

Curriculum Vitae

I have read the following and certify that this *curriculum vitae* is a current and accurate statement of my professional record.

Signature:



Date: March 30, 2021

I. Personal Information

I.A. Contact information

Lee, S. Y. [UID: 109749251]
Department of Communication
University of Maryland
College Park, MD 20742
(301) 405-8264, sunlee@umd.edu

Current Rank: Assistant Professor; Year of Appointment: 2018

Affiliate Faculty Member:

Center for Social Value Creation (Robert H. Smith School of Business)

Center for Health and Risk Communication (Department of Communication)

I.B. Academic Appointments at UMD

Assistant Professor, Department of Communication, College of Arts and Humanities,
University of Maryland, College Park, MD, August 2018–present

I.D. Other Employment

Assistant Professor, Department of Public Relations, College of Media and Communication,
Texas Tech University, Lubbock, TX, August 2013–May 2018

Visiting Assistant Professor, Department of Public Relations, College of Media and
Communication, Texas Tech University, Lubbock, TX, August 2012–August 2013

Adjunct Professor, School of Journalism and Mass Communication, University of North
Carolina–Chapel Hill, Chapel Hill, NC, January 2012–May 2012

Instructor of Record, School of Journalism and Mass Communication, University of North
Carolina–Chapel Hill, Chapel Hill, NC, August 2010–May 2011

Graduate Assistant, School of Journalism and Mass Communication, University of North
Carolina–Chapel Hill, Chapel Hill, NC, August 2007–May 2010

Graduate Assistant, Grady College of Journalism and Mass Communication, University of
Georgia, Athens, GA, August 2006–May 2007

Intern, SAS, Cary, NC, June 2008–October 2008

Intern, National Multiple Sclerosis Society, Atlanta, GA, January 2007–April 2007

I.E. Educational Background

Ph.D., Journalism and Mass Communication. University of North Carolina–Chapel Hill, 2012
M.A., Journalism and Mass Communication, University of Georgia, 2007
B.A., Advertising and Public Relations, and Broadcasting (double major), Chinese Language and Literature (minor), Ewha Womans University, 2005

I.F. Continuing Education

Teaching & Learning Transformation Center, University of Maryland, TLTC Launch Program for Teaching Development, August 2018–present

Teaching & Learning Transformation Center, University of Maryland, Online Course Design Learning Community, February 10, 2020–May 5, 2020

Division of IT, University of Maryland, Panopto for Course Content Creation, July 2, 2020

Teaching & Learning Transformation Center, University of Maryland, Design Sprint June '20, June 11–July 2, 2020

Teaching & Learning Transformation Center, University of Maryland, Guiding Learning in Online Courses, June 29, 2020

Division of IT, University of Maryland, Implementing Accommodations and Accessibility: Best Practices Online, June 1, 2020

Office of Faculty Affairs, University of Maryland, APT Workshop: Pre-3rd Year Review Assistant Professor, February 26, 2020

Center for Health and Risk Communication (CHRC), University of Maryland, Meta-Analysis of Communication Research, February 21, 2020

College of Arts and Humanities, University of Maryland, ARHU TTK Activity Insight Training, October 17, 2019

ADVANCE office, University of Maryland, the Keeping Our Faculties (KOF) program, September 2018–May 2019

Teaching & Learning Transformation Center, University of Maryland, Difficult Dialogues: Promoting a Classroom Climate to Engage in Difficult Dialogues, September 21, 2018

Teaching & Learning Transformation Center, University of Maryland, Faculty Teaching Portfolio Workshop, September 11, 2018

Division of Institutional Diversity, Equity, & Community Engagement and the Teaching, Learning, & Professional Development Center, Texas Tech University, 2017–2018 Fellow in the TTU Institute for Inclusive Excellence, September 2017–May 2018

Analysis Institute, Analyzing Repeated Measures Data: ANOVA and Mixed Model Approaches, Workshop, March 2017–June 2017

I.G. Professional Certifications, Licenses, and Memberships

Member, Association for Education in Journalism and Mass Communication
Member, International Communication Association
Member, Korean American Communication Association
Member, Public Relations Society of America

II. Research, Scholarly, Creative and/or Professional Activities

II.B. Chapters

II.B.1. Book Chapters

1. Lee, S. Y. (2019). 디지털 마케팅 PR ["Digital marketing PR"]. In 디지털 PR 이론과 실제 ["*Digital PR: Theories and practices*"] (pp. 179–209). Seoul, Korea: Hanul. ISBN: 9788946071971

