

Jooyoung Kim, Ph.D.

- Professor
- Executive Director, The James M. Cox Jr. Center for International Mass Communication Training and Research (Cox International Center)
- Dan Magill Georgia Athletic Association Professor
- Google Scholar: <https://scholar.google.com/citations?hl=en&user=5WHU7UYAAAAJ>

Department of Advertising & Public Relations
Grady College of Journalism & Mass Communication
University of Georgia
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EDUCATION

- Ph.D., Mass Communication
 - University of Florida, Gainesville, 2003
- M.A., Journalism, Integrated Marketing Communications
 - University of Colorado at Boulder, 2000
- B.A., Economics
 - Hongik University, Seoul, South Korea, 1996

ENDOWED PROFESSORSHIP

- Dan Magill Georgia Athletic Association Professor in Sports Communications
University of Georgia, Since 2019

ACADEMIC POSITIONS

- University of Georgia, Department of Advertising & Public Relations
 - Full Professor (Tenured), Fall 2019 – Present
 - Associate Professor (Tenured), Fall 2010 – Spring 2019
 - Assistant Professor (Tenure-track), Fall 2004 – Spring 2010
- Iowa State University, Greenlee School of Journalism and Mass Communication
 - Assistant Professor (Tenure-track), Fall 2003 – Spring 2004
- University of Florida
 - Graduate Instructor, 2001 – 2003
 - Graduate Teaching/Research Assistant, 2000 – 2003
- University of Colorado at Boulder, School of Journalism and Mass Communication
 - Graduate Teaching Assistant, 2000

ADMINISTRATIVE POSITIONS

- Executive Director, Cox International Center
James M. Cox Jr. Center for International Mass Communication Training and Research, 2022 – Present.

- Initiates and fosters international research/training collaborations; Leads the development of cross-university, inter-departmental, and industry-focused opportunities.
- Executive Director, Communication & Media (CAM) Fellows Program (<https://grady.uga.edu/cam/>), 2010 – Present.
 - Founded the program in 2010. Provides professional development programs to international professionals/scholars and groups of executives from global firms and public/government sectors.

OTHER ACADEMIC POSITIONS

- Korea Advanced Institute of Science & Technology (KAIST)
 - Visiting Professor, Moon Soul Graduate School of Future Strategy, Daejeon, South Korea, Spring 2025
- Hanyang University, Seoul, South Korea
 - International Summer School Faculty, 2012 – 2022
- Kwangwoon University, Seoul, South Korea
 - International Summer School Faculty, Summer 2007

NOTABLE SERVICES

- Editor-in-Chief, *Journal of Interactive Advertising*, 2019 – Present
- Associate Editor, *International Journal of Advertising*, 2017 – Present
- Secretary (elected position), American Academy of Advertising, 2021
- Chair, Research Committee, American Academy of Advertising, 2017

NOTABLE AWARDS

- Charles H. Sandage Award for Teaching Excellence, American Academy of Advertising, 2025
 - This career award recognizes sustained excellence in advertising teaching and mentoring.

ACADEMIC AFFILIATIONS

- Faculty Fellow, Institute for Artificial Intelligence, University of Georgia
- Affiliate Faculty, Center for Asian Studies, University of Georgia

PROFESSIONAL FIELD EXPERIENCE

- Saatchi & Saatchi, New York City, New York
 - Visiting Professor, Summer 2016, through AEF's (Advertising Educational Foundation) Visiting Professor Program
- JD Edwards, Denver, Colorado
 - Marketing Consultant (team consulting), August – December 1999
- Husqvarna North America, Charlotte, North Carolina
 - Marketing Consultant/Brand Auditor (team consulting), May – August 1999
- ShinWon Corporation. Inc. (ShinWon Group), Seoul, South Korea.
 - Accounting Associate (full-time), January 1996 – April 1997
- Military Service
 - Regimental Headquarters, ROK Army 72nd Infantry Division, 1992 – 1993

CERTIFICATION

- Data Science Certificate
 - RapidMiner Applications & Use Cases – Professional Certification

Credential ID: 2bdf75db-77ba-4006-a0e2-3f8f053f2d41, <https://rapidminer.com/>
 Received on June 3, 2020

RESEARCH & SCHOLARSHIP

Research Areas

- Connectism: How connected humans, machines, and media collectively shape ideas, decisions and behaviors
- Advertising × Branding
 - o Emotion, memory, attitude strength, ad engagement
- Digital and interactive advertising

Refereed Journal Publications

Note: Clarivate's Impact Factor (IF) and 5-year IF (5-IF); and Scopus/Scimago's CiteScore and SJR scores for a given journal are provided if available. Scores may not be up to date. To view the current metrics of each article, visit Google Scholar.

1. **Jooyoung Kim** (2026). "Advertising's Movement to the Connection Era: A New Paradigm for Understanding Connections among Brands, People, Content, and Technology." *International Journal of Advertising*, (IF=5.9), January, 1–30. doi:10.1080/02650487.2025.2611696
2. Kim, J., **Jooyoung Kim***, and Kim, J. (2025). "The Gluckschmerz Effect of Ad Sponsorship in Displeasing Sports Replays." *International Journal of Advertising*, (IF=5.9), 1–30. <https://doi.org/10.1080/02650487.2025.2546179>
* Corresponding author
3. Pfeuffer, A., Hatfield, H. R., Evans, N., and **Jooyoung Kim**. (2024). "Illegally beautiful? The Role of Trust and Persuasion Knowledge in Online Image Manipulation Disclosure Effects." *International Journal of Advertising*, (IF=5.9), 1–22. <https://doi.org/10.1080/02650487.2024.2403311>
4. Lee, Seungji, **Jooyoung Kim**, Glenna Read, and Sung-Phil Kim (2024), "The Effects of In-stream Video Advertising on Ad Memory Encoding: A Neurophysiological Study," *Journal of Advertising*. (IF=6.528), doi: <https://doi.org/10.1080/00913367.2023.2222782>
5. Joomi Lee, Dai-Yun Wu, Jih Hsuan Lin, **Jooyoung Kim**, and Sun Joo (Grace) Ahn (2023), "Using Time Travel in Virtual Reality to Increase Efficacy Perceptions of Influenza Vaccination," *Journal of Computer-Mediated Communication*. 28(3), (IF=7.432), doi: <https://doi.org/10.1093/jcmc/zmad010>
6. **Jooyoung Kim**, Kyu Hyung Lee, and Jaemin Kim (2023), "Linking Blockchain Technology and Digital Advertising: How Blockchain Technology Can Enhance Digital Advertising to Be More Effective, Efficient, and Trustworthy," *Journal of Business Research*. 160(May) (IF=10.96, CiteScore=11.2) doi: 10.1016/j.jbusres.2023.113819
7. Dwivedi, Y.K., et al. and **Jooyoung Kim*** (2023). "Metaverse Marketing: How the metaverse will shape the future of consumer research and practice," *Psychology & Marketing*. 40(4). doi:10.1002/mar.21767. * Authors made equal contributions. (IF=5.507, CiteScore=4.5, SJR=41.035)
8. Ahn, Sun Joo, **Jooyoung Kim**, and Jaemin Kim (2023). "The Future of Advertising Research in Virtual, Augmented, and Extended Realities," *International Journal of Advertising*, doi:10.1080/02650487.2022.2137316 (IF=65.888, CiteScore=7.6, SJR=1.741)
9. Ahn, Sun Joo, **Jooyoung Kim**, and Jaemin Kim (2022), "The Bifold Triadic Relationships Framework: A Theoretical Primer for Advertising Research in the Metaverse," *Journal of Advertising*, 51(5), 592-607. doi:10.1080/00913367.2022.2111729 (IF=6.528, CiteScore=8.5, SJR=2.701)
10. Dwivedi, Y.K., et al. and **Jooyoung Kim*** (2022), "Metaverse beyond the hype: Multidisciplinary perspectives on emerging challenges, opportunities, and agenda for research, practice and policy,"

