

CURRICULUM VITAE

Hyun Soon Park, Ph.D.

CONTACT INFORMATION

32625 Da-san-kyoung-je-kwan
Sungkyunkwan University
53, Myeongnyun-dong 3-ga, Jongno-gu
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EDUCATION

Ph.D. in Mass Communication, 2002.
Specialized in Public Relations & Public Health Communication
Department of Advertising & Public Relations
College of Communication Arts & Sciences
Michigan State University, U.S.A.
Advisor: Charles T. Salmon
Dissertation: *The Test of the Third Person Effect in Public Relations: An Application of Social Comparison Theory*

M.A. in Mass Communication, 1998.
Department of Advertising & Public Relations
College of Communication Arts & Sciences
Michigan State University, U.S.A.
Advisor: Charles T. Salmon

M.A. in Mass Communication, 1992.
Department of Journalism & Mass Communication
Ewha Womans University, Seoul, Korea.
Advisor: Sun Yeol Choi

B.A. in English Literature & Language, 1990.
Ewha Womans University, Seoul, Korea.

ACADEMIC EMPLOYMENT

Sungkyunkwan University, Department of Media and Communication
Seoul, Korea.
Dates of Employment: March 2004 to present.

HONORS AND VISITING APPOINTMENTS

SKKU (Sungkyunkwan) Young Fellowship Award, 2016.

Sungkyunkwan Family Fellowship Award. 2014. 2.

Marquis Who's Who in the World 2012 (29th edition) in the area of Health Communication

Visiting Professor at City University London, UK. 2010. 8 – 2011. 7.

“Top Student Paper” Award in the Division of Public Relations of International Communication Association, Washington D.C., U.S.A. 2001.

TEACHING

Principal areas of instruction include Public Relations, Health Communication, and Mass Communication and Public Opinion. Previous courses taught include:

Public Health Communication Campaign
Principles of Public Health Communication
Public Communication Campaign
Principles of Public Relations
Public Relations Campaign
Issues & Crisis Management
Financial Communication
Corporate Public Relations
Understanding of Advertising
Public Relations Theory
Public Relations Planning
Media Psychology
Mass Communication Theory
Communication Theory
Mass Communication Psychology

EDITORIAL BOARDS AND REVIEWS

Editor-in-Chief : *Journal of Public Relations* (2013 ~ 2015).

Member of the Editorial Board (Past and present): *Communication Yearbook* (2008-2010), *The Korean Journal of Advertising & Public Relations* (2008-2009).

Reviewer: *Korean Journal of Public Relations Research*, *Korean Journal of Journalism and Communication Studies*, *The Korean Journal of Advertising & Public Relations*, *The Korean Journal of Advertising*.

BOOKS, MONOGRAPHS AND EDITED WORKS

Kim, G., Park, H. S., & Park, S. (2013). Korean Government's International Public Relations. Seoul: Dae-Young Press.

Bang, J. B., Han, E. K., & Park, H. S. (2007). Korean Cultural Wave & Cultural Communication. Seoul: Communication Books.

Park, H. S. (translation, 2007). *PR: Public Consensus Process & Strategies*. Seoul: Communication Books.

Park, H. S. (translation, 2004) *Strategic Issues Management PR*. Seoul: Communication Books.

RESEARCH ARTICLES AND BOOK CHAPTERS

Yim, M. O., & 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*, DOI: 10.1177/1050651918816360

Namkoong, M., & Park, H. S. (2018). Why psychological distance and responsibility attribution matter in corporate crisis communication? *Korean Journal of Journalism & Mass Communication*, 62(5), 295-328.

Jeong, H., & Park, H. S. (2017). Exploratory study on the reconceptualization of optimistic bias as a dual-dimension construct. *Journal of Public Relations*, 21(6), 1-32.

Park, J. S., & Park, H. S. (2017). The effect of issue legitimacy and psychological distance on the public support of conflict issues. *Korean Journal of Journalism & Mass Communication*, 61(2), 221-250. <https://doi.org/10.20879/kjjcs.2017.61.2.008>

Ahn, J., & Park, H. S. (2016). Reward of organ donation: Is It effective or not as a promotion strategy? *International Journal of Nonprofit & Voluntary Sector Marketing*, 21, 118-129. DOI:10.1002/nvsm.1550

Park, G., & Park, H.S. (2016). Corporate Social Responsibility in Korea: How to communicate global issues to local stakeholders. *Corporate Social Responsibility and Environmental Management*, 23, 77-87. DOI: 10.1002/csr.1362 (OnlineFirst July 2014)

Jang, S. J., & Park, H. S. (2014). Cognitive and affective trust violation, apology strategy and trust restoration of corporations in crisis. *Korean Journal of Journalism and Mass Communication*, 58(2), 478-504.

