

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

RESEARCH EXPERIENCE

Graduate Affiliate Research Assistant, **SEE Suite Social Media Lab** at the University of Georgia, Athens, GA. August 2019 ~ July 2023

Affiliate Researcher, **Computational Research Method Club (CMRC)** at the University of Georgia, Athens, GA. August 2020 ~ present

Graduate Research Assistant, **Crisis Communication Research Group** at the University of Georgia, Athens, GA. August 2018 ~ July 2023

TEACHING EXPERIENCE

Instructor of Record at Louisiana State University		August 2023 ~ present
MC 4020	Public Relations Research (Fall 2023, Spring 2024)	
MC 4020/MC 4005	(LSU Online) PR Research / PR Campaigns (Fall 2023)	
Instructor of Record at the University of Georgia		August 2020 ~ May 2023
ADPR 3400	Research and Insights (Fall 2021, Spring 2022)	
ADPR 5910	Public Relations Management (Fall 2020, Spring 2021, Fall 2022)	
ADPR 5750/7750	Social Media Analytics (a lab instructor under Dr. Itai Himelboim)	
Teaching Assistant at the University of Georgia		
ADPR 5992	AdPR Study Abroad (Cannes Lion Festival Program)	May ~ June 2022
ADPR 5930e/7930e	PR Ethics, Diversity and Leadership (online course)	January ~ May 2020
ADPR 3130	Advertising Research	January 2018 ~ May 2019
Guest Lecture at University of Georgia		
ADPR 5750/7750	Social Media Analytics (Instructor: Dr. Itai Himelboim)	Jan 2018 ~ May 2023
	(Topic: Social Media Ethics: What marketers should be aware of)	
ADPR 5710	Advertising Management (Instructor: Dr. Jooyoung Kim)	April 2019
	(Topic: News Trends in Advertising and Marketing)	

AWARDS, HONORS & RECOGNITIONS

Ragan Research Award (received): as an inaugural recipient with \$1,500 stipend offered by Ragan communication: a research paper titled " <i>Engaging Employees Through Environmental, Social, and Governance (ESG) Narratives: Narratives on Social Media Platforms</i> " (Web link: https://instituteforpr.org/ragan-research-award/)	August 2022
Outstanding Teaching Assistant Awards (received): University of Georgia (Web link: https://grady.uga.edu/grady-ph-d-students-take-home-uga-graduate-school-awards/)	Fall 2022
Koonin Award Scholarship (received): offered by Grady College, University of Georgia	2018, 2019, 2022
Graduate Student Representative of Silicon Valley Research Tour (appointed): offered by Grady College, University of Georgia	January 2019
Conrad Fink Scholarship (received): offered by Grady College, University of Georgia	Fall 2017
High Honors Scholarship (received): Yonsei University	March & August 2008
Honors Scholarship of Dean (received): Sogang University	1997, 1998, 1999

RESEARCH/ACADEMIC PULBLICATIONS

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-disclosure on social media, and individuals' political ideology. *Computer in Human Behavior*.

Lee, J. J., Shiver, B. N., & Karinshak, E. M. (under review). How Authentic Your Workplaces Are?: CEO Statement Narratives on Crisis Leadership, Diversity, Equity, and Inclusion During the COVID-19 Pandemic. *Journal of Public Relations Research*.

Scholarly Book Chapters:

Kim, S., **Lee, J. J.**, (2022). Management of Cybersecurity through Internal Communication: A Needs for Employee Engagement. In: McCown, N., Men, R., & Shen, H. (Ed.). *Internal Communication and Employee Engagement*. Routledge. (Scheduled published in 2022)

Himmelboim, I., **Lee, J. J.**, Cacciatore, M.A., Kim, S., Krause, D., Miller-Bains, Mattson, K., and Reynolds, J. (2022). Vaccine Support and Hesitancy on Twitter: Opposing Views, Similar Strategies, and the Mixed Impact of Conspiracy Theories. In: Ginosar, T., Shah, F., & Weiss, D. (Ed.). *Communicating about Vaccines Online: Understanding and Counteracting Misinformation, Rumors and Lies*. Palgrave MacMillan. (Scheduled published in 2022)

Professional Report Contribution:

Meng, J., Reber, B. H., Berger, B. K., Gower, K. K., Zerfass, A. **Lee, J. J.**, & Kim, S. (2021). The 2020-2021 North American Communication Monitor (NACM). (Web link: <http://plankcenter.ua.edu/the-2020-2021-north-american-communication-monitor-identifies-trends-and-challenges-in-a-year-of-continuous-crisis/>)

Eaddy, L., Ervin, S., **Lee, J. J.**, & Kim, S. (April 2021). Survey Notes Diversity Issues, Importance of Leaders in 'Sticky' Crises. *Crisis Insider*. (Web link: <https://www.pnewsonline.com/sticky-crisis-leadership/>)

