

LOUISA HA

University Distinguished Research Professor

School of Media and Communication

Bowling Green State University, USA

Founding Editor-in-Chief, [Online Media and Global Communication](#)

Former Editor-in-Chief, *Journalism and Mass Communication Quarterly*

Founder and Leader, [Global Social Media Influencer Research Lab](#)

Kuhlin Center 411

Bowling Green, OH 43403

Telephone: (419) 372-9103 E-mail: louisah@bgsu.edu

Twitter: @LouisaHaBGSU

Google Scholar: <https://scholar.google.com/citations?user=9zeJXnEAAAAJ&hl=en>

ScholarWorks: https://works.bepress.com/louisa_ha/

I. Research Interests

Audience Behavior, Racial and International Conflicts, Social Media Influencers, Online Media and Global Communication, Media Technologies, Media Management, Online Advertising and Influencer Marketing, Generative Artificial Intelligence 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

- Professor of Research Excellence (2021-24), Bowling Green State University
- 2024: Top Paper, Research Paper Committee Paper Call on AI, 2024 Broadcast Education Association.
- 2023: 2nd place open category, Emerging Media and Technology Division, 2023 Broadcast Education Association.
- 2021 Outstanding Co-edited Book Award of the International and Intercultural Communication Division, and 2021 Outstanding Book Award of the Asian/Pacific American Communication Studies, Division, National Communication Association, for co-edited book, *Asian Women Leadership*.
- 2020: Literati Awards 2020 Highly Commended Article published in 2019 *Journal of Islamic Marketing*.

- 2020: Top faculty paper, Association of Chinese Communication Studies, National Communication Association Annual Convention, 2020.
- 2019: Top faculty paper, Peace and Conflict Division, National Communication Annual Convention, 2019.
- 2018, 2015: 2nd Place Paper Open Category, Management, Marketing and Programming Division, Broadcast Education Association Annual Convention, 2015 and 2018.
- 2017: BGSU President's Award for Collaborative Research and Creative Work, 2017.
- 2014: 1st Place Paper, Open Category, Student Media Division, Broadcast Education Association Annual Convention, 2014.
- 2013: American Copy Editors Society Paper Award, Newspaper Division, Association for Education in Journalism and Mass Communication 2013.
- 2013: Distinguished Research Paper Award, NetStudies coauthored with graduate students (Xiao Hu, Ying Xu and Ximeng Mo), 2013.
- 2012: 1st and 2nd place debut research paper awards (coauthored with graduate students Xiao Hu and Ling Fang), Interactive Media and Technology Division, Broadcast Education Association Annual Conference, Las Vegas, 2012.
- 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.
- 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.
- 2009: 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."
- 2007: 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*
- 2006: Recipient of the 2006 Emerald Research Fund Award
- 2005: Second Best Faculty Paper, Media Management and Economics Division, Association for Education and Journalism and Mass Communication, 2005
- 2004: 1st Place Paper, Management and Sales Division, Broadcast Education Association Annual Convention, 2004.
- 2002: 1st Place Paper, Management and Sales Division, Broadcast Education Association Annual Convention, 2002.
- 2001: Recipient of the 2001 National Cable Center Magness Institute Research Grant Award.
- 2001: Recipient of the 2001 National Association of Broadcasters Research Grant Award.
- 1995: 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

- 2006-7: AEJMC Journalism Leadership Institute for Diversity (JLID) Fellow 2006-7.

- 2006: AEJMC Barry Sherman Teaching Award for Innovation and Excellence in Media Management and Economics, 2006
- 2009: Academy of Television Arts and Sciences Faculty Fellowship November, 2009.
- 2009: International Radio and Television Society Faculty Fellowship, August, 2009.
- 2007: National Association of Television Programming Executives Faculty Fellowship,
- 1998: Top 3 Finalist, Teacher of the Year, The Advertising Club, The University of Oklahoma.
- 1997: Promotional Products Association International, VIP Professor 1997.
- 1996: Advertising Educational Foundation Visiting Professor 1996.
- 1994: American Academy of Advertising Industry Fellowship, 1994

Service Awards

- 2021: Eleanor Blum Award for Distinguished Service to Research, AEJMC, 2021.
- 2020: AEJMC Service Award 2020.
- 2012: Nominee, BGSU Faculty Mentor Award, 2012
- 2006: BGSU Department of Telecommunications Chair's Award, 2006
- 2003: Outstanding Reviewer Award, 2003, *Journal of Advertising*.
- 1999: Client Service Showcase Award - Sears, The Gallup Organization, 1999.
- 1999: Premier Analyst Award, The Gallup Organization, 1999.
- 1998: Team Excellence Award - Sears, The Gallup Organization, 1998.
- 1997: International Who's Who of Professionals 1997

IV. Administrative Experiences and Accomplishments

A. Editorship Accomplishment

- **Founding Editor-in-Chief, Online Media and Global Communication (2022 to present)**

The first free open access English-language quarterly communication journal with 8 language abstracts, translation of full articles published in the Global South or non-Anglosphere, dual-track reviews with double and single anonymized reviews and review essays on research in the Global South.

Scopus-indexed after three years of publishing.

- **Editor-in-chief, *Journalism and Mass Communication Quarterly* (2015-2020), oldest journal in the mass communication field established since 1924.**

Selected after 7 years serving as its associate editor, Completed second term as editor. I worked with 5 associate editors, 1 book review editor, 1 editorial assistant and more than 1,500 reviewers and authors around the world, the AEJMC Publications Committee, AEJMC executive team and SAGE editorial and production team.

Major accomplishments as Editor-in-Chief:

- Doubled Submissions from 2014 and Increased Diversity of Editorial Board Membership to 94 members from 80 universities: 34 are women, 24

are ethnic minorities in the U.S. and 31 are outside the United States

- Completed Full Digital Curation for the Journal with BGSU librarian (archived all issues collected since first issue in 1924)
- Conducted a JMCQ readership survey with 1,142 responses.
- Optimized Impact Factor of the Journal with Steady Increase Annually from 0.74 to 4.13 in 2021.
- Maximized Journal's Online Presence including Social Media on Twitter @LouisaHaJMCQ, e-mail electronic Table of Contents to AEJMC members and corrected online listing of the journal in Wikipedia and other online sites
- Created an Annual Outstanding Article Award
- Recognition of Reviewer Performance: Personalized Commendation Letters to Outstanding Reviewers and Review Board Members to their Supervisors
- Commissioned 9 Virtual Theme Collections on Pertinent Topics and published in *Journalism and Mass Communication Quarterly*
- Commissioned 6 Regional Virtual Theme Collections (Africa, East Asia, South Asia and Southeast Asia, Central and Eastern Europe, Middle East and North Africa and Latin America) published in *Journalism and Mass Communication Quarterly*
- Established Innovative Forum Format to Discuss Controversial Topics, Published 8 Forums and Organized Three of the Forums.
- Launched a Doctoral Student Reviewer Training Program and Developed a Reviewer Training Curriculum (30 trainees graduated in 2018-9, 23 trainees in 2019-20)
- Implemented and promoted Committee on Publication Ethics standard in the journal
- Online Supplement Posting of Research Instruments of Published Articles to increase transparency of research and reference for other researchers

B. Graduate Coordinator (Jan 2021-June 2023), Bowling Green State University

- Managed all graduate affairs including contracting assistantships and supervising graduate assistants
- Recruited and supported graduate students. 2021 PhD Cohort placement 100%
- Created a SMC graduate student canvas to provide resources and support to graduate students