II.B.3. Encyclopedia

1. Lee, S. Y. (2016). Agenda-building theory. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 27–30). Thousand Oaks, CA: Sage. ISBN: 9781483376516
2. Lee, S. Y. (2016). Media effects. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 430–433). Thousand Oaks, CA: Sage. ISBN: 9781483376516

II.C. Refereed Journals

II.C.1. Refereed Journal Articles

1. Lee, S. Y., Kim, Y., & Kim, Y. (forthcoming). The co-creation of shared value: What matters for public participation in corporate social responsibility campaigns. *Journal of Public Relations Research*. Advance Online Publication: <https://doi.org/10.1080/1062726X.2021.1888734>
2. Chung, S., & Lee, S. Y. (2020). Cognitive processing of corporate social responsibility campaign messages: The effects of emotional visuals on memory. *Media Psychology*, 23(2), 244–268. <https://doi.org/10.1080/15213269.2019.1591999>
3. Lee, S. Y., Zhang, W., & Abitbol, A. (2019). What makes CSR communication lead to CSR participation? Testing the mediating effects of CSR associations, CSR credibility, and organization–public relationships. *Journal of Business Ethics*, 157(2), 413–429. <https://doi-org.proxy-um.researchport.umd.edu/10.1007/s10551-017-3609-0>
4. Chung, S., & Lee, S. Y. (2019). Visual CSR messages and the effects of emotional valence and arousal on perceived CSR motives, attitude, and behavioral intention. *Communication Research*, 46(7), 926–947. <https://doi.org/10.1177/0093650216689161>
5. Jeong, Y., & Lee, S. Y. (2019). What determines international disaster coverage in the U.S. news media? *Journalism*, 20(12), 1593–1610. <https://doi.org/10.1177/1464884917737212>

6. Abitbol, A., Seltzer, T., Lee, N., & Lee, S. Y. (2018). #RaceTogether: Starbucks' attempt to discuss race in America and its impact on company reputation and employees. *Public Relations Journal*, 12(1). Available online: https://prjournal.instituteforpr.org/wp-content/uploads/Abitbol_Lee_Seltzer_Lee_RaceTogetherStarbucks1.pdf
7. Lee, S. Y., & Chung, S. (2018) Effects of emotional visuals and company–cause fit on memory of CSR information. *Public Relations Review*, 44(3), 353–362. <https://doi.org/10.1016/j.pubrev.2018.02.001>
8. Abitbol, A., & Lee, S. Y. (2017). Messages on CSR-dedicated Facebook pages: What works and what doesn't. *Public Relations Review*, 43(4), 796–808. <https://doi.org/10.1016/j.pubrev.2017.05.002>
9. Fuhlhage, M., Shaw, D., Holman, L., & Lee, S. Y. (2017). Blowing embers: An exploration of the agenda-setting role of books. *Journalism Studies*, 18(12), 1593–1612. <https://doi.org/10.1080/1461670X.2015.1135755>
10. Lee, S. Y., & Rim, H. (2017). Company–nonprofit partnerships, negative spillover, and response strategies. *International Journal of Strategic Communication*, 11(3), 194–208. <https://doi.org/10.1080/1553118X.2017.1320558>
11. Lee, S. Y., & Riffe, D. (2017). Who sets the CSR agenda in the news media? Unveiling the agenda-building process of corporations and a monitoring group. *Public Relations Review*, 43(2), 293–305. <https://doi.org/10.1016/j.pubrev.2017.02.007>
12. Lee, S. Y., & Rim, H. (2016). Negative spillover in corporate–nonprofit partnerships: Exploring the effects of company–cause congruence and organization–public relationships. *Public Relations Review*, 42(4), 710–712. <https://doi.org/10.1016/j.pubrev.2016.06.003>
13. Lee, S. Y. (2016). How can companies succeed in forming CSR reputation? *Corporate Communications: An International Journal*, 21(4), 435–449. <https://doi.org/10.1108/CCIJ-01-2016-0009>
14. Kim, H., & Lee, S. Y. (2015). Testing the buffering and boomerang effects of corporate social responsibility practices on consumers' perception of a corporation during a crisis. *Corporate Reputation Review*, 18(4), 277–293. <http://dx.doi.org/10.1057/crr.2015.18>
15. Lee, S. Y., & Carroll, C. E. (2011). The emergence, variation, and evolution of CSR in the public sphere, 1980–2004: The exposure of publicly-traded firms to public debate. *Journal of Business Ethics*, 104(1), 115–131. <https://doi.org/10.1007/s10551-011-0893-y>
16. Kim, J., Yoon, H. J., & Lee, S. Y. (2010). Integrating advertising and publicity: The effects of exposure sequence, publicity valence, and product attribute consistency. *Journal of Advertising*, 39(1), 97–113. <https://doi.org/10.2753/JOA0091-3367390107>
17. Carroll, C. E., Lee, S. Y., & Huang, N. C. L. (2009). The syntax of “tactic(s)” in public relations research. *Public Relations Review*, 35(4), 419–421. <https://doi.org/10.1016/j.pubrev.2009.07.006>

