

LOUISA HA
 Professor and Chair
 Department of Telecommunications
 School of Media and Communication
 West Hall 320
 Bowling Green State University
 Bowling Green, OH 43403
 Telephone: (419) 372-9103E-mail: louisah@bgsu.edu
<http://www.bgsu.edu/departments/tcom/faculty/ha/>

I. Research Interests

Media Convergence and Media Management, Media Business Models, New Media Technologies, Webcasting, International Advertising, Internet Marketing, and Audience Research

II. Academic Degrees

- Ph.D. in Mass Media, [Michigan State University \(1994\)](#)
Dissertation Title: Advertising Clutter and Its Impact on Brand Equity
- M. Phil. in Communication, [Chinese University of Hong Kong \(1988\)](#)
Thesis Title: Model Journalism and the Social Role of the Press
- Bachelor of Social Science (Honors), [Chinese University of Hong Kong \(1986\)](#)
Thesis Title: Women's Programs in Women's Eyes: A Uses and Gratifications Study in An Informational Program Setting.
Major: Journalism and Mass Communication. Minor: Marketing

III. Administrative Experiences and Accomplishments

- Chair of Department of Telecommunications, Bowling Green State University
- The department is ranked as one of the Top 10 Research Programs in Asia, Ethics and Popular Culture by Communication Institute for Online Scholarship
 - Set up the TCOM alumni advisory board with four subcommittees (development, industry relations, career development and placement and social networking)
 - Obtained external and internal research grants with improved research facilities in the department as Lead Investigator
 - Successfully nominated two alumni who received University Accomplished Graduate Award and Centennial Alumni Award
 - Created TCOM majors online blackboard community with documentations, internships, job and career experience postings
 - Established the TCOM Student Association
 - Created the TCOM alumni mentor program
 - Established TCOM alumni student development fund
 - Organized online auction fund-raising campaigns (raised \$10,000 in kind and cash contribution in 2010)

- Founded the TCOMERs alumni newsletters
- Integrated curriculum with student media through TCOM1990 Student Media Participation course
- Managed department budget and four foundation accounts
- Facilitated faculty to develop online courses and service learning courses in the TCOM department (7 online courses in summer and two service learning courses with university grant)

IV. Academic Positions

- Chair, Department of Telecommunications, Bowling Green State University (May 2010-present)
- Interim Chair, Department of Telecommunications, Bowling Green State University (August 2009-April 2010)
- Acting Chair, Department of Telecommunications, Bowling Green State University (August 2008 – July,2009)
- Professor, Department of Telecommunications, Bowling Green State University (April 2007 – present)
- Associate Professor, Department of Telecommunications, Bowling Green State University (Fall 2001 –2006)
- Affiliated Faculty, American Cultural Studies, Bowling Green State University (Fall 2006-present)
- Visiting Assistant Professor, Department of Telecommunications, Bowling Green State University (Fall 2000 – Spring 2001)
- Assistant Professor, H. H. Herbert School of Journalism, the University of Oklahoma (Fall 1996-Fall 1997)
- Instructor, Department of Marketing, Bowling Green State University (Fall 1995-Spring 1996)
- Adjunct Professor, Department of Journalism, Bowling Green State University (Fall 1994)
- Teaching Assistant, Michigan State University (Fall 1991 to Summer 1994)
- Visiting Lecturer, East Asia University, Macau (Fall 1990)
- Visiting Lecturer, Hong Kong Polytechnic (Fall 1987 to Fall 1990)
- Visiting Lecturer, The Communication School, Hong Kong (Fall 1989)

V. Non-Academic Positions

- Research Director, The Gallup Organization (January 5, 1998 to August 5, 2000)
- President, Dr. Ad Marketing International (January 1, 2000 to August 20, 2000)
- Consultant, K & L Associates (November 1994 to July 1995)
- Media Manager, Leo Burnett China Ltd. (June 1988 to August 1991)
- Marketing Trainee, Petrofina S. A., Belgium
- Reporter, New Evening News (June to August, 1986)

VI. Teaching Experiences

A. Teaching Experiences

1. Undergraduate Courses

Bowling Green State University

TCOM103 Media and Information Society, 10 semesters
 TCOM360 Applied Research in Telecommunications/Media Research: 2 semesters
 TCOM451 New Electronic Media, 4 semesters
 TCOM463 Telecommunications Programming, 8 semesters,
 TCOM455 Telecommunications Management, 5 semesters
 TCOM453 Media Sales and Promotion, 6 semesters
 TCOM469 Audience Research, 2 semesters
 MKT410 Marketing Communications and Promotion, 2 semesters
 MKT412 Advertising Management, 2 semesters
 BA390 Multinational Business, 1 semester

University of Oklahoma

JMC4063 Contemporary Problems in Advertising, 2 semesters
 JMC3333 Advertising Research, 3 semesters
 JMC4333 Advertising Media Planning, 2 semesters

Graduate Courses

Bowling Green State University

MC 7800 Survey Methods, 1 semester
 COMS 729 Media Economics and Diversity, 1 semester
 COMS 729 Convergence, Globalization and Strategic Media Management, 1 semester
 COMS 694 Data Analysis Using SPSS, 1 semester

University of Oklahoma

JMC5063 Introduction to Mass Communication Research, 1 semester

5. Thesis and Dissertation Students

a. Theses:

| <u>Name</u> | <u>Degree</u> | <u>Year</u> | <u>University</u> |
|------------------|---------------|-------------|-------------------|
| Andrea Petterson | M.A. | 1997 | U. of Oklahoma |

b. Dissertation:

| | | | |
|--------------------------|--------------|-------------|-------------|
| Chin-Chung Chao** | Ph.D. | 2008 | BGSU |
| Primus Igboaka | Ph.D. | 2010 | BGSU |
| Kisung Yoon | Ph.D. | 2010 | BGSU |
| Xiaoqun Zhao | Ph.D. | Pending | BGSU |
| Ling Fang | Ph.D. | Pending | BGSU |
| Kristy Shi | Ph.D. | Pending | BGSU |
| Xiao Hu | Ph.D. | Pending | BGSU |

| | | | | |
|----|--------------------------|----|------|------|
| c. | Master Creative Projects | | | |
| | Xiaolin Zhou | MA | 2010 | BGSU |
| | Ling Fang | MA | 2010 | BGSU |

**** Winner, Emerald Dissertation Award 2009.**

6. Membership on Dissertation Committees:

| <u>Name</u> | <u>Degree</u> | <u>Year</u> | <u>University</u> |
|--|---------------|-------------|-------------------|
| School of Communication Studies/Media and Communication | | | |
| Kim McCann | Ph.D. | 2007 | BGSU |
| Eva Szalvai | Ph.D. | 2008 | BGSU |
| Jim Baumann | Ph.D. | 2009 | BGSU |
| Sandy Xie | Ph.D. | 2010 | BGSU |
| Precious Yamagouchi | Ph.D. | 2010 | BGSU |

Other Departments

Mathematics and Statistics

| | | | |
|--------------------|-------|------|------|
| Tanweer J. Shapla* | Ph.D. | 2006 | BGSU |
| Deniz Yenigun* | Ph.D. | 2007 | BGSU |

American Culture Studies

| | | | |
|----------------|-------|------|------|
| Davin Heckman* | Ph.D. | 2004 | BGSU |
|----------------|-------|------|------|

English

| | | | |
|-------------------------|-------|------|------|
| Erin Dietel-McLaughlin* | Ph.D. | 2010 | BGSU |
|-------------------------|-------|------|------|

Higher Education Administration

| | | | |
|---------------------|-------|------|------|
| Peggy Haas(Crowne)* | Ph.D. | 2010 | BGSU |
|---------------------|-------|------|------|

Sociology

| | | | |
|--------------|-------|---------|------|
| Eric Jorrey* | Ph.D. | pending | BGSU |
|--------------|-------|---------|------|

*I serve as the Graduate College's representative

7. Membership on Thesis Committees:

| <u>Name</u> | <u>Degree</u> | <u>Year</u> | <u>University</u> |
|-----------------|---------------|-------------|-------------------|
| Nikki Lopez | M.A | 1997 | U. of Oklahoma |
| Gary Baker | M.A. | 1997 | U. of Oklahoma |
| Pei-Chu Chen | M.A | 1997 | U. of Oklahoma |
| Stephen Merrill | M.A. | 2008 | BGSU |

8. Undergraduate Research Independent Study: 12 students (2001-10)
Elissa Gibson, Andy Nwoye, Jessie Hachen, Ryan Hoffman, Eric Slee, Alison Catalano, Katherine Wolph, Yeun Su Park, Richard Ehrbar, Charlotte Morris, Joshua Wilborn, Natalie Davison,

Graduate Research Independent Study : 12 students (2006-10)

Joy Chao, Primus Igboaka, Kim McCann, Abibo Ngandu, Stephen Merrill, Kisung Yoon, Ling Fang, Qihao Ji, Xiao Hu, Kristy Shi, Franklin Yartley, Xiaoqun Zhou

VII. Curriculum Development

A. Courses added to the curriculum

- TCOM103 V Media and Information Society, Fall 2007
- COMS 729 Globalization, Convergence and Strategic Media Management, Fall 2006
- COMS 729 Media Economics and Diversity, Fall 2005
- COMS 469 Audience Research, Spring 2006
- TCOM 469 Media Sales & Promotion, Fall 2002 & Fall 2003
- TCOM 453 A web-based course on Media Sales and Promotion
- ARTS 100 A 5-day summer workshop titled “**Webcasting and Digital Media Technologies**” for BGSU Summer Honors Institute for Gifted Students (high school).

