# Dr. Alexander Y Muk

Texas State University
Associate Professor
School of Jrnlism & Mass Comm
(512) 245-1948
am40@txstate.edu


## Professional Positions

Associate Advertising Professor, Texas State University-San Marcos. (September 2014 - Present).

Assistant Advertising Professor, Texas State University-San Marcos. (January 2008 - May 2014).

Assistant Advertising Professor, University of Wisconsin-Whitewater. (September 2004 - December 2007).

Teaching Assistant, University of Southern Mississippi. (January 2003 - May 2004).

Creative Partner, Inspire Communication (HK) Ltd. (August 1998 - August 1999).

Creative Group Head, Eruo RSCG Partnership Hong Kong. (January 1998 - April 1998).

Associate Creative Director, McCann-Erickson (HK) Ltd. (April 1995 - December 1997).

Creative Group Head, McCann-Erickson (HK) Ltd. (April 1994 - March 1995).

Senior Art Director, McCann-Erickson (HK) Ltd. (October 1992 - March 1994).

Art Director, McCann-Erickson (HK) Ltd. (September 1988 - August 1992).

## Education

PHD, Univ of Southern Mississippi, 2004.
Major: Communication- Mass Communication

MA, Bournemouth University, 2000.
Major: Marketing

BFA, Academy of Art University, 1987.
Major: Advertising

## Professional Memberships

Academy of Marketing Science. (2014 - Present).

Society For Marketing Advances. (2012 - Present).

American Academy of Advertising. (2009 - Present).

## Awards and Honors

Best Presentation Research Paper, International Conference on Marketing, Business and Trade. (March 18, 2024 - March 21, 2024).

Excellence in Scholarly/Creative Activities, College of Fine Arts and Communication. (2017).

Presidential Excellence Award for Scholarly Activities, College of Fine Arts and Communication Department Honors. (2014).

Best Paper Award ( Cross-Cultural Track), Society for Marketing Advances Annual Conference in South Carolina. (2013).

Texas State University Friends of Fine Art & Communication Award in Service. (2013).

Best Paper Award (Technology Track), Society for Marketing Advances Annual Conference in Atlanta. (2010).

Hong Kong Pearl & Dean Environmental Poster Competition finalist. (1998).

Hong Kong Pearl & Dean Environmental Poster Competition finalist. (1997).

Taiwan Times Asian Advertising Awards public service TV commercial finalist. (1994).

Hong Kong 4As Advertising Creative Awards print finalist. (1992).

## Publications

Muk, A. Y., & Chung, C. (2025, May 27). *The Theory of Planned Behavior and Adoption of electric vehicles: A cross-national Study*. Published.

Muk, A. Y., & Chung, C. (2024). Does Environmental concern drive adoption of electric car? A cross-national study of American and Japanese car owners. *Journal of Economic, Business and Management*, *12*(3), 285–288. https://doi.org/10.18178/JOEBM

Muk, A. Y., & Chung, C. (2024, March 18). *Does environmental concern drive adoption of electric car? a cross national study of American and Japanese car owners.*. Published.

An, H., Chung, C., & Muk, A. Y. (2020). The effects of social media WOM and fan pages on young Americans' intention to purchase foreign pop. *International Journal of Business and Applied Sciences*, *9*(3), 1–16.

Muk, A., & Chung, C. (2020). The effects of self-construal on brand-page connection: A study of young American and Chinese fans. *International Journal of Business & Applied Sciences*, 1–12.

Muk, A. Y., & Chung, C. (2019, November 6). *What exactly do they visualize in radio ads? a study of young American and British Audiences*. Published.

Muk, A. Y., & Chung, C. (2019, July 9). *Self construal and green behaviors: a study of young American and Japanese Consumers*. Published.

Muk, A. Y., & Chung, C. (2018, November). *A study of Japanese millennials' behavioral intentions to purchase green products*. Published.

Muk, A. Y., Chung, C., & Kim, J. (2018, June). *From thinking green to planned green purchasing behaviors: A cross-national study of American and Korean millennials*. Published.

