

## **Doyle Yoon, Ph. D.**

Gaylord Family Professor & Director of Graduate Studies, Gaylord College  
Adjunct Professor of Data Science and Analytics, Gallogly College  
University of Oklahoma · 405-325-6195 · [dyoon@ou.edu](mailto:dyoon@ou.edu)  
As of October 31, 2025

### **EDUCATION**

#### **Academic Education**

- Ph. D. *University of Missouri - Columbia*, School of Journalism, May 2003  
Advertising Emphasis  
Dissertation: *The effects of web-based negative information on brand attitude*  
Advisor: Esther Thorson, Ph. D.
- M. A. *University of Missouri - Columbia*, School of Journalism, December 1999  
Advertising Emphasis  
Thesis: *Comparative study of Internet advertising contents: A content analysis of Internet advertising between the United States and Korea*  
Advisor: Won Ho Chang, Ph. D.
- B. A. *Sogang University*, English Literature & Language, Seoul, Korea, February 1989  
Linguistics Emphasis  
Advisor: Sook Whan Cho, Ph. D.

#### **Professional Education**

- Certificate*, Dentsu Inc., Short-Term Training, Tokyo, Japan, September 1995
- IAA Diploma*, International Advertising Association Diploma Course, Korean Broadcasting Advertising Corporation, Seoul, Korea, 1993

### **RESEARCH**

#### **Academic and Research Appointments**

- Professor of Strategic Communication*, Gaylord College, University of Oklahoma  
July 2025 – Current
- Gaylord Family Professor*, Gaylord Graduate Studies, Gaylord College,  
University of Oklahoma, January 2024 – Current
- Director of Graduate Studies*, Gaylord Graduate Studies, Gaylord College,  
University of Oklahoma, July 2022 – Current
- Interim Co-Area Head of Strategic Communication (Advertising)*, Gaylord College, University  
of Oklahoma, Spring 2024
- Senior Researcher*, Yonsei Communication Research Institute, College of Social Science,  
Yonsei University, Seoul, Korea, September 2022 – August 2024

*Visiting Professor of Advertising, Department of Communication, College of Social Science, Yonsei University, Seoul, Korea, Fall 2022 & Summer 2025*

*Associate Director of Online Graduate Studies, Gaylord Graduate Studies, Gaylord College, University of Oklahoma, July 2020 – June 2022*

*Adjunct Associate Professor of Data Science and Analytics, Gallogly College of Engineering University of Oklahoma, January 2017 – Current*

*Associate Professor of Strategic Communication, Gaylord College, University of Oklahoma July 2009 – June 2025*

*Research Consultant, Newton Marketing & Research, Norman, Oklahoma, 2009*  
Client: National Project for the Glass Packaging Institute in Washington D.C.

*Research Consultant, Griffin Research, Wichita, Kansas, 2004*  
Media Research: Nationwide Cable Television Research

*Assistant Professor of Strategic Communication, Gaylord College, University of Oklahoma August 2003 – June 2009*

*Research Associate, Center for Advanced Social Research, Missouri School of Journalism August 2002 – May 2003*  
Clients: Kansas Health Foundation, Missouri Lottery, and Ford Foundation

## **Research Interests**

Online brand experience  
VR, AR, & AI ad campaign  
Attitude & information processing

Data analytics in advertising  
Digital advertising  
Media Tech effects studies

## **Publications in Refereed Journals**

Kim, N. R., Seo, J. H., Kim, J. N., & Yoon, D. (2025). Understanding RSV vaccine hesitancy: Exploring Decision-Making Pathways. *Health Communication*. [IF 3.0 / 5 yrs IF 3.5 / CiteScore 8.2 / SNIP 1.776 / SJR 1.386]

Seo, J. H., Sung, Y. H., & Yoon, D. (2024). The match-up effect of ad appeals and product type on Sponsored ad effectiveness on Instagram. *Journal of Business Research*. [IF 10.5 / CiteScore 20.3]

Seo, J. H., Lee, S. H., & Yoon, D. (2024). YouTube influencer and user relationships: The Role of value perception, commitment, and trust. *Journal of Marketing Communication*. Doi: 10.1080/13527266.2024.2368533 [CiteScore 6.7 / SNIP 1.598 / SJR 1.012 ]

Sun, J. H., & Yoon, D. (2023). Not my fault to phub friends!: Individual, social, and technological influences on phubbing and its consequences. *Human Behavior and Emerging Technologies*. Doi:10.1155/2023/4059010 [IF 4.3 / CiteScore 17.2 / Acceptance Rate 17%]

Yoon, D., Sung, Y. H., & Kim, J. N. (2020). Relevance and control: Rethinking communication strategies in datafication. *Comunicazione Punto Doc*. 22<sup>nd</sup> ed.

- Kim, S. H., Youn, S., & Yoon, D. (2018). Consumers' responses to native versus banner advertising: Moderation of persuasion knowledge on interaction effects of ad type and placement type. *International Journal of Advertising*.  
Doi:10.1080/02650487.2018.1451208 [IF 6.7 / CiteScore 10.2 / SJR 2.081 / SNIP 2.178]
- Ahmed, R., Beard, F., & Yoon, D. (2016). Examining and extending advertising's dual mediation hypothesis to a branded app in a mobile phone context. *Journal of Interactive Advertising*, 16(2), 133-144. Doi:10.1080/15252019.2016.1237315. [CiteScore 11.5 / SJR 2.505 / SNIP 2.539]
- Yoon, D. & Youn, S. (2016). Brand experience on the website: Its mediating role between perceived interactivity and relationship quality." *Journal of Interactive Advertising*, 16(1), 1-15. Doi:10.1080/15252019.2015.1136249. [CiteScore 11.5 / SJR 2.505 / SNIP 2.539]
- Kim, S. C., Yoon, D., & Han, E. K. (2016). Antecedents of mobile app usage among smart phone users. *Journal of Marketing Communication*, 22(6), 653-670.  
Doi:10.1080/13527266.2014.950165. [CiteScore 6.7 / SNIP 1.598 / SJR 1.012 ]
- Kim, S., Lee, J., & Yoon, D. (2015). Norms in social media: The application of Theory of Reasoned Action and personal norms in prediction interactions with Facebook page like ads. *Communication Research Report*, 32(4), 322-331.  
Doi:10.1080/08824096.2015.1089851. [IF 1.3 / 5 yrs IF 1.6 / CiteScore 1.9]
- Manuel, E., Youn, S., & Yoon, D. (2014). Functional matching effect in cause-related marketing: Moderating roles of perceived message quality and skepticism. *Journal of Marketing Communication*, 20(6), 397-410. Doi:10.1080/13527266.2012.715587. [CiteScore 6.7 / SNIP 1.598 / SJR 1.012 ]
- Yoon, D. & Kim, S. C. (2014). Gratitude toward free streaming video websites: A relationship marketing perspective. *Journal of Advertising and Promotion Research*, 3 (1), 5-24.  
Doi:10.147377/JAPR.2014.9.30.5
- Yoon, D., Kim, S. C., & Lee, S. (2012). Building relationships with consumers: US and South Korea. *Journal of Advertising and Promotion Research*, 1(2), 41-76.
- Yoon, D. & Joseph, S. (2008). Content comparison of presidential election campaigns: Functional approach to the candidate's and their party's web sites and TV spots. *Southwestern Mass Communication Journal*, 24 (1), 63-73.
- Yoon, D., Choi, M. S., & Sohn, D. Y. (2008). Building customer relationships in an electronic age: The role of interactivity of e-commerce websites. *Psychology & Marketing*, 25(7), 602-618. [IF 8.9 / Citation Indicator 1.98 / CiteScore 12.1]
- Thorson, E., Shim, J., & Yoon, D. (2005). Synergy effects of public service multi-media campaigns: A case of civic journalism in American regional media. *Journal of Korea Broadcasting Studies*, 19 (International edition), 21-48.
- Rodgers, S., Jin, Y., Rettie, R., Alpert, F., & Yoon, D. (2005). Internet motives of users in the US, UK, Australia and Korea: A cross-cultural replication. *Journal of Interactive Advertising*, 6 (1), 61-67. Doi:10.1080/15252019.2005.10722108 [CiteScore 11.5 / SJR 2.505 / SNIP 2.539]

