

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 (Emphasis: Advertising)
2013 M.A., University of Florida, Advertising
2011 B.A., Kookmin University, Advertising

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 2640: Introduction to Interactive Advertising and Social Media
MDIA 4640: Social Media Campaign
MIDA 4610: Audience Research and Targeting
ADV 1010: Advertising Principles and Practices
ADV 3800: Advertising Copywriting and Creative Strategy

A-2. Graduate Courses Taught at BGSU

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. Ph.D. Dissertation Committees at BGSU

2020 – Present 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

D. Invited Guest Speakers for BGSU ADV classes:

1. MDIA2640/Spring 2021: Ashley Vasquez (Hart Ad Agency, Social Strategist)
 - a. Topic: Effective social media strategy

2. MDIA4610/Spring 2021: Zahra Winston (Vice President of Audience & Insights at dentsuX360i/online)
 - a. Topic: Targeting audience in digital media
3. ADV1010/Fall 2019: Kara Gildone (Vice Present at Marcus Thomas)
 - a. Topic: Successful advertising campaign
4. MDIA4640/Spring 2018: Brittanie Prinz-Coleman (Marketing manager at The Walt Disney Company)
 - a. Topic: Disney marketing practice examples
5. MDIA2640/Spring 2019: March Paulenich (Hart Ad Agency, Strategist)
 - a. Successful advertising in digital media
6. MDIA4610/Fall 2018: Susan Degens (Hart Ad Agency, Vice Present, Media Specialist)
 - a. Target audience in digital media and social media
7. MDIA2640/Fall 2017: Davang Shah (Marketing manager at Google)
 - a. Key factors in digital marketing environment

Professional Development

- 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, Aging Effects on Advertising

VI. Publications

A. Refereed Articles with BGSU Affiliation

Chang, M. J., Schneider, R. C., Connaughton, D. P., Hager, P. F., & **Ju, I.** (2020). The effect of nostalgia on self-continuity, pride, and intention to visit a sport team's hometown. *Journal of Sport & Tourism*. (not included in merit 2019-2020)
<https://doi.org/10.1080/14775085.2020.1715827>

Wu, L., Park S., **Ju, I.** (2021). Exploring the Influence of Future Time perspective on the Effectiveness of Process- and Outcome-Focus Mental Simulation in Advertisements. *Journal of Current Issues and Research in Advertising*.
<https://doi.org/10.1080/10641734.2019.1682726>

He, Y, **Ju, I.**, Chen, W., Alden, D., Zhu, H., & Xi, K. (2019) Managing Negative Word-of-Mouth: The Interplay between Locus of Causality and Social Presence. *Journal of Services Marketing*, <https://doi.org/10.1108/JSM-03-2019-0117>

- Chang, M.J., Connaughton, D.P., **Ju, I.**, Kim, J. & Kang, J. H. (2019). The Effects of Team-regarding Self-Continuity on Fans' Pride and Word of Mouth Intention: 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., and **Ju, I.** (2018). The Impact of Consumers' Attitudes toward a Theme Park: A Focus on Disneyland in the Los Angeles Metropolitan Area. *Sustainability*. <https://doi.org/10.3390/su10103409>
- Ju, I.**, Bluck, S., and 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., and 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. <https://doi.org/10.1080/00913367.2017.1392912>
- Bae, Y. H., Hough, M., Jun, J. W., and **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. 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., & 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.

C. Current Article in the Pipelines

Ju, I., and Lou, C. Influencer Marketing: Relationship Moderates the Effect of Influencer-product congruence. Revise and Resubmit

Ju, I., Kim, E. J., Jun, J. W., & Bluck, S. The Effect of Reminiscence Bump on Nostalgic Advertising: Cross-Cultural Perspective (U.S. vs. South Korea). Under Review.

VII. Papers Read to Professional Societies

A. Guest Speaker

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

Topic: Creating Nostalgic Advertising Based on the Reminiscence Bump: Emotional Response and Purchase Intent

B. Refereed Conference Presentation with BGSU Affiliation

Chang, M. J., Schneider, R., Connaughton, D. P., **Ju, I.** (2019). Do Nostalgic Messages Attract Sport Fans to Their Favorite Sport 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., Dodoo, 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
 1. 2017 - 2018: 20 students
 2. 2018 - 2019: 27 students
 3. 2019 – 2020: 15 students
 4. 2020 – 2021: 26 students
- 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 (2020)

B. Professional Service

- Membership Chair in Korean American Communication Association (2019-2021)
- Reviewer for Research Journals
 - 2021 Journal of Current Issues and Research in Advertising
 - 2021 International Journal of Advertising
 - 2021 Journal of General Psychology
 - 2020 Journal of Communication Technology
 - 2018-19 International Journal of Advertising
 - 2018-19 Journalism & Mass Communication Quarterly
 - 2017 Applied Cognitive Psychology
 - 2017 The Korean Journal of Advertising and Public Relations
 - 2017 Korean Speech Communication

IX. Membership in professional organizations

- 2019 – Present Korean American Communication Association
- 2017 – Present Korean Advertising Society
- 2017 – Present Korean Entertainment
- 2015 – Present American Academy of Advertising
- 2015 – Present International Institute for Reminiscence and Life Review (IIRL)
- 2014 – Present Association for Education in Journalism and Mass Communication

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