Muk, A. Y. (2017, November). *Green Marketing Effects and Purchase Intentions: A Study of American and Korean Millennials*. Published.

An, H. S., Chung, C., & Muk, A. (2017, November). *Social Media Word of Mouth (WOM) Effects and Intention to Join Artist Pages: American Millennials' Perceptions.*. Published.

Muk, A. Y., Chung, C., & Jonghoon, K. (2017, July). *A Cross-Cultural Study of Applying TAM to Examine Consumers' Innovativeness in Accepting Brand Pages*. Published.

Muk, A. Y., Chung, C., & Cheng, K. (2017). The effects of comparative advertising on young consumers' perceptions: A cross-cultural comparison between US and Taiwan. *Journal of Promotion Management*, *23*(1), 100–122.

Muk, A. Y., Chung, C., & Cheng, K. (2016). The effectiveness of comparative advertising: examining consumers' perspectives in different culture. In *Let's get engaged!Cross the threshold of marketing's engagement era.* (pp. 173–178). Springer International Publishing.

Muk, A. Y., & Chung, C. (2016). A cross-national study of consumer beliefs, attitudes and behaviors toward liking brand pages. In *Marketing challenges in a turbulent business environment.* (pp. 517–518). Springer International Publishing.

Muk, A. Y., Chung, C., & Chinje, N. (2016, November). *What factors influences young South African consumers' intentions' to join brand pages?*. Published.

Muk, A. Y., Chung, C., & Kim, J. H. (2016, July). *The effects of individualism and collectivism on brand page fans: A study of young U.S. and Chinese consumers*. Published.

Muk, A. Y., & Chung, C. (2015). Applying Technology Acceptance Model to a Two-Country Study of SMS advertising. *Journal of Business Research*, *68*, 1–6.

Muk, A. Y., & Chung, C. (2015, November). *Becoming Brand Page Fans: A Study of Young U.S. and Chinese Consumers' Perspectives*. Published.

Muk, A. Y., Chung, C., & Chang, E. (2014). *Like the Brand, Join Its Brand Page*. Published.

Muk, A. Y., Chung, C., & Chang, E. (2014). *The effectiveness of comparative advertising; examining consumers' perspectives in different culture*. Published.

Muk, A. Y., Chung, C., & Kim, J. (2014). A cross-national study of the influence of individualism and collectivism on liking brand pages. *Journal of International Consumer Marketing*, *26*(1), 122–137.

Muk, A. Y., Chung, C., & Kim, J. (2014). Korean consumer perspectives toward social media advertising and intention to join brand pages. *Journal of Global Scholars of Marketing Science*, *24*(4), 384–394.

Muk, A. Y., & Chung, C. (2014). What drives consumers to join brand pages: a theoretical framework. *Journal of Interactive Advertising*, 1–10.

Muk, A. Y., & Chung, C. (2014, August). *A cross-national study of consumers' beliefs, attitudes and behaviors toward liking brand pages*. Published.

Muk, A. Y., Chung, C., & Kim, J. H. (2013). *What influence consumers' intentions to join brand pages: Individualism Vs Collectivism*. Published.

Muk, A. Y. (2013). *What influences Millennials to like brands on social media*. Published.

Muk, A. Y. (2013). What Factors Influence Millennials to Like Brand Pages?. *Journal of Marketing Analytics*, *1*(2), 127–137.

Muk, A. Y., Chung, C., & Kim, J. H. (2013, May). *Korean consumer perspective toward social media advertising and intention to join brand pages*. Published.

Muk, A. Y. (2012). Perceptions of mobile coupons: a cross-national study. *Journal of Direct Data and Digital Marketing Practice*, *13*(4), 311–324.

Muk, A. Y. (2012). PR function in Japan: perspective from a Japanese Corporation. *PR Review*, *38*, 137–140.

Muk, A. Y., & Chung, C. (2012, November). *Branding on Social Media: What Influences Consumers to Become Fans of Brands' Pages*. Published.

