

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: February 6, 2022

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 Woman’s University, 2005

I.F. Continuing Education

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

ADVANCE Program for Inclusive Excellence, University of Maryland, COMM Dept/Terp Allies, December 3, 2021

ADVANCE Program for Inclusive Excellence and the Office of Diversity and Inclusion, Inclusive Hiring Workshop, September 17, 2021

Teaching & Learning Transformation Center, University of Maryland, TLTC Online Course Design Learning Community, February 2021–May 2021

Center for Health and Risk Communication (CHRC), University of Maryland, Almost Everything You’ve Learned about Measurement is Wrong, April 22, 2021

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

Teaching & Learning Transformation Center, University of Maryland, Design Sprint, 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

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

ADVANCE Program for Inclusive Excellence, 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). 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). Sage. ISBN: 9781483376516
2. Lee, S. Y. (2016). Media effects. In C. E. Carroll (Ed.), *The Sage encyclopedia of corporate reputation* (pp. 430–433). Sage. ISBN: 9781483376516

II.C. Refereed Journals

*Note: * designates former or current graduate student co-authors.*

II.C.1. Refereed Journal Articles

1. Lee, S. Y., *Lim, J. R., & *Shi, D. (forthcoming). Visually framing disasters: Humanitarian aid organizations’ use of visuals on social media. *Journalism & Mass Communication Quarterly*.
2. Jang, W., Lee, S. Y., & Asada, A. (2021). Self-imagery and advertising effectiveness: The role of sense of presence. *Journal of General Psychology*. Advance online publication. <https://doi.org/10.1080/00221309.2021.1978920>
3. Lee, S. Y., Kim, Y., & Kim, Y. (2021). Engaging consumers with corporate social responsibility campaigns: The roles of interactivity, psychological empowerment, and identification. *Journal of Business Research*, 134, 507–517. <https://doi.org/10.1016/j.jbusres.2021.05.062>
4. Lee, S. Y., Kim, Y., & Kim, Y. (2021). The co-creation of shared value: What matters for public participation in corporate social responsibility campaigns. *Journal of Public Relations Research*, 32(5–6), 198–221. <https://doi.org/10.1080/1062726X.2021.1888734>

5. 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>
6. 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>
7. 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>
8. 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>
9. *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). https://prjournal.instituteforpr.org/wp-content/uploads/Abitbol_Lee_Seltzer_Lee_RaceTogetherStarbucks1.pdf
10. 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>
11. *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>
12. 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>
13. 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>
14. 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>
15. 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>
16. 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>

17. *Kim, H.-S., & 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>
18. 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>
19. 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>
20. 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.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

II.E.3. Refereed Presentations

1. Lee, S. Y., *Shi, D., *Leach, J., *Lee, S., & Buntain, C. (2021, August). Global companies' use of social media for CSR communication during COVID-19. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Virtual Conference.
2. 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. Research presented to the International Public Relations Research Conference, Orlando, FL.
3. 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. Research presented to the International Public Relations Research Conference, Orlando, FL.
4. 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. Research

presented at the pre-conference, “North Korea and Communication,” of the International Communication Association, Washington, DC.

5. *Manley, T., **Lee, S. Y.**, & *Najera, C. J. (2019, March). Strategic blog-mediated crisis communication: A case study of #bloggergate. Research presented to the International Public Relations Research Conference, Orlando, FL.
6. **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? Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
7. **Lee, S. Y.**, Kim, Y., & Kim, Y. (2018, August). The effect of soliciting consumer participation in corporate social responsibility campaigns. Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Washington, DC.
8. **Lee, S. Y.**, & Chung, S. (2017, August). Cognitive effects of emotional visuals and company–cause congruence in visual CSR messages. Paper presented to the Visual Communication Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
9. 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. Paper presented to the Advertising Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
10. Chung, S., & **Lee, S. Y.** (2017, May). How do emotional visuals aid consumers’ memory of CSR information? Paper presented to the Information Systems Division of the International Communication Association, San Diego, CA.
11. **Lee, S. Y.**, & Chung, S. (2017, March). Visuals, emotion, and buffering: Attributing good intentions to ‘bad’ corporate players. Research presented to the International Public Relations Research Conference, Orlando, FL.
12. **Lee, S. Y.**, Song, J., Triche, J., & Chae, S. (2016, June). Investigating the factors in recruiting participants to CSR online communities. Paper presented to the Communication & Technology Division of the International Communication Association, Fukuoka, Japan.
13. **Lee, S. Y.**, & Rim, H. (2016, June). Negative spillover in corporate nonprofit partnerships and response strategies. Paper presented to the Organizational Communication Division of the International Communication Association, Fukuoka, Japan.
14. **Lee, S. Y.**, & Rim, H. (2016, May). Company–nonprofit partnerships, negative spillover, and response strategies. Paper presented to the annual conference of the Korean Academic Society for Public Relations, Chungju, South Korea.

