

# **TAE HYUN BAEK**

Associate Professor

Department of Media and Communication

Sungkyunkwan University

Seoul, Republic of Korea

Email: tbaek@skku.edu

Website: <https://www.tbaek.com/>

## **EDUCATION**

- Ph.D. in Mass Communication (Advertising), University of Georgia, 2011
- M.A. in Journalism and Mass Communication (Advertising), University of Georgia, 2007
- B.A. in Advertising and Public Relations, Hanyang University, Korea, 2005

## **ACADEMIC POSITIONS**

- Associate Professor, Sungkyunkwan University, Department of Media and Communication, Spring 2022 – Present
- Associate Professor (Tenured), University of Kentucky, Department of Integrated Strategic Communication, Fall 2018 – Winter 2021
- Assistant Professor (Tenure-Track), University of Kentucky, Department of Integrated Strategic Communication, Fall 2014 – Spring 2018
- Assistant Professor of Advertising (Tenure-Track), Indiana University-Southeast, Department of Communication Studies, Fall 2011 – Summer 2014.

## **HONORS AND AWARDS**

- Runners-up for the 2018 Best Article Award, Journal of Advertising
- Finalist for the 2017 Best Article Award, Journal of Advertising
- Faculty Research Award, College of Communication and Information, University of Kentucky, 2017
- Best Conference Paper Award, American Collegiate Retailing Association, Secaucus, NJ, 2016
- Best Conference Paper Award, American Academy of Advertising, Chicago, IL, 2015
- Best Conference Paper Award, American Academy of Advertising, Minneapolis, MN, 2010
- ‘Research You Can Use’ Paper Award, Association for Education in Journalism and Mass Communication, 2010
- Dana M. Blackmar III Memorial Scholarship, University of Georgia, 2008

- UGA's Amazing Student (University-wide acknowledgement), University of Georgia, July, 2010. <http://www.uga.edu/amazing/profile/baek-tae-hyun/>
- Graduate Assistantship, University of Georgia, 2006 – 2011
- Study Abroad Scholarship, Hanyang University, Korea, 2005 – 2007
- Academic Achievement Scholarship, Hanyang University, Korea, 2003

## PUBLICATIONS

### *Summary of Published Scholarship*

- 45 peer-reviewed journal articles and book chapters
- 2997 total citations; h-index of 22 (as of December 1, 2022)
- <https://scholar.google.com/citations?user=xI8W2xIAAAAJ&hl=en>

## PEER-REVIEWED JOURNAL ARTICLES

*Impact factor: 2021 Journal Citation Reports (Clarivate Analytics, Thomson Reuters)*

*CiteScore: 2021 Scopus citation database (Elsevier)*

1. Kim, S., Childs, M., & **Baek, T. H.\*** (forthcoming). Awe and guilt: The role of construal level in social media green campaigns. *Journal of Consumer Behaviour* [Impact Factor = 3.199]  
\*Corresponding author
2. Kim, M., & **Baek, T. H.\*** (2022). I'll follow the fun: The extended investment model of social media influencers. *Telematics and Informatics*  
<https://doi.org/10.1016/j.tele.2022.101881> [Impact Factor = 9.140]  
\*Corresponding author
3. **Baek, T. H.** & Yoon, S. (2022). Pride and gratitude: Egoistic versus altruistic appeals in social media advertising. *Journal of Business Research*. 142, 499-511.  
<https://doi.org/10.1016/j.jbusres.2021.12.066> [Impact Factor = 10.969]
4. **Baek, T. H.**, Bakpayev, M., Yoon, S., & Kim, S. (2022). Smiling AI agents: How anthropomorphism and broad smiles increase charitable giving. *International Journal of Advertising*. <https://doi.org/10.1080/02650487.2021.2011654> [Impact Factor = 5.888]
5. Bakpayev, M., **Baek, T. H.**, van Esch, P., & Yoon, S. (2022). Programmatic creative: AI can think but it cannot feel. *Australasian Marketing Journal*, 30(1), 90 -95.  
<https://doi.org/10.1016/j.ausmj.2020.04.002> [CiteScore = 3.9]

