

CURRICULUM VITAE

WEI-NA LEE 李瑋娜

F.J. HEYNE CENTENNIAL PROFESSOR EMERITA IN COMMUNICATION
THE UNIVERSITY OF TEXAS AT AUSTIN

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EDUCATION

Ph.D., Communication, University of Illinois at Urbana-Champaign, 1988
M.S, Advertising, University of Illinois at Urbana-Champaign, 1984
M.A., Journalism & Mass Communication, University of Wisconsin-Madison, 1982
B.A., English Language & Literature, Tamkang University, Taiwan, 1980

ACADEMIC APPOINTMENTS & TEACHING EXPERIENCE

Professor Emerita, Stan Richards School of Advertising & Public Relations, University of Texas at Austin (June 1, 2019~present)
Professor, Stan Richards School of Advertising & Public Relations, University of Texas at Austin (2005~May 31, 2019)
Associate Professor, Department of Advertising, University of Texas at Austin (1994~2005)
Assistant Professor, Department of Advertising, University of Texas at Austin (1988~1994)

- Organized Classroom Instruction:
 - Graduate
 - Issues in Advertising Theories & Research (doctoral seminar)
 - Advanced Advertising Research (doctoral seminar)
 - Content Analysis in Advertising (doctoral seminar)
 - Theories of Persuasive Communication & Consumer Decision-Making (master's seminar)
 - Qualitative and Quantitative Research (master's seminar)
 - Undergraduate
 - Integrated Communication Campaigns
 - Online Consumer Research
 - Advertising Research
 - International and Cross-Cultural Advertising
 - International Advertising: New Media in a Global Environment (a summer UT Study
 - Abroad course in select international locations: 2008-09 Singapore; 2010-2013 Hong Kong)
 - Advertising Media Planning
- Graduate Student Supervision:
 - Doctoral dissertations: 23 completed
 - Master's theses and professional reports: 41 completed

Served as a member on 66 other dissertation and thesis committees

PROFESSIONAL & ADMINISTRATIVE EXPERIENCE

Editor-in-Chief, *Journal of Advertising* (August 2010 to December 2013)

Vice President, American Academy of Advertising (2010)

Executive Director, Office of Survey Research, College of Communication, University of Texas at Austin (1998~2002)

- Managed contracts and operation budget (OSR generated approximately 25 contracts totaling \$350,000+ on a yearly basis)
- Managed research and office personnel (four full-time staff and approximately 35 field supervisors and interviewers)
- Supervised and consulted on contract related research design, questionnaire development, sampling and data analysis for faculty and local, state, and national agencies
- Implemented technology-assisted research methodology

Visiting Professor, DDB Needham Worldwide, Chicago (Summer 1991)

- Conducted research on alternative media use for new business evaluation; participated in Needham Lifestyle Study project; compiled technical reports on ethnic media use.

Visiting Professor, D'Arcy Masius Benton & Bowles, Inc., New York (Summer 1989)

- Participated in account management programs and media planning seminars.

AWARDS & HONORS

- 2017 The Ivan L. Preston Outstanding Contribution to Advertising Research Award, American Academy of Advertising.
- 2015 Best Paper Award, Social Responsibility, Sustainability, and Public Policy track, American Marketing Association, 2015 Winter Educators' Conference
- 2013 Kuhn Award (mentor to undergraduate student Mariana Torrens Arias), Intellectual Entrepreneurship, UT-Austin
- 2011 Faculty Research Assignment (campus-wide competition), UT-Austin
- 2008 Research Paper Award, Association for Education in Journalism and Mass Communication Conference
- 2004 Innovative Instructional Technologies Award (campus-wide competition), UT-Austin
- 2004 Research Fellowship Award, American Academy of Advertising
- 2003 Dean's Fellow, College of Communication, UT-Austin
- 2002 Research Fellowship Award, American Academy of Advertising
- 2000 Academic Excellence Award in Instructional Technology, UT-Austin
- 1995 College of Communication Annual Research Award, UT-Austin
- 1994 Mellon Research Fellow, Institute of Latin American Studies (campus-wide competition), UT-Austin
- 1994 Summer Research Award (campus-wide competition), UT-Austin

- 1993 Freedom Forum Fellow, The Freedom Forum Seminar for Advertising Teachers
- 1992 Research Fellowship Award, American Academy of Advertising
- 1991 AHANA (African, Hispanic, Asian and Native American) Research Award, Association for Education in Journalism and Mass Communication
- 1991 Nominee, College of Communication Teaching Excellence Award, UT-Austin
- 1984 James Webb Young Fellow (Marsteller Scholar), Department of Advertising, University of Illinois at Urbana-Champaign
- 1978 Ying-Tsui Scholar, Department of English Language and Literature, Tamkang University, ~1980 Taiwan

PUBLICATIONS (Google Scholar Citations = 4723, h-index = 33, i10-index = 61)

Books

Lee, Wei-Na, Sunny Tsai, and Rachel Lim (prospectus preparation), *Strategic Communication: A Global Perspective*. Melvin & Leigh, Publishers.

Lee, Wei-Na (Ed.) (2010), *Proceedings of the 2010 Conference of the American Academy of Advertising*. American Academy of Advertising.

Williams, Jerome D., Wei-Na Lee, and Curt Haugtvedt (Eds.) (2004), *Diversity in Advertising*. Lawrence Erlbaum & Associates Publisher. Mahwah, New Jersey.
[Nominated for 2005 Hamilton Book Awards, University of Texas at Austin]

Book Chapters

La Ferle, Carrie and Wei-Na Lee (2019), "How Advertising Works Within a Cultural Context: Theories and Frameworks Informing the Process," in Shelly Rodger and Esther Thorson (2nd Eds.), *Advertising Theory* (pp. 453-468). New York: Routledge, Taylor & Francis Group.

Yoo, Jin Young and Wei-Na Lee (2015), "Multicultural Advertising in the U.S.," in Ahmad Jamal, Lisa Penaloza, and Michael Laroche (Eds.), *Routledge Companion to Ethnic Marketing* (pp. 275-294). Routledge Publishing, New York.

Lee, Wei-Na and Nam Hyun Um (2014), "Celebrity Endorsement and International Advertising," in Hong Cheng (Ed.), *Handbook of International Advertising Research* (pp. 353-374). Wiley-Blackwell Publishing.

Lee, Wei-Na and Sejung Marina Choi (2012), "Celebrities in Advertising: The Asian Perspective," in Amir Hetsroni (Ed.), *Advertising and Reality: A Global Study of Representation and Content* (pp. 165-188). Continuum International Publishing Group.

Lee, Wei-Na and Jin Young Yoo (2012), "Understanding the Role of Culture in Advertising," in Shintaro Okazaki (Ed.), *Handbook of Research on International Advertising* (pp. 20-41). Edward Elgar Publishing, UK.

