

LOUISA HA

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I. Research Interests

Audience Behaviors, Media Business Models, Digital and Mobile News, Social Media, New Media Technologies, Webcasting, International and Online Advertising, and Research Methods

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. Honors and Awards

Research Awards

- President's Award for Collaborative Research and Creative Work, BGSU, 2015.
- 2nd Place Paper Open Category, Management, Marketing and Programming Division, Broadcast Education Association Annual Convention, 2015.
- 1st Place Paper, Open Category, Student Media Division, Broadcast Education Association Annual Convention, 2014.
- American Copy Editors Society Paper Award, Newspaper Division, Association for Education in Journalism and Mass Communication 2013.
- Distinguished Research Paper Award, NetStudies coauthored with graduate students Xiao Hu, Ying Xu and Ximeng Mo), 2013.
- 1st and 2nd place debut research paper awards (coauthored with graduate students Xiao Hu and Ling Fang), Interactive Media and Emerging Technology Division, Broadcast Education Association Annual Conference, Las Vegas, 2012.
- 1st place debut research paper award (coauthored with graduate student Kristy Shi), Media Management, Marketing and Programming Division, Broadcast Education Association Annual Conference, Las Vegas, 2012.

- 4th place Faculty Paper (coauthored with graduate student Xiaoqun Zhang), Communication Technology Division, Association for Education in Journalism and Mass Communication Annual Convention, Chicago, 2012.
- 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.”
- 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*
- Recipient of the 2006 Emerald Research Fund Award
- Second Best Faculty Paper, Media Management and Economics Division, Association for Education and Journalism and Mass Communication, 2005
- 1st Place Paper, Management and Sales Division, Broadcast Education Association Annual Convention, 2004.
- Nominee, 2003 Olscamp Outstanding Young Scholar, BGSU.
- Nominee, Krieghbaum 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.
- Special Mention of Honor, The Advertising Research Foundation 1995 Annual Richard L. Lysaker Prize for Outstanding Research on Media.

Teaching and Professional Development Fellowship Awards

- AEJMC Barry Sherman Teaching Award for Innovation and Excellence in Media Management and Economics, 2006
- Academy of Television Arts and Sciences Faculty Fellowship November, 2009.
- International Radio and Television Society Faculty Fellowship, August, 2009.
- National Association of Television Programming Executives Faculty Fellowship, 2007.
- AEJMC Journalism Leadership Institute for Diversity (JLID) Fellow 2006-7.
- 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.
- American Academy of Advertising Industry Fellowship, 1994

Service Awards

- Nominee, BGSU Faculty Mentor Award, 2012
- BGSU Department of Telecommunications Chair’s Award, 2006
- Outstanding Reviewer Award, 2003, *Journal of Advertising*.
- 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

IV. Administrative Experiences and Accomplishments

Chair of Department of Telecommunications, Bowling Green State University
(Fall 2008- Summer 2014)

A. Department Research Productivity

- The department is ranked as one of the Top 10 Research Programs in North America in the areas of Asia, Ethics and Popular Culture by Communication Institute for Online Scholarship (CIOS)
- I obtained external and internal research grants with improved research facilities in the department as Principal Investigator
- In 2011-2, the 7 TCOM tenure track faculty published 3 books, 5 book chapters, 6 refereed journal articles, 9 refereed national and international refereed conference papers (6 were top papers)
- Under my administration, faculty received national and international research awards (AEJMC Tankard Book Award, AEJMC and BEA top paper awards and Commendation award from Emerald Literati Network)

B. Curriculum Development

- I am currently in charge of developing an advertising major proposal for the School of Media and Communication
- Revamped the department curriculum to increase multiplatform media training and flexibility to students and received approval and commendation from the university administration
- 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)
- Integrated curriculum with student media through TCOM1990 Student Media Participation course
- Spearheaded two major curriculum changes in TCOM:
 - 2006 established Interactive Media Focus Area.
 - 2011: established the media culture focus, eliminated planned focus and regrouped the focus areas into two tracks: Media Studies and Media Production
- 2012: renamed Interactive Media focus to Social and Interactive Media focus
- 2014: advertising minor task force

C. Program Expansion and Student Recruitment

- Launch of Degree Program Completion Partnership Lorain County Community College (Bachelor of Arts in Communication focus in Interactive Media) in Fall 2013
- Launch of a minor in documentary and worked with the Department of Marketing to create an interdisciplinary minor in Advertising.
- Developed 5 courses online and proposed an online degree completion program
- Developed e-mail newsletter to prospective students and recruitment materials
- Initiated and supervised student production of alumni documentary videos (Media Falcons in New York and Media Falcons in Ohio)

D. Alumni/Industry Relations and Fund-Raising

- Set up the TCOM alumni advisory board with four subcommittees (development, industry relations, career development and placement and social networking)
- Successfully nominated three alumni who received University Accomplished Graduate Award (Paul Braun), Centennial Alumni Award (Dr. David Kennedy), and Distinguished Alumni Academy Inductee (Dr. Joe Philport).
- 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
- Worked with alumni to set up Social Media page on LinkedIn and Facebook for alumni and student professional networking

E. Student Support and Retention

- Created TCOM majors online blackboard/Canvas community with documentations, internships, job and career experience postings
- Established the TCOM Student Association in 2010
- Organized First TCOM Career Day with TCOM Student Association and Career Center
- Organized TCOM Student Media Production Contest with TCOM Student Association
- Created the TCOM Student Advising Handbook in collaboration with TCOM faculty and the college office to standardize advising information to students
- Supervised student media advisors and worked with student media leaders for service learning projects

F. Budget Management

- Managed department budget and six foundation accounts, all are in surplus when I completed my term.

V. Academic Positions

- Professor, Department of Media Production Studies (formerly Telecommunications), School of Media and Communication, Bowling Green State University (April 2007 – present)
- Chair, Department of Telecommunications, Bowling Green State University (May 2010-June 2014)
- 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)
- 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)

VI. Non-Academic Positions

- Research Director, The Gallup Organization (January 5, 1998 to August 20, 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)

VII. PUBLICATIONS

Summary: 3 books, 3 encyclopedia essays, 17 book chapters, 57 refereed journal articles, 5 conference proceedings, 3 invited essays, 6 non-refereed journal articles, 3 articles being translated, 10 book reviews and many other miscellaneous publications
Google Scholar Citations: 2,869 (as of March 21, 2018)

1. Scholarly Books

- **Ha, Louisa** (Ed., in press). *The Audience and Business of YouTube and Online Videos*. Lanham, Maryland: Lexington Books.
- **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. (First book in Chinese on advertising media planning).