- International Journal of Information Management*, 66(2022),
<https://doi.org/10.1016/j.ijinfomgt.2022.102542>. *Authors made equal contributions. (IF=18.958, CiteScore=28.8, SJR=4.584)
11. Kwon, Eun Sook, and **Kim, Jooyoung** (2022), "Exploring Brand Humanization on SNSs: Brand Personality and Its Influence on Brand Partner Quality, Brand Attitude, and Consumer Behavioral Engagement." *International Journal of Internet Marketing and Advertising*. 16(3).
<https://www.inderscienceonline.com/doi/abs/10.1504/IJIMA.2022.122239> (CiteScore=0.56, SJR=0.2)
 12. Choi, Dongwon, and **Kim, Jooyoung** (2021), "The Impacts of Skip Option and Time Display on Viewer Response to In-Stream Video Ads: The Role of Perceived Control and Reactance," *Internet Research*. <https://doi.org/10.1108/INTR-09-2020-0514> (IF=6.77, CiteScore=8.5)
 13. **Kim, Jooyoung**, Hyejin Bang, and Keith W. Campbell (2021), "Brand Awe: A Key Concept for Understanding Consumer Response to Luxury and Premium Brands," *Journal of Social Psychology*. 161(2). 245-260. (IF=1.24, 5-IF=1.62; CiteScore=1.44, SJR=0.74) DOI: 10.1080/00224545.2020.1804313
 14. Kim, Hanyoung, and **Kim, Jooyoung** (2020), "The Effect of Brand-Health Issue Fit on Fast-Food Health-Marketing Initiative," *Journal of Current Issues & Research in Advertising*. (CiteScore=1.8, SJR=0.9) DOI: 10.1080/10641734.2018.1563572
 15. **Kim, Jooyoung**, Dongwon Choi, and Hanyoung Kim (2019), "Advertising Nateness as a Function of Content and Design Congruence," *International Journal of Advertising*. (IF=2.49, 5-IF=2.48; CiteScore=2.27, SJR=1.28) DOI: 10.1080/02650487.2018.1535224
 16. Kim, Jihoon, and **Kim, Jooyoung** (2018), "Effects of Social Identity and Schadenfreude on Attitude toward Brand Sponsoring an Instant Replay Review: The Moderating Role of Rivalry and Suspense," *Journal of Consumer Behaviour*. 17(6), 542-552. (IF=1.66, 5-IF=2.27; CiteScore=1.98, SJR=0.73) DOI: 10.1002/cb.1738
 17. Bang, Hyejin, **Kim, Jooyoung**, and Dongwon Choi (2018), "Exploring the Effects of Ad-Task Relevance and Ad Salience on Ad Avoidance: The Moderating Role of Internet Use Motivation," *Computers in Human Behavior*, 89(December), 70-78. (IF=3.54, 5-IF=4.42; CiteScore=4.57, SJR=1.56) DOI: 10.1016/j.chb.2018.07.020
 18. **Kim, Jooyoung**, Eunsook Kwon, and Bongchul Kim (2018), "Personality Structure of Brands on Social Networking Sites and Its Effects on Brand Affect and Trust: Evidence of Brand Anthropomorphization," *Asian Journal of Communication*, 28(1), 93-113. (IF=0.57, 5-IF=0.80; CiteScore=0.76, SJR=0.37) DOI: 10.1080/01292986.2017.1363794
 19. **Kim, Jooyoung**, Ahn, Grace, Kwon, Eunsook, and Reid, Leonard N. (2017), "TV Advertising Engagement as a State of Immersion and Presence," *Journal of Business Research*. 76(July), 67-76. (IF=2.51, 5-IF=3.69; CiteScore=3.31, SJR=1.26) DOI: 10.1016/j.jbusres.2017.03.001
 20. Kim, Kyongseok, **Kim, Jooyoung**, and Reid, Leonard N. (2017). "Experiencing Motivational Conflict on Social Media in a Crisis Situation: The Case of the Chick-fil-A Same-Sex Marriage Controversy," *Computers in Human Behavior*, 71(June), 32-41. (IF=3.54, 5-IF=4.42; CiteScore=4.57, SJR=1.56) DOI: 10.1016/j.chb.2017.01.035
 21. Hojoon Choi, **Kim, Jooyoung**, and Bongchul Kim (2017), "Consumer Response to Advertising Endorsers' Sexual Information: Western Individualism vs. Eastern Confucian Conservatism," *Journal of Promotion Management*. (CiteScore=0.69, SJR=0.26) DOI: 10.1080/10496491.2017.1380110
 22. Kim, Bongchul, **Kim, Jooyoung***, Kim, Hana, and Choi, Myungil (2017). "Practitioners' Celebrity Endorser Selection Criteria in South Korea: An Empirical Analysis Using the Analytic Hierarchy Process," *Asian Journal of Communication*, 27(3), 285-303. (IF=0.57, 5-IF=0.80; CiteScore=0.76, SJR=0.37) * Corresponding author, DOI: 10.1080/01292986.2017.1284247

23. Kim, Kyongseok, King, Karen. W., and **Kim, Jooyoung** (2016). "Processing Contradictory Brand Information from Advertising and Social Media: An application of the multiple-motive heuristic-systematic model." *Journal of Marketing Communications*, 1-22. (CiteScore=2.09, SJR=1.07) DOI: 10.1080/13527266.2015.1129356
24. Chen, Kuan-Ju, **Kim, Jooyoung** and Lin, Jhih-Syuan (2015). "Exploring Source Effects of Facebook Posts: The Importance of Affective and Cognitive Elaborations in Attitude Formation," *Journal of Consumer Behaviour*, 14(3), 208-218. (IF=1.66, 5-IF=2.27; CiteScore=1.98, SJR=0.73) DOI: 10.1002/cb.1515
25. Kyunga Yoo, Eunsin Joo, Hojoon Choi, Leonard Reid, and **Kim, Jooyoung**. (2015). "Trends in the Use of Statistics in Major Advertising Journals over Four Decades," *International Journal of Advertising*. (IF=2.49, 5-IF=2.48; CiteScore=2.27, SJR=1.28). DOI: 10.1080/02650487.2015.1005513, **Best IJA Paper Award**.
26. **Kim, Jooyoung**, Lee, Jungwon, Jo, Samsup, Jung, Jaemin, and Kang, Jaewon. (2015). "Magazine Reading Experience and Advertising Engagement: A Uses and Gratifications Perspective," *Journalism & Mass Communication Quarterly*. 92(1), 179-198. (IF=1.71, 5-IF=2.21; CiteScore=1.95, SJR=1.48) DOI:10.1177/1077699014559914
27. **Kim, Jooyoung**, and Yoon, Hye Jin (2013), "Association Ambiguity in Brand Extension," *Journal of Advertising*, 42(4), 358-370. (IF=2.88, 5-IF=3.85; CiteScore=3.43, SJR=2.25). DOI: 10.1080/00913367.2013.803185
28. **Kim, Jooyoung**, Baek, Youngshim, and Choi, Yangho (2012), "The Structural Effects of Metaphor-Elicited Cognitive and Affective Elaboration Levels on Attitude toward the Ad," *Journal of Advertising*, 41(2), 77-96. (IF=2.88, 5-IF=3.85; CiteScore=3.43, SJR=2.25).
29. Kim, Bongchul, Lee Jinwoo, and **Kim, Jooyoung** (2012), "Developing an Assessment Model for PR Agency Selections: An Application of AHP (Analytic Hierarchy Process) Method," *Advertising Research* (in Korean), 92(1), 332-354.
30. Kim, Kyongseok, and **Kim, Jooyoung** (2011), "Third-Party Privacy Certification as an Online Point-of-Purchase Advertising Strategy: Investigation of An Initial Trust Model," *Journal of Interactive Marketing*, 25(3), 145-158. (IF=3.86, 5-IF=9.47; CiteScore=6.57, SJR=3.40).
31. **Kim, Jooyoung**, Baek, Taehyun, and Kim, Daehyun (2011), "Quality of Work and Team Spirit as Drivers of Student Peer Evaluation on Advertising Group Project Performance," *Journal of Advertising Education*, 15(2), 14-24.
32. Kim, Bongchul, **Kim, Jooyoung**, and Choi, Myung-il (2011), "The Relative Importance and Priority of Decision Elements in Celebrity Endorser Selection Process: An AHP Analysis of Advertiser and Agency Perceptions," *The Korean Journal of Advertising* (in Korean), 22(3), 7-28.
Title and Journal in Korean: 유명인 광고모델 선정요인의 상대적 중요도 및 우선순위 분석: 광고주 및 광고 제작자의 인식을 중심으로 한 AHP 분석, 광고학연구
33. **Kim, Jooyoung**, Yoon, Hye Jin, and Lee, Sun Young (2010), "Integrating Advertising and Publicity: A Theoretical Examination of the Effects of Exposure Sequence, Publicity Valence and Product Attribute Consistency," *Journal of Advertising*, 39(1), 97-113. (IF=2.88, 5-IF=3.85; CiteScore=3.43, SJR=2.25). * **Featured in a Virtual Issue of Journal of Advertising in 2017, IMC Research from 2005 to Present, Guest Editor: Gayle Kerr**
DOI: 10.2753/JOA0091-336739010
34. Sung, Yongjun and **Kim, Jooyoung** (2010), "Effects of Brand Personality on Brand Trust and Brand Affect," *Psychology & Marketing*, 27(7), 639-661. (IF=2.02, 5-IF=2.63; CiteScore=2.31, SJR=1.26). DOI: 10.1002/mar.20349
35. Baek, Tae Hyun, **Kim, Jooyoung*** and Yu, Hyunjae (2010), "The Differential Roles of Brand Credibility and Brand Prestige in Consumer Brand Choice," *Psychology & Marketing*, 27(7), 662-678.
* Corresponding author. (IF=2.02, 5-IF=2.63; CiteScore=2.31, SJR=1.26).

