

# 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

- Fall 2022 Master's Colloquium, Florida State University (Mar. 31)  
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<sup>st</sup> 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  
*Role:* 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