

Curriculum Vita

Jeonghyun Janice Lee

Assistant Professor
Manship School of Mass Communication
Louisiana State University

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ACADEMIC APPOINTMENTS

Assistant Professor in Public Relations August 2023 ~ present
Darlene and Thomas O. Ryder Professor
Manship School of Mass Communication
Louisiana State University, Baton Rouge, LA

EDUCATION

Ph.D., in Journalism and Mass Communication
University of Georgia, Athens, GA, 2023
Dissertation title: *Societal Intelligence: Proposing A Communication Model of Authentic Leadership and Trust* (Dissertation Chair: Dr. Juan Meng)

Interdisciplinary Qualitative Studies Graduate Certificate
University of Georgia, Athens, GA, 2023

M.A., in Journalism and Mass Communication
University of Georgia, Athens, GA, 2019
Thesis: *Readiness for Industry 4.0 in Public Relations: A Conceptual Framework of Competencies for Communication Professionals in The Workplace*

B.A., in Music (Music Composition, cum laude)
Yonsei University, Seoul, South Korea, 2009

B.A., in Journalism and Mass Communication (cum laude)
Sogang University, Seoul, South Korea, 2002

Refereed Scholarly Journal Articles:

Himmelboim, I., Borah, P., Lee, D. K., **Lee, J. J.**, Su, Y., Vishnevskaya, A., & Xiao, X. (2023). What do 5G networks, Bill Gates, Agenda 21, and QAnon have in common? Sources, distribution, and characteristics. *New Media & Society*. <https://doi.org/10.1177/14614448221142800>

Phua, J., Evans, N. J., Ko, Y., **Lee, J. J.** (2023) Can Virtual, CGI-Generated, Influencers Help Sell Products on Instagram?: Effects of Perceived Realism and Disclosure on Brand-Related Attitudes and Behavioral Intentions. *International Journal of Internet Marketing and Advertising*.

Lee, J. J. & Meng, J. (2021). Digital competencies in communication management: A conceptual framework of Readiness for Industry 4.0 for communication professionals in the workplace. *Journal of Communication Management*. 25(4), 417-436. <https://doi.org/10.1108/JCOM-10-2020-0116>

Kim, T., **Lee, J. J.**, & Kim, J. (under review). Should influencer CEOs speak out on social issues? The interplay among influencer CEO activism, self-political ideology. *Com*

Conference Proceedings:

Lee, J. J. (2020, March). The Importance of Information Source to Convince Crisis Response Strategies in a Socially Mediated Era. *2020 Conference Proceedings, International Public Relations Research Conference, Orlando, UGA.*

CONFERENCES/SYMPOSIUM PRESENTATIONS

Lee, J. J., Shiever, B., & Karinshak, E. M. (2022, July). *How Authentic Your Workplaces Are?: CEO*

BURSON-MARSTELLER KOREA

Senior Associate

Lead versatile campaigns and media relations for clients in technology and government sectors.

Senior Associate as a freelancer

Lead global marketing communication and crisis communication for for LG Elect. Mobile Dv. global launching

Associate

Executed various PR campaigns and media relations:
Global PR & Mktng comm