- La Ferle, Carrie and Wei-Na Lee (2012), "How Advertising Works Within a Cultural Context: Theories and Frameworks Informing the Process," in Shelly Rodger and Esther Thorson (Eds.), *Advertising Theory* (pp. 162-173). New York: Routledge, Taylor & Francis Group.
- Williams, Jerome D., Wei-Na Lee, and Geraldine R. Henderson (2008), "Diversity Issues in Consumer Psychology," in Curt Haugtvedt, Paul Herr and Frank Kardes (Eds.), *Handbook of Consumer Psychology* (pp. 877-912). Mahwah, New Jersey: Lawrence Erlbaum & Associates Publisher.
- Lee, Wei-Na and Sejung Marina Choi (2007), "Classifying Web Users: A Cultural Value Based Approach," in Kirk St. Amant (Ed.), *Linguistic and Cultural Online Communication Issues in the Global Age* (pp. 45-62). Idea Group Inc.
- Lee, Byung-Kwan and Wei-Na Lee (2005), "Information Search on the Internet: A Causal Model," in Yuan Gao (Ed.), *Web Systems Design and Online Consumer Behavior* (pp. 19-42). Idea Group Inc.
[Also in Steve Clarke (Ed.), *End User Computing: Concepts, Methodologies, Tools and Applications* (Chapter 7.2; pp. 2056-2072). Information Science Reference (an Imprint of IGI Global). Hershey, PA.]
- Hong, Ji-Young and Wei-Na Lee (2005), "Consumer Complaint Behavior in the Online Environment," in Yuan Gao (Ed.), *Web Systems Design and Online Consumer Behavior* (pp. 90-105). Idea Group Inc.
[Also in Steve Clarke (Ed.), *End User Computing: Concepts, Methodologies, Tools and Applications* (Chapter 5.6; pp. 1607-1619). Information Science Reference (an Imprint of IGI Global). Hershey, PA.]
- Lee, Wei-Na, Carrie La Ferle, and Jerome D. Williams (2005), "Diversity in Advertising: A Summary and Research Agenda," in Jerome D. Williams, Wei-Na Lee and Curt Haugtvedt (Eds.), *Diversity in Advertising* (pp. 3-20). Mahwah, New Jersey: Lawrence Erlbaum & Associates Publisher.
- Lee, Wei-Na, Carrie La Ferle, and Marye Tharp (2005), "Ethnic Influences on Communication Patterns: Word-of-Mouth, Traditional and Non-traditional Media Usage," in Jerome D. Williams, Wei-Na Lee and Curt Haugtvedt (Eds.), *Diversity in Advertising* (pp. 177-200). Mahwah, New Jersey: Lawrence Erlbaum & Associates Publisher.
- Furuichi, Satomi, Carrie La Ferle, Wei-Na Lee, and Marye Tharp (2001), "Asian Americans: In Search of the American Dream," in Marye Tharp, *Marketing and Consumer Identity in Multicultural America* (pp. 243-281). Sage Publication.

Refereed Journal Publications

- Lim, Rachel, So Young Lee, and Wei-Na Lee (1st review), "How Do Message Specificity and Perceived Industry Credibility Influence Consumer Response to CSR? Add to the Mix Socially Responsible Image," *Journal of Marketing Communications*.

- Sung, Yoon Hi and Wei-Na Lee (1st review), “Antecedents and Consequences of Binge Watching: A Psychological Perspective,” *Communication Studies*.
- Chang, Chingching, Wei-Na Lee, and Yuping Liu-Thompkins (forthcoming), “Advertising in Asia: Beyond Standardization and Globalization” *Journal of Advertising*.
- Yoo, Jin Young and Wei-Na Lee (forthcoming), “How Does Patriotism Work Across Countries? Consumer Response to Ads with a Patriotic Theme in South Korea and the U.S.,” *International Communication Gazette*. <https://doi.org/10.1177/1748048518821838>
- Lee, Wei-Na (2019) “Exploring the Role of Culture in Advertising: Resolving Persistent Issues and Responding to Changes,” *Journal of Advertising*.
<https://www.tandfonline.com/doi/full/10.1080/00913367.2019.1579686>
- Hong, Jimi and Wei-Na Lee (2019), “An Investigation of the Interplay Between Regulatory-Fit and Image-Message Congruence in Fundraising Messages,” *Journal of Current Issues and Research in Advertising*. 40(1). DOI: 10.1080/10641734.2018.1500322
Podcast: “Should Charity Ads Show Pictures with Gains or Losses?”
<https://www.youtube.com/channel/UC7G8v21lzZ87J-WkaHD0NjQ>
- Lee, Jin Kyun, Byung-Kwan Lee, and Wei-Na Lee (2018), “The Effects of Country-of-Origin Fit on Cross-Border Brand Alliances: Quadratic Moderation of Consumer Product Knowledge,” *Asia Pacific Journal of Marketing and Logistic*.
<https://doi.org/10.1108/APJML-08-2017-0187>
- Sung, Yoon Hi, Eun Yeon Kang and Wei-Na Lee (2018), “Why Do We Indulge? Exploring Motivations for Binge Watching,” *Journal of Broadcasting and Electronic Media*, 62(3), 408-426.
- Rachel Lim, Yoon Hi Sung, and Wei-Na Lee (2018), “Connecting with Global Consumers through CSR Initiatives: A Cross-Cultural Investigation of Congruence Effects of Attribution Styles and Message Types,” *Journal of Business Research*, 88 (July), 11-19.
- Hong, Jimi and Wei-Na Lee (2017), “A Content Analysis of Compatible Fit Among Message Elements in Philanthropy Ads,” *Journal of Promotion Management*, 24(6), 820-844.
- Lee, Jin Kyun, Taesoo Ahn, Wei-Na Lee, and Paul Pedersen (2017), “Managing Sports Brands in a Global Consumer Market: The Role of Country-of-Origin Fit in Cross-Border Strategic Brand Alliances,” *South African Journal for Research in Sport, Physical Education and Recreation*, 39(1), 81–96.
- Kim, Dong Hoo, Jinnie Jin-Young Yoo, and Wei-Na Lee (2016), “The Influence of Self-Concept on Ad Effectiveness: Interaction between Self-Concept and Construal Levels on Effectiveness of Advertising,” *Journal of Marketing Communications*.
<http://www.tandfonline.com/eprint/cJIJYBiIKyXZff6AZ5s6/full>
- Lee, Byung-Kwan and Wei-Na Lee (2016), “The Effect of Structural Alignment on Choice-Process Satisfaction and Preference Formation: The Moderating Role of Self-Construal,” *Journal of Business Research*, 69(8), 2747-2755.

- Bang, Hye Jin and Wei-Na Lee (2016), "Consumer Response to Ads in Social Network Sites An Exploration into the Role of Ad Location and Path," *Journal of Current Issues and Research in Advertising*, 37(1), 1-14.
- Yoo, Jin Young and Wei-Na Lee (2016), "Calling It Out: The Impact of National Identity on Consumer Response to Ads with a Patriotic Theme," *Journal of Advertising*, 45(2), 244-255.
- Zhang, Jie and Wei-Na Lee (2015), "Testing the Concepts of Market Mavenism and Opinion Leadership in China," *American Journal of Business*, 30(3), 178-195.
- Um, Nam Hyun and Wei-Na Lee (2015), "Does Culture Influence How Consumers Process Negative Celebrity Information? Impact of Culture in Evaluation of Negative Celebrity Information," *Asian Journal of Communication*, 25(3), 327-347.
- Um, Nam Hyun and Wei-Na Lee (2015), "Korean Advertising Practitioners' Perspectives on Celebrity Endorsement," *Journal of Promotion Management*, 21(1), 33-54.
- Yoo, Jin Young and Wei-Na Lee (2014), "A Longitudinal Assessment of Published Content Analysis Articles from 1996 to 2011," *Journal of Advertising Research (Korea)*, 102(fall), 72-114.
- Zhang, Jie and Wei-Na Lee (2014), "Exploring the Impact of Self-Interests on Market Mavenism and eMavenism: A Chinese Story," *Journal of Internet Commerce*, 13 (3-4), 194-210.
- Kim, Yoojung and Wei-Na Lee (2014), "Networking for Philanthropy: Understanding Volunteer Behavior in Social Network Sites," *Cyberpsychology, Behavior, and Social Networking*, 17(3), 160-165.
- Ball, Jenny, Angie Liang, and Wei-Na Lee (2014), "Potential for Stigma Reduction through Direct-To-Consumer Pharmaceutical Advertising: A Content Analysis of Television Commercials," *Journal of Current Issues and Research in Advertising*, 35(2), 190-208.
- Zhang, Jie and Wei-Na Lee (2013), "Exploring the Impact of Cultural Value Orientations on Market Mavenism and Opinion Leadership," *Journal of Promotion Management*, 19(5), 534-555.
- Tsai, Wan-Hsui Sunny, Jinnie Jin-Young Yoo, and Wei-Na Lee (2013), "For Love of Country? Exploring the Role of Consumer Ethnocentrism in China, Korea, and the U.S.," *Journal of Global Marketing*. 26(2), 98-114.
- Kim, Yoojung, Wei-Na Lee, and Jong-Hyuok Jung (2013), "Changing the Stakes: A Content Analysis of Internet Gambling Advertising in Popular TV Poker Programs between 2006 and 2010," *Journal of Business Research*. 66(9), 1644-1650.
- Jung, Jong-Hyuok, Yongjun Sung, and Wei-Na Lee (2013), "Smart Choice: Smartphone Users' Intentions to Accept Mobile Advertising," *Online Journal of Communication and Media Technologies*. 3(2), 187-202.
- Tsai, Wan-Hsui Sunny, Wei-Na Lee, and Young-A Song (2013), "A Cross-Cultural Study of Consumer Ethnocentrism in China and the U.S.," *Journal of International Consumer Marketing*, 25(2), 80-93.