2. Anthologies and all edited texts (the *Internet Encyclopedia* and *International Advertising essays* are blind refereed)

1. ***Ha, Louisa**, Mohammad Abuljadail and Weiwei Jiang (2018 ed.). "International Advertising." *Oxford Online Bibliography* at <http://www.oxfordbibliographies.com/view/document/obo-9780199756841/obo-9780199756841-0153.xml?rskey=N14t1r&result=3>
2. ***Ha, Louisa** (2004), "Webcasting." in Hossein Bidgoli (ed.), *The Internet Encyclopedia*, New York: John Wiley & Sons, pp. 674-686.
3. **Ha, Louisa** (2002), "Market Research." in John McDonough (ed.), *Encyclopedia in Advertising*, Fitzroy Dearborn Publishers, pp. 983-987

*Note: The referee process of 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.

3. Chapters of Books

1. **Ha, Louisa** (forthcoming). Advertising Effects. In Mary Beth Oliver, Art Rainey and Jennings Bryant Eds. *Media Effects*, 4th edition, NY: Routledge.
2. *Ruonan Zhang, Chang Bi and **Louisa Ha** (2017), "Motivation and Positive Effects of Taking, Viewing, and Posting Different Types of Selfies on Social Media: A Cross-National Comparison," in Shalin Hai-Jew (ed.) *Selfies as a Mode of Social Media and Work Space Research*, PA: IGI Global, pp. 51-73.
3. ***Louisa Ha** (forthcoming). "Advertising in Media Management." in *Handbook of Media Management and Economics*, 2nd edition, Bozena Mierzejewska, Alan Albarran & Jaemin Jung (Eds.). NY:Routledge.
4. **Louisa Ha** (2017). "Digital Advertising Clutter in the Age of Mobile Media." In Shelly Rodgers and Esther Thorson (Eds.) *Digital Advertising*, NY: Routledge. pp. 69-85.
5. *Yartey, Franklin and **Louisa Ha** (2015). "Smartphones and Self-broadcasting among College Students in an Age of Social Media." In Anabela Mesquita & Chia-Wen Tsai (Eds.). *Human Behavior, Psychology and Social Interaction in the Digital Era*. Hershey, PA: IGI Global, pp.95-128.
6. *Abuljadail, M., **Louisa Ha**, Fang Wang, and Liu Yang (2015). "What Motivates Online Shoppers to "Like" Brands' Facebook Fan Pages?" In Anabela Mesquita & Chia-Wen Tsai (Eds.). *Human Behavior, Psychology and Social Interaction in the Digital Era*. Hershey, PA: IGI Global, pp. 279-293.
7. *Fang, Ling and **Louisa Ha** (2015). "Do college students benefit from their social media experience?" Social media involvement and its impact on college students' self-efficacy perception." In Anabela Mesquita & Chia-Wen Tsai (Eds.). *Human Behavior, Psychology and Social Interaction in the Digital Era*. Hershey, PA: IGI Global, pp. 259-278
8. *Yang, Chen, **Louisa Ha**, Gi Woong Yun and Lanming Chen (2015). "From Relationship to Information: A Study of Twitter and Facebook Usage in Terms of Social Network Size among College Students." In Anabela Mesquita & Chia-Wen Tsai (Eds.). *Human Behavior, Psychology and Social Interaction in the Digital Era*. Hershey, PA: IGI Global, pp. 241-258.

*Note: The book chapters were blind-refereed by two reviewers.

9. **Ha, Louisa** and Xiao Hu (2013). Social Media Involvement among College Students and General Population: Implications to Media Management. In Mike Friedrichsen and Wolfgang Muhl-Benninghaus (Eds.). *Handbook of Social Media Management: Value Chain and Business Models in Changing Media Markets*. Germany: Springer, pp. 749-771.
10. **Ha, Louisa**, Dominick Leconte, and Jennifer Savidge (2012). "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. pp. 271-298.
11. **Ha, Louisa** (2012). "Sampling Issues in International Advertising." In Shintaro Okazaki (Ed.) *Handbook of Research in International Advertising*, UK: Edward Elgar Publishing, pp. 231-251.
12. **Ha, Louisa** (2008),(2011), (2015). "Television and Radio Research." in *Research Methods in Communication*, Sloan D. & Zhou, S. (Eds.). Vision Press, 335-357. Updated in 2010, 2nd edition, 2015, 3rd edition.
13. **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.
14. **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.
15. **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.
16. **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.
17. **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.
18. **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.

4. Refereed Journal Articles

1. **Ha, Louisa**, Claire Joa, Itay Gabay and Kisun Kim (2018). "Does College Students' Social Media Use Affect School E-Mail Avoidance and Campus Involvement?" *Internet Research*. 28(1), 213-231. (JCR Impact Factor 3.01)
2. **Ha, Louisa**, Nicky Chang Bi and Fiouna Ruonan Zhang (2018). "Leadership Style and Success Experience of Chinese Women Academic Leaders." *China Media Research* special issue on Chinese Women Leadership, 14(1), 1-10.
3. Fang, L., Chin-Chung Chao and **Louisa Ha** (2017). "College Students' Positive Strategic SNS Involvement and Stress Coping in the United States and China." *Journal of*

Intercultural Communication Research.

<http://dx.doi.org/10.1080/17475759.2017.1383296>.