- Len-Rios, M. E., Rodgers, S., Thorson, E., & Yoon, D. (2005). Representation of women in the news and photos: Comparing content to perceptions." *Journal of Communication*, 55(1), 152-168. [IF 7.9 / 5 yrs IF 9.2 / Communication Rank 3 out of 96]
- Yoon, T. & Yoon, D. (2003). Cultural influences on consumers' advertising processing: A structural equation approach. *Asian Journal of Communication*, 13 (1), 55-78. [IF 2.6 / CiteScore 3.3 / SJR 0.757 / SNIP 1.086]
- Yoon, D., Cropp, F., & Cameron, G. (2002). Building relationships with portal users: The interplay of motivation and relational factors." *Journal of Interactive Advertising*, 3(1), 1-11. Doi:10.1080/15252019.2002.10722063 [CiteScore 11.5 / SJR 2.505 / SNIP 2.539]
- Winfield, B. H. & Yoon, D. (2002). Historical image at a glance: North Korea in the U.S. newspaper editorial cartoons. *Newspaper Research Journal*, 23(4), 97-100.
- Park, J., Yoon, D., & Park, B. W. (2000). Degrees of standardization of multinational advertisers' product web page. *Korean Journal of Advertising*, 11(2). (Published in Korean).

#### Under Publication Review

- Fisher, N., & Yoon, D. Value Co-Creation and Other Moderators of Influencer Marketing Success on Instagram. *Journal of Current Issues and Research in Advertising*.
- Fisher, N., & Yoon, D. Brands find me - Gens X, Y, & Z and their Instagram brand engagement Practices, motivations, and value co-creation perceptions. *PLOS One*.
- Seo, J. H., Lee, S. H., & Yoon, D. Investigating the Role of Physical Attractiveness and Capability in Virtual Agent Effectiveness in E-Commerce. *Journal of Advertising*.
- Yoon, D., & Kim, S. C., & Kim S. H. Do consumers feel gratitude toward advertising? Study on consumers' evaluation of advertising in digital media era from the gratitude perspective. *Psychology & Marketing*.

#### Working Manuscripts

- Yoon, D., Fisher, N., & Seo, J. H. The effect of AI-powered search advertising on users' attitudes toward the recommendations and intention to click: Investigating moderators and mediators. Targeting *Journal of Interactive Advertising*.
- Yoon, D., & Kim S. H. Mediating role of perceived play between perceived immersion and brand experience in virtual reality commercials. Targeting *Journal of Current Issues and Research in Advertising*.
- Yoon, D., & Sung, Y. H. Effects of upcycling campaign on consumers' brand experience and attitude. Targeting *International Journal of Advertising*.
- Yoon, D., & S. H. Kim. The effects of generative AI recommendations on consumer choice reversals: Insight from Prospect Theory. Targeting *Journal of Business Research*.

#### **Books & Book Chapters**

- Yoon, D. (2023). Impact of artificial intelligence on the future of digital advertising: Disruption, expansion, and experience. In Korea Advertising Society (ed.), *Artificial Intelligence digital advertising strategy* (pp. 177-203). Seoul, Republic of Korea: Hanol Publishing.
- Shim, J., Thorson, E., & Yoon, D. (2007). Civic journalism campaign, social capital, and media synergy effects. In W. H. Won (ed.), *The principles of media science in the digital age* (pp. 475-499). Seoul, Republic of Korea: Korea Science Information.
- Yoon, S. H., Yoon, D., & Park, J. Y. (2004). *Research report 10: The effect of social, economic, and political changes on advertising industry*. Seoul, Republic of Korea: Korean Broadcasting Advertising Corporation.

### Professional Publications

- Yoon, D. (2020). Advertising education in data era. *AAA Newsletter*. December 2020.
- Yoon, D. (2019, November 28). Change of advertising in data science era #3: New direction of advertising in data era. *HSAdzine*. Retrieved from <https://blog.hsad.co.kr/2819>  
Naver Post, December 12, 2019, Retrieved from <https://post.naver.com/viewer/postView.nhn?volumeNo=27053856&memberNo=40859542&navigationType=push>
- Yoon, D. (2019, November 13). Change of advertising in data science era #2: Digital advertising information processing model. *HSAdzine*. Retrieved from <https://blog.hsad.co.kr/2815>  
Naver Post, November 26, 2019, Retrieved from <https://post.naver.com/viewer/postView.nhn?volumeNo=26949222&memberNo=40859542&navigationType=push>
- Yoon, D. (2019, October 24). Change of advertising in data science era #1: Media and consumer. *HSAdzine*. Retrieved from <https://blog.hsad.co.kr/2804>  
Naver Post, November 4, 2019, Retrieved from <https://post.naver.com/viewer/postView.nhn?volumeNo=26720502&memberNo=40859542&searchKeyword=%EA%B4%91%EA%B3%A0&searchRank=18>
- Yoon, D. (2018, September 27). Data science in advertising & marketing #3: Data science and experience in advertising & marketing. *HSAdzine*. Retrieved from <http://blog.hsad.co.kr/2620>  
*Korea Advertising Information Center Magazine*. September 28, 2018  
<http://www.koreacf.or.kr/journal/column/show.do?ukey=526417>
- Yoon, D. (2018, August 20). Data science in advertising & marketing #2: Machine learning and artificial intelligence in advertising & marketing." *HSAdzine*. Retrieved from <http://blog.hsad.co.kr/2604>  
*Korea Advertising Information Center Magazine*. August 21, 2018  
<http://www.koreacf.or.kr/journal/column/show.do?ukey=524549>
- Yoon, D. (2018, July 25). Data science in advertising & marketing #1: Data analytics in advertising & marketing." *HSAdzine*. Retrieved from <http://blog.hsad.co.kr/2599>  
*Korea Advertising Information Center Magazine*. August 16, 2018  
<http://www.ad.co.kr/journal/column/show.do?ukey=523790&oid=>

## Research & Publication Grants

### Granted

*DISC Faculty Seed Funding*. Co-PI. University of Oklahoma. March 2025

Examining Complex Contagion in Algorithmic Alcohol Marketing on Social Media: A Mixed-Method Approach. \$11,500

*Research Publication Subvention Funding*, University of Oklahoma, 2024

The effects of generative AI recommendations on consumer choice reversals: Insight from Prospect Theory. \$2,000.