- Lee, Jin Kyun, Byung-Kwan Lee, and Wei-Na Lee (2013), "The Effect of Country-of-Origin Fit on Consumer Product Evaluation in Cross-Border Strategic Brand Alliance," *Journal of Business Research*, 66(3), 354-363.
- Moon, Jang Ho and Wei-Na Lee (2012), "Behind-the-Scenes of A Brand: The impact of brand Information Disclosure on Consumer Responses," *Journal of Advertising and Promotion Research*, 1(5), 187-226.
- Lee, Jin Kyun, Jeffrey Wang and Wei-Na Lee (2012), "How is Strategic Brand Alliance Communicated to Consumers? A Content Assessment of Print Ads," *Journal of Advertising and Promotion Research*, 1(2), 5-40.
- Windels, Kasey and Wei-Na Lee (2012), "Female Representation in Advertising Creative Departments," *Gender in Management*, 27(8), 502 – 519.
[Also in *New Directions in Critical Marketing Studies*, published by SAGE Publications, September 2013.]
- Zhang, Jie and Wei-Na Lee (2012), "Exploring the Influence of Cultural Value Orientations on Motivations of Electronic Word-of-Mouth Communication," *Journal of Internet Commerce*, 11(2), 117-138.
- Lee, Byung-Kwan and Wei-Na Lee (2011), "The Impact of Product Knowledge on Consumer Product Memory and Evaluation in the Competitive Ad Context: The Item-Specific-Relational Perspective," *Psychology & Marketing*, 28(4), 1-28. **[lead article]**
- Yun, TaiWoong, Byung-Kwan Lee, and Wei-Na Lee (2011), "Is High Situational Involvement Always Resistant to the Utilization of Country-of-Origin Cues? Joint Influence of Situational Involvement and Product Knowledge," *Korean Journal of Advertising and Public Relations*, 13(2), 228-253.
- Yun, TaiWoong, Wei-Na Lee, and Yeo Jung Kim (2010), "The Moderation of Consumer Ethnocentrism in the Country-of-Origin Phenomenon," *Advertising Research*, Winter (87), 262-301.
- Windels, Kasey, Wei-Na Lee, and Yi-Hsin Yeh (2010), "Does the Creative Boys' Club Begin in the Classroom?" *Journal of Advertising Education*, Fall, 14(2), 15-24.
- Zhang, Jie, Yongjun Sung, and Wei-Na Lee (2010), "To Play or Not to Play: An Exploratory Content Analysis of Facebook," *American Journal of Business*, 25(1), 53-64.
<http://www.bsu.edu/mcobwin/majb/?p=613>
- Ball, Jenny, Angie Liang and Wei-Na Lee (2009), "Representation of African Americans in Direct-to-Consumer Pharmaceutical Commercials: A Content Analysis with Implications for Health Disparities," *Health Marketing Quarterly*, 26(4), 372-390.
- Kim, Yeo Jung and Wei-Na Lee (2009), "Overcoming Consumer Skepticism in Cause-Related Marketing: The Effects of Corporate Social Responsibility and Donation Size Claim Objectivity," *Journal of Promotion Management*, 15(4), 465-483.

- Lee, Jin Kyun and Wei-Na Lee (2009), "Country-Of-Origin Effects on Consumer Product Evaluation and Purchase Intention: The Moderating Role of Objective vs. Subjective Knowledge," *Journal of International Consumer Marketing*, 21(2), 137-151.
- Marmor-Lavie, Galit, Patricia Stout, and Wei-Na Lee (2009), "Spirituality in Advertising: A New Theoretical Approach," *Journal of Media and Religion*, 8, 1-23.
- La Ferle, Carrie, Steven Edwards, and Wei-Na Lee (2008), "Culture, Attitudes and Media Patterns in China, Taiwan and the USA: Balancing Standardization and Localization Decisions," *Journal of Global Marketing*, 21(3), 191-205.
- Lee, Byung-Kwan and Wei-Na Lee (2007), "Decreasing Advertising Interference: The Impact of Comparable Differences on Consumer Memory in Competitive Advertising Environments," *Psychology & Marketing*, 24(11), 919-946. **[lead article]**
- Choi, Sejung Marina and Wei-Na Lee (2007) "Understanding The Impact of Direct-to-Consumer (DTC) Pharmaceutical Advertising on Patient-Physician Interactions: Adding the Web to the Mix," *Journal of Advertising*, 36(3), 291-304.
- La Ferle, Carrie and Wei-Na Lee (2005), "Can English Language Media Connect with Ethnic Audiences? Ethnic Minorities' Media Use and Representation Perceptions" *Journal of Advertising Research*, 45(1), 140-153.
- Lee, Wei-Na and Sejung Marina Choi (2005), "The Role of Horizontal and Vertical Individualism and Collectivism in Online Consumers' Response toward Persuasive Communication on the Web," *Journal of Computer-Mediated Communication*, 11(1), <http://jcmc.indiana.edu/vol11/issue1/wnlee.html>.
- Phillips, Barbara and Wei-Na Lee (2005), "Interactive Animation: Exploring Spokes-Characters on the Internet," *Journal of Current Issues and Research in Advertising*, 27(1), 1-17.
- Daugherty, Terry, Wei-Na Lee, Harsha Gangadharbatla, Kihan Kim, and Sounthaly Outhavong (2005), "Organizational Virtual Communities: Exploring Motivations Behind Online Panel Participation," *Journal of Computer-Mediated Communication*, 10(4), <http://jcmc.indiana.edu/vol10/issue4/daugherty.html>.
- Choi, Sejung Marina, Wei-Na Lee, and Heejun Kim (2005), "Lessons from the Rich and Famous: A Cross-Cultural Comparison of Celebrity Endorsement in Advertising," *Journal of Advertising*, 34(2), 91-105. **[Nominated for University Cooperative Society's 2006 Research Excellence Award for Best Research Paper, University of Texas at Austin]**
- Lee, Wei-Na, TaiWoong Yun, and Byung-Kwan Lee (2005), "The Role of Involvement in Country-of-Origin Effects on Product Evaluation: Enduring and Situational Involvement," *Journal of International Consumer Marketing*, 17(2 & 3), 51-72.
- Lee, Se-Jin, Wei-Na Lee, Hyojin Kim, and Patricia A. Stout (2004), "Objective and Subjective Evaluation of Website Characteristics," *Journal of Interactive Advertising*, 4(2), <http://www.jiad.org>.