II.C.4. Other

Manuscripts Under Review

1. **Lee, S. Y.,** Lim, J. R., & Shi, D. (Revise & Resubmit). Visually framing disasters: Humanitarian aid organizations' use of visuals on social media.
2. **Lee, S. Y.,** Kim, Y., & Kim, Y. (Revise & Resubmit). Engaging consumers with corporate social responsibility campaigns: The roles of interactivity, psychological empowerment, and identification.
3. **Lee, S. Y. & Chung, S.** (Revise & Resubmit). Publics' views of corporate social advocacy (CSA) initiatives: The effects of prior issue stance, attitude toward a company, and news credibility.
4. Jang, W., **Lee, S. Y.,** Asada, A. (Revise & Resubmit). Self-imagery and Advertising Effectiveness: The Role of Sense of Presence.

II.D. Published Conference Proceedings

II.D.2. Non-Refereed Conference Proceedings

1. **Lee, S. Y.** (2015). How can companies succeed in forming CSR reputation? In D. Verčič, A. T. Verčič, & K. Sriramesh (Eds.), *Proceedings of BledCom 2015: Sleeping (with the) media* (pp. 184–191). Bled, Slovenia: University of Ljubljana. ISBN: 978-961-235-776-4
2. **Lee, S. Y.** (2015). Should practitioners communicate CSR activities directly or through the news media? Comparing the effects of communicating through the news media and direct corporate communication efforts on CSR reputation. In D. Verčič, A. T. Verčič, & K. Sriramesh (Eds.), *Proceedings of BledCom 2015: Sleeping (with the) media* (pp. 192–201). Bled, Slovenia: University of Ljubljana. ISBN: 978-961-235-776-4

II.E. Conferences, Workshops, and Talks

III.E.2. Invited Talks

1. Speaker, Brown Bag and Brainstorming Session organized by the College of Media and Communication at Texas Tech University, February 21, 2019.
2. Speaker, “Wrecking Adversity & Achieving Success,” the Spring Conversations with the Next Generation speaker series event organized by the First Generation Transition & Mentoring Programs at Texas Tech University, February 17, 2016.
3. Panelist, “What Major Gets Me There?,” a Roundtable Event sponsored by the Advising Office at Texas Tech University in Conjunction with the Pre-Law Program, April 2, 2014.

II.E.3. Refereed Presentations

1. **Lee, S. Y.,** Lim, J. R., & Shi, D. (2020, March). How do visuals convey distant suffering? A content analysis of the visual strategies on disaster aid organizations' social media. Presented to the International Public Relations Research Conference, Orlando, FL.
2. Chung, S., & **Lee, S. Y.** (2020, March). The effects of existing attitude toward a company and issue stance on perceptions of a corporate advocacy campaign. Presented to the International Public Relations Research Conference, Orlando, FL.
3. Bucy, E., **Lee, S. Y.,** & Kim, S. C. (2019, May). Viewer responses to consequential news: Visual framing of North Korea's nuclear ambitions, 2006–2019. Presented at the pre-conference, "North Korea and Communication," of the International Communication Association, Washington, DC.
4. Manley, T., **Lee, S. Y.,** & Najera, C. J. (2019, March). Strategic blog-mediated crisis communication: A case study of #bloggergate. Presented to the International Public Relations Research Conference, Orlando, FL.
5. **Lee, S. Y.,** Kim, Y., & Kim, Y. (2018, August). The co-creation of shared value: What motivates the public to engage with participatory corporate social responsibility activities? Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
6. **Lee, S. Y.,** Kim, Y., & Kim, Y. (2018, August). The effect of soliciting consumer participation in corporate social responsibility campaigns. Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
7. **Lee, S. Y.,** & Chung, S. (2017, August). Cognitive effects of emotional visuals and company–cause congruence in visual CSR messages. Presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
8. Jang, E., **Lee, S. Y.,** & Asada, A. (2017, August). The effects of self-imagery on advertisement evaluations: The mediating role of a sense of presence. Presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
9. Chung, S., & **Lee, S. Y.** (2017, May). How do emotional visuals aid consumers' memory of CSR information? Presented to the Information Systems Division of the International Communication Association, San Diego, CA.
10. **Lee, S. Y.,** & Chung, S. (2017, March). Visuals, emotion, and buffering: Attributing good intentions to 'bad' corporate players. Presented to the International Public Relations Research Conference, Orlando, FL.
11. **Lee, S. Y.,** Song, J., Triche, J., & Chae, S. (2016, June). Investigating the factors in recruiting participants to CSR online communities. Presented to the Communication & Technology Division of the International Communication Association, Fukuoka, Japan.