Muk, A. Y., & Chung, C. (2011). *Path Analysis of Comparative Advertising*. Published.

Muk, A. Y., & Chung, C. (2011, July). *Online shoppers' social media usage and shopping behavior*. Published.

Muk, A. Y., & Chung, C. (2010). *Acceptance of Short Message Services (SMS) advertising: A cross-cultural examination among young Americans and Koreans*. Published.

Muk, A. Y., & Chung, C. (2010). *Attitude toward acceptance of SMS advertising: A study of young Americans and Koreans' perspectives*. Published.

Muk, A. Y. (2010). *The functions of PR department in a Japanese corporation*. Published.

Muk, A. Y. (2010, August). *A cross-national study of young consumers' intentions to redeem mobile coupons*. Published.

Muk, A. Y. (2008). *Acceptance of SMS Advertising*. VDM Verlag Dr. Muller Aktiengesellschaft Co.

Muk, A. Y. (2007). Consumers' intentions to opt in to SMS advertising: A cross-national study of Young Americans and Koreans. *International Journal of Advertising*, *26*(2), 177–198.

Muk, A. Y. (2007). Cultural influences on adoption of SMS advertising: A study of American and Taiwanese consumer. *Journal of Targeting, Measurement and Analysis for Marketing*, *16*(1), 39–47.

Muk, A. Y. (2006). *The acceptance of text advertising via cell phone: A study of American consumers*. Published.

Muk, A. Y., & Babin, B. (2006). U.S. consumers' adoption – nonadoption of mobile SMS advertising. *International Journal of Mobile Marketing*, *1*(1).

Muk, A. Y. (2006, August). *A cross-cultural study of young American and Taiwanese consumers' intentions to opt-in to SMS advertising*. Published.

Muk, A. Y., & Chung, C. (2005, August). *An exploratory study of young American and Korean consumers' intentions to opt-into SMS advertising*. Published.

Muk, A. Y. (2003, November). *Selling the convergence advertising approach: A cross-platform deal*. Published.

Muk, A. Y. (2003, August). *A content analysis of print advertising appeals in times of crisis*. Published.

Muk, A. Y. (2002, October). *A trip down memory lane: Advertising the nostalgic way, 1990-1999*. Published.

Muk, A. Y., & Scullion, R. (2001, July). *Watching radio ads: An exploratory study of young people's visual processing of radio ads*. Published.

## Contract, Fellowships, Grants and Sponsored Research

Muk, A. Y., "Millennials' Perceptions of Green Marketing: A Cross-Cultural Study.," Sponsored by Texas State University Research Enhancement Grant, Texas State University, $6,000.00. (March 2017).

Muk, A. Y. (Principal), "What influences Millennials to like brands on social media," Sponsored by Texas State University Research Enhancement Grant, $8,000.00. (March 1, 2013 - March 1, 2014).

## Research Activity

"Social Media, WOM and Green Advertising" (On-Going).
This study examines young American consumers' perceptions of green advertising and WOM behaviors in social media

"Self-Construal and Green behaviors: A Study of Young American and Japanese Consumers" (Writing Results).
This is a cross-cultural study of American and Japanese consumers' green consumption behaviors.

## Teaching Experience

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours.

MC 3390, section 251, MEDIA DESIGN. 3.00 credit hours.

MC 3390, section 256, MEDIA DESIGN. 3.00 credit hours.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 30 enrolled.

MC 3390, section 002, MEDIA DESIGN. 3.00 credit hours. 18 enrolled.

MC 3390, section 003, MEDIA DESIGN. 3.00 credit hours. 17 enrolled.

MC 4307, section 501, ADVERTISING CAMPAIGNS. 3.00 credit hours. 18 enrolled.

MC 3390, section 501, MEDIA DESIGN. 3.00 credit hours. 14 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 56 enrolled.

MC 3390, section 251, MEDIA DESIGN. 3.00 credit hours. 19 enrolled.

MC 3390, section 256, MEDIA DESIGN. 3.00 credit hours. 19 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 50 enrolled.

