

**Curriculum Vitae**  
**Eunyoung Kim, Ph.D.**

**Professional Address:**

PO Box 244023  
Communication & Theatre Department  
Auburn University at Montgomery  
Montgomery, AL 36124-4023

**Office:** 334-244-3558

**Email:** ekim2@aum.edu

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**ACADEMIC APPOINTMENTS**

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**Associate Professor in Communication**

Fall 2017 – Current

*Communication & Theatre Department, Auburn University at Montgomery, Montgomery, AL*

COMM1010 Intro to Human Communication  
COMM2100 Media and Culture  
COMM2800 Public Relations I  
COMM3130 Sports Communication  
COMM3750 Social Media  
COMM3800 Public Relations II  
COMM4110 Theories of Persuasion  
COMM4310 Media Research Methods  
COMM6650 Studies in Communication

**Adjunct Instructor in Communication**

Spring 2017

*Department of Journalism and Creative Media, The University of Alabama, Tuscaloosa, AL*

MC 101 Introduction to Mass Communication (Online)

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**EDUCATION**

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**Doctor of Philosophy in Communication and Information Sciences**

*The University of Alabama, Tuscaloosa, AL*

December 10, 2016

- *Dissertation:* Sport team-identified fan relationships: A model of team identification and organization-publics relationships with attitudes and behavioral intentions
- *Dissertation Committee:* Dr. Karla K. Gower (chair) and Drs. Andrew Billings, Lance Kinney, Kenon Brown, and Kent Wright
- *Cognate:* Sport Management

**Master of Arts in Mass Communication**

**Texas State University - San Marcos, San Marcos, TX**

August 9, 2013

- *Thesis*: The study on correlations of key public's usage of social media with organization-public relationships and perceptions of organization's crisis
- *Thesis Committee*: Dr. Francis Walsh (Chair), Drs. Kate Peirce and Cindy Royal
- *Specialization*: Public Relations

**Master of Arts in Mass Communication**

**Kookmin University, Seoul, South Korea**

August 2003

- *Thesis*: Study of differences between paper-based and internet-based Newspapers audiences
- *Thesis Committee*: Dr. Chang-Hyun Lee (Chair), Drs. Chun-Ryul Rue and Jong-Min Lee
- *Specialization*: New media and users

**Bachelor of Arts in Korean Language and Literature**

**Kookmin University, Seoul, South Korea**

February 2001

**Teaching interest**

Principles of Public Relations, Relationship Management, Social Media, Research Methodology, Sports communication, and Sport Management and Facilities

**Research Interest**

Crisis Communication, Organizational Communication, Social Media, Digital Media, Relationship Management, Sports Fanship, Team Identification, and Research Methodology

## **RESEARCH EXPERIENCE**

### **Peer Reviewed Journal Articles and Invited Book Chapters**

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**Kim, E., & Kim, Y.** (under review). Effects of social identification of followers to YouTube influencers on eWOM intention. Submitted to the *International Journal of Internet Marketing & Advertising*.

**Kim, E., & Kim, Y.** (under review). Effects of team identification and discussion levels on behavioral intentions. Submitted to the *International Journal of Sport Management and Marketing*.

Park, S. E., Kim, Y., & **Kim, E.** (2023). Revisiting the impact of the pandemic on cultural diversity in advertising and public relations classes. Submitted to *Journal of Advertising Education*.  
Doi: <https://doi.org/10.1177/10980482231222863>

**Kim, E., & Park, S. E.** (2023). Do Facebook friends make me donate? Factors involved in online donations via SNS. *Journal of Promotion Management*. Doi:  
<https://doi.org/10.1080/10496491.2023.2165210>

- Kim, E.,** & Park, S. E. (2022). The determinants of supporting crowdfunding sites: Understanding internal and external factors from public relations' perspectives. *International Review on Public and Nonprofit Marketing*. Doi: 10.1007/s12208-022-00340-8.
- Kim, E.,** & Kim, Y. (2022). Factors affecting the attitudes and behavioral intentions of followers toward advertising content embedded within YouTube influencers' videos. *Journal of Promotion Management*. doi: <https://doi.org/10.1080/10496491.2022.2060414>
- Kim, E.,** & Park, S. E. (2022). The path of choosing a favorite sports team: Fan motives on relational and behavioral outcomes. *Journal of Practical Research in Advertising and Public Relations*, 15(1), 7-27.
- Kim, E.,** & Gower, K. (2021). Who goes to the game? A model of organization-public relationships (OPR) and team identification with attitudes and behavioral intentions. *Journal of Global Sport Management*. doi: <https://doi.org/10.1080/24704067.2021.1888208>
- Kim, E.,** & Lowrey, W. (2018). Does local news side with local organizations? A case study of boosterism and dependence on local and national sources. *International Journal of Sport Communication*, 11(1), 123-140. doi: <https://doi.org/10.1123/ijsc.2017-0079>
- Kim, E.,** & Gower, K. (2017). Antecedents and consequences of team identification: What elements reinforce NFL fans' identification and how the identification works on behavioral intention? In K. A. Brown & A. C. Billings. (Eds.), *Evolution of the Modern Sports Fan*. Lexington Books
- Lowrey, W. & **Kim, E.** (2016). Hyperlocal news coverage: A population ecology perspective. *Mass Communication and Society*, 19(6), 694-714. doi: <http://dx.doi.org/10.1080/15205436.2016.1201687>

