

# **Myungok Chris Yim, Ph.D.**

## **Curriculum Vitae**

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Loyola University Chicago  
School of Communication  
51 E. Pearson Chicago IL 60061

### **ACADEMIC EMPLOYMENT**

July 2023 to Current Associate Professor  
2017- June 2023 Assistant Professor  
School of Communication, Loyola University Chicago

### **EDUCATION**

2017 Ph.D. Sungkyunkwan University. Seoul, Korea  
Dissertation: The Effect of Corporate Elitism and Groupthink on the  
Organizational Empathy in a Crisis Situation  
2006 M.A. Public Relations, Yonsei University. Seoul, Korea  
1993 B.A. French Language and Literature, Ewha Womans<sup>1</sup> University. Seoul,  
Korea

### **PROFESSIONAL EXPERIENCE & TRAINING**

2000 to 2016 CEO at Porter Novelli, Seoul  
Led a full-service global Public Relations consultancy team of 55 with  
multi- million-dollar billings with responsibility for management, new  
business development, client relations, strategic communications, and  
marketing consultancy to over 100 global firms and governments and  
liaising with over 2,000 global colleagues across the Omnicom Group Inc.  
(NYSE: OMC).  
2014 Completed Omnicom University Advanced Management Program. Singapore  
2008 Accredited as Porter Novelli Insight™ Master Trainer  
2003 Accredited as Trainer in Media and Crisis Simulation,  
Porter Novelli New York

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<sup>1</sup> “Womans” is used intentionally by the university in its name due to the university’s unique history.

## SELECTED JOURNAL ARTICLES

- Yim, M. C.** (2023). The effect of AI chatbot interactivity on consumers' perceived empathy and boycott willingness. *International Journal of Human-Computer Interaction*. 1-16.
- Yim, M. C.** (2022). AI-related ethical crises: moderating effect of diversity belief on the relationship between groupthink and ethical judgment. Proceeding in 2022 International Public Relations Research Conference (IPRRC).
- Park, G., **Yim, M. C.**, Chung, J., & Lee, S. (2023). Effect of AI chatbot empathy and identity disclosure on willingness to donate: the mediation of humanness and social presence. *Behaviour & Information Technology*, 42(12), 1998-2010.
- Kim, T., Yang, J., & **Yim, M. C.** (2022). The effect of institutional CSR on brand advocacy during COVID-19: The moderated mediation effect of CSR expectancy and value-driven motivation. *Journal of Product & Brand Management* (1), 37-58. <https://doi.org/10.1108/JPBM-12-2020-3268>
- Park, G., & **Yim, M. C.** (2021). The impact of social distance on mask-wearing behavior: A construal level perspective. *Journal of Public Relations* 25(1)  
DOI:10.15814/jpr.2021.25.1.90
- Yim, M. C.** (2021). Fake, faulty, and authentic stand-taking: What determines the legitimacy of corporate social advocacy (CSA)? *International Journal of Strategic Communication* 5 (1), 60-76. DOI: 10.1080/1553118X.2020.1856853.
- Yim, M. C.**, & Park, H. S. (2021). The effect of corporate elitism and groupthink on the organizational empathy in a crisis situation. *Public Relations Review* 47(1), 101985. <https://doi.org/10.1016/j.pubrev.2020.101985>
- Yim, M. C.**, & Jeong, H. (2020). Reframing of outgroup: How activists mobilize civic engagement. *Asian Communication Research* 17 (1), 110-139. DOI: 10.20879/acr.2020.17.1.1
- Yim, M. C.** (2019). CEOs' political tweets and perceived authenticity: Can Expectancy Violation be a pleasant surprise? *Public Relations Review*, 45(3), 101785. <https://doi.org/10.1016/j.pubrev.2019.05.006>

**Yim, M. C., & Park, H. S.** (2019). Why legitimacy matters in crisis communication: A case study of the "nut-rage" incident on Korean Air. *Journal of Business and Technical Communication*, 33(2), 172-202. DOI: 10.1177/1050651918816360

#### CONFERENCE PRESENTATIONS

**Yim, M. C.** (2023, August). *Bottom-up CSA: Effects of Employee Engagement and Moral Elevation on Willingness to Advocate*. The Association for Education in Journalism and Mass Communication. Washington D.C.