MC 3390, section 002, MEDIA DESIGN. 3.00 credit hours. 13 enrolled.

MC 3390, section 003, MEDIA DESIGN. 3.00 credit hours. 10 enrolled.

MC 4307, section 501, ADVERTISING CAMPAIGNS. 3.00 credit hours. 14 enrolled.

MC 3390, section 251, MEDIA DESIGN. 3.00 credit hours. 17 enrolled.

MC 3390, section 252, MEDIA DESIGN. 3.00 credit hours. 15 enrolled.

MC 3390, section 256, MEDIA DESIGN. 3.00 credit hours. 16 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 33 enrolled.

MC 3390, section 002, MEDIA DESIGN. 3.00 credit hours. 16 enrolled.

MC 3390, section 003, MEDIA DESIGN. 3.00 credit hours. 12 enrolled.

MC 4307, section 502, ADVERTISING CAMPAIGNS. 3.00 credit hours. 19 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 54 enrolled.

MC 3390, section 251, MEDIA DESIGN. 3.00 credit hours. 17 enrolled.

MC 3390, section 252, MEDIA DESIGN. 3.00 credit hours. 17 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 39 enrolled.

MC 3390, section 002, MEDIA DESIGN. 3.00 credit hours. 18 enrolled.

MC 3390, section 003, MEDIA DESIGN. 3.00 credit hours. 13 enrolled.

MC 4307, section 502, ADVERTISING CAMPAIGNS. 3.00 credit hours. 20 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 49 enrolled.

MC 3390, section 251, MEDIA DESIGN. 3.00 credit hours. 20 enrolled.

MC 3390, section 252, MEDIA DESIGN. 3.00 credit hours. 19 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 29 enrolled.

MC 3390, section 002, MEDIA DESIGN. 3.00 credit hours. 19 enrolled.

MC 3390, section 003, MEDIA DESIGN. 3.00 credit hours. 19 enrolled.

MC 3390, section 752, MEDIA DESIGN. 3.00 credit hours. 16 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 82 enrolled.

MC 3390, section 251, MEDIA DESIGN. 3.00 credit hours. 18 enrolled.

MC 3390, section 252, MEDIA DESIGN. 3.00 credit hours. 19 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 56 enrolled.

MC 3390, section 003, MEDIA DESIGN. 3.00 credit hours. 18 enrolled.

MC 5308, section 003, SEM IN STRAT COMM. 3.00 credit hours. 8 enrolled.

MC 4307, section 502, ADVERTISING CAMPAI. 3.00 credit hours. 18 enrolled.

MC 4307, section 503, ADVERTISING CAMPAI. 3.00 credit hours. 19 enrolled.

MC 4333, section 751, CREATIVE THINK & AD CONCEPT. 3.00 credit hours. 15 enrolled.

MC 3372, section 253, AD MEDIA PLANNING. 3.00 credit hours. 34 enrolled.

MC 4333, section 251, CREATIVE THINK & AD CONCEPT. 3.00 credit hours. 17 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 84 enrolled.

MC 3372, section 010, AD MEDIA PLANNING. 3.00 credit hours. 13 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 57 enrolled.

MC 4307, section 502, ADVERTISING CAMPAI. 3.00 credit hours. 18 enrolled.

MC 4307, section 503, ADVERTISING CAMPAI. 3.00 credit hours. 14 enrolled.

MC 3372, section 253, AD MEDIA PLANNING. 3.00 credit hours. 31 enrolled.

MC 4333, section 251, CREATIVE THINK & AD CONCEPT. 3.00 credit hours. 16 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 94 enrolled.

MC 4333, section 003, CREATIVE THINK & AD CONCEPT. 3.00 credit hours. 14 enrolled.

MC 4333, section L03, CREATIVE THINK & AD CONCEPT. 0.00 credit hours. 14 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 64 enrolled.

MC 5322, section 001, INTL ADPR ISSUES. 3.00 credit hours. 1 enrolled.