Jeong, H., & Park, H. S. (2013, January 25). The effect of parasocial interaction on intention to register as organ donors through entertainment-education program in Korea. *Asia-Pacific Journal of Public Health*, DOI: 10.1177/1010539512472359

Lee, S. Y., & Park, H. S. (2013). Effects of message framing and anchoring on reaching public consensus on the Korea-U.S. FTA issue. *Communication Research*, 2013. April. 40(2), 176-192. DOI: 10.1177/0093650211406707

Han, J., Park, H. S., & Jeong, H. (2013). Individual and organizational antecedents of professional ethics of Public Relations practitioners in Korea. *Journal of Business Ethics*, 116, 553-566. DOI 10.1007/s10551-012-1480-6

Park, C. Y., Park, H. S., Lee, S. Y., & S. Moon (2013). Korean college students' sexual harassment reporting behavior: Do self-construal and gender affect it? *Gender, Place and Culture*, DOI:10.1080/0966369X.2012.731380 (originally published 2012, October), 20(4), 432-450

Choi, J., Park, H. S., & Chang, J. H. (2011). Hostile media perception, involvement types, and advocacy behaviors. *Journal of Mass Communication & Journalism Quarterly*, 88(1), 23-39.

Lee, H. W., & Park, H. S. (2010). "The variables affecting diabetic patients' self-care behaviors: An application of Theory of Planned Behavior," *The Korean Journal of Advertising and Public Relations*, 12(4), 327-362.

Yoo, S., Jeong, H., & Park, H. S. (2010). "The analysis on factors affecting the intention for H1N1 virus vaccination and the impact of negative news reports." *The Korean Journal of Advertising and Public Relations*, 12(3), 283-320.

Lee, B.K., Park, H.S., Choi, M.I., & Kim, C.S. (2010) "Promoting organ donation through an entertainment-education TV program in Korea: Open your eyes." *Asia-Pacific Journal of Public Health*. 22(1), 29-89.

Park, H. S. (2009) "Reliability and validity tests of multi-item scale for measuring organization-public relationship." *The Korean Journal of Advertising and Public Relations*, 11(4), 144-170.

Park, H. S., & Lee, J. (2009). "Effects of proactive Public Relations strategy on consumers' attitudes for nutritional information: An application of Persuasion Knowledge Model." *Korean Journal of Journalism & Communication Studies*, 53(3), 242-267.

Lee, S. Y., & Park, H. S. (2009). "Effects of PR message type, anchoring effect, and perceived risk on decision making: Focused on prospective theory." *Korean Journal of Journalism & Communication Studies*, 53(2), 70-95.

Kim, Y., & Park, H. S. (2008). "Different persuasion effects according to message types, why and how?: An application of the Persuasion Knowledge Model." *Korean Journal of Journalism & Communication Studies*, 52(5), 129-158.

Park, J. W., & Park, H. S. (2007). "The effect of involvement, message appeals, and self-efficacy on nonprofit organization's fundraising campaign." *Korean Journal of Public Relations Research*, 11(1), 107-140.

Kim, C. S., & Park, H. S. (2007). "Competition or coexistence? Public Relations industry in Korea: An application of the theory of the niche." *Korean Journal of Public Relations Research*, Special issue, 126-160.

Park, H. S., & Im, J. Y. (2005). "PR message strategy for promoting childbirth in Korea: Focused on problem recognition and efficacy." *The Korean Journal of Advertising*, 16(5), 345-368.

Park, H. S., Moon, C. S., & Park, J. Y. (2005). "Internal communication audit for government Public Relations." *Korean Journal of Public Relations Research*, 9(2), 160-195.

Park, J. Y., Moon, C. S., & Park, H. S. (2005). "An external audit for effective

government Public Relations.” *The Korean Journal of Advertising*, 16(4), 31-54.

Park, H.S., & Salmon, C.T. (2005). “A test of the Third-Person effect in Public Relations: Application of social comparison theory.” *Journalism & Mass Communication Quarterly*, 82(1), 25-43.

Salmon, C.T., Park, H.S., & Wrigley, B.J. (2003). “Optimistic bias and perceptions of bioterrorism in Michigan corporate spokespersons, Fall 2001.” *Journal of Health Communication*, 8, 130-143.

Wrigley, B.J., Salmon, C.T., & Park, H.S. (2003). “Crisis management planning and the threat of bioterrorism.” *Public Relations Review*, 29, 281-290.

Park, H.S., & Lee, S.Y. (2003). “Genetically engineered food labels, information or warning to consumers?” *Journal of Food Products Marketing*, 9(1), 49-62.

