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TAE HYUN BAEK

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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

- Full Professor, Sungkyunkwan University, Department of Media and Communication, March. 2025 – Present
- Department Chair, Sungkyunkwan University, Department of Media and Communication, January. 2023 – December. 2024
- 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

- Stanford/Elsevier World Top 2% Scientist in 2025
- Best Conference Paper Award, Global Marketing Conference, Hong Kong, 2025
- International Journal of Advertising's Best Reviewer Award, 2024
- 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

- **69** peer-reviewed journal articles and book chapters
- **6301 total citations**; h-index of **34** (as of Jan 14, 2025)
- https://scholar.google.com/citations?user=xI8W2xIAAAAJ&hl=en
- Field-Weighted Citation Impact (2022-2024) = **6.58**

PEER-REVIEWED JOURNAL ARTICLES

1. Kim, M., & **Baek, T. H.*** (2026). When brands are trending on social media: A comparative study of consumer responses to branded memes on TikTok versus Facebook. *Journal of Current Issues & Research in Advertising* [Impact Factor = 2.9] *Corresponding author

2. **Baek, T. H**., Yim, M. Y-C., Park, J., & Cho, A. (2026). Disruptive but costly: How upside-down logos backfire in consumer responses to brands. *Journal of Retailing and Consumer Services*, 88, 104500. https://doi.org/10.1016/j.jretconser.2025.104500 [Impact Factor = 13.1]

3. **Baek, T. H**., Kim, M., & Bang, H. (2025). Why AI robot chefs backfire: Consumer responses to robot-themed appeals. *Journal of Hospitality and Tourism Management*, 65, 101358. https://doi.org/10.1016/j.jhtm.2025.101358 [Impact Factor = 7.8]

4. Li, J. H., Kim, J. H., & **Baek, T. H.*** (2025). A machine-learning approach to examining users' responses to travel content on YouTube. *Current Issues in Tourism,* 1-20. https://doi.org/10.1080/13683500.2025.2574416 [Impact Factor = 4.6] *Corresponding author

5. Jin, Y. Z., Li, J. H., Lee, G., & , **Baek, T. H.*** (2025). Reimagining luxury fashion through AI-driven design. *Asia Pacific Journal of Marketing and Logistics*, 1-23. https://doi.org/10.1108/APJML-04-2025-0606 [Impact Factor = 5.1] *Corresponding author

6. Kim, J., Kim, J. H., Lee, D. C., **Baek, T. H**., Kim, C., & Kim, S. (2025). Political ideology and variety seeking in travel choices. *Annals of Tourism Research*. 114, 104011 https://doi.org/10.1016/j.annals.2025.104011 [Impact Factor = 10.4]

7. Kim, J., Cho, A., **Baek, T. H.,*** Park, J., & Bae, J. (2025). The effect of NFT visual quality on consumer evaluations of luxury goods in the metaverse. *Journal of Retailing and Consumer Services*, 87, 104346. https://doi.org/10.1016/j.jretconser.2025.104346. [Impact Factor = 13.1] *Corresponding author

8. **Baek, T. H**., Park, J., & Kim, J. S. (2025). Meme advertising for luxury brands: Effects on perceived funniness and sharing intention. *International Journal of Advertising.* https://doi.org/10.1080/02650487.2025.2510062 [Impact Factor = 6.7]

9. Lee, D. C., Jhang, J., & **Baek, T. H.*** (2025). AI-generated news content: The impact of AI writer identity and perceived AI human-likeness. *International Journal of Human-Computer Interaction*. 41(21), 13862–13874. https://doi.org/10.1080/10447318.2025.2477739 [Impact Factor = 3.4] *Corresponding author

10. **Baek, T. H**., Yoon, S., & Kim, S. (2025). The baby animal effect in wildlife conservation advertising. *Journal of Advertising Research*. 1-20. https://doi.org/10.1080/00218499.2024.2447126 [Impact Factor = 2.1]

11. **Baek, T. H.,** Kim, H., J., & Kim, J. K. (2025). AI-generated recommendations: Roles of language style, perceived AI human-likeness, and recommendation agent. *International Journal of Hospitality Management.* 126, 104106. https://doi.org/10.1016/j.ijhm.2025.104106 [Impact Factor = 10.0]

12. Kim, M., & **Baek, T. H.*** (2025). Fostering brand love through branded memes on social media. *Journal of Product & Brand Management*. https://doi.org/10.1108/JPBM-02-2024-5002 [Impact Factor = 5.2] *Corresponding author