MC 3367, section 751, ADVERTISING. 3.00 credit hours. 17 enrolled.

MC 4307, section 502, ADVERTISING CAMPAI. 3.00 credit hours. 17 enrolled.

MC 4307, section 503, ADVERTISING CAMPAI. 3.00 credit hours. 19 enrolled.

MC 4303, section 751, INTERNATIONAL ADV. 3.00 credit hours. 15 enrolled.

MC 4316G, section 253, AD COPY & LAYOUT. 3.00 credit hours. 13 enrolled.

MC 4316G, section L03, AD COPY & LAYOUT. 0.00 credit hours. 13 enrolled.

MC 4311, section 299, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 104 enrolled.

MC 4316G, section 006, AD COPY & LAYOUT. 3.00 credit hours. 14 enrolled.

MC 4316G, section L06, AD COPY & LAYOUT. 0.00 credit hours. 14 enrolled.

MC 4316H, section 001, AD COPY & LAYOUT II. 3.00 credit hours. 6 enrolled.

MC 4316H, section L01, AD COPY & LAYOUT II. 0.00 credit hours. 6 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 62 enrolled.

MC 5322, section 001, INTL ADPR ISSUES. 3.00 credit hours. 2 enrolled.

MC 3367, section 751, ADVERTISING. 3.00 credit hours. 22 enrolled.

MC 4307, section 501, ADVERTISING CAMPAI. 3.00 credit hours. 16 enrolled.

MC 4307, section 502, ADVERTISING CAMPAI. 3.00 credit hours. 11 enrolled.

MC 4303, section 751, INTERNATIONAL ADV. 3.00 credit hours. 12 enrolled.

MC 5322, section 751, INTL ADPR ISSUES. 3.00 credit hours. 3 enrolled.

MC 4316G, section 253, AD COPY & LAYOUT. 3.00 credit hours. 11 enrolled.

MC 4316G, section L03, AD COPY & LAYOUT. 0.00 credit hours. 11 enrolled.

MC 4307, section 251, ADVERTISING CAMPAI. 3.00 credit hours. 15 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 110 enrolled.

MC 4316G, section 005, AD COPY & LAYOUT. 3.00 credit hours. 14 enrolled.

MC 4316G, section L05, AD COPY & LAYOUT. 0.00 credit hours. 14 enrolled.

MC 4316H, section 001, AD COPY & LAYOUT II. 3.00 credit hours. 4 enrolled.

MC 4316H, section L01, AD COPY & LAYOUT II. 0.00 credit hours. 4 enrolled.

MC 4303, section 001, INTERNATIONAL ADV. 3.00 credit hours. 76 enrolled.

MC 5322, section 001, INTL ADPR ISSUES. 3.00 credit hours. 5 enrolled.

MC 4316G, section 501, AD COPY & LAYOUT. 3.00 credit hours. 15 enrolled.

MC 4316G, section L01, AD COPY & LAYOUT. 0.00 credit hours. 15 enrolled.

MC 4307, section 751, ADVERTISING CAMPAI. 3.00 credit hours. 22 enrolled.

MC 4307, section 752, ADVERTISING CAMPAI. 3.00 credit hours. 15 enrolled.

MC 4303, section 502, INTERNATIONAL ADV. 3.00 credit hours. 21 enrolled.

MC 5322, section 503, INTL ADPR ISSUES. 3.00 credit hours. 5 enrolled.

MC 4316G, section 253, AD COPY & LAYOUT. 3.00 credit hours. 20 enrolled.

MC 4316G, section L03, AD COPY & LAYOUT. 0.00 credit hours. 20 enrolled.

MC 4316H, section 251, AD COPY& LAYOUT II. 3.00 credit hours. 13 enrolled.

MC 4316H, section L51, AD COPY& LAYOUT II. 0.00 credit hours. 13 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 136 enrolled.

MC 4316G, section 501, AD COPY & LAYOUT. 3.00 credit hours. 15 enrolled.

MC 4316G, section L01, AD COPY & LAYOUT. 0.00 credit hours. 15 enrolled.