15. **Lee, S. Y., & *Kim, D.** (2016, March). Strategies to elicit consumer engagement with corporate social responsibility programs. Research presented to the International Public Relations Research Conference, Miami, FL.
16. 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. Research presented to the International Public Relations Research Conference, Miami, FL.
17. **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. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
18. **Lee, S. Y., *Kim, H., & Gilmore, K.** (2015, August). Window dressing or public education? How oil companies’ websites address public concerns about hydraulic fracturing. Paper presented to the Communicating Science, Health, Environment, and Risk Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
19. *Abitbol, A., & **Lee, S. Y.** (2015, August). Engaging the public with CSR activities through social media. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
20. Jeong, Y., & **Lee, S. Y.** (2015, August). Determining the factors influencing the news values of international disasters in the U.S. news media. Paper presented to the International Communication Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
21. Fuhlhage, M., Shaw, D., Holman, L., **Lee, S. Y., & Moldoff, J.** (2015, August). Blowing embers: An exploration of the agenda-setting role of books. Paper presented to the Communication Theory & Methodology Division of the Association for Education in Journalism and Mass Communication, San Francisco, CA.
22. **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. Paper presented to the 22nd International Public Relations Symposium, BledCom 2015, Bled, Slovenia.
23. **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. Paper presented to the 22nd International Public Relations Symposium, BledCom 2015, Bled, Slovenia.
24. **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. Research presented to the International Public Relations Research Conference, Miami, FL.
25. *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. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Montreal, Canada.

26. Gilmore, K., & Lee, S. Y. (2014, March). Strategic ambiguity in crisis: Fracking information designed to educate or deceive? Research presented to the International Public Relations Research Conference, Miami, FL.
27. Lee, S. Y. (2013, August). How public relations practitioners initiate relationships with journalists. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Washington DC.
28. 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. Paper presented to the Public Relations Division of the International Communication Association, London, England.
29. *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). Research presented to the International Public Relations Research Conference, Miami, FL.
30. Horowitz, N., & Lee, S. Y. (2012, May). Organizational identities during and after mergers: A case study. Paper presented to the Public Relations Division of the International Communication Association, Phoenix, AZ.
31. 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. Research presented to the CSR Communication Conference, Amsterdam, The Netherlands.
32. 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. Paper presented to the Mass Communication Division of the International Communication Association, Boston, MA.
33. 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*. Paper presented to the Journalism Studies Division of the International Communication Association, Boston, MA.
34. Lee, S. Y. (2010, June). Can a declining company still be successful in agenda building? A case study of Wachovia. Paper presented to the Public Relations Division of the International Communication Association, Singapore.
35. 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. Paper presented to the Global Communication and Social Change Division of the International Communication Association, Singapore.

36. **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. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA.
37. **Lee, S. Y.** (2009, August). Integrating teaching and research in public relations. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Boston, MA. *3rd Place Teaching Research Paper Award, Public Relations Division*
38. **Lee, S. Y., & Carroll, C. E.** (2008, August). The influences of personal experience, advertising recall, and media recall on corporate reputation. Paper presented to the Public Relations Division of the Association for Education in Journalism and Mass Communication, Chicago, IL.
39. **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 presented at the Annual Convention of the Reputation Institute, Beijing, China.
40. **Lee, S. Y.** (2008, May). Image repair in a food crisis context. Paper presented to the Public Relations Division of the International Communication Association, Montreal, Canada. *Top Student Paper Award, Public Relations Division*
41. 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. Paper presented at the American Advertising Academy, San Mateo, CA.