- Created International Student Teaching Mentorship Program
- Manage and attained graduate allocation budget up to US\$1 million.
- Created a LinkedIn Group for Graduate Students and Alumni and Published Inaugural Issue of Newsletter
- Grant opportunities weekly update to graduate students and faculty
- Developed Rubrics for Applicant Evaluations without GRE scores

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

AY 2008-9: Acting Chair, AY2009-10: Interim Chair, AY2011-14: Elected Chair

1) Department Research Productivity

- The department was 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)

2) Curriculum Development

- Designed the entire major curriculum for the School of Media and Communication
- Revamped the TCOM 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

3) 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)

4). Alumni/Industry Relations and Fund-Raising

- Set up an Industry Advisory Board for the new advertising major
- Set up the TCOM alumni advisory board with four subcommittees (development, industry relations, career development and placement and social networking) in 2007, Set up an advertising major alumni and industry advisory board in 2017.
- 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
- Raised money and 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

5). 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

6). Budget Management

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

D. Developer of an interdisciplinary advertising major in the School of Media and Communication in 2019

- Number of majors grew from 4 majors in fall 2019 to 82 majors in spring 2024
- Advertising major curriculum consists of courses in advertising, communication, graphic design, marketing and media production and studies.

V. Academic Positions

- University Distinguished Research Professor, School of Media and Communication, Bowling Green State University (2025-present).
- Professor of Research Excellence, School of Media and Communication, Bowling Green State University (2021-2024).
- Graduate Coordinator, School of Media and Communication, Bowling Green State University (January 2021-June 2023)
- Professor, School of Media and Communication, Bowling Green State University (Fall 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 December 31, 1999)
- 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 (June-July, 1987)
- Reporter, New Evening News (June to August, 1986)

VII. PUBLICATIONS

Summary: 7 books, 3 encyclopedia essays, 32 book chapters, 87 refereed journal articles, 5 conference proceedings, 3 invited essays, 6 non-refereed journal articles, 3 articles and one book being translated, 10 book reviews and many other miscellaneous publications

Google Scholar Citations: 6357 (as of September 1, 2025)

<https://scholar.google.com/citations?user=9zeJXnEAAAAJ&hl=en>

ResearchGate Interest Score: Top 2% in Media and Communication

1. Scholarly Book

- Guo, Ke, **Louisa Ha** and Peiqin Chen (Eds.)(forthcoming). *Global Knowledge Building and International Academic Publishing: Cross-country Comparisons and Practical Cases*. Springer (in English).
- Guo, Ke, **Louisa Ha** and Peiqin Chen (Eds.)(2025). *Global Knowledge Building and International Academic Publishing: Cross-country Comparisons and Practical Cases*. Shanghai Jiao Tong University Press (in Chinese).
- **Louisa Ha** and Lars Willnat (Eds.)(2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press. 244 pp.
- Chin-Chung Chao and **Louisa Ha** (2019 Eds.). *Asian Women Leadership: A Cross-National and Cross-Sector Comparison*. UK: Routledge/Taylor and Francis. 232 pp. (Winner of the 2021 Outstanding Co-edited Book Award of the International and Intercultural Communication Division, and 2021 Outstanding Book Award of the Asian/Pacific American Communication Studies, Division, National Communication Association.)
- **Ha, Louisa** (2018 Ed.). *The Audience and Business of YouTube and Online Videos*. Lanham, Maryland: Lexington Books. 222 pp.
- **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

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>
International Advertising Resource Center Blog
<https://blogs.bgsu.edu/louisah/international-advertising-resource-center/>

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 is that the editor invited the author to submit an entry. Then the outline will be reviewed by the editorial review board. After it has been approved, the author would then write up the full essay to be blind refereed by two scholars in the field. Only those that were accepted by the reviewers were accepted for publication.

3. Chapters of Books

- i. **Ha, Louisa** and Man Luo (forthcoming). "Digital Advertising Clutter in an Age of Mobile Media and Artificial Intelligence." In Shelly Rodgers and Esther Thorson (Eds.) *Digital Advertising*, 2nd edition. NY: Routledge.
- ii. **Ha, Louisa**, Arnab Biswas and Man Luo (forthcoming). From Trade War to Technology War: US-China Rivalry, Hard Power, Soft Power and Smart Power. In Min Jiang and Hongmei Li (eds.) *US-China Power Play: How Hard, Soft, Sharp, and Smart Powers Shape a Changing World Order*. Lansing, MI: Michigan State University Press.
- iii. Tohill, Lucas and **Louisa Ha** (2024). "Election Interference Strategies Among Foreign News Outlets, and Audience Engagement on Facebook, Twitter and YouTube During the U.S. 2020 Election," in Chattopadhyay, D. (ed.) *Global Journalism in Comparative Perspective: Case Studies on Journalistic Practice*. pp.132-147. Abingdon, Oxon, and NY: Routledge.
- iv. Kabir, Enamul and **Louisa Ha** (2023), "How Mobile Users Differ from Non-Mobile Users in #IndiaFightsCorona on Twitter: An LDA Topic Modeling and Content Analysis," in Xie, M and Chao, C. (eds). *Mobile Communication in Asian Society and Culture: Continuity and Changes across Private, Public, and Organizational Spheres*, pp. 119-137. NY: Routledge.
- v. **Ha, Louisa** and Lars Willnat (2022). "Introduction: The U.S.-China Trade War as a Case Study of U.S.-China Relations." In Louisa Ha and Lars Willnat (Eds.)(2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press, pp.ix-xxxvi.
- vi. Zhang, Ruonan, **Louisa Ha** and Nicky Chang Bi (2022). "How Media Use and Perceptions of Chinese Immigrants and Mainland Chinese Affect Americans' Attitudes toward U.S.-China Trade War." In Louisa Ha and Lars Willnat (Eds.)(2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press, pp.103-123.
- vii. **Ha, Louisa**, Rik Ray, Frankline Matanji, and Yang Yang (2022). "How News Media Content and Fake New about the Trade War Are Shared on Twitter: A Topic Modeling and Content Analysis." In Louisa Ha and Lars Willnat (Eds.) (2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press, pp. 125-144.
- viii. **Ha, Louisa**, Rik Ray, Frankline Matanji, Yang Yang, Peiqin Chen, Ke Guo and Nan Lyu (2022). Comparing U.S. and Chinese Media Coverage of the U.S.-China Trade