12. **Lee, S. Y., & Rim, H.** (2016, June). Negative spillover in corporate nonprofit partnerships and response strategies. Presented to the Organizational Communication Division of the International Communication Association, Fukuoka, Japan.
13. **Lee, S. Y., & Rim, H.** (2016, May). Company–nonprofit partnerships, negative spillover, and response strategies. Presented to the annual conference of the Korean Academic Society for Public Relations, Chungju, South Korea.
14. **Lee, S. Y., & Kim, D.** (2016, March). Strategies to elicit consumer engagement with corporate social responsibility programs. Presented to the International Public Relations Research Conference, Miami, FL.
15. Seltzer, T., Lee, N., **Lee, S. Y., & Abitbol, A.** (2016, March). #Race together: Cause–brand fit, paracrisis, and Starbucks’ attempt to discuss race issues in America. Presented to the International Public Relations Research Conference, Miami, FL.
16. **Lee, S. Y., & Rim, H.** (2015, August). The role of company–cause congruence and the moderating effects of organization–public relationships on the negative spillover effects of partnerships. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
17. **Lee, S. Y., Kim, H., & Gilmore, K.** (2015, August). Window dressing or public education? How oil companies’ websites address public concerns about hydraulic fracturing. Presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
18. Abitbol, A., & **Lee, S. Y.** (2015, August). Engaging the public with CSR activities through social media. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
19. Jeong, Y., & **Lee, S. Y.** (2015, August). Determining the factors influencing the news values of international disasters in the U.S. news media. Presented to the International Communication Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
20. Fuhlhage, M., Shaw, D., Holman, L., **Lee, S. Y., & Moldoff, J.** (2015, August). Blowing embers: An exploration of the agenda-setting role of books. Presented to the Communication Theory & Methodology Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
21. **Lee, S. Y.** (2015, July). Should practitioners communicate CSR activities directly or through the news media? Comparing the effects of communicating through the news media and direct corporate communication efforts on CSR reputation. Presented to the 22nd International Public Relations Symposium, BledCom 2015, Bled, Slovenia.
22. **Lee, S. Y.** (2015, July). The interplay among corporate information subsidies, CSR news media, and CSR reputation: Exploring the effects of media relations in forming CSR reputation through the news media. Presented to the 22nd International Public Relations Symposium, BledCom 2015, Bled, Slovenia.

23. **Lee, S. Y.,** Zhang, W., & Abitbol, A. (2015, March). What is the value of corporate social responsibility to the community? Exploring the mediation effects of organization–public relationships in generating community social capital through CSR efforts. Presented to the International Public Relations Research Conference, Miami, FL.
24. Kim, H.-S., & **Lee, S. Y.** (2014, August). Testing the buffering and boomerang effects of CSR practices on corporate reputation during a crisis: An experimental study in the context of an obesity campaign by a soft drink company. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Montreal, Canada.
25. Gilmore, K., & **Lee, S. Y.** (2014, March). Strategic ambiguity in crisis: Fracking information designed to educate or deceive? Presented to the International Public Relations Research Conference, Miami, FL.
26. **Lee, S. Y.** (2013, August). How public relations practitioners initiate relationships with journalists. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington DC.
27. **Lee, S. Y.** (2013, June). What are the values and impacts of public relations on business news? A survey of business journalists on the use of information subsidies and the determinants of that use. Presented to the Public Relations Division of the International Communication Association, London, England.
28. Kim, D., **Lee, S. Y.,** & Kim, H.-S. (2013, March). How organization–public relationships (OPRs) can enhance corporate social responsibility (CSR) effectiveness: The moderating effects of CSR communication and corporate brand dominance (CBD). Presented to the International Public Relations Research Conference, Miami, FL.
29. Horowitz, N., & **Lee, S. Y.** (2012, May). Organizational identities during and after mergers: A case study. Presented to the Public Relations Division of the International Communication Association, Phoenix, AZ.
30. **Lee, S. Y.,** & Carroll, C. E. (2011, October). A limited window and a limited range: Corporations' published reputation response strategies on CSR topics in the news media. Presented to the CSR Communication Conference, Amsterdam, The Netherlands.
31. **Lee, S. Y.,** El-Toukhy, S., Weberling, B., & Riffe, D. (2011, May). Relating media exposure, attention, and usefulness to risk perception: Exploring the role of information sufficiency and personal efficacy. Presented to the Mass Communication Division of the International Communication Association, Boston, MA.
32. **Lee, S. Y.** (2011, May). An exploration of the agenda-setting power of books: *Fast food nation: The dark side of the all-American meal*. Presented to the Journalism Studies Division of the International Communication Association, Boston, MA.
33. **Lee, S. Y.** (2010, June). Can a declining company still be successful in agenda building? A case study of Wachovia. Presented to the Public Relations Division of the International Communication Association, Singapore.