DOI: 10.1002/mar.20350

36. **Kim, Jooyoung, Baek, Tae Hyun*** and Martin, Hugh J. (2010), "Dimensions of News Media Brand Personality," *Journalism & Mass Communication Quarterly*, 87(1), 119-136. (IF=1.71, 5-IF=2.21; CiteScore=1.95, SJR=1.48). * Underlined author (Baek) is the leading author.
DOI: 10.1177/107769901008700
37. Kim, Bongchul, **Kim, Jooyoung**, and Choi, Myung-il (2010), "South Korean and U.S. College Students' Perception on Mid-Program TV Advertising," *Korean Journal of Broadcasting & Telecommunications Research* (in Korean), 70(1), 117-143.
Title and Journal in Korean: 한국과 미국 대학생들의 TV 중간광고에 대한 인식 비교: 광고에 대한 일반적 인식과의 관계를 중심으로, 방송통신연구
38. **Kim, Jooyoung**, Shin, Donghwan, and Kim, Bongchul (2010), Movie Preference before Watching: The Roles of Actor's Fit-in-Expertise and Actor Likeability, *Journal of Public Relations Research* (in Korean), 14(2), 5-27.
39. Sung, Yongjun, **Kim, Jooyoung** and Jung, Jong-Hyuok (2010), "The Predictive Roles of Brand Personality on Brand Trust and Brand Affect: A Study of Korean Consumers," *Journal of International Consumer Marketing*, 22(1), 5-17. (CiteScore=0.87, SJR=0.37)
40. **Kim, Jooyoung** and Sung, Yongjun (2009), "Dimensions of Purchase-Decision Involvement: Affective and Cognitive Involvement in Product and Brand," *Journal of Brand Management*, 16(8), 504-519. (IF=1.56, CiteScore=1.66, SJR=0.64)
41. **Kim, Jooyoung** and Paek, Hye-Jin (2009), "Information Processing of Genetically Modified Food Messages under Different Motives: An Adaptation of the Multiple-Motive Heuristic-Systematic Model," *Risk Analysis*, 29(12), 1793-1806. (IF=2.90, 5-IF=3.44; CiteScore=2.43, SJR=1.01).
42. **Kim, Jooyoung**, Morris, Jon D. and Swait, Joffre (2008), "Antecedents of True Brand Loyalty" *Journal of Advertising*, 37(2), 99-117. (IF=2.88, 5-IF=3.85; CiteScore=3.43, SJR=2.25).
43. Reichert, Tom, Fosu, Ignatius and **Kim, Jooyoung** (2008), "Assessing the Efficacy of Armed-Forces Recruitment Advertising: A Reasoned-Action Approach," *Journal of Promotion Management*, 13(3), 399-412. (CiteScore=0.69, SJR=0.26)
44. **Kim, Jooyoung**, and Morris, Jon D. (2007), "The Power of Affective Response and Cognitive Structure in Product-Trial Attitude Formation," *Journal of Advertising*, 36(1), 95-106. (IF=2.88, 5-IF=3.85; CiteScore=3.43, SJR=2.25).
Reproduction: **Kim, Jooyoung** (2008, September 15), "Affective Response and Cognitive Structure in Product-Trial Attitude Formation," *Sendenkaigi*, No.749.180-181.
45. Reichert, Tom, LaTour, Michael and **Kim, Jooyoung** (2007), "Assessing the Influence of Gender and Sexual Self-Schema on Affective Responses to Sexual Content in Advertising," *Journal of Current Issues and Research in Advertising*, 29(2), 63-77. (CiteScore=1.37, SJR=0.63)
46. Ko, Hanjun, Jung, Jaemin, **Kim, Jooyoung** and Shim, Sungwook (2004), "Cross-Cultural Differences in Perceived Risk of Online Shopping" *Journal of Interactive Advertising*, 4(2), 28-42.
47. **Kim, Jooyoung** (2003), "Communication Message Strategies for Brand Extensions," *Journal of Product and Brand Management*, 12(7), 462-476. (CiteScore=2.71, SJR=0.99)
48. **Kim, Jooyoung**, and Morris, Jon D. (2003), "The Effect of Advertising on the Market Value of Firms: Empirical Evidence from the Super Bowl Ads," *Journal of Targeting, Measurement, and Analysis of Marketing* (currently *Journal of Marketing Analytics*) 12(1), 53-65. (CiteScore=0.55, SJR=0.21)
49. Morris, Jon D., Woo, Chongmoo, Geason, James and **Kim, Jooyoung** (2002), "The Power of Affect: Predicting Intention," *Journal of Advertising Research*, 42(3), 7-17. (IF=2.33, 5-IF=2.71, CiteScore=1.74, SJR=0.87)

Journal Editorials

1. **Kim, Jooyoung** (2025). JIA at Twenty-Five: Mapping the Evolution and Future of Interactive Advertising. *Journal of Interactive Advertising*, 25(4), 285–290. <https://doi.org/10.1080/15252019.2025.2594392>
2. **Kim, Jooyoung** (2025). Advertising in the Age of Agentic AI: Call for Research. *Journal of Interactive Advertising*, 25(3), 215–221. <https://doi.org/10.1080/15252019.2025.2557107>
3. **Kim, Jooyoung** (2021). Advertising in the Metaverse: Research Agenda, *Journal of Interactive Advertising*, 21(3). <https://doi.org/10.1080/15252019.2021.2001273>
4. **Kim, Jooyoung** (2017). From the Editor: Native Advertising: Current Status and Research Agenda, *Journal of Interactive Advertising*, 17(2). <https://doi.org/10.1080/15252019.2017.1399704>

Books Published

1. Jooyoung Kim, et al. (2024). AI-Driven Transformation of Advertising and PR: From Planning to Ethics. ePress. In Korean: *AI 가 바꾸는 광고와 PR: 기획부터 윤리까지*, 서울: 이프레스
2. Hannah Kang, **Jooyoung Kim**, and others (2023). AI-Driven Advertising Strategies, Onsam Press. In Korean: *강한나 외 (2023), AI 기반 광고전략*, 서울: 온샘
3. **Jooyoung Kim**, et al. (2024). *AI-Driven Transformation of Advertising and PR: From Planning to Ethics*. ePress.

Book Chapters and Contributions

1. **Jooyoung Kim** (2024), “Consumer Experience Transformed by AI,” In *AI-Driven Transformation of Advertising and PR: From Planning to Ethics*. ePress
2. **Kim, Jooyoung** (2023). “Blockchain and Future Digital Advertising Ecosystem.” In *AI-Driven Advertising Strategies* (pp. 117-133). Onsam Press.
In Korean: 김주영 (2023), *블록체인과 미래 디지털 광고 생태계, AI 기반 광고전략*, 서울: 온샘
3. **Kim, Jooyoung** (2020), The Chance vs. Necessity of Advertising Exposure, *The Intellectual and Philosophical Horizons of Advertising*. Seoul: Hakjisa.
In Korean: 김주영 (2020), *광고 노출의 우연성과 필연성, 광고 지성과 철학의 지평선*, 광고지성총서 10, 서울: 학지사.
4. **Kim, Jooyoung** (2017), “How Consumers Mentally Engage with TV Ads.” In: *Advertising & IMC: Principles and Practice*, by Sandra Moriarty, Nancy Mitchell, Charles Wood, and William Wells, 11th Edition, New York, NY: Pearson, p. 356.
5. **Kim, Jooyoung** (2017), “What Is Native Advertising?” In: *Advertising & IMC: Principles and Practice*, by Sandra Moriarty, Nancy Mitchell, Charles Wood, and William Wells, 11th Edition, New York, NY: Pearson, p. 352.

