

Nahyun Kim

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RESEARCH INTERESTS

Strategic Communication, Organizational Communication, Emotion, Quantitative methods (Experiments, Survey, Content Analysis, Computational Text Analysis)

EDUCATION

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|-----------|-------|---|
| 2018–2022 | Ph.D. | Mass Communications (Minor: Social Data Analytics)
Pennsylvania State University, State College, PA
Dissertation title: “ <i>Corporate Social Advocacy, Corporate Misconduct, and Perceived Corporate Hypocrisy</i> ” (Adviser: Dr. Denise Bortree) |
| 2015–2017 | M.S. | Journalism and Communication
Iowa State University, Ames, IA
Thesis title: “ <i>Corporate apology and cultural difference: A comparison of the United States and South Korea in cyber-security breach crisis</i> ” (Adviser: Dr. Suman Lee) |
| 2006–2011 | B. A. | Television & Film, and Business (Dual Major)
Ewha Womans University, Seoul, South Korea |

PEER-REVIEWED ARTICLES

- Formentin, M., Bortree, D., **Kim, N.** (2021). The Big Assist: Exploring Nonprofit Beliefs About the Benefits and Challenges of Sport CSR. *Journal of Sports Management*.
- Wei, L., **Kim, N.** (2021). *Attenuating Public Skepticism towards Post-Crisis Corporate Social Responsibility Initiatives through Pre-Crisis Dialogic Engagement*. *Public Relations Review*, 47(1).
<https://doi.org/10.1016/j.pubrev.2020.101999>
- Wei, L., **Kim, N.** (2020). Within- and between-person(s) emotional reactions toward crisis communication. *Corporate Communications: An International Journal*. <https://doi.org/10.1108/CCIJ-06-2020-0096>
- Kim, N.**, & Lee, S. (2018). *Cyber-security breach and crisis response: An analysis of organizations' official statements in the U.S. and South Korea*. *International Journal of Business Communication*.
<https://doi.org/10.1177/2329488418777037>

REFEREED CONFERENCE PAPERS

- Kim, N.**, Skurka, C., Madden, S. (August, 2021). *Credibility of Scientists on Social Media: Role of Personal and Political Self-Disclosure on Perceived Credibility and Cross-gender Evaluation*. Paper to be presented at the Communicating Science, Health, Environment and Risk Division, Annual International Conference of the Association for Education in Journalism and Mass Communication (AEJMC)
- Kim, N.**, S, Lee. (August, 2020). *The Impact of Fairness Perception on Organization–Public Relationships*. Paper presented at the Public Relations Division, Annual International Conference of the Association for Education in Journalism and Mass Communication (AEJMC)
- Wei, L., **Kim, N.** (August, 2020). *Attenuating Public Skepticism towards Post-Crisis Corporate Social Responsibility Initiatives through Pre-Crisis Dialogic Engagement*. Paper presented at the Public Relations Division, Annual International Conference of the Association for Education in Journalism and Mass Communication (AEJMC)
- Wei, L., **Kim, N.** (August, 2020). *The Within-Individuals Approach to Crisis Emotions*. Paper presented at the Public Relations Division, Annual International Conference of the Association for Education in Journalism and Mass Communication (AEJMC)
- Madden, S., **Kim, N.**, Buckley, C., Freeman, J. (August, 2020). *The Intersection of Expertise and Social Media Influence: Theorizing the Need for Social Media “Influentials”*. Paper presented at the Public Relations Division, Annual International Conference of the Association for Education in Journalism and Mass Communication (AEJMC)

Kim CV (August 2022)

Kim, N., Harrison, V., Vafeiadis, M., Diddi, P., Bortree, D. (February, 2020) *Exploring the role of self-transcendent emotions and empathy in STOPS with a non-profit context.* Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.

Bortree, D., Harrison, V., Buckley, C., Vafeiadis, M., Yang, G., Freeman, J., **Kim, N.,** Gessner, J. (March, 2019). *Countering misinformation on social media: How stakeholders' attitudes and behavioral intentions are influenced by source and supporting evidence of the rebuttal message.* Paper presented at the International Public Relations Research Conference (IPRRC), Orlando, FL.