- Lee, Byung-Kwan and Wei-Na Lee (2004), "The Effects of Information Overload on Consumer Choice Quality in an Online Environment," *Psychology & Marketing*, 21(3), 159-183.
[lead article]
- Lee, Byung-Kwan, Ji-Young Hong, and Wei-Na Lee (2004), "How Attitude toward the Website Impacts on Consumer Brand Choice and Confidence While Shopping Online," *Journal of Computer Mediated Communication*, 9(2), <http://www.ascusc.org/jcmc/vol9/issue2>.
- Lee, Wei-Na, Ji-Young Hong, and Se-Jin Lee (2003), "Communicating with American Consumers in the Post 9-11 Climate: An Empirical Investigation of Consumer Ethnocentrism in the United States," *International Journal of Advertising*, 12(4), 487-510.
- Lee, Byung-Kwan and Wei-Na Lee (2003), "A Model of Consumer Response to Ad Claims: Schema Incongruity, Message Objectivity and Consumer Knowledge," *Kentucky Journal of Communication*, 22(1), 1-20.
- Jee, Joonhyung and Wei-Na Lee (2002), "Antecedents and Consequences of Perceived Interactivity: An Exploratory Study," *Journal of Interactive Advertising*, 3(1), <http://www.jiad.org>.
- La Ferle, Carrie and Wei-Na Lee (2002), "Attitudes toward Advertising: A Comparative Study of Consumers in China, South Korea, Taiwan and the United States," *Journal of International Consumer Marketing*, 15(2), 5-23.
- Yun, TaiWoong, Wei-Na Lee, and Trina Sego (2002), "Direct and Indirect Use of Country of Origin Cues in Hybrid and Non-hybrid Products," *Advances in International Marketing*, 12, 195-214.
- Edwards, Steven, Carrie La Ferle, and Wei-Na Lee (2000), "The Internet: A New Communication Tool for a New Generation of Consumers," *Journal of Advertising Research*, 40(3), 55-65.
- Wu, Guohua, Carrie La Ferle, and Wei-Na Lee (2000), "Advertising Education in China: What Do the Professionals Think?" *International Journal of Advertising*, 19(1), 95-116.
- Chiang, Chia Yuan, Wendy Martin, and Wei-Na Lee (1999), "A Comparative Content Analysis of *Advertising Age's* Coverage of New Media Technology in Taiwan and the United States," *International Communication Bulletin*, 34(1-2), 14-19.
- Lee, Wei-Na, Chia-Lin Chen, and Helen Katz (1997), "International Advertising Education in the United States: A Preliminary Study and Evaluation," *International Journal of Advertising*, 16(1), 1-26.
- Lee, Wei-Na and Kuencheng Alex Lin (1995), "The Use of Country-of-Origin Appeal in U.S. and Taiwanese Primetime Television Commercials," *International Communication Bulletin*, 30(3-4), 8-13.
- Callcott, Margaret F. and Wei-Na Lee (1994), "A Content Analysis of Animation and Animated Spokes-Characters in Television Commercials," *Journal of Advertising*, 23(4), 1-12.

- Lee, Wei-Na and David K. Tse (1994), "Becoming Canadians: Understanding How Hong Kong Immigrants Change Their Consumption Behavior, An Environmental Influence and Cultural Relevancy Explanation," *Pacific Affairs*, 67(1), 70-96.
- Lee, Wei-Na and Margaret F. Callcott (1994), "Billboard Advertising: A Comparison of Vice Products across Ethnic Groups," *Journal of Business Research*, 30(1), 85-94.
- Lee, Wei-Na and David K. Tse (1994), "Changing Media Consumption in a New Home: Acculturation Patterns Among Hong Kong Immigrants to Canada," *Journal of Advertising*, 23(1), 57-70.
- Tse, David K. and Wei-Na Lee (1993), "Removing Negative Country Images: Effects of Decomposition, Branding and Product Experience," *Journal of International Marketing*, 1(4), 25-48.
- Lee, Wei-Na (1993), "Acculturation and Advertising Communication Strategies: A Cross-Cultural Comparison of Chinese and Americans," *Psychology & Marketing*, 10(5), 381-397.
- Lee, Wei-Na and Helen Katz (1993), "New Media, New Messages: An Initial Inquiry into Audience Reactions to Advertising on Videocassettes," *Journal of Advertising Research*, 33(1), 74-85.
- Lee, Wei-Na (1992), "The Potential of Advertising on Pre-Recorded Videocassettes in the 1990s: A Survey among Top U.S. Advertising Agencies," *Journal of Media Planning*, 7(1), 25-35.
- Katz, Helen and Wei-Na Lee (1992), "Oceans Apart: An Initial Exploration of Social Communication Differences in U.S. and U.K. Prime Time Television Advertising," *International Journal of Advertising*, 11(1), 69-82.
- Lee, Wei-Na and Yann-Fang Leu (1992), "The Development of the Advertising Industry in Taiwan," *International Communication Bulletin*, 27(1-2), 11-16.
- Lee, Wei-Na and Yann-Fang Leu (1991), "Media Planning in Taiwan: An Exploratory Study," *Journal of Media Planning*, 6(2), 19-34.
- To be submitted
- Sung, Yoon Hi and Wei-Na Lee (final proof reading), "Doing Good While Playing: The Impact of Prosocial Advergaming and Product Placement on Consumer Response," *Journal of Advertising*.
- Hong, Jimi, Wei-Na Lee, Yongwoog Jeon, and Calandra J. Lindstadt (final proof reading), "How Construal Level of Authentic and Hubristic Pride Impacts Consumer Decision and Information Processing," *International Journal of Advertising*.
- Lim, Rachel, Jimi Hong, and Wei-Na Lee (manuscript preparation), "The Impact of Knowledge and Perceived Company-Cause Fit on Consumer Response to CSR Initiatives," *International Journal of Advertising*.

Lim, Rachel and Wei-Na Lee (manuscript preparation), “When Consumers Are Skeptical of A Company ‘Doing Good’: Examining the Interplay of Company-Cause Fit and Message Specific-ness on Consumer Response toward Corporate Social Responsibility,” *Journal of Business Research*.

Jimi Hong and Wei-Na Lee (manuscript preparation), “Persuasive Effects of Four Types of Regulatory-Focused Message Frame in Philanthropy Communication,” *Journal of Advertising*.

Sung, Yoon Hi, Rachel Lim, and Wei-Na Lee (manuscript preparation), “The Joint Impact of Company Size and Cause Proximity on Consumer Response toward Corporate Social Responsibility Initiatives,” *Journal of Business Research*.

Refereed Conference Proceedings & Presentations (abstracts and full papers)

Hong, Jimi and Wei-Na Lee (2019), “The Persuasive Effects of Framing Feasibility versus Desirability Messages for Individuals in Different Stages of Change for Blood Donation,” *2019 Conference of the American Academy of Advertising*, American Academy of Advertising.

Lim, Rachel, Jimi Hong and Wei-Na Lee (2019), “The Moderating Role of CSR Knowledge on Consumer Response to Company-Cause Fit: Examining the Mediating Effects of Perceived Uniqueness,” *2019 Conference of the American Academy of Advertising*, American Academy of Advertising.