4. Xiaoqun Zhang and **Louisa Ha** (2017) "Comparing the Measures of Seven Attributes of Media Reputation." *Corporate Communications: an International Journal*.
5. Bi, Nicky Chang, Fiouna Ruonan Zhang and **Louisa Ha** (forthcoming). "The Government's Public Health Crisis Response Strategies and Online Opinion Leaders in China: A Case Study of the 2016 Illegal Expired Vaccine Scandal." *China Media Research*.
6. Jiang, Weiwei, **Louisa Ha**, Mohammad Abuljadail and Saud A. Alsulaiman (2017). "Item Non-response of Different Question Types and Formats in Mixed-mode Surveys:
 - a. A Case Study of a Public Broadcasting TV Station's members." *Journal of Communication and Media Research*, 9(1), 173-184.
7. **Ha, Louisa** and Xiaoqun Zhang (2017). "Are Online Versions of Newspapers Inferior Goods or Public Goods? Empirical Evidence from U.S. National and Local Markets." Special Issue on "The State of News: Production, Consumption, and Transformation in the Era of Digital Media." *China Media Research*, 13(1), 3-19.
8. **Ha, Louisa**, Ying Xu, Chen Yang, Fang Wang, Liu Yang, Mohammad Abuljadail, Xiao Hu, Weiwei Jiang, Itay Gabay (2016). "Decline in News Content Engagement or News Medium Engagement? A Longitudinal Analysis of News Engagement since the Rise of Social and Mobile Media 2009-2012." *Journalism: Theory, Practice and Criticism*. doi: 10.1177/1464884916667654 (2015 Impact Factor: 1.273)
9. **Ha, Louisa**, Jiang, Weiwei, Bi, Chang, Zhang, Ruonan, Zhang, Tao, Wen, Xiaoli (2016). "How online usage of subscription-based journalism and mass communication research journal articles predicts citations." *Learned Publishing*, 29, 183-192. doi: 10.1002/leap.1036. (2016 Impact Factor: 1.053)
10. Xiaoqun Zhang and **Louisa Ha** (2016). "Mobile News Consumption and Political News Interest: A Time Budget Perspective." *Journal of Applied Journalism and Media Studies*, 5(2), 277-295.
11. Yang, Liu, **Louisa Ha**, Fang Wang and Mohammad Abuljadail (2015). "Who Pays for Online Content? A Media Dependency Perspective Comparing Young and Older People." Special issue on Social media, the Digital Revolution, and the Business of Media. *International Journal on Media Management*, 17(4), 277-294. doi: 10.1080/14241277.2015.1107567
12. Zhang, Xiaoqun and **Louisa Ha** (2015). "Time Budget, News Search Time Cost, and News Media Choice." *Time and Society*. 24(2), 201-220. doi: 10.1177/0961463X15579579.
13. Xiao Hu and **Louisa Ha** (2015). "Which Form of Word-of-Mouth is More Important to Online Shoppers? A Comparative Study of WOM Use between General Population and College Students." *Journal of Communication and Media Research*, 7(2), 15-35.
14. **Ha, Louisa**, Xiao Hu, Ling Fang, Sarah Henize, Sanghee Park, Alex Stana and Xiaoqun Zhang (2015). "Use of Survey Research in Top Mass Communication Journals 2001-2010 and the Total Survey Error Paradigm." *The Review of Communication*, 15(1), 39-59. doi: 10.1080/15358593.2015.1014401
15. **Ha, Louisa** and Gi Woong Yun (2014). "Digital Divide in Social Media Prosumption: Proclivity, Production Intensity, and Prosumer Typology among College Students and General Population." *Journal of Communication and Media Research*, 6(1), 25-44.

16. Xiao Hu, **Louisa Ha**, Simeng Mo and Ying Xu (2014). "Who Are the Fans of Facebook Fan Pages? An Electronic Word-of-Mouth Communication Perspective." *International Journal of Cyber Society and Education*, 7(2), 125-146. doi: 10.7903/ijcse.1156.
17. Ji, Qihao, **Louisa Ha** and Ulla Snyder (2014). "The Role of News Media Use and Demographic Characteristics in the Possibility of Information Overload Prediction." *International Journal of Communication*, 8, 699-714.
18. **Ha, Louisa**, Fang Wang, Ling Fang, Chen Yang, Xiao Hu, Liu Yang, Fan Yang, Ying Xu, Dave Morin (2013). "Political Efficacy and the Use of Local and National News Media among Undecided Voters in a Swing State: A Study of General Population Voters and First-time College Student Voters." Special Issue on 2012 Election. *Electronic News*, 7(4), 204-222. doi: 10.1177/1931243113515678.
19. Yartey, Franklin and **Louisa Ha** (2013). "Like, Share, Recommend: Smartphones as a Self-Broadcast and Self-Promotion Medium of College Students." Special issue on Mobility and Human Interaction. *International Journal of Technology and Human Interaction*, 9(4), 20-40.
20. **Ha, Louisa**, Kisung Yoon and Xiaoqun Zhang (2013). "Consumption and Dependency of Social Network Sites as a News Medium: A Comparison between College Students and General Population." *Journal of Communication and Media Research* 5(1), 1-14.
21. **Ha, Louisa** and Ling Fang (2012). "Internet Experience and Time Displacement of Traditional News Media Use: An Application of the Theory of the Niche." *Telematics and Informatics*, 29, 177-186. doi:10.1016/j.tele.2011.06.001.
22. Igboaka, P. and **Louisa Ha** (2010). "Determinant of Internet Use in a Rural Nigeria Village." *Journal of Communication and Media Research* 2(1), 17-31.
23. **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.
24. Lin, Canchu, Ross 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.
25. Lin, Canchu and **Louisa Ha** (2010). "Subculture, Critical Mass, and Technology Use." *Journal of Computer Information*, 50(3), 72-80.
26. Lin, Canchu and **Louisa Ha** (2009). "Subcultures and Use of Communication Information Technology in Higher Education Institutions." *Journal of Higher Education* (80)5, 564-590.
27. **Ha, Louisa**, Ralph Okigbo and Primus Igboaka (2008), "Knowledge Creation and Dissemination in Sub-Saharan Africa." *Management Decision*, 46(3), 392-405.
28. 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.
29. **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.
30. **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.
31. **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.

32. **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>
33. 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.
34. **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.
35. 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.
36. **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.
37. 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.
38. **Ha, Louisa** (2002). "Enhanced Television Strategy Models: A Study of TV Web Sites." *Internet Research: Electronic Applications and Policy*, 12(3), 235-247.
39. **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.
40. **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.
41. **Ha, Louisa** (1999). "A Model of Magazine Advertising Clutter and Advertising Effectiveness." *The Gallup Research Journal*, 2(1), 157-184.
42. **Ha, Louisa** (1999). "Advertising Educators' Textbook Adoption Practices." *Journal of Advertising Education*, Spring, 35-43.
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.
44. **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.
45. **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.
46. **Ha, Louisa** (1998). "Advertising in Hong Kong under Political Transition." *Web Journal of Mass Communication Research*, 1(3).
47. **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.
48. **Ha, Louisa**, Fred Beard and Roy Kelsey (1998). "Students' Computer Skills and Advertising Course Performance," *Journalism and Mass Communication Educator*, Spring, 33-43.
49. **Ha, Louisa** (1997). "Active Participation and Quiet Observation of ADFORUM Subscribers." *Journal of Advertising Education*, 2(1), 1-15.