*Research Publication Subvention Funding*, University of Oklahoma, 2023

Not my fault to phub friends!: Individual, social, and technological influences on phubbing and its consequences. \$700

*Naver News Portal Usage Grant*, Naver, Co-PI in U.S. South Korea, 2018

Audiences' news perception and consumption via search engine news aggregation service in U.S. and South Korea. \$15,000.

*Faculty Enrichment Grant*, PI. Gaylord College, University of Oklahoma, 2012

Effects of perceived interactivity on brand experience and consumer-brand relationship. \$1,100.

*Advertising Research Grant*, Co-PI. Korean Broadcasting and Advertising Corporation, 2004

The effect of social, economic, and political changes on the advertising industry. \$30,000.

*Faculty Enrichment Grant*, PI. Gaylord College, University of Oklahoma, 2004

Effects of the news and advertising attention as sources for political knowledge on attitudes toward candidates in the 2004 presidential campaign. \$1,600.

*American Academy of Advertising Dissertation Competition*, PI. 2001

Effects of Web-based negative information on brand attitude. \$2,000.

### Not Granted

*BIG Idea Challenge 2.0*. Co-PI. University of Oklahoma. November 2023

Quantum materials discovery – Pioneering ultra broadband electrodynamics for a connected future?

*BIG Idea Challenge 1.0*. Co-PI. University of Oklahoma. November 2020

Artificial intelligence based COVID-19 screening using chest X-Ray and patient data.

## Academic Awards & Honors

*Best Presentation Award*, 2023 Korean Advertising Society Global Colloquium, 2023.

*Top Paper*, Media Management, Economics & Entrepreneurship Div. of AEJMC Midwinter Conference, 2016

*2nd Top Paper*, Business Communication Division of NCA, 2015

*2nd Top Paper*, International Ad & Marketing Communication Conference, 2012

Member of *Kappa Tau Alpha*, Inducted in 2003

### Peer Reviewed Presentation Papers

- Yoon, D., & Kim, S. H. (2025). Generative AI Recommendations on Consumer Choice: Consumer Psychology Perspective. *2025 Summer Colloquium of the Korean Advertising Society*. July 2025
- Yoon, D., & Kim, S. C. (2025). Do Consumers Feel Gratitude toward Advertising? Mediating Effect of Consumers' Exchange Perception on Gratitude toward Advertising. *1<sup>st</sup> Global Conference on Advertising & Public Relations of the Korean Association for Advertising and Public Relations*. June 2025
- Yoon, D., & Kim, S. H. (2025). The Effects of Generative AI Recommendations on Consumer Choice Reversals: The Prospect Theory Perspective. *2025 Spring Conference of the Korean Association for Advertising and Public Relations*. May 2025
- Seo, J. H., Lee, S. H., & Yoon, D. (2025). Investigating the Role of Physical Attractiveness and Capability in Virtual Agent Effectiveness in E-Commerce. *American Academy of Advertising*.
- Fisher, N., & Yoon, D. (2025). Value Co-Creation and Other Moderators of Influencer Marketing Success on Instagram. *American Academy of Advertising*.
- Fisher, N., & Yoon, D. (2025). Gens X, Y, & Z and their Brand Engagement Practices and Motivations on Instagram: A Study Replication and Extension. *American Academy of Advertising*.
- Yount, D., Yoon, D., Helberg, J., McCoy, A., Moore, P., Parajon, C., Risky, S., & Sehnaoui, A. (2025). Bridging the gap between Gen Z and non-Gen Z: Implications for advertisers and educators. *Special Topic Session, American Academy of Advertising*.
- Fisher, N., & Yoon, D. (2024). #Route66: Traveler posts, themes, and their relationship to engagement. *Association for Education in Journalism and Mass Communication*.
- Seo, J., & Yoon, D. (2024). The impact of the physical attractiveness of embodied virtual agents on consumer attitude and behavior in e-commerce under an expectancy violation theory. *The Next Generation Scholar's Colloquium, Korea Advertising Society*.
- Yoon, D., Fisher, N., & Seo, J. H. (2024). The effect of AI-powered search advertising on users' attitudes toward the recommendations and intention to click: Investigating moderators and mediators. *American Academy of Advertising*.
- Yoon, D., Sung, Y. H., & Withrow, A. (2023). Effects of upcycling campaign on consumer's brand experience and attitude. *Korea Advertising Society Fall 2023 Conference, Korea Advertising Society*.
- Yoon, D. (2023). Mediating role of perceived play between perceived control and brand experience in virtual reality commercials. *Global Colloquium, Korea Advertising Society*. \*Best Presentation Award
- Chang, S. Y., Kang, K. R., Kim, S. H., & Yoon, D. (2023). Effect of online psychology testing

marketing on audiences' psychological responses: Perceived play as a mediator. *The Next Generation Scholar's Colloquium, Korea Advertising Society.*

Yoon, D. (2023). Advertising in text-based dialogue artificial intelligence era: Disruption, rebirth and experience. *Special Seminar: The present and future of AdTech, Korea Advertising Society.*

Sun, J. H., & Yoon, D. (2023). Not my fault to phub friends!: Individual, social, and technological influences on phubbing and its consequences. *International Communication Associations.*

Seo, J. H., & Yoon, D. (2023). The electronic word-of-mouth effects of review attribute and review valence on consumer attitude and purchase behavior: Moderation effect of skepticism toward eWOM. *Midwinter AEJMC.*

Seo, J. H., Sung, Y. H., Yoon, D., & Liu, X. (2022). How to reduce ad intrusiveness in sponsored ads on Instagram: The match-up effect of ad appeals and product type on ad effectiveness. *American Academy of Advertising.*

Seo, J. H., Lee, S. H., & Yoon, D. (2022). YouTube influencer and user relationships: The role of value perception, commitment, and trust. *American Academy of Advertising.* Also presented its extended abstract in the *Midwinter AEJMC 2021.*

Yu, Q, Gade, P., Yoon, D., & Andreu Perez, L. (2021). Social media engagement in the U. S. newspapers: Exploring relationships between content niches, circulation size, and social media engagement. *World Media Economics and Management Conference*

Ahmed, R., Yoon, D., & Leshner, G. (2020). Is the "presence" present? Mediating role of different dimensions of presence on immersive VR advertisement effectiveness. *American Academy of Advertising.*

Kim, S., Yoon, D., Leshner, G., & Youn, S. (2020). The effects of ad-block wall level, ad-block wall message frame, explicit goal existence on psychological reactance and online news brand evaluation. *American Academy of Advertising.*

Rony, N., & Yoon, D. (2020). Online behavioral advertising: The mediating role of perceived intrusiveness, perceived privacy concern, and reactance on consumers' attitudes and intentions. *American Academy of Advertising.*

Yoon, D. & Kim, S. C. (2019). Do consumers feel gratitude toward the advertising? Study on consumers' evaluation of advertising from the gratitude perspective. *American Academy of Advertising.*

Yoon, D., Kang, Z., Sun, F. W., & Kim, S. C. (2019). Audience's attention to the Youtube pre-roll advertising: Eye-tracking approach." *American Academy of Advertising.*