6. **Baek, T. H.**, Kim, S., Yoon, S., Choi, Y. K., Choi, D., & Bang, H. (2022). Emojis and assertive environmental messages in social media campaigns. *Internet Research*, 32(3), 988-1002  
<https://doi.org/10.1108/INTR-11-2020-0638> [Impact Factor = 6.353]
7. Bang, H., Choi, D., Yoon, S., **Baek, T. H.**, & Kim, Y. (2021). Message assertiveness and price discount in prosocial advertising: Differences between Americans and Koreans. *European Journal of Marketing*. 55 (6), 1780-1802. <https://doi.org/10.1108/EJM-10-2019-0791>  
[Impact Factor = 5.181]
8. Kim, S., Yoon, S., **Baek, T. H.**, Kim, Y., & Choi, Y. K. (2021). Temporal and social scarcities: Effects on ad evaluations. *International Journal of Advertising*. 40 (7), 1115-1134.  
<https://doi.org/10.1080/02650487.2020.1837486> [Impact Factor = 5.888]
9. **Baek, T. H.**, & Yoon, S. (2020). Death imagery in antipoaching advertising. *Psychology & Marketing*, 37 (12), 1684-1695.  
<https://doi.org/10.1002/mar.21430> [Impact Factor = 5.507]
10. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (2020). Colour effects in green advertising. *International Journal of Consumer Studies*. 44(6), 552-562.  
<https://doi.org/10.1111/ijcs.12589> [Impact Factor = 7.096]
11. **Baek, T. H.**, & Yoon, S. (2020). Looking forward, looking back: The impact of goal progress and time urgency on consumer responses to mobile reward apps. *Journal of Retailing and Consumer Services*. 54, 1-11. <https://doi.org/10.1016/j.jretconser.2020.102046> [Impact Factor = 10.972]
12. Kim, S., **Baek, T. H.\***, & Yoon, S. (2020). The effect of 360-degree rotatable product images on purchase intention. *Journal of Retailing and Consumer Service*, 55, 1-10.  
<https://doi.org/10.1016/j.jretconser.2020.102062> [Impact Factor = 10.972]  
\*Corresponding author
13. Bang, H., Choi, D., **Baek, T. H.**, Oh, S., & Kim, Y. (2020). Leveraged brand evaluations in branded entertainment: Effects of alliance exclusivity and presentation style. *International Journal of Advertising*, 39(4), 466-485.  
<https://doi.org/10.1080/02650487.2019.1672328> [Impact Factor = 5.888]

14. **Baek, T. H.**, Yoon, S., Kim, S., & Kim, Y. (2019). Social exclusion influences on the effectiveness of altruistic versus egoistic appeals in charitable advertising. *Marketing Letters*, 30(1), 75-90.  
<https://doi.org/10.1007/s11002-019-09481-z> [Impact Factor = 3.426]
15. Mayer, J. M. **Baek, T. H.**, Mayer, A., & Peev, P. (2019). A retrospective examination of female model portrayals in male youth-targeted cigarette advertising through the lens of objectification theory. *Journal of Business Diversity*, 19(4), 41-52.  
<https://doi.org/10.33423/jbd.v19i4.2359>
16. Han, N. R., **Baek, T. H.**, Yoon, S., & Kim, Y. (2019). Is that coffee mug smiling at me? How anthropomorphism impacts the effectiveness of desirability vs. feasibility appeals in sustainability advertising. *Journal of Retailing and Consumer Services*, 51, 352-361.  
<https://doi.org/10.1016/j.jretconser.2019.06.020> [Impact Factor = 10.972]
17. **Baek, T. H.**, & Yoo, C. Y. (2018). Branded app usability: Conceptualization, measurement, and prediction of consumer loyalty. *Journal of Advertising*, 47 (1), 70-82.  
<https://doi.org/10.1080/00913367.2017.1405755> [Impact Factor = 6.528]  
**\*Runners-up for the 2018 Journal of Advertising's Best Article Award.**
18. **Baek, T. H.**, Yoo, C. Y., & Yoon, S. (2018). Augment yourself through virtual mirror: The impact of self-viewing and narcissism on consumer responses. *International Journal of Advertising*. 37 (3), 421-439.  
<https://doi.org/10.1080/02650487.2016.1244887> [Impact Factor = 5.888]
19. Yim, M. Y., **Baek, T. H.**, & Sauer, P. (2018). I see myself in service and product consumptions: Measuring self-transformative consumption vision (SCV) evoked by static and rich media. *Journal of Interactive Marketing*, 44, 122-139.  
<https://doi.org/10.1016/j.intmar.2018.07.001> [Impact Factor = 11.318]
20. Kim, S., & **Baek, T. H.\*** (2018). Examining the antecedents and consequences of mobile app engagement. *Telematics and Informatics*, 35 (1), 148-158.  
<https://doi.org/10.1016/j.tele.2017.10.008> [Impact Factor = 9.14]  
**\*Corresponding author**