Industry & Trade Publications

1. **Kim, Jooyoung** (2019), Technological Advances and Content Marketing, #3. Message Receptivity and Media Strategy, *HS Adzine*. <https://blog.hsad.co.kr/2718>

2. **Kim, Jooyoung** (2018), Technological Advances and Content Marketing, #2. Three Factors for Successful Content Marketing, *HS Adzine*.
<http://blog.hsad.co.kr/2666>
3. **Kim, Jooyoung** (2018), Technological Advances and Content Marketing, #1. Changing Trends in Media and Advertising Strategy, *HS Adzine*.
<http://blog.hsad.co.kr/2640>

Recognitions in Research

1. 2023 Highly Commended Paper (2024), Sun Joo Ahn, Jooyoung Kim, Jaemin Kim, "The future of advertising research in virtual, augmented, and extended realities," *International Journal of Advertising*. Received at the European Advertising Academy ICORIA conference 2024.
2. Best Research Award and Grant, Korea Advertising Society Sponsored by HS Ad, 2018
3. Top-read JMCQ paper (2017): Jooyoung Kim, Jungwon Lee, Samsup Jo, Jaemin Jung, and Jaewon Kang (2015), "Magazine Reading Experience and Advertising Engagement: A Uses and Gratifications Perspective," *Journalism & Mass Communication Quarterly*.
<http://info.sagepub.com/q/17TrhPGagKTOjiuIIFjYS5/wv>
4. Featured in a Virtual Issue of *Journal of Advertising* (2017), IMC Research from 2005 to Present, Guest Editor: Gayle Kerr, Article Featured: Jooyoung Kim, Hye Jin Yoon and Sun Young Lee (2010) Integrating Advertising and Publicity, *Journal of Advertising*, 39(1), 97-114.
5. Best Paper Award, *International Journal of Advertising*, 2015
Article title: "Trends in the Use of Statistics in Major Advertising Journals Over Four Decades." Co-authored with Kyunga Yoo, Hojoon Choi, Eunsin Joo, and Len Reid.
6. Best Conference Paper, 2006
Kim, Jooyoung, Morris, Jon D., and Swait, Joffre (2006). "The Six-Construct Model of True Brand Loyalty," American Academy of Advertising (AAA) Conference, Reno, NV.
7. Doctoral Dissertation Award
Kim, Jooyoung (2003), "Ambiguity-Reducing Advertising Effects in Brand Extension Evaluations," American Academy of Advertising.
8. Top Paper
Kim, Jooyoung (2001). "Emotional vs. Cognitive Purchase-Decision Involvement," Association for Education in Journalism and Mass Communication (AEJMC) Convention, Advertising Division, Washington DC.
9. Honor Societies
Kappa Tau Alpha, National Honor Society in Journalism and Mass Communication.

Fellowships

1. Summer Leadership Institute, Office of the Senior Vice President for Academic Affairs and Provost, University of Georgia, May 21-24, 2018
2. Aspire Faculty Fellow, Office of the Senior Vice President for Academic Affairs and Provost, University of Georgia, 2017 - 2018
3. Grady Faculty Fellowship, Grady College of Journalism and Mass Communication, University of Georgia, Spring 2016

Contracts & Grants

1. International programs: \$2.2M+
 - Cox Center Communication & Media (CAM) Fellows Program
 - Business & Public Communication Fellows Program
 - Corporate training contracts
 - International collaborative projects
2. Research grants: \$74,000+
 - Korea Advertising Society (2018), Best Research Award and Grant, \$600
 - Chosun University Research Grant, \$7,000
 - o "Personality Structure of Brands on Social Networking Sites and Its Effects on Brand Affect and Trust: Evidence of Brand Anthropomorphization," with Eunsook Kwon, and Bongchul Kim, 2016
 - Faculty Research Grant, \$3000
 - o Department of Advertising and Public Relations, University of Georgia
 - o "Consumer Responses Toward Cosmeceutical Advertising: Roles of Regulatory Fit and Implications for Skin Cancer Prevention," with Jih-Syuan Lin and Juran Meng, 2015
 - Chosun University Research Grant, \$7,000
 - o "Practitioners' Celebrity Endorser Selection Criteria in South Korea: An Empirical Analysis Using the Analytic Hierarchy Process," with Bongchul Kim, Hana Kim, and Myung-il Choi, 2015
 - Provost Summer Research Grant, \$5,000
 - o "Development of Advertising Engagement Measure," UGA (2014)
 - Chosun University Research Grant, \$7,000
 - o "Developing an Assessment Model for PR Agency Selections: An Application of AHP (Analytic Hierarchy Process) Method," with Bongchul Kim and Jinwoo Lee, 2012
 - Summer Research Grant, \$5,000
 - o Department of Advertising and Public Relations, Grady College, UGA (2012)
 - KOBACO (Korea Broadcast Advertising Corporation), \$25,000
 - o "Public Relations Strategies for Public Media Representative Firms under Smart-media Environment," with Bongchul Kim and Myung-il Choi (2011)
 - Faculty Support Grant, \$2,000
 - o Grady College of Journalism and Mass Communication, University of Georgia
 - o "The Effects of Advertising on Reducing Brand Extension Ambiguity" (2008)
 - University of Georgia Research Foundation Grant, \$6,025
 - o "Ambivalent Message Processing of Controversial Food Biotechnology Communications" (2005)
 - Institute of Science and Society Grant, Iowa State University, \$5,500
 - o "This is a Product from GMOs: The Impact of Risk Communication on Public Perception of Food Products Labeled as Containing Genetically Enhanced Ingredients," with Lulu Rodriguez (2003)
 - American Academy of Advertising Doctoral Dissertation Proposal Award, \$1,000
 - o "Ambiguity-Reducing Advertising Effects in Brand Extension Evaluations" (2003)

Refereed Conference Papers/Presentations

1. **Jooyoung Kim**, Jiwon Kim, Sung-Phil Kim, Minjo Choi, and Seungjie Lee (2026), "A Multimodal Biometric Examination of AIDA Model in Video Advertising Processing,"

- American Academy of Advertising (AAA) Annual Conference, Austin, Texas, March 26-29, 2026.
2. **Jooyoung Kim** (2026), "Connection Dynamics Behind the Rise of the K-Food Wave," Society for Food Marketing and Retailing (SFMR) Conference, Bryant University, Smithfield, Rhode Island, USA, February 27–28, 2026.
 3. **Jooyoung Kim**, "Advertising in the Age of Agentic AI," Fall Conference of the Korean Association of Advertising and Public Relations, Seoul, South Korea, November 15, 2025.
 4. Jaemin Kim, Jongwha Kim, and **Jooyoung Kim** (2024). "I Don't Like the Ad Sponsoring My Pain: The Gluckschmerz Effects of Instant Replay Video Review on Sponsoring Ad and Brand." American Academy of Advertising (AAA) Annual Conference, Portland, Oregon, March 14, 2024.
 5. Ahn, Sun (Grace) Joo, **Jooyoung Kim**, Jaemin Kim, Jongwha Kim (2023). The Unintended Desirability of Positive Expectancy Violations in Metaverse Advertising, GMC (Global Marketing Conference) Seoul, July 20, 2023
 6. Pfeuffer, Alexander, Hatfield, Haley, Evans, Nathaniel, and **Kim, Jooyoung** (2022). "The Role of Trust and Persuasion Knowledge in Image Retouching Disclosures on Social Media." ICORIA (International Conference on Research in Advertising), European Advertising Academy, Prague, Czech, June 23-25.
 7. Kim, Jihoon, Sun Joo (Grace) Ahn, **Jooyoung Kim** (2022). "Virtual Reality Experience in Tourism Advertising: Roles of Immersion and Advertising Engagement." American Academy of Advertising (AAA) Annual Conference, St. Petersburg, FL, March 24 - 27, 2022
 8. Uhm, Jooyoung and **Jooyoung Kim** (2022). "Sexualized Images of Female Influencers in Instagram Advertising: Do They Work?" American Academy of Advertising (AAA) Annual Conference, St. Petersburg, FL, March 24 - 27, 2022
 9. Lee, Seungji, **Kim, Jooyoung**, and Kim, Sung-Phil (2021). "The effects of commercial breaks on ad and program memory: A neurophysiological study," American Academy of Advertising (AAA), March 18-20. Virtual
 10. Choi, Dongwon and **Kim, Jooyoung** (2018). "Forced Exposure to Online Video Ads: The Role of Perceived Control and Desire for Control," American Academy of Advertising (AAA), New York, NY, March 22-25.
 11. **Kim, Jooyoung**, Choi, Dongwon, and Kim, Hanyoung (2017). "Advertising Nativeness as a Function of Content and Design Congruence," Korea Advertising Society (KAS) Global Conference, Gangneung, South Korea, November 3-4.
 12. Kim, Jihoon (Jay) and **Kim, Jooyoung** (2017). "Brand Sponsorship of Sport Officiating Technology: Effects of Social Identity and Schadenfreude on Attitude toward Sponsoring Brand," Advertising Division, AEJMC Annual conference, Chicago, IL, Aug. 9-12.
 13. Lin Jih-Syuan, **Kim, Jooyoung**, Meng, Juan, and Kim Hanyoung (2017), "Consumer Responses Toward Cosmeceutical Advertising: Roles of Regulatory Fit and Implications for Skin Cancer Prevention," American Academy of Advertising (AAA), Boston, MA, March 23-26.
 14. Kim, Hanyoung and **Kim, Jooyoung** (2017), "Roles of Brand-issue Fit on Corporate Health-promotion Campaign: A Comparison of Elaborational and Relational Advertising Strategy," American Academy of Advertising (AAA), Boston, MA, March 23-26.
 15. Kuan-Ju Chen and **Kim, Jooyoung** (2016). "Brand Anthropomorphization: An examination of the process of anthropomorphism and the anthropomorphism effects on advertising and brand outcomes," Annual Conference of the European Marketing Academy, Oslo, Norway, May 24-27.

