

SHUO YAN

Education and Training

Ph.D., Media and Communication Studies Florida State University – Tallahassee, FL, United States	Aug 2020
Master of Science, Integrated Marketing Communication Florida State University – Tallahassee, FL, United States	Dec 2014
Bachelor of Arts, Broadcasting and Television Journalism China University of Geosciences – Wuhan, Hubei, China	July 2010
Other - Attend the Small Business Innovation Research (SBIR) and Small Business Technology Transfer (STTR) Seminar	Mar 2018

Professional Experience

- **Assistant Professor** Arkansas State University 2021-present

STCM 5113 Integrated Marketing Communication
STCM 5213 Social Media in Strategic Communication
COMS 5463 Interactive Advertising
COMS 6053 Quantitative Research Methods
COMS 6203 Introduction to Communication Studies
STCM 6263 Advertising Account Management
STCM 6303 Seminar in Strategic Communication
STCM 6323 Global Strategic Communication
COMS 6413 Organizational and Intercultural Communication
STCM 6533 Strategic Communication Management Capstone
- **Instructor/Teaching Assistant** Florida State University 2015-2020

PUR3000 Introduction to Public Relations
SPC1017 Fundamentals of Speech
SPC2608 Public Speaking
COM2080 Online Communication and Presence
MMC2000 Introduction to Mass Media
RTV3001 Media Literacy
- **Consulting**

Account Planning Project - Strategist and Account Planner for local business (Madison Social, Soliel 7 Salon, Nutrishop) Florida State University 2013 - 2014

Investigate clients' requirements
Work with teammates to develop ideas for a campaign
Conduct surveys towards target audiences
Analyze data collected, and market trends
Develop a strategic marketing plan

Conferences & Publications

- **Conferences**
 - Yan, S. & Chapa, S. (2020, August). Does shocking advertising work differently in US and China? - An investigation of the effectiveness of shocking advertising in Chinese and American

consumers. Accepted at American Marketing Association Summer Academic Conference, San Francisco, CA.

- Yan, S. & Chapa, S. (2020, August). Exploring the Effect of Shocking Advertising Used by For-profit and Nonprofit Organizations in the US and Chinese Consumers. Accepted at the Association of Marketing Theory and Practice Conference, Sandestin, FL.
- Yan, S., Chapa, S. (2019, November) Who Is More Justifiable to Use Shocking Ads? An Investigation of the Effectiveness of Shocking Advertising in Chinese Consumers. Paper to be presented at the Society for Marketing Advances Conference, New Orleans, Louisiana.
- Yan, S., Chapa, S. (2019, September) Who's Left? An Investigation of Cultural Identity Among Americans. Paper presented at DIRECTO 2nd Annual Symposium on Diversity & Inclusion in Research & Teaching, Florida State University, Tallahassee, FL.
- Yan, S. & Chapa, S. (2018, March). What Happens After You Are Shocked? An Investigation of Emotional Response, Brand Attitude, Attitude toward AD and Purchase Intention of Shock Advertising in Chinese Consumers. Presented at the Association of Marketing Theory and Practice Conference, Ponte Verde, FL.

- **Publications**

- Paper titled "Exploring the role of Shocking Advertising for Profit and non-profit organizations in China" submitted to the Journal of Cultural Marketing Strategy.
- Paper on Chinese consumers' traditional kitchen habits in progress.

Dissertation

Title: Exploring the Cognitive and Emotional Impact of Shocking Advertising

Summary: This study contributes to the advertising and marketing communication literature by proposing several hypotheses that aim to understand consumers' cognitive and emotional responses to shocking advertising. The main purpose of this study is to explore the effectiveness of shocking advertising when applied by a non-profit versus a profit organization. Particularly, this study aims at comparing the appropriateness of shocking advertising in terms of emotions, attitude toward the ad (A_{ad}), attitude toward the brand (A_b), and intention to behave. At the same time, this investigation proposes a validation of the conceptualization of shocking advertising as proposed in Dahl's framework (Dahl et al., 2003). Lastly, the role age and gender are explored while evaluating the effectiveness of shocking advertising.

Committee:

Sindy Chapa Ph.D.
Chair of Committee
Associate Professor
Director of Center for Hispanic Marketing Communication (HMC)

Patrick Merle Ph.D.
Committee Member
Associate Professor
Head of Integrated Marketing Communication (IMC)

Russell Clayton Ph.D.
Committee Member
Associate Professor
Founding Director of the Cognition and Emotion Lab (CEL)

Insu Paek Ph.D.
Committee Member
Associate Professor
Department of Educational Psychology & Learning Systems

Skills

- Technical Skills: SPSS, M-plus, G-power, Qualtrics, Canvas, SONA, Blackboard, Microsoft Office, Adobe Fireworks, Premier

- Languages: Chinese, English

Award

- Receiver of Student Excellence Fund of School of Communication