

ILYOUNG JU

School of Media and Communication * Bowling Green State University

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I. Academic Degrees

2017 Ph.D. University of Florida, Mass Communications

2013 M.A., University of Florida, Advertising

2011 B.A., Kookmin University, Media Studies

II. Academic Positions

A. Teaching Positions

2017 – Present Assistant Professor, School of Media and Communication, BGSU

2014 – 2016 Instructor, University of Florida

2013 Graduate Assistant, University of Florida

III. Teaching Experiences

A-1. Undergraduate Courses Taught at BGSU

MDIA 4640: Social Media Campaign

MIDA 4610: Audience Research and Targeting

ADV 1010: Advertising Principles and Practices

ADV 2640: Introduction to Interactive Advertising and Social Media

ADV 3800: Advertising Copywriting and Creative Strategy

ADV 4800: Integrated Advertising Campaign

A-2. Graduate Courses Taught at BGSU

MC 7110: Mass Communication Theory

MC 5610: Audience Research

MC 6552: Social Media Seminar

MC 5640: Social Media Campaign

B-1. Undergraduate Courses Taught at University of Florida

ADV 3500: Advertising Research

ADV 4400: International and Cross-Cultural Advertising

B-2. Teaching Assistant at University of Florida

ADV 3800: Principles of Advertising

C-1. Ph.D. Dissertation Committees at BGSU

2020 – 2022 Yang Yang, Ph.D. student in Media & Communication

2019 – 2021 Mayokun Joshua Ayodele, Ph.D. in Photochemical Sciences

2018 – 2019 Kisun Kim, Ph.D. in Media & Communication

2017 – 2018 Ruonan Zhang, Ph.D. in Media & Communication

C-2. Master Thesis Committees at BGSU

2022 – 2023 Chinwendu Akalonu, Master student in Media & Communication

D. Invited Guest Speakers for BGSU Advertising (ADV) classes:

1. ADV4800/Fall 2022: Taylor Neal (AdaptaLogix, Columbus, Social Media Manager)
2. ADV4800/Fall 2021: Sara Singh (Deutsch LA, Senior Strategist)
 - a. Topic: Advertising Strategy
3. ADV4800/Fall 2021: Kelsey Honz (The Many, Senior Recruiter)
 - a. Topic: Advertising Creative Designs
4. ADV4800/Fall 2021: Marty Ritter (Talent, Director)
 - a. Topic: Advertising Industry and Recruiting.
5. MDIA2640/Spring 2021: Ashley Vasquez (Hart Ad Agency, Social Strategist)
 - a. Topic: Effective social media strategy
6. MDIA4610/Spring 2021: Zahra Winston (Vice President of Audience & Insights at dentsuX360i/online)
 - a. Topic: Targeting audience in digital media
7. ADV1010/Fall 2019: Kara Gildone (Vice Present at Marcus Thomas)
 - a. Topic: Successful advertising campaign
8. MDIA4640/Spring 2018: Brittanie Prinz-Coleman (Marketing Manager at The Walt Disney Company)
 - a. Topic: Disney marketing practice examples
9. MDIA2640/Spring 2019: March Paulenich (Hart Ad Agency, Strategist)
 - a. Successful advertising in digital media
10. MDIA4610/Fall 2018: Susan Degens (Hart Ad Agency, Vice Present, Media Specialist)
 - a. The target audience in digital media and social media
11. MDIA2640/Fall 2017: Davang Shah (Marketing Manager at Google)
 - a. Key factors in a digital marketing environment

Professional Development (*CFE = Center for Faculty Excellence)

- 2023 BGSU 2023 Summer Grant Writing Workshop
- 2023 Project Impact Winter Conference Educators of Impact - entitled "*Interdisciplinary approaches to help educators in difficult multicultural classroom situations.*"(2023 PROJECT IMPACT at BGSU)
- 2022 *CFE Learning Community – *Teacher Effectiveness: Strategies and Practices that Touch Students’ Hearts and Engage Their Minds* (Five sessions during Fall Semester 2022) offered by Center for Faculty Excellence
- 2022 *CFE workshop – New Quizzes in Canvas workshop
- 2022 *CFE workshop – Course Evaluation Data: Using Results to Inform Pedagogy
- 2021 Your Successful Career: Doctoral Student and Junior Professor Symposium by American Academy of Advertising
- 2021 Google Ads Display Certification
- 2020 Google Analytic Certification
- 2019 Seminar: Advertising Education by American Academy of Advertising
- 2018 Active Learning Classroom Certification at BGSU
- 2017 American Advertising Federation at Toledo
Participated in the Annual Internship Event
Promoted School of Media and Communication to local industry people