II.E.8. Non-Refereed Presentations

Invited 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 Woman's 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.

II.E.14. Workshops

1. Panelist, "Professional Development Workshop: Understanding the Academic Job Market" Graduate Student Workshop, Department of Communication, University of Maryland, August 27, 2021.
2. Panelist, "Professional Development Workshop: Understanding the Academic Job Market" Graduate Student Workshop, Department of Communication, University of Maryland, August 28, 2020.

3. Panelist, “Job Market 1” Graduate Student Workshop, Department of Communication, University of Maryland, May 13, 2020.
4. Panelist, “Job Market Workshop 2” Graduate Student 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. November 2018–November 2020.

II.K. Funded Research not administered by ORA

II.K.4. Internal Grants

Principal Investigator, The effects of OPRs in building a fully functioning society through corporate social advocacy. 2021 COMM Faculty Research Award. Department of Communication, University of Maryland, \$2,000. May 2021–May 2022.

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. August 2021–July 2022.

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. April 2020–October 2020.

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. February 2017.

Principal Investigator, Communication strategies to engage stakeholders with corporate social responsibility activities. 2016 Scholarship Catalyst Program Award. Texas Tech University, \$3,000. December 2015–December 2016.

III. Teaching, Extension, Mentoring, and Advising

III.A. Courses Taught (Last 5 Years)

University of Maryland

COMM 201: Introduction to Public Relations (online & in-person) (approx. enroll. = 112)

COMM 307: Quantitative Methods in Communication (approx. enroll. = 35)

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)

COMM 633: Global Public Relations (approx. enroll. = 9)

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 2022 Revision of COMM 307: Quantitative Methods in Communication

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 and Committee Chair

Advisor, Saymin Lee (ongoing)

Advisory and/or Dissertation Committee Member

Faith Otchere (ongoing)
Olivia Truban (ongoing)
Xin Ma (ongoing)
Duli Shi (ongoing)
Jonathan Leach (ongoing)
Lingyan Ma (ongoing)
Yumin Yan (ongoing)
Shawna Dias (ongoing)

Texas Tech University

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

III.E. Advising: Other Than Directed Research

III.E.1. Undergraduate

University of Maryland

Mentor, Gina Lee in preparing and submitting her case study to the 2019 Arthur W. Page Case Study Competition

Texas Tech University

Mentor, Nicole Lundberg in preparing and submitting her case study to the 2017 Arthur W. Page Case Study Competition

Mentor, Rachel Dickson in preparing and submitting her entry to the 2017 *PRWeek* Outstanding Student Competition

Mentor, Nicole Lundberg for the 2016 *PRWeek* Student of the Year Competition (*finished as a runner-up*)

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

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

Supervisor, Marissa Williams, MCOM 6050: Master’s Report (Fall 2014)

Supervisor, Shelby Hilliard, MCOM 6050: Master’s Report (Spring 2014)

III.E.3. Doctoral

University of Maryland

Supervisor, Teaching assistants, Saymin Lee and Neha Kamran (Fall 2020) and Delight Agboada and Yumin Yan (Fall 2021), for COMM 201: Introduction to Public Relations (*Nominated Yumin Yan for the 2021–2022 Graduate School’s Outstanding Graduate Assistant Award, and she received the award*)

Supervisor, Duli Shi for a project funded by a 2021 COMM Faculty Research Award (Fall 2021–present).

Supervisor, Drew Ashby-King and Olivia Truban for a project funded by a 2021–2022 Faculty–Student Research Award (FSRA) (Fall 2021–present).

Supervisor, Saymin Lee for an Arthur W. Page Center-funded project (Summer 2020–Spring 2021).

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

Supervisor, Jungkyu Rhys Lim for 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).

Supervisor, Jungkyu Rhys Lim and Duli Shi for a Center for Health and Risk Communication Research Group project (Fall 2018–Fall 2021).