Sung, Yoon Hi, Rachel Lim, and Wei-Na Lee (2019), “Too Small to Matter? The Impact of Company Size and Cause Proximity on Consumer Response to Corporate Social Responsibility,” *2019 Conference of the American Academy of Advertising*, American Academy of Advertising.

Sung, Yoon Hi and Wei-Na Lee (2018), “The Impact of Prosocial Advergaming on Consumer Response,” *2018 Conference of the American Academy of Advertising* (p. 71), American Academy of Advertising.

Hong, Jimi, Hyunsang Son, So Young Lee, and Wei-Na Lee (2018), “Does the Congruence between Motivational Directions and Facial Expressions in Ads Impact Fundraising Persuasion?” *2018 Conference of the American Academy of Advertising* (p. 149), American Academy of Advertising.

Hong, Jimi and Wei-Na Lee (2017), “If It Feels Right: The Interplay between Regulatory-Fit and Image-Message Congruence in Fundraising Messages,” in Tom Reichert (Ed.), *Proceedings of the 2017 Conference of the American Academy of Advertising* (pp. 206-219), American Academy of Advertising.

Choi, Jin-A, Wei-Na Lee, and Sunny Tsai (2017), “The ‘Rich and Famous’ of Social Media: Understanding Social Media Celebrities as Brand Endorsers,” in Tom Reichert (Ed.), *Proceedings of the 2017 Conference of the American Academy of Advertising* (p. 56), American Academy of Advertising.

- Lim, Rachel, Yoon Hi Sung, and Wei-Na Lee (2016), “Judge Me Not by My Words but by How I Say Them: The Role of CSR Communication Style in Consumer Response,” *Proceedings of the 2016 Conference of the American Academy of Advertising* (pp. 234-243), in Tom Reichert (Ed.), American Academy of Advertising.
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Moon, Jang Ho, Jong-Hyuok Jung and Wei-Na Lee (2009). *An Exploratory Study of High Definition Advertising and Consumer Response.* Paper presented at the 2009 Annual Conference of the Association for Education in Journalism and Mass Communication, Boston, Massachusetts.

Moon, Jang Ho, Jong-Hyuok Jung and Wei-Na Lee (2009). *Making the Leap to High Definition Advertising: An Exploratory Study of High-Definition Technology on Viewer Response.* AEJMC Midwinter Conference, Gaylord College of Journalism and Mass Communication, University of Oklahoma, March 6-7, 2009.

Ball, Jenny, Angie Liang, and Wei-Na Lee (2008). *Reducing Stigma through Direct-To-Consumer Pharmaceutical Advertising: A Content Analysis of Television Commercials.* Paper presented at the 2008 Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois. **[2nd place Research Paper Award]**

Ball, Jenny, Angie Liang, and Wei-Na Lee (2008). *Addressing Health Disparities of African Americans through Direct-to-Consumer Pharmaceutical Advertising: A Content Analysis.* Paper presented at the 2008 Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

Park, Sun-Young, Jung Lim, Ho-Bin Kyun, and Wei-Na Lee (2008). *Fair Share or Fair Play? A Content Analysis of Food Advertisements in Minority-targeted and Mainstream Magazines*. Paper presented at the 2008 Annual Conference of the Association for Education in Journalism and Mass Communication, Chicago, Illinois.

Zhang, Jie and Wei-Na Lee (2008). *To Play or Not to Play?: Brands in Online Social Networking*. Paper presented at the 2008 American Academy of Advertising Conference, San Mateo, California.

Choi, Sejung Marina and Wei-Na Lee (2008). *The Role of Web-based Prescription Drug Advertising in Patient-Physician Interactions*. Paper presented at the 2008 Winter Educators' Conference of the American Marketing Association, Austin, Texas.

Chu, Shu Chuan, Sara Kamal, and Wei-Na Lee (2007). *Anglo and African American Portrayals and Characterization in Primetime Food Commercials*. Paper presented at the 2007 Annual Conference of the Association for Education in Journalism and Mass Communication, Washington D. C.

Jung, Jong-Hyuok, Yoojung Kim, Wei-Na Lee, and David J. Lyon (2007). *An Exploratory Content Analysis of Online Gambling Advertising on TV: The Trojan Horse Strategy*. Paper presented at the 2007 Annual Conference of the Association for Education in Journalism and Mass Communication, Washington D. C.

Katz, Helen and Wei-Na Lee (2007). *Through the Looking Glass*. Paper Presented at the 2007 American Academy of Advertising Asia-Pacific Conference, Seoul, Korea.

Lee, Wei-Na, and Yeo Jung Kim (2007). *Media Convergence*. Paper presented at the 2007 American Academy of Advertising Asia-Pacific Conference, Seoul, Korea.

Zhang, Jie and Wei-Na Lee (2007), *Changing Consumer Media Repertoire in China: The Role of Blogs*. Paper Presented at the 2007 American Academy of Advertising Asia-Pacific Conference, Seoul, Korea.

Lee, Wei-Na, Eliana Tseng, and Sejung Marina Choi (2004). *Food For Thought: A Content Analysis of Food Advertising during Prime-Time Television*. Paper presented at the Annual Conference of the Association for Education in Journalism and Mass Communication, Toronto, Canada.

Yun, TaiWoong, Byung-Kwan Lee, and Wei-Na Lee (2003). *How Situational and Enduring Involvement Affect Consumer's Country-of-Origin Cue Utilization in Information Processing: Additive vs. Interactive*. Paper presented at the Society for Consumer Psychology's 2003 Advertising and Consumer Psychology Conference on Image and Advertising, Seoul, Korea.

Jin, ChangHyun, ByungKwan Lee, and Wei-Na Lee (2003). *Consumers' Attitude Formation and Processing on the Web: The Animated Character's Role as Mediator of a Creative Platform*. Paper presented at the Society for Consumer Psychology's 2003 Advertising and Consumer Psychology Conference on Image and Advertising, Seoul, Korea.

Lee, Wei-Na and Patricia A. Stout (2001). *What's Going On?: The Online Shopping Experience*. Introduction and concluding remarks presented at the 2001 American Academy of Advertising Annual Conference, Salt Lake City, Utah.

Yun, TaiWoong and Wei-Na Lee (2001). *Psychological Antecedents of Amount of Attention to Web Sites—An Exploratory Study*. Paper presented at the 2001 Society for Consumer Psychology Annual Advertising and Consumer Psychology Conference, Seattle, Washington.

Lee, Wei-Na (1997). *Chinese Americans as a New Frontier for Ethnic Marketing*. Paper presented at the 1997 American Academy of Advertising Annual Conference, St. Louis, Missouri.

Lee, Wei-Na (1989). *The Pursuit of Things Foreign: Advertising Perception by Country of Origin in Taiwan*. Paper presented at the Seventh International Conference on Culture and Communication, Philadelphia, Pennsylvania.

Lee, Wei-Na (1989). *The Motion Picture as a Form of Popular Culture and Mass Leisure: An Historical and Sociological Analysis*. Paper presented at the Seventh International Conference on Culture and Communication, Philadelphia, Pennsylvania.

Lee, Wei-Na (1986). *A Symbolic-Interactionist Approach to the Study of Acculturation and Subcultural Consumption Behavior*. Paper presented at American Marketing Association Cross-Cultural and Subcultural Influences on Consumer Behavior Workshop, Chicago, Illinois.

Lee, Wei-Na (1986). *Advertising, Persuasion and Cultural Values*. Paper presented at American Marketing Association Cross-Cultural and Subcultural Influences on Consumer Behavior Workshop, Chicago, Illinois.

Invited Presentations/Keynote Address/Panel Discussion

Invited Panelist, “*Diversity, Inclusion, & Equity in Action: Advertising Research, Teaching, and Practice*” (under review). Preconference, 2020 American Academy of Advertising, San Diego, CA.