- War: War and Peace Journalism Practice and the Foreign Policy Information Market Equilibrium Analysis. In Louisa Ha and Lars Willnat (Eds.)(2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press, pp. 145-193
- ix. **Ha, Louisa**, Ke Guo, Peiqin Chen and Nan Lyu (2022). How Weibo Influencers and Ordinary Posters Responded to the U.S.-China Trade War. In Louisa Ha and Lars Willnat (Eds.)(2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press, pp. 195-214.
 - x. **Ha, Louisa** and Lars Willnat: Conclusion: The Role of Professional and User-Generated Media in Shaping U.S.-China Relations in the Digital Age. In Louisa Ha and Lars Willnat (Eds.)(2022): *The US-China Trade War: Global News Framing and Public Opinion in the Digital Age*. Lansing, MI: Michigan State University Press, pp. 215-240.
 - xi. **Ha, Louisa** (2020). "The Changing Audiences," In Meghan Mahoney and Tang Tang (Eds.) *The Handbook on Media Management and Business*. Lanham, MD: Lexington Press, pp. 21-38.
 - xii. **Ha, Louisa**, Nicky Chang Bi and Fiouna Ruonan Zhang (2019). "Leadership Style and Success Experience of Chinese Women Academic Leaders in China, Taiwan and the United States," In Chao, C. C. and Louisa Ha (Eds.) *Asian Women Leadership: A Cross-National and Cross-Sector Comparison*. UK: Routledge/Taylor and Francis, pp. 11-27.
 - xiii. **Ha, Louisa** and Chin-Chung Chao (2019). Future Outlook of Asian Women Leadership and Research Directions. In Chao, C. C. and Louisa Ha (Eds.) *Asian Women Leadership: A Cross-National and Cross-Sector Comparison*. UK: Routledge/Taylor and Francis, p. 218-226.
 - xiv. Chao, Chin-Chung and **Louisa Ha** (2019). Introduction to Asian Women Leadership. . In Chao, C. C. and Louisa Ha (Eds.) *Asian Women Leadership: A Cross-National and Cross-Sector Comparison*. UK: Routledge/Taylor and Francis, pp. 3-8.
 - xv. **Ha, Louisa** (2019). "Advertising Effects and Advertising Effectiveness." In Mary Beth Oliver, Art Raney and Jennings Bryant Eds. *Media Effects*, 4th edition, NY: Routledge, pp. 275-289.
 - xvi. ***Louisa Ha** (2018). "Advertising in Media Management." in *Handbook of Media Management and Economics*, 2nd edition, Bozena Mierzejewska, Alan Albarran & Jaemin Jung (Eds.). NY:Routledge, pp.144-58.
 - xvii. *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.
 - xviii. **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.
 - xix. *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.

- xx. *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.
- xxi. *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
- xxii. *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.
- xxiii. **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.
- xxiv. **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.
- xxv. **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.
- xxvi. **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.
- xxvii. **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.
- xxviii. **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.
- xxix. **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.
- xxx. **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.
- xxxi. **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.
- xxxii. **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.

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

4. Refereed Journal Articles

1. Sharma, Shudipta and **Louisa Ha** (forthcoming). "Generative AI in Higher Education: A Comparative Study of ChatGPT Adoption, Perception, and Use among College Students in the Global North and Global South." *Human Machine Communication*, Special issue on AI Adoption.
2. **Ha, Louisa**, Michael Ofori, Md. Enamul Kabir, Felicity Sena Dogbatse, Amir Khan, and Shehbaz Khan (2025). "Communication Scholarship Impact Reality Check: A Comparison of SSCI Journals' Research Orientations and Citation Metrics." *Annals of the International Communication Association*, 49(2), 108-121. DOI: 10.1093/anncom/wlaf004.
3. Kabir, Md. Enamul and **Louisa Ha** (2025) "#StopAsianHate: A Comparison of South Asian, East Asian-American and Non-Asian Social Media Influencers' Counter Speech Strategies to Anti-Asian-Hate during COVID-19." *Howard Journal of Communication*. DOI: 10.1080/10646175.2025.2494271
4. Taylor, Amanda and **Louisa Ha** (2025). "The Instagram Influencer and the Working Poor in the COVID-19 Pandemic." *Western Journal of Communication*, 89(3), 609–629. <https://www.tandfonline.com/doi/full/10.1080/10570314.2025.2479284>.
5. **Ha, Louisa**, Amonia Tolofari, Debipreeta Rahut, Shudipta Sharma, David Njeri, Vera Lux (2024). "Optimal Search Strategy for Research on Misinformation and Fake News: A Comparison between Search Systems and Keyword Choices." *Journal of King Abdulaziz University: Communication and Media Studies*, 1(2), 183-200. DOI:10.4197/Comm.1-2.6
6. Asadi Damavandi, Azade and **Louisa Ha** (2024). "e-WOM and App Stores in Iran: How Online Reviews Influence Purchase Intention of Paid Mobile Apps." *Journal of Islamic Marketing*, 15(12), 3649-3665. DOI 10.1108/JIMA-02-2024-0069

7. Akanolu, Chinwendu and **Louisa Ha** (2024). "The Role of Comedy Skits in the Sexual Objectification of Women in Nigeria." *Sexuality and Culture*. 28(5), 2344-2360. DOI: 10.1007/s12119-024-10233-z.
8. **Ha, Louisa**, Debipreeta Rahut, Michael Ofori, Shudipta Sharma, Michael Harmon, Amonia Tolofari, Bernadette Bowen, Yanqin Lu and Amir Khan (2023). "Implications of Source, Content, and Style Cues in Curbing Health Misinformation and Fake News." *Internet Research*, 33(5),1949-1970. DOI: 10.1108/INTR-07-2022-0556
9. Joa, Claire, **Louisa Ha** and Mohammad Abuljadail (2023) "YouTube Self-Directed Learning in the U.S. and Taiwan: An Application of the Personal Responsibility Orientation Model." *Online Information Review*, 47 (6), 1134-1154. DOI: 10.1108/OIR-01-2021-0051
10. **Ha, Louisa** and Yang Yang (2023). "Research about Persuasive Effects of Social Media Influencers as Online Opinion Leaders 1990-2020: A Review," *International Journal of Internet Marketing and Advertising* 18(2/3), 220-241. DOI: 10.1504/IJIMA.2022.10043104
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5. Conference Proceedings

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6. Invited Journal Articles

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7. Non-refereed Journal articles

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8. Translated Articles

The articles below are translated from my published articles:

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- Ha, Louisa (2016). "How non-U.S. authors can publish in Journalism and Mass Communication Quarterly?" Chinese Communication Association Newsletter.
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10. **White Papers and Research Reports**

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 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 Ringlsetter (ed). Media Management: Leveraging content for Profitable Growth," *International Journal on Media Management*, 5(3), 213-214.
 8. Ha, Louisa (2004), "Alfonso Sanchez-Tabernero 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

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.
- Ha, Louisa (2018). Fostering Intellectual Debates in Scholarly Journals, Spring, 5-10.
- Ha, Louisa (2018). Writing for the Global Audience. Autumn, 561-564.
- Ha, Louisa (2018). Forum Editorial: Authorship in an Era of Accountability. Winter, 871-872.
- Ha, Louisa (2019). More Forums, New Web Site Features and Reviewer Training, Spring, 5-11.
- Ha, Louisa (2019). Reviewer Training Curriculum and the Art and Science of Reviewing. Autumn, 669-672.
- Ha, Louisa (2019). Forum Editorial: Intellectual Balkanization or Globalization: The Future of Communication Research and Publishing, Winter, 963-965.
- Ha, Louisa (2020). Online Posting, Single-Blind Review, Open Access and the Future of Refereed Journals. Spring, 1-4.
- Ha, Louisa (2020). From Global Pandemic to Research Excellence Across the Globe. Autumn, 569-572.
- Ha, Louisa (2020). Mission Accomplished and Unaccomplished. Winter, 865-867.

Editorial Essays in *Online Media and Global Communication*

- Ha, Louisa (2022). Online Media and Global Communication: A Vision to be an Innovative Global Academic Publishing Model and an Olympic Game of Communication Scholars, 1(1): 1-5.
- Ha, Louisa (2022). Global Content Creation and Consumption Transformation by Short Video Apps. 1(2): 243-246.

- Ha, Louisa (2022). Creation, curation and correction of misinformation and global communication" *Online Media and Global Communication*, 1(3): 465-468.
- Ha, Louisa (2022). National image of China and cross-national comparative studies. 1(4): 669-670.
- Ha, Louisa (2023). Global streaming media, European green consumption, perception of China before & after COVID-19 and online memes on corruption. 2(1): 1-2.
- Ha, Louisa (2023). Digital cities, ChatGPT use in Africa, Nigerian online news coverage of the Russian–Ukraine war and use of emotional mobilization and disinformation in Hong Kong anti-extradition protests 2(2): 147.