### Conference Presentations (refereed)

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- Park, S. E., & **Kim, E.** (2025, submitted). Exploring the scholarly landscape of native advertising on Instagram and TikTok: A bibliometric and content analysis. Submitted to *the annual Association for Education in Journalism and Mass Communication virtual meeting*. (Advertising Division, San Francisco, CA).
- Kim, E.,** & Kim, Y. (2024). Effects of NFL fans' team identification on behavioral intentions. Presented at *the annual conference of the National Communication Association (Communication and Sport Division, New Orleans, LA)*
- Kim, E.,** Kim, Y., Leopold, J., Smith, B., & Park, S. E. (2023). Communication during the transitioning time of the pandemic: Efforts made by scholars and practitioners to accommodate the changes. Presented at *the annual Southern States Communication Association conference in St. Louis, MO*.

- Kim, E.** (2023). The impact of social media usage of US youth on the perception of cultural distance and the intention of Korean media consumption. Presented at *the International Hybrid Conference at Central Connecticut State University, New Britain, Connecticut*.
- Kim, E., & Park, S. E.** (2021). Influence of identification, relationship, and involvement of a donor on attitudes towards and behavioral intentions to online donation via SNS. Presented at *the annual Association for Education in Journalism and Mass Communication virtual meeting. (Public Relations Division; Virtual)*.
- Kim, E., & Park, S. E.** (2021). The effects of sport fans' gender and fan motives on the relationship outcomes with the favorite teams and sharing information with others. Presented at *the annual conference of the Korean Advertising & PR Practitioner Society (Kangneung, South Korea)*.
- Kim, E., & Kim, Y.** (2021). Effect of source credibility and platform-related factors on YouTubers-Followers Relationship (OPR) outcomes. Presented at *the annual conference of the International Communication Association (Public Relations Division; Virtual)*.
- Kim, E., & Park, S. E.** (2020). The determinants of support for crowdfunding sites: Understanding internal and external factors from PR's perspectives. Presented at *the annual Association for Education in Journalism and Mass Communication meeting. (Public Relations Division; Virtual)*
- Arneson, P., Choi, T. R., Gilles, E. E., **Kim, E.**, Park, S. E., Pickett, J. R., & Tinker, A. (2020). Best practices and tips on teaching philosophy and ethics of communication in higher education. Presented at *the annual Southern States Communication Association conference in Frisco, TX (Canceled)*.
- Park, S. E., Gilles, E. E., Choi, T. R., & **Kim, E.** (2020). Socially responsible media? An examination of ethical social media practices in public relations and advertising. Presented at *the annual Southern States Communication Association conference in Frisco, TX (Canceled)*.
- Park, H., & **Kim, E.** (2018). A case study of the NFL and KBO League teams' fan engagement on social media. Presented at *the 2018 Korean Society for Journalism & Communication Studies (KSJCS) Annual Spring Conference. Busan, Korea*.
- Kim, E., & Gower, K.** (2018). Who goes to the game? A model of organization-public relationships (OPR) and team identification with attitudes and behavioral intentions. Presented at *the annual International Communication Association conference in Prague, Czech Republic (Public Relations Division)*.
- Kim, E.** (2016). Do local news side with a local organization? The impact of boosterism and information subsidies on local and national news about the crisis of Ray Rice and the

Baltimore Ravens. Presented at *the annual Association for Education in Journalism and Mass Communication meeting in Minneapolis, MN. (Public Relations Division)*

**Kim, E.** (2015). Crisis response strategies of sports organization and its fans: The case of Ray Rice. Presented at *the annual Association for Education in Journalism and Mass Communication meeting in San Francisco, CA. (Public Relations Division)*

**Kim, E.** (2015). The team versus its fans: Crisis frames using social media in the case of Ray Rice. Presented at *the annual Association for Education in Journalism and Mass Communication meeting in San Francisco, CA. (Top Student Paper in Sports Interest Group)*