Invited Panelist, “*Staying Relevant in an Increasingly Interconnected World: How Global and Multicultural Research, Teaching, and Collaborations Can Help You Grow as a Scholar and Person*” (under review). 2020 American Academy of Advertising, San Diego, CA.

Invited Speaker, “*Celebrity Endorsement: Theory and Practice*.” Research Lecture Series, National Chengchi University, Taipei, Taiwan. November 27, 2017.

Invited Speaker, “*Experience at Research I University in the US*.” Faculty Brown Bag Series, Department of Advertising, National Chengchi University, Taipei, Taiwan. November 27, 2017.

Invited Speaker, “*Consumers in Today’s New Media Environment*.” Business & Beyond Lecture Series, Global Business Administration, Gachon University, Seoul, Korea. May 8, 2017.

Invited Speaker, “*Understanding Consumers in Today’s Media Landscape*.” International Forum on New Media Development and Innovation & Annual Conference of China Advertising Education Association. Guangzhou, China. December 11, 2016.

Invited Speaker, “*Strategic Communication: Challenges and Opportunities*.” Boston University, Department of Advertising, PR, and Mass Communication. November 19, 2015.

Invited Panelist, *“Controversial Advertising.”* China Radio International – “Today” Show. February 14, 2014.

Invited Panelist, *“Big Data – At What Cost?”* 2014 American Academy of Advertising Annual Conference, Atlanta, GA.

Invited Speaker, *“The Role of Culture in Persuasive Communication.”* The Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign. November 2012.

Invited Panelist, *“Facing the Future: Discussing the Challenges and Opportunities for the Advertising Discipline in a Digital, Globally-Connected, Changing World.”* 2013 American Academy of Advertising Global Conference, Hawaii, HI.

Invited Speaker, *“Cross-Cultural Marketing Communication Research.”* 2012 Distinguished Speaker Series, Villanova University, School of Business, Philadelphia, PA.

Invited Panelist, *“Academic Publishing.”* Junior Faculty and Doctoral Student Consortium. 2011 American Academy of Advertising Conference, Mesa, AZ.

Keynote Speaker, *“Understanding Consumers across Cultures.”* 2010 Korean Academy of Marketing Science Annual Conference, Seoul, Korea.

Invited Speaker, *“Best of the Best in Advertising, Retailing and Services.”* 2010 Society for Marketing Advances Annual Conference, Atlanta, GA.

Invited Panelist, *“The Future of Advertising Education.”* Pre-Conference. 2009 American Academy of Advertising Conference, Cincinnati, Ohio.

Invited Panelist, *“Setting A Research Agenda.”* Emerging Scholar Symposium. 2008 American Academy of Advertising Conference, San Mateo, California

Invited Panelist, *“How Should Advertising Education Respond to the Chinese-American Market in the U.S.?”* 2004 American Academy of Advertising Annual Conference, Baton Rouge, Louisiana.

Invited Panelist, *“A Health Check on the Doctorate: How Best to Prepare Doctoral Students for Their Careers.”* 1997 American Academy of Advertising Annual Conference, St. Louis, Missouri.

Invited Guest Lectures (external to UT-Austin)

“Engaging Consumers through Celebrity Endorsement” (November 22, 2017), Hong Kong Baptist University, Hong Kong SAR, China.

“Star Power: Consumer Engagement through Celebrity Endorsement” (May 10, 2017), Kookmin University, Seoul, Korea.

“Cross-Cultural Comparison of Celebrity Endorsement” (December 9, 2016). South China University of Technology, Guangzhou, China.

“International Advertising: Growth and Framework” (December 9, 2016). South China University of Technology, Guangzhou, China.

“Engaging Consumers in a Saturated Environment” (April 27, 2012). School of Business, Villanova University

“Say it with Celebrities” (November 29, 2010). Department of Clothing and Textiles, Yonsei University (Korea)

“Celebrity Endorsement” (November 28, 2010). Department of Advertising and Public Relations, Kookmin University (Korea)

“International Advertising” (May 2010). The Chinese University of Hong Kong (Hong Kong, China)

“Online Shopping: A Research Update” (May 2001). Department of Advertising, National Chengchi University (Taiwan)

“Consumer Behavior in the Online Environment” (May 2001). Chinese Culture University (Taiwan)

RESEARCH GRANTS

Wei-Na Lee (2016-2017), *Current Issues in International Advertising: Theory × Practice*, SRS Faculty Teaching and Research Award, University of Texas at Austin (\$2,500).

Wei-Na Lee (2014-2015), *The Impact of Regulatory Fit on Consumer Response to Environmental Messages*, Student Enrichment Award, Department of Advertising, University of Texas at Austin (\$7,500).

Wei-Na Lee (2009-2010), *Understanding Consumer Ethnocentrism in Times of Economic Crisis*, Research Grant (campus-wide competition), University of Texas at Austin (\$5,875).

Wei-Na Lee (2008-2009), *The Impact of Ethnicity-Based Representation on Consumer Behavior*, Undergraduate Research Excellence Award, Dean’s Office, College of Communication, University of Texas at Austin (\$6,500).

Wei-Na Lee (2007-2008), *Electronic Word-of-Mouth Communication in Online Brand Communities*, Graduate Student Research Enrichment Program, Dean’s Office, College of Communication, University of Texas at Austin (\$6,500).

Wei-Na Lee (2005-2006), *Online Consumer Panel*. Provost’s Office, University of Texas at Austin (\$6,000).

Wei-Na Lee (2005), *Diversity in Cultural Orientations: A Cross-Cultural Investigation of Between and Within Culture Variations in Advertising Content and Consumer Responses*. Special Research Grant (campus-wide competition), University of Texas at Austin (\$750).

Wei-Na Lee (2004-2005), *Online Consumer Panel*. Provost’s Office, University of Texas at Austin (\$20,000).

Wei-Na Lee (2004), *Food Advertising to Children: A Content Analysis Study of Television Commercials in Top-rated Tweens' Programs*. Special Research Grant (campus-wide competition), University of Texas at Austin (\$750).

Wei-Na Lee (2004-2005), *Understanding the Impact of Individualism and Collectivism in Asian Americans' Giving and Volunteering Behaviors*. Academic Innovation Award, RGK Center for Philanthropy and Community Service (campus-wide competition), University of Texas at Austin (\$5,000).

Wei-Na Lee (2003-2004), *Online Consumer Panel*. Provost's Office, University of Texas at Austin (\$12,000).

Wei-Na Lee (2002-2003), *The Effect of Alignable Attribute Differences on Decreasing Advertising Interference in Consumer Memory*. Research Grant (campus-wide competition), University of Texas at Austin (\$6,000).

Wei-Na Lee & Bob Glover (2001-2002), *Austin Independent School District Parent Satisfaction Survey*. President's Office, University of Texas at Austin & Austin Chamber of Commerce (\$30,000). [both PIs contributed equally]

Wei-Na Lee & Bob Glover (2000-2001), *Austin Independent School District Parent Satisfaction Survey*. President's Office, University of Texas at Austin & Austin Chamber of Commerce (\$30,000). [both PIs contributed equally]

Wei-Na Lee (1995-1996), *Teaching International Advertising by Incorporating the Multicultural Requirement*. College of Communication Challenge Grant, University of Texas at Austin (\$1,500).

Wei-Na Lee (1994-1995), *A Cross-Cultural Study of Acculturation in a Multicultural Society*. College of Communication Jamail Research Grant, University of Texas at Austin (\$4,790).