34. Jeong, Y., & Lee, S. Y. (2010, June). A study on the news values of international disasters: Change of determinants in news coverage of international disasters in the U.S. news media. Presented to the Global Communication and Social Change Division of the International Communication Association, Singapore.
35. Lee, S. Y., & Carroll, C. E. (2009, August). The emergence, variation, and evolution of corporate social responsibility on the media and public agenda, 1980–2004. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
36. Lee, S. Y. (2009, August). Integrating teaching and research in public relations. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
37. Lee, S. Y., & Carroll, C. E. (2008, August). The influences of personal experience, advertising recall, and media recall on corporate reputation. Presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
38. Lee, S. Y. (2008, May). The effects of negative publicity on consumers' perception of corporate reputation: Types of news, contents, and the relationship with corporate identity. Research proposal presented at the Annual Convention of the Reputation Institute, Beijing, China.
39. Lee, S. Y. (2008, May). Image repair in a food crisis context. Presented to the Public Relations Division of the International Communication Association, Montreal, Canada.
40. Kim, J., Yoon, H. J., & Lee, S. Y. (2008, March). Integrating advertising and publicity: The effects of exposure sequence, publicity valence, and product attribute consistency. Presented at the American Advertising Academy, San Mateo, CA.

II.E.8. Non-Refereed Presentations

Presentations

1. Lee, S. Y. (2020, November). Publics' views of corporate social advocacy (CSA) initiatives: The effects of prior issue stance, attitude toward a company, and news credibility. Presented to The Next 60: International Conference, Department of Communication & Media, Ewha Womans University, Online conference.
2. Lee, S. Y., Lim, J. R., & Shi, D. (2019, November). How do visuals convey distance suffering? A content analysis of the framing of visuals on disaster aid organizations' social media. Presented to the Center for Health and Risk Communication (CHRC) mini-conference, Department of Communication, University of Maryland.

Conference Discussant

1. The Next 60: International Conference, Department of Communication & Media, Ewha Womans University, Online conference, November 2020.
2. Communicating Science, Health, Environment, and Risk (ComSHER) Division, Association for Education in Journalism and Mass Communication, August 2013.

III.E.14. Workshops

1. Panelist, “Professional Development Workshop: Understanding the Academic Job Market” Graduate Workshop, Department of Communication, University of Maryland, August 28, 2020.
2. Panelist, “Job Market 1” Graduate Workshop, Department of Communication, University of Maryland, May 13, 2020.
3. Panelist, “Job Market Workshop 2” Graduate Workshop, Department of Communication, University of Maryland, August 23, 2019.

II.F. Professional and Extension Publications

II.F.9. Non-Refereed Journal Articles

1. Kaul, A., Chaudhri, V., Cherian, D., Freberg, K., Mishra, S., Kumar, R., Pridmore, J., Lee, S. Y.,* Rana, N., Majmudar, U., & Carroll, C. E. (2015). Social media: The new mantra for managing reputation. *Vikalpa: A Journal for Decision Makers*, 40(4), 455–491. <https://doi.org/10.1177/0256090915618029> (*A collaborative work; authors’ names are ordered by the section of the article in which their work appeared.)

II.G. Book Reviews, Notes, and Other Contributions

II.G.5. Other

1. Contributed to the data collection and write up for a chapter (pp. 103–131), as noted in the Acknowledgements. Jung, D., & Lee, S. (2008). 모바일 산업의 현황과 전망 [“*The status and outlook of the mobile industry*”]. Seoul, Korea: Advertising Education and Research Institute, Korea Broadcast Advertising Corporation (KOBACO).

II.J. Sponsored Research and Programs – Administered by the Office of Research Administration (ORA)

II.J.1. Grants

Principal Investigator, Co-creation of shared value through participatory corporate social responsibility. 2018 Arthur W. Page Center Legacy Scholars Grant, \$5,000. 11/9/18–11/30/20.