B. Educational Materials (course web pages)

Customized course web pages showcasing student work examples and reference links for the following courses. In addition, the Blackboard system is used for the web-based course.

- TCOM103 Media and Information Society:
<http://www.bgsu.edu/departments/faculty/ha/TCOM103.HTM>
- TCOM451 New Electronic Media:
<http://www.bgsu.edu/departments/faculty/ha/TCOM451.HTM>
- TCOM463 Telecommunications Programming:
<http://www.bgsu.edu/departments/faculty/ha/TCOM463.htm>
- TCOM455 Telecommunications Management:
<http://www.bgsu.edu/departments/faculty/ha/TCOM455.HTM>
- TCOM360 Applied Research in Telecommunications:
<http://www.bgsu.edu/departments/faculty/ha/TCOM360.HTM>
- TCOM 453 Media Sales and Promotion:
<http://www.bgsu.edu/departments/faculty/ha/TCOM469.HTM>

VIII. Professional Development

Teaching development

- Attended the Webinar organized by Broadcasting & Cable, “Power to the People: Using Self-Service Tools to Put Subscribers in Control,” 3/24/2011
- Attended the Webinar organized by *Advertising Age*, “Case Studies: Interactive TV in the Real World,” 3/23/2011

- Attended the workshop “Applying the Quality Matters Rubric (for Online Courses),” Bowling Green State University, 3/10/2011.
- Attended Webinar: America’s New Lucky Numbers: What The Ups and Downs of 2010 Census Data Mean for the Television Business, 2/28/2011
- Attended Toledo Ad Club Luncheon on Online Advertising 6/2010
- Attended Webinar: Demystifying Open versus Closed Internet Video Distribution Platforms, July 2010
- Attended The Social TV Guide: Boosting VoD Revenue and Customer Engagement through Enhanced Content Discovery Webinar,, September 2010
- Attended DigitalVision Webinar January, 2010
- Attended the Academy of Television Arts and Sciences Faculty Seminar, 11/2009
- Attended the International Radio and Television Society Faculty Seminar, 8/2009
- Attended the Competitive TV Summit, Broadcasting and Cable, 3/2009
- Attended interactive teaching workshop by Keith Bain, 11/2007
- Attended Audio Files with Audacity, 10/2007
- Attended PDF forms Workshop 10/2007
- Attended the BGX Training Workshop 7/2007
- Attended the Macromedia Flash Workshop 7-8/2007
- Attended the RefWorks Workshop, 3//2006
- Attended the PDF form and blog workshop, 12/2005
- Ohio Board of Regents Palm Training Workshop, 2005.
- “Effective design and development of an online environment” training workshop, BGSU, June 26-28, 2005.
- PCC Summer Teaching Workshop, BGSU, May 9-13, 2005.
- National Association of Broadcasters and Media Management and Economics Division Broadcast Research Initiative Workshop Attendance Certificate 2004
- Participated in the Contextual Learning Project, BGSU, Fall 2003-Spring 2004
- Attended the digital images manipulation workshop, CTLT, BGSU, 2/2004
- Attended Sexual Harassment Workshop, BGSU, 4/2003
- Attended CV Writing Workshop, BGSU, 4/2003
- Attended Tenure and Promotion Workshop, BGSU, 4/2003
- Attended large lecture interactive teaching workshop, BGSU, 5/2002
- Attended Dreamweaver Session I thru IV, 3/2002
- Attended HSRB Workshop, 3/2001
- Attended Web Resource Fair, 3/2001
- Attended Pagemaker workshop, 2/2001
- Attended Adobe PDF workshop 3/2001
- Completed Java Script I & II classes 12/ 2001
- Attended the University Core Values discussion and reception, 10/01
- Attended Blackboard I & II workshops by Continuing Education, 10/2001.
- Attended the SPAR workshop on proposal development and budget planning, 10/2001
- Attended the Teaching Quality Success Initiative Summit, 10/2000
- Attended BGSU Information Technology Fair, 10/2000
- Completed PDF and BGSU web form workshops 10/01

- Completed Developing and Editing your DV project workshops by CTLT 9/01 and 11/01
- Visiting Professor, Johnson & Johnson Consumer Products Inc. (June 23 to July 3, 1996)
Attended the Johnson & Johnson School of Advertising
 - Visited the baby care, wound care, and skin care product groups
- Visiting Professor, DDB Needham Worldwide (July 7-12, 1996)
Visited the Research Dept., Interactive Services Dept., Media Dept., Account Servicing Dept., and Production Dept.

Professional Meetings Attended

- The Academic Forum on Cable and Telecommunications and the NCTA Cable Show, Chicago, June 14-5, 2011.
- Broadcast Education Association Annual Convention, Las Vegas, April 10-14, 2011.
- International Communication Association Annual Conference, Singapore, June 23-25, 2010
- Association for Education in Journalism and Mass Communication Annual Convention, Boston, August 5-7, 2009.
- Advances in Audience and Consumer Measurement Conference, Miami, Florida, March 26-29, 2009
- Competitive TV Summit (by invitation), Orlando, Florida, March 4-5, 2009.
- Association for Education in Journalism and Mass Communication Annual Convention, Chicago, August 6-8, 2008.
- Association for Education in Journalism and Mass Communication Annual Convention, Washington, DC, August 8-11, 2007.
- ASJMC Workshop, St. Louis, Missouri, February 1-2, 2007.
- National Association of Programming Executives Annual Conference, January 12-15, 2007.
- Association for Education in Journalism and Mass Communication Annual Convention, San Francisco, California, August 4-6, 2006.
- The 7th World Media Economics Conference, Beijing, China, May 15-19, 2006
- Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 27-29, 2006.
- Association for Education in Journalism and Mass Communication Midwinter Conference, BGSU, February 24-26, 2006.
- Ohio Association of Broadcasters Northwest Regional Conference, BGSU, October, 21, 2005.
- Dynamics of Convergent Media Conference, Brigham Young University, Provo, Utah, October 14, 2005.
- Association for Education in Journalism and Mass Communication Annual Convention, San Antonio, Association for Education in Journalism and Mass Communication Annual Convention, August 10-12, San Antonio, Texas, 2005.
- Association for Education in Journalism and Mass Communication Annual Convention, Toronto, August 2-4, 2004.
- National Cable Television Association Academic Seminar, New Orleans, Louisiana, May 1-2, 2004.
- Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 16-18, 2004

- Association for Education in Journalism and Mass Communication Annual Convention, Kansas City, Missouri, July 29-August 2, 2003.
- Dynamics of Convergent Media Conference, University of South Carolina, November 11-14, 2002
- Ohio Association of Broadcasters Toledo Regional Meeting, July 24, 2002.
- The Marketing Communication Strategies in a Changing Global Environment Conference, May 22-24, 2002, Baptist University, Hong Kong, China
- Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 4-7, 2002
- Association for Education in Journalism and Mass Communication Annual Convention, Washington, D.C., August 4-7, 2001.
- Public Relations Educators' Academy 2nd Interdisciplinary Conference, College Park, Maryland, June 16-18, 1999
- Association for Education in Journalism and Mass Communication Annual Convention, Baltimore, Maryland, August, 1998
- The 1998 William Davidson Institute Conference on Marketing Issues in Transitional Economies, Ann Arbor, Michigan, July 24-26.
- American Academy of Advertising Annual Conference, March 28-30, Lexington, Kentucky, 1998
- D. C. Lam Conference on East-West Communication Studies, November 17-19, Hong Kong., 1997.
- American Academy of Advertising Annual Conference, St. Louis, Missouri, April 4-7, 1997
- American Academy of Advertising Annual Conference, Vancouver, March 29, 1996.
- Marketing and Entrepreneurship Symposium, San Francisco, August 5-6, 1994.
- Association for Education in Journalism and Mass Communication Annual Convention, Atlanta, Georgia, August 14-17, 1994
- Association for Education in Journalism and Mass Communication Annual Convention, Montreal, Canada, August 3-5, 1992.
- Sixth Annual Communication Conference, Ohio University, April 1992.