V. Research Interests

Nostalgic Advertising, Social Media Advertising

VI. Publications

A. Refereed Articles with BGSU Affiliation

- Ju, I.**, Chang, M.J., & Bangero, H.B. (2023). The Impact of Nostalgia on Self-Esteem, Empowerment, Pride, and the Intention to Visit the Cities Where a Sport Team Hosts Home Games. *Journal of Sport & Tourism*.
- Ju, I.**, & Jun, J.W. (2023). Effects of Brand Webtoon on Ad Avoidance: The Persuasion Knowledge Model of Dual Experiences. *Journal of Marketing Communications*.
- Ju, I.**, Kim, E. A., Bluck, S., & Jun, J. W. (2022). Extending the Reminiscence Bump Effect in Nostalgic Advertising from the United States to South Korea. *International Journal of Communication*. 16, 20.
- Ju, I.**, & Lou, C. (2022). Does Influencer–Follower Relationship Matter? Exploring How Relationship Norms and Influencer–Product Congruence Affect Advertising Effectiveness across Product Categories. *Journal of Interactive Advertising*, 22(2), 157-177. <https://doi.org/10.1080/15252019.2022.2087809>
- Ju, I.**, Jun J.W., & Bangero, H.B. (2022). The Effect of Drama-Evoked Nostalgia (*Reply 1988*) on Audience Perceptions of Depression. *Entertainment Review*.
- Wu, L., Park, S. Y., & **Ju, I.** (2021). Process or Outcome Focus? Understanding the Impact of Future Time Perspective on Advertising Effectiveness. *Journal of Current Issues & Research in Advertising*, 42(1), 62-82. <https://doi.org/10.1080/10641734.2019.1682726>
- He, Y., **Ju, I.**, Chen, Q., Alden, D. L., Zhu, H., & Xi, K. (2020). Managing Negative Word-of-mouth: the Interplay between Locus of Causality and Social Presence. *Journal of Services Marketing*, 34(2), 137-148. <https://doi.org/10.1108/JSM-03-2019-0117>
- Chang, M. J., Schneider, R. C., Connaughton, D. P., Hager, P. F., & **Ju, I.** (2019). The Effect of Nostalgia on Self-continuity, Pride, and Intention to Visit a Sports Team's Hometown. *Journal of Sport & Tourism*. 23(2-3), 115-131. <https://doi.org/10.1080/14775085.2020.1715827>
- Chang, M.J., Connaughton, D.P., **Ju, I.**, Kim, J. & Kang, J. H. (2019). The Impact of Self-Continuity on Fans' Pride and Word-of-Mouth Recommendations: The Moderating Effects of Team Performance and Social Responsibility Associations. *Sport Marketing Quarterly*. <https://doi.org/10.32731/SMQ.281.032019.02>
- Bae, Y. H., Moon, S., Jun, J. W., Kim, T., & **Ju. I.** (2018). The Impact of Consumers' Attitudes toward a Theme Park: A Focus on Disneyland in the Los Angeles

Metropolitan Area. *Sustainability*. 10(10), 3409
<https://doi.org/10.3390/su10103409>

Ju, I., Bluck, S., & Liao, H. (2018). Future Time Perspective Moderates Consumer Responses to Nostalgic Advertising. *GeroPsych*.
<http://dx.doi.org/10.1024/1662-9647/a000193>

Ju, I., He, Y, Chen, W., He, W., Shen, B., & Sar, S. (2017) The Mindset to Share: An Exploration of Antecedents of Narrowcasting Versus Broadcasting in Digital Advertising. *Journal of Advertising*. 46(4), 473-486. (equal contribution)
<https://doi.org/10.1080/00913367.2017.1392912>

Bae, Y. H., Hough, M., Jun, J. W., & **Ju, I.** (2017) Cultural Difference among Young Adult Consumers in Hong Kong, Japan, and Korea. *Journal of Global Marketing*. 31(1), 18-30. <https://doi.org/10.1080/08911762.2017.1377333>

B. Current Working Papers in Progress

Ju, I., Ray, R., Joa, C.Y., & Bangero, H.B. Exploring Motivations for Nostalgia Sharing on Social Media Sites: Seasons, Emotion, and Generations (Revision in Progress).

