

Po-Lin Pan, Ph.D.

Curriculum Vitae
Updated: March 2024

Department of Communication
College of Liberal Arts and Communication
Arkansas State University - Jonesboro

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Education

- **Doctor of Philosophy, The University of Alabama - Tuscaloosa**, August 2009
Major: Mass Communication
Cognate: Applied Statistics & Methodologies
- **Master of Arts, Bowling Green State University, Ohio**, December 2004
Major: Media and Communication
- **Bachelor of Arts, Shih Hsin University, Taipei City, Taiwan**, June 2000
Major: Journalism

Academic Experiences

- **Arkansas State University**
Professor, August 2019 to Current
Associate Professor with Tenure, August 2014 to July 2019
Assistant Professor/Tenure Track, August 2009 to July 2014
Graduate Faculty, August 2009 to Current
Courtesy Appointment in the College of Business, August 2022 to Current
- **Leipzig University, Germany**
Visiting Scholar, December 2019
- **The University of Alabama**
Graduate Teaching/Research Assistant, August 2005 to May 2009

Honors/Awards

- **Outstanding Service Award**
Southwest Education Council for Journalism & Mass Communication, 2022
- **Top Faculty Research Paper Award — First Place**
Advertising Division, Association for Education in Journalism & Mass Communication, 2020
- **Commencement Speaker of Faculty Representative**
Fall Commencement Ceremony, Arkansas State University, 2018
- **Board of Trustees' Faculty Achievement Award for Scholarship**
Faculty Honors Convocation, Arkansas State University, 2018
- **Faculty Award for Outstanding Research**
College of Liberal Arts and Communication, Arkansas State University, 2018
- **Top Faculty Research Paper Award**
Sports Communication Interest Group, International Communication Association, 2016
- **Faculty Advisor for Best Graduate Student Research Paper Award**
Create@STATE: A Symposium of Research & Creativity, Arkansas State University, 2016

- **Eleanor Lane Faculty Endowment Award for International Research**
Office for Research and Technology Transfer, Arkansas State University, 2016
- **Inducted Faculty Membership**
Phi Kappa Phi Honor Society, Arkansas State University, 2016
- **Top Faculty Research Paper Award — Second Place**
Intercultural Communication Division, Southern States Communication Association, 2015
- **Janice Hocker Rushing Early Career Research Award**
Southern States Communication Association, 2014
- **Finalist, Board of Trustees' Faculty Achievement Award for Scholarship**
Faculty Honors Convocation, Arkansas State University, 2014
- **Faculty Award for Outstanding Research**
College of Media and Communication, Arkansas State University, 2014
- **Top Research Paper on Same-Sex Marriage Debate Collected by Journalist's Resource**
Joan Shorenstein Center on Media, Politics & Public Policy, Harvard Kennedy School, 2013
- **Top Faculty Research Paper Award — First Place**
Advertising Division, Association for Education in Journalism and Mass Communication, 2013
- **Best Research Paper Award**
International Journal of Advertising, 2013
- **Top Student Research Paper Award**
LGBT Interest Group, International Communication Association, 2007

Courses Taught

- **Arkansas State University**, August 2009 to Current
 - Undergraduate Courses:**
 - Account Planning ^A
 - Business Communication ^C
 - Crisis Communication
 - Media Management & Entrepreneurship
 - Principles of Advertising ^B
 - Principles of Public Relations ^B
 - Promotional Writing ^B
 - Strategic Communication Case Studies ^D
 - Advertising Strategy and Sales ^B
 - Communication Research Methods ^{B&D}
 - Integrated Marketing Communications ^A
 - Multimedia Production Techniques
 - Principles of Persuasion ^B
 - Principles of Strategic Communication ^B
 - Social Media Measurement ^{A&B}
 - Strategic Sport Communication ^{A&B}
 - Graduate Courses:**
 - Audience Market Analysis ^A
 - Entertainment Media ^A
 - Introduction to Communication Studies
 - Social Media Measurement ^B
 - Crisis Communication
 - Integrated Marketing Communications ^{A&B}
 - Mass Communication Theories
 - Quantitative Research Methods

Note: **A.** Course developer; **B.** Course is offered for both **on-campus** and **online students**; **C.** Course is offered for the College of Business; and **D.** 36 undergraduate students presented their research papers at the annual conventions of Southern States Communication Association.

Research Agendas

Examinations of message structures and individual personalities that jointly influence the processes of human emotion, perception, and consequent behavior. The main research areas include:

- Social and Psychological Effects of Strategic Communication
- Digital Persuasion and Social Influences
- Sports Branding and Sponsorship
- International Communication

Refereed Journal Articles

*Coauthor was a graduate student at the time the research was conducted.