Administrative Development

- 2010 National Science Foundation Workshop, University of Toledo, September, 2010.
- 2008 Grant Writing Workshop, University of Toledo/BGSU Office of Research Collaboration, March 21, 2008.
- 2006-2007 Journalism Leadership Institute for Diversity Fellowship (administration, fund-raising, personnel management)

IX. A. Undergraduate Academic Advising

| <u>Year</u> | <u>Number of Students Assigned</u> |
|-------------|------------------------------------|
| 2010 | 22 |
| 2009 | 25 |
| 2008 | 36 |
| 2007 | 24 |
| 2006 | 31 |
| 2005 | 40 |

| | |
|------|----|
| 2004 | 45 |
| 2003 | 60 |
| 2002 | 50 |
| 2001 | 45 |
| 2000 | 35 |

X. Research Projects and Grants

EXTERNAL GRANTS

- Gi Woong Yun, **Louisa Ha** and Sung-Yeon Park (2011) Can Tablets saved Newspapers? Google Research Award Grant. Not funded.
- Toledo Blade **Northwest** Ohio Media Use Study (2009) and RCE Matching Grant. Three-year project on Media Use by NW Ohio Consumers. \$40,000, **funded**. Principal Investigator. Co-Investigator: Gi Woong Yun.
- Google Marketing Research Grant (2008), “Effects of video type and content alignment on online ad effectiveness” not funded. Co-Investigator: Gi Woong Yun.
- Emerald Research Fund Award, “Facilitating Knowledge Creation and Transmission in Sub-Saharan Africa,” \$11,370, **funded**, Principal Investigator (First ever foreign grant received by BGSU faculty). Co-Investigators: Raphael Okigbo and Primus Igboaka. Funding continued in 2009 by the ABC Orijiko Foundation. US\$10,000.
- Golden Eagles Fund: “Information for Alzheimer Caregivers,” \$10,000, **funded**. Co-investigator. Principal Investigator: Lynda Dixon.
- Mentoring Research Grant, Bowling Green State University, 2002 \$3,000.
- National Association of Broadcasters 2001 Research Grant, “Internet Business Models of Broadcast TV Stations,” \$5,300, **funded**. Co-Investigator. Principal Investigator: Sylvia Chan-Olmsted.
- National Cable Center Magness Institute Research Grant, “Enhanced TV as Brand Extension: the Economics and Pragmatics of Enhanced TV to Cable TV Network Viewership,” 2001 \$18,000, **funded**. Principal Investigator. Co-Investigator: Sylvia Chan-Olmsted.
- Research grant for textbook adoption practice study, 1996, NTC Publications Group, \$1,000, **funded**. Sole Investigator.
- William Davidson Institute Research Grant, 1996, The University of Michigan. \$1,000, **funded**. Principal Investigator. Co-Investigator: Rajeev Batra.

INTERNAL GRANTS

- Research Capacity Enhancement Grant, Ohio Board of Regents, Matching Grant \$20,000. 2009
- Office of the Executive Vice-President, A Census of Faculty and Staff Use of Blackboard/MYBGSU, all research expenses. 2006
- FRC Speed Grants, BGSU 2002, 1996: \$350; 2006: \$400
- FRC Travel Grant, BGSU 1995, \$300
- FRC Instructional Development Grant, BGSU, 2006: \$1,200, 2009: 2,300.
- Arts & Science College Travel Grant, BGSU, 2002, 2003, 2004, BGSU \$250

- Junior Faculty Research Grant, 1997, The University of Oklahoma \$6,000

XI. A. Publications

1(b). Scholarly Books

- Ha, Louisa (in press, under contract). *Media Everywhere: Audience Choice and Media Diversity in the Digital Age*. Mass Communication and Journalism Series. NY: Peter Lang Publishing.
- **Ha, Louisa** and Richard Ganahl (2007 Eds). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum Associates. 432 pp. (Recipient of the 2007 AEJMC Picard Award for Books and Monographs in Media Management and Economics and translated to Chinese in 2009 published by Tsinghua University Press, China)
- **Ha, Louisa** (1991), *Essentials of Advertising Media Planning (in Chinese)*, Hong Kong Publication (Holdings) Ltd., 1991, 223 pp.

1(c) Anthologies and all edited texts (the Internet encyclopedia essay is blind refereed)

- ***Louisa Ha** (2004), "Webcasting," in Hossein Bidgoli (ed.), *The Internet Encyclopedia*, New York: John Wiley & Sons, pp. 674-686.
- **Ha, Louisa** (2002), "Market Research" in John McDonough (ed.), *Encyclopedia in Advertising*, Fitzroy Dearborn Publishers, pp. 983-987

*Note: The referee process of the Internet Encyclopedia is that the editor invited the author to submit an entry. Then the outline will be reviewed by the editorial review board. After it has been approved, the author would then write up a 30-page essay to be blind refereed by two scholars in the field. Only those that are accepted by the reviewers will be accepted for publication.

1(d) Chapters of Books

- **Ha, Louisa**, Dominick Leconte, and Jennifer Savidge (in press). "From TV to online to mobile phones: A national study of US college students' multiplatform video use and satisfaction," in. Lee, Francis L.F , Leung, Louis, Qiu, Jack Linchuan and Chu, Donna S. C. (Eds.) *Frontiers in New Media Research*, UK: Routledge.
- **Ha, Louisa** (in press). "Sampling Issues in International Advertising," in Shintaro Okazaki (Ed.) *Handbook of Research in International Advertising*, UK: Edward Elgar Publishing.
- **Ha, Louisa** (2008),(2011), "Television and Radio Research," in *Research Methods in Communication*, Sloan D. & Zhou, S. (Eds.). Vision Press, 335-357. Updated in 2010, 2nd edition.
- **Ha, Louisa** (2007), "Application of the ACR Framework in a 13-Country Study of Leading Webcasters, in Ha, Louisa and Richard Ganahl (2007 Eds). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum Associates, pp.29-48.

- **Ha, Louisa** (2007), “The United States: The Largest Broadband Market in the World,” in Ha, Louisa and Richard Ganahl (2007 Eds). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum Associates, pp.49-68.
- **Ha, Louisa** and Richard Ganahl (2007). “Webcasting as a Global Emerging Medium and a Tripartite Framework to Analyze Emerging Media Business Models,” in Ha, Louisa and Richard Ganahl (2007 Eds). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum Associates, pp.3-28.
- **Ha, Louisa** and Richard Ganahl (2007). “Lessons from the Leading Webcasters around the World and the Outlook of Webcasting as an Emerging Global Medium,” Ha, Louisa and Richard Ganahl (2007 Eds). *Webcasting Worldwide: Business Models of an Emerging Global Medium*. Mahwah, NJ: Lawrence Erlbaum Associates, pp.407-418.
- **Ha, Louisa**, Mrinal Ghosh, Rajeev Batra and Jiehai Zhang (1999) "Product Distribution Choices in China: A Transaction Cost Perspective," in Rajeev Batra (ed.) *Marketing Issues in Transitional Economies*, Kluwer, pp. 181-189.
- **Ha, Louisa** (2004) “Case Study: Recruiting and Retaining Volunteer Staff” in Dennis Herrick (ed.) *Media Management in the Age of Giants: Business Dynamics of Journalism*, Ames, Iowa: Iowa State University Press, pp. 130-131.

a (1) Refereed Journal Articles

- **Ha, Louisa** and Ling Fang (in press). Internet Experience and Time Displacement of Traditional News Media Use: An Application of the Theory of the Niche, *Telematics and Informatics*, December.
- Igboaka, P. and **Louisa Ha** (2010) Determinant of Internet Use in a Rural Nigeria Village. *Journal of Communication and Media Research*.
- **Ha, Louisa** (2010). “Advertising Research on Asian Countries and Ethnic Groups: A Twenty Year Trend analysis and State-of-the-Art Review,” *Dimensions*, June, 1(1), 13-20.
- Lin, C., R. Singer and **Louisa Ha** (2010). “Why University Members Use and Resist Technology? A Structural Enactment Perspective,” *Journal of Computing in Higher Education*, 22, 38-59.
- Lin, C. and **Louisa Ha** (2010). “Subculture, Critical Mass, and Technology Use,” *Journal of Computer Information*, 50(3), 72-80.
- Lin, C. and **Louisa Ha** (2009). “Subcultures and Use of Communication Information Technology in Higher Education Institutions.” *Journal of Higher Education* (80)5, 564-590.
- **Ha, Louisa**, Okigbo, Ralph and Primus Igboaka (2008), “Knowledge Creation and Dissemination in Sub-Saharan Africa,” *Management Decision*, 46(3), 392-405.
- Yun, Gi Woong, Sung-Yeon Park and **Louisa Ha** (2008), “Influence of Cultural Dimensions on Online Interactive Review Features Implementation: A Comparison of Korean and U.S. Retail Web Sites,” *Journal of Interactive Marketing*, 22(3), 210-50.

- **Ha, Louisa** and Kim McCann (2008). "An integrated model of advertising clutter in offline and online media environment." *International Journal of Advertising*, 27(4), 569-592.
- **Ha, Louisa** and Sylvia Chan-Olmsted (2004), "Cross Media Use in Electronic Media: The Role of Web Sites in Cable TV Network Branding and Viewership," *Journal of Broadcasting and Electronic Media* 48(4), 620-645.
- **Ha, Louisa** and Richard Ganahl (2004), "Webcasting Business Models of Click-and-Bricks and Pure-Play Media: A Comparative Study of Leading Webcasters in South Korea and the United States," *The International Journal on Media Management*, 6 (1 & 2), 75-88.
- **Ha, Louisa** (2003), "Crossing Offline and Online Media: A Comparison of Online Advertising on TV Web Sites and Online Portals," *Journal of Interactive Advertising*.
<http://www.jiad.org/vol3/no2/ha/index.htm>
- Chan-Olmsted, Sylvia and **Louisa Ha** (2003), "Internet Business Models for Broadcasters: How Television Stations Perceive and Integrate the Internet," *Journal of Broadcasting and Electronic Media*, 47(4), 597-617.
- **Ha, Louisa** (2003), "Re-Examining the Economics of Publishing Scholarly Journals: A Case Study on the Perceived Demand of a Society-Published Journal," *Learned Publishing*, 16, 193-199.
- Pratt, Charlotte, **Louisa Ha**, Steven R. Levine and Cornelius B. Pratt (2003), "Stroke Knowledge and Barriers to Stroke Prevention in African Americans: Implications for Health Communication," *Journal of Health Communication*, 8, 369-381.
- **Ha, Louisa** and Sylvia Chan-Olmsted (2002), "Consumers' Use of Enhanced TV Features and Interest in E-Commerce on Cable Network Web Sites," *Electronic Markets: the International Journal of Electronic Commerce & Business Media*, 12(4): 237-247.
- Cornelius Pratt, **Louisa Ha** & Charlotte Pratt (2002), "Setting the Public-Health Agenda on Major Diseases in Sub-Saharan Africa: African Popular Magazines and Medical Journals, 1981-1997," *Journal of Communication*, December, 889-904.
- **Ha, Louisa** (2002), "Enhanced Television Strategy Models: A Study of TV Web Sites," *Internet Research: Electronic Applications and Policy*, 12(3), 235-247.
- **Ha, Louisa** and Sylvia Chan-Olmsted (2001), "Enhanced Television as Brand Extension: TV Viewers' Perception of Enhanced TV Features and TV Commerce on Broadcast Networks' Web Sites," *International Journal on Media Management*, 3(4), 202-213.
- **Ha, Louisa** and Cornelius B. Pratt (2000), "Chinese and Non-Chinese Scholars' Contributions to Communication Research on Greater China, 1978-98," *Asian Journal of Communication*, 10(1), 95-114.