Wei-Na Lee (1991-1992), *A Cross-Cultural Study of Country-of-Origin Effects*. University Research Institute Research Grant (campus-wide competition), University of Texas at Austin (\$3,810).

Wei-Na Lee (1990-1991), *A Study of Acculturation and Advertising Communication Strategies*. The Policy Research Institute Faculty Research Grant (campus-wide competition), University of Texas at Austin (\$3,591).

Wei-Na Lee (1989-1990), *New Media, New Messages: An Examination of Audience Response to Advertising on Television, Videocassettes, and in Movie Theaters*. University Research Institute Special Research Grant (campus-wide competition), University of Texas at Austin (\$400).

CONFERENCE ACTIVITIES

International/National Conferences Organized

2020 **Co-Organizer**, American Academy of Advertising All Day Pre-Conference—Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching and Practice (under review), San Diego, California.

- 2010 **Chair**, American Academy of Advertising Annual Conference, Minneapolis, Minnesota.
- 1999 **Chair**, Advertising and Consumer Psychology Conference—Diversity in Advertising, San Antonio, Texas.
- 1998 **Chair**, Asian American Consumers Track, Academy of Marketing Science Multicultural Conference, Montreal, Canada.

Conference Sessions Organized

Special Topics – *Electronic Word-of-Mouth: Brand Communication in Online Communities*. The 2008 Conference of the American Academy of Advertising.

Special Topics – *Direct-to-Consumer Prescription Drug Advertising: Implications from Research*. The 2008 American Marketing Association Winter Educators' Conference.

Special Topics – *Alternative Media in a Global Environment*. The 2007 Asia Pacific Conference of the American Academy of Advertising.

Special Topics – *Direct-to-Consumer Pharmaceutical Advertising: How is it Working?* The 2004 Conference of the American Academy of Advertising.

Special Topics – *The Eternal Triangle: New Ways to Understand the Consumer, Brands, and Media*. The 2002 Conference of the American Academy of Advertising.

Special Topics – *What's Going On?: The Online Shopping Experience*. The 2001 Conference of the American Academy of Advertising.

Special Topics – *Teaching Advertising Media Planning in the 90s and Beyond*. The 1996 Conference of the American Academy of Advertising.

Special Topics – *Looking for Differences in Similarities: International Advertising in "Similar" Cultural Environments*. The 1992 Conference of the American Academy of Advertising.

Special Topics – *The Quality of Qualitative Research*. The 1992 Conference of the American Academy of Advertising.

Special Topics – *Ethnic Minority Research in the United States: Theories, Methodologies, and Findings*. The 1991 Conference of the American Academy of Advertising.

OTHER PROFESSIONAL ACTIVITIES

Guest Editor, *Journal of Advertising, Special Issue on Advertising in Asia: Theories and Implications for Practice*, Vol. 48, No. 4 (2019)

Editor-in-Chief, *Journal of Advertising* (August 2010 – December 2013)

Vice President, American Academy of Advertising (2010)

Associate Editor, *International Journal of Advertising* (2009 & 2010)

Guest Editor, *International Journal of Internet Marketing and Advertising, Special Issue on Cross-Cultural Issues in e-Advertising*, Vol. 3, No. 2 (2006)

Board of Curators, USEFULFINDINGS.COM (2013~2015)

Academic Keys Who's Who in Social Sciences Higher Education (WWSSHE)
<http://socialsciences.academickeys.com/>

Inaugural Departmental Academic Advisor, (DAA) External advisor to Hong Kong Baptist University, Department of Communication Studies (2015-2018)

Senior Advisory Board

Journal of Advertising

Editorial Review Board (in alphabetical order)

Journal of Advertising

Journal of Advertising Education

Journal of Advertising Research

Journal of Business Research

Journal of Current Issues and Research in Advertising

Journal of Interactive Advertising

Psychology and Marketing

Journal of Marketing Communications

Journal of Advertising and Promotion Research (Korea)

Journal of Global Fashion Marketing (Korea)

Journal of Media and Communications (Singapore)

Ad Hoc Reviewer (in alphabetical order)

Journals

Advances in International Marketing

Asian Journal of Communication

Asia Pacific Journal of Management

International Marketing Review

Journal of Advertising

Journal of Business Research

Journal of Computer-Mediated Communication

Journal of Consumer Affairs

Journal of Consumer Psychology

Journal of Current Issues and Research in Advertising

Journal of Ethnic and Migration Studies

Journal of Interactive Advertising

Journal of International Business Studies

Journal of Marketing
Journal of Marketing Communications
Journal of Public Policy & Marketing
Psychology & Marketing
Research in Consumer Behavior

Conferences

Academy of Marketing Science Annual Conference 1993
American Academy of Advertising Research Fellowships 1993-1994, 2000
American Academy of Advertising Doctoral Dissertation Competition 1994, 2007
American Academy of Advertising Annual Conference 1990-2012
American Marketing Association Winter Educators' Conference 2001
American Marketing Association Summer Educators' Conference 1988
Association for Consumer Research Asia-Pacific Conference 2004
Association for Education in Journalism and Mass Communication Conference 2003-2006
Marketing and Public Policy Conference 2007
Society for Consumer Psychology Annual Winter Conference 2000-2002
Society for Consumer Psychology Doctoral Dissertation Competition 1999

Books, Research Grant Proposals

City University of Hong Kong, Research Council (External Examiner)
Economic and Social Research Council, England (Grant Proposals)
Hong Kong Baptist University, Faculty Research Award (External Assessor)
Prentice-Hall
The Research Grants Council of Hong Kong (External Examiner)
Wadsworth Publishing Company
West Educational Publishing

Educational Programs

Program Accreditation Review Panel, Hong Kong Baptist University, Bachelor of Social Sciences in Integrated Communication Management Program

Tenure & Promotion

Chinese University of Hong Kong (marketing)
Emerson College (integrated communication)
Hong Kong Baptist University (integrated communication)
Iowa State University (marketing)
Louisiana State University (marketing)
Nanyang Technological University (management)
University of Florida – Gainesville (advertising and public relations)
University of Georgia (advertising and public relations)
University of Illinois at Urbana-Champaign (advertising)
University of Macau (Communication)
University of Oregon (journalism and communication)
Villanova University (marketing)
William and Lee University (marketing)

American Academy of Advertising

Chair (1998); member (1995-1997) — Publications Committee (appointed)
Member, Research Committee (1993-1996, 2000, 2006, 2008; 2016)
Member, Industry Relations Committee (1992)
Member, International Advertising Education Committee (1991)

Society for Consumer Psychology (American Psychological Association – Div. 23)

Co-Chair (1997-2007); member (1990-1996) Committee on Ethnic Minority Affairs
SCP Representative (1997-present) on APA Committee on Women in Psychology Network