Lim, S. & **Kim, E.** (2015). Another crisis for government after crisis: A case study of South Korean government's crisis communication on the Sewol Ferry disaster. Presented at *the annual Association for Education in Journalism and Mass Communication meeting in San Francisco, CA. (Public Relations Division)*

Lim, S., Khang, H., & **Kim, E.** (2014). A comparative perspective of communication strategies on social networking services in the U. S and South Korean corporations. Presented at *the annual Association for Education in Journalism and Mass Communication meeting in Montreal, Canada. (KACA small group)*

Lowrey, W. & **Kim, E.** (2014). Ecological and field-level predictors of media decision-making: The case of hyperlocal news. Presented at *the annual Association for Education in Journalism and Mass Communication meeting in Montreal, Canada. (Media and Society Division)*

Marshall, C., Kim, Y., & **Kim, E.** (2014). NFL fans and parasocial breakups: The case of Aaron Hernandez and off-field deviance amongst online fans. Presented at *the seventh Summit on Communication and Sport, New York City, New York.*

## Others

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**Endorsement for the Book *Contemporary Asian Popular Culture Vol 1: Squid Game, Utopias, and Dystopias*** (Palgrave MacMillan)

## Research Assistantship

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**Research Assistant** for Dr. Joshua Pederson, Assistant Professor August 2015 to May 2016  
*College of Communication and Information Science at the University of Alabama*

- Research Topic: Family coping, doctor-patient communication, and interpersonal relationships between romantic relationships

**Research Assistant** for Dr. Kenon Brown, Assistant Professor August 2015 to May 2016  
*College of Communication and Information Science at the University of Alabama*

- Research Topic: Sport fans' self-esteem and team identification
- Research Method: Survey

**Research Assistant** for Dr. Wilson Lowrey, Professor August 2013 to May 2014  
*College of Communication and Information Science at the University of Alabama*

- Topic: Ecology of hyperlocal news websites
- Research Method: Content Analysis

**Research Assistant** for Dr. Hyungkoo Khang, Associate Professor August 2013 to May 2014  
*College of Communication and Information Science at the University of Alabama*

- Topic: Sport fans' reaction to favorite teams' performance
- Research Method: Experiment

**Research Assistant** at El Centro (Latino Communication Center) June 2012 to January 2013  
*School of Journalism & Mass Communication at Texas State University – San Marcos*

- Director: Dr. Federico Subervi
- Topic: Latino-related news analysis in prime-time news program
- Content analysis of national television news coverage in Latino-related news

**Research Assistant** for Dr. Chang-Hyun, Lee, Professor March 2002 to February 2003  
*Department of Communication at Kookmin University, Seoul, South Korea*

- Research Topic: New media, Online media, and Users

**Research Assistant** for Dr. Eun-Mi, Kim, Former Assistant Prof. March 2001 to July 2001  
*Department of Communication at Kookmin University, Seoul, South Korea*

- Research Topic: Historical drama and users in South Korea

**Researcher** September 2002 to December 2002  
*Korean Broadcasting Commission, Seoul, South Korea*

- Research Topic: Violence in prime-time television news
- Research Method: Content Analysis

**Supervising Staff** of Local and Presidential Election Survey May 2002 to June 2002  
*Korean Broadcasting System Seoul, South Korea*

- Public survey for presidential election
- Responsibility: supervised survey representatives in national telephone survey

## **TEACHING EXPERIENCE**

**Associate Professor in Communication** Fall 2017 - Current  
*Communication & Theatre Department, Auburn University at Montgomery, Montgomery, AL*

**Adjunct Instructor in Communication** Spring 2017  
*Department of Journalism and Creative Media, The University of Alabama*

**Teaching Assistant** August 2001 to February 2002  
*Department of Communication at Kookmin University, Seoul, South Korea*

- *Dr. Chang-Hyun Lee, Professor*
- Mass Communication and Theory
- Assistant of grading and preparation of textbook materials

### **Instructor in Korean Language and Literature**

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**Mentors Academy**, Seoul, South Korea November 2009 to December 2010

**Jongro Academy**, Seoul, South Korea September 2003 to February 2006

**Daesung Academy**, Seoul, South Korea, September 2002 to August 2003

**Yeji Academy**, Seoul, South Korea, March 2001 to February 2002

- Taught Korean language and literature to junior and high school students in private academies
- Various sizes of classes, from a few students to many students (about 50)
- Made own teaching materials and syllabus for each grade

