

Jeong-Nam Kim

Jeong-Nam Kim is the Gaylord Family Endowed Chair of Strategic Communication at the Gaylord College of Journalism and Mass Communication, at the University of Oklahoma. He serves as a senior editor of the journal "Health Communication," and was elected as an educator member of the Arthur W. Page Society. Kim was awarded the *Jackson Jackson & Wagner Behavioral Science Prize* for his research from Public Relations Society of America. Kim investigates "public behavior" and its implications for social dynamics from a communication perspective. He has theorized on people's communicative actions in individual life and in response to social problems. He applies theories, such as his Situational Theory of Problem Solving, to the fields of public relations, strategic communication, health communication, public diplomacy, corporate and government communication. He founded the *Debiasing and Lay Informatics* (DaLI) lab and is currently working to conceptualize the communicative-cognitive interface of publics in personal and social problems. His work identifies both opportunities and challenges generated by lay publics and how their communicative actions either contribute to or detract from a civil society.

Short Bio

I study communicative action and informatics among lay problem solvers (cf. expert/scientific problem solvers). I constructed the situational theory of problem solving (STOPS) and a model of cognitive arrest and epistemic inertia among lay problem solvers. My lab, DaLI (Debiasing and Lay Informatics), seeks solutions for information problems such as pseudo-information, public biases, and failing information markets.

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Education

Ph.D.	2006	Department of Communication, University of Maryland, College Park
M.A.	1995	Departments of Mass Communication and Journalism, Sogang University
B.A.	1992	Department of Religious Study (Major) & Mass Communication (Minor), Sogang University

Academic and Professional Appointments

August 2016 – present	Gaylord Family Endowed Chair, Professor, Gaylord College of Journalism and Mass Communications, University of Oklahoma
2016-present	Director, Debiasing and Lay Informatics (DaLI) Lab (the Center for Applied Social Research, University of Oklahoma)
2016 – present	Courtesy Appointment, Department of Communication, University of Oklahoma
2012 – 2016	Associate Professor (Tenured), Public Relations Unit & Health Communication Unit, Brian Lamb School of Communication, Purdue University
2015 – present	Courtesy Appointment, Department of Political Science, Purdue University
2012 – present	Courtesy Appointment, Center on Poverty and Health Inequities, Purdue University
2007-2012	Assistant Professor Brian Lamb School of Communication, Purdue University
2005-2007	Assistant Professor, Department of Communication, Xavier University
2000-2005	Teaching Assistant/Lecturer, Department of Communication, University of Maryland, College Park

Special Appointments

2021- present	Data Institute for Societal Challenges (DISC) Research Fellow, University of Oklahoma
2017 – present	Faculty Fellow, University of Southern California, Center on Public Diplomacy
2016 – present	Senior Editor, Health Communication, Taylor and Francis
2017 – present	Arthur W. Page Society (Educator Member)
2018 – present	External Examiners for PhD candidates, Department of Communication, Faculty of Modern Languages and Communication, Universiti Putra Malaysia
2018 – present	The Scientific Committee, RECS (Spanish Journal of Health Communication), www.uc3m.es/recs
2018 – present	The Scientific Committee, Centre for Employee Relations & Communication (https://bit.ly/2Jjk4Ka) Università IULM, Milan, Italy
2016 – 2017	The Scientific Committee, Working Group on Employee Communication, Università IULM, Milan, Italy
2011 Summer	Visiting Professor, Dipartimento di Scienze della Comunicazione, Università degli Studi di Siena, Siena, Italy
2011 – present	Faculty Appointed to the Scientific Board of PhD Course Scientific Review, Comunicazioneepuntodoc, Università degli Studi di Roma La Sapienza, Italy

Awards and Honors – Research and Teaching

2021	Top Faculty Research Paper Award, International Communication Association, Public Relations Division
2020	<i>Jackson Jackson & Wagner Behavioral Science Prize</i> , Public Relations Society of America.
2020	<i>Grunig Alumnus Award</i> (Inaugural Award). Department of Communication, University of Maryland, College Park.
2020	Top Faculty Research Award, Corporate Communication International, Milan, Italy
2019	Top 10 Research Presentation (5 th Place) “Conceptualising the communicative behavior of citizens towards Natech risk information disclosure in Japan” (with Dimitrios Tzioutzios and Ana Maria Cruz, Kyoto University, Disaster Prevention Research Institute). IDRiM 2019 Conference in Nice France.