- [J47] Meng, J., **Pan, P.-L.**, & Cacciatore, M. (2024). Trust building in public relations: Exploring the integrated role of adaptive leadership during the pandemic. *Corporate Communication: An International Journal*.
- [J46] **Pan, P.-L.**, Bhandari, M., & Meng, J. (2024). Toward an integrated model of healthy eating: Exploring moderated mediation effects of online nutrition information seeking. *American Behavioral Scientists*.
- [J45] Xiao, Z., Zeng, L., **Pan, P.-L.**, Lee, J., & Wu, A. (2023). Racism, self-rated general health status, and health-related quality of life among Black and Asian Americans. *Health Marketing Quarterly*.
- [J44] Zeng, L., **Pan, P.-L.**, & Xiao, Z. (2023). A plague upon education or an opportunity? Implementing Chat GPT in a mass communication classroom. *Journal of Media Education*, 14(4).
- [J43] **Pan, P.-L.**, & Zeng, L. (2023). The impact of ethnicity match on athlete endorsement: A parasocial identification perspective. *Southwestern Mass Communication Journal*, 39(1).
- [J42] Deen, A.*, & **Pan, P.-L.** (2022). Exploring social networks of #Election2020results and #BidenTransition on Twitter after the 2020 U.S. presidential election. *Journal of Social Media in Society*, 11(2), 77-96.
- [J41] **Pan, P.-L.**, Bhandari, M., & Meng, J. (2022). Promoting healthy eating: The intervening role of health and nutrition-related claims in food advertisements. *Health Education Journal*, 81(8). 993-1005.
- [J40] Bhandari, M., & **Pan, P.-L.** (2022). Underlying mechanisms of brand feedback's mixed effects: Roles of perceived controllability, stability and brand trust. *Cyberpsychology, Behavior and Social Networking*, 25(9), 605-612.
- [J39] Deen, A.*, & **Pan, P.-L.** (2022). Using smartphone as a journalistic tool: An examination of ethical codes in mobile journalism in Saudi Arabia. *Athens Journal of Mass Media and Communications*, 8(1), 27-41.
- [J38] **Pan, P.-L.**, Phua, J. & Woo, C.-W. (2021). Understanding how consumers perceive brand personality through sports sponsorship. *Journal of Sports Media*, 16(2), 87-110.

- [J37] **Pan, P.-L.**, & Shelby, K. * (2021). Effective online COVID-19 messages? A thematic analysis of major senior living community websites in the United States. *Health Marketing Quarterly*, 38(4), 255-269.
- [J36] **Pan, P.-L.**, & Phua, J. (2021). Connecting sponsor brands through sports competition: An identity approach to brand trust and loyalty. *Sport, Business, and Management: An International Journal*, 11(2), 164-184.
- [J35] Bhandari, M., Rodgers, S., & **Pan, P.-L.** (2021). Brand feedback to eWOM messages: Effects of stability and controllability of problem causes on brand attitudes and purchase intentions. *Telematics and Informatics*, 58, 101522.
- [J34] **Pan, P.-L.**, Zhou, S. & Hayes, M. (2019). Mortality salience in TV news of immigrant perpetrators: Effects on viewers' emotion, story evaluation, and perceived crime susceptibility. *Howard Journal of Communications*, 30(5), 464-478.
- [J33] **Pan, P.-L.**, Alharethi, M. * & Bhandari, M. (2019). Using Instagram as online shopping channel: Key predictors of purchase involvement on Instagram in Saudi Arabia. *Journal of Social Media in Society*, 8(2), 63-83.
- [J32] Zeng, L., Zhou, L. *, **Pan, P.-L.** & Fowler, G. (2018). Coping with the milk scandal: A staged approach to crisis communication strategies during China's largest food safety crisis. *Journal of Communication Management*, 22(4), 432-450.
- [J31] **Pan, P.-L.** & Meng, J. (2018). Are they celebrity followers? Examining the third-person perception of celebrity-endorsed advertising. *Journal of Promotion Management*, 24(2), 233-250.
- [J30] Phua, J., **Pan, P.-L.** & Chen, K.-J. * (2018). Sport team-endorsed brands on Facebook: Effects of game outcome (win/loss), location (home/away), and team identification on fans' brand evaluations. *Online Information Review*, 42(4), 438-450.
- [J29] **Pan, P.-L.** & Zeng, L. (2018). Parasocial interactions with basketball athletes of color in online mediated sports. *Howard Journal of Communications*, 29(2), 196-215.
- [J28] **Pan, P.-L.**, Zhou, S. & Hayes, M. (2017). Immigrant perpetrators in the news: A terror management approach to resultant hostility, perceived vulnerability, and immigration issue judgment. *Journal of International and Intercultural Communication*, 10(3). 219-236.
- [J27] **Pan, P.-L.** & Lawal, T.* (2017). Ideological framing in US news coverage of Sochi Winter Olympic Games. *Russian Journal of Communication*, 9(1). 19-33.
- [J26] **Pan, P.-L.**, Meng, J. & Lee, P.-L. (2017). The mediating effects of presumed influences on Taiwanese consumers' skepticism toward celebrity-endorsed advertising. *Journal of International Consumer Marketing*, 29(1), 48-58.
- [J25] Meng, J., **Pan, P.-L.** & Reber, B. (2016). Identify excellent features and situational factors in public health communication. *Public Relations Review*, 42(2), 366-368.
- [J24] **Pan, P.-L.** & Meng, J. (2016). Media frames across stages of health crisis: A crisis management approach to news coverage of flu pandemic. *Journal of Contingencies and Crisis Management*, 25 (2), 95-106.