16. **Kim, Jooyoung**, Choi, Dongwon and Kim, Hanyoung (2016). "Perceived Advertising Nativeness: Dimensions and Measurement," American Academy of Advertising (AAA), Seattle, WA, March 17-20.
17. Hahm, Jung Min and **Kim, Jooyoung** (2016). "Friends of Connection Advertising on Facebook: The Roles of Tie-Strength and Perceived Reaction Intensity," American Academy of Advertising (AAA), Seattle, WA, March 17-20.
18. **Kim, Jooyoung**, Bang, Hyejin, and Kwon, Eun Sook (2015), "Measuring Emotional Responses to Luxury and Premium Brands," American Academy of Advertising (AAA), Chicago, IL, March 26-29.
19. Bang, Hyejin, **Kim, Jooyoung**, and Park, Dooyeon (2015), "Dual Processing Model of Ad Avoidance: Ad Relevance vs. Salience," American Academy of Advertising (AAA), Chicago, IL, March 26-29.
20. **Kim, Jooyoung**, Ahn, Sun Joo (Grace) and Kwon, Eun Sook (2014), "Dimensions of Advertising Engagement," American Academy of Advertising (AAA), Atlanta, GA, March 27-30, 2014.
21. Chen, Kuan-Ju, **Kim, Jooyoung** and Lin, Jih-Syuan (2014), "Exploring Source Effects of Facebook Posts: The Importance of Affective and Cognitive Elaborations in Attitude Formation," American Academy of Advertising (AAA), Atlanta, GA, March 27-30, 2014.
22. Kim, Kyongseok, Karen W. King, and **Kim, Jooyoung** (2014), "Processing Contradictory Brand Information from Advertising and a Third-Party Source: An Application of the Multiple-Motive Heuristic-Systematic Model," American Academy of Advertising (AAA), Atlanta, GA, March 27-30, 2014.
23. **Kim, Jooyoung**, Kwon, Eun Sook and Kim, Bongchul (2013), "Dimensions of Brand Personality on Social Networking Sites: A Comparative Study of Brand Personality Structures in the U.S. and Korea," American Academy of Advertising (AAA), Honolulu, HI, May 31-June 2, 2013.
24. Kwon, Eun Sook, and **Kim, Jooyoung** (2013), "Personality Dimensions of Brands on Social Networking Sites: Evidence of Brand Humanization in Social Media," American Academy of Advertising (AAA), Albuquerque, New Mexico, April 4-7, 2013.
25. Kwon, Eun Sook, and **Kim, Jooyoung** (2012), "Humanizing Brands on Social Media An Examination of Personality Dimensions of Brands on Social Networking Sites," 2012 Global Marketing Conference, Seoul, South Korea, July 19-22.
26. **Kim, Jooyoung**, and Baek, Youngshim (2011), "The Structural Effects of Metaphor-Elicited Affective and Cognitive Elaborations on Attitude toward the Ad," American Academy of Advertising (AAA), Mesa, Arizona, April 7-10, 2011.
27. Choi, Hojoon, **Kim, Jooyoung**, and Kim, Bong-chul (2011), "Celebrity Endorser's Sexual Information and Consumer Responses: A Comparison of Western Individualism of the U.S. vs. Confucian Conservatism of Korea," American Academy of Advertising (AAA), Mesa, Arizona, April 7-10, 2011.
28. **Kim, Jooyoung**, Yoon, Hye Jin and Choi, Yong Joo (2010), "Association Ambiguity Analysis for Developing Brand Extension Marketing Strategies," Presented at the 2010 American Academy of Advertising (AAA) Conference, Minneapolis, Minnesota, March 18-21, 2010.
29. Kim, Kyongseok, and **Kim, Jooyoung** (2010), "Third-Party Privacy Certification as an Online Point-of-Purchase Advertising Strategy: Investigation of an Initial Trust Model," Presented at the 2010 American Academy of Advertising (AAA) Conference, Minneapolis, Minnesota, March 18-21, 2010.
30. Baek, Tae Hyun, **Kim, Jooyoung** and Martin, Hugh J. (2009), "Dimensions of News Media Brand Personality," Presented at the Media Management and Economics Division of the

- Association for Education in Journalism and Mass Communication (AEJMC), Boston, MA, August 5-8, 2009.
31. **Kim, Jooyoung**, Baek, Tae Hyun and Kim, Daehyun (2009), "Quality of Work and Team Spirit as Drivers of Student Peer Evaluation on Advertising Group Project Performance," Paper Accepted for Presentation to the Advertising Division of the Association for Education in Journalism and Mass Communication (AEJMC), Boston, MA, August 5-8, 2009.
 32. **Kim, Jooyoung** (2009), "Examining the Effects of Advertising and Publicity Integration," Presented to the Korean Society for Journalism & Communication Studies (KSJCS), Seoul, South Korea, June 5, 2009.
 33. Baek, Tae Hyun, **Kim, Jooyoung** and Yu, Hyunjae (2008), "Examining the Dual Effects of Brand Credibility and Brand Prestige on Purchase Intention," Presented at the 2008 American Academy of Advertising (AAA) Conference, San Mateo, California, March 27-30, 2008.
 34. **Kim, Jooyoung**, Yoon, Hye Jin and Lee, Sun Young (2008). "Integrating Advertising and Publicity: The Effects of Exposure Sequence, Publicity Valence and Product Attribute Consistency." Presented at the 2008 American Academy of Advertising (AAA) Conference, San Mateo, California, March 27-30, 2008.
 35. **Kim, Jooyoung** and Paek, Hye-Jin (2008), How People Process Divisive Media Messages: Testing the Multiple-Motive Heuristic-Systematic Model, Presented at the 2008 ICA Conference, Montreal, Canada, 22-26 May 2008.
 36. Sung, Yongjun and **Kim, Jooyoung** (2007), "Consequence of Brand Personality: Associative Linkages of Brand Personality on Brand Trust, Affect, and Loyalty," Presented at the 2007 American Academy of Advertising (AAA) Conference, Burlington, Vermont, April 12-15, 2007.
 37. Yu, Hyunjae and **Kim, Jooyoung** (2007), "Moderating Role of Social Comparison in Predicting Body-Esteem's Influence on Consumer Attitude toward Diet Product Advertising: An Empirical Analysis of Korean Consumers," Presented at the 2007 American Academy of Advertising (AAA) Asia-Pacific Conference, Seoul, South Korea, May 31-June 2, 2007.
 38. Choi, Jongsuk, Yoon, Hyejin, Kim, Hana and **Kim, Jooyoung** (2007), "Publication Productivity and Topic Trends of Asian Countries in Advertising Research," Presented at the 2007 American Academy of Advertising (AAA) Asia-Pacific Conference, Seoul, South Korea, May 31-June 2, 2007.
 39. Lee, Jungwon and **Kim, Jooyoung** (2007), "The Role of Magazine Reader Experience in Advertising Processing Efficacy," Presented at the 2007 American Academy of Advertising (AAA) Asia-Pacific Conference, Seoul, South Korea, May 31-June 2, 2007.
 40. Sung, Yongjun and **Kim, Jooyoung** (2007), "Consequences of Brand Personality on Consumer Behavior," Presented at the 2007 American Academy of Advertising (AAA) Asia-Pacific Conference, Seoul, South Korea, May 31-June 2, 2007.
 41. Choi, Jongsuk, Yoon, Hyejin, Kim, Hana and **Kim, Jooyoung** (2006), "Publication Productivity and Topic Trends in Advertising Research: 1996 through 2005," Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Convention, Aug. 2-5, San Francisco, CA.
 42. **Kim, Jooyoung**, Morris, Jon D. and Swait, Joffre (2006). "The Six-Construct Model of True Brand Loyalty,"* Presented at the 2006 American Academy of Advertising (AAA) Conference, March 30 - April 2, Reno, NV. * **Best Conference Paper Award**
 43. **Kim, Jooyoung**, Morris, Jon D. and Sung, Yongjun (2006). "Measuring and Mapping Four Dimensions of Purchase-Decision Involvement," Presented at the 2006 American Academy of Advertising (AAA) Conference, March 30 - April 2, Reno, NV.

44. Reichert, Tom, Fosu, Ignatius and **Kim, Jooyoung** (2006). "Assessing the Efficacy of Armed-Forces Recruitment Advertising: A Reasoned-Action Approach," Presented at the International Conference on Research in Advertising (ICORIA), European Advertising Academy, June 30 – July 1, University of Bath, UK.
45. **Kim, Jooyoung** (2003). "The Roles of Affect and Cognition in Product-Trial Attitude Formation: Structural Equation Modeling Approach," Presented at the 2003 American Academy of Advertising (AAA) Conference, March 27-30, Denver-Boulder, CO.
46. **Kim, Jooyoung** and Shim, Sungwook (2002). "The Roles of Emotion and Cognition in Attitude Formation from a Product Trial Under Different Purchase Decision Involvement Conditions," Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 7 - 10, Miami, FL.
47. Ko, Hanjun, Jung, Jaemin, **Kim, Jooyoung** and Shim, Sungwook (2002). "Cross-Cultural Differences in Perceived Risk of Online Shopping," Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 7 - 10, Miami, FL.
48. **Kim, Jooyoung** (2002). "Stock Price Reactions to Advertising: Empirical Evidence from the Super Bowl Ads," Presented at the 2002 American Academy of Advertising (AAA) Conference, March 21-24, Jacksonville, FL.
49. **Kim, Jooyoung** (2001). "Emotional vs. Cognitive Purchase-Decision Involvement," **Top Student Paper**, Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 5 - 8, Washington DC.
50. Morris, Jon D., **Kim, Jooyoung** and Woo, Chongmoo (2001). "Reliably Transferring a Global Measure to the Internet," Presented at the 2001 American Academy of Advertising (AAA) Asia-Pacific Conference, May 29 - June 1, Tokyo, Japan.
51. **Kim, Jooyoung** (2000). "Effective Communication of Brand Extensions," Presented at the Association for Education in Journalism and Mass Communication (AEJMC) Convention, August 9 - 12, Phoenix, AZ.