50. **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).
51. **Ha, Louisa** (1997). "Strengths and Limitations of Pan-Asian Advertising Media: A Review for International Advertisers." *International Journal of Advertising*, 17(2), 148-163.
52. **Ha, Louisa** and E. Lincoln James (1997). "Determinants of Consumer Responses to Direct Marketing Media." *Journal of Promotion Management*, 4(2), 17-34.
53. **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.
54. **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.
55. **Ha, Louisa** (1995). "Media Models and Advertising Effects: Conceptualization and Theoretical Implications." *Journal of Current Issues and Research in Advertising*, 17(2), 1-16.
56. **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.
57. **Ha, Louisa** (1993). "This Line is Mine: Consumers' Property Rights to Telephone Lines in Outbound Telemarketing." *Telecommunications Policy*, October, 540-553 (nominee, 1994 Communication Policy Research Award, the Donald McGannon Communication Research Center, Fordham University).

5. Proceedings

1. 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.
2. **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.
3. **Ha, Louisa** (2006), "Diversity in an Age of Media Abundance and Convergence," *The 7th World Media Economics Conference Proceedings*, Beijing, China.
4. **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>.
5. 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>
6. **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.
7. **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.

8. **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.
9. **Ha, Louisa** (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.
10. 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.
11. 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.
12. **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.
13. **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.
14. **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.
15. **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.

6. Invited Journal Articles

- Ha, Louisa (2017). "Social Media Advertising and eWOM from 2011 to present," *Journal of Advertising Virtual Special Issue Essay*. <http://explore.tandfonline.com/content/bes/ujoa-social-media-virtual-special-issue>
- 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.

7. Non-refereed Journal articles

- **Louisa Ha**, Chen Yang, Ling Fang, Tao Zhang, Dhiman Chattopadhyay and Fang Wang (2015). "How Media Scholars' Attributes Affect Their Ratings of *Journalism and Mass Communication Quarterly*." *Journalism and Mass Communication Quarterly*. 92(1), 221-234.
- 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.

8. Translated Articles

The articles below are translated from my 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.

9. Newsletters

- Ha, Louisa (2017, June 15) Using Student Media to Teach Digital Analytics. Mediashift. http://mediashift.org/2017/06/using-student-media-teach-digital-analytics/?utm_content=buffer0d560&utm_medium=social&utm_source=twitter.com&utm_campaign=buffer
- Ha, Louisa (2016). "How non-U.S. authors can publish in Journalism and Mass Communication Quarterly?" Chinese Communication Association Newsletter.
- Ha, Louisa (2012). "Confessions of a journal editor." Chinese Communication Association Newsletter.
- 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.

10. 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.

11. Book Reviews

1. Ha, Louisa (2012), "Dennis Meredith, Explaining Research: How to Reach Key Audiences to Advance Your Work," *Journalism and Mass Communication Quarterly*, 89 (2), 324-325.
2. Ha, Louisa (2011), "Philip Napoli, Audience Revolution," *Journalism and Mass Communication Quarterly*, 88 (3), 652-653.
3. 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.
4. Ha, Louisa (2008) "Philip M. Napoli, ed. Media Diversity and Localism: Meaning and Metrics." *Journalism and Mass Communication Quarterly*, 85(3), 701-2.
5. 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.
6. Ha, Louisa (2004), "Wendy Goldman Rohm. The Murdoch Mission: The Digital Transformation of a Media Empire," *Journal of Media Economics*, 17(3), 237-239.
7. 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.
8. 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.
9. Ha, Louisa (2001), "Richard Gershon's Telecommunications Management," *Journal of Media Economics*, 14(4), 267-270.
10. Ha, Louisa (1998), "Marieke De Mooij's Global Marketing and Advertising: Understanding Cultural Paradoxes," *Journal of International Communication*, 5(1&2), 233-235.

12. Unpublished reports

- 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.

13. Editorial Essays in *Journalism and Mass Communication Quarterly*

- Ha, Louisa (2015). Advancing the common core knowledge in journalism and mass communication. Spring, 5-11.
- Ha, Louisa (2015). Self-citations and increasing influence of our research on other fields. Summer, 285-291.
- Ha, Louisa (2015). Manuscript review and journal publication ethics. Autumn, 549-553.
- Ha, Louisa (2015). Myths and Truths about *Journalism and Mass Communication Quarterly*. Winter, 785-790.
- Ha, Louisa (2016). Why Reviewing Manuscripts for JMCQ and Posting Full Research Materials Online are Smart Things to Do. Spring, 5-15.
- Ha, Louisa (2016). Publication Cycles and the Impact of Academic Research on Current Events. Autumn, 501-503.
- Ha, Louisa (2016). Olympic Champions and Successful Scholars. Winter, 725-727.
- Ha, Louisa (2017). Outstanding Research Article Award and Reader Participation in *Journalism & Mass Communication Quarterly*, Spring, 5-11.
- Ha, Louisa (2017). The Pressure to Publish, Transparency and Significant Knowledge Contribution, Autumn, 637-640.

VIII. **Invited Papers Read to Professional Societies/Conferences**

- Ha, Louisa (2017), Panelist on “Academic Myths Demystified: The Hero’s Journey to Become a Good Reviewer for Journals and Conference.” AEJMC Annual Conference, August 9, Chicago.
- Ha, Louisa (2017). Panelist on “So you want to be an editor.” AEJMC Annual Conference, August 11, Chicago.
- Ha, Louisa (2017). Panelist on “Bad Science, Good Science, Improving Research in Our Field,” AEJMC Annual Conference, August 11, Chicago.

- Ha, Louisa (2017), Teaching Digital Audience Analytics. Broadcast Education Association Conference, April 22, Las Vegas.
- Yang, Chen, **Louisa Ha**, Dhiman Chattopadhyay, Tao Zhang, Ling Fang and Ruimeng Yang (2016). Professional Social Media Use and Career Advancement: A Study of Media

Scholars. Paper presented at the 2016 China New Media Communication Association Annual Conference, May 12-15, Hangzhou, China.

- **Ha, Louisa** (2016). Digital Advertising Clutter in An Age of Mobile Media. Keynote Speech at the 2016 China New Media Communication Association Annual Conference, May 12-15, Hangzhou, China.
- Ha, Louisa (2014). Prospects for a Bright Future for AEJMC Journals. Publications Committee Panel, Association for Education in Journalism and Mass Communication Annual Convention, August 7, Montreal, Canada.
- **Ha, Louisa** and Xiao Hu (2012). "Social Media Involvement and Media Management Implication," 10th Anniversary Rhodes Forum, Greece, October 4.
- **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.