- 2018 Top 10 Research Presentation, “Appetite for Natech risk information disclosure in Japan” (with Dimitrios Tzioutzios and Ana Maria Cruz, Kyoto University, Disaster Prevention Research Institute). IDRiM Conference, Australia.
- 2017 Top Faculty Paper, “CSR communications as a communal bridge between organizations and employees” (with Yeunjae Lee). National Communication Association.
- 2015 Rainbow Research Award, (with Jae Sun Jung). The Best Research Paper (The single paper selected from the entire fall annual conference, with \$1,000 Award), Korean Health Communication Association.
- 2015-16 Discovery Park Entrepreneurial Leadership Academy Fellow, Purdue University with \$5,000 grant for project.
- 2015-17 Appointed to W. Charles and Ann Redding Faculty Fellow, Brian Lamb School of Communication, Purdue University in recognition of outstanding research productivity.
- 2015 Koichi Yamaura International Strategic Communication Award, “Social amplification of problem chain-recognition effect on risk policies: Escalated issue spillover from government distrust and media use” (with Flora, C.-J. Hung-Baesecke & Yi-Ru Chen). International Public Relations Research Conference
- 2015 Nominated as the BLSC Faculty Candidate for College of Liberal Arts’ Outstanding Graduate Teacher Award and the BLSC Faculty Candidate for Purdue Provost’s Award for Outstanding Graduate Faculty Mentor
- 2014-15 Outstanding Graduate Faculty Award, Brian Lamb School of Communication, Purdue University
- 2014 2013-2014 Top Article Award of Journal of Public Relations Research (JPRR) based on the number of downloading, “Two types of public relations problems and integrating formative and evaluative research: A review of research programs within the behavioral, strategic management paradigm” (Jeong-Nam Kim and Lan Ni, JPRR, Vol. 25(1), 1-29). Public Relations Division, Association for Education in Journalism and Mass Communication, August 6-9, 2014, Montreal, Canada
- 2014 Top Faculty Research Paper Award, PR Division, International Communication Association, “Identifying Active Hot-Issue Communicators and Subgroup Identifiers: Examining the Situational Theory of Problem Solving” with Yi-Ru Chen and Chun-Ju Hung
- 2012 Enzyme Best Published Research Article Award, “Understanding Public Fears on New Food Technologies” (\$1,000). Korean Health Communication Association
- 2009 Korea Public Relations Association (KPRA) Best Research Proposal Award on Public Relations Worldwide (\$5,000) Co-PI (with Elizabeth L. Toth, Department of Communication University of Maryland and Hongmei Shen, Department of Communication University of Maryland) “Organization-Employee Relationships: A Two-Sided Story”
- 2008 Top Paper Award. Public Relations Division, National Communication Association, San Diego
- 2008 Korea Public Relations Association (KPRA) Best Research Proposal Award on Public Relations Worldwide (\$5,000) Co-PI (with Kim, Jangyul, Colorado State University)
- 2008 Samsung Press Foundation, Winner of Excellent Book Translation Award for “Dealing with Angry Publics” (Free Press) (\$6,000) (with Park, Sung Chul, Sogang University and, Yu-Ra Jung, Purdue University)
- 2005 Distinguished Article of the Year Award, the Communication & Social Cognition Division of the National Communication Association, Boston, MA
- 2005 KASF Scholarship Award, Korean American Scholarship Foundation
- 2005 Award for Statistical Training, Workshop on Multilevel Modeling in Mplus. Johns Hopkins Center for Prevention and Early Intervention and the Departments of Mental Health and Biostatistics (competitive selection)
- 2003 Elected Associate Member, Sigma Xi, The Scientific Research Society
- 2000-05 Inez Kaiser Award (Five Years in a Row), Association for Education in Journalism and Mass Communication & Public Relations Division
- 2001 Outstanding Graduate Scholar, Department of Communication, University of Maryland, College Park
- 1998-2000 Grunig and Grunig Scholarship (Two Years in a Row), College of Journalism, University of Maryland, College Park
- 1998 Rising Scholarship, College of Journalism, University of Maryland, College Park
- 1988 KSAT Top Scorer Fellowship, Sogang University

Books (Total 5, 2 in progress)

- Kim,* J.-N. , Buzzanell, P. & Kim, S. (in progress, Routledge organizational communication book series editor. Francias Cooren). Handbook of employee communication behavior: Strategic Values of Managing Employee Relations.
- Kim,* J.-N. , & Grunig, J. E. (contracted). Situational theory of problem solving: Communicative, cognitive, and perceptive bases. New York: Routledge.
- Martino, V., Lovari, A., & Kim,* J.-N. (2017). Public (&) Relations: Teorie e practice delle relazioni pubbliche in un mondo che cambia (Public relation theory and practice in a changing world). Franco & Angeli, Milan, Italy.

- Ki, E.-J., Kim,* J.-N. & Ledingham, J., (Eds.) (2015). *Public relations as relationship management: A relational approach to the study and practice of public relations* (2nd Edition). New York: Routledge.
- Sriramesh, K., Zerfass, A., & Kim,* J.-N. (Eds.) (2013). *Current trends and emerging topics in public relations and communication management*. New York: Routledge.

Journal Articles (Total 73)

1. Grunig, J. E., Kim,* J.-N., & Lee, H. (in press). *Paradigms of public relations in an age of digitalization*. *Journal of Public Relations* (Peer-reviewed, modified, and translated to Korean).
2. Chon, M.G., Tam, L., & Kim, J.-N. (in press). Effects of Organizational Conflict History and Employees' Situational Perceptions of COVID-19 on Negative Megaphoning and Turnover Intention. *Journal of Communication Management*.
3. Perez, L. A., Chon, M. G., Vibber, K., & Kim,* J.-N. (in press). Classifying Foreign Publics: Examining the Relationships Behavioral Experience, Symbolic Environment and Communication Behaviors among Key Foreign Publics. *Politics & Policy*.
4. Kim, * J.-N., & Gil de Zúñiga, H. (2021). Pseudo-information, media, publics, and the failing marketplace of ideas: Theory. *American Behavioral Scientist*, 65(2), 163-179.
5. Kim,* J.-N. & Grunig, J. E. (2021). Lost in informational paradise: Epistemic momentum to cognitive arrest in problem solving of lay publics. *American Behavioral Scientist*, 65(2), 213-242.
6. Vibber, K., & Kim,* J.-N. (2021). Advocates or adversaries? Explicating within-border foreign publics' role in shaping soft power through megaphoning and echoing. *Place Branding and Public Diplomacy*, 17(1). 1-18.
7. Tam, L., Kim,* J.-N., Grunig, J. E., Hall, J. A., & Swerling, J. (2020). In search of communication excellence: Public relations' value, empowerment, and structure in strategic management. *Journal of Marketing Communications*, DOI: 10.1080/13527266.2020.1851286
8. Choi, S. H., Kim, J., & Kim,* J.-N. (2020). The power of gossip: contextual talk in tourism communication. *The Social Science Journal*, 1-19.
9. Jeong, J. S., Kim, S. Y., & Kim,* J.-N. (2020). Ashamed Caregivers: Self-Stigma, Information, and Coping among Dementia Patient Families. *Journal of Health Communication*, 1-9.
10. Lee, Y., & Kim,* J.-N. (2020). On evolving nature of relationship by perspective mutuality: reconceptualizing relationship typology between organization and its publics. *Journalism & Mass Communication Quarterly*, 1077699020949255.
11. Chon, M. G., Lee, H., & Kim,* J.-N. (2020). Values of Government Public Relations for a Rocky Road to Participatory Democracy: Testing Public Engagement, Empowerment, and Serenity Hypotheses in Public Sector Communication. *PARTECIPAZIONE E CONFLITTO*, 13(2), 1110-1131.
12. Kim, S. Y., Choi, S. H., Kim,* J.-N., & Cai, L. A. (2020). Dual modes of 'Good will hunting': Untangling the reputation and relationship correlations en route to foreign amity. *Public Relations Review*, 46(3), 101922.
13. Lee, H., Kim, J., & Kim,* J.-N. (2020). Mechanics of Rumor Mills and Epistemic Motivational Processes of Food-related Rumor Spread: Interplay between Attitude and Issue Motivation. *Health communication*, 1-9.
14. Yoon, D., Sung, Y. H., & Kim,* J.-N. (in press). Relevance and control: Rethinking communication strategies in datafication. *Comunicazionepuntodoc*.
15. Mazzei, A., Kim,* J.-N., Togna, G., Lee, Y., & Lovari, A. (2019). Employees as advocates or adversaries during a corporate crisis: The role of perceived authenticity and employee empowerment. *Sinergie – Italian Journal of Management*, 37(2), 195-212.
16. Lee, Y., * Km, H., * Kim,* J.-N. (2019). Understanding the impacts of issue types and employee-organization relationships on employees' problem perceptions and communicative behaviors. *Corporate Communications: An International Journal*, 24(3):553-568
17. Chang, B., & Kim,* J.-N. (2019). Silent minority? Willingness to express opinions of motivated public depending on the perceived group size in the context of GM food controversy. *Public Relations Review*, 45 (5), p.101786
18. Tam, L., & Kim,*J.-N. (2019). Who are publics in public diplomacy? Proposing a taxonomy of foreign publics as an intersection between symbolic environment and behavioral experiences. *Place Branding and Public Diplomacy*, 15(1), 28-37.
19. Jiang, H., Kim,* J.-N., Liu, B., & Luo, Y. (2019) The Impact of Perceptual and Situational Factors on Environmental Communication: A Study of Citizen Engagement in China, *Environmental Communication*, 13:5, 582-602, DOI: [10.1080/17524032.2017.1346517](https://doi.org/10.1080/17524032.2017.1346517)
20. Lee, Y., Mazzei, A., & Kim,* J.-N. (2018). Looking for motivational routes for employee-generated innovation: Employees' scouting behavior. *Journal of Business Research*, 91, 286-294.
21. Tam, L., & Kim,* J.-N. (2018). Using social media analytics in public relations: Their capabilities and limitations. *Journal of Business Strategy*.
22. Tam, L., Kim, J., & Kim,* J.-N. (2018). The origins of distant voicing: Examining relational dimensions in public diplomacy and their effects on megaphoning. *Public Relations Review*, 44(3) 407-418.
23. Choi, S., Tam, L., Kim, J., & Kim,* J.-N. (2018). Effects of three variables on tourists' information behaviors about Macao. *Tourism Analysis*, 23(3), 415-420.

