

# KYEONGWON KWON

## Curriculum Vitae

Assistant Professor of Strategic Communication  
 Department of Communication and Theatre  
 Auburn University at Montgomery  
 Montgomery, AL 36117  
 kkwon@aum.edu

### EDUCATION

- 2024      **Ph.D. in Communication**  
 Florida State University, Tallahassee, FL, USA
- 2020      **M.S. in Integrated Marketing Communication**  
 Florida State University, Tallahassee, FL, USA
- 2014      **B.A. in Communication Studies**  
 University of Minnesota, Twin Cities, MN, USA
- 2022      **Certificate in Measurement and Statistics**  
 College of Education, Florida State University, Tallahassee, FL, USA

### PUBLICATIONS

#### Refereed Journal Articles

- [7]      Bailey, R. L., **Kwon, K.**, Park, S. Y., & Wang, T. (2024). Eating point-of-view in ASMR videos alters motivational outcomes. *Journal of Media Psychology*.  
<https://doi.org/10.1027/1864-1105/a000443>
- [6]      **Kwon, K.**, Lee, J., & Wang, C. (2024). Message framing in corporate social responsibility advertising on social media during the COVID-19 pandemic. *Journal of Sustainable Marketing, 1*, 1 – 16. <http://doi.org/10.51300/JSM-2024-119>
- [5]      **Kwon, K.**, Lee, J., Wang, C., & Diwanji, V. S. (2024). From green advertising to greenwashing: Content analysis of global corporations' green advertising on social media. *International Journal of Advertising, 43*(1), 97 – 124.  
<https://doi.org/10.1080/02650487.2023.2208489>
- [4]      Bailey, R. L., Merle, P., **Kwon, K.**, & Yegiyani, N. S. (2023). Perceived stress increases susceptibility to visual food cues in fast-food menu selections. *Physiology & Behavior, 266*:114205. <https://doi.org/10.1016/j.physbeh.2023.114205>

- [3] Bailey, R. L., **Kwon, K.**, Garcia, C., & Wang, P. (2022). Fast food menu calorie labeling contexts as complex contributing factors to overeating. *Appetite*, 173. <https://doi.org/10.1016/j.appet.2022.105992>
- [2] Bailey, R. L., Wang, T.G., Liu, J., Clayton, R.B., **Kwon, K.**, Diwanji, V., & Karimkhanashtiyani, F. (2022). Social facilitation in fear appeals creates positive affect but inhibits healthy eating intentions. *Frontiers in Psychology*. 13:838471. <https://doi.org/10.3389/fpsyg.2022.838471>
- [1] **Kwon, K.** & Lee, J. (2021). Corporate social responsibility advertising in social media: A content analysis of the fashion industry's CSR advertising on Instagram. *Corporate Communications: An International Journal*, 26(4), 700 – 715. <https://doi.org/10.1108/CCIJ-01-2021-0016>

## PRESENTATIONS AT PROFESSIONAL CONFERENCES

### Peer-reviewed Abstracts/Proceedings

- [12] **Kwon, K.** (2025). The impact of message framing on the effectiveness of corporate social responsibility (CSR) advertising: Integrating environmental and social dimensions. *Association for Education in Journalism and Mass Communication*. San Francisco, CA., USA.
- [11] **Kwon, K.**, Lee, J., & Wang, C. (2025). Effects of Personal Values on Green Purchase Intention: The moderating role of green advertising skepticism. *Global Marketing Conference*. Hong Kong.
- [10] Wang, C., Lee, J., & **Kwon, K.** (2023). Does consumer environmental concern matter in green advertising? The importance of cause proximity in China. *Association for Education in Journalism and Mass Communication*. Washington, D.C., USA. **[2023 AEJMC Advertising Division Top Special Topic Paper Award]**
- [9] **Kwon, K.** & Lee, J. (2023). Exploring consumers' pro-environmental decision process about green hotels: The role of the value-belief-norm theory, green trust, and eWOM. *Global Marketing Conference*. Seoul, Republic of Korea.
- [8] Diwanji, V., Lee, J., Cortese, J., & **Kwon, K.** (2023). Examining consumer values and sentiments about green hotels: A cross-cultural mixed-methods analysis of user generated content. *Global Marketing Conference*. Seoul, Republic of Korea.
- [7] Bailey, R. L., **Kwon, K.**, Park, S. Y., & Wang, T. (2023). Eating point-of-view in ASMR videos alters motivational outcomes. *International Communication Association*. Toronto,

Ontario, Canada.

- [6] **Kwon, K.**, Lee, J., & Wang, C. (2023). Message framing in corporate social responsibility advertising on social media during the COVID-19 pandemic. *American Academy of Advertising*. Denver, CO, USA.
- [5] **Kwon, K.**, Lee, J., Wang, C., Diwanji, V., & Errecalde, A. (2022). From green advertising to greenwashing: Content analysis of global corporations' green advertising on social media. *Association for Education in Journalism and Mass Communication*. Detroit, MI, USA.
- [4] Wang, C., Lee, J., & **Kwon, K.** (2022). "Is it really green?": The impact of greenwashing and environmental claims on social media. *International Association for Media and Communication Research*. Beijing, China.
- [3] Bailey, R. L., Merle, P., & **Kwon, K.** (2022). Perceived stress increases susceptibility to visual food cues in fast food menu selections. *International Communication Association*. Paris, France.
- [2] Bailey, R. L., **Kwon, K.**, Garcia, C., & Wang, P. (2021). Fast food menu calorie labeling contexts as complex contributing factors to overeating. *Association for Education in Journalism and Mass Communication*. Virtual Conference.
- [1] **Kwon, K.** & Lee, J. (2020). Corporate social responsibility advertising in social media: A content analysis of the fashion industry's CSR advertising on Instagram. *Association for Education in Journalism and Mass Communication*. Virtual Conference.