IX. Refereed Papers Read to Professional Societies and Academic Conferences

- Fisher, Alyssa and Louisa Ha (2018). Digital Natives as YouTube audiences: Digital literacy and impact of viewing settings and devices. Paper presented at the International Association of Mass Communication Research Annual Conference, Eugene, Oregon.
- Fang, Ling, Ching-Chung Chao and **Louisa Ha** (2017). "A Comparative Analysis of the Social Media Involvement and Its Impact on Stress Coping among American and Chinese Students," National Communication Association Annual Conference, Dallas, Asian/Pacific American Communication Studies Division, November, 16-19.
- Fiouna Ruonan Zhang, Nicky Chang Bi and **Louisa Ha** (2017). "Motivation and Positive Effects of Taking, Viewing, and Posting Different Types of Selfies on Social Media: A Cross-National Comparison," Communication and Representation In Media Division, November 16-19
- Chenjie Zhang, **Louisa Ha**, Xiaoyan Liu and Yiqin Wang (2017), "How Chinese College Students Decide to Download an App," Accepted by Chinese Communication Association Division, National Communication Association, Dallas, November 16-19, 2017.
- **Ha, Louisa**, and Chenjie Zhang (2017) Do Computers Yield Better Response Quality than Smartphones as Web Survey Response Devices, Accepted by the Communication, Theory and Methodology Division, Association for Education in Journalism and Mass Communication Annual Convention, Chicago, August 8-12, 2017.
- Zhang, Xiaoqun and **Louisa Ha** (2017). "Comparing the Measures of Seven Dimensions of Media Reputation." CCI Conference on Corporate Communication 2017, June 6-9. New York.
- Bi, Chang, Ruonan Zhang and **Louisa Ha** (2017). "Who are More Likely to Share Online Product Review Videos and be Influenced by them?" Accepted by the Information Systems Division. International Communication Association Annual Conference, San Diego, California, May 25-29.
- Claire Yungywo Joa, Kisun Kim and **Ha, Louisa** (2017). "What Makes People Watch Online In-Stream Video Advertisements?" Accepted by Management, Marketing and Programming Division, Broadcast Education Association Annual Convention, Las Vegas, April 22-4, 2017 (2nd place paper).

- Yang, Chen, **Louisa Ha**, Dhiman Chattopadhyay, Tao Zhang, Ling Fang and Ruimeng Yang (2016). Professional Social Media Use and Career Advancement: A Study of Media Scholars. Paper presented at the 2016 National Communication Association Annual Conference, November 15-17, Philadelphia.
- Rosati, Clayton, Louisa Ha and Gi Woong Yun (2016). "Media, Class, and Poverty: Broadband Access and Differences in Capabilities Deprivation in Rural and Urban America." Paper presented at NCA Preconference, "Media and Class in the 21st Century."
- **Ha, Louisa**, Weiwei Jiang, Chang Bi, Ruonan Zhang and Xiaoli Wen (2016). "Current Citation Trends of Journalism and Mass Communication Scholarship and the Role of Total Online Access as a Predictor of Citations." Accepted by the Fourth World Journalism Education Congress, Auckland, New Zealand, July 14-16, 2016.
- Fang, Ling & **Ha, Louisa** (2016). "College Students' Positive Strategic Social Media Use and Stress Coping. Paper to be presented at the Children, Adolescents, and the Media division, the International Communication Association Annual Convention in Fukuoka, Japan, June 9 – 13, 2016.
- **Ha, Louisa**, Claire Joa, Itay Gabay and Kisun Kim (2016). "Does U.S. College Students' Social Media Use Affect School E-Mail Avoidance and Campus Involvement?" Accepted by the Information and Telecommunications Education and Research Association (ITERA) conference Louisville, Kentucky, April 8-10, 2016.
- **Ha, Louisa**, Chenjie Zhang and Weiwei Jiang (2016). "Effects of Data Collection Mode and Response Entry Device on Survey Response Quality." Accepted by the Information and Telecommunications Education and Research Association (ITERA) conference Louisville, Kentucky, April 8-10, 2016. (Finalist, Katherine Snow Research Award).
- **Ha, Louisa**, Itay Gabay, Xiao Hu, Mohammad Abuljadail, Liu Yang (2015). Professional Use of Social Media In Leveling The Playing Field For Disadvantaged Scholars. Presented At The 2015 AEJMC Santiago International Regional Conference, October 15, 2015.
- **Ha, Louisa**, Gi Woong Yun and Ruimeng Yang (2015). "US Audiences' Responses to Digital TV Multicasting: A Case Study Comparing Commercial and Public Broadcast Digital TV Subchannels." Paper accepted by Management, Marketing and Programming Division, Broadcast Education Association Annual Convention, Las Vegas, April 8-11. (2nd Place Paper, Open Paper Competition)
- Yun, Gi Woong, Park, Sung-Yeon, Joa, Claire, **Ha, Louisa**, Rosati, Clayton, Park, Sanghee, Lim, S. (2015). Barriers and Incentives to DTV Over the Air Antenna Adoption: Five years after the 2009 transition. Paper accepted by the International Communication Association Annual Conference, San Juan, Puerto Rico.
- Xiaoqun Zhang and **Louisa Ha** (2015) "Why Mixed Findings on the Impact of Media Coverage on Corporate Reputation? Comparing Multiple Measurements of Attribute Media Favorability in Corporate News." Paper accepted by Public Relations Division, International Communication Association Conference. San Juan, Puerto Rico.
- **Ha, Louisa**, Ying Xu, Chen Yang, Fang Wang, Liu Yang, Weiwei Jiang, Mohammad Abuljadail, Xiao Hu and Itay Gabay (2014). News Content Engagement or News Medium Engagement? A Longitudinal Analysis of News Consumption since the Rise of Social and Mobile Media 2009-2012. Paper accepted by the Mass Communication and Society

Division, Association for Education in Journalism and Mass Communication, Montreal, Canada, August 6-9.