24. Kim,* J.-N., Oh, Y. W., & Krishna A. (2018) Justificatory Information Forefending in Digital Age: Self-Sealing Informational Conviction of Risky Health Behavior, *Health Communication*, 33:1, 85-93, DOI: [10.1080/10410236.2016.1242040](https://doi.org/10.1080/10410236.2016.1242040)
25. Kim,* J.-N. (2018). Digital Networked Information Society and Public Health: Problems and Promises of Networked Health Communication of Lay Publics, *Health Communication*,33:1, 1-4, DOI: [10.1080/10410236.2016.1242039](https://doi.org/10.1080/10410236.2016.1242039) [Guest Editor's Article]
26. Shim, K., & Kim, J. (2017). The impacts of ethical philosophy on the corporate hypocrisy perception and communication intentions toward CSR. *International Journal of Business Communication*, 568.
27. Lee, Y., & Kim,* J.-N. (2017). Authentic enterprise, organization-employee relationship, and employee-generated managerial assets. *Journal of Communication Management*, 21(3), 1-20.
28. Kim, S., Tam, L., Kim,*J.-N., & Rhee, Y. (2017). Determinants of employee turnover intention: Understanding the roles of organizational justice, supervisory justice, authoritarian organizational culture and organization-employee relationship quality. *Corporate Communications: An International Journal*, 22(3), 308-328.
29. Tam, L., & Kim,* J.-N. (2016). Conceptualising and measuring relationship as public diplomacy outcome: Development of the relationship assessment of diplomatic interaction outcome (RADIO) scale. *Communication Research and Practice*.
30. Chon, M.-G., & Kim,* J.-N. (2016). Understanding active publics and their communicative action through public segmentation: Applying the situational theory of problem solving to public segmentation in an organizational crisis situation. *Journal of Public Relations*, 20(3), 113-138.
31. Chen, Y. R., Hung-Baesecke, C. J., Kim,* J.-N. (2016). Identifying active hot-issue communicators and subgroup identifiers: Examining the situational theory of problem solving. *Journalism & Mass Communication Quarterly*.
32. Kim, S. & Kim,* J.-N. (2016). Bridge or buffer: Two ideas of effective corporate governance and public engagement. *Journal of Public Affairs*, 16, 118-127.
33. Jeong, J. S., & Kim,* J.-N. (2015). Obesity and the effects of online communicative actions: Applying cybercoping model. *Health Communication Research*, 13, 1-28.
34. Kim, S., Kim,* J.-N., Tam, L., & Kim, G. T. (2015). Inquiring into activist publics in chronic environmental issues: Use of the mutual gains approach for breaking a deadlock. *Journal of Public Affairs* [online first].
35. Kim, S., & Kim,* J.-N. (2015). Think socially but act publicly: Refocusing CSR as corporate public responsibility. *Journal of Public Affairs* [online first].
36. Park, S., Kim,* J.-N., & Krishna, A. (2014). Bottom-up rebuilding of an innovative organization: Motivating employee intrapreneurship and scouting and its strategic values. *Management Communication Quarterly*, 28(4), 531-560. [*NCA PR Division, Top Research Paper Award]
37. Ko, N. C., No, S., Kim,* J.-N., & Simoes R. G. (2014). Landing of the wave: Hallyu in Peru and Brazil. *Development and Society*, 43(2). 297-350.
38. Kim,* J.-N. & Krishna, A. (2014). Publics and lay informatics: A review of the situational theory of problem solving. *Communication Yearbook* 38, 71-105.
39. Kim,* J.-N., Park, N., & Kim, S. (2014). Building Further on the Situational Theory of Publics: Theoretical Evolution to Situational Theory of Problem Solving and Future Research. *Journal of Public Relations*, 18, 330-366.
40. Kim,* J.-N., & Lee, S. (2014). Communication and cybercoping: Coping with chronic illness through communicative action in online support networks. *Journal of Health Communication*, 19, 775-794.
41. Ko, N. C., Kim,* J.-N., No, S., & Simoes, R. G. (2014). The Korean wave Hallyu in looking at escapism in Peruvian society. *Perspectives on global development and technology*, 13, 332-346.
42. Kim,* J.-N. (2014). Fast-choicism: Instant trust and prompt loyalty in digitalized, networked marketplace. *Communication Insight*, 3, 10-31. [*Lead research article of the special issue of digitalized marketplace and consumer behavior].
43. Kim, S-H., Kim,* J.-N., Choi, D.-H., & Jun, S. (2013). News media use, informed issue evaluation, and South Koreans' support for genetically modified foods. *International Journal of Science Education*, 3, Part B, 1-21.
44. Kim,* J.-N., & Ni, L. (2013). Integrating formative and evaluative research in two types of public relations problems: A review of research programs within the strategic management approach. *Journal of Public Relations Research*, 25, 1-29. [*2013-2014 Top Downloaded Article Award of Journal of Public Relations Research, AEJMC, PR Division].
45. Kim,* J.-N., & DiTirro, L. (2013). Healthy communication: Cybercoping of mental and physical health problems and its health consequences. *Health Communication Research*, 7, 81-111.
46. Shen, H. & Kim,* J.-N. (2013). Linking ethics congruence, communication strategies, and relationship building. *Public Relations Journal*, 6(3), 1-35.
47. Kim, S.-H., Han, M., Choi, D.-H., & Kim,* J.-N. (2012). Attribute agenda setting, priming, and the media's influence on how to think about a controversial issue. *International Communication Gazette*, 74, 43-59.
48. Kim,* J.-N., Kim, S., Kim, S. Y., Krishna, A., & Jun, S. (2012). Understanding public fears on new food technologies: Testing joint effects of cross-situational value predispositions and situational perceptive variables on risk perception about the GMO food issue. *Health Communication Research*, 6, 1-42. [*Enzyme Best Health Communication Research Article Award; ** Lead Article]

