of Public Health, 2023-2024 [CRDC Graduate Certificate Program launched in Fall 2024]
- Crisis Communication and Strategic Conflict Management, Grady College, Spring 2024
- ADPR Health, Department of Advertising and Public Relations, Grady College, Spring 2016

Courses Taught at Other Institutions

Virginia Commonwealth University

- MASC 683: Strategic Public Relations in a Global Environment (Graduate)
- MASC 672: Strategic Public Relations Research & Evaluation (Graduate)
- MASC 439: Public Relations Campaigns (Undergraduate Capstone, Service-Learning)
- MASC 425: Public Relations Research (Undergraduate, Service-Learning)
- MASC 335: Public Relations Production (Undergraduate)
- MASC 323: Public Relations (Undergraduate)
- MASC 104: Public Relations Lab (Undergraduate)
- CMST 301: Service Seminar: Community Engagement and Youth Health (Undergraduate, Service-Learning)

University of Missouri-Columbia

- J405/J8018: Advanced Research in Strategic Communication (Graduate)
- J334/J4258 & J7258: Global Communications (Undergraduate)

Public Teaching and Invited Guest Lectures

International Public Teaching

- Leipzig University, Leipzig, Germany: “AI and Crisis Management”, Communication Management Masters Program (October 10, 2024)
- Università IULM, Milan, Italy: “Crisis READINESS”, Department of Business, Law, Economics and Consumption (October 21, 2024)
- Jyväskylä University, Jyväskylä, Finland: “Crisis Response Strategies”, Master-level Course “Crisis Communication Management”, School of Business & Economics (JSBE) (February 9, 2024)
- Università IULM, Milan, Italy: “Social-Mediated Crisis Communication in a Polarized Media Landscape”, Department of Business, Law, Economics and Consumption (October 12, 2023)
- Università IULM, Milan, Italy: “Reputation and Social Media Crises”, Department of Business, Law, Economics and Consumption (October 11, 2023)
- Università IULM, Milan, Italy: “Corporate Communication and Social Media Crises”, Department of Business, Law, Economics and Consumption (October 11, 2023)
- Università IULM, Milan, Italy: “Internal Crisis Communication and the Role of Employee Support in Managing Organizational Crises”, Department of Business, Law, Economics and Consumption (October 10, 2023)
- Jyväskylä University, Jyväskylä, Finland: “Crisis Preparedness”, Master-level Course “Crisis Communication Management”, School of Business & Economics (JSBE) (March 13, 2023)
- Jyväskylä University, Jyväskylä, Finland: “Crisis Management Effectiveness and Resilience Building in Post Crises”, Master-level Course “Crisis Communication Management”, School of Business & Economics (JSBE) (March 31, 2022)
- Ramon Llull University, Barcelona, Spain: “Stakeholder Management in Crises,” M.A. Course “Stakeholder Relations”, Blanquerna School of Communication, MA in Global Communication, Leadership and Corporate Diplomacy (January 14, 2022)
- Università IULM, Milan, Italy: “Crisis Communication”, Economics and Marketing Department (November 6, 2018)
- The Hong Kong Polytechnic University, Hong Kong: “Corporate Communication: Past and Present”, M.A. in Bilingual Corporate Communication, Department of Chinese & Bilingual Studies (February 2, 2016)
- Ramon Llull University, Barcelona, Spain: “Crisis Communication and Stakeholder Engagement,” M.A. Course “Stakeholder Relations and Communication”, Blanquerna School of Communication (December 11, 2015)

Domestic Public Teaching

- University of Maryland: Graduate “Risk & Crisis Communication” Seminar (March 13, 2025)
- Townson University: “Managing Sticky Crisis Challenges: A READINESS-based Approach”, Graduate Crisis Communication Class (October 8, 2024)
- Baylor University: “Crisis Mitigation”, Graduate Crisis Communication Class (February 19, 2024)
- University of Missouri: “The Contingency Theory of Strategic Conflict Management”, Graduate Seminar on Risk and Crisis Communication (August 30, 2023)
- University of Maryland: “Risk and Crisis” Graduate Seminar (May 4, 2023)
- Penn State University: “Crisis Communication Theory”, Doctoral Seminar (October 3, 2022)
- University of San Francisco: “Public Health Crisis Communication”, Honors College Crisis Communication Seminar (November 2, 2021)
- College of Charleston: “Crisis Communication”, Master-Level Crisis Communication Course (recorded on February 26, 2021)
- New York University: “Crisis Communication”, Specialties in PR, Public Relations & Corporate Communications Graduate Program (November 16, 2020)
- University of Central Florida: “Managing Uncertainty in Crisis Communication”, Online Undergraduate Crisis Communication Class for both Strategic Communications minor and Mass Media minor (recorded on March 11, 2020)

