

Association for Education in Journalism and Mass Communication (converted from San Francisco, California to virtual due to COVID-19).

Jiang, Y., & **Park, H.** (2020, May). Uncovering the effects of CSR appeals and message sources on consumers' cognitive and behavioral responses to branded content on Instagram. Presented at the annual conference of the International Communication Association (converted from Gold Coast, Australia to virtual due to COVID-19).

Park, H., & Jiang, Y. (2019, August). A human touch and content matter for consumer engagement: Understanding how brand communication on social media can leverage consumer motivations for engagement. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Chun, M.-G., & **Park, H.** (2018, May). Social media activism in the digital age: An integrative model linking online collective actions and activism. Presented at the annual conference of the International Communication Association, Prague, Czech Republic.

Lee, Y., & **Park, H.** (2017, May). University reputation management: Testing the effects of identity and image on reputation and behavioral intentions. Presented at the annual conference of the International Communication Association, San Diego, CA.

Kim, Y., & **Park, H.** (2017, May). The "halo effect" in online crisis communication: Exploring the effects of organization-

Park, H., & Cameron, G. T. (2012, August). Keeping it real: Exploring the roles of conversational human voice and source credibility in crisis communication via social media. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL. [**Second Place: Open Competition**]

Oh, H., & **Park, H.** (2012, August). "We're not the only one with the crisis": Exploring situational variables in an extension of Situational Crisis Communication Theory. Presented at the annual convention of the Association for Education in Journalism and Mass Communication, Chicago, IL.

Johnson, R. A., **Park, H.**, Mazurek, M., Osteuov0(l)5(i)nd,7(S)-1 M.(C)8(z)10(m)5(e)-10(r)-7(, Gur)1. T M.(i)5(a)-10(uov0

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Park, H., & Reber, B. H. (2010, March). Influence of corporate social responsibility on organization-public

- Project: Consumer participation and empowerment in CSR communication: Exploring the potential and challenges of crowdsourcing from a consumer perspective

John H. Bateman Professorship (Bank One), LSU Manship School of Mass Communication, \$7,930 (July 2016 – June 2017).

- Project: Storytelling for a better society: The effects of narratives and source in communicating corporate social responsibility

Blue Cross/Blue Shield of Louisiana Professorship in Health Communications, LSU Manship School of Mass Communication, \$8,000 (July 2015 –

- o Elizabeth Hilton (December 2015)

Honors Theses advised (2):

- o Kristin White (May 2016)
- o Katherine Campbell (May 2016) – winner of the Honors College Outstanding Thesis Award

Honors Thesis committees served on (2):

- o JoLena Broussard (May 2016)
- o Lindsey Miller (May 2016)

Graduate Student Advisement

Master's theses*/projects chaired (23):

- | | |
|-------------------------------------|-------------------------------------|
| o Jasmine Edmonson (current) | o Hannah Boutwell (August 2019) |
| o Caroline Cantrelle (current) | o Britany Williard (December 2017) |
| o Quenton Buckhalter (current) | o Lauren Meyers* (August 2017) |
| o Emily Ritchart* (May 2022) | o Danielle Kelley (December 2016) |
| o RaShunda Veals (May 2022) | o Serena Crawford (December 2016) |
| o Karley Bordelon (May 2022) | o Karelia Schmitz (May 2016) |
| o Amie Martinez (December 2021) | o Julie Thomas (May 2016) |
| o Jaycee Gill (December 2020) | o Ryan DeLaune* (May 2015) |
| o Elizabeth Melillo (December 2020) | o Camille Ivy-O'Donnell* (May 2015) |
| o Evan Fernandez (August 2020) | o Leslie Wells (May 2014) |
| o Erin Hill (May 2020) | o Lilliana Lopez* (May 2014) |
| o Nicole Butler (August 2019) | |

Master's committees served on as committee member (41):

- | | |
|---------------------------------------|--------------------------------|
| o Brielle Garner (current) | o Elizabeth Breaux (May 2019) |
| o Mariana Fontaina (current) | o Kamila Zaidieh (August 2017) |
| o Kristina Shustova (current) | o Michael Clemons (May 2017) |
| o Camille Gianfala (current) | o Elizabeth Macke (|
| o Rebecca Peterson (current) | |
| o Everton Carvalho (current) | |
| o Jessika Carsen Smithwick (May 2022) | |
| o Taylor Barnett (May 2022) | |
| o Christopher DeFelice (May 2022) | |
| o Jessica Shaw (May 2022) | |
| o Cole Catherine Dunnam (May 2022) | |
| o Kennedy Smith (May 2022) | |
| o Ashlyn Soileau (August 2021) | |
| o Caleb Snider (May 2021) | |
| o Lauren Kasuda (May 2021) | |
| o Rashida Peters (May 2020) | |
| o Nicholas Robert (December 2019) | |
| o Meredith Keating (December 2019) | |
| o Joseph Giglio (December 2019) | |
| o Charlotte Bellottee (May 2019) | |
| o Julia Morton (May 2019) | |

Dissertation committees served on as committee member (4):

- o Seonwoo Kim (current)
- o Stephanie Whitenack (August 2019)
- o Nia Mason (May 2019)
- o Young Kim (May 2016)

Dissertation committee served on as Dean's Representative (1):

- o Jonathan Nickens (Political Science, December 2020)

UNIVERSITY OF MISSOURI, COLUMBIA, MISSOURI

JOUR 8018 Strategic Communication Research II (Spring 2011, Co-Instructor): Online graduate course focusing on qualitative and quantitative research methods designed for professionals currently working in the field; co-taught with Dr. Shelly Rodgers

JOUR 8006 Quantitative Research Methods (Fall 2010, Teaching Assistant): Graduate course for quantitative research methods and associated statistical analyses in journalism and mass communication

KOREA UNIVERSITY, SEOUL, KOREA

Student representative, Korean American Communication Association (2009 – 2011)
Student Committee, International Student Center at the University of Georgia (2006 – 2007)

PUBLIC AND COMMUNITY SERVICES

Public Relations Co-Director, Korean American Association of Baton Rouge (May 2016 –
December 2017)

PROFESSIONAL AFFILIATIONS

Member, Public Relations Society of America (2013 – present)
Member, Association for Education in Journalism and Mass Communication (2009 – present)
Member, International Communication Association (2007 – present)
Member, National Communication Association (2010 – 2012)