Park, H.S. (2002). “Case study: Public consensus building on the Internet.” *CyberPsychology & Behavior*, 5(3), 233-239.

Park, H.S., & Choi, S.M. (2002). “The internet as a political campaign medium: Focus group interviews.” *Public Relations Quarterly*, 47(4), 36-42.

CONFERENCE PAPERS

Park, G., Kim, J., & Park, H. S. (2018, November 17). “From public opinion to private actions: A psychological distance perspective.” Paper presented to the Midwest Association for Public Opinion Research, Chicago, USA.

Yim, M., Park, G., Kim, K., Park, In., & Park, H. S. (2017, November 17-18). “How birds of a feather fake news together.” Paper presented to the Midwest Association for Public Opinion Research, Chicago, USA.

Kim, K., Park, I., Yim, M., Park, G., & Park, H. S. (2017, November 17-18). “Conservatives, underdogs, and the diffusion of fake News”, Paper presented to the Midwest Association for Public Opinion Research, Chicago, USA.

Kim, K., Yoon, G., & Park, H. S. (2017, May 25-29). “A booster for better adaptation? The effect of SNS on acculturation of North Korean refugee youths.” Paper presented to the International Communication Association, San Diego, USA.

Yim, M., & Park, H. S. (2017, May 25-29). “The effect of corporate elitism and groupthink on organizational empathy in crisis situations.” Paper presented to the International Communication Association, San Diego, USA.

Park, G., & Park, H. S. (2017, May 25-29). “Selling goodwill overseas: Adapting a construal level perspective on corporate social responsibility (CSR) communication.” Paper presented to the International Communication Association, San Diego, USA.

Kim, S. Y., Kim, J., & Park, H. S. (2016, July 26-31). “Communicating MERS information: The importance of time in crisis management.” Paper presented to the International Association for Media and Communication Research, Leicester, United Kingdom.

Yoon, K. B., & Park, H. S. (2016, July 21-24). "Psychological reactance on antismoking campaigns by message types." Paper presented to the Pacific and Asian Communication Association, Serdang, Malaysia

Park, G., & Park, H. S. (2016, July 21-24). "The price of names: Clarifying the relationship between online petition and WTP for prosocial campaigns." Paper presented to the Pacific and Asian Communication Association, Serdang, Malaysia

Kim, Y. J., & Park, H. S. (2016, July 21-24). "Have you ever annoyed by alarm?: The influence of health care application on self-efficacy." Paper presented to the Pacific and Asian Communication Association, Serdang, Malaysia

Aach, S. N., & Park, H. S. (2016, July 21-24). "Differences of Chinese consumers' expectation toward CSR of domestic corporate vs. foreign corporate." Paper presented to the Pacific and Asian Communication Association, Serdang, Malaysia

Park, G., & Park, H. S. (2015, July 30-August 3). "A discussion of public campaigns in the light of cultural dimensions and construal level theory." Paper presented to the World Communication Association, Lisbon, Portugal.

Wang, Y. F., & Park, H.S. (2015, July 30-August 3). "How to reduce perceived risk of medical tourism through message framing." Paper presented to the World Communication Association, Lisbon, Portugal.

Jeong, H. J., Park, G., Park, H. S., & Choi, M. (2015, July 30-August 3). "Discriminative appeals for smoke free campaign considering cultural variations: Individualism vs. collectivism." Paper presented to the World Communication Association, Lisbon, Portugal.

Park, G., & Park, H. S. (2015, May 21-25). "Hiding in Public: A dissection of slacktivism in relation to proenvironmental actions." Paper presented to the International Communication Association, San Juan, Puerto Rico.

Yim, M. O., Park, H. S., & Park, G. (2014, November 21-22). "In and Out Group Strategy as Counter Frame to Cool Off Conflicts." Paper presented to the MAPOR, Chicago, USA.

Yim, M. O., & Park, H. S. (2014, November 20-23). "What makes legitimacy? To refine organizational legitimacy in PR perspective." Paper presented to the National Communication Association, Chicago, USA.

Park, G., & Park, H.S. (2014, May 23). "The effect of message framing on corporate social responsibility in different psychological distance: A construal level perspective." Paper presented to the International Communication Association, Seattle, USA.

Park, H. S., & Lee, H. J. (2014, May 25). "Conflict resolution and social integration communicator." Paper presented to the International Communication Association, Seattle, USA.

Park, G., & Park, H.S. (2014, January 8-10). "No country for Chosun-Jok? Analysis of media discourse on Korean-Chinese crimes." Paper presented to the MeCCSA, Bournemouth, UK.