MC 3367, section 501, ADVERTISING. 3.00 credit hours. 28 enrolled.

MC 4307, section 751, ADVERTISING CAMPAI. 3.00 credit hours. 20 enrolled.

MC 4303, section 751, INTERNATIONAL ADV. 3.00 credit hours. 26 enrolled.

MC 5322, section 751, INTL ADPR ISSUES. 3.00 credit hours. 2 enrolled.

MC 4306, section 251, ADVERT COMPETITION. 3.00 credit hours. 16 enrolled.

MC 4311, section 277, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 127 enrolled.

MC 4316G, section 004, AD COPY & LAYOUT. 3.00 credit hours. 15 enrolled.

MC 4316G, section L04, AD COPY & LAYOUT. 0.00 credit hours. 15 enrolled.

MC 4316H, section 001, AD COPY& LAYOUT II. 3.00 credit hours. 10 enrolled.

MC 4316H, section L01, AD COPY& LAYOUT II. 0.00 credit hours. 10 enrolled.

MC 4303, section 002, INTERNATIONAL ADV. 3.00 credit hours. 60 enrolled.

MC 5322, section 002, INTL ADPR ISSUES. 3.00 credit hours. 6 enrolled.

MC 4316G, section 501, AD COPY & LAYOUT. 3.00 credit hours. 16 enrolled.

MC 4316G, section L01, AD COPY & LAYOUT. 0.00 credit hours. 16 enrolled.

MC 4316H, section 751, AD COPY& LAYOUT II. 3.00 credit hours. 20 enrolled.

MC 4316H, section L51, AD COPY& LAYOUT II. 0.00 credit hours. 20 enrolled.

MC 3367, section 501, ADVERTISING. 3.00 credit hours. 25 enrolled.

MC 4307, section 751, ADVERTISING CAMPAI. 3.00 credit hours. 14 enrolled.

MC 4306, section 251, ADVERT COMPETITION. 3.00 credit hours. 15 enrolled.

MC 5326, section 251, COMM CAMPAIGNS. 3.00 credit hours. 7 enrolled.

MC 4311, section 277, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MC 4303, section 002, INTERNATIONAL ADV. 3.00 credit hours. 52 enrolled.

MC 5322, section 001, INTL ADPR ISSUES. 3.00 credit hours. 6 enrolled.

MC 5308, section 001, SEM IN ADV & PUB R. 3.00 credit hours. 11 enrolled.

MC 4316G, section 501, AD COPY & LAYOUT. 3.00 credit hours. 16 enrolled.

MC 4316G, section L01, AD COPY & LAYOUT. 0.00 credit hours. 16 enrolled.

MC 4316H, section 751, AD COPY& LAYOUT II. 3.00 credit hours. 10 enrolled.

MC 4316H, section L01, AD COPY& LAYOUT II. 0.00 credit hours. 10 enrolled.

MC 3367, section 501, ADVERTISING. 3.00 credit hours. 31 enrolled.

MC 4307, section 251, ADVERTISING CAMPAI. 3.00 credit hours. 19 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 90 enrolled.

MC 4307, section 003, ADVERTISING CAMPAI. 3.00 credit hours. 11 enrolled.

MC 4303, section 002, INTERNATIONAL ADV. 3.00 credit hours. 56 enrolled.

MC 5322, section 001, INTL ADPR ISSUES. 3.00 credit hours. 15 enrolled.

MC 3367, section 501, ADVERTISING. 3.00 credit hours. 16 enrolled.

MC 4303, section 501, INTERNATIONAL ADV. 3.00 credit hours. 11 enrolled.

MC 4306, section 251, ADVERT COMPETITION. 3.00 credit hours. 12 enrolled.

MC 4311, section 291, INDEPENDENT STUDY. 3.00 credit hours. 1 enrolled.

MC 4303, section 251, INTERNATIONAL ADV. 3.00 credit hours. 81 enrolled.