Conference Activities

- **Meet the Editors** as Editor-in-Chief of *Journal of Interactive Advertising*
 - American Academy of Advertising (AAA)
 - Every year since 2019
 - ICORIA, EAA (European Advertising Academy)
 - June 27, 2026, Barcelona, Spain
 - June 27, 2025, Rotterdam, the Netherlands
 - June 29, 2024, Thessaloniki, Greece
 - July 1, 2023, Bordeaux, France
 - June 25, 2022, Prague, Czech Republic
 - June 26, 2021, Bordeaux, France (Virtual)
 - Korea Advertising Society Global Colloquium
 - July 6, 2022, Sokcho, South Korea
 - Global Marketing Conference
 - July 26, 2025, Hong Kong
 - July 22, 2023, Seoul, South Korea
 - July 2020, Seoul (Virtual), South Korea
 - Society for Food Marketing and Retailing (SFMR) Conference
 - February 27, 2026, Bryant University, Smithfield, Rhode Island

- Global Conference of American Academy of Advertising
 - July 13, 2019, Beijing, China
- **Other Conference Activities**
 - Pre-conference Co-Chair, Navigating AI in Advertising Research - From Ideation to Publication, with other co-chairs, Colin Campbell (Editor-in-Chief of *Journal of Advertising Research*), Ray Taylor (Editor-in-Chief of *International Journal of Advertising*), Jisu Huh (Editor-in-Chief of *Journal of Advertising*), ICORIA, Barcelona, Spain, June 25, 2026.
 - Pre-conference (half-day) Chair, Exploring the Potential of Generative AI in Academic Research – Demonstrations, Reflections, and Debate, Moderated by Jooyoung Kim (Editor-in-Chief of *Journal of Interactive Advertising*), Colin Campbell (Editor-in-Chief of *Journal of Advertising Research*), and Ray Taylor (Editor-in-Chief of *International Journal of Advertising*), with 18 presenters and panelists, Annual Conference of American Academy of Advertising, Austin, Texas, March 26, 2026.
 - Jooyoung Kim, Session Chair, Artificial Intelligence Session, Fall Conference of the Korean Association of Advertising and Public Relations, Seoul, November 15, 2025
 - Jooyoung Kim, Discussant, Session title: Current Status, Limitations, and Future Directions of the Pay TV Review System, Sponsored by Korea Cable TV Association, Fall Conference of the Korean Association for Broadcasting & Telecommunication Studies, Seoul, November 8, 2025
 - Track Co-Chair, Changing Landscape of Influencer Advertising, Global Marketing Conference (GMC) at Hong Kong, July 25, 2025
 - ICORIA, EAA (European Advertising Academy), Pre-conference workshop, “Shaping the Clay” in Where Good Papers Begin: Expert Tips on Generating and Refining Research Ideas, Erasmus University, Rotterdam, the Netherlands, June 26, 2025.
 - ICORIA, EAA (European Advertising Academy), Doctoral Colloquium, “How to Use AI in Research: Dos and Don’ts,” Erasmus University, Rotterdam, the Netherlands, June 26, 2025.
 - Discussant, Consumer Psychology Session, Korean Advertising & PR Practitioners Society, Sejong, South Korea, May 30, 2025.
 - Discussant for TikTok Special Session, 2025 Spring Conference of Korea Advertising Society (KAS), Seoul, South Korea, April 4, 2025.
 - Chair of Session, Korean American Communication Association Session 1, Korean Association of Advertising & PR (KADPR) Spring Conference, Incheon, South Korea, May 23, 2025.
 - Pre-conference (half-day), Challenges and Directions for Advertising Research in Multicultural Settings, Moderated by Jooyoung Kim and Chen Lou (Nanyang Technological University, Singapore), with seven panelists, Annual Conference of American Academy of Advertising, Pittsburgh, Pennsylvania, March 6, 2025.
 - Pre-conference Workshop Session 1, “Avoiding Deadly Sins in Journal Submissions: Advice from Editors and Leading Experts,” European Advertising Academy ICORIA Conference, Thessaloniki, Greece, June 27, 2024.
 - Pre-conference 1 Panelist, “Applications of Generative AI in Advertising Education and Research” (Session 2) in “Opportunities, Challenges, and Ethical Implications of Generative Artificial Intelligence in Advertising and Mass Communication,” Annual Conference of American Academy of Advertising, Portland, Oregon, March 14, 2024.
 - Pre-conference 2 panelist, “Best practices for survey studies” (Pod 2) in “How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts,” Annual Conference of American Academy of Advertising, Portland, Oregon, March 14, 2024.

- Discussant, Public Affairs PR Case, Korean Association of AD & PR, Yeosu, South Korea, June 19, 2023
- Discussant for AI Advertising, 2023 KHOP Conference, Seoul, South Korea, June 16, 2023
- Director of Conference, 2023 KAS (Korea Advertising Society) Global Colloquium, Gangneung, South Korea, July 5, 2023
- Track Chair, AI and Virtual Influencer JIA Track, Global Marketing Conference (GMC) at Seoul, Seoul, South Korea, July 21, 2023
- Pre-conference panelist, "Advertising in the Metaverse," American Academy of Advertising Annual Conference, March 24, 2022, with Ahn, Sun Joo; Baez, Ronald; Casas, Rosario; Cunningham, John; Cruz-Neira, Carolina; Pimentel, Daniel; Taylor, Valerie; Welch, Gregory
- Chair, Interactive Advertising in Contactless Fashion Experience, 2021 Global Fashion Management Conference, November 5-7, 2021
- Chair, Interactive Video Advertising Session, 2020 Global Marketing Conference, November 6.
- Chair, Sport Marketing Special Topics Session, Korea Advertising Society Fall Conference, Cheongju-si, South Korea, October 11, 2019
- Pre-conference Chair, American Academy of Advertising, New York, NY, March 22, 2018.
 - o "IMC in Transmedia Era: Voices from Industry," with Lori DePace (Co-chair, Publicis Health, NY). Panelists: Loretta Lurie, Senior Vice President/Group Client Director, MediaVest Spark; Ryan Moglia, VP of Digital/CRM/Content Strategy, SapientRazorfish; Carl Turner, EVP of Strategy, Publicis LifeBrands Medicus; Diana Bosniack, SVP/Global Creative Director, Saatchi & Saatchi
- Chair of Special Topics Session, American Academy of Advertising, New York, NY, March 23, 2018.
 - o "Technology Innovation and Advertising: Implications for Education and Research;" with Sharon Hudson (Co-chair, AEF – Advertising Educational Foundation); Panelists: Barry Wacksman, EVP, Global Chief Strategy Officer, R/GA; Alison Demos, Group Planning Director, Ogilvy & Mather; Preeya Vyas, Managing Partner, Digital & Global Digital Director, Saatchi & Saatchi; Ray Taylor, Villanova University; Karen King, University of Georgia; Grace Ahn, University of Georgia
- Pre-conference panel presentations
 - o Social Media Text Mining and Advertising Research, AAA Pre-conference, Toward a New Discipline of Computational Advertising, American Academy of Advertising, Boston, MA, March 23, 2017
- AAA/EAA Joint Doctoral Colloquium, Career planning and research networking across borders, American Academy of Advertising, Boston, MA, March 23, 2017
- Conference session moderator
 - o American Academy of Advertising, 2015, 2016, 2017
- Conference Paper Reviewer: American Academy of Advertising, AEJMC

Media Coverage (2026 and after)

1. Fischer, K. (2026, January 15). The game within the game: How colleges' bowl-game advertising has changed — and why it matters. *The Chronicle of Higher Education* (quoted). <https://www.chronicle.com/article/the-game-within-the-game>

Invited Talks

1. MSU Speaker Series: Panel Commemorating the Journal of Interactive Advertising, Michigan State University (virtual), October 10, 2025