- **Special Collection for Social and Economic Impact of Covid-19 by Editor Ira Helsloot**

- [J23] Meng, J., Bissell, K. & **Pan, P.-L.** (2015). Using YouTube as a health literacy tool: A test of the effectiveness of online body image distortion campaigns. *Health Marketing Quarterly*, 32(4), 350-366.
- [J22] Greer, J. & **Pan, P.-L.** (2015). The role of website format, blog use, and information-gathering acquaintance in online message assessment. *Telematics and Informatics*, 32(4), 594-602.
- [J21] **Pan, P.-L.** & Meng, J. (2015). The evaluations of swine flu magnitudes in TV news: A comparative analysis of paired influenza pandemics. *Health Marketing Quarterly*, 32(2), 129-147.
- [J20] Meng, J., Gonzenbach, W. & **Pan, P.-L.** (2014). Third-person perception of cosmeceutical product advertising: The moderating role of body-esteem. *Journal of Medical Marketing*, 14(2/3), 163-171.
- [J19] **Pan, P.-L.** (2014). Toward an integrated model of purchase intention of dietary supplements in sexually oriented advertising. *Journal of Food Products Marketing*, 20(2), 132-145.
- [J18] **Pan, P.-L.** (2013). A dispositional approach to hostility toward sports commentators in online arenas. *Computers in Human Behavior*, 29(4), 1725-1732.
- [J17] Bonomi, V. O.* & **Pan, P.-L.** (2013). Framing of the US-Venezuela diplomatic relationship in US newspapers. *Journal of International Communication*, 19(2), 235-251.
- [J16] **Pan, P.-L.** (2013). Exploring perceptions of online sports commentary: A test of disposition effects hypothesis. *Telematics and Informatics*, 30(2), 201-209.
- [J15] Meng, J. & **Pan, P.-L.** (2013). Revisiting image restoration strategies: An integrated case study of athlete sex scandals in sports news. *International Journal of Sport Communication*, 6(1), 87-100.
- **Reprinted in P. Pederson (2020), *Sport Communication Case Studies* (pp. 588-601). Champaign, IL: Human Kinetics.**
- [J14] **Pan, P.-L.** & Meng, J. (2013). Advertising preference and product involvement: A gender difference approach to visualized advertisements. *Business Research Yearbook*, 25(2), 9-15.
- [J13] Greer, J., **Pan, P.-L.**, Flores, D. & Collins, M. (2012). Priming and source credibility effects on individual responses to AMBER and other mediated missing child alerts. *The Social Science Journal*, 49(3), 295-303.
- [J12] Meng, J. & **Pan, P.-L.** (2012). Investigating the effects of cosmeceutical product advertising in beauty-care decision making. *International Journal of Pharmaceutical and Healthcare Marketing*, 6(3), 250-266.
- [J11] **Pan, P.-L.**, Meng, J. & Zhou, S. (2012). Examining third-person perceptions in the context of sexually oriented advertising. *Journal of Promotion Management*, 18(2), 189-208.
- [J10] Meng, J. & **Pan, P.-L.** (2012). Using a balanced set of measures to focus on long-term competency in internal communication. *Public Relations Review*, 38(3), 484-490.

- [J09] Hinson, W. S.* & **Pan, P.-L.** (2012). Toward an integrated model of intercultural competency: Evidence from American and non-American students. *Journal of Development Communication*, 23(2), 12-29.
- [J08] **Pan, P.-L.** & Meng, J. (2011). Where have we been? A thematic meta-analysis of China Media Research, 2005-2009. *China Media Research*, 7(2), 113-120.
- [J07] **Pan, P.-L.**, Meng, J. & Zhou, S. (2010). Morality or equality? Ideological framing in news coverage of gay marriage legitimization. *The Social Science Journal*, 47(3), 630-645.
- **Editor's Choice of Author's Research**
 - **Top Research Paper on Same-sex Marriage Debate Collected by Journalist's Resource of Joan Shorenstein Center on Media, Politics, and Public Policy in Harvard Kennedy School**
- [J06] Li, S.* & **Pan, P.-L.** (2010). Comprehensive dimensions of Chinese young adults' perspectives of Google: An empirical approach. *Journal of Development Communication*, 21(2), 48-62.
- [J05] **Pan, P.-L.** & Xu, J. (2009). Online strategic communication: A cross-cultural analysis of US and Chinese corporate websites. *Public Relations Review*, 35(3), 251-253.
- [J04] **Pan, P.-L.** & Cheng, I.-H. (2008). Using litigation public relations as image restoration strategy: Case of the unfinished presidential election in Taiwan. *Journal of Development Communication*, 19(2), 13-29.
- [J03] **Pan, P.-L.** (2008). US news coverage of China's new leaders: An investigation of agenda-setting abilities of US newspapers and US government. *China Media Research*, 4(1), 29-35.
- [J02] **Pan, P.-L.** (2007). The construction of Taiwanese as Chinese: A public relations approach to Chinese leader's discourse. *Journal of Intercultural Communication Studies*, 16(1), 217-229.
- [J01] **Pan, P.-L.** (2007). A postcolonial discourse analysis of Wong Kar-Wai's films. *China Media Research*, 3(2), 53-61.