Ju, I., Jun, J.W., Jeon Y., Lee., J. The Role of Self-Presentation, Attitudes, and Purchase Intentions in the Metaverse: An Empirical Study of Character Symbolism and Product Consumption (Under Review)

Ju, I., & Jun, J.W. Exploring the Metaverse as a Public Sphere for Social Movements: Employing the Value-Attitude-Behavior Model. (Under Review)

Charg, M.J., Jong Woo Jun., **Ju, I.**, & Lee, H.M. The Effect of CSR on Word-of-Mouth during the Olympic Games: The Moderating Roles of Olympic Involvement (Under Review).

C. Refereed Articles with UF Affiliation

Ju, I., Jun, J. W., Dodoo, N. A. and Morris, J. (2017). The Influence of Life Satisfaction on Nostalgic Advertising and Attitude toward a Brand. *Journal of Marketing Communications*, 1-13. <https://doi.org/10.1080/13527266.2015.1051093>

Ju, I., Kim, J. H., Chang, J. W., and Bluck, S. (2016). Nostalgia Marketing, Perceived Self-Continuity, and Consumer Decisions. *Management Decision*, 54(8), 2063-2083. <https://doi.org/10.1108/MD-11-2015-0501>

Ju, I., Choi, Y., Morris, J., Liao, H. W., and Bluck, S. (2016). Creating Nostalgic Advertising Based on the Reminiscence Bump: Diachronic Relevance and Purchase Intent. *Applied Cognitive Psychology*. <https://doi.org/10.1002/acp.3210>

Ju, I., Sutherland, J., and Jun, J. W. (2016). I Have Seen that Brand Before! How do Consumers Recognize Advertised Brands?: Brand Distinctiveness vs. Brand

Differentiation. *Korean Journal of Communication Studies*, 24(4), 85-106.

Jun, J. W., Bae, Y. H., **Ju, I.**, and Chung, J. (2016). The Effect Model of Billboard Advertising Media. *Journal of Multidisciplinary Research*, 8(2), 15-31.

Morris, J., Choi, Y., and **Ju, I.** (2016). Are Social Marketing and Advertising Communications (SMACs) Meaningful?: A Survey of Facebook User Emotional Responses, Source Credibility, Personal Relevance, and Perceived Intrusiveness. *Journal of Current Issues & Advertising Research*, 37(2), 165-182.
<https://doi.org/10.1080/10641734.2016.1171182>

Hammick, J. H. and **Ju, I.** (2016). Facebook Fan Pages: The Effect of Perceived Socialness in Consumer-Brand Communication. *Journal of Marketing Communications*. <https://doi.org/10.1080/13527266.2016.1205119>

Wu, L. W., **Ju, I.** and Dodoo, N.A. (2016). Understanding the Impact of Matchup between Country-of-Origin Facets and Country Stereotypes on Advertising Effectiveness. *Journal of Global Marketing*. <https://doi.org/10.1080/08911762.2016.1185561>

Ju, I. and Jun, J. W. (2015). Hierarchical Relationships among Self-Continuity, Advertising Attitudes, Brand Attitudes and Purchase Intentions in Terms of Nostalgic Advertising. *The Korean Journal of Advertising*, 26(5), 151-166.

VII. Papers Read to Professional Societies

A. Guest Speaker

Invited research speaker (2021, March 18) at Centre of Integrative Business Psychology, Psykologisk Instiut, Aarhus Universitet.