2. KU-UGA Forum, College of Media & Communication, Korea University, June 9, 2025
3. Communication in the Connected World, Korea University, Seoul, South Korea, May 2, 2025
4. Communication Technologies and Connection, Kyunghee University Global Campus, Yongin, South Korea, April 30, 2025
5. Global Colloquium Roundtable Discussion, Digital Marketing Trends, Korea Advertising Society, Seoul, South Korea, July 8, 2024.
6. Metaverse and Advertising, Sungkyunkwan University – SKKU, Seoul, South Korea, June 14, 2024
7. Blockchain Technology for Advertising Ecosystem, Kyunghee University Global Campus, Yongin, South Korea, June 5, 2024
8. Strategic Agricultural Communication in the Digital Age, for Romanian Fullbright Scholars, Department of Agricultural Leadership, Education & Communication, UGA, November 8, 2023
9. Metaverse and Advertising: A Symbiotic Relationship, Co-hosted by Symbiosis Institute of Business Management Pune, India & Digital Futures for Sustainable Business & Society Research Group, School of Management, Swansea University, UK. Virtual, September 20, 2023
10. AI and Advertising Creativity, Korean Advertising & PR Practitioners Society International Seminar, Yanji, China, July 13, 2023
11. Media, Communication, and Advertising, Dongducheon High School, June 10, 2023
12. Linking Advertising on Blockchain, Soongsil University Business School, Seoul, South Korea, June 7, 2023
13. Advertising and Blockchain Technology, Korea Advertising Society Special Seminar on the Present and Future of AdTech, Seoul, South Korea, June 2, 2023
14. Advertising Ecosystem and Blockchain Technology, ASCoR (Amsterdam School of Communication Research), Amsterdam, the Netherlands, May 15, 2023
15. "The Applied and Technological: The New Spaces for Crisis Communication? VR, AI, Metaverse, and Beyond, Crisis Communication Think Tank (CCTT), University of Georgia, April 13, 2023
16. Into the Metaverse: State of Art and Research Agenda, EUPRERA (European Public Relations Education and Research Association), June 3, 2022.
17. Metaverse as New Experiential Media: Agenda for Research and Practice, The Korean Advertising and Public Relations Practitioners Society, May 20, 2022.
18. Advertising in the Metaverse. Panelist at the half-day American of Academy of Advertising pre-conference, March 24, 2022.
19. Integrated Content Marketing of Public Health Messages, Korea Ministry of Food and Drug Safety, Cheongju, South Korea, June 24, 2019
20. The Chance vs. Necessity of Advertising Exposure in the Digital World, Korea Advertising Society, Seoul, South Korea, July 19, 2019
21. Interactive Advertising in Virtual Reality, Sun Joo Ahn and Jooyoung Kim, Korea Advertising Society, Seoul, South Korea, July 19, 2019
22. Integrated Public Affairs Communication
Carl Vinson Institute of Government, University of Georgia, March 1, 2019
23. Emotional Responses to Luxury Brands
Korea Advertising Society, Seoul, South Korea, July 13, 2018
24. Content Marketing and Advertising
Korean Association of Advertising & Public Relations, Seoul, South Korea, June 28, 2018
25. Advertising Engagement as a Function of Content and Design Congruence
KAIST, Seoul, South Korea, November 1, 2017
26. Advertising Engagement as a Function of Content and Design Congruence
Kookmin University, Seoul, South Korea, November 1, 2017
27. Personal Branding

- Chosun University, Gwangju, South Korea, October 31, 2017
28. Advertising Engagement: Conceptualization and Measurement
Southern Methodist University, Dallas, TX. September 30, 2016
 29. Conceptualizing Advertising Nativeness
Saatchi & Saatchi, New York, NY. June 15, 2016
 30. Advertising Engagement and Neuroscience
UNIST, School of Design & Human Engineering, South Korea, July 2014.
 31. Media Physics
Grady/SBS MediaCreate Advertising Benchmarking, Grady College, University of Georgia, October 2013
 32. Structural Equation Modeling Seminar
HUFS (Statistics) and Dankook University (Business), South Korea, July 2013
 33. Personality Dimensions of Brands on Social Networking Sites: Evidence of Brand Humanization in Social Media
INNOCEAN, South Korea, July 2013
 34. Trends in Sports Marketing in the United States: Social Media Penetration in Sports Experience
KADPR (Korea Association for Advertising and Public Relations) Special Seminar, South Korea, June 2013
 35. Creating and Communicating Brand Innovativeness
Grady/LG Global PR Benchmarking, August 2012
 36. A New Branding Concept for Luxury Car Brands
Hyundai Motor Company, July 2012
 37. Accountable Mobile Ads
KT (Korea Telecom) mhows, Seoul, South Korea, July 22, 2012
 38. Advertising Trends in the United States
Korea Advertising Society Summer Seminar, South Korea, July 4, 2012
 39. Linking Advertising and Public Relations to Customer Satisfaction
Grady/LG Global PR Benchmarking, August 2010
 40. Current Trends of Brand Management Strategy in the United States
Presented to LG Management Development Institute's Public Relations and Marketing Seminar, Icheon, Kyunggido, South Korea, July 10, 2009
 41. How to Integrate Advertising and Publicity
Presented to KOBACO's (Korea Broadcast Advertising Corporation) International Advertising Scholar Seminar, Seoul, South Korea, June 15, 2009
 42. Brand Equity and Advertising; Advertising Effectiveness Measurement.
Presented to LG Academy's International Marketing MBA Seminar, hosted by LG Management Development Institute, San Francisco, CA, August 2007
 43. Measuring Affective Brand Satisfaction
Presented at a seminar titled "Customer Satisfaction and Beyond: Customer and Market Equity," where more than fifty CRM (Customer Relationship Management) officers from many large companies in Korea attended, College of Business Administration, Yonsei University, Seoul, Korea, July 10, 2007
 44. Driving Brand Equity: Managing Intangible Side of Business
Presented to SK Telecom Marketing Workshop hosted by CFI (Claes Fornell International) Group, Atlanta, GA, November 14, 2006

TEACHING

Graduate Teaching

Courses Taught

- Advertising and PR Research
- Advertising and PR Theory
- Integrated Advertising and Public Relations Campaigns
- Quantitative Research Methods
- Advertising and Communication Management
- Advertising and PR Project
- Introduction to Data Mining and Analytics (New course developed in 2016)

Graduate Student Advising

- Doctoral Dissertation Committee Chair
 - o Jaemin Kim: Fall 2025
 - Dissertation Title: AI sports commentators as effective contextual advertising agents: focusing on commentary types and customization
 - Job placement: Assistant Professor (Tenure-track), Hanyang University, South Korea
 - o Jihoon (Jay) Kim (Co-Chair with Dr. Sunjoo Ahn): Spring 2021
 - Dissertation Title: Incorporating VR Experience in Tourism Promotion: Psychological Distance Perception and Tourism Behavioral Change
 - Job placement: Assistant Professor (tenure-track), University of Alabama, Tuscaloosa
 - o Dongwon (Sean) Choi, Completion: Spring 2017
 - Dissertation Title: Brand Anthropomorphization: The Roles of Advertising, Brand, and Consumer Factors
 - Job placement: Assistant Professor (tenure-track), Kookmin University, South Korea
 - o Kuan-Ju Chen, Completion: Spring 2014
 - Dissertation Title: Brand Anthropomorphization: The Roles of Advertising, Brand, and Consumer Factors
 - Job placement: Assistant Professor (tenure-track), National Central University, Taiwan
 - o Kyunga Yoo, Completion: Fall 2013
 - Dissertation Title: The Influence of Referrer's Self-Construal, Attitude toward the App, and Expected Attitude of Referee on the Formation of Referrer's Sharing Intention for Branded Smart Phone Apps
 - Job placement: Vice President of Marketing Communications, KT (Korea Telecom) Corporation, Inc.
- Doctoral Dissertation Committee Member
 - o Ziyong Jiang (2022 - 2024), Brittany Nicole Jefferson (2018 -), Taeyeon Kim (2020), Taesik Hwang (2018), Hyejin Bang (2017), Eunsook Kwon (2016), Osenkor Gogo (2014), Hojoon Choi (2013), Kyongseok Kim (2013), Jameson Hayes (2013), Taehyun Baek (2011), Hye Jin Yoon (2010), Jongsuk Choi (2008)
- Master's Thesis
 - o Gabriela Adams (MA in Business Analytics and MA in AI, Member), Jooyoung Uhm (Chair), Hanyoung Kim (Chair), Kyongseok Kim (Chair), Donghwan Shin (Chair), Kyungjung Han (Member)

Educational Initiatives and Projects

Cooperative Education Programs

- Korea University: 2.5+1+0.5+1 BA/MA Consecutive Degree Program, 2019 – Present

Young Scholars Program

- SKKU (Sunkyunkwan University): Short term research visit by SKKU graduate student to collaborate with Grady students; through Cox International Center and CCTT.