- **Ha, Louisa**, Liu Yang and Weiwei Jiang (2014). From Digital to Mobile and Occupation Divide: A Longitudinal Study of Broadband and Mobile Media Adoption and Use in General Population and College Students. Paper presented at the International Communication Association Conference Pre-Conference on “Communication and the Good Lie around the World after Two Decades of the Digital Divide.” Seattle, Washington, May 22.
- Yun, Gi Woong, Sanghee Park, Claire Joa, Jing Jiang, **Louisa Ha**, David Morin & Jongsoo Lim (2014). Local vs. Hyperlocal newspaper: Community actor perception, readership, and advertising effects. Paper accepted by the Community Journalism Interest Group, Association for Education in Journalism and Mass Communication, Montreal, Canada, August 6-9.
- Merrill, Stephen and **Louisa Ha** (2014). Funding Models of Student Media in the United States. 1st place winner, Open Category, Student Media Division, Broadcast Education Association.
- **Ha, Louisa** and Xiaoqun Zhang (2013). Are Online Newspapers Inferior Goods or Public Goods? paper accepted by the Newspaper and Online News Division. Winner of the American Copy Editors' Society (ACES) research competition. Association for Education in Journalism and Mass Communication Annual Conference, Washington DC., August 8-11.
- **Ha, Louisa** and Yen-I Lee (2013). Media repertoire and multi-platform media use: Media consumption diversity in a digital age, paper accepted by the Mass Communication and Society Division, Association for Education in Journalism and Mass Communication Annual Conference, Washington DC., August 8-11.
- Hu, Xiao, **Louisa Ha**, Simeng Mo and Ying Xu (2013). Who are the fans of Facebook fan pages? An electronic word-of-mouth communication perspective. A paper presented to the International Conference on Internet Studies, September 7-8, Hong Kong China.
- Ji, Qihao, **Louisa Ha** and Jingyue Bao (2013), Toward a Virtuous Circle: The Role of News Consumption and Media Trust, paper accepted by the Political Communication Interest Group, Association for Education in Journalism and Mass Communication Annual Conference, Washington DC., August 8-11.
- Hu, Xiao and **Louisa Ha** (2013), Credibility of Electronic Word-of-Mouth: A Comparison between Online Customer Reviews and Social Network Sites, paper accepted by the Management, Marketing and Promotion Division, Broadcast Education Association Annual Convention, Las Vegas, April 7-10
- Qihao Ji, **Louisa Ha** and Ulla Bunz (2013), Information Overload Susceptibility - The Role of News Media Use and Demographic Characteristics. Paper accepted by the Research Division,. Broadcast Education Association Annual Convention, Las Vegas, April 7-10 (2nd place debut paper).
- Santhanam, Siva Priya, Lisa Shattuck, Elizabeth Witter, Lynne Hewitt, and **Louisa Ha**(2012), Problem Behaviors in ASD: Comparing Parent & Professional Concerns, Paper presented at the American Speech and Hearing Association Annual Convention, November November 15-17, Atlanta, Georgia.
- Yun, Gi Woong., David Morin., **Louisa Ha**, Mark, Flynn, Sanghee Park, S., and Xiao Hu. (2012, August). The Impact of Local Newspaper's Community Capital Perception on Subscription/Readership and Advertising Effects. Accepted by the Newspaper and Online

News Division.at the annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL.

- Zhang, Xiaoqun, **Louisa Ha**, and Sung-Yeon Park, (2012, August). Diffusion of news services and political news in mobile media: A time budget perspective. 4th Place Faculty Paper, Communication Technology Division, the annual conference of the Association for Education in Journalism & Mass Communication, Chicago, IL .
- **Ha, Louisa**, Xiao Hu, Ling Fang, Sarah Henize, Sanghee Park, Alex Stana and Xiaoqun Zhang (2012), "Use of Surveys in Top Mass Communication Journals 2001-2010: Application of the Total Survey Error Paradigm and Survey Research Trends." Accepted by the Mass Communication Division of the International Communication Association Annual Convention, May 24-28, Phoenix, Arizona.
- Shi, Cristy, **Louisa Ha** and Xiaoming Hao (2012). 3G MVAS Market in China: Analysis of Strategic Alliances from Resource-based Perspective.1st place debut paper , Management, Marketing and Programming Division, Broadcast Education Association Annual Convention, April 15-18, 2012.
- Fang, Ling and **Louisa Ha** (2012). Who are the Heavy Users of Facebook among College Students? 1st place debut paper , Interactive Media and Emerging Technology Division, Broadcast Education Association Annual Convention, April 15-18, 2012.
- Hu, Xiao and **Louisa Ha** (2012). SNS as the Bellwether in Cyberspace: A Study on SNS Involvement and Online Media Use. 2nd place debut paper , Interactive Media and Emerging Technology Division Broadcast Educators Association Annual Convention, April 15-18, 2012.
- **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, Denver, Co. 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 Annual 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

X. Teaching Experiences

1. Undergraduate Courses

A. Bowling Green State University

TCOM1030 Media and Information Society, 10 semesters
 TCOM2700 Topics in Minorities in Video/Film, 5 semesters
 TCOM360 Applied Research in Telecommunications/Media Research: 2 semesters
 TCOM451 New Electronic Media, 4 semesters
 TCOM4530 Media Sales and Promotion, 6 semesters
 TCOM4550 Telecommunications Management, 13 semesters
 TCOM4600 Media Policy & Industry, 1 semester
 TCOM4630 Telecommunications/Media Programming, 13 semesters,
 TCOM469/4610 Audience Research, 4 semesters
 MKT410 Marketing Communications and Promotion, 2 semesters
 MKT412 Advertising Management, 2 semesters
 BA390 Multinational Business, 1 semester

B. University of Oklahoma

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

2. Graduate Courses

A. 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

3. 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.	2011	BGSU
Xiaoqun Zhang	Ph.D.	2014	BGSU
Xiao Hu	Ph.D.	2015	BGSU
Ling Fang	Ph.D.	2015	BGSU
Weiwei Jiang	Ph.D.	Pending	BGSU
Liu Yang	Ph.D.	2017	BGSU
Mohammad Abuljadail	Ph.D.	2017	BGSU
Dhiman Chattopadhyay	Ph.D.	Pending	BGSU
Chenjje Zhang	Ph.D.	Pending	BGSU
Chang Bi	Ph.D.	Pending	BGSU
Ruonan Zhang	Ph.D.	Pending	BGSU

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

b. Master Thesis

Ying Xu	M.A.	2015	BGSU
Lingfei Luan	M.A.	2016	BGSU

Master Creative Projects

Xiaolin Zhou	MA	2010	BGSU
Ling Fang	MA	2010	BGSU
Xindi Huang	MA	2016	BGSU

4. Membership on Dissertation Committees:

<u>Name</u>	<u>Degree</u>	<u>Year</u>	<u>University</u>
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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
Sarah Henize	Ph.D.	2014	BGSU
Chen Yang	Ph.D.	2016	BGSU
Julia Largent	Ph.D.	2017	BGSU
Fang Wang	Ph.D.	2017	BGSU

Master Project committee member

Alex Davis	M.A.	2014	BGSU
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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
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English

Erin Dietel-McLaughlin*	Ph.D.	2010	BGSU
Wen Cen*	Ph.D.	pending	BGSU

Higher Education Administration

Peggy Haas(Crowne)*	Ph.D.	2010	BGSU
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*I served as the Graduate College's representative