21. Joo, S., Choi, N., & **Baek, T. H.** (2018). Library marketing via social media: The relationships between Facebook content and user engagement in public libraries. *Online Information Review*, 42 (6), 940-955.  
<https://doi.org/10.1108/OIR-10-2017-0288> [Impact Factor = 2.901]
22. **Baek, T. H.** & Yoon, S. (2017). Guilt and shame: Environmental message framing effects. *Journal of Advertising*. 46 (3), 440-453.  
<https://doi.org/10.1080/00913367.2017.1321069> [Impact Factor = 6.528]  
**\*Finalist for the 2017 Journal of Advertising's Best Article Award.**
23. Kim, Y., **Baek, T. H.**, Yoon, S., Oh, S., & Choi, Y. K. (2017). Assertive environmental advertising and reactance: Differences between Koreans and Americans. *Journal of Advertising*, 46 (4), 550-564.  
<https://doi.org/10.1080/00913367.2017.1361878> [Impact Factor = 6.528]  
**\*Finalist for the 2017 Journal of Advertising's Best Article Award.**
24. **Baek, T. H.** (2017). The value of the third-person effect in theory building. *Review of Communication*, 17 (2), 74-86.  
<https://doi.org/10.1080/15358593.2017.1295164> [CiteScore = 1.4]
25. Mayer, J. M. & **Baek, T. H.** (2017). The moderating effect of appearance self-esteem on females' identification of and reaction to sexually-themed advertising. *Journal of Business Diversity*, 17(1), 10-20.  
<https://articlegateway.com/index.php/JBD/article/view/1209>
26. Yoon, S., Kim, Y., & **Baek, T. H.** (2016). Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea. *International Journal of Advertising*, 35 (1), 93-105.  
<https://doi.org/10.1080/02650487.2015.1061963> [Impact Factor = 5.888]
27. Kim, S., **Baek, T. H.**, Kim, Y-K., & Yoo, K. (2016). Factors affecting stickiness and word of mouth in mobile applications. *Journal of Research in Interactive Marketing*, 10 (3), 177-192.  
<https://doi.org/10.1108/JRIM-06-2015-0046> [Impact Factor = 10.179]
28. **Baek, T. H.**, Yoon, S., & Kim, S. (2015). When environmental messages should be assertive: Examining the moderating role of effort investment. *International Journal of Advertising*, 34

- (1), 135-157.  
<https://doi.org/10.1080/02650487.2014.993513> [Impact Factor = 5.888]
29. **Baek, T. H.**, & King, K. W. (2015). When comparative valence frame affects brand extension evaluations: The moderating role of parent-extension fit. *International Journal of Advertising*, 34 (2), 382-401.  
<https://doi.org/10.1080/02650487.2014.996196> [Impact Factor = 5.888]
30. Kim, S., Lim, C. M., **Baek, T. H.**, & Kim, Y-K. (2015). The impact of image congruence on brand attachment and loyalty: The moderating role of product type. *Journal of Advertising and Promotion Research*, 4 (1), 43-76.  
<https://doi.org/10.14377/JAPR.2015.3.31.43>
31. **Baek, T. H.**, & Reid, L. N. (2013). The interplay of mood and regulatory focus in influencing altruistic behavior. *Psychology & Marketing*, 30 (8), 635-646.  
<https://doi.org/10.1002/mar.20634> [Impact Factor = 5.507]
32. **Baek, T. H.**, Shen, L., & Reid, L. N. (2013). Effects of message framing in anti-binge drinking PSAs: The moderating role of counterfactual thinking. *Journal of Health Communication*, 18 (4), 442-458.  
<https://doi.org/10.1080/10810730.2012.743621> [Impact Factor = 2.742]
33. Choi, H., Yoo, K., **Baek, T. H.**, Reid, L. N., & Macias, W. (2013). Presence and effects of health and nutrition-related (HNR) claims with benefit-seeking and risk-avoidance appeals in female-orientated magazine food advertisements. *International Journal of Advertising*, 32 (4), 587-616.  
<https://doi.org/10.2501/IJA-32-4-587-616> [Impact Factor = 5.888]
34. **Baek, T. H.**, & Morimoto, M. (2012) Stay away from me: Examining the determinants of consumer avoidance to personalized advertising. *Journal of Advertising*, 41 (1), 59-76.  
<https://doi.org/10.2753/JOA0091-3367410105> [Impact Factor = 6.528]
35. Kim, J., **Baek, T. H.**, & Kim, D. (2011). Quality of work and team spirit as drivers of student peer evaluation on advertising group project performance. *Journal of Advertising Education*, 15 (2), 14-24.  
<https://doi.org/10.1177/109804821101500204> [CiteScore = 0.2]