Ahmed, R., Yoon, D., & Leshner, G. (2019). An empirical study on the presence framework: Effects of interactivity, vividness, and media novelty on immersive VR advertisement. *American Academy of Advertising.*

Yoon, D., Kim, S. H., & Sun, F. W. (2018). Are those immersive online ads really effective? Consumers' responses to 360-degree video ads in different media platforms. *Academy of Marketing Science.*



- Ahmed, R., Yoon, D., Rony, N., & Kim, S. H. (2018). Native advertising: How attitude toward online news media and content relevance are linked to the brand evaluation and behavioral intentions. *American Academy of Advertising*.
- Choi, S. J. & Yoon, D. (2018). Audience perception and consumption of online news: Comparative study between the U. S. and South Korea. *Special Seminar on Online News Consumption*. Yonsei University Information Technology Research Center.
- Yoon, D., Nazmul, R., Ahmed, R. & Sun, F. W. (2017). Do sensation seekers seek for immersive VR ads? Effects of virtual reality commercials on consumers' telepresence and Responses to the Brand. *Korea Advertising Society Fall Conference (International Journal of Advertising-sponsored special session)*.
- Nguyen, T. T., Tsetsura, K., & Yoon, D. (2017). Exploring the effects of medium and information sources on public's perception and behavior intentions toward crisis responses. *International Public Relations Research*.
- Ahmed, R., Yoon, D., & Rony, N. (2017). Are native ads on online new media effective? Examining advertising's dual mediation hypothesis in context of native ads. *American Academy of Advertising*.
- Ahmed, R., Rony, N., & Yoon, D. (2016). Apps vs. websites: Differences in users' motivational and technology factors on the usage of branded apps and websites in smartphone. *National Communication Associations*.
- Kim, S. H., Yoon, D., Pederson, J., Rony, N., & Ahmed, R. (2016). The effects of native advertising on journalism values." *Association for Education in Journalism and Mass Communication*.
- Kim, S. H., Yoon, D., & Kim, S. C. (2016). Why did you block me on Facebook?: Self-construal, tie strength and earned advertising on Facebook. *American Academy of Advertising*.
- Ahmed, R., Beard, F., & Yoon, D. (2016). Examining and extending advertising's dual mediation hypothesis to a branded app in a mobile phone context. *American Academy of Advertising*.
- Kim, S. H., Yoon, D., & Lee, T (2016). The effects of temporal reframing, regulatory focus on consumers' perception." *American Marketing Association Winter Marketing Educators' Conference*.
- Ahmed, R., Rony, N., & Yoon, D. (2016). A theoretical explanation of psychological reactance toward anti-e-cigarette messages on health websites: Effect of perceived message sensation value (PMSV) and number of threats to freedom. *Midwinter AEJMC*.
- Kim, S. H., Pedersen, J., & Yoon, D. (2016). Effects of native advertising on journalism. *Midwinter AEJMC*.
- Ahmed, R., Rony, N., & Yoon, D. (2016). Forming implicit and explicit brand attitudes toward viral video advertising: Effect of perceived source credibility and message content. *Midwinter AEJMC*.
- Kim, S. H., Yoon, D., Xiong, Y., & Nguyen, T. (2016). The effects of social tie strength on cause related marketing on social media." *Midwinter AEJMC*.

- Rony, N., Ahmed, R., & Yoon, D. (2016). The effects of alcohol-related Facebook post framing and peer influence on underage drinking attitude and intention. *Midwinter AEJMC*.
- Ahmed, R., Yoon, D., Rony, N., & Kim, S. H. (2015). Consumer engagement attributes: Traditional websites vs. mobile applications of the *Fortune* 500 companies. *National Communication Associations*.
- Kim, S. C. & Yoon, D. (2015). Gratitude toward the Youtube. *National Communication Associations*.
- Rony, N., Yoon, D., & Ahmed, R. (2015). Wow, I want to share this with my Twitter followers: Influencing factors on intention to retweet of branded tweet. *Association for Education in Journalism and Mass Communication*.
- Rony, N., Ahmed, R., & Yoon, D. (2015). Effects of twitted commercial message on Twitter users' retweet intention & purchase intention. *International Communication Associations*.
- Kim, S. H., Yoon, D., & Chun, H. (2015). Paid, owned, earned advertising avoidance on Facebook. *American Academy of Advertising*.
- Kim, S. C. & Yoon, D. (2015). 5-second persuasion: The effect of the skip function in pre-roll advertising. *American Academy of Advertising*.
- Kim, S. H., Yoon, D., Rony, N., & Ahmed, R. (2015). Effect of native ad on online newspaper evaluation. *Midwinter AEJMC*.
- Rahnuma, A., Yoon, D., Rony, N., & Kim, S. H. (2015). Consumer engagement attributes: Traditional websites vs. mobile applications of the *Fortune* 500 Companies. *Midwinter AEJMC*.
- Lee, J., Kim, S., & Yoon, D. (2014). Roles of personal and societal norms in understanding social media advertising effects. *Association for Education in Journalism and Mass Communication*.
- Kim, S. C. Yoon, D., & Kim, J. (2014). 30 second political strategy: Video style of political TV spot. *Association for Education in Journalism and Mass Communication*.
- Kim, J., Kim, S. C., Kim, S. H., & Yoon, D. (2014). North Korea's image depicted in political cartoons: South Korea vs. the U. S. *Association for Education in Journalism and Mass Communication*.
- Kim, S., Lee, J., & Yoon, D. (2014). Why do people Interact with sponsored stories on Facebook? The application of Theory of Reasoned Action and personal descriptive and injunctive norms. *International Communication Associations*.
- Yoon, D. & Kim, S. C. (2014). Gratitude toward free streaming video websites: A relationship marketing perspective. *American Academy of Advertising*.
- Lee, J., Kim, S., & Yoon, D. (2014). Antecedents and behavioral consequences of personal and societal norms in sponsored stories on Facebook. *American Academy of Advertising*.
- Yang, X. & Yoon, D. (2013). Effectiveness of digital video advertising in experimental setting. *Association for Education in Journalism and Mass Communication*.