• **Invited Papers Read to Professional Societies/Conferences**

- **Ha, Louisa** (2022). “From News Deserts to Overabundance: Theorizing news platforms and news values.” Paper presented at the AEJMC Theory Colloquium, AEJMC Annual Convention, August 4, Detroit.
- **Ha, Louisa** (2022). “A Comparison of BBC World News, RT America and CGTN America’s Audience Engagement on Facebook, Twitter and YouTube During the U.S. 2020 Election.” Paper presented at the Media Management and Economics Division, AEJMC Annual Convention, August 3, Detroit.
- **Ha, Louisa** (2022). Panelist on International Faculty in Journalism and Mass Communication: Teaching, Research, and Administration AEJMC Annual Convention Pre-Conference, August 2, Detroit.
- *Ha, Louisa* (2022). *Professionalization of YouTube – The global and the local community standards*. International Association of Mass Communication Research Annual Convention, Virtual, July.
- **Ha, Louisa** and Yang Yang (2021). A Research Agenda on the Persuasive Effects of Social Media Influencers. American Academy of Advertising Annual Conference Pre-Conference: From Celebrity Endorsement to Influencer Marketing: Current Topics and Research Opportunities. March 28. Virtual.
- **Ha, Louisa** (2020). Panelist on CCA Professional Development Panel: How to Build a Strong Academic Career, National Association Communication Annual Convention, November 21, 2020.
- **Ha, Louisa** (2020). Effects of YouTube recommender systems and other forms of human recommendations in different platforms on watching online videos in Saudi Arabia American Academy of Advertising Pre-Conference on Artificial Intelligence For Advertising Research. Virtual. March 25.
- **Ha, Louisa** (2020). Panelist on “Getting Your Research Published: A Conversation with Editors and Authors,” AEJMC Virtual Conference Pre-Conference Session, August 5, 2020.

- **Ha, Louisa** (2019). Panelist and Co-Chair on “From Survival to Success: Asian Women Leadership.” National Association Communication Annual Convention, November 14-17, Baltimore, Maryland.
- **Ha, Louisa** (2019). Panelist and Co-Chair on “How Communication helps Asian Women faculty survive and thrive at American colleges and universities.” National Association Communication Annual Convention, November 14-17, Baltimore, Maryland.
- **Ha, Louisa** (2019). “Directions in Methodological Development in Journalism and Mass Communication and the Future of Academic Publishing.” In “The State of Research Methods in Our Field: Celebrating Communication Methods and Measures’ Inclusion in the SSCI and Reflections on the Future of Publishing” session. AEJMC Annual Conference, August 7, 2019, Toronto, Canada.
- **Ha, Louisa** (2019). “Use of TV and Social Media in The Trade War,” In Broadcast Education Association Annual Convention, Researching and Teaching Chinese Issues and Chinese Media, April 6-9, Las Vegas, Nevada.
- **Ha, Louisa** (2019). Panelist: “Online Video Industry in the U.S. in The Online Video Industry and Culture in China and the United States,” Broadcast Education Association Annual Convention, April 6-9, Las Vegas, Nevada.
- **Ha, Louisa** (2018). Panelist: “Inside the Manuscript Reviewing Process: How to Respond Reviewers and How to be a Helpful Reviewer session,” AEJMC Annual Conference, August 7, 2018, Washington, DC.
- **Ha, Louisa** (2018). Panelist: “Working with the Editor: Is Your Journal Right for Me?” AEJMC Divisional Publication Editors Preconference Session. AEJMC Annual Conference, August 5, 2018, Washington, DC.
- **Ha, Louisa** (2018). Panelist: “Prior Publications: What are They ? And How Do They Impact Your Future Publications?” AEJMC Annual Conference, August 7, 2018, Washington, DC.
- **Ha, Louisa** (2018). Panelist. “KACA 40th Final Plenary Panel: Reimagining Asian Communication Scholarship: Past, Present, and Prospect. AEJMC Annual Conference, August 9, 2018, Washington, DC.
- **Ha, Louisa** (2018). Moderator and Panelist: “How International Scholars can Increase their Presence in Journalism and Mass Communication Quarterly,” IAMCR Annual Conference, Eugene, Oregon, USA. June 20-24.
- **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.

VIII. Refereed Papers Read to Professional Societies and Academic Conferences

1. Hyacinth Bangero, Faiswal Kasirye, and **Louisa Ha** (2025). "Philanthropic Journalism's Impact on Local News Engagement and Political Participation: A Mixed Methods Study. Paper to present at the Media Management, Economics and Entrepreneurship Division, the AEJMC Annual Conference, San Francisco, California, August 6-10, 2025.
2. Kasirye, Faiswal, Hyacinth B. Bangero, Halima Lul Ali, **Louisa Ha**, Man Luo (2025). "Analyzing the Methodological Trends and Patterns in Survey Research within Major Mass Communication Journals (2013-2022)." Presented at the Information Systems Division, International Communication Association Annual Conference, Denver, Colorado, June 12-15, 2025.
3. Luo, Man and **Louisa Ha**, "Promoting and Defending China from the West: How Pro-China Western YouTubers Engage Global Audiences as Social Media Influencers." Presented at the Asia Pacific Communication Alliance-ANPOR-UBD Conference, Brunei, May 27-28, 2025.
4. Ha, Louisa, Hyacinth Bangero, Faiswal Kasirye, Ali Raza, Halima Ali, Ahmad Alsubhi, Man Luo, Kelsey Zook, Azade Asadi Damavandi (2024). "Enhancing Trust in Local News, Quality Journalism and Community Engagement: A Mixed Methods Study of Philanthropic News Funders and Perception of News Audiences." Presented at the Newspaper and Online News Division, Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia, Pennsylvania, August 8-11.
5. Md. Enamul Kabir and Louisa Ha (2024). "#StopAsianHate: A Comparison of South Asian, East Asian-American and Non-Asian Social Media Influencers' Counter Speech Strategies to Anti-Asian Hate during COVID-19." Presented at the Minorities and Communication Division, Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia, Pennsylvania, August 8-11.
6. **Ha, Louisa**, Amonia Tolofari, Debipreeta Rahut, Shudipta Sharma, David Njeri and Vera Lux (2024). "Optimal Search Strategy for Research on Misinformation and