- **Ha, Louisa** (1999), "A Model of Magazine Advertising Clutter and Advertising Effectiveness," *The Gallup Research Journal*, 2(1), 157-184.
- **Ha, Louisa** (1999), "Advertising Educators' Textbook Adoption Practices," *Journal of Advertising Education*, Spring, 35-43.
- Pratt, Cornelius, **Louisa Ha** & Charles C. Okigbo (1999), "Marketing Communications in sub-Saharan Africa: Toward an ethics-based framework," *Ecquid Novi: Journal for Journalism in Southern Africa*, 20(1): 50-61.
- **Ha, Louisa** and E. Lincoln James (1998), "Interactivity Reexamined: A Baseline Analysis of Early Business Web Sites," *Journal of Broadcasting and Electronic Media*, 42(4), 457-474.
- **Ha, Louisa** (1998), "Advertising Appeals Used by Services Marketers: A Comparison between Hong Kong and the United States," *Journal of Services Marketing*, 12(2), 98-112.
- **Ha, Louisa** (1998), "Advertising in Hong Kong under Political Transition," *Web Journal of Mass Communication Research*, 1:3.
- **Ha, Louisa** (1998), "Changes in Language Use and Value Appeals under Political Transition: The Case of Hong Kong Advertising 1991-1995," *Asian Journal of Communication*, 8(1), 53-72.
- **Ha, Louisa**, Fred Beard and Roy Kelsey (1998), "Students' Computer Skills and Advertising Course Performance," *Journalism and Mass Communication Educator*, Spring, 33-43.
- **Ha, Louisa** (1997), "Active Participation and Quiet Observation of ADFORUM Subscribers," *Journal of Advertising Education*, 2(1), 1-15.
- **Ha, Louisa** and Barry Litman (1997), "Does Advertising Clutter Have Diminishing Returns?" *Journal of Advertising*, 26(1), 31-42 (Top 5 Research Articles of the Year).
- **Ha, Louisa** (1997), "Strengths and Limitations of Pan-Asian Advertising Media: A Review for International Advertisers," *International Journal of Advertising*, 17(2), 148-163.
- **Ha, Louisa** and E. Lincoln James (1997), "Determinants of Consumer Responses to Direct Marketing Media," *Journal of Promotion Management*, 4(2), 17-34.
- **Ha, Louisa** (1996), "Advertising Clutter in Consumer Magazines: Dimensions and Effects," *Journal of Advertising Research* (Winner, Lysaker Prize for Outstanding Research on Media), 36 (4), July/August, 76-84.
- **Ha, Louisa** (1996), "Concerns over Advertising Practices in a Developing Country: An Examination of China's New Advertising Regulations," *International Journal of Advertising*, 15(2), 1-15.

- **Ha, Louisa** (1995), "Media Models and Advertising Effects: Conceptualization and Theoretical Implications," *Journal of Current Issues and Research in Advertising*, 17(2), 1-16.
- **Ha, Louisa** (1994), "In Search of Journalistic Excellence: A Comparative Study of American and Chinese News Reporting Awards," *Gazette: The International Journal for Mass Communication Studies*, 53, 53-72.
- **Ha, Louisa** (1993), "This Line is Mine: Consumers' Property Rights to Telephone Lines in Outbound Telemarketing," *Telecommunications Policy*, October, 540-553 (nominated for the 1994 Communication Policy Research Award, the Donald McGannon Communication Research Center, Fordham University).

2 a (2). Proceedings

- Chao, Joy and Louisa Ha (2008) "Leadership Styles and Conflict Management Strategies of Prominent US Female Cable Industry Leaders," The 8th World Media Economics Conference Proceedings, Lisbon, Portugal, May 18-22, 2008.
- Ha, Louisa, Ralph Okigbo and Primus Igboaka (2007), "Creation and Dissemination of Agricultural Knowledge in Nigeria using Broadband Technology," *Ebenezer Soola Conference on Communication: Proceedings*, Ibadan, Nigeria, October 18-19, 2007, pp.294-304.
- Ha, Louisa (2006), "Diversity in an Age of Media Abundance and Convergence," *The 7th World Media Economics Conference Proceedings*, Beijing, China.
- Ha, Louisa (2005), "A Review and Trend Analysis on Advertising Research on Asia 1984-2003," *2005 American Academy of Advertising Asia Pacific Conference Proceedings* at <http://advertising.utexas.edu/AAA/AsiaPac2005/Proceedings.html>.
- Park, Sun-Yeon and Louisa Ha (2005), "Interactivity in Consumer Communication Functions: A Comparison of Korean and U.S. Leading Retail Websites," *2005 American Academy of Advertising Asia Pacific Conference Proceedings* at <http://advertising.utexas.edu/AAA/AsiaPac2005/Proceedings.html>
- Ha, Louisa and Richard Ganahl (2004), "Determinants of Webcasting Business Models: A Comparative Study of South Korean and United States Leading Webcasters," *The 6th World Media Economics Conference Proceedings*, Montreal, Canada.
- Ha, Louisa and E. Lincoln James (1999), "Advertising Informativeness in Cyberspace: A Benchmark Study of Business Web Sites," *Advances in Marketing, Theory, Practice and Education*, South Western College Publishing, MS, pp. 18-22.

- Ha, Louisa and Dennis Ding (1998), "Advertising Education in China: Old U.S. Wine in New Chinese Bottles?" in the *1998 American Academy of Advertising Annual Conference Proceedings*, Darrel Muehling (ed.), pp. 139-146.
- Ha, L. (1997), "The Role of the Trade Press in Promoting Professional Ethics in the Advertising Industry: The Case of the TV quiz Scandal 1958-60," *Developments in Marketing Science, 1997*. Greenvale, NY: Academy of Marketing Science, pp. 64-68.
- Chan, Kara and **Louisa Ha** (1997), "Consumption of Over-the-Counter Drugs and Attitudes toward Over-the-Counter Drug Advertising: A Comparison between the United States and Hong Kong," *Proceedings of the 1997 American Academy of Advertising Annual Conference*, ed., Carole Macklin, pp.204-212.
- James, E. Lincoln and **Louisa Ha** (1996), "Media Language Choice and Shopping Orientations: The Hispanic Market," *Business Research Yearbook*, Vol. 3, University Press of America and International Academy of Business Disciplines, pp. 33-37.
- Ha, Louisa (1996), "Active Participation and Quiet Observation in An Electronic Discussion Group for Advertising Educators," *Proceedings of the 1996 American Academy of Advertising Annual Conference*, Vancouver, March 29-April 1, pp.14.
- Ha, Louisa (1996), "Factors Countervailing the Negative Effects of Advertising Clutter on Brand Equity," *Proceedings of the 1996 American Academy of Advertising Annual Conference*, Vancouver, March 29-April 1, pp.73-4.
- Ha, Louisa (1995), "Subscribers' Behaviors in Electronic Discussion Groups: A Comparison between Academics and Practitioners," *Proceedings of the First Annual Conference on Telecommunications and Information Markets*, November 5-8, 1995, Newport, Rhode Island, 27-36.
- Ha, Louisa (1995), "Beyond Globalization and Localization: Two Regional Approaches to International Advertising," *Proceedings of the 1995 American Marketing Association Summer Educators' Conference*, August 12-15, Washington, D.C. pp.342-3.

Invited Journal Articles

- Ha, Louisa (2010). "Emerging Media and Challenges in Chinese Communities: Editorial Essay," *Chinese Journal of Communication*, 3(4), 377-383.
- Ha, Louisa (2008). "Online Advertising Research in Advertising Journals: A Review." *Journal of Current Issues and Research in Advertising*, 30(1), 33-50.

2b(1) Non-refereed Journal articles

- Katherine Wolph and Louisa Ha (2008), DVD Extras and the Impact of DVD Ownership on Viewing of Shows on TV, *Feedback*, March, 14-24.
- Ha, Louisa (2004), "Production Sources, Market Competition and Enhanced TV Features on TV Station Web Sites: A Case Study of Ohio TV Stations," *Feedback*, 45(6), 50-61.