- Kim, S. C., Yoon, D., & Han, E. K. (2013). Comparing mobile app acceptance between U.S. and South Korean smartphone users. *International Communication Associations*.
- Yoon, D. & Choi, S. M. (2013). Is frequent visit really good for relationship building? Association between repeated exposure to the websites and relationship building among online retail brands. *American Academy of Advertising*.
- Kim, S. C. & Yoon, D. (2013). Antecedents of mobile app usage among smart phone users. *American Academy of Advertising*.
- Kim, S. C. & Yoon, D. (2012). The effect of tempo in the background music of political television spots on candidates' issue images, humane images, and voters' recall. *Association for Education in Journalism and Mass Communication*.
- Manuel, E., Yoon, S., & Yoon, D. (2012). Functional matching effect in cause-related marketing: Moderating roles of perceived message quality and skepticism. *American Academy of Advertising*.
- Yoon, D., Kim, S. C., & Lee, S. (2012). Building relationships with consumers: US and South Korea. *International Advertising and Marketing Communication*.
- Yoon, D. (2011). Effects of purchasing experience and repeated exposure to the website on online customers' brand relationship. *Association for Education in Journalism and Mass Communication*.
- Yoon, D., Rogers, J., & Kim, S. C. (2011). Comparing corporate websites in the United States, China and South Korea. *American Academy of Advertising*.
- Kim, J. H. & Yoon, D. (2009). Avoidance of web advertising: Investigating the effects of perception and attitude. *Southern States Communication Association*.
- Yoon, D., Choi, S. M., & Sohn, D. (2008). Who wins online customers? Relationship building of click only vs. click and mortar retailers. *American Academy of Advertising*.
- Kim, S. C. & Yoon, D. (2007). Portrayal of presidential candidates in the photography from the political website. *Southwest Communication Symposium*.
- Yoon, D., Choi, H. J., & Kim, J. (2007). A cross-cultural study of blog motivation in the United States and South Korea. Asian Pacific Conference of the *American Academy of Advertising*.
- Yoon, D., Choi, S. M., & Sohn, D. (2006). Building relationships with consumers: The case of online retailers. *American Academy of Advertising*.
- Yoon, D. & Joseph, S. (2005). Content comparison of presidential election campaigns: Functional approach to the candidate's and their party's web sites and TV spots. *Association for Education in Journalism and Mass Communication*.
- Zhang, J. & Yoon, D. (2005). Cultural values reflected in Chinese and American web service advertising. *Association for Education in Journalism and Mass Communication*.
- Yoon, D. & Thorson, E. (2005). The effects of web-based negative information on brand attitudes. *American Academy of Advertising*.

- Yoon, D. (2004). Why do audiences like Super Bowl commercials? Content analysis of commercials and its relationship to audiences' commercial preferences in Super Bowl commercials 1998 – 2002. *Southwest Communication Symposium*.
- Yoon, D. (2004). Cross-cultural issues in interactivity. *American Academy of Advertising*.
- Yoon, D., Thorson, E., & Len-Rios, M. E. (2003). Dual and single newspaper readers: Media use patterns, relations to community, and demographic profiles. *Association for Education in Journalism and Mass Communication*.
- Yoon, D., Cropp, F., & Cameron, G. (2002). Is the web a cross-cultural medium? A cross-cultural study of web portal motivation in the United States and South Korea. *Association for Education in Journalism and Mass Communication*.
- Thorson, E., Shim, J., & Yoon, D. (2002). Crime and violence in Charlotte, NC: The impact of a civic journalism project on the populace. *Association for Education in Journalism and Mass Communication*.
- Yoon, D., Thorson, E., & Len-Ríos, M. E. (2002). Selective perception of ethnicity coverage and its influence on the evaluation of media. *International Communication Associations*.
- Chen, R. Q., Thorson, E., Yoon, D., & Ognianova, E. (2002). General news, a civic journalism project, and indices of social capital. *International Communication Associations*.
- Thorson, E., Yoon, D., & Beaudoin, C. (2002). Track and trend: Watching a health campaign move through the Hierarchy of Effects. *American Academy of Advertising*.
- Yoon, T. I. & Yoon, D. (2002). The different roles of emotions in the effects of *a priori* brand attitude on ad attitudes. *American Academy of Advertising*.
- Len-Rios, M., Thorson, E., Rodgers, S., & Yoon, D. (2002). Analysis of news content and newsroom and audience perceptions of ethnicity coverage and diversity in the newsroom: Implications for social comparison processes. *International Communication Associations*.
- Yoon, T. I. & Yoon, D. (2002). Cultural influences on consumers' advertising processing: A structural equation approach. *International Communication Associations*.
- Thorson, E. & Yoon, D. (2001). Taking it outside in Kansas: Effects of an integrated communication health campaign and its echo. *Association for Education in Journalism and Mass Communication*.
- Thorson, E. & Yoon, D. (2001). The role of  $A_{ad}$  as mediator in the effects of child and adult voiceovers in a children's health campaign. *Association for Education in Journalism and Mass Communication*.
- Yoon, D. (2001). Content comparison of the Bush and Gore 2000 presidential election campaigns: A functional approach to the candidates and their parties' web sites and TV Spots. *International Communication Associations*.
- Yoon, D. & Winfield, B. H. (2001). Historical image at a glance: North Korea in the U. S. newspaper editorial cartoons. *International Communication Associations*.

- Thorson, E. & Yoon, D. (2001). Synergy of traditional and interactive media effects in a children's health campaign. *American Academy of Advertising*.
- Han, K. H., Yoon, D., & Cameron, G. (2001). Web users' attitude and behavior toward online coupons. *American Academy of Advertising*.
- Yoon, D. & Cropp, F. (2000). Comparative study of internet advertising on its structural features. *Global Fusion*.
- Yoon, D. & Frisby, C. (2000). Make it one! Study on the standardization of commercial web sites. *Global Fusion*.
- Yoon, D., Cropp, F., & Cameron, G. (2000). Building relationships with portal users: The interplay of motivation and relational factors. *American Society for Competitiveness*.
- Yoon, D. (2000). Use of endorsers in internet advertising. *American Academy of Advertising*.
- Yoon, D. & Cropp, F. (2000). Does technology transcend traditional cultural differences? A content analysis comparing internet advertising in the United States and Korea. *International Communication Association*.
- Rodgers, S. & Yoon, D. (1999). (Under) exposed! Images of Asians and Asian Americans in news photographs. *Association for Education in Journalism and Mass Communication*.
- Yoon, D. & Park, J. M. (1999). Degrees of standardization of product web page. *Association for Education in Journalism and Mass Communication*.
- Yoon, D. & Cropp, F. (1999). Cultural difference of internet advertising: A content analysis of internet advertising between the U.S. and Korea. *American Academy of Advertising*.

### **Conference Engagement**

- Discussant, Commerce, Rewards, and Diversity of Consumer Pulling Strategy. Global Colloquium 2025, Korean Advertising Society. July 2025*
- Moderator, Manuscripts accepted to publish in Domestic Academic Journals. 1<sup>st</sup> Global Conference of Korean Association for Advertising and Public Relations, June 2025*
- Moderator, KACA Session 3. Spring Conference of Korean Association for Advertising and Public Relations 2025, May 2025*
- Moderator, Global and Cultural Advertising. American Academy of Advertising 2025 Conference, March 2025*
- Moderator, Roundtable Talk – Digital Marketing Trends. Global Colloquium 2024, Korean Advertising Society, August 2024*
- Moderator, Influencer Marketing Effectiveness. American Academy of Advertising 2024 Conference, March 2024*
- Discussant, Strategic Communication at the intersection of social media and AI. Mid-Winter AEJMC Conference. March 2024*
- Discussant, The CLASS model: Customers left advertising strategies and stories. Ad Asia in*

*Seoul 2023, October 2023*

*Moderator, Advertising and media. Korea Advertising Society Fall 2023 Conference, October 2023*

*Moderator, Corporate social responsibility & ESG activity. Korea Advertising Society The Next Generation Scholar's Colloquium, July 2023*

*Discussant, Video games, data analysis, and algorithmic filters: Exploring their roles in modern society. Midwinter AEJMC, March 2023*