Topic: Creating Nostalgic Advertising Based on the Reminiscence Bump

B. Refereed Conference Presentation with BGSU Affiliation

Thomas, A. F., Casto, P. E., Lockwood-Lass, M. D., Main, V. M., Stuart, J. R., Roberts, A., Rahut, D., **Ju, I.**, Butler, A. S., & Canas, G. (2023, January). Interdisciplinary approaches to help educators in difficult multicultural classroom situations. [Conference session]. Project Impact Winter Virtual Conference. Bowling Green, OH. *All presenters contributed equally

Jun, J.W. & **Ju, I.** & (2022). Country Animosity and the Boycott Japan Campaign of Korean Consumers: Hedonic Attitude toward Japanese Products Predicts Boycott Intention. *International Communication Association*, Paris, France.

Ju, I. & Jun, J.W (2022). Effects of Brand Webtoon on Ad Avoidance: The Persuasion Knowledge Model of Dual Experiences. *Korea Speech, Media & Communication Association*, Seoul, Korea.

Chang, M. J., Schneider, R., Connaughton, D. P., **Ju, I.** (2019). Do Nostalgic Messages

Attract Sports Fans to Their Favorite Sports Team’s Hometown? *North American Society for Sport Management Conference*.

Ju, I., and Lou, C. (2019). Influencer Marketing: Relationship Moderates the Effect of Influencer-product congruence. Presented at *the American Academy of Advertising Conference*, Dallas, TX., U.S.

Lou, C. and **Ju, I.** (2019). “Normal-Sized” Models Do Sell: An Investigation from the User-Imagery Perspective. Presented at *the American Academy of Advertising Conference*, Dallas, TX., U.S.

Wu, L., Park S., **Ju, I.** (2018). Exploring the Influence of Future Time perspective on the Effectiveness of Process- and Outcome-Focus Mental Simulation in Advertisements. Presented at *the American Academy of Advertising Conference*, New York, NY., U.S.

C. Refereed Conference Presentation with UF Affiliation

Ju, I., He, Y, Chen, W., and Sar, S. When Sharing is Really Caring? Audience Size and Consumer Mindset. Presented at *the Asian Conference on Media, Communication & Film 2017*, Kobe, Japan.

Choi, Y., Morris, J., **Ju, I.**, and Jang, W. S. The Impact of Twitter Social Marketing and Advertising Communications (SMACs) on Users’ Emotional Responses, Relevance, Source Credibility, and Intrusiveness. Presented at *the American Academy of Advertising Conference*, Boston, MA., U.S.

Jun, J. W., Lee, S. & **Ju, I.** Effects of Corporate Social Responsibility (CSR) on Brand Equity of Disney: From Perspective of Korea, Chinese, and Japanese Consumers. Presented at *the Conference of the Association for Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium*.

Ju, I., Wu, L. W., Jun, J. W., and Morris, J. Effects of Outcome- vs. Process-Focused Messages on Different Life Stages. Presented at *the American Academy of Advertising Conference*, Seattle, WA., U.S.

Ju, I., Choi, Y., Jun, J. W., and Morris, J. Psychological Comfort, Self-Regard and Affect: A Model for Evaluating the Effectiveness of Ad Evoked Nostalgia. Presented at *the American Academy of Advertising Conference*, Seattle, WA., U.S.

Jun, J.W., Won, J.Y., and **Ju, I.** The Attitudinal Model of Media Firm CSR: A Focus on Additional Values, Emotional Responses to a Parent Brand, Extended Brands Attitude, and Content Use Intention. Presented at *the Conference of the Association for Education in Journalism and Mass Communication*, Minneapolis, MN., U.S.

Wen, J., Doodoo, N. A., Wu, L. W., **Ju, I.**, Cho J., and Kalyanaraman, S. Understanding

Age Segmentation in Persuasion: The Effects of Experiential and Material Messages. Presented at *the Conference of the Association for Education in Journalism and Mass Communication*, Minneapolis, MN. *Top Faculty Papers** Chosen by Advertising Division.

Chang, J. W., **Ju, I.**, Connaughton, D. P., Kang, J., and Kim, J. H. What gives you a sense of pride? Effect of fans' associations with team performance and corporate social responsibility on self-continuity, pride, and word-of-mouth intention. Presented at *the Conference of the North American Society for Sport Management*, Orlando, FL. U.S.