49. Kim, S.-H., Kim,* J.-N., & Besley, J. C. (2012). Pathways to support genetically modified (GM) foods in South Korea: Deliberate reasoning, information shortcuts, and the role of formal education. *Public Understanding of Science*, 22(2) 169–184.
50. Shen, H. & Kim,* J.-N. (2012). The authentic enterprise: Another buzz word or a true driver of quality relationships? *Journal of Public Relations Research*, 24, 371-389.
51. Kim,* J.-N., Ni, L., Kim, S.-H., & Kim, J. R. (2012). What makes people hot: Applying the situational theory of problem solving to hot-issue publics. *Journal of Public Relations Research*, 24, 144-164.
52. Hu, K., Park, H., Sohn, H., & Kim,* J.-N. (2012). The conditions for the admired companies: The importance of relationship quality with strategic publics in corporate reputation. *Insight Train*, 2, pp. 22-35. (Corresponding author).
53. Kim,* J.-N. (2012). From organizational decisions to constituencies' communicative actions: Linking two phenomena for strategic communication fields. *International Journal of Strategic Communication*, 6(1), 1-6. [*Lead introductory article]
54. Lovari, A., Martini, V., & Kim,* J.-N. (2012). Citizens' relationships with a municipality and their communicative behaviors in negative civic issues. *International Journal of Strategic Communication*, 6(1), 17-33.
55. Mazzei, A., Kim,* J.-N., Dell'Oro, C. (2012). Strategic value of employee relationships and communicative actions: Overcoming corporate crisis with quality internal communication. *International Journal of Strategic Communication*, 6(1), 31-44.
56. Lovari, A., Kim, S., Vibber, K. & Kim,* J.-N. (2011). Digitisation's impacts on publics: Public knowledge and civic conversation. *PRism*, 8(2).
57. Kim,* J.-N., & Rhee, Y. (2011). Strategic thinking about employee communication behavior (ECB) in public relations: Testing the models of megaphoning and scouting effects in Korea. *Journal of Public Relations Research*, 23(3), 243-268. [*Lead article]
58. Lee, S.-Y., Chib, A. I., & Kim,* J.-N. (2011). Midwives' mobile phone use and health knowledge in rural communities. *Journal of Health Communication*, 16(9), 1006-1023.
59. Kim,* J.-N., Shen, H., & Morgan, S. (2011). Information behaviors and problem chain recognition effect: Applying situational theory of problem solving in organ donation issues. *Health Communication*, 26, 171-184.
60. Kim,* J.-N., Clelland, I. & Bach, S. (2011). Entrepreneurs as parallel processors: An examination of a cognitive model of new venture opportunity evaluation. *Academy of Entrepreneurship Journal*, 16(2), 57-85.
61. Kim,* J.-N., & Grunig, J. E. (2011). Problem solving and communicative action: A situational theory of problem solving. *Journal of Communication*, 61, 120-149.
62. Kim, J.-N. (2011). Public segmentation using situational theory of problem solving: Illustrating summation method and testing segmented public profiles. *PRism*, 8(2).
63. Kim,* J.-N. (2011). Understanding strategic value of good employee relationships and employee communicative actions: For better corporate branding and reputation management. *Insight Train*, 1, 52-69.
64. Grunig, J. E., & Kim,* J.-N. (2011). Actions speak louder than words: How a strategic management approach to public relations can shape a company's brand and reputation through relationships. *Insight Train*, 1, 36-51.
65. Aldoory, L., Kim,* J.-N., & Tindall, N. (2010). The influence of perceived shared risk in crisis communication: Elaborating the situational theory of publics. *Public Relations Review*, 36, 134-140.
66. Kim,* J.-N., Park, S.-C., Yoo, S., & Shen, H. (2010). Mapping health communication scholarship: Breadth, depth, and agenda of published scholarship in "Health Communication." *Health Communication*, 25, 487-503. [*Lead article]
67. Kim,* J.-N., Grunig, J. E., & Ni, L. (2010). Reconceptualizing the communicative action of publics: Acquisition, selection, and transmission of information in problematic situations. *International Journal of Strategic Communication*, 4(2) 126-154.
68. Kim, J. R., & Kim,* J.-N. (2010). A theoretical perspective on "fear" as an organizational motivator for initiating public relations activities. *Public Relations Review*, 36, 184-186.
69. Ni, L., & Kim,* J.-N. (2009). Classifying publics: Communication behaviors and problem-solving characteristics in controversial issues. *International Journal of Strategic Communication*, 3(4), 1-25. [Lead article]
70. Kim,* J.-N., Ni, L., & Sha, B.-L. (2008). Breaking down the stakeholder environment: A review of approaches to the segmentation of publics. *Journalism & Mass Communication Quarterly*, 85(4), 751-768.
71. Yun, S. H., & Kim,* J.-N. (2008). Soft power: From ethnic attraction to national attraction in sociological globalism. *International Journal of Intercultural Relations*, 32(6), 565-577.
72. Kim,* J.-N., Bach, S. B., & Clelland, I. J. (2007). Symbolic or behavioral management? Corporate reputation in high-emission industries. *Corporate Reputation Review*, 10, 77-98.
73. Fink, E. L., Cai, D., Kaplowitz, S., A., Chung, S., Van Dyke, M., & Kim,* J.-N. (2003). Semantics of social influence. *Communication Monographs*, 70, 295-316.