Voges, T. S., Ervin, S., Kim, S., & **Lee, J. J.** (May 2021). PR Headed in Right Direction on Diversity, Empathy, and Ethics, Though Long Road is Ahead. *PR News*. (Web link: <https://www.pnewsonline.com/dei-improvement/>)

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 Statement Narratives on Crisis Leadership, Diversity, Equity, and Inclusion During the COVID-19 Pandemic.* Association for Education in Journalism and Mass Communication (AEJMC), Detroit, USA

Meng, J., Xie, T., & **Lee, J. J.** (2022, May). *Understanding the Competency Spectrum for Communication Management: The Need, the Gap, and the Continuous Learning Mindset.* Paper presented at the International Communication Association (ICA) Conference, Paris, France

Vogues, T., Kim, S., & **Lee, J. J.** (2022, May). *Threat Assessments and Organizational Resources for DEI and Ethics Communication Practitioners' Insights on Sticky Crises.* Paper presented at International Communication Association (ICA) Conference, Paris, France

Lee, J. J. (2021, May). *CEO Message Narratives on Crisis Leadership, Diversity and Inclusion During the COVID-19 Pandemic.* Paper presented at International Communication Association (ICA) Conference (virtual conference)

Lee, J. J. (2020, March). *The Importance of Information Source to Convince Crisis Response Strategies in a Socially Mediated Era.* Paper presented at International Public Relations Research Conference (IPRRC), FL, USA

Lee, J. J. (2019, November). *Readiness for Industry 4.0 in Public Relations: A Conceptual Framework of Competencies for Communication Professionals in Workplaces.* Paper presented at International Communication Association (ICA) Conference, DC, USA

Meng, J., Xie, T., **Lee, J. J.**, & Kim, S (2019, November). *Building Trusting and Committed Relationships: The Role of Job Cognition and Face-and-Favor in the Context of Chinese Organizations.* Paper presented at International Communication Association (ICA) Conference, DC, USA

ACADEMIC AND PROFESSIONAL SERVICE**External:****Committee Member at Research Associations**

Member, Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division Social Media Committee 2022 ~ present

Member, Association for Education in Journalism and Mass Communication (AEJMC) Public Relations Division DEI (Diversity, Equity, and Inclusion) Committee, 2020 ~ present

Member, Association for Education in Journalism and Mass Communication (AEJMC) Graduate Student Committee 2018 ~ 2020

Journal of Advertising's Student Reviewer Training Program

Graduate Student Reviewer, Journal of Advertising (JA) 2022 – 2023

Committee Member at Research Associations

Member, Korea Public Relations Association (KPRA) 2011 – present

Internal (University of Georgia):

Affiliate Member at Research Lab

Graduate Affiliate Researcher, SEE Suite at UGA working for global communication agency for Brazil issue management using social listening platform (Brand Watch) 2020 ~ present

Inaugural Doctoral Researcher, Crisis Communication Think Tank (CCTT) working with Public Relations Organisation International (PROI) Worldwide for crisis research venture 2018 ~ present

Member of UGA PhD Consulting Club

Graduate Researcher Member, Case Practice based on real cases from consulting firms, such as McKinsey & Company, Boston Consulting Club, Bain & Company, and Big 4 2020 ~ present

PROFESSIONAL EXPERIENCE

Corporate

CIGNA International Seoul, South Korea
Marketing Communication Manager October 2014 ~ August 2015
 Lead corporate branding acquisition, annual marketing communication campaigns, corporate social media campaigns, internal communication, crisis communication, and so on.
 Representative member of Employee Engagement Committee and Brand Acquisition Project

Online Marketing Manager November 2013 ~ October 2014
 Lead marketing social media campaigns, executed lead generation on mobile and internet websites, online customer engagement campaigns, and so on

Corporate PR Assistant Manager May 2010 ~ October 2013
 Executed media relations, CSR campaigns, crisis communication, global communications, and so on

Communication Consulting Firms

PLATCOMM (a boutique PR agency) Seoul, South Korea
Senior Manager, Manager December 2016 ~ June 2017
 Lead client campaigns and media relations in the fields of luxury resort and luxury automobile (Jaguar).

CONTENTA (a content platform marketing) Seoul, South Korea
Community Manager January ~ March 2016
 Community communication with authors and clients.
 Analyzing content creation resources and encourage authors to create valuable contents

BURSON-MARSTELLER KOREA

Senior Associate

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

Seoul, South Korea
March 2009 ~ May 2010

Senior Associate as a freelancer

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

November 2007 ~ August 2008

Associate

Executed various PR campaigns and media relations:
Global PR & Mktng comm for Electronic firms (Samsung & LG), media relations and CSR campaigns for FedEx, various media activities for QUALCOMM, Goldman Sachs, Loan Star.

July 2002 ~ July 2005