Wen, J., Dodoo, N. A., Wu, L. W., **Ju, I.**, Cho J., and Kalyanaraman, S. Understanding Age Segmentation in Persuasion: The Interplay of Material and Experiential Purchases and Ordinary and Extraordinary Frames. Presented at *the International Communication Association*, Fukuoka, Japan.

Ju, I., Choi, Y., Morris, J., Liao, H. W., & Bluck, S. Creating Nostalgic Advertising: Reminiscence Bump Memories Influence Positive Psychological Reaction and Purchase Intent. Presented at *the International Institute for Reminiscence and Life Review*, Orlando, FL. U.S.

Ju, I., Jun, J. W., and Sutherland, J. I Have Seen that Brand Before! How do Consumers Recognize Advertised Brands?: Brand Distinctiveness vs. Brand Differentiation. Presented at *the American Academy of Advertising Conference*, Chicago, IL., U.S.

Ju, I., Jun, J. W. and Park, J. H. The Effect of Nostalgic Advertising and its Relationship with Psychological Comfort, Life Satisfaction, and Self-Regard. Presented at *the International American Academy of Advertising Conference*, Auckland, New Zealand.

Ju, I. Nostalgic Advertising Enhances Positive Self-Regard: A Model. Presented at *the Conference of the Association for Education in Journalism and Mass Communication*, Montréal Canada.

Ju, I., Choi, Y., and Morris, J. Your Favorite Memory: Emotional Responses to Personal Nostalgic Advertising within Reminiscence Bump across Generations. Presented at *the Conference of the Association for Education in Journalism and Mass Communication*, Montréal Canada.

Wu, L. W. and **Ju, I.** The Cognitive and Affective Effects of Country-of-Origin: How Consumers Process Country-of-Assembly and Country-of-Design for High and Low Involvement Products. Presented at *the Conference of the Association for Education in Journalism and Mass Communication*, Montréal Canada. *Top Student Papers** Chosen by Graduate Student Division.

VIII. Service

- A-1. Service to the School of Media and Communication, BGSU (2017-Present)
 - Undergraduate Program Committee (Advertising)
 - Advertising Minor Advisor
 - Undergraduate Academic Advising
 - Ph.D. Applicants Reviewer for School of Media and Communication Ph.D. students (2021)
 - Search Committee for assistant professor in Graphic Design (School of Art) (2022-Present)
 - Search Committee for an instructor in Graphic Design (School of Art) (2021)
 - Search Committee for an associate professor in Journalism (School of Media and Communication) (2019)
 - Search Committee for an instructor in Strategic Communication (School of Media and Communication) (2018)
 - Search Committee for an instructor in Graphic Design (School of Art) (2018)
 - Work for Advertising Minor program change
- A-2. University Service
 - Truman Scholarship review committee (2022)
 - Truman Scholarship review committee (2021)
 - Truman Scholarship review committee (2020)
 - TES Evaluation: evaluating transfer courses from other institutions (2022 - Present).
- A-3. Statewide Service
 - Serve and represent Public Relations and Advertising on Statewide Transfer Assurance Guide (TAG) reviewer (2022 - Present)
 - Membership Chair in Korean American Communication Association (2019-2021)
- B. Professional Service
 - Editorial Review Broad Member at *International Journal of Advertising*
 - Reviewer for Research Journals
 - Journal of Marketing Communications*
 - Journal of Interactive Advertising*
 - Journal of Current Issues and Research in Advertising*
 - International Journal of Advertising*
 - Journal of General Psychology*
 - Journal of Communication Technology*
 - Journalism & Mass Communication Quarterly*
 - Applied Cognitive Psychology*
 - The Korean Journal of Advertising and Public Relations*
 - Korean Speech Communication*

IX. Membership in professional organizations

- American Academy of Advertising
- Association for Education in Journalism and Mass Communication
- International Communication Association
- International Institute for Reminiscence and Life Review (IIRL)
- Korean American Communication Association
- Korean Advertising Society
- Korean Entertainment Association

X. Honors and Awards

- 2017 The Korea Advertising Society's Global Research Colloquium
- Korea Advertising Society
- 2016 Outstanding International Student Award
- University of Florida
- 2016 Doctoral Dissertation Award
- University of Florida
- 2016 Top Faculty Paper Awards
- AEJMC
- 2014 Top Student Paper Awards
- AEJMC