

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 |

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 |

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*. [In Press].

- [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.**, & Yegiyan, 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

- [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

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)

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

Invited Reviewer

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) |

Conference Organizing Committee

| | |
|-----------|---|
| Fall 2023 | Student Organizing Committee, 1 st Media, Communication, and Cultural Studies: Asia-Pacific (MCCAP), Florida State University |
|-----------|---|

Invited Lectures

| | |
|-------------|---|
| Spring 2021 | Guest Lecture, Mass Media Content, COM2740 Contemporary Issues in Communication, School of Communication, Florida State University (Feb. 23) |
|-------------|---|

PROFESSIONAL APPOINTMENT

| | |
|----------------|---|
| 2024 – Present | Assistant Professor of Strategic Communication, Auburn University at Montgomery |
| 2014 – 2016 | Assistant Project Batch Manager, Renault Samsung Motors, Republic of Korea <i>Role:</i> Managed production schedule for prototype cars by facilitating communication among various divisions for both internal and external stakeholders |

SKILLS

Software: Mplus, HLM, SPSS

Programming language: R

Last updated: July 2024