### **Substitute and Guest Lectures**

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**Guest Lecture: JN 552 Journalism Theory and Research** October 26, 2016  
*Department of Journalism and Creative Media, University of Alabama* 6 students (MA students)

- Instructor: Dr. Wilson Lowrey
- Topic: Community Journalism

**Guest Lecture: MC 407 Mass Communication Research** October 11, 2016  
*Department of Journalism and Creative Media, University of Alabama* 25 students

- Instructor: Ms. Sung Eun Park
- Topic: Survey and Content Analysis

**Substitute Lectures: COM 462 Theories of Persuasion** August 29 and 31, 2016  
*Department of Communication Studies, University of Alabama* 10 students

- Instructor: Ms. Yiyi Yang (3.4/5.0)
- Topic: Attitudes and Actions

**Guest Lecture: APR 423 Advertising and Public Relations Management** April 14, 2016  
*Department of Advertising and Public Relations, University of Alabama* 23 students  
· Instructor: Dr. Karla Gower (4.7/5/0)  
· Topic: Global and International Public Relations

**Guest Lecture: COM 220 Interpersonal Communication** March 1, 2016  
*Department of Communication Studies, University of Alabama*  
· Instructor: Ms. Yiyi Yang  
· Topic: Crisis Communication in Sports

## **PROFESSIONAL EXPERIENCE**

### **Public Relations**

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**Fellowship in Sports Public Relations** August 2014 – December 2014  
*Athletics Communication Department at The University of Alabama*  
· Fellowship program in the class HES592 Special Problems in Sport Management  
· Research projects in Athletics Communication Department  
· Statistical assistance  
· Communication with internal (athletes and staffs) and external (media) publics  
· Participate college game day as a staff

**Administrator** March 2006 - February 2009  
*Kookmin University, Seoul, South Korea*  
· Administrative staff in the School of Communication  
· Directing of 10<sup>th</sup> anniversary of the school

**Supervisor of Local and Presidential Election Survey** May 2002 - June 2002  
*Korean Broadcasting System, Seoul, South Korea*  
· Public Survey for local and Presidential election in South Korea  
· Responsibility: supervised survey representatives in the national telephone survey

**Writer and Editor** March 1997 - February 2000  
**Salim, a student-run university magazine**  
*School of Korean Language and Literature, Kookmin University, Seoul, South Korea*

**Public Relations Practitioner in the Students' union** March 1998 - February 1999  
*Department of Korean Language and Literature, Kookmin University, Seoul, South Korea*  
· Management in the public relations department in the students' union  
· Vice president for public relations

## AWARDS and HONORS

### Fellowship and Scholarship

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**Graduate Scholarship** August 2013 - May 2016  
*College of Communication and Information Sciences, University of Alabama*

**Fred Adams Memorial Scholarship** Fall 2012  
*The School of Journalism and Mass Communication, Texas State University-San Marcos*

**Graduate Scholarship** March 2001 - August 2003  
*Department of Communication, Kookmin University, Seoul, South Korea*

**Dean's List** 1998 and 1999  
*Department of Korean Language and Literature, Kookmin University, Seoul, South Korea*

### Awards and Grant

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**The Grant-in Aid (\$ 2,500)** 2021  
*Auburn University at Montgomery, Montgomery, Alabama*  
Research project entitled: *American-Football Fans' Team Identification and Happiness with Their Favorite Team* (PI)

**Outstanding Service Award** 2019-2021  
*Korean American Communication Association*

**The AAUP Minority Recruitment & Retention Grant (\$ 3,100)** 2020  
*Central Connecticut State University, New Britain, Connecticut*  
Research project entitled: *Examining factors and effects of YouTube influencers* (PI)

**The Grant-in Aid (\$ 2,500)** 2019  
*Auburn University at Montgomery, Montgomery, Alabama*  
Research project entitled: *Internal and external factors for the public to donate for civic crowdfunding in social media* (PI)

**The First Amendment Grant (\$2,000)** 2019  
*Middle Tennessee State University, Murfreesboro, Tennessee*

**Top Student Paper** 2015  
*Association for Education in Journalism and Mass Communication (AEJMC, Sports Communication Interest Group)*

- Award for complimentary registration

**Travel Grant** 2018

*International Communications Association Annual Conference at Prague, Czech*

- Award for \$200

**Student Representative Travel Grant** 2016

*Association for Education in Journalism and Mass Communication (AEJMC, Korean American Communication Association Interest Group)*

**Student Travel Grant** 2014

*The Capstone International Center, The University of Alabama, Tuscaloosa, Alabama*

- AEJMC 2014

**Student Travel Grant** 2014, 2015, and 2016

*College of Communication and Information Sciences, The University of Alabama, Tuscaloosa, Alabama*