13. Kim, J. H., Kim, J. K., **Baek, T. H.*,** & Kim, C. J. (2025). ChatGPT personalized and humorous recommendations. *Annals of Tourism Research*. https://doi.org/10.1016/j.annals.2024.103857 [Impact Factor = 13.2] *Corresponding author

14. Kim, J. S., & **Baek, T. H.*** (2024). Motivational determinants of continuance usage intention for generative AI: An investment model approach for ChatGPT users in the United States. *Behaviour & Information Technology.* https://doi.org/10.1080/0144929X.2024.2429647 [Impact Factor = 3.7] *Corresponding author

15. Li, J. H., Kim, J. S., & **Baek, T. H**.* (2024) . A big data analysis study on generative AI advertising news. *Korean Journal of Advertising*, 35(5), 39-67. [KCI Impact Factor = 1.91] *Corresponding author

16. **Baek, T. H**., Kim, J. K., & Kim, J. H. (2024). Effect of disclosing AI-generated content on prosocial advertising evaluation. *International Journal of Advertising.* https://doi.org/10.1080/02650487.2024.2401319 [Impact Factor = 6.7]

17. **Baek, T. H.,** & Yi, K. (2024). A computational approach to cryptocurrency marketing on social media. *International Journal of Advertising.* https://doi.org/10.1080/02650487.2024.2362472 [Impact Factor = 6.7]

18. Kim, I. H., Kim, Y. S., **Baek, T. H.,** & Choi, Y. K. (2024). Exploratory study on the perception and consumption behavior toward "eco-friendly products" by Korean and American Consumers : Application of means-end chain and topic modeling. *Korean Journal of Advertising, 35*(2), 1-35.

19. Kim, M.., & **Baek, T. H.*** (2024). Expertise and playfulness of social media influencers. *Journal of Current Issues & Research in Advertising*. https://doi.org/10.1080/10641734.2024.2321230 [Impact Factor = 3.4] *Corresponding author

20. Kim, J. S., Kim, M.., & **Baek, T. H.*** (2024). Enhancing user experience with a generative AI chatbot. *International Journal of Human-Computer Interaction.* https://doi.org/10.1080/10447318.2024.2311971 [Impact Factor = 4.7] *Corresponding author

21. **Baek, T. H.** (2023). Digital advertising in the age of generative AI. *Journal of Current Issues & Research in Advertising*, *44*(3), 249-251. https://doi.org/10.1080/10641734.2023.2243496 [Impact Factor = 3.4]

22. **Baek, T. H., &** Kim, M. (2023). Is ChatGPT scary good? How user motivations affect creepiness and trust in generative artificial intelligence. *Telematics and Informatics.* https://doi.org/10.1016/j.tele.2023.102030 [Impact Factor = 8.5]

23. Kim, M., & **Baek, T. H.*** (2023). Are virtual influencers friends or foes? Uncovering the perceived creepiness and authenticity of virtual influencers in social media marketing in the United States. *International Journal of Human-Computer Interaction.* https://doi.org/10.1080/10447318.2023.2233125 [Impact Factor = 4.7] *Corresponding author

24. Kim, Y., & **Baek, T. H.*** (2023). Morality on the road: How moral norms impact the persuasiveness of message framing in public service advertising. *Journal of Corporation and Innovation*, 46(2), 151-170. [KCI Impact Factor = 1.07] *Corresponding author

25. **Baek, T. H.,** & Kim, M. (2023). AI robo-advisor anthropomorphism: The impact of anthropomorphic appeals and regulatory focus on investment behaviors. *Journal of Business Research,* 164, 114039 https://doi.org/10.1016/j.jbusres.2023.114039 [Impact Factor = 11.3]

26. Choi, D., Bang, H., Yoon, S., & **Baek, T. H.** (2023). Message assertiveness and price discounts: Differences between hedonic and utilitarian consumption. *International Journal of Advertising.* https://doi.org/10.1080/02650487.2023.2213556 [Impact Factor = 6.7]

27. **Baek, T. H.,** Kim, J., Yoon, S., Choi, Y. K.**,** & Taylor, C. R. (2023). The COVID-19 threat and luxury advertising. *Journal of Consumer Behaviour* https://doi.org/10.1002/cb.2137 [Impact Factor = 4.3]

28. Kim, S., Childs, M., & **Baek, T. H.*** (2023). Awe and guilt: The role of construal level in social media green campaigns. *Journal of Consumer Behaviour,* 22 (2), 314-328. http://doi.org/10.1002/cb.2127 [Impact Factor = 4.3]
    *Corresponding author
29. 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 = 8.5]
    *Corresponding author