- Disinformation in a Democratic Society: A Comparison between Search Systems and Keyword Choices.” Accepted by the Research Symposium – The Impact of Disinformation and Misinformation on a Democratic Society, Broadcast Education Association Annual Convention, April 13-16, 2024, Las Vegas, Nevada.
7. Sharma, Shudipta & **Louisa Ha** (2024). “Predicting College Students’ Adoption and Use of ChatGPT for Class Assignments: A Comparative Study between the U.S. and Bangladesh.” Accepted by the Research Committee on AI, Broadcast Education Association Annual Convention, April 13-16, 2024, Las Vegas, Nevada (Top Paper).
 8. Tarannum, Nuzaira & **Louisa Ha** (2024). Belief in Conspiracy Theory and Intergenerational Sharing of Videos. Accepted by the Research Division, Broadcast Education Association Annual Convention, April 13-16, 2024, Las Vegas, Nevada.
 9. Sharma, Shudipta & **Louisa Ha** (2023). “ChatGPT and Misinformation: A Comparative Study of College Students’ Perception in USA and Bangladesh.” National Communication Association Annual Conference, National Harbor, November 2023.
 10. Kabir, Md. Enamul & **Louisa Ha** (2023). “How Mobile Users Differ from Non-Mobile Users in #indiafightscorona on Twitter: An LDA Topic Modeling and Content Analysis.” South Asian Communication Association Session, 2023 AEJMC Annual Convention, Washington DC, August 7-10, 2023.
 11. Kabir, Md. Enamul, **Louisa Ha** & Kamrul Islam (2023). “Role of Twitter Bots in COVID-19 Public Health Promotion in India.” South Asian Communication Association Session, 2023 AEJMC Annual Convention, Washington DC. August 7-10, 2023.
 12. Lu, Yanqin, Nuzaira Tarannum and **Louisa Ha** (2023). Social Media Communication and Beliefs in Foreign Interference: Survey Evidence from the 2020 U.S. Presidential Election, Political Communication Division, 2023 AEJMC Annual Convention, Washington DC, August 7-10, 2023.
 13. **Ha, Louisa**, Michael Ofori, Enamul Kabir, Felicity Sena Dogbatse, Amir Khan and Shehbaz Khan (2023), “Myths and Realities of Journal Attributes in SSCI Communication Journals and Citation Metrics Comparison,” Paper Presented at the Information Systems Division, International Communication Association, Annual Convention, May 26-29, Toronto, Canada.
 14. Kim, Kisun and **Louisa Ha** (2023), “Toward a Theory of Fundraising Message and Visual Strategies on Social Media,” presented at the Interactive Media and Emerging Technologies Division, BEA paper 2023 (Open 2nd Place Paper).
 15. **Ha, Louisa** Debipreeta Rahut, Michael Ofori, Shudipta Sharma, Michael Harmon, Amonia Tolofari, Bernadette Bowen, Yanqin Lu and Amir Khan (2022) “A Human Judgment Approach to Determine Misinformation in Online Health News and News Releases,” Paper presented at the Health Communication Division, National Communication Association Annual Conference, New Orleans, November 20-22, 2022.
 16. Joa, Claire Y., Mohammad Abuljadail, and **Louisa Ha** (2022). “Investigating How Learner Traits and Perceived Benefits of Certification Affecting Self-Directed Online Skill Education Adoption Intentions: A Mixed Method Approach During the COVID-19 Pandemic.” Paper presented at the Management, Marketing and Programming Division, 2nd Place Faculty Paper. Broadcast Education Association Annual Convention. April 25.

17. Ha, Louisa (2021). Americans' Perception of China during the U.S.-China Trade War: Audience Framing of News Coverage and Partisan Media Use Paper presented at the 2021 ANPOR-APCA Annual Conference, Bangkok, Thailand. Hybrid conference, December 14, 2021.
18. Taylor, Amanda and **Louisa Ha** (2021). The Instagram Influencer and Working Poor Continuum in the COVID-19 Pandemic. Paper presented at the Mass Communication Division. National Communication Association annual convention. Seattle, WA. November 18-21.
19. Mohammad Abuljadail, Harmon, Michael and **Louisa Ha** (2021). "Beyond Global Youth Culture: A Cross-National Comparison of YouTube Usage Across the United States, Saudi Arabia, and Taiwan." Paper to be presented at the International/Intercultural Communication Division. National Communication Association annual convention. Seattle, WA. November 18-21.
20. Tohill, Lucas and **Louisa Ha** (2021). "Election Interference Strategies Among Foreign News Outlets on Social Media During the U.S. 2020 Election." Paper to be presented at AEJMC annual conference, August 5-9, virtual.
21. **Ha, Louisa** and Yang Yang (2021). "Online Opinion Leadership: Persuasive Effects of Social Media Influencers 1990-2020." Paper presented at the 2021 Broadcast Education Association Annual Conference. April, Virtual.
22. **Ha, Louisa**, Ke Guo and Peiqin Chen (2021). "How News Media in the United States and China Mobilized Public Support for the Trade War: A Cascade Activation Model." Paper presented at the Political Communication Division, the 2021 International Association for Media and Communication Research Annual Conference, Nairobi, Kenya, July, Virtual.
23. Joa, Claire Y., Mohammad Abuljadail, and **Louisa Ha** (2021). YouTube self-directed learning in U.S. and Taiwan: the application of the personal responsibility orientation model. Paper to be presented at the Audience Division, the 2021 International Association for Media and Communication Research Annual Conference, Nairobi, Kenya, July. Virtual.
24. Zhang, Ruonan, **Louisa Ha** and Nicky Chang Bi (2020), "How Perceptions of Chinese Immigrants and Mainland Chinese, Media Use, and Political Ideology Affect Americans' Opinion of the U.S.-China Trade War." Paper accepted by the Association of Chinese Communication Studies Division of National Communication Association (Top paper), November, Virtual.
25. **Ha, Louisa**, Chenjie Zhang and Weiwei Jiang (2020), "Response Quality Comparison Between Computers and Smartphones in Different Web Survey Modes and Question Formats," Paper Accepted by Communication Theory and Methodology Division, the Association for Education in Journalism and Mass Communication Annual Conference Virtual conference, August 8.

26. Yang Yang and **Louisa Ha** (2020), “ Why People Watch TikTok Influencer Videos and How They Are Influenced by Social Media Influencers: A National Survey of Chinese College Students,” Paper accepted by the Advertising Division, the Association for Education in Journalism and Mass Communication Annual Conference Virtual conference, August 8.
27. Peiqin Chen, Ke Guo and **Louisa Ha** (2020), “Chinese Media and U.S.-China Trade War,” Paper accepted by the International Association of Mass Communication Researchers Online Annual Conference, July 12-16.
28. **Ha, Louisa**, Rik Ray, Frankline Matanji & Yang Yang (2020), “The Role of Bots and Human Tweets in Spreading News Media Content and Fake News about the US-China Trade War: A Topic Modeling and Content Analysis,” Paper Presented at the Broadcast Education Association Annual Convention Virtual Conference, April 20
29. **Ha, Louisa**, Rik Ray, Peiqin Chen & Ke Guo (2020). “How Perceived US-China Trade War Coverage and Media Use Influence US Public Opinion on China and Perception of Press Performance?” Presented at the Journalism Studies Division, International Communication Association Annual Convention, May 21-25, Gold Coast, Australia.
30. **Ha, Louisa**, Yang Yang, Rik Ray, Frankline Matanji, Peiqin Chen, Ke Guo and Nan Lu (2019). “How US and Chinese Media Cover the US-China Trade Conflict: A Case Study of War and Journalism Practice and the Foreign Policy Equilibrium Hypothesis.” Presented At the Peace and Conflict Division, National Communication Association Annual Convention, Baltimore, 2019 (faculty top paper).
31. Lu, Yanqin, Rik Ray and **Louisa Ha** (2019). Using social networking sites for news and opinion polarization on China’s trade practice: A national survey of the US population,” Accepted by International Communication Division, National Communication Association Annual Convention, Baltimore, 2019.
32. Chen, Peiqin, Nan Lu, **Louisa Ha** (2019). Influence of Chinese Mainstream Media on Social Media. Presented at the NCA Shenzhen Forum, Shenzhen, China, June 27-28.
33. **Ha, Louisa**, Peiqin Chen, Guo Ke and Lan Lu (2019). “War or Peace? The US-China Trade Conflict News Coverage by the Official Party Press and Commercial Popular Press in China and the Foreign Policy Market Equilibrium.” Accepted by World Journalism Congress AEJMC paper session, Paris, July 9.
34. **Ha, Louisa**, Mohammad Abuljadail, Claire Joa and Kisun Kim (2019). Recommendation is the New Personalized Advertising? How Recommender Systems, Recommendation Sources and Recommendation Platforms Affect Trial of YouTube Videos among Digital Natives.” Accepted by the Information Systems Division, International Communication Association Annual Convention, Washington DC, May 28.