5. 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
Lanming Chen	M.A.	2013	BGSU
Kisun Kim	M.A.	2016	BGSU

Master project committee

Alex Davis	M.A.	2014	BGSU
Xingyue Yan	M.A.	2016	BGSU

Completed Doctoral Dissertations Supervised

Abuljadail, Mohammad Hatim (2017). [Consumers' Engagement with Local and Global Brands on Facebook in Saudi Arabia](#)

Yang, Liu (2017). [Effect of product review interactivity, social inequality, and culture on trust in online retailers: A comparison between China and the U.S.](#)

Fang, Ling (2015). [College Students' Positive Strategic SNS Involvement and Stress Coping in the United States and China.](#)

Hu, Xiao (2015). [Assessing Source Credibility On Social Media—An Electronic Word-Of-Mouth Communication Perspective](#)

Zhang, Xiaoqun (2014) [Measurements of Media Reputation of Firms](#)

Yoon, Kisung (2011). [Religious Media Use And Audience's Knowledge, Attitude, And Behavior: The Roles Of Faith Motivation, Program Appeals, And Dual Information Processing](#)

Igboaka, Primus Chuks (2010). [Internet Technology Use and Economic Development: A Case Study of the Rural Population of Ihiala Village in Southeastern Nigeria](#)

Chao, Chin-Chung (2008). [Cultural Values and Expectations of Female Leadership Styles in Non-Profit Organizations: A Study of Rotary Clubs in Taiwan and the United States](#)

6. [Honors College Thesis Project Supervision:](#) Tayler Finsel (Fall 2012), Jane Powell (Fall 2014-Spring 2015)
7. [Undergraduate Research Independent Study:](#) 20 students (2001-17)
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, Kelsey Conklin, Andrea Paris, Dominique Hicks, Kaitlyn Kuch, Derick Smith, Aaron Weiss, Codi Giesey, Andy Wiltsie, Keanna Cook, Lalynda Cobb
8. [Graduate Research Independent Study :](#) 18 students (2006-16)
Joy Chao, Primus Igboaka, Kim McCann, Abibo Ngandu, Stephen Merrill, Kisung Yoon, Ling Fang, Qihao Ji, Xiao Hu, Kristy Shi, Franklin Yartley, Xiaoqun Zhang, Weiwei Jiang, Liu Yang, Mohammad Abuljadail, Saud A Alsulaiman, Lingfei Luan, Chenjie Zhang, Lauren Tibbs. Chang Bi, Ruonan Zhang
9. [Emerging Media Research Cluster:](#) Graduate Student Participants (4 in 2017, 14 in 2016, 13 in 2015, 12 in 2014, 12 in 2013, 17 in 2012, 12 in 2011, 8 in 2010)

XI. Curriculum Development

A. Courses added to the curriculum

- TCOM103 V Media and Information Society, Fall 2007
- MC7800 Survey Methods
- 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).
- TCOM4630/5630 Media Programming, web based course approved in 2014
- TCOM4600 Media Policy & Industry, web-based course approved in 2014
- MC6553 Advertising Theory and Practice, web-based course approved in 2015
- TCOM4630 as MC5630, TCOM4610 as MC5610 as MA bridge courses approved 2014
- Applied successfully TCOM3000, TCOM3100, TCOM3660, TCOM4610, TCOM4750 and TCOM4860 as College of Arts & Sciences social science courses in 2014

Administrative/Grant-writing Development

- 2013 Grants 101 Foundations Workshop. February 21.
- 2012 Writing Winning Grants Workshop, November 15
- 2011 Grant Training Center Grant Writing Workshop, Ann Arbor, Dec 7-9.
- 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)
- ASJMC Workshop, St. Louis, Missouri, February 1-2, 2007.

XII. Research Grants

Grant applications

- Tow Center for Digital Journalism Fellowship: “Business Models for News Media in a Mobile First Environment. December 2016. Rejected
- Knight Prototype Fund: How Online News Readers Respond to Different Authentication Systems for News, April, 2017. Rejected.

External Funded Grants

- 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.
- 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.
- 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 Funded Grants

- Office of the Executive Vice-President, A Census of Faculty and Staff Use of Blackboard/MYBGSU, all research expenses (about \$2,000). 2006
- Faculty Mentor Research Grant 2002, \$3,000
- FRC Speed Grants, BGSU 2002, 1996: \$350; 2006-12: \$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

XIII. Services

A. Non-Chair Department Service

- TCOM/MDIA Department Library Representative, 2008-present
- Faculty Advisor, Media Student Association (former Telecommunications Student Association), 2008-present
- Alumni/Industry Relations Coordinator, Department of Media Production & Studies/Telecommunications, Fall 2002-present
- TCOM Student Development Fund Committee Chair 2013-present
- Advertising Minor Advisor 2015-present
- Instructor and site visit coordinator for the Summer Workshop for South Korean Students 2015 & 2016
- Recruitment and Retention Committee Chair, Department of Telecommunications, Fall 2006 – 2014
- 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
- 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.

B. School Service

- Director's Advisory Committee (Chair, 2016-present; member 2014-6)
- Advertising Curriculum/Major Committee Chair (2016-present)
- Search Committee member, Social Media and Advertising Assistant Professor Search 2016-7
- SMC Social Media Instructor, Radio Instructor Search Committee member, Summer 2016
- Director and Graduate Coordinator Evaluation Committee Chair 2014-6
- MA in Strategic Communication Student Recruitment and Industry Outreach 2015-present
- Prospective Student Recruitment and Building Tour Faculty Presenter Fall 2016-present
- Commencement Attendance 2016 (Spring and Fall Graduate Commencement)

- School Building Committee 2012-4
- Chair, Promotion Committee for Dr. Sung-Yeon Park, 2015
- Conducted survey of BGSU media industry alumni for the proposed fee-paying MA program and helped develop courses for the MA program, 2012
- Hosting of two visiting scholars from China (Jun Xia of Beijing Post and Telecommunications University and Lina Zang from Shandong University), 2009
- School Liaison and Program Committee Chair, Hong Kong Baptist University School of Communication Exchange Program, 2009-present .
- 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
- Chair, Internal School Director Search Committee, 2007.
- 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.