Book Chapters/Conference Proceedings

- [B04] **Pan, P.-L.** & Zhou, S. (2022). Experiment. In S. Zhou, B. A. Beasley, & W.M. Sloan (Eds.), *Research Methods in Communication* (pp. 159-177). Northport, AL: Vision Press.
- [B03] Meng, J. & **Pan, P.-L.** (2020). Revisiting image restoration strategies. In P. Pederson (Ed.), *Sport Communication Case Studies* (pp. 588-601). Champaign, IL: Human Kinetics.
- [B02] Bradley, S. & **Pan, P.-L.** (2017). Experiment. In S. Zhou & W. D. Sloan (Eds.), *Research Methods in Communication* (pp. 159-179). Northport, AL: Vision Press.
- [B01] Meng, J. & **Pan, P.-L.** (2010). Measurement challenges in marketing communication: In-depth interviews with senior business communicators. In W. J. Kehoe & L. K. Witten (Eds.), *Advances in Marketing* (pp. 17-18). Mobile, AL: Society for Marketing Advances.

Selected Conference Presentations

*Author was a student when the research was conducted.

- [C51] Meng, J., **Pan, P.-L.**, & Cacciatore, M. (2023). The integrated role of adaptive leadership, sense of empathy, and communication transparency: A novel approach to trust building in public relations. Paper accepted for presentation at the 73rd Convention of International Communication Association, Toronto, Canada.
- [C50] **Pan, P.-L.**, Bhandari, M., & Meng, J. (2022). Toward an integrated model of healthy food choice: Examining the moderated mediation effects via online search for nutrition information. Paper accepted for presentation at the 72nd Convention of International Communication Association, Paris, France.
- [C49] Bhandari, M. & **Pan, P.-L.** (2022). Underlying mechanisms of brand feedback effects: Role of attribution dimensions and brand trust. Paper accepted for presentation at the 72nd Convention of International Communication Association, Paris, France.
- [C48] Zeng, L., **Pan, P.-L.**, & Xiao, Z. (2022). A fight for a clean library or censorship? A paracrisis in a small public library. Paper accepted for presentation at the 64th Convention of Western Social Science Association.
- [C47] **Pan, P.-L.**, Bhandari, M., & Meng, J. (2021). Better obesity knowledge, healthier food choice? Examining the moderating role of HNR claims in food advertisements. Paper accepted for presentation at the 71st Convention of International Communication Association (Virtual Conference).
- [C46] **Pan, P.-L.**, & Zeng, L. (2021). Examining the role of parasocial identification in sports viewers' perceived brands endorsed by athletes of color. Paper accepted for presentation at the 71st Convention of International Communication Association (Virtual Conference).
- [C45] Deen, A. *, & **Pan, P.-L.** (2020). Using smartphone as a journalistic tool: An examination of ethical codes in mobile journalism in Saudi Arabia. Paper accepted for presentation at the Symposium of Southwest Education Council for Journalism & Mass Communication (Virtual Conference).
- [C44] Bhandari, M., Han, K.-J., & **Pan, P.-L.** (2020). Effects of brand feedback to negative eWOM and moderating roles of product price. Paper accepted for presentation at the 103rd Convention of Association for Education in Journalism & Mass Communication (Virtual Conference).
- **First Place Faculty Research Paper in Advertising Division**
- [C43] Woo, C. -W., Kim, Y., **Pan, P.-L.**, Phua, J., & Chung, W. (2019). Protagonist's CSR and antagonist's CSR: How sports fans respond differently to a crisis applying affective disposition theory? Paper accepted for presentation at the 69th Convention of International Communication Association, Washington, DC.
- [C42] Bhandari, M., **Pan, P.-L.**, & Reeves, J. (2019). Brand feedback effects: Moderating roles of controllability, stability and context. Paper accepted for presentation at the 69th Convention of International Communication Association, Washington, DC.
- [C41] **Pan, P.-L.** & Phua, J. (2018). Linking to sponsor brand through sports competition: The activation processes of brand trust and brand loyalty in sports fans. Paper accepted for

presentation at the 68th Convention of International Communication Association, Prague, Czech Republic.

- [C40] Alharethi, M.* & **Pan, P.-L.** (2018). Using Instagram as online shopping channel: Key predictors of purchase involvement on Instagram in Saudi Arabia. Paper accepted for presentation at the 68th Convention of International Communication Association, Prague, Czech Republic.
- [C39] **Pan, P.-L.** & Meng, J. (2016). The mediating role of third-person perceptions in consumers' response to celebrity endorsed advertising. Paper accepted for presentation at the 19th Convention of Academy of Marketing Science World Marketing Congress, Paris, France.
- [C38] Meng, J. & **Pan, P.-L.** (2016). What can we do beyond posting calorie counts? Engaging millennial consumers through sustainable marketing efforts. Paper accepted for presentation at the 19th Convention of Academy of Marketing Science World Marketing Congress, Paris, France.
- [C37] **Pan, P.-L.**, Phua, J. & Woo, C.-W. (2016). Perceived brand personality through sports sponsorship: Locating a blurred line between entertainment and persuasion in mediated sports. Paper accepted for presentation at the 66th Convention of International Communication Association, Fukuoka, Japan.