- Ha, Louisa and Yuan Kai Chen (2002), "Personnel Issues in Shanghai Media and Entertainment Group," *Feedback*, 43(3), 44-47
- Ha, Louisa and Cornelius B. Pratt (2000), "The Real State of Public Relations on the World Wide Web," *The Public Relations Strategist*, Fall 2000, 30-33.
- Ha, Louisa (1986), "Women's Programs in Women's Eyes: A Uses and Gratifications Study in An Informational Program Setting," *Communication and Journalism Journal*, 24-33.

Translated Articles

The articles below are translated from published articles:

- Ha, Louisa and Dennis Ding (translated to Chinese, 1997), "Advertising Education in the United States and China: A Comparison," (in Chinese), *Modern Communication: A Beijing Broadcast Institute Journal*, vol. 3.
- Ha, Louisa (translated to Chinese, 1997), "Advertising Clutter: Dimensions and Effects," *Modern Communication: A Beijing Broadcast Institute Journal*, 85 (2), 44-50.
- Ha, Louisa (translated to German 1995), "Zu den Auswirkungen der Ballung von Werbung in Zeitschriften," *planung und analyses*, October, 18-26.

2 b (2) Newsletters

- Ha, Louisa (2002) "MME survey shows support for posting papers on the Internet" *MME Record: The Newsletter of the Media Management and Economics Division*, Association for Education in Journalism and Mass Communication.

2b (3) Miscellaneous publications (invited articles in trade publications and popular press)

- Ha, Louisa and Joy Chao (2007), "Breaking the Glass Ceiling in the Cable TV industry," *DOTS*, June-July, 2007.
- Ha, Louisa and Sylvia Chan-Olmsted (2004), "Mixed Results for Cable's Web Journey: Increased Site Usage May Influence TV Viewing Patterns, But There's Still Work to Do," *The Financial Manager*, September/October, 12-13.
- Ha, Louisa (1996), "Reggie Awards: The Sales Promotion Award in the U.S.," (in Chinese), *China Advertising*, 61, 45.
- Ha, Louisa (1996), "Find a Better Way: A Visit to DDB Needham Worldwide," (in Chinese), *International Advertising*, 59, 44-45.
- Ha, Louisa (1996), "How Asian Brands Advertise in the U.S.," (in Chinese), *International Advertising*, 57, 27-28.
- Ha, Louisa (1996), "The Controversy of Standardization and Localization in International Advertising," (in Chinese), *International Advertising*, 51, 14-15.
- Ha, Louisa (1995), "Advertising Education in the U.S.," (in Chinese), *China Advertising*, 58, 47.

- Ha, Louisa (1989), "Let China Listen to the Voices of Multinational Advertisers," (in Chinese), *Pinpoint Magazine*, 22-23.
- Ha, Louisa (1987), "Changes in Concepts of News in China: A Study on the National Award for Good Journalism," (in Chinese), *Ming Pao Monthly*, August, 90-94.
- Ha, Louisa (1987), "An Analysis of the Media Strategies used by the Chinese Government and the Students during the 1986 Student Protests," (in Chinese) *Bai Shing Fortnightly*, January, 14-16.

3 (b) Book Reviews

- Ha, Louisa (2009), "Roger Beebe and Jason Middleton eds., *Medium Cool: Music Videos from Soundies to Cellphones.*" *Journalism and Mass Communication Quarterly*, 86(2), 466-467.
- Ha, Louisa (2008) "Philip M. Napoli, ed. *Media Diversity and Localism: Meaning and Metrics.*" *Journalism and Mass Communication Quarterly*, 85(3).
- Ha, Louisa (2005), "Mónica Herrero. Programming and Direct Viewer Payment for Television: The Case of Canal Plus Spain," *International Journal on Media Management*, 7(1/2), 86-88.
- Ha, Louisa (2004), "Wendy Goldman Rohm. *The Murdoch Mission: The Digital Transformation of a Media Empire,*" *Journal of Media Economics*, 17(3), 237-239.
- Ha, Louisa (2004), "Andrej Vizjak and Max Ringlstetter (ed). *Media Management: Leveraging content for Profitable Growth,*" *International Journal on Media Management*, 5(3), 213-214.
- Ha, Louisa (2004), "Alfonso Sanchez-Taberero and Miguel Carvajal, *Media Concentration in the European Market. New Trends and Challenges,*" *Journal of Media Economics*, 17(1), 75-77.
- Ha, Louisa (2001), "Richard Gershon's *Telecommunications Management,*" *Journal of Media Economics*, 14(4), 267-270.
- Ha, Louisa (1998), "Marieke De Mooij's *Global Marketing and Advertising: Understanding Cultural Paradoxes,*" *Journal of International Communication*, 5(1&2), 233-235.

5 (b) Unpublished report

- Ha, Louisa (2003). *Ohio TV Web Site Study*. For use by the Ohio Association of Broadcasters.
- Ha, Louisa and Sylvia Chan-Olmsted (2002). *Enhanced TV as Brand Extension: The Economics and Pragmatics of Enhanced TV to Cable TV Network Viewership*. A Magness Institute Research Report.

XII. A. Invited Papers Read to Professional Societies/Conferences

- Ha, Louisa (2010), "From TV to Online to Mobile Phones: A National Study of US College Students' Multiplatform Video Use and Satisfaction, *The Internet Turning 40: The Never-Ending Novelty of New Media Research Conference*, June 17-19, Chinese University of Hong Kong.

- **Ha, Louisa** (2009) “Digital TV Business Models in the United States.” In *Media Transformation in the Digital Era*, Beijing, China, April 27-29.
- Ha, Louisa (2009) “Ohio Digital TV Business Models and Consumer Education Efforts” in *Digital TV in Transition in Ohio Panel*, Bowling Green State University, February 4, 2009.
- Ha, Louisa (2008), “Webcasting Development in the World,” in *New Trends and Challenges in International media industries Panel*, ICD and MME Division, AEJMC Conference, Chicago, August 6.
- Ha, Louisa (2007), “Maintaining Research Productivity while Balancing Family Needs,” *Joint Research Panel Media Management and Economics Division and Commission on the Status of Women*, Association for Education in Journalism and Mass Communication Annual Convention, Washington D.C., August 11, 2007.
- Ha, Louisa (2006), “Webcasting Business Models in the United States.” *Association for Education in Journalism and Mass Communication Annual Convention. Leading Webcasters in Leading Broadband Markets in the World: Emerging Business Models and Webcasting Industry Outlook Panel*, San Francisco, August 4.
- Ha, Louisa (2006), “Webcasting Business Models in the United States.” *Broadcast Education Association Annual Convention. Webcasting Worldwide: Business Models of an Emerging Global Medium Panel*, Las Vegas April 27.
- Ha, Louisa (2006), “Diversity in An Age of Media Abundance and Convergence.” *Communication, Race and Power: Challenges & Opportunities in the Digital Age. Communication Week*, BGSU, March 29.
- Ha, Louisa (2006), *Panelist: The New Mainstream: Audience Diversity in a Digital World. African Americans in Film and Television: Opportunities in the Digital Age. Communication Week*, BGSU, March 28.
- Ha, Louisa (2005), “Does the U.S. Set the Trends in Webcasting?” *Dynamics of Convergent Media Conference*, Brigham Young University, Provo, Utah, October 14, 2005.
- Ha, Louisa (2005), “The Outlook of Media Convergence,” *Association for Education in Journalism and Mass Communication Annual Convention*, August 10-12, San Antonio, Texas.
- Ha, Louisa (2005), “Potentials and Limitations of Media Management Graduate Students and Faculty in a Consulting Career,” *Association for Education in Journalism and Mass Communication Annual Convention*, August 10-12, San Antonio, Texas.
- Ha, Louisa (2004), “Teaching Cable Telecommunications Management,” *National Cable Television Association Academic Seminar*, New Orleans, May 1, 2004.
- Ha, Louisa (2003), “Undergraduate Media Management Curriculum Development in an Era of Media Convergence,” *Association for Education in Journalism and Mass Communication Annual Convention*, July 30, Kansas City, Missouri.
- Ha, Louisa (1997), "The Impact of Multimedia Teaching Aids on Advertising Textbook Adoption Practices," session on the Advertising Textbook Adoption Practice for the 21st Century, the 1997 American Academy of Advertising Annual Conference, April 4-7, St. Louis, Missouri.
- Ha, Louisa (1997). “International Advertising Resource Center: Web Site for International Advertising Researchers,” pre-conference international session, the 1997 American Academy of Advertising Annual Conference, St. Louis, Missouri, March 29.