36. **Baek, T. H.**, & King, K. W. (2011). Exploring the consequences of brand credibility in services. *Journal of Services Marketing*, 25 (4), 260-272.  
<https://doi.org/10.1108/08876041111143096> [Impact Factor = 5.246]
37. **Baek, T. H.**, Kim, J., & Yu, H. (2010). The differential roles of brand credibility and brand prestige in consumer brand choice. *Psychology & Marketing*, 27 (7), 662-678.  
<https://doi.org/10.1002/mar.20350> [Impact Factor = 5.507]
38. **Baek, T. H.**, Kim, J., & Martin, H. J. (2010). Dimensions of news media brand personality. *Journalism & Mass Communication Quarterly*, 87 (1), 119-136.  
<https://doi.org/10.1177/107769901008700107> [Impact Factor = 3.431]
39. Macias, W., Lewis, L. S., & **Baek, T. H.** (2010). The changing face of direct-to-consumer print advertising. *Pharmaceutical Medicine*, 24 (3), 165-177.  
<https://doi.org/10.1007/BF03256813> [CiteScore = 0.77]
40. **Baek, T. H.**, and Mayer, J. M. (2010). Sexual imagery in cigarette advertising before and after the Master Settlement Agreement. *Health Communication*, 25 (8), 747-757.  
<https://doi.org/10.1080/10410236.2010.521917> [Impact Factor = 3.501]
41. Yu, H., Jeong, Y., **Baek, T. H.**, & Ju, I. (2010). How many plastic surgeons' websites contain information recommended by the ASPS advertising code of ethics? *The Internet Journal of Law, Healthcare and Ethics*, 6 (2).  
<https://ispub.com/IJLHE/6/2/8023>
42. **Baek, T. H.**, & Yu, H. (2009). Online health promotion strategies and appeals in the United States and South Korea: A content analysis of weight-loss websites. *Asian Journal of Communication*, 19 (1), 18-38.  
<https://doi.org/10.1080/01292980802618064> [Impact Factor = 2.074]

## BOOK CHAPTERS

43. Yoo, C. Y., & **Baek, T. H.** (2017). Assessing the financial value of digital advertising: An event study approach. In Rodgers, S. & Thorson, E. (3<sup>rd</sup> Eds.) *Digital Advertising: Theory and Research*. New York/London: Routledge, Taylor and Francis Group, 222-242.
44. Yoon, S., Kim, Y., & **Baek, T. H.** (2017). Effort investment in persuasiveness: A comparative

study of environmental advertising in the United States and Korea. Reprinted in Yoon, S. & Oh, S. (Eds.) *Social and Environmental Issues in Advertising*. New York/London: Routledge, Taylor and Francis Group, 93-105.

45. Mayer, J. M., & **Baek, T. H.** (2016). The efficacy of sexualized female models in young adult-male oriented cigarette advertising. In Obal, M. W., Krey, N. & Bushardt, C. (Eds.), *Let's Get Engaged! Crossing the Threshold of Marketing's Engagement Era*. New York: Springer, 753-766.

#### **MANUSCRIPTS UNDER REVIEW**

46. **Baek, T. H.** & Kim, M. (under the 2<sup>nd</sup> round of revise and resubmit). AI robo-advisor anthropomorphism: The impact of anthropomorphic appeals and regulatory focus on investment behaviors. *Journal of Business Research* [Impact Factor = 10.969]
47. **Baek, T. H.** & Yi, K. (under review). A computational approach to cryptocurrency marketing on Twitter. *Online Information Review* [Impact Factor = 2.901]
48. **Baek, T. H.**, Kim, J., Yoon, S., Choi, Y. K., & Taylor, C. R. (under the 3<sup>rd</sup> round of revise and resubmit). The COVID-19 threat and luxury advertising. *Journal of Consumer Behaviour* [Impact Factor = 3.199]
49. Bang, H., Choi, D., Yoon, S., & **Baek, T. H.** (under the 2<sup>nd</sup> round of revise and resubmit). How price discounts increase compliance with assertive messages for prosocial behavior. *International Journal of Advertising* [Impact Factor = 5.888]

#### **GRANTS RECEIVED (TOTAL: \$204,885)**

1. The action-oriented approach in environmentally responsible campaign: A cross-cultural comparison between Korea and the United States (2020), **\$27,070** (Role: **Co-Investigator**)
  - National Research Foundation of Korea
2. Online course development support (2020), **\$3,000**
  - School of Information Science, University of Kentucky
3. The persuasive effect of charitable appeals (2018), **\$5,000** (Role: **PI**)
  - Summer Faculty Research Fellowship, University of Kentucky



4. Culture and sustainability advertising (2017), **\$138,840** (Role: **Co-Investigator**)
  - Global Research Network Program, National Research Foundation of Korea
5. Go green in the digital environment (2017), **\$1,800** (Role: **PI**)
  - Research and Creative Activities Fund, University of Kentucky
6. The persuasive effects of health goal compatibility and mood (2016), **\$1,000** (Role: **PI**)
  - International Travel Support, University of Kentucky
7. A multi-method study of social media marketing in public libraries (2015), **\$5,765** (Role: **Co-PI**) Speed Dating for Researchers-V Collaborative Fund
  - College of Communication and Information, University of Kentucky
8. The influence of Facebook's brand pages (2013), **\$8,000** (Role: **PI**)
  - Summer Faculty Fellowship for Research, Indiana University-Southeast
9. Green advertising persuasion (2012), **\$8,000** (Role: **PI**)
  - Summer Faculty Fellowship for Research, Indiana University-Southeast
10. Toward an integrated model of regulatory fit for health behavioral outcomes: Implications for effective anti-obesity communication campaigns (2011), **\$5,550** (Role: **PI**)
  - Research Support Grant, Indiana University-Southeast
11. When brand extension fit matters: Examining the persuasive impact of comparative advertising frame and self-regulatory goals on brand extension acceptance (2010), **\$860** (Role: **PI**)
  - Broun Doctoral Dissertation Research, University of Georgia