MC 3372, section 003, AD MEDIA PLANNING. 3.00 credit hours. 40 enrolled.

MC 4307, section 003, ADVERTISING CAMPAI. 3.00 credit hours. 9 enrolled.

MC 4303, section 002, INTERNATIONAL ADV. 3.00 credit hours. 77 enrolled.

MC 5322, section 001, INTL ADPR ISSUES. 3.00 credit hours. 10 enrolled.

MC 3367, section 501, ADVERTISING. 3.00 credit hours.

MC 3372, section 251, AD MEDIA PLANNING. 3.00 credit hours.

MC 4306, section 251, ADVERT COMPETITION. 3.00 credit hours.

MC 3372, section 2, AD MEDIA PLANNING. 3.00 credit hours.

MC 3367, section 1, ADVERTISING. 3.00 credit hours.

MC 3367, section 501, ADVERTISING. 3.00 credit hours.

MC 4306, section 251, ADVERT COMPETITION. 3.00 credit hours.

MC 5304Q, section 251, COMM CAMPAIGNS. 3.00 credit hours.

MC 4311, section 259, INDEPENDENT STUDY. 3.00 credit hours.

MC 4304, section 1, ADV PORTFOLIO. 3.00 credit hours.

MC 4304, section 1001, ADV PORTFOLIO. 3.00 credit hours.

MC 4307, section 2, ADVERTISING CAMPAI. 3.00 credit hours.

MC 4303, section 1, INTERNATIONAL ADV. 3.00 credit hours.

MC 3367, section 501, ADVERTISING. 3.00 credit hours.

MC 4306, section 251, ADVERT COMPETITION. 3.00 credit hours.

MC 4307, section 251, ADVERTISING CAMPAI. 3.00 credit hours.

MC 4304, section 1, ADV PORTFOLIO. 3.00 credit hours.

MC 4304, section 1001, ADV PORTFOLIO. 3.00 credit hours.

MC 4307, section 1002, ADVERTISING CAMPAI. 3.00 credit hours.

MC 4307, section 2, ADVERTISING CAMPAI. 3.00 credit hours.

MC 3367, section 751, ADVERTISING. 3.00 credit hours.

MC 4316C, section 251, ADV COMPETITION. 3.00 credit hours.

MC 4304, section 1251, ADV PORTFOLIO. 3.00 credit hours.

MC 4304, section 251, ADV PORTFOLIO. 3.00 credit hours.

MC 4307, section 1251, ADVERTISING CAMPAI. 3.00 credit hours.

MC 4307, section 251, ADVERTISING CAMPAI. 3.00 credit hours.

## Directed Student Learning

Master's Thesis, "A content analysis of North Korean Summit in US and Japanese newspaper." (September 6, 2018 - April 2, 2019).
Advised: Andrew Villareal

Master's Thesis, "Celebrity Endorsements in native advertising on Twitter and their impact on consumer attitudes." (April 3, 2015).
Advised: Holland Derrick

Honor's Thesis, "Factors that Affect the Difference in Preferences for Using Celebrities in Advertisements Between South Korea and the United States." (May 30, 2010).
Advised: JiEun Lee

Master's Thesis, "The effects of mobile advertising on consumers in South Korea and the United States." (November 6, 2009).
Advised: SangHee Park

## Teaching Innovation and Curriculum Development

New Course. Education Abroad South Korea. February 11, 2019 - January 13, 2020.

Revise Existing Course. Global Media Concentration. April 16, 2018 - April 27, 2018.

New Course. Ad Copywriting. 2013.

New Course. Layout I. 2013.

New Course. Layout II. 2013.

## Faculty Development Activities Attended

Institute, "Online Teaching @ txstate," Texas State University, United States. (March 2020 - May 2020).

## University Service

Member, Grad Committee. (September 2018 - Present).

Committee member, Department Personnel. (2015 - Present).

Member, Family Association Scholarships. (April 15, 2024 - April 24, 2024).

Family Association Scholarships. (April 5, 2023 - April 19, 2023).