- Penn State University: “Crisis Communication Theories”, Public Relations Theory, Bellisario College of Communications (September 14, 2018)
- Virginia Commonwealth University: “Research on Social Mediated Crisis Communication”, Social Media Research (Honors), Richard T. Robertson School of Media and Culture (November 21, 2017)
- University of Maryland: “The Contingency Theory of Public Relations and Strategic Conflict Management”, Introduction to Public Relations (online course), Department of Communication (November 1, 2016)
- San Diego State University: “Construct Explication and Theory Building”, *Meet the Scholars* Skype series, Advanced Theory, School of Journalism & Media Studies (February 23, 2015)
- Baruch College (NYC): “Work-life Conflict and Emotional Leadership”, (September 17, 2016; September 19, 2015)

Dissertation and Thesis Committees at UGA

- Dissertation Chair: LaShonda Eaddy (completed 2017, currently Assistant Professor at Penn State University), Yen-I Lee (completed 2019, currently Assistant Professor at Washington State University), Sungsu Kim (completed 2019, currently Assistant Professor at Kookmin University, South Korea), Hyoyeun Jun (completed 2020, currently Assistant Professor at Salve Regina University), Xuerong Lu (completed 2022, currently Assistant Professor at Oregon State University), Youngji Seo (completed 2022, currently Assistant Professor at Baylor University), Taylor Voges (completed 2023, currently Analytics Director, Big Valley Marketing), Sara Ervin Smith (2020-present), Wenqing Zhao (2022-present), Rongting Niu (2023-present), Lauren Flaker (2024-present), River Gracey (2025-present), Jingyuan Kong (2025-present), GuangLun Hsing (2025-present), NaYoung Song (2025-present)
- Thesis Chair: GuangLun Hsing (completed 2024), Jingyuan Kong (completed 2025)
- Dissertation Committee Member: Brittany Shivers (2025-present), Sohyun Park (2024-present), Matthew Klein (completed 2024), Sung In Choi (completed 2024), Hanyoung Kim (completed 2022), Camila Espina Young (completed 2020)
- Thesis Committee Member: Huiying (Amy) Ni (2025-present), Jeong Hyun Lee (completed 2019), Victoria Knight (completed 2018), Wenbo Li (completed 2017), Hyoyeun Jun (completed 2016)
- Honors Thesis Advisor: Elise Karinshak (completed 2023), Nicole Cortes (2026)

Dissertation Committees at Other Institutions

University of Alabama

- Dissertation Committee Member: Jonathan Graffeo, Department of Advertising & Public Relations (completed 2023)

University of North Carolina-Chapel Hill

- Dissertation Committee Member: Jessica Shaw, Hussman School of Journalism and Media (completed 2025)
- Dissertation Committee Member: Seoyeon Kim, School of Media and Journalism (completed 2019)

Virginia Commonwealth University

- Dissertation Co-Chair: Robin Ashworth (completed 2012)
- Dissertation Committee Member: Meghan Rosatelli (completed 2011), Jaffar Alalwan (completed 2012), Adam Dean (completed 2013), Sean Stewart (completed 2014), Linda Gupta (completed 2016), Lulu De Panbehchi (2009-2014)

Advising and Mentoring at UGA

Graduate Advising

- Faculty Co-Advisor, Crisis Insights & Analytics Lab (formerly Crisis Research Group), 2018-present
- International Visiting Scholar: Itsaso Manias-Muñoz (Ph.D. Candidate, University of the Basque Country), Supervised Research Project on Crisis Communication, Spring 2017
- Ph.D. Advisees: LaShonda Eaddy, 2014-2017; Yen-I Lee, 2014-2019; Sungsu Kim, 2015-2019; Hyoyeun Jun, 2017-2020; Xuerong Lu, 2018-2022; Youngji Seo, 2018-2022; Taylor Voges, 2020-2023; Sara Ervin

Smith, 2019-present; Wenqing Zhao, 2022-present; Rongting Niu, 2023-present; Lauren Flaker, 2024-present; River Gracey, 2025-present; Jingyuan Kong, 2025-present; GuangLun Hsing, 2025-present; NaYoung Song, 2025-present