II.K. Funded Research not administered by ORA

II.K.4. Internal Grants

Principal Investigator, Post-Pandemic Corporate Social Responsibility: Antecedents, Practices, and Future. 2021–2022 Faculty–Student Research Award (FSRA). The Graduate School, University of Maryland, \$10,000.

Principal Investigator, How Companies Are Responding to the Coronavirus Pandemic: Their Roles, Strategies, and Effectiveness in Promoting the Public Good. 2020 Coronavirus Research Seed Grant Program. Office of the Vice President for Research, University of Maryland, \$9,931.20.

Principal Investigator, Visual CSR Message Strategies and Company-Cause Congruence. 2017 Faculty Research Incentive Grant (FRIG). Center for Communication Research (CCR), College of Media and Communication, Texas Tech University, \$500.

Principal Investigator, Communication Strategies to Engage Stakeholders with Corporate Social Responsibility Activities. 2016 Scholarship Catalyst Program Award. Texas Tech University, \$3,000.

II.P. Research Fellowships, Prizes, and Awards

Margaret Blanchard Dissertation Award. School of Journalism and Mass Communication, University of North Carolina–Chapel Hill, \$1,500, 2011.

Third Place Teaching Research Paper Award, Public Relations Division, Association for Education in Journalism and Mass Communication, Boston, MA, 2009.

Top Student Paper Award, Public Relations Division, International Communication Association, Montreal, Canada, 2008.

III. Teaching, Extension, Mentoring, and Advising

III.A. Courses Taught (Last 5 Years)

University of Maryland

COMM 201: Introduction to Public Relations (online) (approx. enroll. = 112)

COMM 354: Public Relations Programs (approx. enroll. = 10)

COMM 483: Senior Seminar in Public Relations (approx. enroll. = 20)

COMM 498F: Public Relations and Corporate Social Responsibility (approx. enroll. = 7)

COMM 630: Seminar in Public Relations Management (approx. enroll. = 7)

COMM 631: Seminar in Public Relations Publics (online) (approx. enroll. = 5)

Texas Tech University

PR 3311: Public Relations Strategies (approx. enroll. = 30)

PR 4312: Public Relations Campaigns (approx. enroll. = 30)

PR 4351: International & Multicultural Public Relations (approx. enroll. = 100)

MCOM 5314: Strategic Communication in a Global Environment (online) (approx. enroll. = 20)

III.B. Teaching Innovations

III.B.6. Course or Curriculum Development

University of Maryland

Spring 2020 Redesign of COMM 201: Introduction to Public Relations for online teaching

Fall 2019 Revision of COMM 354: Public Relations Programs

Spring 2018 Developed a new course, COMM 498F: Public Relations and Corporate Social Responsibility

Texas Tech University

Spring 2015 Revision of PR 4312: Public Relations Campaigns

Summer I 2014 Revision of MCOM 5364: Research Methods

Spring 2014 Developed a new course, PR 6315: Special Topics in PR: Corporate Social Responsibility

Fall 2013 Revision of PR 4351: International & Multicultural PR

Summer II 2013 Developed a new course, PR 6315: Special Topics in PR: Crisis Communication

Fall 2012 Revision of PR 3311: Public Relations Strategies

Fall 2010 Revision of JOMC 431: Case Studies in Public Relations

III.C. Advising: Research or Clinical

III.C.1. Undergraduate

Texas Tech University

Faculty advisor, undergraduate honor's thesis, Nicole Lundberg (graduated 2017)

Project advisor, undergraduate honor's contract project, Thea McDonald (graduated 2014)

III.C.2. Master's

Texas Tech University

Thesis Committee Member, Esul Park (graduated 2016)

III.C.3. Doctoral

University of Maryland

Advisor, Saymin Lee (Fall 2019–present)

Dissertation Committee Member, Duli Shi (Fall 2019–present)

Dissertation Committee Member, Jonathan Leach (Fall 2019–present)

Dissertation Committee Member, Lingyan Ma (Spring 2019–present)

Dissertation Committee Member, Yumin Yan (Fall 2018–present)

Dissertation Committee Member, Shawna Dias (Fall 2018–present)

Texas Tech University

Dissertation Committee Member, Alan Abitbol (graduated 2016; current: Assistant Professor, University of Dayton)

III.E. Advising: Other Than Directed Research

III.E.1. Undergraduate

University of Maryland

2019 Arthur W. Page Case Study Competition: mentored Gina Lee in preparing and submitting her case study.

Texas Tech University

2017 Arthur W. Page Case Study Competition: mentored Nicole Lundberg in preparing and submitting her case study.

2017 *PRWeek* Outstanding Student Competition: mentored Rachel Dickson in preparing and submitting her case study.