*Discussant, We say hope for health and concern for the economy. Korean Academic Society of Public Relations, December 2022*

*Discussant, Exploratory study on user participation in digital environment. Korea Advertising Society, October 2022*

*Discussant, Tools of the trade: Communication technology in research and practice. Midwinter AEJMC, March 2022*

*Moderator, Changes in Advertising Industry caused by Media Change. Organizational Communication Division, Korean Communication Academy, May 2021*

## **TEACHING**

### **Full Time**

*Professor, Advertising Sequence in Strategic Communication, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Oklahoma, USA  
July 2025 – Present*

*Associate Professor, Advertising Sequence in Strategic Communication, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Oklahoma, USA  
July 2009 – June 2025*

*Assistant Professor, Advertising Sequence in Strategic Communication, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Oklahoma, USA  
August 2003 – June 2009*

#### Courses taught - Undergraduate

JMC 3303 Introduction to Advertising

JMC 3333 Advertising Research

JMC 3363 Advertising Media

JMC 4223/5223 Digital Advertising

JMC 4303 International Advertising (Agency Visits in Asia)

JMC 4333/5333 Problems in Contemporary Advertising

JMC 4343 Advertising Campaigns

JMC 4970/5970 Non-traditional Advertising Media

JMC 4970/5970 Search Engine Marketing

#### Courses taught - Graduate

JMC 5001 Professional Seminar: Non-traditional Advertising Media

JMC 5001 Professional Seminar: Media Analytics

JMC 5001 Professional Seminar: Consumer Behavior & Analytics  
 JMC 5063 Readings in Mass Communication  
 JMC 5073 Contemporary Issues in Mass Communication  
 JMC 5083 Mass Communication Theory  
 JMC 5091 MA Thesis / Project Seminar  
 JMC 5093 Introduction to Research Methods (Both Offline & Online Program)  
 JMC 5133 Quantitative Research Methods  
 JMC 5883 Digital Behaviors (Online MA Program)  
 JMC 6091 Ph. D. Seminar  
 JMC 6173 Advanced Topics in Strategic Communications – Media Tech & Experience  
 JMC 6173 Advanced Topics in Strategic Communications – Digital Ad Theories  
 JMC 6173 Advanced Topics in Strategic Communications – Brand Experience

Graduate Student Advising – Ph. D. Student

*Co-Chair*, Jizhou Ye, Expect Spring 2028.  
*Co-Chair*, Bemí O Aderemi, Expect Spring 2026.  
*Chair*, Nathan Fisher, Fall 2024.  
*Chair*, Jinhee Seo, Spring 2024. \*AAA Dissertation Proposal Winner  
*Chair*, FuWei Sun, Summer 2019.  
*Chair*, Seung Hyun Kim, Summer 2019. \*AAA Dissertation Proposal Winner  
*Chair*, Tham Nguyen, Spring 2019.  
*Chair*, Sang Chon Kim, Fall 2018.  
*Co-Chair*, Rahnuma Ahmed, Spring 2018. \*AAA Dissertation Proposal Winner  
*Chair*, Nazmul Kabir Rony, Spring 2018.  
*Committee Member*, Loarre Andreu Perez, Spring 2021.  
*Committee Member*, Nafida Banu, Spring 2021.  
*Committee Member*, Narae Kim, Fall 2019.  
*Committee Member*, Rashmi Thapaliya, Fall 2018.  
*Committee Member*, Mohammad Yousuf, Spring 2016.  
*Outside Committee Member*, Erin Colwell, Expect Spring 2026. Architecture  
*Outside Committee Member*, Juhung Sun, Spring 2024. Communication  
*Outside Committee Member*, Ivy Shen, Fall 2018. Political Science

Graduate Student Advising – MA Student

*Chair*, Taylor Clark, Spring 2025. Thesis  
*Chair*, Diego A. Perez Breton Borbon, Spring 2024. Thesis  
*Chair*, Austin Terry, Spring 2024. Project  
*Chair*, Ana Marquez, Fall 2020. Project  
*Chair*, Ludwig A Dischner, III, Spring 2020. Project  
*Chair*, Rustie Anglin, Spring 2020. Project  
*Chair*, Tyler Wilson, Spring 2020. Project  
*Chair*, Cody Seebaum, Fall 2019. Project  
*Chair*, Lauren Angasser, Spring 2019. Project  
*Chair*, Nazmul Kabir Rony, Spring 2015. Thesis  
*Chair*, Xiyao Yang, Spring 2013. Thesis  
*Chair*, Nicholas Webb, Spring 2013. Thesis  
*Chair*, Joshua Rogers, Fall 2012. Thesis  
*Chair*, Sang Chon Kim, Spring 2011. Thesis  
*Chair*, Lin Zuo, Fall 2008. Thesis  
*Chair*, Diana Winters, Fall 2006. Thesis

*Chair*, Ji-Hyun Kim, Spring 2006. Thesis  
*Chair*, Jie Zhang, Spring 2005. Thesis  
*Committee Member*, Sydney-Aerin Simpson, Expect Spring 2026. Project  
*Committee Member*, Jessica Zimmerman, Spring 2025. Thesis  
*Committee Member*, Subrata Roy, Spring 2025. Thesis  
*Committee Member*, Amanda Withrow, Spring 2024. Project  
*Committee Member*, Amanda Coleman, Spring 2024. Project  
*Committee Member*, Nathan Sims, Spring 2022. Thesis  
*Committee Member*, Alyx Butt, Spring 2021. Project  
*Committee Member*, Emily Alinger, Spring 2021. Project  
*Committee Member*, Sara Seebaum, Spring 2020. Project  
*Committee Member*, Aisha Masood, Summer 2017. Thesis  
*Committee Member*, Nafida Banu, Summer 2016. Thesis  
*Committee Member*, Ying Xiong, Summer 2016. Thesis  
*Committee Member*, Mary Wuestewald, Spring 2015. Project  
*Committee Member*, Leighann Carroll, Spring 2015. Project  
*Committee Member*, Rahnuma Ahmed, Spring 2015. Thesis  
*Committee Member*, Aaron Lovell, Fall 2006. Project  
*Committee Member*, Amy Welch, Fall 2005. Thesis  
*Committee Member*, Tayo Oyediji, Fall 2005. Thesis  
*Committee Member*, Tracie LaGere, Fall 2004. Thesis  
*Committee Member*, Andrea Blackburn, Fall 2003. Thesis

*Adjunct Associate Professor*, Data Science and Analytics, Gallogly College of Engineering  
 University of Oklahoma, Oklahoma USA, January 2017 – Present.

Courses taught - Graduate

DSA 5001 Data Science and Media (Online Course)

Graduate Student Advising – MA Student' Practicum

*Project Advisor (2)*

Spring 2021: Pen Tompkins – Topic Modeling of Twitter Data

Spring 2020: Lijuan Wang – Estimation model of Social Media Engagement

**Part Time**

*Visiting Professor*, Department of Communication, College of Social Science

Yonsei University, Seoul, Korea, Summer 2025

- COM 3180 *Advertising in Digital Age*, Undergraduate Advertising course

*Visiting Professor*, Department of Communication, College of Social Science

Yonsei University, Seoul, Korea, Fall 2022

- COM 3180 *Advertising in Digital Age*, Undergraduate Advertising course
- COM 6602 *Customer Experience Management*, Graduate Seminar course
- MG 558 *Consumer Behavior*, Professional Graduate Lecture course

*Online Visiting Professor*, Department of Advertising and PR, School of Mass Communication,  
 Kyungsung University, Pusan, Korea, Spring 2007, 2008, 2009.