35. **Ha, Louisa**, Loarre Andre Perez & Rik Ray (2019). Fake News and Misinformation: A Review of Scholarly Research 2008-2017. Accepted by the News Division, Broadcast Education Association Annual Convention, April 6-9, Las Vegas, Nevada.
36. Fang, Ling, Chin-Chung Chao and **Louisa Ha** (2018). Social Media at Play: The Impact of the College Students' Stress Driven Facebook Use on Adaptive Stress Coping and Adjustment, Mass Communication Division, National Communication Association Annual Convention, November 8, Salt Lake City, Utah.
37. 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 (IAMCR) Annual Conference, Eugene, Oregon.
38. Abuljadail, Mohammad and **Louisa Ha** (2018), "Engagement and Brand Loyalty Through Social Capital: How Social Media Marketing Utilizes Social Capital for their Benefit." Broadcast Education Association Conference, , Las Vegas, April 8-11. (2nd Place Paper, Open Paper Competition, media Marketing, Management and Programming Division).
39. 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.
40. 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," Presented at Communication and Representation In Media Division, National Communication Association, Dallas, November 16-19.
41. Chenjie Zhang, **Louisa Ha**, Xiaoyan Liu and Yiqin Wang (2017), "How Chinese College Students Decide to Download an App," Presented at Chinese Communication Association Division, National Communication Association, Dallas, November 16-19, 2017.
42. **Ha, Louisa**, and Chenjie Zhang (2017) Do Computers Yield Better Response Quality than Smartphones as Web Survey Response Devices, Presented at the Communication, Theory and Methodology Division, Association for Education in Journalism and Mass Communication Annual Convention, Chicago, August 8-12, 2017.
43. Zhang, Xiaoqun and **Louisa Ha** (2017). "Comparing the Measures of Seven Dimensions of Media Reputation." Presented at the CCI Conference on Corporate Communication 2017, June 6-9. New York.
44. Bi, Chang, Ruonan Zhang and **Louisa Ha** (2017). "Who are More Likely to Share Online Product Review Videos and be Influenced by them?" Presented at the Information

Systems Division, International Communication Association Annual Conference, San Diego, California, May 25-29.

45. 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).
46. 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.
47. 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.
48. **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.
49. 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.
50. **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.
51. **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).
52. **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.
53. **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)

54. 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.
55. 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.
56. **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.
57. **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.
58. 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.
59. 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 Annual Conference, Las Vegas.
60. **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.

61. **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.
62. 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.
63. 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.
64. 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.
65. 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).
66. 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.
67. 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.
68. 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 .
69. **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.

70. 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.
71. 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.
72. 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.
73. **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.
74. **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.
75. 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.
76. **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.
77. 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.

78. 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.
79. **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.
80. **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).
81. 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.
82. 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.
83. **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.
84. **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.
85. 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.
86. 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.

87. **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.
88. 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.
89. **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.
90. **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.
91. **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.
92. **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.
93. **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.
94. **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.
95. **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.
96. **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.
97. 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.

98. 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.
99. 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.
100. **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).
101. **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.
102. **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).
103. 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.
104. 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.
105. 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.

106. 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.
107. 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.
108. 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.
109. Ha, Louisa (1998), "Advertising Educators Textbook Adoption Practices," accepted by the Advertising Division, AEJMC Annual Convention, Baltimore, August 5-8.
110. 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.
111. 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.
112. 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.
113. 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.
114. 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.
115. 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.
116. 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.

117. 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.
118. 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.
119. 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.
120. Ha, Louisa (1994), "Media Scheduling Models and Advertising Effects," accepted by the Advertising Division, AEJMC Annual Convention, Atlanta, August 14-17, 1994.
121. 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).
122. 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.
123. 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).
124. 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.
125. 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.

IX. Completed Doctoral Dissertations Supervised and Chaired (Bowling Green State University)

1. Mechehoud, Meriem (2024). [The Impact of the Hijab: An Experimental Study of News Framing and American Audience Perceptions of Muslim Women Protestors in the Middle East and North Africa Region \(MENA\)](#).
2. Kabir, Enamul (2023). [#StopAsianHate Counterspeech on Twitter: Effectiveness of Counterspeech Strategies and Geospatial Analysis](#).
3. Yang, Yang (2022). [How Influencer-Product Gender Congruency Impacts Influencer's Endorsement Effectiveness: A Cross-National Comparison Between Douyin and TikTok Users in China and the USA](#).
4. Wu, Qianxi (2022). [How Does Bilibili Compete With the Other Video Sites in China: The Role of Danmu, Audience Engagement, Uses and Gratifications, and The Niche](#).
5. Kim, Kisun (2020). [How Message Strategies, Visual Strategies and Technology Affordances Influence Donation on Facebook Fundraiser Pages](#).
6. Bi, Chang (2019). [How Do Credibility of For-profit and Non-profit Source and Sharer, Emotion Valence, Message Elaboration, and Issue Controversiality Influence Message Sharing to Imagined Audience on Facebook?](#)
7. Zhang, Ruonan (2019). [Beyond Narcissism: Developing a Comprehensive Model of Motivations for Selfie-Taking and Selfie-Posting on Social Media](#).
8. Jiang, Weiwei (2018). [How do Chinese college students seek information to prevent unwanted pregnancy? A study of online information seeking for contraception](#).
9. Chattopadhyay, Dhiman (2018). [Gatekeeping Breaking News Online: How Social Media Affect Journalists' Crime News Sourcing and Dissemination in India](#).
10. Zhang, Chenjie (2018). [Why do We Choose This App? A Comparison of Mobile Application Adoption Between Chinese and US College Students](#).
11. Abuljadail, Mohammad Hatim (2017). [Consumers' Engagement with Local and Global Brands on Facebook in Saudi Arabia](#).
12. 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.](#)
13. Fang, Ling (2015). College Students' Positive Strategic SNS Involvement and Stress Coping in the United States and China.
14. Hu, Xiao (2015). Assessing Source Credibility on Social Media—An Electronic Word-Of-Mouth Communication Perspective

15. Zhang, Xiaoqun (2014) Measurements of Media Reputation of Firms
16. Yoon, Kisung (2011). Religious Media Use And Audience's Knowledge, Attitude, And Behavior: The Roles Of Faith Motivation, Program Appeals, And Dual Information Processing
17. Igboaka, Primus Chuks (2010). Internet Technology Use and Economic Development: A Case Study of the Rural Population of Ihiala Village in Southeastern Nigeria
18. 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

Current PhD dissertation supervision (Chair)

1. Shudipta Sharma, BGSU
2. Amir Khan, BGSU
3. Man Luo, BGSU
4. Ahmad Alsubhi, BGSU

Current External Dissertation Committee membership

- X. **Frankline Matanji**, University of Iowa, invited external dissertation committee member, 2024.
- XI. **Rik Ray**, University of Illinois-Urbana Champagne, invited external dissertation committee member

Completed Master Thesis Supervision (Chair)