- **Top Faculty Research Paper in Sports Communication Interest Group**

- [C36] **Pan, P.-L.**, Meng, J. & Lee, P.-L. (2016). The mediating effects of presumed influences on Taiwanese consumers' skepticism toward celebrity endorsed advertising. Paper accepted for presentation at the 66th Convention of International Communication Association, Fukuoka, Japan.
- [C35] **Pan, P.-L.** & Zeng, L. (2015). Identification through online mediated sports: Examining parasocial interaction with sports players of color. Paper accepted for presentation at the 98th Convention of Association for Education in Journalism & Mass Communication. San Francisco, CA.
- [C34] Phua, J., **Pan, P.-L.** & Chen, K.-J. * (2015). Fan identification and brand preferences on social media sites: Effects of BIRGing and CORFing on sport fans' evaluations of endorsed brands. Paper accepted for presentation at the Convention for American Academy of Advertising. Chicago, IL.
- [C33] Meng, J., **Pan, P.-L.** & Lee, P.-L. (2015). Cultural congruence and difference: Impacts on source credibility, brand support, and purchase intention in celebrity endorsed advertising. Paper accepted for presentation at the 85th Convention of Southern States Communication Association. Tampa, FL.

- **Second Place Faculty Research Paper in Intercultural Communication Division**

- [C32] **Pan, P.-L.** & Meng, J. (2014). Informing the public during health disaster: A crisis management approach to news media responses to flu pandemic. Paper accepted for

presentation at the 97th Convention of Association for Education in Journalism & Mass Communication. Montreal, Canada.

- [C31] **Pan, P.-L.** & Zeng, L. (2014). Racial competitions in mediated sports: Examining parasocial interaction with sports players of color. Paper accepted for presentation at the Symposium of Southwest Education Council for Journalism & Mass Communication. Denver, CO.
- [C30] Meng, J., **Pan, P.-L.** & Reber, B. (2014). An assessment of the situational factors in promoting public health communication: A triangulation design. Abstract accepted for presentation at the 17th Convention of International Public Relations Research. Miami, FL.
- [C29] **Pan, P.-L.** & Meng, J. (2013). Are they celebrity followers? Examining third-person perceptions in the context of celebrity endorsed advertising. Paper accepted for presentation at the 96th Convention of Association for Education in Journalism & Mass Communication. Washington, DC.
- **First Place Faculty Research Paper in Advertising Division**
 - **Best Research Paper of International Journal of Advertising**
- [C28] **Pan, P.-L.** & Meng, J. (2013). Advertising preference and product involvement: A gender difference approach to visualized advertisements. Paper accepted for presentation at the 25th Convention of International Academy of Business Disciplines. Atlanta, GA.
- [C27] Hinson, W. S.* & **Pan, P.-L.** (2013). Toward an integrated model of intercultural competency: Evidence from American and non-American students. Paper accepted for presentation at the 83rd Convention of Southern States Communication Association. Louisville, KY.
- [C26] **Pan, P.-L.** (2012). Hostility toward sports commentators in the online arena: A reexamination of disposition effects hypothesis. Paper accepted for presentation at the 95th Convention of Association for Education in Journalism & Mass Communication. Chicago, IL.
- [C25] Bonomi, V. O.* & **Pan, P.-L.** (2012). A framing analysis of U.S. news coverage of diplomatic relationship between the U.S. and Venezuela. Paper accepted for presentation at the 95th Convention of Association for Education in Journalism & Mass Communication. Chicago, IL.
- [C24] Meng, J. & **Pan, P.-L.** (2012). Saying I'm sorry: An image restoration approach to athlete sex scandals. Abstract accepted for presentation at the 54th Convention of Western Social Science Association. Houston, TX.
- [C23] **Pan, P.-L.** (2011). Exploring perceptions of online sport commentary: An affective disposition approach. Paper accepted for presentation at the 94th Convention of Association for Education in Journalism & Mass Communication. St. Louis, MO.
- [C22] Barnett, B.*, Cothorn, K.* & **Pan, P.-L.** (2011). Social media use: An exploratory test of effects on the daily lives of college students. Paper accepted for presentation at the Symposium of Southwest Education Council for Journalism & Mass Communication. Dallas, TX.