Jeong, H., Park, H. S., & Park, G. (2013, November). PR Message Strategies for Promoting Childbirth in Korea. Paper presented to the Seminar hosted by the Ministry of Health & Welfare. Seoul, Korea.

Yim, M. O., Han, J. H., & Park, H. S. (2013, June). "A Longitudinal Co-Orientation Study of Public Relations and Marketing Specialists' Perceptions of Public Relations in Power Relationship." Paper presented to the International Communication Association, London, UK.

Ahn, J., & Park, H. S. (2013, June). "Rewards Policy on Organ Donation, Is It Effective or Not?" Paper presented to the International Association for Media and Communication Research, Dublin, Ireland.

Park, H.S. (2008, July). "How to Build Group Consensus for Social Conflicts: An Application of Self Persuasion Perspective." Paper presented to the International Association for Media and Communication Research, Stockholm, Sweden.

Lee, S., Kim, Y., & Park, H. S. (2008, July). "Effects of Persuasive Messages on Preventing Global Warming: An Application of Extended Parallel Process Model." Paper presented to the International Association for Media and Communication Research, Stockholm, Sweden.

Jeong, H. J., & Park, H. S. (2008, July). "Digital Divide, How to Control Inequality to Information Access in the Process of Crisis Management." Paper presented to the International Association for Media and Communication Research, Stockholm, Sweden.

Park, H.S., Lee, S.Y., & Kim, Y. (2007, November), "Searching for Opinion Leaders and Priority Publics Online: Focusing on Bloggers' Communication." Paper presented to the Midwestern Association for Public Opinion Research, Chicago, USA.

Park, C., Park, H.S., & Lee, S.Y. (2007, July). "The Effects of Self-Construal and Gender on Reporting Sexual Harassment Experience in Korea." Paper presented to the World Communication Association, Brisbane, Australia.

Yoon, S., Lalwani, A.K., Vargas, P., Choi, Y.K., & Park, H.S. (2007, February), "The Impact of Culture on Persuasiveness of Health Messages on Self and Others." Paper presented to the Society for Consumer Psychology, LasVegas, USA.

Park, H. S., Kim, Y., & Lee, S. Y. (2006, October). "Corporate Social Responsibility Activities of Multinational Globalized Corporations in Overseas Market." Paper presented to the Korean Association for Advertising and Public Relations, Seoul, Korea.

Park, H.S., Lee, B.K., Choi, M.I., Kim, C.S. (2006, June). "Promoting Organ Donation through an Entertainment-Education TV Program in Korea: 'Open Your Eyes.'" Paper presented to the International Communication Association, Dresden, Germany.

UNIVERSITY WIDE & DEPARTMENTAL SERVICE

Vice President for International Affairs, 2019-2020

Department Chairperson, March 2007- February 2009

PROFESSIONAL ORGANIZATIONS

Korean Academic Society for Public Relations: President, 2017. 12 – 2018. 11.

Korean Association for Health Communication: Executive Director, 2009. 1 – 2010. 12.

Korean Association for Broadcasting Studies. Academic Director, 2011.11 – 2012.11.

Korean Society for Media Law, Ethics and Policy Research. Director in Public Relations, 2011.1 – 2011. 12.

Korean Women's Association for Communication Studies: Executive Director, 2006. 11- 2007. 11

Korean Association for Advertising and Public Relations: Financial Director, 2006. 1 – 2007. 11; Executive Director, 2009. 11 – 2010. 8.

UNIVERSITY OUTREACH SERVICE

Korea Broadcast Advertising Corp. (KOBACO). Committee Member for Public Service Announcements. 2017. 1 – 2018. 12.

Korean Traditional Music Broadcasting Corp. Member of the Audience Committee. 2017. 3 – 2019. 3.

YTN DMB, Member of the Audience Committee, 2016. 10 - 2018. 9.

KOICA Scientific Advisory Committee (2015. 2 – 2017). KIDSTHRIVE Healthy Children through Healthy Behaviors.

The Financial Supervisory Service (Enforcement organization functioning as a banking, securities, and insurance supervisory authority). Advisory Committee Member for Public Relations, 2014. 8 ~ 2016.

K-Water (Korean public corporation for managing public water system and environment). Advisory Committee Member for Public Relations, 2013. 12 ~ 2015.

Korea International Broadcasting Foundation (Arirang TV). Auditor (non-standing). 2012. 1 ~ 2013. 12.

Korean Broadcasting System (Public Service Broadcaster for Korea). Member of the Audience Committee, 2012.9~2013.8.

Korean Tourism Organization: Non-executive Director, 2008, 10 – 2010, 6.

Ministry of Culture, Sports, & Tourism: Advisory Committee Member for Government Public Relations, 2005-2009.