- M.A. Advisees: Ruoyu Sun, 2015-2016; Celeste Reyna, 2015-2017; Cara Anne Anderson, 2018-2019; Jun Fu, 2021-2023; Madison Abrams, 2021-2023; Rachel Deal, 2022-2023; Shivansh Anand, 2022-2023; Marye Greer, 2022-2023; GungLun Hsiang, 2022-2024; Meagan Perry, 2022; Jessica Lin, 2023-2024; Grace Mains, 2023-2024; Kyla Person, 2023-2024; Kelly Buker, 2023-present; Jingyuan Kong, 2024-2025; Sydney Barrilleaux, 2024-present; Morgan Hardy, 2025-present; Savanna Hornsby, 2025-present; Breanna Matheson, 2025-present

Undergraduate Research Mentoring

- Faculty Mentor, UGA Foundation Fellows, 2020-present
- Faculty Mentor, Honors Internship, Summer 2020
- Faculty Mentor, Yarbrough Crisis Communication Fellows, 2018-present
- Faculty Advisor, Public Relations Student Society of America Bateman Competition, 2016, 2017 and 2018
- Faculty Advisor, Case Study Competition in Corporate Communication, Arthur W. Page Society and Institute for Public Relations, 2016 and 2017
- Faculty Mentor, Creative Consultants (student-run PR agency), 2014-2017
- Mentor, Center for Undergraduate Research Opportunities (CURO) Honors Scholars Program (# of projects), Fall 2016 (1), Fall 2020 (1), Spring 2023 (1), Spring 2024 (4), Fall 2024 (1)
- Supervisor, Research Projects for Turner Program Fellows, Summer 2015

SERVICE:

Service to the University of Georgia (UGA)

- Director, Crisis, Risk, and Disaster Communication (CRDC) Graduate Certificate Program, Grady College of Journalism and Mass Communication, 2024-present
- Co-Organizer, “Young Scholars Program” UGA Crisis Communication Think Tank (CCTT) and Cox Center for International Mass Communication Training and Research, Grady College of Journalism and Mass Communication, 2024-present
- Faculty Member, UGA Truman Scholarship Campus Panel, Morehead Honors College, 2024-present
- Member, Program Review Committee, Department of Insurance, Legal Studies and Real Estate, Terry College of Business, 2024
- Member, Review Committee, Global Research Collaboration Grant program, Office of Global Engagement, 2024
- Chair, Humanities and Fine Arts CAPA Subcommittee, University Curriculum Committee, 2023-present
- Member, University Curriculum Committee, 2023-present
- Business and Corporate Communications Track Head, The Communication and Media (CAM) Fellows Program, Cox International Center, Grady College of Journalism and Mass Communication, 2022-present
- Director and Co-Founder, Crisis Communication Think Tank (CCTT), Grady College of Journalism and Mass Communication, 2018-present
- Assistant Department Head of Advertising and Public Relations, August 2017-May 2023
- Member, Bylaws Revision Committee, Grady College of Journalism and Mass Communication, 2023
- Webinar Lead (10/8/2020), “Hilton Effect: How a 100 Years Young Company Transforms Travel with Purpose,” *Driven by Purpose* virtual series, Department of Advertising and Public Relations, 2020
- Selected Member, UGA’s Award for Excellence in Teaching Selection Committee, 2022, 2023
- Selected Member, University Review Committee (Professional & Applied Studies), 2018-2021 (one of the area sub-committee chairs, 2019-2020), 2022-2025
- Member, International Visiting Scholars Committee, Department of Advertising and Public Relations, Grady College of Journalism and Mass Communication, 2017-present

- Member, UGA Foundation Incentive Scholarship Award Review Committee, Office of International Education, 2017-2019
- Faculty Affiliate, UGA Owens Institute for Behavior Research (OIBR), 2016-present
- Invited Faculty, Academic Affairs Faculty Symposium, UGA Teaching Academy, 2017
- Associate Director, Center for Health and Risk Communication, 2014-present
- Chair, Undergraduate Curriculum Committee, Grady College of Journalism and Mass Communication, 2016-2021 (Member: 2015-2021)
- Member, Graduate and Research Committee, Grady College of Journalism and Mass Communication, 2016-2022
- Member, Professional Awards Committee, Department of Advertising and Public Relations, 2014-2019

Selected Service to Virginia Commonwealth University (VCU)