Guest Editor of Special Issues for Journal and Business-Management Magazines (Total 6)

Kim,* J.-N. & Homero Gil de Zúñiga (2023). Commissioned for The 100th Year Special Issue for *Journalism & Mass Communication Quarterly*.

- Kim,* J.-N. & Homero Gil de Zúñiga (first issue Spring 2021, second issue Summer 2021). Lost in informational paradise: Misinformation, media, and publics and the future of the marketplace of ideas. *American Behavioral Scientist*.
- Kim,* J.-N. (May, 2019). Special Report – Underground Information Market and Corporation. *Dong-A Business Review* (4 original articles with 2 CEO interviews).
- Kim,* J.-N. (2016). Special issue – Problems and promises of digitalized, networked society for health communication. *Health Communication*.
- Kim,* J.-N. (2014). Special issue – “Fast-Choicism: Research and perspective case study. *Communication-Insight*, 3.
* This special issue consists of one main article offering theoretical definitions and conceptual base for following research and case studies, four research articles, and eight case study articles on the fast-choicism and strategic communication management.
- Kim,* J.-N. (2012). Special issue – Strategic values of relationships and the communicative actions of strategic publics. *International Journal of Strategic Communication*, 6(1).
* This special issue consists of eight articles with one introductory article that applied my theory of communicative actions in problem solving and situational theory of problem solving in the areas of tourism management, business management, consumer behaviors, public diplomacy, public affairs, employee communication, and public relations.

Book Chapters (Total 11)

1. Grunig, J. E., & Kim,* J.-N. (2021). The four models of public relations and their research legacy. In C. Valentini (Ed.), *Handbook of public relations* (pp. 277-311). De Gruyter Mouton.
2. Kim,* J.-N., Tam, & Chon, M. (2021). A conceptual genealogy of the situational theory of problem solving: Theorizing communication for strategic behavioral communication management. In C. Valentini (Ed.), *Handbook of public relations* (pp. 471-486). De Gruyter Mouton.
3. Lee, Y., Chon, M., Oh, Y. W., & Kim,* J.-N. (2017). Understanding communicative activism of publics in digital network society: Taxonomies of digitalized communicative actions. In S. Duhé (Ed.), *New Media and Public Relations* (3rd ed.). Peter Lang.
4. Kim,* J.-N., Park, S., Krishna, A. & Martino, V. (2015). Risk management through employees: Testing employees' voluntary scouting and corporate readiness for cyber risks. In E.-J. Ki, J. Ledingham, J. & J.-N. Kim* (Eds.). *Public relations as relationship management: A relational approach to the study and practice of public relations* (2nd Edition) (pp. 199-213). New York: Routledge.
5. Vibber, K., & Kim,* J.-N. (2014). Communicative activism and sociological public diplomacy: Causes and consequences of positive and negative megaphoning of hosted foreign publics and their impacts on public diplomacy outcomes. In G. J. Golan, D. Kinsey, & S.-U. Yang, (Eds.), *Handbook of Strategic Public Diplomacy* (pp. 131-145). Thousand Oaks, CA: Sage.
6. Kim,* J.-N., Hung-Baesecke, C.-J., Yang, S-U., & Grunig, J. E. (2013). A strategic management approach to reputation, relationships, and publics: The research heritage of the Excellence Theory. In C. Carroll (Ed.), *Handbook of communication and corporate reputation* (pp. 197-212). New York: Wiley Blackwell.
7. Kim,* J.-N., & Ni, L. (2013). Conceptualizing publics and constructing public relations theory: Situational theory of problem solving and its new research. In K. Sriramesh, A. Zerfass, & J.-N. Kim (Eds.), *Current Trends and Emerging Topics in Public Relations and Communication Management* (pp. 126-142). New York: Routledge.
8. Kim,* J.-N., & Vibber, K. (2012). Networked sociability and cybercoping: The effects of enabled personal networks and enhanced health outcomes among chronic health problem solvers. In S. Duhé (Ed.), *New Media and Public Relations* (2nd ed.) (pp. 218-229). Peter Lang.
9. Kim,* J.-N., & Ni, L. (2011). The nexus between Hallyu and soft power: Cultural public diplomacy in the era of sociological globalism. In Kim, D. K., & Kim, M. S. (Eds.), *Hallyu: Influence of Korean popular culture in Asia and beyond* (pp. 131-154). Seoul, Korea: Seoul National University Press.
10. Kim,* J.-N., & Ni, L. (2010). Seeing the forest through the trees: The behavioral, strategic management paradigm in public relations and its future. In R. H. Heath (Ed.), *The SAGE handbook of public relations* (pp. 35-57). Thousand Oaks, CA: Sage.
11. Kim,* J.-N., & Sriramesh, K. (2009). Activism and public relations. In K. Sriramesh (Ed.) *The global public relations handbook: Theory, research, and practice* (Revised edition) (pp. 79-97). New York: Routledge.

Encyclopedia Entries, Book Reviews, Research Notes, and Proceedings (Total 14)

1. Tam, L. Kim,* J.-N., & Grunig, J. E. (2021). Marketing-Dominant vs. Public Relations-Independent Communication Departments: New Empirical Evidence. *PageViews*, Arthur Page Society.
2. Lee, S., Lee, H., & Kim,* J.-N. (2019). Underground information market – Analytical approach. *Dong-A Business Review*, Vol. 273, 2, 36-51.