1. **Chinwendu Akalonu (2023)**. [Content Is Not King: A Study on the Relationship Between Types of Government's Content Removal Request to Google and Their Freedom Of Speech](#)
2. **Michael Ofori (2023)**. [Role of Political Alliance in Global News Framing and Source Attribution Strategies: A Comparison of US, UK, China and India's News Coverage of the Russia-Ukraine War.](#)
3. **Genesis Jordan (2023)**. [Represent Me Right: A Case Study on Black Representation on Local and National TV News.](#)
4. **Cole Highhouse (2022)**. [China Content on Tiktok: The Influence Of Social Media Videos On National Image.](#)
5. **Lingfei Luan (2016)**. [Finding a Basic Interpretive Unit through the Human Visual Perception and Cognition-A Comparison between Filmmakers and Audiences](#)
6. **Ying Xu (2015)**. [Understanding Local Facebook Yard Sales Communities: The Relationship Between Trust, Facebook Use, and Sense of Community](#)

XII. Grants/Funded Projects

External Funded Grants

- UNESCO “*Behind the Screens: Insights from Digital Content Creators*” Understanding digital content creators’ intentions, practices and ethics (2024) \$30,000, **funded**
- Journalism Funding Partners, Foundation Funded Local Journalism and News Trust and News Interest (2024). \$11,385, **funded**
- US Public Opinion on Trade War with China. China National Social Science Fund Key Project Grant. \$9,000. (2018). Co-Principal Investigator. Principal Investigator: Peiqin Chen. **funded**
- Toledo Blade Northwest Ohio Media Use Study (2009) and RCE Matching Grant. Three-year project on Media Use by NW Ohio Consumers. \$40,000, **funded**. Principal Investigator. Co-Investigator: Gi Woong Yun.- 22 journal articles published.
- Emerald Research Fund Award, “Facilitating Knowledge Creation and Transmission in Sub-Saharan Africa,” \$11,370, 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 Program/Undergraduate Major Service

- Advertising Major Advisor, 2019-present

- Faculty Advisor, Media Student Association (former Telecommunications Student Association), 2008-2022
- TCOM/MDIA Program Library Representative, 2008-present
- Advertising Minor Advisor 2015-2018
- Alumni/Industry Relations Coordinator, Department of Media Production & Studies/Telecommunications, Fall 2002-present
- TCOM Student Development Fund Committee Chair 2013-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

- Chair, Strategic Communication Assistant Professor Search.
- Faculty Advisor, Media and Communication Student Association
- Retention, Recruitment and Outreach Committee member, School of Media Communication
- Student Ambassador Program Advisor, 2019-20
- Search Committee member. Asso/Full Professor in Journalism 2020
- Faculty Liaison, Snapstream Video Service
- Advertising Curriculum/Major Committee Chair (2016-2019)
- Director's Advisory Committee (Chair, 2016-2017; member 2014-6)
- 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 2016-7.
- 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.
- 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/College Service

- BG Perspective Committee, Committee member
- Faculty Mentor of Renee Hartman in College of Arts and Sciences Mentor program 2024-5.
- Committee member, AI minor committee, College of Arts and Science, Summer, 2024
- Chair of Faculty Senate Committee on Academic Affairs, 2022-23
- Faculty Mentor of Ilyoung Ju in College of Arts and Sciences Mentor program 2017-2020
- BGSU ALLIES program faculty advocate 2019-present
- University Enrollment Advisory Committee, Co-Chair & Chair, 2014-2016. Committee member, 2016-2017
- 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.

Professional Services

National Research Grant Reviewership

- National Science Foundation Computer and Information Science Directorate, Grant Reviewer, 2010, 2023
- Research Grant External Reviewer, Carlsberg Foundation, Denmark, 2023-4.
- Hong Kong Research Grant Council, Standing Review Board member 2021-present

- Hong Kong Research Grant Council, External Reviewer, 2011- 2020 (over 30 proposals reviewed).

Refereed Journal Editorship

- Founding Editor-in-Chief, *Online Media and Global Communication*, January 1, 2022 - present
- Editor-in-Chief, *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, *Journal of Media and Communication Studies*, 2024-present
- Editorial board member, *Journal of Advertising Research*, August 28, 2023-present
- Editorial board member, *Journal of Advertising*, 2004-2006, 2018-present
- Editorial board member, *Journal of Interactive Advertising*, 2018-present
- Editorial board member, *Journal of Broadcast and Electronic Media*, 2021- present
- Editorial board member, *Journal of Quantitative Description: Digital Media*, 2021-present
- Editorial board member, *Chinese Journal of Communication*, 2012-present
- Editorial board member, *International Journal of Advertising*, 2006-present
- 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, *Journal of Current Issues and Research in Advertising*, 2007-2014
- 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, *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 Dissertations

- 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 Research Institutional Review

- External Research Evaluation Panelist for Hong Kong Baptist University. 2024

External Reviewer for Tenure and/or Promotion

1. Kai Kuang, Tsinghua University, China, Tenure as Associate Professor, 2024.
2. Wei Sun, Howard University, Promotion to Full Professor, 2023
3. Nick Gelder, University of Tennessee, Promotion to Full Professor, 2022
4. Hong Vu, University of Kansas, Promotion to Associate Professor with tenure, 2020.
5. Min Hang, Tsinghua University, China, Promotion to Full Professor, 2019.
6. Ivanka Pjevisac, University of Georgia. Promotion to Associate Professor with tenure, 2019.
7. Chin-Chung Chao, University of Nebraska-Omaha, Promotion to Full Professor, 2019.
8. Tsuang-Ting Chen, Chinese University of Hong Kong. Promotion to Associate Professor with substantiation (tenure), 2019.
9. Michael Chan, Chinese University of Hong Kong. Promotion to Associate Professor with substantiation (tenure), 2018.
10. Elizabeth Stoycheff, Wayne State University, Promotion to Associate Professor with tenure, 2018.
11. Yunya Song, Hong Kong Baptist University, Promotion to Associate Professor with substantiation (tenure), 2017.
12. Yinjiao Ye, University of Rhode Island, Promotion to Full Professor, 2017
13. Jaeho Cho, University of California-Irvine, Promotion to Full Professor, 2017
14. Jiyoung Cha, San Francisco State University, Promotion to Associate Professor with tenure, 2017.
15. Nick Geider, University of Tennessee, Promotion to Associate Professor, 2016.
16. Francesca Carpentier, University of North Carolina at Chapel Hill, Promotion to Full Professor, 2015.
17. Yungeng Xie, Shanghai Jiaotong University, China, Promotion to Distinguished Professor, 2015
18. Jaemin Jung, Korea Advanced Institute of Science and Technology, Promotion as Tenured Associate Professor, 2015
19. King Wah Fu, University of Hong Kong, Tenure and Promotion, 2015.
20. Thomas Ksiazek, Villanova University, Tenure and Promotion, 2015.
21. Kenneth Yang, University of Texas – El Paso, Promotion to Full Professor, 2012.
22. David Park, Florida International University, Tenure and Promotion, 2012.
23. Badreya Al-Jenabi, United Arab Emirate University, Tenure and Promotion 2012.
24. Yinjiao Ye, University of Rhode Island, Tenure and Promotion, 2011
25. Ziyue Tai, University of Kentucky, Tenure and Promotion 2010.
26. Jyotika Ramaprasad, University of Miami, Promotion to Full Professor, 2008.
27. Ken Collins, Ohio University - Zanesville, Tenure and Promotion, 2006.
28. Walter McDowell, University of Miami, Tenure and Promotion, 2006.
29. Cathy Perron, Boston University, Tenure and Promotion, 2006

Ad Hoc Reviewer for Refereed Journals

1. *Asian Journal of Business*
2. *Asian Journal of Communication*
3. *Computers and Human Behavior*
4. *Corporate Communication*