- [C21] **Pan, P.-L.** & Meng, J. (2011). TV news of swine flu pandemics: A comparative analysis of virus crises in 1976 and 2009. Paper accepted for presentation at the 61th Convention of International Communication Association. Boston, MA.
- [C20] **Pan, P.-L.** (2011). Sexual message, product involvement or personality drives? Towards a purchase intention model of energy-enhancing product. Paper accepted for presentation at the 81th Convention of Southern States Communication Association. Little Rock, AR.
- [C19] **Pan, P.-L.** & Zhou, S (2010). Mortality salience in news coverage of immigrant criminals: Effects on viewer's emotional responses, news evaluations, and crime perceptions. Paper accepted for presentation at the 60th Convention of International Communication Association. Singapore.
- [C18] **Pan, P.-L.** & Combs, S. (2010). Examining affective dispositions in online comments readerships of sporting events. Paper accepted for presentation at the 60th Convention of International Communication Association. Singapore.
- [C17] Meng, J. & **Pan, P.-L.** (2010). Measurement challenges in marketing communication: In-depth interviews with senior business communicators. Paper accepted for presentation at the 11th Convention of Society for Marketing Advances. Atlanta, GA.
- [C16] **Pan, P.-L.** & Zhou, S. (2010). Mortality salience in TV news: An exploratory test of effects on the judgments of the immigration issue. Paper accepted for presentation at the 80th Convention of Southern States Communication Association. Memphis, TN.
- [C15] Greer, J. & **Pan, P.-L.** (2009). Is AMBER more effective on the air or online? Examining message priming and source credibility effects in individual responses to missing children alerts. Paper accepted for presentation at the 92nd Convention of Association for Education in Journalism & Mass Communication. Boston, MA.
- [C14] Greer, J., **Pan, P.-L.**, Frank, K., Hobson, P. L. & Soderman, C. (2009). Website format or media experience driven? A test of online message perceptions. Paper accepted for presentation at the 92nd Convention of Association for Education in Journalism & Mass Communication Convention. Boston, MA.
- [C13] **Pan, P.-L.** & Zhou, S. (2009). Responding to news coverage of immigrant threats: An experimental test of mortality salience effects on attitude against "others." Paper accepted for presentation at the 59th Convention of International Communication Association. Chicago, IL.
- [C12] **Pan, P.-L.**, Zhou, S. & Meng, J. (2009). Sexuality differences and sexually oriented advertising: An exploratory analysis of the third-person effect. Paper accepted for presentation at the 59th Convention of International Communication Association. Chicago, IL.
- [C11] **Pan, P.-L.** & Zhou, S. (2008). Sexuality differences and sexually oriented advertising: Interaction effects on personal involvement with the advertised products. Paper accepted for presentation at the 58th Convention of International Communication Association. Montreal, Canada.

- [C10] Zhou, S., Pinkerton, K., Xu, J. & **Pan, P.-L.** (2008). Effects of morbid curiosity on perception, attention and reaction to bad news. Paper accepted for presentation at the 58th Convention of International Communication Association. Montreal, Canada.
- [C09] **Pan, P.-L.** & Cheng, I.-H. (2007). Using litigation public relations as image restoration strategy: Case of the unfinished presidential election in Taiwan. Paper accepted for presentation at the 93rd Convention of National Communication Association. Chicago, IL.
- [C08] **Pan, P.-L.** & Xu, J. (2007). Cultural differences make differences: An investigation of online strategic communication of corporate websites in the United States and China. Paper accepted for presentation at the 93rd Convention of National Communication Association. Chicago, IL.
- [C07] Meng, J. & **Pan, P.-L.** (2007). Examining the representation of female journalist: A framing study of the news coverage of Barbara Walters' departures. Paper accepted for presentation at the 93rd Convention of National Communication Association. Chicago, IL.
- [C06] Zhou, S., Xu, J., Zheng, L. & **Pan, P.-L.** (2007). Facial prominence and perception of news sources. Paper accepted for presentation at the 90th Association for Education in Journalism & Mass Communication Convention. Washington, DC.
- [C05] **Pan, P.-L.**, Meng, J. & Zhou, S. (2007). Who gives voices in the public debate over gay and lesbian legal rights? An investigation of the newspaper's perspective on gay marriage. Paper accepted for presentation at the 57th Convention of International Communication Association. San Francisco, CA.
- **Top Student Research Paper in LGBT Interest Group**
- [C04] Zhou, S., Zheng, L., Xu, J. & **Pan, P.-L.** (2007). Face-ism effects in TV news. Abstract accepted for presentation at the Mass Communication & Society Division of the Mid-Winter Conference of Association for Education in Journalism & Mass Communication. Reno, NV.
- [C03] **Pan, P.-L.** (2006). U.S. newspaper coverage of China's new leader: An investigation of agenda-setting abilities of U.S. newspapers and U.S. government. Paper accepted for presentation at the 92nd Convention of National Communication Association. San Antonio, TX.
- [C02] **Pan, P.-L.** (2006). A postcolonial discourse of Wong Kai-Wai's films. Abstract accepted for presentation at the 12th Convention of International Association for Intercultural Communication Studies. San Antonio, TX.
- [C01] **Pan, P.-L.** (2006). The construction of Taiwanese as Chinese: A public relations approach to explore Chinese leader's public discourse. Abstract accepted for presentation at the 12th Convention of International Association for Intercultural Communication Studies. San Antonio, TX.

Grants

[G04] \$2,650, Research Grant, *Arkansas State University*, 2018. Co-Principal Investigator (Co-PI) of the Project: *Effects of Brand Feedback: Moderating Roles of Controllability, Stability and Context*, with Dr. Manu Bhandari (PI).

[G03] \$3,000, Research Grant, *Academic Partnerships*, Dallas, TX, 2012. Principal Investigator (PI) of the Project: *Examining Perceived Teacher Confirmation in Online Classroom in Relation to Online Student Resistance Strategies and Learning Outcomes*

[G02] \$600, Action Fund for Undergraduate Student Research, *Arkansas State University*, 2010.

[G01] \$300, Graduate Student Research & Travel Grant, *International Communication Association*, 2008.