Taught an Online Distance Learning Course, "Advertising and Society"

*Graduate Instructor*, Advertising Department, School of Journalism, University of Missouri,  
 Missouri, USA, Fall 2001 – Spring 2003



## JOURN 4206 Strategic Writing I (Advertising Copy and Layout)

### Academic Guest Speaker

Changes in Digital Advertising, June 19, 2025

Department of Advertising & PR, Dongmyung University. Busan, South Korea

Human Experience in Digital Marketing, June 6, 2025

Department of Advertising & PR, Ewha Womans University. Seoul, South Korea

Key Concepts in Digital Strategic Communication. College of Communications,  
Korea University. Seoul, South Korea, Fall 2023

Information Processing of Digital Audience. Fall 2022

Department of Advertising & PR, Ewha Womans University. Seoul, South Korea

School of Mass Media, Kyung Hee University. Seoul, South Korea

Data Science as a New Research Area in Strategic Communication. Graduate Colloquium,  
College of Communications, Yonsei University. Seoul, South Korea, Spring 2021

Future of Advertising: Data Science & Analytics. Spring 2021

School of Mass Media, Kyung Hee University. Seoul, South Korea

School of Ad & PR, Choong Ang University. Seoul, South Korea

Brand Experience in Digital Marketing Era. Department of Advertising & PR,  
Ewha Womans University. Seoul, South Korea. Fall 2017.

JMC 6091 Ph. D. Seminar. Gaylord College, University of Oklahoma. Fall 2019, 2015

JMC 5091 Thesis and Project Seminar. Gaylord College, University of Oklahoma  
Spring 2023, 2017, 2012, 2009, 2007

JMC 3333 Advertising Research. Gaylord College, University of Oklahoma.  
Fall 2007 & Spring 2008 (lecture on SPSS).

JMC 5073 Conceptual Issues in Graduate Study. Gaylord College, University of Oklahoma  
Fall 2003 & 2005.

JOURN 4258 Global Communications. Missouri School of Journalism, University of Missouri.  
Spring 2002.

Introduction to Advertising. School of Telecommunication, Ajou University. Suwon, Korea.  
Spring 1999 (lecture on Web portal motivation).

### Instructional Certificates

*Certificate, Professional Development Seminar* sponsored by the Instructional Development  
Program at University of Oklahoma. Fall 2003.

*Certificate, EL 437 Communication & Instructional Strategies for Effective College Teaching*  
sponsored by the Program for Excellence in Teaching at University of Missouri.  
Spring 2001

*Certificate, Language and Pedagogy class for International Teaching Assistants* sponsored  
by the Program for Excellence in Teaching at University of Missouri. Spring 2000

## PROFESSIONAL EXPERIENCE

### Advertising & Marketing Experience

*Account Manager*, LG Ad, Seoul, Korea, 1993-1997

A Division of LG-BBDO (BBDO Affiliation)

Clients: Nike, Gillette, AMD, & Guess

- Managed and organized Nike's strategic brand communication campaigns (including PR and Sales Promotions) for four years in the South Korean market.
  - Developed strategic planning for successful campaigns such as Korean National Soccer Team Campaign, and Chan Ho Park's (former MLB Player) Korean campaign.
  - Co-worked with Wieden & Kennedy to launch the localized the global campaign (e.g. several of Air Jordan campaigns, Just Do It campaigns, etc.) in the South Korean market.
  - Developed annual advertising plan and media spending plan for Nike Korea.
  - Attended and presented in numerous Nike global, regional and local marketing and advertising conferences and workshops.
- Managed GILLETTE's advertising and promotion campaigns.
  - Worked with BBDO Hong Kong.
  - Launched new products - "Gillette Sensor Excel" and "Sensor for Women" - successfully in 1996.
- Managed AMD advertising campaign and media execution.
- Participated in "GUESS JEANS" bidding presentation team as a key strategic planner in October 1996

*Senior Account Executive*, Daebang Communications, Seoul, Korea, 1990 - 1993

Clients: Ilyang Pharmacy Co., Changwon Publishing Co., Kyungdong Boiler, Jongiewahyonpil (Stationary), Kukje Socks, etc.

*Superintendent*, First Fire & Marine Insurance Co. Ltd., Seoul, Korea, 1988 - 1990

Reinsurance Department: In charge of Lloyd Syndicates (UK) and Japanese market.

### Honors: Professional

*Gold Prize*, LG Ad Creative Award – Print Ad Division, 1996

*Grand Prize*, Sports Seoul Annual Advertising Award, 1996

## AWARDS, & ACADEMIC AND INDUSTRY SERVICES

### Awards

Owen Kulemeka Diversity Award, Gaylord College, University of Oklahoma. October 2017.

### Internal Faculty Development Awards & Grants

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Spring 2024.

\$1,950 for American Academy of Advertising Conference

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Fall 2023.

\$2,187.37 for attending Ad Asia 2023 as a discussant and Korea Advertising Society Fall Conference as presenter and moderator

*Ed Cline Faculty Development Awards*, University of Oklahoma, Spring 2019  
\$1,800 for International Advertising Experience Program

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Summer 2019.  
\$3,250 for International Advertising Agency Visits and 2019 Ad Stars and research meeting with Korean corporations

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Spring 2019.  
\$1,350 for American Academy of Advertising Conference

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Summer 2018.  
\$2,950 for International Advertising Agency Visits and 2018 Ad Stars Moderating and research meeting with Korean corporations

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Fall 2017.  
\$2,650 for presentation at the International Journal of Advertising – Korean Society of Advertising Conference and research meeting with Korean corporations

*Faculty Enrichment Grant*, Gaylord College, University of Oklahoma, Summer 2017.  
\$2,600 for International Advertising Agency Visits and 2017 Ad Stars Moderating

### **International Service - Judging**

*Judge*, International Business Awards, Stevie Awards, Stevieawards.com  
Marketing & Websites/App Committee, 2024, 2020, 2019, 2018, 2016, 2014, 2013  
<https://stevieawards.com//iba>

*Judge & Committee Chair*, Asia-Pacific Business Awards, Stevie Awards, Stevieawards.com  
Marketing & Public Relations Committee, 2019, 2018, 2017, 2014  
<https://www.asia.stevieawards.com/home>

*Judge*, The Young One Competition in The One Show 2017.  
<https://youngones.org/>

*Judge*, The Korea Communication Awards, Korean In-house Newsletter Association, 2015.  
<https://www.sabo.or.kr/kbca2>

*Judge*, Young Stars Competition, Ad Stars 2012 [International Advertising Festival], 2012  
<https://www.madstars.org/adstar/main/AdstarMainView.do>

### **International Service – Organization, Presentation & Lecture**

*Chair*, Organizing Committee, Global Colloquium 2024. Korea Advertising Society, July 2024.

*Board Member*, International Committee. Korean Association of Advertising & Public Relations (KADPR), 2024 - Current.