XI. B. Refereed Papers Read to Professional Societies and Academic Conferences

- **Ha, Louisa** and Lynne Hewitt (2011). Individuals With ASD, Their Families, & Professionals: Information Needs. Paper presented at the American Speech and Hearing Association Annual Convention, November 17-19, San Diego, CA
- **Ha, Louisa** and Kisung Yoon (2011). Consumption and Dependency of Social Network Sites as a News Medium: A Comparison between College Students and General Population. Paper accepted by The International Conference on Evolving News Consumption in New Media Environment, Theorizing the Impact of New Communication Technology on News Consumption, Center for Korean Studies (CKS), University of Hawaii at Manoa, August 15-6.
- Fang, Ling and **Louisa Ha** (2011). Who are the heavy users of Social Network Sites among College Students? A Study of Social Network Sites and College Students. Paper accepted by the Communication Technology Division, Association for Education in Journalism and Mass Communication Association Annual Convention, August 10-13, St. Louis, Missouri.
- **Ha, Louisa** and Gi Woong Yun (2011). Measuring, Classifying and Predicting Prosumption Behavior in Social Media. Paper accepted by the Communication Technology Division, Association for Education in Journalism and Mass Communication Association Annual Convention, August 10-13, St. Louis, Missouri.
- Shi, Kristy, **Louisa Ha** and Gi Woong Yun (2011). Media capabilities as a comprehensive construct for research on media choice: Assessment of a measurement model, accepted by Communication Theory and Methodology Division, Association for Education in Journalism and Mass Communication Association Annual Convention, August 10-13, St. Louis, Missouri.
- Zhang, Xiaoqun and **Louisa Ha** (2011). Leisure Time Budget, Time Price and Consumption of Traditional News Media and New News Media, Paper accepted by Media Management and Economics Division, Association for Education in Journalism and Mass Communication Association Annual Convention, August 10-13, St. Louis, Missouri.
- **Ha, Louisa** and Ling Fang (2011). Internet Experience and Time Displacement of Traditional News Media Use: An Application of the Theory of the Niche Accepted by the Mass Communication Division, International Communication Association Annual Conference, Boston, May 23-29, 2011.
- **Ha, Louisa**, Xiaoqun Zhao, Gi Woong Yun and Kisung Yoon (2010), "The Relationship between Online Newspapers and Print Newspapers: A Public Good Perspective' Accepted by the Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, August 3-6, 2010 (Third-place Faculty Paper).
- Igboaka, Primus and **Louisa Ha** (2010), "Rural Use of Internet Technology and Economic Development in Nigeria," Accepted by the International Division, Association for Education in Journalism and Mass Communication Annual Conference, August 3-6, 2010.
- Zang, Lina and **Louisa Ha** (2010), "Multinational Advertising Campaigns as Intercultural Communication: Successes and Blunders in Mainland China," International Communication Association Conference, June 24-26, Singapore.
- **Ha, Louisa**, Dominik Leconte and Jennifer Savidge (2010), "A national study of U.S. college students' Multi-platform video consumption and satisfaction" International Communication Association Conference, June 24-26, Singapore.

- **Ha, Louisa**, Dominik Leconte and Jennifer Savidge (2009), “Multi-platform video consumption and satisfaction: A national study of college students” Advances in Audience and Consumer Measurement Conference, Miami, Florida, March 26-29, 2009
- Lin, C., Ross Singer, and **Louisa Ha**. (2008). Identification and technology use: A case study of a university’s communication information technology system. Paper presented at the Annual Convention of National Communication Association in San Diego, CA, November 2008.
- Lin, C. and **Louisa Ha** (2008), “The Role of Utility Values, Organizational Subcultures, and Critical Mass in Organizational Use of Communication Information Technology,” Organizational Communication Division, International Communication Association Annual Conference, May 22-26, Montreal, Canada.
- **Ha, Louisa**, Ralph Okigbo and Primus Igboaka (2007) “Creation and Dissemination of Agricultural Knowledge in Nigeria using Broadband Technology,” The Ebenezer Soola Conference on Communication, Ibadan, Nigeria, October 18-19, 2007.
- Igboaka, Primus, **Louisa Ha** and Ralph Okigbo (2007) "Facilitating Knowledge Creation and Dissemination Among Nigeria Diaspora and Farmers with Broadband Internet: A Pilot Study," The New Media & the Global Diaspora Symposium, Roger Williams University, Bristol, Rhode Island, October 5-7.
- **Ha, Louisa** and Kim McCann (2006), “Reconceptualization of Advertising Clutter in the Online Environment,” paper accepted by the Advertising Division, Association for Education in Journalism and Mass Communication Annual Conference, San Francisco, August 2-5.
- **Ha, Louisa** (2006), “Diversity in an Age of Media Abundance and Convergence,” paper accepted by the 7th World Media Economics Conference, Beijing, China, May 15-19.
- **Ha, Louisa** (2006), “Diversity, Convergence and a Balanced Media Diet,” paper accepted by the Research Division, Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 27-29.
- **Ha, Louisa** and Lisa Marshall (2005), “Determinants of Cable Program Diversity,” Second Best faculty paper, the Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Convention, San Antonio, Texas, August 10-12.
- **Ha, Louisa**, Richard Ganahl, Alex Arampatzis et. al. (2005), “Emerging Media Business Models Worldwide: A Study of Leading Webcasters in 13 countries,” paper accepted by the Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication Annual Convention, San Antonio, Texas, August 10-12.
- **Ha, Louisa**, Richard Ganahl, Alex Arampatzis et al. (2005), "Webcasting: type, origins of content and business models for web video and audio files," paper accepted by the First European Communication Conference, Amsterdam, November 24-26.
- **Ha, Louisa** Richard Ganahl, Alex Arampatzis et al. (2005), Worldwide Webcasting Business Models: A Comparative Study in 13 Countries/Regions, Paper accepted by *the Oriental Television Summit Forum*, Shanghai, June 12-13, 2005.
- **Ha, Louisa** (2005), “A Review and Trend Analysis on Advertising Research on Asia 1984-2003,” paper accepted by the American Academy of Advertising Asia Pacific Conference, Hong Kong, June 1-4, 2005.
- Park, Sun-Yeon and **Louisa Ha** (2005), “Interactivity in Consumer Communication Functions: A Comparison of Korean and U.S. Leading Retail Websites,” paper accepted by the American Academy of Advertising Asia Pacific Conference, Hong Kong, June 1-4, 2005.

- Park, Sun-Yeon and **Louisa Ha** (2005), “Interactivity and Verbal Styles in Consumer Comments on Korean and U.S. Leading Retail Websites,” paper accepted by the Intercultural Communication Division, International Communication Association Annual Conference, New York, May 26-30, 2005.
- Lisa Marshall and **Louisa Ha** (2005), “Why Cable Programming Still Lacks Diversity? A Longitudinal Analysis of the Cable TV Industry Structure,” paper accepted by the National Cable Television Association Academic Seminar, April 2-3, San Francisco, California.
- **Ha, Louisa** and Sylvia Chan-Olmsted (2004), “The Role of TV Web Sites on Cable TV Network Branding and Viewership,” paper accepted by the Management and Sales Division, Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 16-18 (1st Place paper, open category).
- **Ha, Louisa** and Sylvia Chan-Olmsted (2003), “Enhanced TV as Brand Extension: The Economics and Pragmatics of Enhanced TV on Cable TV Network Viewership,” paper accepted by the National Cable Television Association Academic Seminar, Chicago, June 8, 2003.
- **Ha, Louisa** (2002), “Making Viewers Happy while Making Money for the Networks: A Comparison of the Usability, Enhanced TV and TV Commerce Features between Broadcast and Cable Network Web Sites,” paper accepted by the Management and Sales Division, Broadcast Education Association Annual Convention, Las Vegas, Nevada, April 4-7 (1st Place paper, debut).
- Chan-Olmsted, Sylvia & **Louisa Ha** (2002), “Internet Business Models for Television Broadcasters,” paper accepted by the Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication, Miami Beach, Florida, August 7-10.
- Ha, Louisa (2002), “Crossing between Offline and Online Media: A Comparison of Online Advertising on TV Web Sites and Online Portals,” paper accepted by the Marketing Communication Strategies in a Changing Global Environment Conference, May 22-24, 2002, Hong Kong, China.
- Ha, Louisa and Cornelius Pratt (2000), “Setting the Public Health Agenda on Major Diseases in Sub-Saharan African Popular Magazines and Medical Journals, 1981-1997,” presented at the 12th Biennial Conference of the African Council for Communication Education, Cairo, Egypt, October 16-20, 2000.
- Ha, Louisa and Cornelius Pratt (1999), "Public Relations Practices on the World Wide Web," Top 3 papers, Business Division, Public Relations Educators' Academy 2nd Interdisciplinary Conference, College Park, Maryland, June 16-18.
- Cornelius Pratt, Charles Okigbo and **Louisa Ha** (1999), "Toward a Self-Regulated and an Ethics-Based Framework for Marketing Communications in Sub-Saharan Africa," accepted by the Public Relations Division, The Association for Education in Journalism and Mass Communication Annual Conference, New Orleans, August 4-7.
- Ha, Louisa, Mrinal Ghosh and Rajeev Batra (1998), "Issues in Chinese Distribution Structure," The 1998 William Davidson Institute Conference on Marketing Issues in Transitional Economies, Ann Arbor, Michigan, July 24-26.
- Ha, Louisa (1998), "Advertising Educators Textbook Adoption Practices," accepted by the Advertising Division, AEJMC Annual Convention, Baltimore, August 5-8.