3. Grunig, J. E.; Kim,* J.-N. (2017). Publics approaches to segmentation in health and risk messaging. In *Encyclopedia of Health and Risk Message Design and Processing*, Roxanne Parrott (Ed.). New York: Oxford University Press.
4. Kim,* J.-N. (2015). An innovative organization and its many oracles: A follow-up study. Organizational Communication Research Center (OCRC). (a research essay developed from. “Kim,* J.-N., Park, S., Krishna, A. & Martino, V. (2015). Risk management through employees: Testing employees’ voluntary scouting and corporate readiness for cyber risks.”)
5. Kim,* J.-N. (2014a). An innovative organization and its many oracles: Motivating employee intrapreneurship and scouting through good management and relationship. Organizational Communication Research Center (OCRC).
6. Kim,* J.-N., Vibber, K., Kim, S., Park, S., & Dittiro, L. (2014). Online health groups. In Thompson, T. (Ed.), *Encyclopedia of health communication*. Thousand Oaks, CA: SAGE.
7. Kim,* J.-N., Ki, E.-J., & Jung, Y.-R. (2014). Public segmentation. In Thompson, T. (Ed.), *Encyclopedia of health communication*. Thousand Oaks, CA: SAGE.
8. Kim,* J.-N., Grunig, J. E., & Krishna, A. (2013). The situational theory and communication behaviors: From theory of publics to theory of problem solving. In Thompson, T. (Ed.), *Encyclopedia of health communication*. Thousand Oaks, CA: SAGE.
9. Kim,* J.-N., & Krishna, A. (2013). Public segmentation. In Heath, R. L. (Ed.), *Encyclopedia of public relations* (2nd Ed.). Thousand Oaks, CA: SAGE.
10. Kim,* J.-N. (2012). Exhibit 12.2: Situational theory of problem solving. In Cutlip and Center’s *Effective Public Relations* 11th ed., G. Broom and B.-L. Sha, Pearson. [*My theory is featured as a key theory in public relations in the most sold public relations textbook.]
11. Kim,* Huh, K. Y., Park, H. J., & Shon, H. Y. (2012). Corporate restructuring of communication functions and integrative frame of brand and reputation management. SK Telecom. Seoul, Korea.
12. Kim,* J.-N., & Jun, S. (2010, November). Public perception on genetically-modified food and nano technology food. Korean Food and Drug Administration. Seoul, Korea.
13. Kim,* J.-N. & Jun, S. (2011). Public perception on genetically-modified food and nano technology food. Korean Food and Drug Administration. Seoul, Korea.
14. Lovari, A., & Kim,* J.-N. (2010, March). *Comunicazione Pubblica E Ascolto Dei Cittadini*, Report realizzato per il Comune di Siena. Report for the City of Sienna, Italy.
15. Dong, X., & Kim,* J.-N. (2003). On your bookshelf. *Corporate Reputation Review*, 6, 197-199.

Professional Appointments

- 2019-present Thesis/Dissertation Examination Committee, Queensland University of Technology, Australia
- 2018-present Thesis/Dissertation Examination Committee, University of Putra Malaysia, 43400 UPM Serdang, Selangor Darul Ehsan, Malaysia
- 2012-present Advisory Board, Laboratorio Comunicazione Interna, Universta' IULM, Milano, Italy
- 2011-present Consultant, Purdue Enterprise Company, West Lafayette, Indiana, USA
- 2011-present Research Advisory Committee, International Association for Business Communicators (IABC) Research Foundation, San Francisco, California, USA
- 2011-present External Research Advisor, SK Marketing & Company, Communication Insight Lab, Seoul, Korea
- Visiting Professor, Department of Communication Sciences, University of Siena, Italy. June-July, 2011.
- Editorial Board Member to *Health Communication*
- Editorial Board Member to *Journal of Public Relations Research*
- Expert Advisory Board, Communications Korea, Public Relations Consulting Group, Seoul, Korea.
- Scientific Advisory Board, PRIME Research, Ann Arbor, U. S. and F.A.Z.-Institut, Mainz, Germany, (representing Korea and US with James E. Grunig and Larissa A. Grunig, Nobert Schwarz, U. S., Hilton Denise, France, Scherer Helmut, Germany, & Youichi Ito, Japan).

Invited Lectures

- 2020 March 3-5, Keynote Speaker, The Annual Grunig Gala Lecture, University of Maryland, College Park.
- 2019 September Kim, J.-N. Information Sensibility. Executives Education Seminar, SK Group. SK Academy.
- 2018 Kim, J.-N. Situational theory of problem solving and other public relations theories, October 18, International Islamic University Malaysia (IIUM), Malaysia.
- 2018 Kim, J.-N. Building confidence in academic writing: From a research proposal to articles, October 17, Universiti Putra Malaysia, Malaysia.
- 2018 Kim, J.-N. The Tarik Session – Discussing the situational theory of problem solving, October 17, Universiti Kebangsaan Malaysia (UKM), Malaysia.
- 2018 Kim, J.-N. Situational theory of problem solving and its recent use about “closed-mindedness” and conspiratorial thinking”, October 18, Universiti Putra Malaysia, Malaysia.