Academic Services

Arkansas State University

Committee Chair at the Department Level–

- **Curriculum Committee Chair** (2013 to 2016; 2018 to Current)
 - Updated strategic communication and communication studies curricula at both undergraduate and graduate levels.
 - Assisted in developing more than 20 new undergraduate and graduate courses in both strategic communication and communication studies programs.
 - Assisted to propose new online degrees, certificates, and degree emphases.
- **Promotion & Tenure Committee Chair** (2016 to 2018)
 - Revised promotion and tenure documents for both Department of Communication and School of Media and Journalism.
- **Program Viability Committee Chair** (2021)
 - Analyzed program-related data, including student enrollment, faculty research productivity, teaching evaluation, and aggregated teaching hours, and then wrote a program viability report.
- **Search Committee Chair: Assistant Professor of Strategic Communication** (2013 to 2014)
 - Recruited new faculty members and planned both virtual interviews and on-campus itineraries.

Committee Member at the University Level–

- **Faculty Awards Committee** (2014 to 2016)
- **Intercollegiate Athletic Committee** (2021 to Current)
- **International Recruitment in Sri Lanka** (July 2016)
- **Search Committee: Founding Dean, College of Liberal Arts & Communication** (2015 to 2016)
- **Search Committee: Online Instructional Designer** (2015 to 2016)
- **Student Research Advisory Board** (2011 to 2016)
- **University Curriculum Council** (2019 to 2021)

Committee Member at the College Level–

- **Advisor of Undergraduate Research Association** (2009 to 2016)

- College Curriculum Committee (2013 to 2016; 2018 to Current)
- College Curriculum Assessment Committee (2012 to 2014)
- Graduate Program Committee (2009 to 2014; 2016 to Current)
- Program/Curriculum Committee: Online Master of Media Management (2011 to 2016)
- Promotion, Retention & Tenure Committee (2014 to 2016)
- Technology Committee (2015 to 2017)

Committee Member at the Department Level–

- Assessment Committee: Department of Communication (2016 to Current)
- Promotion & Tenure Committee: Department of Communication (2014 to Current)
- Promotion & Tenure Committee: School of Media & Journalism (2016 to Current)
- Search Committee: Assistant Professor of Strategic Communication (Summer 2023)
- Search Committee: Assistant Professor of Strategic Communication (2018 to 2019)
- Search Committee: Assistant Professor of Communication Studies (2015 to 2016)
- Search Committee: Assistant Professor of Strategic Communication (2014 to 2015)
- Search Committee: Debate Coach & Instructor in Communication Studies (2015 to 2016)
- Search Committee: Instructor in Social Media Management (2015 to 2016)

Undergraduate Students Advising– Approximately 10-15 students per semester

Graduate Comprehensive Exam Reader/Convener– Approximately 3-4 students per semester

Graduate Thesis Dissertation, Undergraduate Honor Thesis & Directed Study (Number) –

• **Thesis Committee Chair (7):**

<i>Name</i>	<i>Thesis Title</i>	<i>Completion Semester</i>
▪ Pim Srijamlong	<i>Informing the Public: An Examination of Government Press Releases during Political Turbulences in Thailand</i>	Fall 2011
▪ Mohammed Faqihi	<i>Exploring the Impact of Social Media on Political Expression and Activeness in Saudi Arabia</i>	Summer 2015
▪ Manasar Alharethi	<i>Using Instagram for Online Shopping in Saudi Arabia</i>	Fall 2016
▪ Viet Nguyen	<i>The Perception of Professor Feedback: A Cultural Approach to Students' Communicative Motives in Classrooms</i>	Spring 2017
▪ Ahmed Deen	<i>Social Media as A Journalistic Tool for Mobile Journalism (MOJO) in Saudi Arabia</i>	Summer 2019
▪ Oanh Nguyen	<i>Moderating Effects of Product Type and Social Platform Type on Social Influencers' Credibility</i>	In Progress
▪ SkFarhan Rabbi	<i>Media Framing of Transportation, Agriculture, and Gas in the Russia-Ukraine War</i>	In Progress

• **Thesis/Dissertation Committee Member (17):**

<i>Name</i>	<i>Completion Semester</i>	<i>Name</i>	<i>Completion Semester</i>
▪ Alejandro De la Sen	Spring 2010	▪ Husain Murad	Summer 2010
▪ Farah Jallad	Summer 2011	▪ Deepak Neupane	Summer 2011

▪ Naheda Makhadmeh	Summer 2011	▪ Ngozi Agwaziam	Spring 2012
▪ Carly Welsh*	Spring 2013	▪ Lijie Zhou	Summer 2013
▪ Johnathan Reeves	Summer 2014	▪ Yousef Aldaihani	Fall 2015
▪ Abdullah Almalki	Spring 2016	▪ Ashutosh Pal	Spring 2016
▪ Baker Weilert	Spring 2018	▪ Phoebe Haynes	Fall 2018
▪ Mohammed Khushaim	Spring 2021	▪ Guy Riggins	Summer 2022
▪ Yusra Alzahrani	Spring 2023		