- Ha, Louisa and E. Lincoln James (1998), "Interactivity Reexamined: An Analysis of Business Web Sites," accepted by the Communication Technology and Policy Division, AEJMC Annual Convention, August 5-8.
- Ha, Louisa and E. Lincoln James (1998), "Interactivity in Business Web Sites: A Content Analysis," accepted by 1998 American Academy of Advertising Annual Conference, March 28-30, Lexington, Kentucky.
- Ha, Louisa and Dennis Ding (1998), "Advertising Education in China: Old U.S. Wine in New Chinese Bottles?" accepted by 1998 American Academy of Advertising Annual Conference, March 28-30, Lexington, Kentucky.
- Ha, Louisa and Cornelius Pratt (1997), "Chinese Communication Researchers' Contribution to International Communication Research on China," D. C. Lam Conference on East-West Communication Studies, November 17-19, Hong Kong.
- Ha, Louisa (1997), "New Developments in Pan-Asian Advertising Media: Problems and Opportunities to International Advertisers," pre-conference international session, the 1997 American Academy of Advertising Annual Conference, April 3, St. Louis, Missouri.
- Chan, Kara and **Louisa Ha** (1997), "Consumption of Over-the-Counter Drugs and Attitudes toward Over-the-Counter Drug Advertising: A Comparison between the United States and Hong Kong," the 1997 American Academy of Advertising Annual Conference, April 4-7, St. Louis, Missouri.
- Ha, Louisa (1996), "Advertising in a Bilingual Culture under Political Transition: The Case of Hong Kong," pre-conference international session, the 1996 American Academy of Advertising Annual Conference, Vancouver, Canada, March 29.
- Ha, Louisa and Cornelius B. Pratt (1996), "Researchers' Ethnicities in the Development of International Communication Research: The Case of China," accepted by the Intercultural and Development Division, International Communication Association's Annual Conference, Chicago, May.
- Pratt, Cornelius, **Louisa Ha**, and Charles Okigbo (1996), "Reflections on the Ethics of Integrated Marketing in the Development of Sub-Saharan Africa," accepted by the International Academy of Business Disciplines Annual Conference, April 11-14, Rockville, Maryland.
- Pratt, Cornelius B. and **Louisa Ha** (1995), "Managing New Communication Technologies in Africa: A Strategic Issues-Management Approach," accepted by the International Division, AEJMC Annual Convention, August 9-12, 1995.
- Ha, Louisa (1994), "Media Scheduling Models and Advertising Effects," accepted by the Advertising Division, AEJMC Annual Convention, Atlanta, August 14-17, 1994.
- Ha, Louisa (1993), "Media Language Choice and Shopping Orientations of Hispanic Consumers: A Comparison of Panamanians, Cubans, and Uruguayans," Advertising Division, Association for Education in Journalism and Mass Communication (Winner, 1993 Student Competition).
- Ha, Louisa (1992), "Journalistic Excellence in Two Political Systems: A Comparative Study of News Reporting Awards between United States and China," accepted by the International Division, AEJMC Annual Convention, Montreal, August 3-5, 1992.
- Ha, Louisa (1992), "Professional Ethics in Advertising and the Trade Press in the TV Quiz Scandal 1958-60," Association for Education in Journalism and Mass Communication (Winner, 1992 Student Competition).

- Straubhaar, Joseph, Sug-Min Youn, **Louisa Ha**, et al. (1992), "Regional TV Markets and TV Program Flows: Latin America, Asia, and the Caribbean," accepted by the International Communication Association Annual Conference, Miami, May 1992.
- Ha, Louisa (1992), "Health-hazardous Product Speech: A First Amendment Perspective on the Cigarette and Alcohol Advertising Ban Controversy," accepted by the Sixth Annual Communication Conference, Ohio University, April 1992.

XII. A. Department Service

- Chair, organizing committee of the Digital TV Transition in Ohio Panel, Dept of Telecommunications, February 4, 2009.
- Undergraduate Coordinator, Department of Telecommunications, Fall 2005- Spring 2008
- TCOM Department Library Representative, 2008-9.
- Alumni/Industry Relations Coordinator, Department of Telecommunications, Fall 2002-present
- Recruitment and Retention Committee Chair, Department of Telecommunications, Fall 2006 - present
- Editor, Department of Telecommunications Alumni Newsletter Fall 2007-Spring 2008.
- Curriculum Committee Chair, Department of Telecommunications, Fall 2006 – Spring 2008.
- Faculty Mentor, Ohio Student Achievement in Research and Scholarship (STARS), 2006-7.
- Department Chair Evaluation Chair, Department of Telecommunications, 2006
- Member, International/Intercultural and Development Communication Research Cluster and the Health Communication Research Cluster, 2006-present
- Chair, Organizing Committee of the Ohio Association of Broadcasters' Northwest Regional Conference, 2005.
- Search Committee Member, Assistant Professor of Media Economics, Dept. of Telecommunications, 2005-7
- Editor, 2004-5 School of Communication Studies National Convention Compendium, 2005.
- 2004 BGSU Research Conference School Display Coordinator, November, 2004.
- Coordinating Colloquium Speaker Dr. Tom Baldwin for SCS, November 2004.
- Homecoming alumni speaker panel coordinator, Oct 15, 2004.
- Guest Speaker, Great Lakes Interscholastic Press Association Annual Conference, Oct 6, 2004.
- Interim Chair, Department of Telecommunications, July 14 to August 1, 2004.
- Interim Chair, Instructor Search Committee Chair, Department of Telecommunications, June-July, 2004.
- TCOM Banquet Coordinator, 2004.
- TCOM web site committee member, Fall 2003-present
- Search Committee member, Instructor/Visiting Assistant Professor for the Radio and Media Writing, 2004.
- Member, TCOM/SCS Reintegration Task Force, 2002-3.
- Search committee member, Emerging Media, Department of Telecommunications, Bowling Green State University, 2000-2001, 2002-2003
- Meet with prospective students and their family 2001-present
- E! Entertainment Internship Program Liaison with Jeff Shore 2002

- Chief Investigator/Initiator of the First Academic Advising Performance Evaluation Study for the Department of Telecommunications, October, 2001
- Faculty meeting minutes writer, 2001-present.
- Faculty Representative, Preview Day and President's Day for BGSU, 2001 & 2002
- Faculty Representative, BGSU Major Mania, 2001, 2005-6
- Chair, Research Committee, H. H. Herbert School of Journalism and Mass Communication, the University of Oklahoma, 1997-98.

XII. B. School Service

- Hosting of two visiting scholars from China (Jia Xun of Beijing Post and Telecommunications University and Lina Zang from Shandong University)
- School Liaison and Program Committee Chair, Hong Kong Baptist University School of Communication Exchange Program.
- School Merit Committee, Chair, 2008, member 2007.
- Founder and Chair, Emerging Media Study Group/Research Cluster and Seminars on Emerging Media 2004-present.
- Chair, SCS Director's Advisory Committee 2005-6, Committee member, 2004-5, 2008-present.
- Undergraduate Program Committee Chair, School of Communication Studies, Fall 2007-8, committee 2006-7.
- Chair, Organizing Committee of the Hosting Institution, 2006 AEJMC Mid-Winter Conference at BGSU
- School of Communication Studies Alumni Database Liaison, 2005.
- Interim Chair, SCS Director Search Committee, April 26- June 28, 2004., Director Search Committee member, June 29, 2004-January 20, 2005.

XII. C. University Service

- Chair, Information Technology Committee, BGSU, 2006-7; Secretary, 2005-6, Committee Member, Fall 2004. Organized Tech Trend Series, speakers from Google, Business 2.0, Public Knowledge, and Belmont University.
- Member, BGSU Research Conference Planning Committee, 2004
- Faculty Commencement Representative 2004, 2005, 2007
- Member, Instructional Media Services Advisory Committee, BGSU, 2003-4
- Member, Center for Family and Demography Research, BGSU, 2003 - present
- Member, Distinguished Thesis Award Committee for BGSU, 2002.
- Faculty Senator, Fall 2002-5
- Nominator for the Best Accomplished Graduate for BGSU, 2002
- Faculty Senate representative, Spring 2002 (substitute for Peter Shields)
- Member, Intercultural Studies Cluster, Institute for the Study of Culture and Society, BGSU, 2001-2.
- Faculty Representative, Minority Student Recruitment Fair, University of Oklahoma, 1996.
- Asian Minority Student Scholarship Selection Committee, University of Oklahoma, 1997.

XIII. D. Professional Service

- National Science Foundation Computer and Information Science Directorate, Grant Reviewer, 2010.
- Hong Kong Research Grant Council, External Reviewer, 2011.

Editorship

- * Associate Editor, *Journalism and Mass Communication Quarterly*, October 1, 2007-present
- * Guest Editor, *Chinese Journal of Communication*, Special Issue on Emerging Media and Challenges in Chinese Communities, published November, 2010.

Editorial Board Membership

- * Editorial board member, *Journalism and Mass Communication Quarterly*, 2006-2007
- * Editorial board member, *International Journal of Advertising*, 2006-present
- * Editorial board member, *Journal of Current Issues and Research in Advertising*, 2007-present
- * Editorial board member, *Communication and Society Journal* (a refereed Chinese Journal published by the Chinese University of Hong Kong), 2009 to present
- * Editorial board member, *Ohio Communication Journal*, 2006-2008
- * Editorial board member, *Journal of Promotion Management*, 2002- present.
- * Editorial board member, *Journal of Website Promotion*, 2002-2008.
- * Editorial board member, *Journal of Advertising*, 2004-2006
- * Editorial board member, *Handbook of Media Management and Economics 2005*.

Guest speaker for TV/advertising industry members

- “The future of television” DO-TV, an online international conference
- Tianjin Advertising Workshop 1997, China
- Beijing Advertising Workshop 1997, China

Guest speaker to Toledo Women’s Bar Association, September 30, 2009

Webmaster/Founder of research web site:

[International Advertising Resource Center since 1996](http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.htm) at
<http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.htm>

Officer of Professional Organizations

- Research Vice-Chair, Media Management and Economics Division, Association for Education in Journalism and Mass Communication 2006-7
- MME Division Liaison to the 2006 AEJMC Midwinter Conference
- Teaching Standards Chair, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, 2004-5.
- Coordinator of the Broadcast Research Initiative Preconvention full-day workshop, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, 2003-4.
- Named Awards Chair, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, 2002-3.