- AEJMC 2014, 2015, and 2016

**Student Travel Grant** 2014, 2015, and 2016

*Office of Graduate Studies, The University of Alabama, Tuscaloosa, Alabama*

- AEJMC 2014, 2015, and 2016

**PROFESSIONAL MEMBERSHIP**

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- International Communication Association 2018 - Present
  - National Communication Association 2012 – Present
  - Association for Education in Journalism and Mass Communication 2015 – Present
  - Korean American Communication Association 2014 - Present

**SERVICES ACTIVITIES**

**Discipline Service**

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**Session Chair** 02/01/2020

2020 Southern Studies Conference

*Auburn University at Montgomery, Montgomery, Alabama*

Topic: Community and the Land

**Reviewer and Respondent** 2018

National Communication Association (NCA) Annual Convention, Korean American Communication Association Group

**Reviewer** 2019

National Communication Association (NCA) Annual Convention, Korean American  
Communication Association Group

**Reviewer** 2019

Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference,  
Sports Communication Interest Group

**Reviewer** 2018, 2017

Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference,  
Public Relations Division

**Reviewer** 2018, 2019, 2020, 2021

Association for Education in Journalism and Mass Communication (AEJMC) Annual Conference,  
Korean American Communication Association Group

**Reviewer** 2017

International Communication Association (ICA) Annual Conference, Korean American  
Communication Association Group

**Reviewer** 2015, 2017, 2021

International Communication Association (ICA) Annual Conference, Public Relations Division

**KACA Membership Subcommittee** 2021-2023

**Korean American Communication Association (KACA)**

- Subcommittee Chair, Dr. Jee-young Chung, Associate Professor, Department of  
Communication, University of Arkansas

**KACA-AEJMC Subcommittee** 2019-2021

**Korean American Communication Association (KACA)**

- Subcommittee Chair, Dr. Hanna Park, Associate Professor, Department of Communication,  
Middle Tennessee State University

**KACA-NCA Subcommittee** 2017 - 2019

**Korean American Communication Association (KACA)**

- Subcommittee Chair, Dr. Eun-Ho Yeo, Associate Professor, Department of Communication  
and Media Studies, Plymouth State University

**Student Representative** 2015 - 2017

**Korean American Communication Association (KACA)**

- President Dr. Seungahn Nah, Associate Professor, Department of Community and  
Leadership, The University of Kentucky

**Social Media Subcommittee** 2015 - 2017  
**Korean American Communication Association (KACA)**

- Subcommittee Chair, Dr. Seung-Mo Jang, Assistant Professor, School of Journalism and Mass Communication, The University of South Carolina

**University Service**

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**College Tailgate** April 9, 2021

**Southern Studies Conference Committee** 2019 – 2021  
Auburn University at Montgomery

**Search Committee** 2021 Spring  
Assistant Professor position in communication

**Search Committee** 2019 Fall  
Lecturer position in communication

**College Tailgate** April 6, 2019

**Peer Review** Fall, 2020  
Professor Katherine Irwin in the Department of Communication and Theatre

**Peer Review** Spring, 2019  
Dr. Dong-Yop Oh in the Department of Information Systems

**Peer Review** Fall, 2018  
Professor Sommer Tate in the Department of Communication and Theatre

**CAS Undergraduate Research Committee** 2019 - 2020  
The College of Sciences, Auburn University at Montgomery

**CAS Undergraduate Research Committee** 2018  
The College of Arts and Science, Auburn University at Montgomery

**Judge, Undergraduate Research & Creative Activity Conference**  
*The Office of Undergraduate Research, The University of Alabama* March 30, 2017

**Curriculum Subcommittee** 2015-2016  
**Ph.D. task Force Implementation Subcommittee**

Curriculum Vitae – Eunyoung Kim, Ph.D.

*College of Communication and Information Sciences, The University of Alabama*

- Overarching Committee Coordinator: Dr. Andrew C. Billings, Professor, Department of Telecommunication and Film, The University of Alabama
- Subcommittee Chair: Dr. Laurie J. Bonnici, Associate Professor, College of Communication and Information Sciences, The University of Alabama

**Community Services**

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**Evergreen Bridge Center** 2019 - Current

- Non-profit Organization in Montgomery, AL (Not registered yet)
- Counseling in the Education Section

**PROFESSIONAL SKILLS**

**Research Software Skills**

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- Statistics Package: SPSS and AMOS
- Course Management Systems: eLearning and Blackboard
- Microsoft Office Suite: Word, Excel, PowerPoint, and Photoshop