- 2018 Kim, J.-N. Institutionalizing Public Relations as Strategic Behavioral Management: James E. Grunig's Quest for Public Relations and the Future of Public Relations Research and Practice. Symposia for the book, "Public (& Relations)", edited by Valentina Martino, Alessandro Lovari and Jeong-Nam, April 11, La Sapienza, University di Roma and April 12, IULM, Milan, Italy.
- 2018 Kim, J.-N. Lay informatics in sociopolitical problems: Rise and spread of conspiratorial thinking. Seoul National University. Korea.
- 2017 Kim, J.-N. The Open Society and Its Enemies within Us: Origins and Consequences of Close-Mindedness of Digitalized, Networked Publics. University of Wien, Austria.
- 2016 Kim, J.-N., & Lee, Y. Understanding strategic value of good employee relationships and employee communicative actions. Paper presented at Working Group Employee Communication, Università IULM, Milan, Italy, June, 2016. **Invited Presentation
- 2014 Digitalized, Networked Society, A Utopia or A Dystopia? Unequalizing Health Effects of New ICTs and Crippled Lay Health Informatics, Invited Speaker, University of Sassari, Health Communication Symposium.
- 2013 Open Society and Its Enemies within Us. C-Center, Chinese University of Hong Kong, China
- 2013 Cybercoping: Understanding Publics' Communicative Actions for Health and Risk Communication. City University of Hong Kong, China
- 2012 Colloquium Speaker, Open Society and Its Enemies within Us. Università di Roma, La Sapienza, Rome, Italy.
- 2011 Colloquium Speaker, When Bad CEO Triggers Corporate Scandal for Good Company: Examining Spillover Effect and Untangling the Impact of Negative Media Coverage on Daily Stock Price. Università di Roma, La Sapienza, Rome, Italy.
- 2011 Invited Speaker, Understanding Publics, Media, and Their Strategic Links of Public Relations to Management. Professional Masters of Strategic Communication Management, University of Siena, Italy.
- 2010 Invited Speaker, Strategic Management of Public Relations and Public Segmentation. University of Siena, Italy.
- 2010 Colloquium Speaker, Cybercoping: Two Studies on Communication and Problem Solving of Digitalized Publics, Università di Roma, La Sapienza, Rome, Italy.
- 2010 Spotlight Scholar, Mapping Health Communication: Breadth, Depth, and Future of Scholarship in Health Communication. Korean Health Communication Association Founding Conference, Hanyang University, Seoul, Korea.
- 2009 Spotlight Scholar, Internet Flaming: Its Situational Causes and Theoretical Process. Korean Association for Communication and Information Studies. Sogang University, Seoul, Korea.
- 2009 Invited Speaker, Power of Gossiping: Causes, Process, and Consequences of Gossiping and Its Strategic Values in Corporate Communication. Research Seminar to Corporate Board and Top Management Team, SK Marketing & Company, Seoul, Korea.
- 2009 Colloquium Speaker, Two Studies on Public Communication Behaviors and Their Effects on Organizational Efficacy. Research Colloquium, Center for Advertising & Public Relations Research, Chung-Ang University, Seoul, Korea.
- 2009 Colloquium Speaker. Communication and Coping: Two Studies of Online Communicative Action in Problematic Situations. Research Colloquium, Department of Psychology, Hallym University, Chun Chon, Korea.
- 2008 Colloquium Speaker, Anatomy of Communication: Information Behaviors and Problem Solving. Hearst Visiting Scholar, School of Journalism and Mass Communication, University of North Carolina, Chapel Hill.
- 2007 Colloquium Speaker, Situational Theory: Evolution and Its Application Research. Colloquium to the Institute for Media and Culture, Sogang University, Korea.
- 2007 Invited Speaker, Situational Theory of Problem Solving: Implications to Political Communication. Research talk to the Interdisciplinary Political Communication Research Group, College of Liberal Arts, Purdue University.
- 2006 Invited Speaker, Communicant Activeness and Types of Publics. Invited as a guest lecturer for a graduate seminar on public relations in the Department of Communication, University of Houston, Texas.
- 2004 Invited Speaker, Active and Activist Publics, Their Communicative and Cognitive Characteristic, and Problem Solving. Invited as the guest speaker for a graduate seminar on public relations publics in the Department of Communication, University of Maryland, College Park.
- 2002 Invited Speaker, Measuring Organization-Publics Relationship: Development and Validation of Scales. Research presented to the Quantoid Brownbag, Department of Communication, University of Maryland, College Park.
- 2001 Colloquium Speaker, Descriptive Model of Activism. Research presented to the Colloquium of the Department of Communication, University of Maryland, College Park.
- 2000 Invite Speaker, Issues and a New Research Direction in the Situational Theory of Publics. Invited as the guest speaker for a graduate seminar on public relations publics in the Department of Communication, University of Maryland, College Park.

Grants/Fellowship

- 2021 University of Oklahoma, *OU Big Idea Challenges* (Funded). Title: Social Media and the Visual Politics of Policing Communities of Color (Co-PI, \$50,000).

- 2020 NCI (Under review). Title: Detecting Epidemics of Pseudo-Scientific Cancer Information in Online Communities: A Theory-, Artificial Intelligence- and Statistics-based Assessment System (PI, \$553,504).
- 2019 Academy of Korean Studies (not funded). Paradigm Shift in Public Diplomacy and the Role of Korean Studies: Education, Culture, and People Interaction as a Soft Power and Co-Power strategy. Excellence in sociological public diplomacy for Korea and beyond: The role of state and non-state actors in creation of soft power. (PI, US\$ 1.4 million, 5 years) This five-year research project develops and extends theoretical and evidence-based understanding about the value of sociological public diplomacy by examining its strategies and effects in today's digital networked society. (researcher team members: Seong-Hun Yun (PI), Kadir, Ahyhan, Lisa Tam, Alexander Buhrmann, Kelly Vibber, Jae-Eun Jun).
- 2018 Academy of Korean Studies (not funded). Public diplomacy and its strategies, routes and effects: A study of KOICA scholarship program alumni. (PI, US\$64,300) This five-year research project develops and extends theoretical and evidence-based understanding about the value of sociological public diplomacy by examining its strategies and effects in today's digital networked society. (researcher team members: Kadir, Ahyhan, Lisa Tam, Alexander Buhrmann).
- 2018 Academy of Korean Studies (not funded). Excellence in sociological public diplomacy for Korea and beyond: The role of state and non-state actors in creation of soft power. (PI, US\$ 1.4 million, 5 years) This five-year research project develops and extends theoretical and evidence-based understanding about the value of sociological public diplomacy by examining its strategies and effects in today's digital networked society. (researcher team members: Kadir, Ahyhan, Nancy Snow, Yonghan Cho, Emily Metzgar, Lisa Tam, Alexander Buhrmann, Moamen Gouda).
- 2016 La Trobe, Australia Gao guanxi in China: A model of relational public diplomacy. China Studies Seed-Funding Research Grant awarded by the China Studies Research Centre, 2016-17. (AUD\$9,856, Funded) with Tam, L. (La Trobe University, Australia), Lyu, J. C. (Chinese University of Hong Kong), and Kim, S. (Singapore Management University) (Project summary: <http://www.latrobe.edu.au/china-centre/funding-opportunities/seed-funding-research-grant>; <http://www.latrobe.edu.au/news/announcements/2016/four-researchersresearch-teams-receive-china-studies-seed-funding-research-grants>)
- 2016 Tam, & Kim, J.-N. Public diplomacy evaluation: An integrated framework (AUD\$67,500, not funded)
- 2016 La Trobe, Australia (under review) Application for visiting research fellowship for Professor Jeong-Nam Kim, Gaylord Endowed Chair of the College of Journalism and Mass Communications at the University of Oklahoma from RFA Transforming Human Societies. (Proposed Project: A framework of public diplomacy evaluation; Proposed Seminar #1: Building theory for interdisciplinary, international and industry application: A social science perspective; Proposed Seminar #2: Digitalized, networked society: A utopia or dystopia? Unequalizing health effects of ICTs and crippled lay health informatics.) (Requested amount: AUD\$10,000)
- 2016 Korean Public Relations Association Research Grant (approximately \$1000), Research Grant for Public Relations Theory Development, Project Title, "Conceptualizing Employee Vocalizing: Public Relations Research on Organizational Communication Process through Spiral of Silence Theory and Employee Communication Behavior Model." with Myoung-Gi Chon. (Funded).
- 2015-2016 Purdue Research Foundation Research Grant. Project: The Tangled Web Our Brains Weave: Using the Situational Theory of Problem Solving to De-Mystify Lacuna Public's Attributes, Issue Illiteracy, and Information Behaviors (\$16,714). Purdue University (PI with Arunima Krishna for her dissertation research).
- 2015 Entrepreneurial Leadership Academy Fellow. Project: A Tool for Quantifying and Tracking the Rise and Fall of Hot-Issue Publics in Sociopolitical Controversies for Better Conflict Management: A Social Entrepreneurship Project. Entrepreneurial Leadership Academy Fellowship, Discovery Park, Purdue University.
- 2015 Research Grant. Tourist loyalty and communication: Evidence from Mainland Chinese tourists to Macao (MOP25,000.00). (PI, Professor S.-H. Choi, #093/EST/2015) with HTM Liping Cai, Macau.
- 2012 Study Abroad and International Training Grant (\$5,000)
Study abroad support grant (University of Siena, Summer in Siena).
- 2012 The Academy of Korean Studies Co-PI. New Competitive Research Funding, Research Project Titled: Korean Cultural Consequence: Building Sustainable Soft Power through Hallyu in Latin America.
- 2010 Korea Food and Drug Administration (KFDA) (*contracted research) (funded). To enhance understanding about public risk perceptions and food risk-related behaviors. Investigation of Consumers' Risk Perception on Novel Foods. Funded project with Korean Institute of Environment and Health. Est. \$80,000.00
Award No: 10062 영기안 094.
- 2010 Purdue University –Tsinghua University Strategic Partnership Program (funded). Research Project Titled: "Global Climate Change in American and Chinese Minds: A Comparative Study of U.S. and Chinese Citizens' Perception, Communication, and Action About Environmental Issues," \$2,800.00.
- 2008 Research Incentive Grant, College of Liberal Arts, Purdue University. (funded). \$1,200.00.
- 2007 Teaching Development Incentive Grant. (funded), College of Liberal Arts, Purdue University. \$750.00.
- 2012 Study Abroad and International Training Grant (\$5,000)
Study abroad support grant (University of Siena, Summer in Siena).
- 2012 The Academy of Korean Studies Co-PI. New Competitive Research Funding, Research Project Titled: Korean Cultural Consequence: Building Sustainable Soft Power through Hallyu in Latin America.