*Undergraduate Honor Thesis

• **Directed Study (15):**

<i>Name</i>	<i>Topic</i>	<i>Semester</i>
▪ Brittany Noble	<i>Media Business Studies</i>	Fall 2010
▪ Tongyan Zhang	<i>Celebrity Endorsement and Materialism</i>	Fall 2010
▪ Anne Tian*	<i>Global News Flow in China</i>	Fall 2010
▪ Brittany Noble	<i>Media Entrepreneurship and Management</i>	Spring 2011
▪ Sha Li	<i>Google Usage of Chinese Adolescents</i>	Spring 2011
▪ Jui-Han Hung	<i>Influences of Cosmeceutical Product Advertising</i>	Spring 2011
▪ Shawn Smith*	<i>Cases Studies in Media Management</i>	Spring 2011
▪ Menghan Yang	<i>Localism/ Globalism in Taiwan's Film Marketing</i>	Fall 2011
▪ Victor Bonomi	<i>Image of Venezuela in US Newspapers</i>	Spring 2012
▪ Zhiyuan Jiang	<i>Online Gaming and Virtual Friendship</i>	Fall 2013
▪ Lijie Zhou	<i>Meta-analysis of Online/ Interactive Advertising</i>	Spring 2014
▪ Winston Lee*	<i>Account Planning: Insights & Analytics</i>	Fall 2014
▪ Haley Cooper*	<i>International Advertising</i>	Spring 2016
▪ Baker Weilert	<i>Multivariate Analysis in Communication Research</i>	Spring 2018
▪ Shelby King	<i>Case Studies in Integrated Marketing Communications</i>	Spring 2021

*Undergraduate Student

Services to Other Academic Organizations, Journals and Publishers

Academic Organization Leadership –

- Past President, *Southwest Education Council for Journalism & Mass Communication* (2023-Current)
- President, *Southwest Education Council for Journalism & Mass Communication* (2022-2023)
- Search Committee Chair for the Editor of *Southwestern Mass Communication Journal* (2023)
- Vice President, *Southwest Education Council for Journalism & Mass Communication* (2021-2022)
- Research Chair, *Southwest Education Council for Journalism & Mass Communication* (2021-2022)

Editorial Board Membership –

- *Howard Journal of Communications* (2018 to Current)
- *Journal of Broadcasting & Electronic Media* (2021 to Current)
- *Southwestern Mass Communication Journal* (2023 to Current)
- *International Journal of Environmental Research & Public Health* (2021 to 2024)
- *Journal of Social Media in Society* (2017 to Current)

External Reviewer for Faculty Promotion and Tenure –

- *School of Media Arts and Studies, Scripps College of Communication, Ohio University* (Fall 2020)

External Program Reviewer for Academic Institution –

- *Bachelor of Communication in Advertising, Universiti Tunku Abdul Rahman, Malaysia* (2023- Current)

Book Reviewer/Examiner for Scholarly Publishers –

- Humphreys, A. (2015). *Social Media: Enduring Principles*. New York: Oxford University Press.
- Katz, H. (2016). *The Media Handbook: A Complete Guide to Advertising Media Selection, Planning, Research and Buying* (6th edition.). New York: Routledge.
- Pavlik, J. (2023). *Journalism and the Metaverse*. New York: Anthem Press.

Ad Hoc Reviewer for Scholarly Journals –

- *Asian Journal of Communication* (Spring 2012 to Current)
- *China Media Research* (Fall 2011 to Current)
- *Computers in Human Behavior* (Fall 2016 to Current)
- *Electronic News* (Fall 2011 to Current)
- *Howard Journal of Communications* (Fall 2012 to Current)
- *International Journal of Communication* (Fall 2022 to Current)
- *International Journal of Environmental Research & Public Health* (Spring 2021 to Current)
- *International Journal of Sport Communication* (Spring 2014 to Current)
- *International Journal of Sports Marketing & Sponsorship* (Fall 2020 to Current)
- *Journalism and Mass Communication Quarterly* (Fall 2016 to Current)
- *Journal of Broadcasting & Electronic Media* (Fall 2012 to Current)
- *Journal of Contingencies & Crisis Management* (Fall 2015 to Current)
- *Journal of Media Psychology* (Fall 2013 to Current)
- *Journal of Promotion Management* (Fall 2011 to Current)
- *Journal of Pharmaceutical and Healthcare Marketing* (Fall 2022 to Current)
- *Journal of Social Media in Society* (Spring 2017 to Current)
- *Mass Communication and Society* (Fall 2017 to Current)
- *Media Psychology* (Fall 2019 to Current)
- *Patient Education & Counseling* (Fall 2021 to Current)
- *Social Science Journal* (Fall 2010 to Current)
- *Sociological Forum* (Fall 2014 to Current)
- *Southwestern Mass Communication Journal* (Spring 2019 to Current)

Manuscript Reviewer for Academic Conferences:

- *Association for Education in Journalism & Mass Communication* — Advertising Division; Visual Communication Division
- *International Communication Association* — Chinese Communication Association; Ethnicity & Race in Communication Division; Global Communication & Social Changes Division; Information Systems Division; Public Relations

Division; Korea American Communication Association; Sports Communication Interest Group;
Mass Communication Division

- *National Communication Association* —
Association for Chinese Communication Studies; Chinese Communication Studies Division;
International & Intercultural Communication Division
- *Southwest Journalism and Mass Communication Symposium*

Professional Experiences

- Assistant Editor of Global News: ChinaTimes.Com, Taipei City, June 2002 to May 2003.
- Conscription Manager: Personnel Management Division, Taiwan Military Service, Taoyuan, June 2000 to May 2002.
- Full-time Interns: Super TV News, Taipei, 1998 & China Times Express, Taipei, 1999.