30. **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 = 11.3]

31. **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.* 41(5), 850-867. https://doi.org/10.1080/02650487.2021.2011654 [Impact Factor = 6.7]

32. 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 [Impact Factor = 6.0]
33. **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 = 5.9]

34. 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 = 4.4]

35. 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 = 6.7]

36. **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 = 6.7]

37. 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 = 9.9]

38. **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 = 10.4]

39. 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 = 10.4]
*Corresponding author

40. 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 = 6.7]

41. **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 = 3.6]

42. 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

43. 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 = 10.4]

44. **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 = 5.7]
***Runners-up for the 2018 Journal of Advertising's Best Article Award.**

45. **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 = 6.7]

46. 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 = 11.8]

47. 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 = 8.5]
*Corresponding author

48. 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 = 3.1]

49. **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 = 5.7]
***Finalist for the 2017 Journal of Advertising's Best Article Award.**

50. 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 = 5.7]
***Finalist for the 2017 Journal of Advertising's Best Article Award.**

51. **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]

52. 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

53. 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 = 6.7]

54. 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 = 8.2]

55. **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 = 6.7]

56. **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 = 6.7]

57. 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

58. **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 = 6.7]

59. **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 = 4.4]

60. 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 = 6.7]

61. **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 = 5.7]

62. 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]

63. **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 = 3.9]

64. **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 = 6.7]

65. **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 = 3.6]

66. 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 [Impact Factor = 2.5]

67. **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 = 3.9]

68. 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

69. **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 = 2.6]

BOOK CHAPTERS

70. Yoo, C. Y., & **Baek, T. H.** (2017). Assessing the financial value of digital advertising: An event study approach. In Rodgers, S. & Thorson, E. (3rd Eds.) *Digital Advertising: Theory and Research*. New York/London: Routledge, Taylor and Francis Group, 222-242.

71. 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.

72. 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.

GRANTS RECEIVED (TOTAL: $204,885)

1. The effect of cute baby animals in wildlife conservation campaigns (2022), **$5,500** (Role: **PI**)
- Seok Chun Research Fund, Sungkyunkwan University

2. 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

3. Online course development support (2020), **$3,000**
- School of Information Science, University of Kentucky

4. The persuasive effect of charitable appeals (2018), **$5,000 (**Role: **PI)**
- Summer Faculty Research Fellowship, University of Kentucky

5. Culture and sustainability advertising (2017), **$138,840** (Role: **Co-Investigator**)
- Global Research Network Program, National Research Foundation of Korea

6. Go green in the digital environment (2017), **$1,800 (**Role: **PI)**
- Research and Creative Activities Fund, University of Kentucky

7. The persuasive effects of health goal compatibility and mood (2016), **$1,000 (**Role: **PI)**
- International Travel Support, University of Kentucky

8. 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

9. The influence of Facebook's brand pages (2013), **$8,000 (**Role: **PI)**
- Summer Faculty Fellowship for Research, Indiana University-Southeast

10. Green advertising persuasion (2012), **$8,000 (**Role: **PI)**
- Summer Faculty Fellowship for Research, Indiana University-Southeast

11. 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

12. 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.,** Choi, Y-K., Kim, I., & Yoon, S. (2024). The impact of environmental brand

activism advertising: Roles of message appeals, emotions, and culture. Paper presented at the *International Conference of Asian Marketing Associations*, Osaka, Japan.

2. Jin, Y., Li, J., & **Baek, T. H.** (2024). From algorithm to luxury: A mixed method approach to Chinese consumers' responses to AI-designed luxury fashion brands. Paper presented at the *International Conference of Asian Marketing Associations*, Osaka, Japan.

3. Ahn, H., & **Baek, T. H.** (2024). The AI disclosure paradox: consumer resistance to AI-generated advertising. Paper presented at the *International Conference of Asian Marketing Associations*, Osaka, Japan.

4. **Baek, T. H.,** & Yi, K. (2024). A qualitative investigation into students' learning experience with ChatGPT. *Association for Library and Information Science Education,* Portland, Oregon.

5. Li, J., & **Baek, T. H.** (2024). How do you like your trip? Personalized YouTube travel content recommendations, *Korean Association of Advertising and Public Relations*, Seoul, Korea.

6. **Baek, T. H.**, Kim, H., & Kim, J. K. (2024). Generative AI for destination marketing. *Korean Marketing Association,* Seoul, Korea.