2016 *PRWeek* Student of the Year Competition: mentored Nicole Lundberg for this national competition; she finished as a runner-up.

Supervised Juliette Mark for her research project, “Corporate Advocacy and Controversial Social Issues: Effects on Corporate Reputation,” presented to TTU’s Undergraduate Research Conference, March 2017.

III.E.2. Master’s

Texas Tech University

Supervisor, Independent Study, Esul Park (Summer II 2015)

Supervisor, a Professional Practicum Project (MCOM 6050: Master’s Report), Megan Prestemon (Spring 2015)

Supervisor, a Professional Practicum Project (MCOM 6050: Master’s Report), Marissa Williams (Fall 2014)

Supervisor, a Professional Practicum Project (MCOM 6050: Master's Report), Shelby Hilliard (Spring 2014)

III.E.3. Doctoral

University of Maryland

Mentoring teaching assistants, Saymin Lee and Neha Kamran, for COMM 201: Introduction to Public Relations (Fall 2020).

Supervising Saymin Lee through the Arthur W. Page Center-funded project (Summer 2020–present).

Supervising Saymin Lee, Duli Shi, and Jonathan Leach through the project on COVID–19 and CSR funded by the University of Maryland through 2020 Coronavirus Research Seed Grant Program (Spring 2020–present).

Supervising Jungkyu Rhys Lim on the project, “How organizations can create shared values and mutually beneficial relationships to address aging population: A case study on creating shared value (CSV) programs.” (Spring 2019–present).

Supervising Jungkyu Rhys Lim and Duli Shi through a Center for Health and Risk Communication Research Group project (Fall 2018–present).

Mentoring Jungkyu Rhys Lim, Sarah Abigail Aghazadeh, and Sumin Fang in job search and materials (Fall 2019–present).

Supervised Duli Shi for her Master's degree project (Fall 2019).

Texas Tech University

Supervisor, Independent Study, Alan Abitbol (Fall 2014)

III.F. Professional and Extension Education

III.F.4. Guest Lectures

Texas Tech University

Dr. Zhang's PR 4380: Applied Public Relations Research

Dr. Kim's EMC 3358: International Electronic Media

Dr. Gardner's PR 3300: Applied Public Relations Theory and Concepts

Dr. Seltzer's MCOMC 5343: PR Problems & Cases

Other

Dr. Ha's Introduction to PR at Daegu University, South Korea

III.I. Teaching Awards

2020 Department of Communication Outstanding Teaching Award, University of Maryland

IV. Service and Outreach

IV.A. Editorships, Editorial Boards, and Reviewing Activities

IV.A.2. Editorial Boards

Journal of Public Relations Research, 2019–present

IV.A.3. Reviewing Activities for Journals and Presses

Negotiation and Conflict Management Research (2020 (2 manuscripts))

Journalism Studies (2020)

Management Communication Quarterly (2019)

Journal of Public Relations Research (2014, 2015, 2016, 2017, 2018 (2 manuscripts), 2019)

Journal of Business Ethics (2017, 2018)

Communication Research (2017)

Asian Journal of Communication (2017)

Chinese Journal of Communication (2017)

Korean Communication Studies (2016)

Korean Health Communication Research (2012)

Korean Journal of Public Relations Research (2013)

IV.A.5. Reviewing Activities for Conferences

International Communication Association

2020: Korean American Communication Association Division (1)

2019: Public Relations Division (3)

Association for Education in Journalism and Mass Communication

2018: Public Relations Division (3)

2017: Public Relations Division (3); Mass Com & Society Division (3)

2016: Public Relations Division (3)

2015: Public Relations Division (3), Communicating Science, Health, Environment, and Risk (ComSHER) Division (4), Korean American Communication Association Division (3), Mass Com & Society Division (3)

2013: Communicating Science, Health, Environment, and Risk (ComSHER) Division (3)

National Communication Association

2017: Korean American Communication Association Division (4; extended abstracts)

2016: Korean American Communication Association Division (3; extended abstracts)

2014: Korean American Communication Association Division (2)

IV.B. Committees, Professional & Campus Service

IV.B.1. Campus Service – Department

University of Maryland

Faculty Advisory Committee, Fall 2020–present
Graduate Studies Committee, Fall 2019–present
UMD PRSSA’s Vincent Tran Diversity Scholarship Committee, Spring 2019 and Fall 2020
COMM 307 Committee, Fall 2019
UMD PRSSA Faculty Advisor, Fall 2018–Spring 2019