Kim, N., Liao, M., Xie, W., (March, 2019). *Spiral of Silence on Social Media: How Perceived Opinion Climate, Social Media Integration and Attitude Certainty Influence the Opinion Expression of Climate Change.* Paper presented at the Midwinter Association for Education in Journalism and Mass Communication (Midwinter AEJMC), Norman, OK.

Kim, N., & Lee, S. (October, 2017). *Promotional videos as a nation-branding strategy: Examining tourism videos of United Nations World Tourism Organization.* Paper presented at the Public Relations Society of America (PRSA) Educators Academy, Boston, MA.

Kim, N., & Lee, S. (August, 2016). *Cyber-security breach and crisis response: An analysis of organizations' official statements in the U.S. and South Korea.* Paper presented at the Public Relations Division, Annual International Conference of the Association for Education in Journalism and Mass Communication (AEJMC), Minneapolis, MN.

TEACHING AND RESEARCH EXPERIENCES

- 2020-2022 **Instructor of Record** at Pennsylvania State University
- COMM 428: Principles of Strategic Communications (Fall 2021, Spring 2022, Summer 2022, Penn State World Campus)
 - COMM 420: Research Methods in Ad/PR (Spring 2021, synchronous online)
 - COMM 420: Research Methods in Ad/PR (Fall 2020, synchronous online)
- 2018-2020 **Research Assistant** at the Arthur W. Page Center at Pennsylvania State University
- 2015-2017 **Research Assistant** at Iowa State University

PROFESSIONAL EXPERIENCES

- 2011-2014 **Project Manager, Content Sourcing/Distribution Team at CJ CGV**
- 2011 (Feb.) **Intern, Content Sourcing/Distribution Team at CJ CGV** (*The world's 5th largest cinema exhibition firm*), Seoul, South Korea

SCHOLARSHIP AND AWARDS

- 2021 **Sidney and Helen Friedman Endowed Scholarship (Excellence in Communications Doctoral Award)** from Bellisario College of Communications, Pennsylvania State University (\$1,169)
Recognizes a graduate student who achieved excellence in teaching, research, and service.
- 2020 **The Page Center Award** from the Arthur W. Page Center (\$2,000)
A competitive college-wide research grant award
"I am Pleased to See You in Trouble: Effect of Schadenfreude on Social Sharing of Emotion and Unsupportive Voice Behavior".
- 2020 **The Don Davis Program in Ethical Leadership Award** from the Don Davis Center (\$3,000)
A competitive college-wide research grant award
"Bad Corporation's Good Deeds: How Does Perceived Corporate Hypocrisy Influence the Public's Evaluation of the Company and Political Consumerism".
- 2019 **Travel Grant Award** from MCS Division of AEJMC Midwinter Conference (\$500)
- 2018 **First year scholarship** from Pennsylvania State University (\$2,000)

Kim CV (August 2022)

- 2018 **Graduate Award** from Pennsylvania State University
Tuition and Stipend
- 2016 **Best Poster Design Awards** from the Public Relations Division of the Association for
Education in Journalism and Mass Communication (AEJMC)
- 2016 **Professional Advancement Grants** from the Graduate and Professional Student Senate at
Iowa State University
- 2016 **Travel Award** from the Greenlee School of Journalism and Communication at Iowa State
University (\$500)
- 2015-2017 **Graduate Award** from Iowa State University
Tuition and stipend (\$500)
- 2006–2011 **Honors Scholarship** from Ewha Womans University
Stipends for the Dean’s List
- 2006–2011 **Admission Scholarship** from Ewha Womans University
A full four-year tuition (\$30,000)
Stipends for a 1-year exchange student program (\$10,000)

SERVICES

- 2020 **Graduate Student Representative on the Search Committee for Associate Dean of
Graduate Education** in Donald P. Bellisario College of Communications at Pennsylvania State
University (February 2020)
- 2019-2020 **Treasurer** in Graduate Students in Communications at Pennsylvania State University (GSIC;
August 2019-August 2020)
- 2016-2017 **Secretary** in the Graduate Student Association of the Greenlee School of Journalism and
Communication at Iowa State University (GSAG; August 2016-May 2017)

SOFTWARE SKILLS

R, SPSS, MPlus, AMOS, Adobe Creative Suite (Premiere Pro, Photoshop, Illustrator), Microsoft Office (Word, Power
Point, Excel)

PROFESSIONAL MEMBERSHIP

The Association for Education in Journalism and Mass Communication
International Communication Association