ADVISING

Ph. D. Dissertations — Chair

1. Margaret F. Callcott (1993) — Research Director, Scripps Networks
2. Carrie Ann La Ferle (1998) — Professor of Advertising, Temerlin Advertising Institute, Southern Methodist University
Winner of 1998 American Academy of Advertising Doctoral Dissertation Competition:
Consumer Role Transitions: Understanding Advertising's Place
3. Wenling Chen (1997) — Professor of Advertising, Department of Advertising, College of Communication, National Chengchi University, Taipei, Taiwan
4. Gigi Elizabeth Taylor (1999) — Freelance Anthropologist on Consumer Research (previously Partner at *The Practica Group*; faculty of Advertising, School of Journalism and Mass Communication, Texas State University San Marcos)
5. Se-Jin Lee (2004) — Professor of Advertising, Department of Advertising and Communication, Kookmin University, South Korea
6. Ricardo Villarreal De Silva (2004) — Associate Professor of Marketing, School of Management, University of San Francisco
7. Byung-Kwan Lee (2004) — Professor of Consumer Psychology, Department of Industrial Psychology, College of Business, Kwangwoon University, South Korea
8. Wan-Hsiu Sunny Tsai (2006) — Associate Professor of Advertising, School of Communication, University of Miami
9. Ji-Young Hong (2006) — Director of Research, Brand Marketing Institute, Cheil Communication, Samsung Electronics Co., South Korea
10. TaiWoong Yun (2007) — Associate Professor of Marketing & Associate Dean of College of Business Administration, Incheon National University, South Korea
11. Kasey Windels (2008) — Associate Professor of Advertising, University of Florida
12. Joonhyung Jee (2008) — Professor of Advertising, Department of Advertising, Director of External Relations at Provost's Office, Kookmin University, South Korea
13. Jong-Hyuok Jung (2009) — Associate Professor of Advertising, Schieffer School of Journalism, College of Communication, Texas Christian University
14. Jin Kyun Lee (2010) — Associate Professor of Advertising, Department of Advertising and Public Relations, Hongik University, South Korea

15. Yeo Jung Kim (2010) — Assistant Professor of Advertising, Department of Advertising and Public Relations, Hongik University, South Korea
 16. Jessica Jie Zhang (2010) — Associate Professor of Advertising & Public Relations, Department of Communication, University of Evansville
Winner of 2010 American Academy of Advertising Doctoral Dissertation Competition, The “Dunn Award” for Outstanding Dissertation in the Area of International Advertising: Exploring Antecedents and Consequences of eMavens in Their Electronic Word-of-Mouth Communication: A Cross-Cultural Examination in the US and Chinese Cultural Contexts
 17. Nam Hyun Um (2011) — Assistant Professor of Advertising, Department of Advertising and Public Relations, Hongik University, South Korea
 18. Jang Ho Moon (2011) — Associate Professor of Advertising, Department of Advertising, Sookmyung Women's University, South Korea
 19. Jinnie Jin Young Yoo (2013) — Assistant Professor of Marketing in Global Business, Department of Business Administration, College of Business and Economics, Gachon University, South Korea
Winner of 2013 American Academy of Advertising Doctoral Dissertation Competition: Bicultural Identity Negotiation and Patriotic Consumption: The Influence of National Identity Activation on Responses to Patriotic Advertising Appeals among Asian American Consumers
 20. Yoon Hee Sung (2017) – Assistant Professor of Advertising and Strategic Communication, Gaylord College of Journalism & Mass Communication, University of Oklahoma
 21. Jin-A Choi (2018) – Assistant Professor of Strategic Communication, Department of Communication, William Paterson University
 22. Jimi Hong (2019) – Lecturer, Department of Advertising & Public Relations, Inha University, Incheon, South Korea
 23. Rachel Esther Lim (2019) – Postdoctoral Research Assistant, Stan Richards School of Advertising & Public Relations, University of Texas at Austin.
- *Served as a dissertation committee member on many others*

Master Thesis and Professional Reports — Chair

1. Koog-Hyang Ro (1989)
2. Patricia Ann Leonard (1990)
3. Yann-Fang Leu (1991)
4. Margaret Fawn Callcott (1991)
5. James Edward McConnell (1992)
6. Kuencherng Lin (1992)
7. Chia-Ping Hu (1993)
8. Eric Jay Robeson (1993)
9. I-Ju Chang (1994)
10. Shu-Fen Chen (1994)
11. Zeynep Nukhet Karaarslan (1995)
12. Chia-Lin Chen (1995)
13. Carl C. Oest-Larsen (1996)

14. Qin Chen (1996)
15. Hongseok Kim (1996)
16. Robyn Brooks Tangum (1997)
17. Sze-Siong Chia (1997)
18. Chia-Yuan Chiang (1998)
19. Jiwon Kim (1998)
20. Min-Yu Chang (1999)
21. Tara Michelle Clark (1999)
22. Se-Jin Lee (1999)
23. Elaine Marion Blakeman (2000)
24. Karen Lynn Williamson (2000)
25. Byung-Kwan Lee (2000)
26. Lee Andrea Lindloff (2002)
27. TaiWoong Yun (2002)
28. Alan Magee (2003)
29. Lisa Renee Garcia (2003)
30. Kimberly Ernestine Moses (2003)
31. Yajuan Li (2004)
32. Ju Chen (2004)
33. Hyun Ju Jeong (2004)
34. Yeo Jung Kim (2005)
35. Hongmin Ahn (2007)
36. Terri Hsu (2007)
37. Jeffrey Wang (2010)
38. Hye Jin Bang (2013)
39. Rachel Esther Lim (2013)
40. Jimi Hong (2015)
41. Sarah Fahim (2018)

**Served as a reader on many others*

SERVICE

Department

Chair, Faculty Research Committee (2008-2010); member, (1988-1989, 1990-2003, 2006-2008)

Chair, Faculty Recruitment Committee (2004-2005); member (2007-2009; 2017-2018)

Chair, Cross-Cultural/International Studies Committee (2004-2008)

Chair, Scholarship Committee (1993-2001)

Chair, Undergraduate Studies Committee (1989-1995)

Undergraduate Advisor (1989-1993)

Member, Cross-Cultural/International Studies (2013-2015)

Member, Graduate Admissions Committee (1995-2003, 2004-2006, 2007-2012, 2014-2015)

Member, Graduate Curriculum Committee (2002-2004, 2006-2010, 2013-2015)

Member, Master's Curriculum Committee (2003-2004)

Member, Doctoral Curriculum Committee (2011-2012)
Member, Media Research/Curriculum Committee (2003-2004)
Member, Special Equipment Committee (1988-1989)
Member, Undergraduate Curriculum Committee (2006-2007)
Member, Undergraduate Honors Curriculum (2003-2005)
Member, Undergraduate Studies Committee (1995-2002)
Minority Liaison Officer (1988-1989)

College

Chair, Dean's Consultative Committee-RTF Chair Review (2013-2014)
Chair, Dean's Consultative Committee-CSD Chair Review (2006-2007)
Chair, Faculty Development Committee (1996-1997)
Co-Chair, Graduate Students Database Taskforce (1999-2000)
Dept. Representative on College Promotion & Tenure Committee (2009-2010; 2011-2013; 2016-2018)
Member, Communication Research Center Advisory Committee (2002-2003)
Member, Administrative Committee (1998-2002)
Member, Organizational Excellence Survey Committee (1999-2000)
Member, Research/Faculty Development Committee (1991-1996)
Member, Staff Excellence Award Committee (1993-1994)
Member, Multicultural Course Requirements Committee (1991-1992)
Member, Minority Retention Committee (1989-1992)
Member, Survey Research Committee (1989-1990)

University

Member, Faculty Grievance Committee (2009-2011)
Member, University Parking & Traffic Policies (2007-2009)
Member, Campus Survey Instrument Committee (2008)
Member, University Continuing Fellowship Committee (1997-1999)
Member, International Programs and Studies Committee (1992-1994)

Community

Volunteer, Austin Humane Society (2018)
Chair, Campus Advisory Council, Hill Elementary, Austin ISD (2000-2003)
Member, First Presbyterian Day School Board (1996-1999)
Faculty Advisor, Texas Advertising Group (1993-1994)
Block Captain, Jester Estates Civic Association (1990-1993)
Faculty Advisor, Chinese Students' Association (1990)

PROFESSIONAL AFFILIATIONS

American Academy of Advertising
Association for Consumer Research
Association for Education in Journalism and Mass Communication
Society for Consumer Psychology (American Psychological Association – Div. 23)