Texas Tech University

Scholarship Committee (Chair), Fall 2014–Spring 2018
PR Showdown Committee (Vice Chair), Fall 2013– Spring 2018
Department Research Initiatives Committee, Fall 2014– Spring 2018
DECA PR Boot Camp Committee, Spring 2015– Spring 2018
PR Assistant Professor Search Committee, Fall 2015 and Fall 2017

IV.B.2. Campus Service – College

Texas Tech University

Ph.D. Admissions Committee, Spring 2013–Spring 2016
Ph.D. Curriculum Committee, Spring 2015
CoMC Strategic Planning Committee, Fall 2017–Spring 2018
CoMC Safety Committee, Fall 2015–Spring 2017
CoMC Undergraduate Research Committee, Fall 2015–Spring 2017
CoMC Culture Committee, Spring 2016–Spring 2017
CoMC Academic Program Committee, Fall 2014–Spring 2015
Center for Communication Research Faculty Advisory Committee, Fall 2017–Spring 2018
Graduate Scholarship Sub-Committee, Spring 2017
Hispanic Media Search Committee, Spring 2015 and Fall 2015
Tools Exam Committee, Summer 2013–Summer 2014
Grant Ad Hoc Committee, Spring 2014

IV.B.5. Campus Service – Other

Texas Tech University

Texas Tech Korean Faculty Association (TTKFA), Treasurer, January 2014–December 2015

IV.B.7. Offices and Committee Memberships

Association for Education in Journalism and Mass Communication, Professional Freedom and Responsibility (PF&R) Committee in the PR Division, September 2017–August 2019

IV.B.8. Leadership Roles in Meetings and Conferences

Korean American Communication Association (KACA), Treasurer, elected, September 2013–August 2017

Korean American Communication Association (KACA), Membership Committee Chair, appointed, September 2015–August 2017

Korean American Communication Association (KACA), Awards Committee Chair, appointed, September 2013–August 2015

Korean American Communication Association (KACA), Student Representative, elected September 2007–August 2011

IV.C. External Service and Consulting

IV.C.5. Consultancies

Market Research of Local News Stations (i.e., an NBC Network affiliate in Boston and a Fox Network affiliate in Denver), December 2016–May 2017

Trend Report for IPARTNERS, a Marketing Agency, about Social Media Strategies and Monitoring in the U.S, February 2011

IV.C.6. Other

Translator, Two Week-long Workshops for the Korean Broadcast Journalists Association in the School of Journalism and Mass Communication at the University of North Carolina–Chapel Hill, August 2011 and October 2011

Translator, Workshops for the Korean Editors Association (KEA) in the School of Journalism and Mass Communication at the University of North Carolina–Chapel Hill, December 2010 and December 2011

IV.D. Non-Research Presentations

IV.D.1. Outreach Presentations

Presenter, First Annual Research Carnival to Promote Undergraduate Research and the Public Relations Department, hosted by the Howard Hughes Medical Institute Undergraduate Science Education Program, Texas Tech University, November, 2013

IV.E. Media Contributions

IV.E.2. TV

Fromm, Courtney. (2017, August 30). Hurricane Harvey has heavy online presence [News story quoting S. Y. Lee that aired on KLBL News, Lubbock, TX]. Retrieved from

<https://www.everythinglubbock.com/news/klbk-news/hurricane-harvey-has-heavy-online-presence/801609571>

IV.E.5. Print Media

Lee, S. Y. (2017, January 20). 기업 사회공헌 홍보효과 신문/페이스북이 으뜸 [“The superiority of newspapers and Facebook in CSR communication”; a “Biz Solutions” column in the Business section of the *Maeil Economy*, a leading finance newspaper in South Korea].

Ahn, S. (2017, December). 사회공헌을 위한 다른 접근 [“A new approach to CSR”; article quoting an interview with **S. Y. Lee**]. *The PR* [a leading PR magazine in South Korea], pp. 34–39.

IV.E.6. Blogs

Lee, S. Y. (2018, December 19). Research in progress: Creating shared value through participatory CSR [Blog post, Arthur W. Page Center]. Retrieved from <https://bellisario.psu.edu/page-center/article/research-in-progress-creating-shared-value-through-participatory-csr>

Abitbol, Alan, Seltzer, Trent, Lee, Nicole, & **Lee, S. Y.** (2018, September 6). #RaceTogether: Starbucks’ attempt to discuss race in America and its impact on company reputation and employees [Blog post, Institute for Public Relations]. Retrieved from <https://instituteforpr.org/racetgether-starbucks-attempt-to-discuss-race-in-america-and-its-impact-on-company-reputation-and-employees/>

IV.G. Service Awards and Honors

2017 Korean American Communication Association (KACA) Service Award