

ILYOUNG JU

School of Media and Communication * Bowling Green State University

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I. Academic Degrees

2016 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. Undergraduate Courses Taught at BGSU

MDIA 2640: Introduction to Interactive Advertising and Social Media (3 sections)

MDIA 4640: Social Media Campaign (1 section)

B. Membership on Dissertation Committees at BGSU

Ruonan Zhang, Ph.D. in Media & Communication, Defended Prelims

C. Undergraduate Courses Taught at UF

ADV 3500: Advertising Research

ADV 4400: International and Cross-Cultural Advertising

D. Teaching Assistant at UF

ADV 4300: Media Planning

ADV 3800: Principles of Advertising

IV. Professional Development

2017 American Advertising Federation at Toledo

Participated in the Annual Internship Event

Promoted School of Media and Communication to local-industry people

2014 Mass Communication Teaching (MMC 6930)

V. Academic Advising

A. Undergraduate Academic Advising: Number of Students Assigned

1. 2017 – 2018: 20 students

VI. Research Interests

My research focuses on two major areas: (1) nostalgic advertising and (2) social media marketing. I adopted the reminiscence bump concept into communication research as a theoretical framework for nostalgic advertising effectiveness. I am also working on WOM research, which investigates consumer mindset (i.e., competition versus cooperation) and its effect on audience size (i.e., broadcasting vs. narrowcasting).

VII. Publications

A. Refereed Articles with BGSU Affiliation

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*.
<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*.
<http://dx.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., Bluck, S., and Liao, H. (Conditionally Accepted). Future Time Perspective Moderates Consumer Responses to Nostalgic Advertising. *The Journal of Gerontopsychology and Geriatric Psychiatry*.

Jun., J. W., Lee, S., **Ju, I.** (Revise & Resubmit). Effects of Corporate Social Responsibility (CSR) on Brand Equity of Disney: From Perspective of Korea, Chinese, and Japanese Consumers. *Journal of Global Marketing*.

He, Y, **Ju, I.**, Chen, W, and Alden, D (Revise & Resubmit). L'enfer, c'est les autres: Social Presence and Blame Attribution in Service Failure and Recovery. *Marketing Letter*.

Ju, I., Morris, J., Bluck, and Park J. S. (in preparation). Reminiscence Bump-focused Marketing, Emotional Response, and Consumer Decisions.

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

VIII. Papers Read to Professional Societies

A. Refereed Conference Presentation with BGSU Affiliation

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

B. 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.*

IX. Service

- A. Service to the School of Media and Communication, BGSU (2017-2018)
 - Media Career Day (2018)
 - Organized the event with Dr. Ha, Media Student Association, and Career Center Committee (2017 – 2018)
 - Advertising Major Proposal
 - Graduate Faculty
 - School of Media Communication
 - Falcon Media Promotion (2017)
 - Meet with the Director of Falcon Media to discuss the social media promotion
 - Graduate Program Contribution (2017)
 - Review qualifier exams for MA students
- B. Professional and Community Service
 - Reviewer for Research Journals
 - 2018 International Journal of Advertising
 - 2018 Journalism & Mass Communication Quarterly
 - 2017 Applied Cognitive Psychology
 - 2017 The Korean Journal of Advertising and Public Relations
 - 2017 Korean Speech Communication

X. Membership in professional organizations

- 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

XI. Honors and Awards

- 2017 Top Faculty Paper Award in Global Scholar Seminar - 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