## TEACHING EXPERIENCE

### **Auburn University at Montgomery, Montgomery, AL**

*Responsibilities:* Course preparations, teaching, grading, and student mentoring

COMM2100 Media & Culture:

- Summer 2025 (19 students, Online asynchronous format)
- Spring 2025 (27 students, In-person format)
- Spring 2025 (30 students, Online asynchronous format)
- Fall 2024 (25 students, In-person format)
- Fall 2024 (29 students, Online asynchronous format)

### **Instructor of Record, Florida State University, Tallahassee, FL**

*Responsibilities:* Course preparations, teaching, grading, and student mentoring

COM4561 Social Media Campaigns:

- Fall 2023 (35 students, Online synchronous format)

**COM4470 Desktop Multimedia:**

- Spring 2024 (57 students, Online synchronous format)
- Spring 2023 (52 students, Online synchronous format)
- Spring 2022 (42 students, Online synchronous format)

**ADV3008 Principles of Advertising:**

- Fall 2022 (198 students, In-person format)
- Fall 2021 (148 students, Online asynchronous format)
- Summer 2021 (117 students, Online asynchronous format)

**Graduate Teaching Assistant, Florida State University, Tallahassee, FL**

*Responsibilities:* Grading, class assistance, and student mentoring

**ADV3008 Principles of Advertising:**

- Summer 2023 (120 students, Online asynchronous format)
- Summer 2022 (117 students, Online asynchronous format)
- Summer 2022 (120 students, Online asynchronous format)
- Fall 2020 (184 students, Online asynchronous format)

**COM2080 Online Communication & Presence:**

- Spring 2024 (135 students, Online asynchronous format)
- Fall 2023 (134 students, Online asynchronous format)
- Summer 2023 (135 students, Online asynchronous format)
- Fall 2022 (133 students, Online asynchronous format)

**MMC4300 Diffusion of Innovations:**

- Summer 2021 (51 students, Online asynchronous format)

**COM2740 Contemporary Issues in Communication:**

- Spring 2021 (149 students, Online synchronous format)

**Lab Instructor, Florida State University, Tallahassee, FL**

*Responsibilities:* Course preparations, teaching, grading, and student mentoring

Fall 2020      SPC2608 Public Speaking (35 students, Online synchronous format)

**HONORS AND AWARDS**

- 2024    Doctoral Research Award, Honors and Awards, College of Communication & Information, Florida State University
- 2023    Dissertation Research Grant, The Graduate School, Florida State University (\$1,000)
- 2023    Congress of Graduate Students Attendance and Presentation Grants, Florida State University (\$600)

- 2023 Graduate Student Conference Scholarship, American Academy of Advertising (\$500)
- 2023 Congress of Graduate Students Attendance and Presentation Grants, Florida State University (\$250)
- 2022 Congress of Graduate Students Attendance and Presentation Grants, Florida State University (\$200)
- 2022 Outstanding Doctoral Student, Honors and Awards, College of Communication & Information, Florida State University

### **PROFESSIONAL SOCIETY MEMBERSHIPS**

- 2021 – present American Academy of Advertising
- 2020 – present Association for Education in Journalism and Mass Communication
- 2021 – present International Communication Association
- 2020 – present Korean American Communication Association

### **PROFESSIONAL SERVICE**

#### **CLASS Film Series Committee**

- 2025 – Present CLASS Film Series Committee, College of Liberal Arts and Social Sciences, Auburn University at Montgomery

#### **Curriculum Committee**

- 2024 – Present Curriculum Committee, College of Liberal Arts and Social Sciences, Auburn University at Montgomery

#### **Faculty Search Committee**

- 2024 – 2025 Faculty Search Committee for the Assistant Professor Position in Journalism. Department of Communication and Theatre, Auburn University at Montgomery

#### **Conference Organizing Committee**

- Fall 2023 Organizing Committee, Media, Communication, and Cultural Studies: Asia-Pacific (MCCAP), Florida State University

#### **Invited Reviewer**

- Journal of Interactive Advertising  
Humanities & Social Sciences Communications  
Cogent Business & Management

#### **Invited Panelists**

- Spring 2024 Invited Panelist, Research and Ph.D. Discussion, School of Communication Master's Colloquium, Florida State University (Mar. 29)

- Fall 2023 Invited Panelist, Research and Ph.D. Discussion, School of Communication Master's Colloquium, Florida State University (Nov. 17)
- Spring 2023 Invited Panelist, Research and Ph.D. Discussion, School of Communication Master's Colloquium, Florida State University (Mar. 31)
- Fall 2022 Invited Panelist, Research and Ph.D. Discussion, School of Communication Master's Colloquium, Florida State University (Nov. 4)
- Spring 2021 Invited Panelist, Research and Ph.D. Discussion, School of Communication Masters' Colloquium, Florida State University (Feb. 19)

**Invited Lectures**

- Spring 2025 Guest Lecture, Social Media Marketing, Marketing Communication and Understanding Diverse Markets, College of Communication, Sogang University, Seoul, South Korea (Mar. 31)
- Spring 2021 Guest Lecture, Mass Media Content, COM2740 Contemporary Issues in Communication, School of Communication, Florida State University (Feb. 23)

**SKILLS**

**Software:** Mplus, HLM, SPSS

**Programming language:** R