#### **REFEREED CONFERENCE PAPER PRESENTATIONS**

1. **Baek, T. H., & Yoon, S.** (2022). Baby Animals in Wildlife Conservation Campaigns. Paper accepted for presentation at the *American Academy of Advertising*, Denver, CO.
2. Kim, S., **Baek, T. H., & Childs, M.** (2021). Green message framing effects on social media engagement: The moderating role of emotions. Paper presented at the *International Textile and Apparel Association*, <https://itaaonline.org/event/2021annualconference>

3. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (2021). How Kawai-style illustrations dampen the aversive effects of disgusting objects in advertising. Paper presented at the *American Academy of Advertising*, virtual conference.
4. **Baek, T. H.** & Yoon, S. (2020). Pride and gratitude: Egoistic and altruistic appeals on social media. Paper presented at the *International Conference of Asian Marketing Associations*, Jeju, Korea.
5. **Baek, T. H.**, Kim, S., Yoon, S., & Choi, Y. K. (2020). Emojis and assertive environmental messages in social media campaigns. Paper presented at the *International Conference of Asian Marketing Associations*, Seoul, Korea.
6. Kim, S., Kim, K., Yoon, S., & **Baek, T. H.** (2020). Ad exposure sequence in scarcity marketing. Paper presented at the *Global Marketing Conference*, Seoul, Korea.
7. **Baek, T. H.**, & Yoon, S. (2020). Dead or alive: The effect of death imagery and regulatory focus messaging on wildlife conservation behavior. Paper presented at the *American Academy of Advertising*, San Diego, CA.
8. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (2020). Color effects in green advertising: The role of color appropriateness and persuasion knowledge. Paper presented at the *American Academy of Advertising*, San Diego, CA.
9. Kim, S., Yoon, S., **Baek, T. H.**, Kim, Y., & Choi, Y. (2020). Temporal and social scarcities: Effects on ad evaluation. Paper presented at the *American Academy of Advertising*, San Diego, CA.
10. Yoon, S., Bang, H., Choi, D., **Baek, T. H.**, Kim, Y., & Choi, Y. (2020). Price discount and message assertiveness in prosocial advertising: Differences between Americans and Koreans. Paper presented at the *American Academy of Advertising*, San Diego, CA.
11. **Baek, T. H.**, & Yoon, S. (2019). How time urgency changes goal progress effects on consumer responses to mobile reward program. Paper presented at the *American Academy of Advertising*, Dallas, TX.
12. Lim, D., **Baek, T. H.**, Yoon, S., & Kim, Y. (2019). The effect of carton on eco-friendly

- responses: The role of involvement and moral values. Paper presented at the *American Academy of Advertising*, Dallas, TX.
13. Bang, H., Choi, D., Yoon, S., & **Baek, T. H.** (2019). How price discounts increase compliance with assertive messages for prosocial behavior. Paper presented at the *American Academy of Advertising*, Dallas, TX.
  14. Choi, D., Bang, H., Kim, Y., **Baek, T. H.**, & Yoon, S. (2019). Cross-cultural differences between Americans and Koreans in perception of message assertiveness and product discounts. Paper presented at the *American Marketing Association*, Austin, TX.
  15. **Baek, T. H.**, Yoon, S., Kim, Y., Kim, S., & Choi, Y. K. (2018). My guilt versus our shame: The effect of culture-relevant emotion on advertising concreteness effect in sustainability persuasion. Paper presented at the *Koreans Scholars of Marketing Science International Conference*, Seoul, Republic of Korea.
  16. Choi, D., Bang, H., **Baek, T. H.**, Kim, Y., & Oh, S. (2018). You've got oysters? then, Guinness is the perfect match: The effect of product-to-brand paring strategy in branded content. Paper presented at the *Global Marketing Conference*, Tokyo, Japan.
  17. **Baek, T. H.**, Yoon, S., Kim, Y., Kim, S., & Choi, Y. K. (2018). Just tell me how, not why: How cultural-relevant emotions activate the message concreteness effect in green advertising. Paper presented at the *Global Marketing Conference*, Tokyo, Japan.
  18. Choi, D., Bang, H., Kim, Y., **Baek, T. H.**, & Yoon, S. (2018). Message assertiveness and product discounts in sustainability persuasion: Comparisons among Americans and Koreans. Paper presented at the *Global Marketing Conference*, Tokyo, Japan.
  19. Kim, Y., **Baek, T. H.**, Yoon, S., Kim, S., & Choi, Y. K. (2018). The lonely Samaritan: Social exclusion influences on the effectiveness of self-benefit versus other-benefit appeals in charitable advertising. Paper presented at the *American Academy of Advertising*, New York, NY.
  20. **Baek, T. H.**, & Yoo, C. Y. (2017). Branded app usability: Conceptualization, measurement, and prediction of consumer loyalty. Paper presented at the *American Academy of Advertising*, Boston, MA.