*Special Lecture at Advertising Agency*. Data Science in Advertising and its Future.  
Daehong Communication, Seoul, Korea, August 2019.

*Special Lecture at Advertising Agency. Data Science in Advertising and Marketing.  
HS Ad, Seoul, Korea, August 2018.*

*Moderator, New Stars Competition, Ad Stars 2018, August 2018.*

*Moderator, Service Automation: Machine Learning, AI, and Robotics. Ad:Tech Korea  
Conference, August 2017.*

*Special Lecture at Advertising Agency. Effects of Virtual Reality Advertising Campaign.  
HS Ad, Seoul, Korea, August 2017.  
Innocean Worldwide, Seoul, Korea, August 2017*

*Seminar Speaker. Creativity and Experience in Digital Advertising. Creative School at  
the Ad Stars 2016, August 2016*

*Special Lecture at Advertising Agency. Experience and Relationship in Digital Era.  
HS Ad, Seoul, Korea, August 2012  
Innocean Worldwide, Seoul, Korea, August 2012*

*Seminar Speaker. Experience and Relationship in Digital Era. Ad Stars 2012, August 2012*

## **Nationwide Service**

*External Reviewer, Tenure & Promotion Review  
Louisiana State University  
University of Missouri – Kansas City  
Rochester Institute of Technology  
University of Utah, 2025  
Texas State University, 2025  
Oklahoma State University, 2025*

*Committee Member, American Academy of Advertising, 2004 – Present  
Membership Committee, 2004 – 2008  
Research Committee, 2004 – 2008, 2016*

## **University Service**

*Member, Campus Tenure Committee, University of Oklahoma, 2025 - Current*

*Member, Graduate Council, University of Oklahoma, 2019 – Current  
Interdisciplinary Ph.D. Program subcommittee, 2025 - Current  
Course and Program Changes subcommittee, 2019 - 2025*

*Member, Faculty Appeal Board, University of Oklahoma, 2025 - Current, 2021*

*Member, Search Committee of Charles R. Johns Endowed Chair in Data Science and Analysis  
School of Industrial and System Engineering, University of Oklahoma, 2021-2023,  
2025 - Current*

*Member, Search Committee of Madelaine Pfau Endowed Chair in System Engineering  
Leadership, School of Industrial and System Engineering, University of Oklahoma,  
2021 – 2022, 2025 - Current*

*Member, Dean Search Committee of Gaylord College of Journalism and Mass Communication,*

University of Oklahoma, 2023-2024

*Chair*, Provost's Dissertation Award Committee, University of Oklahoma, Spring 2020

*Member*, Research Liaison of Gaylord College, University of Oklahoma, 2016 - 2018

*Member*, Graduate Academic Appeal Panel, University of Oklahoma, 2015

*Faculty Advisor*, Asian American Journalist Association, University of Oklahoma, 2005 - 2015

*Faculty Advisor*, Korean Student Association, University of Oklahoma, 2004 - 2011

## **College Service**

### Gaylord College

*Chair & Member*, Committee A, Gaylord College, Fall 2013, Fall 2015 - Current

*Chair*, Dean Evaluation Committee, Gaylord College, 2017 - 2021, 2023 - Current

*Member & Ex-officio*, Graduate Committee, Gaylord College, Spring 2011, Fall 2017 - Current

*Member*, Policy & Procedure Committee, Gaylord College, 2018 - 2021, 2023 - Current

*Member*, AI Committee, Gaylord College, Fall 2025 - Current

*Chair & Member*, Faculty Development & Research Committee, Gaylord College

*Chair*, Fall 2009 - Spring 2021, Fall 2025 - Current

*Member*, Fall 2003 - Spring 2009, Spring 2023 - Spring 2024

*Chair & Member*, Search Committee, Gaylord College

*Chair*, Advertising Faculty Search, 2025, 2024, 2023, 2021, 2020, 2018, 2016, 2015, 2014, 2012, 2005

*Member*, Advertising Faculty Search, 2025, 2017, 2010, 2007

*Member*, PR Faculty Search for two positions, 2025

*Member*, Strategic Planning Committee, Gaylord College, 2024 - 2025

*Ex-officio Member*, Technology Committee, Gaylord College, Spring 2024

*Member*, Grade Appeal Panel, Gaylord College, Fall 2019

*Member*, Diversity Committee, Gaylord College, Fall 2005 - Spring 2007, 2015 - 2016

*Member*, Student Service Committee, Gaylord College, Fall 2009 - Spring 2011

*Member*, Undergraduate Curriculum Committee, Gaylord College, Fall 2006 - Spring 2007

*Member*, International Committee, Gaylord College, Fall 2006 - Spring 2007

*Faculty Co-advisor*, Ad Club, Gaylord College, 2004 - 2006

### Data Science & Analytics at Gallogly College

*Member*, Graduate Faculty, Data Science, Gallogly College, Spring 2017 - Current

*Member*, Ph. D. Steering Committee, Data Science, Gallogly College, 2020 - 2022

## Presence in Media & Blogs

Choi, E. (2016, August 26). Interview: Doyle Yoon, Ad Stars 2016 Speaker. *Civic News*. Retrieved from <http://www.civicnews.com/news/articleView.html?idxno=3771>

Hamatohama (2016, August 27). Sketch of Ad Stars 2016. *Naver Blog*. Retrieved from <https://blog.naver.com/hamatohama/220798291745>

Dae-a-ring (2012, July 6). Ad Stars 2012. *Naver Blog*. Retrieved from <https://blog.naver.com/92886430/140162885131>

## Academic Service

### Editorial Board

*International Journal of Advertising*  
*Journal of Interactive Advertising*  
*Journal of Current Issues & Research in Advertising*

### Ad hoc Reviewer

*Journal of Advertising*  
*Journalism and Mass Communication Quarterly*  
*Mass Communication and Society*  
*International Marketing Review*  
*Asian Journal of Communication*  
*Information and Management*  
*International Journal of Retail and Distribution Management*  
*NETNOMICS*  
*Korean Study of Public Relations*  
*Korean Journal of Advertising*

### Conference reviewer

American Academy of Advertising (AAA)  
American Academy of Advertising Asia Pacific Conference  
American Academy of Advertising Europe Conference  
American Academy of Marketing (AMA) Educator's Conference  
Association for Education of Journalism and Mass Communication (AEJMC)  
International Communication Associations (ICA)  
Southwest Symposium

### Research Proposal Reviewer

AAA Doctoral Dissertation Proposal Competition  
AAA Research Fellowship Competition

### Membership

*Member*, American Academy of Advertising (AAA), 1997 - Current  
*Member*, Association for Education of Journalism and Mass Communication (AEJMC), 1997 - Current  
*Member*, Korea Advertising Society (KAS), 2022 - Current  
*Member*, Korean Association of AD & PR (KADPR), 2021 - Current  
*Member*, Korean Academic Society of Public Relations (KASPR), 2022 - Current  
*Member*, International Communication Association, 1997 - 2003

**Contact Information**

Gaylord College of Journalism and Mass Communication  
University of Oklahoma  
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Norman, OK 73019  
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Mobile: (405) 408-4953  
[dyoon@ou.edu](mailto:dyoon@ou.edu)