Mentor, Duli Shi, Jungkyu Rhys Lim, Sarah Abigail Aghazadeh, and Sumin Fang for their job search and materials (Fall 2019–present).

Supervisor, Duli Shi, Master’s degree project (Fall 2019).

Texas Tech University

Supervisor, Alan Abitbol, Independent Study (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 (2018)

Dr. Kim’s EMC 3358: International Electronic Media (2015)

Dr. Gardner’s PR 3300: Applied Public Relations Theory and Concepts (2014)

Dr. Seltzer’s MCOMC 5343: PR Problems & Cases (2013)

Other

Dr. Ha’s Introduction to PR at Daegu University, South Korea (2016)

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

Journal of Communication Management
Public Relations Review
Negotiation and Conflict Management Research
Journalism Studies
Management Communication Quarterly
Journal of Public Relations Research
Journal of Business Ethics
Communication Research
Asian Journal of Communication
Chinese Journal of Communication
Korean Communication Studies
Korean Health Communication Research
Korean Journal of Public Relations Research

IV.A.5. Reviewing Activities for Conferences

International Communication Association

2020: Korean American Communication Association Division

2019: Public Relations Division

Association for Education in Journalism and Mass Communication

2018: Public Relations Division

2017: Public Relations Division; Mass Com & Society Division

2016: Public Relations Division

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

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

National Communication Association

2017: Korean American Communication Association Division

2016: Korean American Communication Association Division

2014: Korean American Communication Association Division

IV.A.6. Other

Judge, the Golden Achievement Awards, the National School Public Relations Association (NSPRA), June 2021

IV.B. Committees, Professional & Campus Service

IV.B.1. Campus Service – Department

University of Maryland

Supervisor, Haejung Shin, a PTK faculty member, for COMM 307: Quantitative Methods in Communication, Spring 2022

Member, PR Assistant/Associate Professor Search Committee, Fall 2021

Secretary, Faculty Advisory Committee, Fall 2020–Spring 2021

Member, Graduate Studies Committee, Fall 2019–present

Member, UMD PRSSA’s Vincent Tran Diversity Scholarship Committee, Spring 2019

Member, COMM 307 Committee, Fall 2019

Faculty Advisor, UMD Public Relations Society of America Chapter, Fall 2018–Spring 2019

Texas Tech University

Chair, Scholarship Committee, Fall 2014–Spring 2018

Vice Chair, PR Showdown Committee, Fall 2013–Spring 2018

Member, Department Research Initiatives Committee, Fall 2014–Spring 2018

Member, DECA PR Boot Camp Committee, Spring 2015–Spring 2018 (DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.)

Member, PR Assistant Professor Search Committee, Fall 2015 and Fall 2017

IV.B.2. Campus Service – College

University of Maryland

Member, COMM Departmental Chair Review Committee, Spring 2021

Texas Tech University

Member, Ph.D. Admissions Committee, Spring 2013–Spring 2016

Member, Ph.D. Curriculum Committee, Spring 2015

Member, College of Media and Communication (CoMC) Strategic Planning Committee, Fall 2017–Spring 2018

Member, CoMC Safety Committee, Fall 2015–Spring 2017

Member, CoMC Undergraduate Research Committee, Fall 2015–Spring 2017

Member, CoMC Culture Committee, Spring 2016–Spring 2017

Member, CoMC Academic Program Committee, Fall 2014–Spring 2015

Member, Center for Communication Research Faculty Advisory Committee, Fall 2017–Spring 2018

Member, Graduate Scholarship Sub-Committee, Spring 2017

Member, Hispanic Media Search Committee, Spring 2015 and Fall 2015
Member, Tools Exam Committee, Summer 2013–Summer 2014
Member, Grant Ad Hoc Committee, Spring 2014

IV.B.3. Campus Service – University

University of Maryland

Member, Equity, Diversity, & Inclusion (EDI) Committee, University Senate, September 2021–present

IV.B.5. Campus Service – Other

Texas Tech University

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

IV.B.7. Offices and Committee Memberships

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

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

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

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

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

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