5. *Electronic News*
6. *Electronic Markets*
7. *Human Communication Research*
8. *Information, Communication and Society*
9. *International Journal of Electronic Commerce*
10. *International Journal of Electronic Marketing and Retailing*
11. *International Journal of Technology Management*
12. *International Journal on Media Management*
13. *Journal of Advertising Education*
14. *Journal of Business Research*
15. *Journal of Computer-Mediated Communication*
16. *Journal of International Communication*
17. *Journal of Interactive Marketing*
18. *Journal of International Marketing*
19. *Journal of Islamic Marketing*
20. *Journal of Media Economics*
21. *Journal of Marketing*
22. *Journal of Relational Marketing*
23. *Journalism and Mass Communication Quarterly*
24. *Journalism: Theory, Practice and Criticism*
25. *Marketing Theory*
26. *Media Psychology*
27. *Ohio Communication Journal*
28. *Psychology and Marketing*
29. *Telematics and Informatics*
30. *Technology in Society*

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

- Workshop Co-Director, **Digital and Social Media Influencers' Impact on Developing Country Image in Light of GCC National Visions**, Gulf Research Meeting, Cambridge University, July 23-25, 2025
- **Chair, "Disrupting and Consolidating Communication Research from the Global South and Non-Anglosphere Global North: Perspectives from Editors and Authors"** ICA Annual Convention Thematic Panel, Denver, Colorado, June 14, 2025
- Chair, "Breaking Western Domination in Academic Publishing for the Global South," Panel Session, Asia Pacific Communication Alliance (APCA) Annual Conference, Brunei, May 27-28, 2025.
- Chair, "A Global Comparison of Ethical Practices and Information Literacy of Journalists and Content Creators," International Communication and Media Ethics Division Joint Session, AEJMC Annual Convention, San Francisco, California, August 7-10, 2025.
- Chair, "Development in Funded Journalism in Local News," Newspaper Division and Media, Management, Economics & Entrepreneurship Division Joint Session, AEJMC Annual Convention, San Francisco, California, August 7-10, 2025.
- Chair, "AI and Creator Economy," Media Management and Economics Division, AEJMC Annual Convention, San Francisco, California, August 7-10, 2025.
- Chair, "Sustainable Scholarship and Information for Development in the Global South" Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia, August 9, 2024.
- Chair, "Social Media Influencers Around the World: Issues and Impact," Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia, August 9, 2024.
- Chair, "Global Image Management of Chinese Media Companies," Association for Education in Journalism and Mass Communication Annual Conference, Philadelphia, August 9, 2024.
- Organizer and Chair, Pre-Conference on Gen Z and Global Communication, International Communication Association Annual Convention, Toronto, 2023.
- Chair and Presenter, "Trends in influencer marketing and online video industry: TikTok and YouTube," Broadcast Education Association Annual Conference, Las Vegas, April 17, 2023.
- Chair, "China-US research collaboration: The US China Trade War Project," AEJMC Virtual Conference, August 9, 2020.
- Moderator, Advertising Division Paper Session, AEJMC Virtual Conference, August 9, 2020.
- Discussant, Media Management and Economics Division, August 8, 2020, AEJMC Virtual Conference
- Discussant, Mass Communication and Society Top Paper Session, AEJMC Virtual Conference, August 7, 2020.

- Chair, “Lesson from the East: How Asian Women Media Industry and Academic Leaders Break the Glass Ceiling and Setting Intellectual Leadership.” AEJMC Annual Convention, Toronto, Canada, August 10, 2019.
- Chair and Speaker, “How to publish in leading scholarly communication journals,” IAMCR, June 22, 2018.
- Research Grant Funding and Publication Expectation, AEJMC, Minneapolis, 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, February 25, 2006.
- Organizer, AEJMC Midwinter Conference, Bowling Green State University, February 25-6, 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.

PROFESSIONAL DEVELOPMENT (CURRENT YEAR ONLY)

- AI in Advertising, Curious Refuge, 1/25.
- TokShop Summit, 7/18/24.
- Advertising Age Webinar: [Everything wrong with TV measurement](#), 5/1/24.
- Adweek Webinar Navigating Personalization and Measurement in the Post-Cookie Era, 4/24/24.
- Broadcast Education Association Annual Conference, Las Vegas, Nevada, April 12-15, 2024.

RECENT INVITED TALKS

1. Workshop Leader, How to Publish in High-Impact Journals? KAU Digital Communication Conference, Jeddah, Saudi Arabia, April 29, 2025.
2. Plenary Keynote Speaker, Media Science Institute Conference, Sri Lanka (Virtual): Are online media a hurdle or facilitator of global communication. November 15, 2023.
3. Shanghai International Studies University (Virtual): Reviewing and Journal Publishing ethics. October 17, 2023.
4. Luminosov Moscow State University (Virtual): Persuasive Effects of Social Media Influencers. Oct 11, 2023.
5. Shaping the Future: The Evolving Landscape of Journalism and Mass Communication Education in the Digital Age, Communication University of China, Beijing: International Communication Journal Publishing Trends and Challenges, June 29-July 1, 2023.
6. Master Class Organizer and Speaker, Shanghai International Studies University, July 4-7, 2023.
7. Peking University (Virtual): US-China Relations Outlook: A Media Perspective, November 24, 2022
8. California State University- Long Beach (Virtual), Asian American Women Leadership in Academe, November 4, 2022.
9. Shanghai International Studies University (Virtual) : Graduate Seminar on Ethics of Academic Publishing, October 25, 2022

10. Shanghai University Centennial Celebration Keynote Speech (Virtual) : Myths and Realities of Citation Metrics, October 22, 2022
11. Beijing Jiaotong University, Beijing (Virtual). December 3, 2021.
12. Peer review. Peer Review Conference, Beijing, China (Virtual), October, 2021
13. Peer review. Peer Review Week Conference, Beijing China (Virtual), October.
14. Editor's Panel, Beijing Normal University, China, December 7, 2020 (Virtual).
15. What Types of Advertising Should be Blocked? Toward a Normative Theory of Ad Blocking, Ad Blocker Summit, October 21, 2020 (Virtual)
16. Manipal Institute of Communication, Online Lecture Series, India, July 24, 2020 (Virtual)
17. Shanghai Jiaotong University, Shanghai, November 11, 2019.
18. National Chengchi University Distinguished Scholar Lecture Series, Taipei, Taiwan. May 6-8, 2019.
19. National Jiaotong University, Xinchu, Taiwan, May 9. 2019.
20. Shanghai International Studies University Distinguished Scholar Lecture Series, Shanghai, May 13-15, 2019,
21. South China University of Technology Distinguished Guest Lecture Series, Guangzhou, China, Oct 19-23, 2018.
22. Plenary Speaker, Asian Public Opinion Research Network Annual Conference, Shanghai, Nov 3-4, 2017.
23. Keynote Speaker, China New Media Association Conference, Hangzhou, China May 13-15, 2016.
24. Keynote Speaker, China Communication University New Media Conference, Beijing, China, June 15, 2016.
25. Shanghai Jiaotong University, Global Forum on New Media and Social Development Keynote Speaker and Panelist of Editors-in-Chiefs session, July 21- 23, 2015.
26. University of Nebraska-Omaha, University invited speaker on online teaching, social media research and graduate student careers, March 11-13, 2015
27. University of Nebraska-Lincoln, Colloquium Speaker, March 13, 2015.

XIV. Membership in Professional Organizations

- American Academy of Advertising (AAA)
- Asian Pacific Communication Alliance (APCA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Broadcast Education Association (BEA)
- Chinese Communication Association (CCA)
- International Communication Association (ICA)
- National Communication Association (NCA)