Youn, Y. N., & **Yim, M. C.** (2023, June). *Family Firm's Cultural Idiosyncrasy and Individual Members' Ethical Judgment: Roles of Cohesion, Pro-similarity Belief, and Groupthink*. In Family Enterprise Research Conference (FERC).

**Yim, M. C.** (2022, March). Corporate Digital Responsibility: The Effect of Organizational Groupthink on AI Discrimination Practices. (2022). The 25th Annual International Public Relations Research Conference (IPRRC).

Blanchard, S., & **Yim, M. C.** (2022, November). *AI Discrimination Practices and Role of Corporate Ethical Climate*. In Midwest Association for Public Opinion Research (MAPOR)

**Yim, M. C.** (2022). *Contagion of unethical pro-organizational behaviors (UPB): Roles of groupthink and its byproduct, pro-similarity belief*. Association for Education in Journalism and Mass Communication (AEJMC) Conference, Detroit, MI.

**Yim, M. C.** (2022). *Corporate digital responsibility: Effect of organizational groupthink on AI discrimination practices*. The 25th annual International Public Relations Research Conference (IPRRC), Miami, Florida.

**Yim, M. C.** (2021). *How consumer CSR skepticism and value motive appraisal influence perceived authenticity of corporate social responsibility (CSR) initiative*. Midwest Association for Public Opinion Research (MAPOR), Chicago, IL

**Yim, M. C.** (2021). *Misinformation and its impact on public panic behaviors*. International Communication Association (ICA) - Virtual Conference.

Xu, Y., & **Yim, M. C.** (2021) *Social media influencers & social impact*. International GCCRC Conference, SKKU Convergence Institute for Culture, Arts, and Media Sungkyunkwan University - Virtual conference.

- Yim, M. C.** (2020). CEO apology tweet, can it mitigate moral outrage? International Communication Association (ICA) - Virtual Conference.
- Yim, M. C.** (2019). *CEO apology tweet, how does it sound authentic in paracrisis in the lens of dialogic engagement?* Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Yim, M. C.** (2019). *Paracrisis, what determine effective leadership communication?* National Communication Association (NCA), Baltimore, Maryland.
- Yim, M. C.** (2018). *CEO activism: its dialogic types and its impact on social engagement,* Midwest Association for Public Opinion Research (MAPOR), Chicago, IL.
- Yim, M. C., & Kim, K.** (2017). *How birds of a feather fake news together.* Midwest Association for Public Opinion Research (MAPOR), Chicago, IL

## ACADEMIC GRANT PROJECTS

- 2022 Loyola Intra-University Fellowship Grant Competition. (Unfunded). Corporate socio-technological responsibility (CSR) crises: Effects of corporate diversity belief and groupthink on Artificial Intelligence (AI) discrimination.
- 2022 Loyola University's Internal Transformative Research Award Competition. (Unfunded). Mental health crisis: social support to young adults suffering from depressive symptoms with Artificially Intelligent chatbot.
- 2021 SKKU Convergence Institute for Culture, Arts, and Media.** Grant for AI & new media studies. Sungkyunkwan University, Seoul, South Korea, May 2021.  
Award: \$5,000
- 2020 Internal Research Grant Competition.** Provost Office and Office of Research Services, Loyola University Chicago. Project: Government response strategies to fake news on the COVID-19 crisis and its impact on public panic behaviors.  
Award: \$5,000
- 2019 Faculty Summer Research Award.** Loyola University Chicago.  
Project: Exploring a crisis leadership communication model through experimentally testing the impact of CEO response on paracrisis  
Award: \$7,000

## **PROFESSIONAL GRANT PROJECTS**

- 2015 to 2016 International Marketing Communication Consulting. LG Mobile targeting 20 global markets. Award: \$4 million
- 2014 Strategic Marketing Communications consulting. Korea Tourism Organizations. Award: \$200,000
- 2013 Issue, and crisis management consulting. GM Korea. Award: \$100,000
- 2012 Reputation, and Internal Communications Consulting. L'Oréal Korea. Award: \$40,000
- 2011 Crisis Management Consulting. SK Communication. Award: \$100,000
- 2010 President Identity Strategy Communication Consulting. SK Group. Award: \$130,000
- 2007 to 2016 Internal Communications & Stakeholder Audits. Samsung Tesco. Award: \$ 40, 000 per year