- Advisory Board Member, The Robertson School of Media and Culture (2019-2021)
- VCU Faculty Fellow, ASPIRE (Academic Scholars Program in Real Environments) Program (2013-2014)
- VCU University Committee Member: Community Engagement Council (2013-2014), Career Services Council (2013-2014), Service Learning Advisory Council (2008-2014), Graduate Council (2006-2008)
- Robertson School Administrative Services: Graduate Director (2008-2010), Program Director and Advisor for Strategic Public Relations Masters Program (2008-2010), Undergraduate Public Relations Sequence Coordinator (2008-2010)
- Robertson School Committee Chair: Executive Advisory Committee (2010-2013)

Recent Service to Professional Community

Service to Professional Organizations

- International Public Relations Research Conference
 - Member, Board of Directors, 2023-present
- The Arthur W. Page Society
 - Member, Page Southeast Advisory Cabinet, 2021-present
- Centre for Employee Relations and Communication (CERC), Università IULM, Milan, Italy
 - Invited Member, Scientific Committee, 2020-present
- Amsterdam School of Communication Research (ASCoR), University of Amsterdam, Netherlands
 - Member, Dutch Science Foundation Project Advisory Board, 2025-present
- National Communication Association (NCA)
 - Invited Member, Special Taskforce on the Feasibility of a New NCA Center on Communication Excellence, 2016-2019
- Public Relations Society of America (PRSA)
 - Member, Committee on Work, Life, and Gender, 2010-2016
 - Member, National Research Committee, 2012-2014
- Association for Education in Journalism and Mass Communication (AEJMC)
 - Discussant, Scholar-to-Scholar Session: “Public Relations in the time of COVID-19: Crisis Communication and Organizational-Public Relationships”, Public Relations Division, 2021
 - Discussant, Scholar-to-Scholar Session: “Theoretical Advancements in Crisis Communication Research: Crisis Response Strategies”, Public Relations Division, 2020
 - Communications Committee Member, Public Relations Division, 2015-2018
 - Conference Paper Reviewer, 2020-present
- International Communication Association (ICA)
 - Appointed Member, Robert Heath Award Committee, Public Relations Division, 2022-present
 - Conference Session Chair: “Current Research in Crisis Communication”, Public Relations Division, 2021; “PR and COVID-19”, Public Relations Division, 2022; “Addressing Misinformation and Benefits of Information”, Public Relations Division, 2023
 - Conference Paper Reviewer, Public Relations Division, 2019-present
- Corporate Communication International (CCI)

- Member, Board of Trustees, 2019-2020
 - Advisory Board Member, 2013-2020
- Association for Business Communication (ABC)
 - Elected Member, Publications Board, 2022-present
 - Member, Research Committee, 2013-present
- The Robertson School of Media and Culture, Virginia Commonwealth University
 - Member, Advisory Board, 2019-2020
- European Public Relations Education and Research Association (EUPRERA)
 - Senior Scholar, Paper Development Workshop (PDW), 2022
 - Reviewer, EUPRERA Congress Scientific Committee, 2020-present
- European Communication Research and Education Association (ECREA)
 - Senior Scholar Respondent, PhD Workshop, ECREA 2022 Pre-conference, Crisis Communication Section and the Young Scholars Network (YECREA), 2022
 - Reviewer, Crisis Communication Division, 2022-present
- World PR Forum Research Colloquium
 - Reviewer, 2019-2020
- National Public Health Information Coalition (NPHIC)
 - Judge, Excellence in Health Communications Awards, 2015
- Center for Corporate Reputation, ESE Business School, Universidad De Los Andes, Chile
 - Member, Advisory Board, 2024-present
- The Museum of Public Relations
 - Member, Board of Directors, 2023-2025
 - Member, Board of Trustees, 2018-2022
 - Board of Advisors, 2015-2022

Professional Clients Served through Experiential Learning at UGA (2014-present)

- PR Campaigns: eBay (Spring 2017, Spring 2018), The Home Depot (Spring 2016)
- PR Research: Dekalb Medical (Fall 2016), The Home Depot (Fall 2015), The Museum of Public Relations (Spring 2015), UGA's Center for Health and Risk Communication (Fall 2014)
- ADPR Health: Publicis Health (Spring 2017), Amgen (Spring 2016)
- Crisis Communication: The State Botanical Garden of Georgia (Fall 2024); LexisNexis (Fall 2025); UGA Office of Public Safety (Spring 2026)