- Mid-Winter Convention Research Chair, Media Management and Economics Division, Association for Education in Journalism and Mass Communication, 2001-2.
- Webweaver, Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication, 1997-98.
- Secretary/Treasurer, International Division, Association for Education in Journalism and Mass Communication, 1997-98.
- Committee member, American Academy of Advertising, International Advertising Education Committee, 1997; Industry Relations Committee, 1996

External Reviewer for Master Thesis/Doctoral Dissertation

- * Master Thesis of Nicholas Pietersma, “What Advertisers Want? A Hedonic Analysis of Advertising Rates in South African Consumer Magazine,” University of Cape Town, South Africa, South Africa, 2005.
- * Doctoral dissertation of Linda Tsui, “Public Relations Practices in China”, Macquarie University, Sydney, Australia, 2002.
- * Master Thesis of Sophia Davis, “*Evaluating a Brand Approach to Promoting Healthy Lifestyle Choices – the Red Stripe Responsibility*” The Caribbean Institute of Media and Communication (CARIMAC), at the University of the West Indies (UWI), Mona Campus in Jamaica, 2008.

External Reviewer for Tenure and/or Promotion

- Ziyue Tai, University of Kentucky, Tenure and Promotion 2010.
- Jyotika Ramaprasad, University of Miami, Promotion to Full Professor, 2008.
- Ken Collins, Ohio University - Zanesville, Tenure and Promotion, 2006.
- Walter McDowell, University of Miami, Tenure and Promotion, 2006.
- Cathy Perron, Boston University, Tenure and Promotion, 2006

Reviewer for Refereed Journals

- *Asian Journal of Business*
- *Asian Journal of Communication*
- *Electronic Markets*
- *International Journal of Advertising*
- *International Journal of Electronic Marketing and Retailing*
- *International Journal of Technology Management*
- *International Journal on Media Management*
- *Journal of Advertising*
- *Journal of Advertising Education*
- *Journal of Broadcasting and Electronic Media*
- *Journal of Business*
- *Journal of Computer-Mediated Communication*
- *Journal of Current Research Issues and Research in Advertising*
- *Journal of Interactive Marketing*
- *Journal of International Marketing*
- *Journal of Media Economics*
- *Journal of Marketing*
- *Journalism and Mass Communication Quarterly*

- *Marketing Theory*
- *Media Psychology*
- *Ohio Communication Journal*
- *Psychology and Marketing*

Reviewer for refereed papers at national academic conferences

- International Division, International Communication Association, 2006.
- Communication Technology and Policy Division, Association for Education in Journalism and Mass Communication Annual Conference, 2005-6
- American Academy of Advertising Annual conference, 1997-2006
- Management and Sales Division, the Broadcast Education Association, 2003, 2005
- Media Management and Economics Division, Association for Education in Journalism and Mass Communication Annual Conference, 2001-4, 2006, 2008
- Multi-Cultural Division, Broadcast Education Association Annual Conference, 2000
- Association for Marketing Advances 1998, 1999
- Advertising Division and International Division, Association for Education in Journalism and Mass Communication Annual Conference, 1997 & 1998, 2004

Reviewer for textbook manuscript/book proposals

- John Sullivan's book manuscript, "Mass Media Audiences" to be published by Sage.
- Gigi Johnson's book proposal, "Transforming Media Ecosystems," to be considered for publishing by Sage.
- Hong Cheng's book proposal, "Advertising in China: Growth, Opportunities, and Challenge," to be considered for publishing by Peter Lang.
- Jonathan Lazar's textbook manuscript "Web Usability and User-Centered Web Design," 2nd edition published by Addison-Wesley.
- George Rodman's textbook manuscript, "Making Sense of Media," new edition, published by McGraw-Hill.
- Ralph Hanson's textbook manuscript, "Living in a Media World," published by McCraw-Hill.
- Davie and Upshaw's textbook manuscript, "Principles of Electronic Media," published by Allyn and Bacon, Longman.
- Dianne Lynch's textbook manuscript, "Introduction to Mass Communication" to be to be considered for publishing by Atomic Dog Publishing.
- Lynne Gross, Philippe Perebinossoff and Brian Gross' textbook proposal, "Strategic Programming for Television, Radio & the Internet," published by the Focal Press.

Chairing/Moderating/Organizing a Session of Research Presentation

- Session organizer, "Maintaining Research Productivity and Balancing Family Needs," AEJMC Annual Convention, Washington DC., August 10, 2007.
- Session Chair & Moderator, "Leading Webcasters in Leading Broadband Markets in the World: Emerging Business Models and Webcasting Industry Outlook," 2006 AEJMC Annual Convention, San Francisco, August 3.

- Session Chair & Moderator, “Webcasting Worldwide: Webcasting Business Models of an Emerging Global Medium,” Broadcast Education Association Annual Conference, Las Vegas. April 27, 2006.
- Moderator, “Media Convergence and Media Management: A Case in Northwest Ohio: The Block Communication Group,” Plenary Session of the 2006 AEJMC Midwinter Conference, BGSU, February 25, 2006.
- Moderator/Discussant, “Media Technology and Policy” paper session, 2006 AEJMC Midwinter Conference, BGSU, 25, 2006.
- Session Chair and Moderator, “Management Consulting Research as Alternative Careers for Graduate Students in Media Management and Economics,” 2005 Association for Education in Journalism and Mass Communication Annual Conference, San Antonio, Texas.
- Session Chair and Moderator, “Strategic Decision-Making and Its Economic Impact,” Media Management and Economics Division, 2004 Association for Education in Journalism and Mass Communication Annual Conference, Toronto, Canada.
- Session Chair and Moderator, “Media Management Curriculum in an Era of Convergence: Undergraduate and Graduate Curriculum Development.” Media Management and Economics Division, 2003 Association for Education in Journalism and Mass Communication Annual Conference, Kansas City, Missouri.
- Session Chair and Moderator, “Interactive TV and Enhanced TV Experience as Future Revenue Source for TV Networks: The Market Outlook and Technological Developments,” The Broadcast Education Association Annual Convention 2002, April 7, Las Vegas, Nevada.
- Session Chair and Moderator, “Facilitating Exchange Between the Trade and Academe: How to Get Published in Trade Publications,” The Broadcast Education Association Annual Convention 2002, April 7, Las Vegas, Nevada.
- Session Chair and Moderator, "Technology Developments in Internet Advertising and Advertising Research," 1998 Association for Education in Journalism and Mass Communication Annual Conference, Baltimore, Maryland.
- Session Chair, "Advertising Textbook Publishing for the 21st Century," the 1997 American Academy of Advertising Annual Conference, St. Louis, Missouri, April 4-7.
- Session Chair, Marketing and Entrepreneurship Symposium, San Francisco, August 5-6, 1994.

XIV. Membership in Professional Organizations

- Association for Education in Journalism and Mass Communication
- Broadcast Education Association
- Chinese Communication Association
- International Communication Association

XV. Honors and Awards

- Special Commendation for Research of value to the developing world, the 2009 Literati Network Awards for Excellence for article published in *Management Decision*, “Knowledge creation and dissemination in Sub-Saharan Africa.”
- Academy of Television Arts and Sciences Faculty Fellowship November, 2009.
- International Radio and Television Society Faculty Fellowship, August, 2009.

- AEJMC Robert Picard Award for Books with Significant Contribution to Media Management and Economics, 2007 for *Webcasting Worldwide: Business Models of an Emerging Global Medium*.
- National Association of Television Programming Executives Faculty Fellowship, 2007.
- AEJMC Barry Sherman Teaching Award in Media Management and Economics, 2006.
- AEJMC Journalism Leadership Institute for Diversity Fellow 2006-7.
- Recipient of the 2006 Emerald Research Fund Award
- BGSU Department of Telecommunications Chair's Award, 2006
- Second Best Faculty Paper, Media Management and Economics Division, Association for Education and Journalism and Mass Communication, 2005.
- Outstanding Reviewer Award, 2003, *Journal of Advertising*.
- 1st Place Paper, Management and Sales Division, Broadcast Education Association Annual Convention, 2004.
- Nominee, 2003 Olscamp Outstanding Young Scholar, BGSU.
- Nominee, Kriehbaum Under 40 Award, Association for Education and Journalism and Mass Communication, 2003.
- 1st Place Paper, Management and Sales Division, Broadcast Education Association Annual Convention, 2002.
- Recipient of the 2001 National Cable Center Magness Institute Research Grant Award.
- Recipient of the 2001 National Association of Broadcasters Research Grant Award.
- Honoree, The Friends of Libraries and Learning Resources, BGSU, 2001, 2003-5
- Client Service Showcase Award - Sears, The Gallup Organization, 1999.
- Premier Analyst Award, The Gallup Organization, 1999.
- Team Excellence Award - Sears, The Gallup Organization, 1998.
- International Who's Who of Professionals 1997
- Top 3 Finalist, Teacher of the Year, The Advertising Club, The University of Oklahoma.
- Promotional Products Association International, VIP Professor 1997.
- Advertising Educational Foundation Visiting Professor 1996.
- Special Mention of Honor, The Advertising Research Foundation 1995 Annual Richard L. Lysaker Prize for Outstanding Research on Media.
- American Academy of Advertising Industry Fellowship, 1994