## **TEACHING EXPERIENCE**

- COMM210 Principles of Public Relations
- COMM311 Health Communication
- COMM313 Corporate & Organizational Communication
- COMM314 PR Cases
- COMM370 AD & PR Special Topic. Social Media and Issue Management
- COMM398 Directed Studies
- COMM431 Campaign Development
- COMM433 Corporate Communication
- MGMT425N Business Communication for the Next Generation MBA Cohort.

## **SERVICE TO SCHOOL OF COMMUNICATION (SOC)**

- 2022 to present Committee Member. SOC Bylaws/Handbook Task Force. Loyola University Chicago: To draft SOC bylaws or handbook and design the SOC Faculty Council.
- 2020 to present Committee Member. SOC Global Outreach Program.
- 2020 Program Initiator. SOC Student and Faculty Exchange Program with two

universities such as Ewha Womans University and Sungkyunkwan University in Seoul, Korea

2019 Program Organizer and Onsite Coordinator for COMM431 Global Media and K-Culture, a study abroad course.

2018 Committee Member. SOC 10th Anniversary Celebration Preparation Committee.

2018 Committee Member. Public Relations Faculty Search Committee.

### **SERVICE TO UNIVERSITY**

2023 to present Faculty Development Review Committee

2020 to present Advisory Board Member. Research Advisory Council (RAC) :

Consultation with RAC to enhance SOC and Loyola University's research profile.

### **SERVICE TO PUBLIC RELATIONS COMMUNITY**

2021 to present PR Division Membership Committee Member for Association of Education in Journalism & Mass Communication (AEJMC). Support membership engagement through mentorship programs and member outreach initiatives.

2019 Ad Hoc Committee Member for National Communication Association (NCA) Public Relations Division: Review and Recommendation for Fundraising and How to Boost the Profile of the Division.

2017 to present Professional member of the conferences of the following:

Association for Education in Journalism & Mass Communication

National Communication Association

Midwest Association for Public Opinion Research

International Communication Association

2017 to present Manuscript reviewer for the following journals:

*Corporate Communication, an International Journal*

*Journal of Business Ethics*

*Journal of Business and Technical Communication*

*Journalism & Mass Communication Quarterly*

*Journal of Public Relations Research*

*Public Relations Review*

## INVITED TALKS, LECTURES, AND PANELS

- 2016 Invited Speaker. Korea Public Relations Consultancy Association.
- 2016 Invited Speaker. American Chamber of Commerce in Korea
- 2015 Invited Panelist. WIN (Women in Innovation), The next generation career women mentoring association under The Ministry of Gender, Equality and Family
- 2014 Trainer. What is media and how to handle it, NVIDIA, Seoul, Korea
- 2014 to 2016 Trainer. Media scene and crisis management. VMware, Seoul, Korea
- 2014 Lecture. What is the countermeasure for issues and crises in social media? Samsung Electronics, Seoul, Korea
- 2014 Lecture. What is Marketing PR, global social media campaign success Cases. Korea Craft and Design Foundation, Seoul, Korea
- 2013 Lecture. Global trend and successful public engagement campaign in social media. LG Mobile, Seoul, Korea
- 2012 Keynote Speech. Green Reputation Index for 300 Korean Companies. Chosun Biz. Seoul, Korea.
- 2012 Invited Panelist. How to overcome the glass ceilings. The 8<sup>th</sup> convention of Women in Innovation. The Ministry of Gender Equality and Family (MOGEF), Seoul, Korea.
- 2011 Panel Chair. Corporate and CEO reputation. Institute of Communication Management, Seoul, Korea.
- 2011 Lecture. Risk and corporate communication, Korea Expressway. Seoul, Korea.
- 2010 Trainer. Risk assessment and simulation workshop, Korean Food & Drug Administration. Seoul, Korea
- 2009 Trainer. Media message training workshop with Dow Chemical Asia Pacific. Hong Kong
- 2008 Panel Chair. Top 500 Companies' Reputation management seminar. Seoul, Korea.

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