C. University Service

- University Enrollment Advisory Committee, Co-Chair & Chair, 2014-2016. Committee member, 2016-present
- Library Advisory Committee, Chair 2016-7, Member, 2014-6
- Member, China Faculty Affinity Group 2013-present
- Center of Excellence in Health and Wellness Across the Lifespan Faculty Member 2011-present
- Center of Excellence in Developing Effective Businesses and Organizations Faculty Member 2011-present
- 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.
- Faculty Commencement Representative 2004, 2005, 2007, 2008-12
- Member, BGSU Research Conference Planning Committee, 2004
- 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.

D. Professional Service

National Research Grant Reviewership

- National Science Foundation Computer and Information Science Directorate, Grant Reviewer, 2010.
- Hong Kong Research Grant Council, External Reviewer, 2011- present (over 12 proposals reviewed)

Refereed Journal Editorship

- Editor, *Journalism and Mass Communication Quarterly*, October 1, 2014 – present (the 10th editor in the journal's 90 years' history. The journal is the world's oldest journalism and mass communication journal)
- Associate Editor, *Journalism and Mass Communication Quarterly*, October 1, 2007-September 30, 2014
- Guest Editor, *Chinese Journal of Communication*, Special Issue on Emerging Media and Challenges in Chinese Communities, published November, 2010.

Article Editorship

Sage Open 2015-6

Editorial Board Membership

- Editorial board member, *Chinese Journal of Communication*, 2012-present
- Editorial board member, *International Journal of Advertising*, 2006-present
- Editorial board member, *Journal of Current Issues and Research in Advertising*, 2007-2014
- Editorial board member, *Communication and Society Journal* (a refereed Chinese Journal published by the Chinese University of Hong Kong and an ICA affiliated journal), 2009 to present
- Editorial board member, *Journalism and Mass Communication Quarterly*, 2006-2007
- Editorial board member, *Ohio Communication Journal*, 2006-2008
- Editorial board member, *Journal of Promotion Management*, 2002-2012.
- 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 1996-2014

Officer of Professional Organizations

- Publications Committee elected member, Association for Education in Journalism and Mass Communication, 2012-4.
- 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

- Doctoral Dissertation of Sara Wahid, “Perceptions of Pakistani Television Commercials: A Critical Study of Consumer Behavior, University of Karachi, Pakistan 2014.
- Master Thesis of Lai Shan Lam, “Corporate Social Responsibility and Agenda Setting,” Chinese University of Hong Kong 2012.
- 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

- Yunya Song, Hong Kong Baptist University, Promotion to Associate Professor with substantiation (tenure), 2017.
- Yinjiao Ye, University of Rhode Island, Promotion to Full Professor, 2017
- Jaeho Cho, University of California-Irvine, Promotion to Full Professor, 2017.
- Jiyoung Cha, San Francisco State University, Promotion to Associate Professor, 2017.
- Nick Geider, University of Tennessee, Promotion to Associate Professor, 2016.

- Francesca Carpentier, University of North Carolina at Chapel Hill, Promotion to Full Professor, 2015.
- Yungeng Xie, Shanghai Jiaotong University, China, Promotion to Distinguished Professor, 2015
- Jaemin Jung, Korea Advanced Institute of Science and Technology, Promotion as Tenured Associate Professor, 2015
- King Wah Fu, University of Hong Kong, Tenure and Promotion, 2015.
- Thomas Ksiazek, Villanova University, Tenure and Promotion, 2015.
- Kenneth Yang, University of Texas – El Paso, Promotion to Full Professor, 2012.
- David Park, Florida International University, Tenure and Promotion, 2012.
- Badreya Al-Jenabi, United Arab Emirate University, Tenure and Promotion 2012.
- Yinjiao Ye, University of Rhode Island, Tenure and Promotion, 2011
- 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

Ad Hoc Reviewer for Refereed Journals

- *Asian Journal of Business*
- *Asian Journal of Communication*
- *Computers and Human Behavior*
- *Electronic News*
- *Electronic Markets*
- *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 Research*
- *Journal of Computer-Mediated Communication*
- *Journal of Interactive Marketing*
- *Journal of International Marketing*
- *Journal of Media Economics*
- *Journal of Marketing*
- *Journal of Relational Marketing*
- *Marketing Theory*
- *Media Psychology*
- *Ohio Communication Journal*
- *Psychology and Marketing*
- *Telematics and Informatics*

Reviewer for refereed papers at national/international academic conferences

- Association of Chinese Communication Scholars, National Communication Association Conference, 2017.
- World Journalism Education Congress Conference Abstracts Reviewer 2016
- Chinese Communication Association paper session, AEJMC conference 2014.
- 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, 2014.
- 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 book proposals/textbook manuscripts

- Alan Albarran, "Media Economy," published by Routledge 2016.
- Jane Singer's "International Encyclopedia of Journalism," to be considered for publishing by John Wiley, 2014.
- John Sullivan's book manuscript, "Mass Media Audiences" 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 Perebinosoff 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

- Research Grant Funding and Publication Expectation, AEJMC, Minneaoplis, August 5, 2016.
- Bluesky Workshop: Social and Mobile as Survey Research Tools, ICA, Fukuoka, June 13, 2016
- Meet the Editors Session - AEJMC Annual Convention, San Francisco, August 7, 2015.
- Offsite Visit Organizer – Googleplex AEJMC Annual Convention, San Francisco, August 5, 2015.

- Session organizer, “The Business Model of Future Newspapers: Multiple Platform Ad Sales and Subscription on Devices,” AEJMC Annual Convention, Washington DC, August 9, 2013.
- 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.

RECENT INVITED TALKS

1. Plenary Speaker, Asian Public Opinion Research Network Annual Conference, Shanghai, Nov 3-4, 2017.
2. Shanghai Jiaotong University, Global Forum on New Media and Social Development Keynote Speaker and Panelist of Editors-in-Chiefs session, July 21-23, 2015

3. University of Nebraska-Omaha, University invited speaker on online teaching, social media research and graduate student careers, March 11-13, 2015
4. University of Nebraska-Lincoln, Colloquium Speaker, March 13, 2015.
5. Keynote Speaker, China New Media Association Conference, Hangzhou, China May 13-15, 2016.
6. Keynote Speaker, China Communication University New Media Conference, Beijing, China, June 15, 2016.

XIV. Recent Professional Development

- MediaPost Data Programmatic Insider Summit Live Streaming conference, 3/9/2018.
- Teaching Audience Analytics and Virtual Reality Workshop, Broadcast Education Association Annual Conference 4/22/2017 to 4/23/2017.
- GoToWebinar - Debunking the 6 Myths of Location-Based Measurement 10/5/2016
- Secrets of Your Power Users: Oayola Q2 Video Index Webinar 9/27/2016

XV. Membership in Professional Organizations

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