7. Kim, J., & **Baek, T. H.** (2024). Branded meme marketing on TikTok. *Korean Marketing Association,* Seoul, Korea.

8. Li, J., Kim, J. & **Baek, T. H.** (2024). A big data analysis study on generative AI advertising news. *Korean Marketing Association,* Seoul, Korea.

9. Kim, J., & **Baek, T. H.** (2023). Empowering digital consumer experience with ChatGPT. *Korean Scholars of Marketing Science International Conference,* Seoul, Korea.

10. **Baek, T. H.** Park, J., & Kim, J. (2023). Luxury meme advertising for digital consumer engagement. *Korean Scholars of Marketing Science International Conference,* Seoul, Korea.

11. **Baek, T. H.,** & Yi, K. (2023). A computational approach to cryptocurrency marketing on Twitter. Paper presented at the *Global Marketing Conference*, Seoul, Korea.

12. **Baek, T. H.,** & Yoon, S. (2023). Baby Animals in Wildlife Conservation Campaigns. Paper

presented at the *American Academy of Advertising*, Denver, CO.

13. 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

14. 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.

15. **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.

16. **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.

17. 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.

18. **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.

19. 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.

20. 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.

21. 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.

22. **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.

23. 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.

24. 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.

25. 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.

26. **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.

27. 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.

28. **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.

29. 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.

30. 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.

31. **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.

32. 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.

33. 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.

34. 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**

35. **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.

36. 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.
37. **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.

38. **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**

39. **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.

40. 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.

41. **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.

42. 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.

43. 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.

44. 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.
45. Kim, Y., Yoon, S., & **Baek, T. H.** (2014). Culture and assertiveness in green advertising. Paper presented at the *Global Marketing Conference*, Singapore.
46. 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.

47. 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.

48. **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.

49. **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.

50. **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.

51. **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.
52. 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.

53. **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.

54. **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**

55. 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.

56. **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.

57. **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.

58. 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.

59. **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.

60. **Baek, T. H.**, & King, K. W. (2008). Consequences of brand credibility in services. Paper

presented at the *American Academy of Advertising*, San Mateo, CA.

61. 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.

62. **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.

63. 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.

64. 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.

65. **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

- Psychology of Advertising Seminar
- Quantitative Communication Research Methodology

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
- Digital Strategies in Media and Communication
- 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. Better Together: The Impact of Advertising on Prosocial Behaviors
   - Suseon Forum, College of Social Sciences, Sungkyungkwan University, May 18, 2023

2. Stop Wildlife Crime: Death Imagery in Anti-Poaching Advertising
   - CI Research Seminar Series, College of Communication and Information, University of

Kentucky, October 14, 2020

3. Digital Media Strategies in Consumer Psychology
- School of Communication and Media, Ewha Womans University, Korea, April 22, 2016

4. 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

5. 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

6. Beyond Advertising: Understanding the Role of Digital Media
- Korean Scholars Association at the University of Kentucky (KSAUK), October 23, 2015

SERVICE

Associate Editor
- Journal of Advertising Research, 2023 – Present
- Journal of Current Issues and Research in Advertising, 2021 – Present

Guest Editor
- Special Issue on *Evolution, Challenges, and Opportunities of AI-Generated Advertising*, International Journal of Advertising, 2024
- Special Issue on *Future Trends in Digital Advertising: A Global Context*, Journal of Current Issues and Research in Advertising, 2022

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
- Personality and Social Psychology Bulletin, 2019 – Present
- Journal of Interactive Marketing, 2016 – Present

- Journal of Business Research, 2017 – Present
- Psychology & Marketing, 2020 – Present
- Australasian Marketing Journal, 2023 – Present
- Journal of Consumer Behaviour, 2022 – Present
- Journal of Public Policy and Marketing, 2016 – Present
- European Journal of Marketing, 2013 – 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
- Environmental Communication, 2023 – 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

- VISION2030, 지속가능경영 분과위원, Sungkyunkwan University, 2023 – Present
- HUSS (인문사회융합인재양성사업단), 교육과정심의위원, Sungkyunkwan University, 2023 – Present
- 4단계 BK21사업 재선정평가 (미디어커뮤니케이션학과) 참여교수, Sungkyunkwan University, 2023 – Present
- Advising Professor of Advertising and PR (광고홍보 주임 교수), Graduate School of Culture Management, Sungkyunkwan University, 2023 – Present
- Advising Professor of Senior and Healing Business (휴비지니스 주임 교수), Graduate School of Culture Management, Sungkyunkwan University, 2022 – 2023
- 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