2011-2012 Purdue Research Foundation (PRF) International Travel Grant (\$1,400), College of Liberal Arts, Purdue University

Fall, 2010- Spring 2011, Purdue University –Tsinghua University Strategic Partnership Program, Research Project Titled: “Global Climate Change in American and Chinese Minds: A Comparative Study of U.S. and Chinese Citizens’ Perception, Communication, and Action About Environmental Issues,” \$2,800

January 2010-January 2011, Korea Food and Drug Administration (KFDA). Research on Consumer Risk Perception about Novel Foods in Korea (about \$80,000), Research Director (with Korean Institute of Environment and Health)

Student Mentorship

Doctoral Advisees:

Soojin Kim (University of Technology Sydney, Australia)

Arunima Krishna (Boston University)

Kelly Vibber (University of Dayton)

Lindsey DiTirro (Gannon University)

Lisa Tam (Queensland University of Technology, Australia)

Justin M. Guild (Curtin University, Australia)

Yeunjae Lee (University of Miami)

Current

Loarre Andreu Perez (ABD)

Hyelim Lee (ABD, Seoul National University)

Ygal Kaufman (Master, Doctoral Admission Fall 2021)

Vishala Persad (Master, Doctoral Admission Fall 2021)

Mentoring (Research):

Loarre Andreu Perez (2020 ICA PR Division, Best Grunig & Grunig Thesis Award)

Ygal Kaufman (2020 Corporate Communication International, Top Research Paper Award)

Hyelim Lee (2021, ICA PR Division, Top Faculty Research Paper Award)

Service to the Profession

a. Editorial Appointment

2017 – present Senior Editor, Health Communication

2014 –2016 Associate Editor, Health Communication

2016 – 2020, Journal of Public Relations Research (Editorial Board)

2020 – present Journal of Applied Communication Research (Editorial Board)

2020– present, Journalism & Mass Communication Quarterly (Editorial Board)

b. Journal Reviewer

I have served as an ad hoc reviewer for:

2014 –present Journal of Communication

2012 –present Asian Journal of Communication

2010 -present Communication Research

2011-present Mass Communication & Society

2007-present Communication Theory

2007-present Health Communication

2010-present Journal of Public Relations Research

2010-present International Journal of Strategic Communication

2011-present Journal of Health Communication

I am currently serving as an editorial board member for:

2011-present Health Communication

2011-present Journal of Public Relations Research

2012-present Crisis Communications

c. Guest Reviewer for Books

2006 Heath, R. L., & Palenchar, M. J.. Strategic issues management: Organizations and public policy challenges (2nd Ed.). Thousand Oaks, CA: Sage. Book Proposal in Sage.

d. Special Professional Appointments & Professional Association Activities

2014 Nominated to Publication Committee, AEJMC (under election)

2014 – present International Affairs Executive, Korean Public Relations Association.

- 2012-2013 Advisory Board, Laboratorio Comunicazione Interna, Universta' IULM, Milano, Italy
- 2011-present Consultant, Purdue Enterprise Company, West Lafayette, Indiana, USA
- 2011-present Research Advisory Committee, International Association for Business Communicators
(IABC) Research Foundation, San Francisco, California, USA
- 2011-present External Research Advisor, SK Marketing & Company, Communication Insight Lab,
Seoul, Korea
- 2009-present External Research Director, Korea Institute of Environment and Health (KIEH), Seoul,
Korea
- 2008-present Scientific Advisory Board, PRIME Research, Ann Arbor, U. S. and F.A.Z.-Institut,
Mainz, Germany
- 2007-present Expert Advisory Board, Communications Korea, Public Relations Consulting Group,
Seoul, Korea