21. Yoo, C. Y., & **Baek, T. H.** (2017). The economic value of launching a Twitter channel: An event study analysis. Paper presented at the *American Academy of Advertising*, Boston, MA.
22. Yim, M. Y., Sauer, P., & **Baek, T. H.** (2017). I see myself in use: Measuring the strength of consumption vision. Paper presented at the *American Academy of Advertising*, Boston, MA.
23. Kim, S., & **Baek, T. H.** (2016). Perceived characteristics of innovation affecting mobile app engagement: Moderating role of mobile app types. Paper presented at the *American Collegiate Retailing Association*, Secaucus, NJ. **\*Best Conference Paper Award**
24. **Baek, T. H.**, & Yoon, S. (2016). Going green with message framing: The moderating role of guilt and shame. Paper presented at the *American Academy of Advertising*, Seattle, WA.
25. Kim, Y., Yoon, S., **Baek, T. H.**, Oh, S., & Choi, Y. K. (2016). Assertive environmental advertising and reactance: Differences between Koreans and Americans. Paper presented at the *American Academy of Advertising*, Seattle, WA.
26. **Baek, T. H.**, Kim, S., & Yoo, C. Y. (2016). The persuasive effects of health goal compatibility and mood.” Paper presented at the *International Communication Association*, Fukuoka, Japan.
27. **Baek, T. H.**, Yoo, C. Y., & Yoon, S. (2015). The impact of augmented reality on self-brand connections and purchase intentions. Paper presented at the *American Academy of Advertising*, Chicago, IL. **\*Best Conference Paper Award**
28. **Baek, T. H.**, & Mayer, J. M. (2015). The moderating effect of appearance self-esteem on females' identification of and reaction to sexually-themed advertising. Paper presented at the *Society for Marketing Advances*, San Antonio, TX.
29. Yoon, S., Kim, Y., & **Baek, T. H.** (2014). My choice versus our obligation: Effort and culture in environmental persuasion. Paper presented at the *Korean Scholars of Marketing Science International Conference*, Seoul, Korea.
30. **Baek, T. H.**, Yoo, C. Y., & Kim, S. (2014). A social identity pathway of Facebook brand page: The antecedents and outcome of brand engagement. Paper presented at the *American Academy of Advertising*, Atlanta, GA.

31. Kim, Y., Yoon, S., & **Baek, T. H.** (2014). Effort investment in persuasiveness: A comparative study of environmental advertising in the United States and Korea. Paper presented at the *American Academy of Advertising*, Atlanta, GA.
32. Yoon, S., **Baek, T. H.**, Kim, K., & Yoo, J. (2014). Near-disaster experience and survivor bonding. Paper presented at the *Society for Personality and Social Psychology*, Austin, TX.
33. Yoon, S., Kim, Y., & **Baek, T. H.** (2014). Culture and effort in environmental persuasion: Does hard work always grow the mind? Paper presented at the *Global Marketing Conference*, Singapore.
34. Kim, Y., Yoon, S., & **Baek, T. H.** (2014). Culture and assertiveness in green advertising. Paper presented at the *Global Marketing Conference*, Singapore.
35. Mayer, J. M., & **Baek, T. H.** (2014). The efficacy of sexualized female models in young adult-male oriented cigarette advertising. Paper presented at the *Academy of Marketing Science*, Indianapolis, IN.
36. Kim, S., Lim, C. M., **Baek, T. H.**, & Kim, Y-K. (2014). The impact of image congruence on brand attachment and loyalty. Paper presented at the *American Collegiate Retailing Association*, Dallas, TX.
37. **Baek, T. H.**, & Kim, S. (2013). Leveraging Facebook's brand pages to strengthen consumer-brand relationships. Paper presented at the *American Collegiate Retailing Association*, Nashville, TN.
38. **Baek, T. H.**, Yoon, S., & Kim, S. (2013). When environmental messages should be assertive: The moderating effect of effort investment on consumers' recycling intentions. Paper presented at the *American Marketing Association*, Washington D. C.
39. **Baek, T. H.**, Yoon, S., & Kim, S. (2013). The effects of assertive language and effort investment in environmental advertising persuasion. Paper presented at the *American Academy of Advertising*, Albuquerque, NM.
40. **Baek, T. H.**, & King, K. W. (2012). The impact of comparative valence frame on brand extension acceptance. Paper presented at the *American Academy of Advertising*, Myrtle Beach, SC.