Undergraduate Teaching***Courses Taught***

- Advertising and Communication Management
- Advertising Campaigns
- Integrated AdPR Campaigns
- Global and Multicultural Advertising (New course developed in 2005)

Recognitions and Achievements in Teaching

- Awards
 - **Charles H. Sandage Award for Teaching Excellence, 2025**
This award recognizes outstanding contributions to advertising education. Known as “The Sandy,” it honors sustained and varied excellence in teaching, mentoring, and related academic activities. It is the most prestigious award for celebrating long-term impact in advertising education. Sponsored by the University of Illinois, the award is selected and presented by the American Academy of Advertising.
- Faculty supervisor of the following student teams:
 1. Gold Award (1st Place): Graduate Team (The Salt Agency), 2019 Collegiate ECHO Competition, Marketing EDGE, Team: Ian Webb and Aubree Rose Hanks-Witaszek
 2. Honorable Mention for their Creative Strategy: Undergraduate team (The ADP Ad) 2019 Collegiate ECHO Competition, Marketing EDGE
 3. Gold Award (1st Place, \$4,000) Team, 2014 ECHO Competition, Marketing EDGE (formerly Direct Marketing Educational Foundation - DMEF), Team: Jordan Ben-Hanania, Casey Elliott, Page Kelley, William Looney.
 4. Bronze Award (3rd Place) Team, 2012 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 5. Honorable Mention Award Team (for “ROI and Smartest Budgeting Approach”), 2010 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 6. Honorable Mention Award Team (for “Professionalism”), 2010 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 7. Gold Award (1st Place, \$4,000) Team, 2009 ECHO Competition, DMEF (Direct Marketing Education Foundation). Team: Evan Cobb, Auzelle Epeneter, Megan Powell, and Lee Taylor.
 8. Silver Award (2nd Place, \$2,000) Team, 2009 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 9. InterAD Award (1st Place, U.S. - Canada Champion) Team, 2007 InterAD Competition, IAA (International Advertising Association), Awarded in 2008.
 10. Bronze Award (3rd Place) Team, 2005 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 11. Honorable Mention Prize Team for Most Innovative Marketing Strategy, 2005 ECHO Competition, DMEF (Direct Marketing Education Foundation).

12. Honorable Mention Prize Team for Best Creative Execution, 2005 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 13. Honorable Mention Prize Team for Best Media Plan, 2003 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 14. Honorable Mention Prize Team for Best Creative Execution, 2003 ECHO Competition, DMEF (Direct Marketing Education Foundation).
 15. InterAD Award (1st Place, U.S.-Canada Champion) Team, 2002 InterAD Competition, IAA (International Advertising Association).
 16. InterAD Award (3rd Place, U.S.-Canada region) Team, 2002 InterAD Competition, IAA (International Advertising Association).
 17. InterAD Award (Best of Category – Website, U.S.-Canada region) Team, 2002 InterAD Competition, IAA (International Advertising Association).
- College nominee for Russell Award for Excellence in Undergraduate Teaching (University award) in 2013
 - Department nominee for Outstanding Teacher Award (Department award) in 2012 and 2023

SERVICE

Academic and Scholarly Service

- **Editor-in-Chief**, *Journal of Interactive Advertising*, January 2019 - Present
- **Associate Editor**, *International Journal of Advertising*, 2017 - Present
- **Guest Editor**, *Journal of Interactive Advertising*
 - o Special Issue on “Native Advertising: Current Status and Research Agenda,” 2016 – 2017; One article in the issue received the Best Article Award in 2017
- **Editorial Review Board**
 - o *Journal of Advertising*, current
 - o *International Journal of Advertising*, current
 - o *Journal of Interactive Advertising*, served until EIC role
 - o *The Korean Journal of Advertising*, current
 - o *The Korean Journal of Advertising and Public Relations*, 2014 – current
 - o *Advertising and PR Practice Research Journal* (Korean and English), current
 - o *Journal of Public Relations Research* (Korean), current
 - o *Integrated Marketing Communications Research Journal* (2000 – 2002)
- **Reviewer for academic journals**
 - o *Journal of Advertising Research*, since 2015
 - o *Psychology & Marketing*, since 2012
 - o *Journal of Business Research*, since 2017
 - o *Journal of Consumer Behaviour*, since 2016
 - o *Journalism & Mass Communication Quarterly*, since 2008
 - o *Journal of Public Relations Research*, since 2009
 - o *Asian Journal of Communication*, since 2009
 - o *Journal of Promotion Management*, since 2006
- **Reviewer for textbooks**
 - o Reviewer for Marieke de Mooij’s *Global Marketing and Advertising: Understanding Cultural Paradoxes* (3rd edition) published by Sage Publications, Inc.

- Reviewer for Wells, Moriarty and Burnett's *Advertising: Principles and Practice* (7th edition) published by Prentice Hall.
- Reviewer for *Strategic Management of Marketing Communications*, Wiley Blackwell.

Institutional and Professional Service

- Internal

Cox International Center

- International Visitor Leadership Program, Georgia Council of International Visitors, October 7, 2025

University, College and Departmental committees

- University Promotion and Tenure Appeals Committee, 2024 - 2027
- Provost's IAI Planning Group: Elected by the faculty of the *Institute for Artificial Intelligence* at UGA to serve on the Planning Committee, charged by the provost, to propose the future of IAI. 2023
- University Review Committee, University Committee, 2019 – 2024
 - Chair of Professional and Applied Studies subcommittee: 2022 and 2024
- Graduate Research Committee, College Committee, 2020 – 2023 & 2011 – 2014
- Global Committee, College Committee, 2016 – 2022
- Strategic Planning Committee, College Committee, 2019-2020
- Executive Committee, College Committee, 2019-2020
- Director of Programming in Faculty Affairs Search Committee, University Committee, Dec. 2018 – Spring 2019
- Advertising Faculty Search Committee (Chair), AdPR Dept., 2018
- Ad hoc Advertising Curriculum Committee (Chair), AdPR Dept., Fall 2017
- AdPR Curriculum Committee, AdPR Dept., 2016 - 2019
- International Visiting Scholar Committee, AdPR Dept., 2013 - Present
- Advertising and Public Relations Department Faculty Advisory Committee, AdPR Dept., 2014 – 2018
- Information Resources Committee, College Committee, 2016 – 2019
- MA Non-Thesis Exam Committee, AdPR Dept., 2008 – 2009. 2014 – 2015, 2016 – 2017 (Chair).
- Market Research Advisory Committee, University Committee, 2012-2014
- Graduate Council, Univ. Committee, 2011-2012
- Undergraduate Curriculum Committee, College Committee, AdPR Dept., 2010-2013
- Ad-hoc Committee for Integrated Ad and PR Master's degree, AdPR Dept., 2010-2011
- Advertising Faculty Search Committee, AdPR Dept., 2005 & 2006.
- Undergraduate Committee, School of Journalism and Mass Communication, Iowa State University, 2003

Initiatives

- Departmental cooperation agreement with two departments at SKKU (Sungkyunkwan University, in South Korea): Department of Interaction Science & Department of Applied Artificial Intelligence, 2019
- 2.5+1+0.5+1 Program with Korea University, 2019
- Departmental Delegate for Research and Education Exchange. International Cooperative Agreements have been made with Korea University and Hanyang University. 2018
- Executive Director, Business and Public Communication Fellows Program, 2017-present.
- Program Director, Business and Public Communication Fellows Program, 2011 - 2017
- Program Coordinator, Grady/SBS MediaCreate Advertising Benchmarking, 2013

- Program Coordinator, Grady/LG Global PR Benchmarking, 2010 and 2012
- Fellows Program Coordinator, Grady/LG Global PR Program, 2008-2009

- **External**

Academic Associations and Organizations

- AAA Global and Multicultural Committee, American Academy of Advertising, 2023-2025
- AAA Awards Committee, American Academy of Advertising, 2022-2023
- Secretary, American Academy of Advertising, 2021
- AAA Finance Committee, American Academy of Advertising, 2020 – 2021
- Executive Chair of International Relations, Korea Advertising and PR Practitioners Association, 2020 - 2023
- Research Committee (Chair in 2017), American Academy of Advertising, 2016 – 2018
- Executive Board Member, Korea Advertising Society, 2017 – present
- Publications Committee, AAA (American Academy of Advertising), 2011 – 2015
- Membership Committee, AAA (American Academy of Advertising), 2004 – 2007
- Head, AEJMC GEIG (Graduate Education Interest Group in AEJMC), 2002 – 2003
- TVCF Advertisements Award, Special Judge, www.TVCF.co.kr, 2006-2017
- 2010 Advertising Award, Special Judge, Korean Association for Advertising and Public Relations, 2010

Promotion/Tenure Assessments

In alphabetical order. Specific years are omitted to maintain anonymity.

- Bowling Green State University
- Loyola University Chicago
- Nanyang Technological University, Singapore
- Southern Methodist University
- University of Alabama
- University of Colorado at Boulder
- University of Florida
- University of Illinois at Urbana-Champaign
- University of Oklahoma
- University of South Carolina
- University of Utah