Member, Family Association Scholarships Committee. (April 7, 2022 - April 21, 2022).

Member, Family Association Scholarships. (April 7, 2021 - April 21, 2021).

Member, Family Association Scholarships. (April 6, 2020 - April 19, 2020).

Committee Member, Family Association Scholarship Committee. (April 2, 2019 - April 24, 2019).

Representative, Family Campaign. (February 2018 - April 2018).

Co-advising, Texas State AAF student team and brought them to Dallas NSAC District 10 Competition (Won 3nd place). (2015).

Advertising Sequence Coordinator. (2009 - 2015).

Committee member, Awards and Scholarships. (2009 - 2015).

Committee member, Curriculum and Policy. (2009 - 2015).

Committee member, Graduate Program and Research. (2009 - 2015).

Co-advising, Texas State AAF student team and brought them to Austin NSAC District 10 Competition (Won 2nd place and best presenter). (2014).

Co-advising, Texas State AAF student team and brought them to Shreveport NSAC District 10 Competition (Won 3rd place and best promotional tactics). (2012).

Panel Judge, 2012 Texas State International Research Conference. (2012).

Co-advising, Texas State AAF student team and brought them to Oklahoma City NSAC District 10 Competition (Won third runner-up). (2011).

Accompanied Ad Club students to Chicago to visit ad agencies in 2010. (2010).

Co-Advising, Student Ad Club for 2010 Spring Semester. (2010).

Co-advising, Texas State AAF student team and brought them to Amarillo NSAC District 10 Competition (Won 1st place and best media plan). (2010).

Co-advising, Texas State AAF student team and brought them to Florida NSAC National Competition (Won 2nd place). (2010).

Co-advising, Texas State AAF student team and brought them to Houston NSAC District 10 Competition. (2009).

Co-advising, Texas State AAF student team and brought them to Atlanta NSAC National Competition. (2008).

Co-advising, Texas State AAF student team and brought them to Dallas NSAC District 10 Competition (Won 1st place). (2008).

## Professional Service

Editorial Review Board Member, International Journal of Business and Applied Sciences, PA. (June 2021 - Present).

Reviewer / Referee, International Journal of Business and Emerging Markets. (December 2020 - Present).

Reviewer / Referee, Jounal of Environmental Impact Assessment Review, Berkeley, CA. (December 17, 2023 - December 31, 2023).

Reviewer / Referee, Gloabl Marketing Conference, Seoul. (March 1, 2023 - March 20, 2023).

Editorial Review Board Member, International Journal of Business and Applied Sciences. (January 1, 2022 - December 31, 2022).

Reviewer / Referee, Academy of Marketing Science. (October 1, 2022 - November 1, 2022).

Reviewer / Referee, Academy of Marketing Science. (October 25, 2021 - November 23, 2021).

Reviewer / Referee, Journal of Business Research. (September 2019 - January 2020).

Conference Session Chair, Society for Marketing Advances Annual Conference. (October 2019 - November 2019).

Conference Session Chair, Society for Marketing Advances Annual Conference. (October 2018 - November 2018).

Reviewer / Referee, South Western Mass Communication Journal. (October 2018 - November 2018).

Reviewer / Referee, Journal of Research in Interactive Marketing. (July 2018 - August 2018).

Reviewer / Referee, Society for Marketing Advances Annual Conference. (July 9, 2018 - July 30, 2018).

Conference Session Chair, Society For Marketing Advances. (October 2017 - November 2017).

Conference Session Moderator, American Academy of Advertising. (June 2017 - July 2017).

Ad Hoc Conference paper reviewer, Academy of Marketing Science Annual Conference. (2015).

Ad Hoc Conference paper reviewer, American Academy of Advertising Annual Conference. (2015).

Ad Hoc Conference paper reviewer, Society for Marketing Advances Annual Conference. (2014).

Ad hoc Journal manuscript reviewer, Journal of Business Research. (2013).

Ad hoc Journal manuscript reviewer, Journal of Targeting, Measurement and Analysis for Marketing. (2013).