41. Mayer, J. M., & **Baek, T. H.** (2012). Less clothing, less dimension: Effects of the Master Settlement Agreement on female portrayals in cigarette advertising. Paper presented at the *Kelley School of Business Research Series*, Indianapolis, IN.
42. **Baek, T. H.**, & Reid, L. N. (2011). The impact of mood and regulatory focus frame on cause advertising persuasion. Paper presented at the *American Academy of Advertising*, Mesa, AZ.
43. **Baek, T. H.**, & Shen, L. (2010). The effects of message framing and counterfactual thinking in anti-binge drinking PSAs. Paper presented at the *American Academy of Advertising*, Minneapolis, MN. **\*Best Conference Paper Award**
44. Yu, H., & **Baek, T. H.** (2010). What parental factors influence children's obesity? Paper presented at the *Association for Education in Journalism and Mass Communication*, Denver, CO.
45. **Baek, T. H.**, & Morimoto, M. (2009). A conceptual model of personalized advertising avoidance. Paper presented at the *Association for Education in Journalism and Mass Communication*, Boston, MA.
46. **Baek, T. H.**, Kim, J. & Martin, H. J. (2009). Dimensions of news media brand personality. Paper presented at the *Association for Education in Journalism and Mass Communication*, Boston, MA.
47. Kim, J., **Baek, T. H.**, & Kim, D. (2009). Quality of work and team spirit as drivers of student peer evaluation on advertising group project performance. Paper presented at the *Association for Education in Journalism and Mass Communication*, Boston, MA.
48. **Baek, T. H.**, Kim, J., & Yu, H. (2008). Examining the dual effects of brand credibility and brand prestige on purchase intention. Paper presented at the *American Academy of Advertising*, San Mateo, CA.
49. **Baek, T. H.**, & King, K. W. (2008). Consequences of brand credibility in services. Paper presented at the *American Academy of Advertising*, San Mateo, CA.
50. Yu, H., & **Baek, T. H.** (2008). A cross-cultural comparison of interactivity on weight-loss websites in the U.S. and South Korea. Paper presented at the *American Academy of Advertising*,

San Mateo, CA.

51. **Baek, T. H.** (2008). The value of the third-person effect: Evaluating the third-person effect in theory building. Paper presented at the *Association for Education in Journalism and Mass Communication*, Chicago, IL.
52. Yu, H., & **Baek, T. H.** (2008). The effects of body-esteem on consumer attitudes toward diet product advertising: The mediating role of social comparison. Paper presented at the *Association for Education in Journalism and Mass Communication*, Chicago, IL.
53. Yu, H., **Baek, T. H.**, Joo, I., & Jeong, Y. (2008). How much do they care about advertising ethics? A content analysis of plastic surgeons' websites. Paper presented at the *Association for Education in Journalism and Mass Communication*, Chicago, IL.
54. **Baek, T. H.**, & Yu, H. (2007). Understanding health promotion strategies and appeals. Paper presented at the *Association for Education in Journalism and Mass Communication*, Washington, D.C.

## TEACHING

### Graduate Courses Taught

*Sungkyunkwan University*

- Quantitative Communication Research Methodology
- 일반대학원 석사학위논문 심사위원 (Master's Thesis Committee): 장혜정 (2022), 임지유 (2022),
- 미디어문화융합대학원 석사학위논문 심사위원: 강무늬 (2022), 김윤정 (2022)
- 일반대학교 박사학위논문 심사위원 (Ph.D. Dissertation Committee): 강금량 (2022)

*University of Kentucky*

- Digital Analytics and Strategies (online course)
- Quantitative Methods in Communication Research
- Master's Advisory Committee Chair: Ashley Murphy (2018)
- Master's Advisory Committee: Allie Thieneman (2017), Catherine Combs (2018), Blair Johnson (2019), Kelsey Rutheford (2019), Emily Fairchild (2020)

### Undergraduate Courses Taught

*Sungkyunkwan University*

- Digital Advertising Strategy

- Advertising Communication Management

*University of Kentucky*

- Digital Strategies in ISC (online course)
- Integrated Strategic Media Management
- Direct Response Targeting: Media and Database Management
- Research Methods for the ISC Professional

*Indiana University-Southeast*

- Digital Advertising
- Advertising Media Planning
- Strategic Brand Management
- Advertising Strategies
- Introduction to Advertising
- Media in the Global Context
- Empirical Research
- Communication Campaigns

*University of Georgia*

- Media Planning
- Advertising Research
- Advertising Management

**CERTIFICATIONS**

- Google Analytics
- Google AdWords + Mobile
- HubSpot Inbound Marketing

**INVITED LECTURES**

1. Stop Wildlife Crime: Death Imagery in Anti-Poaching Advertising
  - CI Research Seminar Series, College of Communication and Information, University of Kentucky, October 14, 2020
2. Digital Media Strategies in Consumer Psychology
  - School of Communication and Media, Ewha Womans University, Korea, April 22, 2016



3. Present and Future of Digital Advertising: Implications for Public Policy
  - International Public Policy and Management Institute (IPPMI), Martin School of Public Policy and Administration, University of Kentucky, March 2, 2016
4. Augment Yourself through Virtual Mirror: The Impact of Self-Viewing and Narcissism on Consumer Brand Responses.
  - CI Research Seminar Series, College of Communication and Information, University of Kentucky, December 9, 2015
5. Beyond Advertising: Understanding the Role of Digital Media
  - Korean Scholars Association at the University of Kentucky (KSAUK), October 23, 2015

## **SERVICE**

### **Guest Editor**

- Special Issue on *Future Trends in Digital Advertising: A Global Context*, Journal of Current Issues and Research in Advertising, 2022

### **Associate Editor**

- Journal of Current Issues and Research in Advertising, 2021 – Present

### **Editorial Review Board**

- Journal of Advertising, 2017 – Present
- International Journal of Advertising, 2018 – Present
- The Korean Journal of Advertising (광고학연구), 2022 – Present

### **Ad Hoc Journal Reviewer**

- Journal of Interactive Marketing, 2016 – Present
- Journal of Business Research, 2017 – Present
- Psychology & Marketing, 2020 – Present
- Journal of Public Policy and Marketing, 2016 – Present
- European Journal of Marketing, 2013 – Present
- Personality and Social Psychology Bulletin, 2019 – Present
- Journal of Business Ethics, 2019 – Present
- Journal of Marketing Communications, 2021 – Present
- Journal of Retailing and Consumer Services, 2022 – Present
- International Journal of Consumer Studies, 2021 – Present

- Journal of Interactive Advertising, 2014 – Present
- Korean Advertising Research, 2015 – Present

### **Conference Paper Reviewer**

- American Academy of Advertising, 2012 – Present
- Association for Education in Journalism and Mass Communication, 2017 – Present

### **Internal**

- Advising Professor of Senior and Healing Business (휴비즈니스 주임 교수), Graduate School of Culture Management, Sungkyunkwan University, 2022 – Present
- Management Committee (운영위원), Convergence Institute for Culture, Arts, and Media, Sungkyunkwan University, 2022 – Present
- College Promotion and Tenure Committee, College of Communication and Information, University of Kentucky, 2021
- Research Advisory Committee, College of Communication and Information, University of Kentucky, 2021
- Employee Benefits Committee, University of Kentucky, 2021
- Faculty Council, College of Communication and Information, University of Kentucky, 2019 – 2021
- Graduate Admission and Financial Aid Committee, University of Kentucky, 2018 – 2021
- ISC Curriculum Committee, University of Kentucky, 2018 – 2021
- ISC Promotion and Tenure Committee, University of Kentucky, 2018 – 2021
- ISC Appeals and Grievances Committee, University of Kentucky, 2019 – 2021
- ISC Program Assessment and Self Study Ad Hoc Committee, University of Kentucky, 2019 – 2021
- Strategic Planning Council (Scholarship and Creativity Committee), College of Communication and Information, University of Kentucky, 2020
- ISC/ICT Online Master's Program Committee, University of Kentucky, 2019 – 2020
- Full Member of the Graduate Faculty, University of Kentucky, 2018 – 2021
- Media Resource Contact Person (Gfk MRI), University of Kentucky, 2017 – 2021
- Work Life Survey Ad Hoc Committee Chair, University of Kentucky, 2018 – 2019
- Search Committee for the Dean of the College of Communication and Information, University of Kentucky, 2018 – 2019
- ISC Finance and Physical Facilities Committee Chair, University of Kentucky, 2017 – 2018
- College Diversity Committee, University of Kentucky, 2015 – 2018

- ISC Department Chair Search Committee, University of Kentucky, 2017 – 2018
- ISC Faculty Search Committee, University of Kentucky, 2016 – 2017
- Associate Member of the Graduate Faculty, University of Kentucky, 2014 – 2018
- Ad Hoc Committee on the Graduate Program Promotional Materials, University of Kentucky, 2014 – 2017
- Advertising Program Coordinator, Indiana University-Southeast, 2013 – 2014
- Social Media Program Committee, Indiana University-Southeast, 2013 – 2014
- Faculty Advisor of the Ad Club, Indiana University-Southeast, 2013 – 2014
- President, Korean Student Association of the Grady College, University of Georgia, 2009 – 2010

### **External**

- Chair of the Membership Committee, American Academy of Advertising, 2019 – 2021
- Communication Committee, American Academy of Advertising, 2021 – Present
- Membership Committee, American Academy of Advertising, 2018 – 2019
- Research Committee, American Academy of Advertising, 2016 – 2017
- Secretary of the Board of Trustees, Lexington Korean School, 2016 – 2018

### **PROFESSIONAL EXPERIENCE**

- Research Assistant, *Samsung Economic Research Institute*, Seoul, Korea, 2005
- Advertising Intern, *Franceschi Advertising & PR*, Tallahassee, FL, 2003 – 2004
- Marketing Intern, *Calson Marketing World Wide*, Seoul, Korea, 2003

### **MILITARY EXPERIENCE**

- Army, Korean Defense Security Command, 1999 – 2001