

Jun Heo, Ph.D.

Assistant Professor

The Manship School of Mass Communication
Louisiana State University
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Baton Rouge, LA 70803
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Education

Ph.D. (12/2010)	University of Florida Mass Communication/Advertising Dissertation title: "An Examination of Market Intelligence Gaps in the Advertising Industry and Their Effects on Agency-Client Relationships" Chair: Dr. John C. Sutherland	Gainesville, FL
M.A. (12/2003)	Michigan State University Advertising	East Lansing, MI
Dipl. (12/2003)	International Advertising Association Marketing Communication	
B.A. (01/1995)	Hanyang University Mass Communication and Journalism	South Korea

Teaching Experience

Louisiana State University <i>Assistant Professor in Digital Advertising</i>	Baton Rouge, LA <i>Aug. 2014-present</i>
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- Teaches courses include Quantitative Audience Analysis and Advertising Industry and Society.

University of Southern Mississippi <i>Advertising Sequence Head</i> <i>Assistant Professor</i>	Hattiesburg, MS <i>Aug. 2011-Jul. 2014</i> <i>Aug. 2010-Jul. 2014</i>
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- Taught undergraduate courses include Advertising Media, Mass Media Research, Creativity Seminar in Advertising, Advertising Campaign (Capstone).
- Taught graduate courses include International Advertising (online and offline), Advertising and Consumer.
- Advised doctoral and master's students

University of Florida*Instructor of Record***Gainesville, FL***Jan. 2007 – Jul. 2010*

- Taught Media Planning eight semesters in a row, Principle of Advertising for two semesters, and Special Topic in Advertising one semester.
- Instructor of record duties include developing courses, teaching, holding office hours, and grading.

Sookmyung Women's University*Adjunct Professor***Seoul, South Korea***Aug. 2004-Dec.2005*

- Taught Media Planning and Strategy for two years.

Professional Experience (Industry)

Universal McCann*Media Planning Group Director***Seoul, South Korea***Nov. 2004-Jul. 2006*

- Responsible for planning and managing both online and offline media campaigns for INTEL, UPS, GlaxoSmithKline, and other local clients.
- Responsible for conducting consumer media pattern.
- Served as a key liaison with INTEL global account team.

Ogilvy & Mather*Media Planning Manager***Seoul, South Korea***Apr. 2004-Nov. 2004*

- Responsible for planning and implementing media campaigns for multinational advertisers: IBM, Gillette, Kimberly-Clark, Kodak, SAP, Northwest Airlines, and etc.

Ogilvy & Mather*Senior Media Planner***Seoul, South Korea***Nov. 1999-May. 2001*

- Responsible for planning and implementing media campaigns for multinational and local advertisers: LVMH Group, Pepsi, IBM, SAP, Kimberly-Clark, Kodak, and etc.
- Responsible for negotiating with media companies for LVMH Group (Louis Vuitton, Dior, Celine, Fendi, Kenzo, and etc.)

Dentsu, Young & Rubicam*Media Planner***Seoul, South Korea***Mar. 1995-Nov. 1999*

- Served for Chanel, Estee Lauder, Chivas Regal, Citibank, UIP (United International Pictures), Du Pont, Clorox, and etc.
- Responsible for coordinating media executions with media companies.

Refereed Publications

- Heo, Jun**, and John C. Sutherland (2014, IN PRESS), "Exploring the Effects of Marketing-Intelligence Gaps on Advertising Agency-Client Relationships: A Survey of U.S. Media Planners," *Journal of Advertising Research*.
- Chang, Chen-Wei and **Jun Heo** (2014), "Visiting Theories that Predict College Students' Self-Disclosure on Facebook," *Computers in Human Behavior*, 30(1), 79-86
- Clayton, Michael and **Jun Heo** (2011), "Effects of Promotional-based Advertising on Brand Associations," *Journal of Product and Brand Management*, 20(4), 309-315.
- Kim, Mijung and **Jun Heo**, and Sylvia Chan-Olmsted (2010), "The Development of Mobile Advertising in South Korea: Perceived Effectiveness and Business Structure among Advertising Agencies," *The Journal of Media Business Studies*, 7(2), 1-20.
- Heo, Jun** and Chang-Hoan Cho (2009), "A New Approach to Target Segmentation: Media Usage Segmentation in the Multi-Media Environment," *Journal of Targeting, Measurement, and Analysis for Marketing*, 17(3), 145-155.
- Jun, Jongwoo, **Jun Heo**, and Youngran Chun (2009), "The Effect of Channel Differences between the Internet and Television: A Focus on a Mega Sport Event," *Communication Insight*, 1(3), 345-369.

Manuscripts under Review (Refereed Publications/conferences)

- Heo, Jun** and John C. Sutherland (under 2nd review), "A Structural Model of the Communication Process in the Context of Internet Advertising," Paper submitted to *International Journal of Advertising*.
- Heo, Jun** and Sidharth Muralidharan (under review), "Examining the Causal Relationships among the Environmental Antecedents and Their Impact on the Ecologically Conscious Consumer Behavior," Paper submitted to *the Journal of Environmental Psychology*.
- Lee, Sangwon, Moonhee Cho, and **Jun Heo** (under 2nd revision), "Understanding User Adoption and Behavior of Smartphones: An Extension of the Technology Acceptance Model," Paper submitted to *New Media and Society*.
- Kim, Doyeop, Matthew Walker, and **Jun Heo** (under review), "Sport League Website: An Effective Marketing Tool for Corporate Sponsors," Paper submitted to *Journal of Sport Management*.
- Lee, Seungae and **Jun Heo** (under review), "The moderating role of antecedent mood on regulatory focus messages in donation advertising," submitted to *the International Journal of Advertising*.
- Daewook Kim and **Jun Heo** (under revision), "The Effects of Advertorials on Consumers' Perceptions of Their Relationship with the Corporation: The Roles of Media Credibility and Advertorial Types," Paper submitted to the *Korean Journal of Advertising*.

Sylvia M. Chan-Olmsted, Sangwon Lee, and **Jun Heo** (under revision), "Examining the Market and Firm Factors Affecting the Development of a Mobile Television Market: The Case of South Korea," Paper submitted to *Asian Journal of Communication*.

Conference Presentations

Kim, Doyeop, Matthew Walker, and **Jun Heo** (2014), "Sport League Website: An Effective Marketing Tool for Corporate Sponsors," to be presented at *the North American Society for Sport Management (NASSM) 2014 Conference*, Pittsburgh, PA.

Ha, Jinhong and **Jun Heo** (2013), "Comparing the Two Sides of Perception of Crisis Management Strategies: Applying the Co-orientation Model to Crisis Management-Related Beliefs of Public Relations Agencies and Clients," presented at *the 2013 AEJMC conference*, Washington D.C.

Chang, Chen-Wei and **Jun Heo** (2013), "Visiting Theories that Predict College Students' Self-disclosure on Facebook," presented at *the 2013 AEJMC conference*, Washington D.C.

Lee, Seungae and **Jun Heo** (2013), "You See Yourself in the Future or Past?: The Moderating Role of Cultural Orientation in Explaining Temporal Orientation of Self-Referencing," to be presented at *the 2013 AEJMC conference*, Washington D.C.

Heo, Jun, and John C. Sutherland (2013), "The Effects of Marketing Intelligence Gaps on Advertising Agency-Client Relationships: A Survey of U.S. Media Planners," Paper presented at *the conference of American Academy of Advertising (AAA), 2013*, Albuquerque, NM.

Chen-Wei Chang and **Jun Heo** (2013), "Factors Predicting College Students' Private Information Disclosure on Facebook," Paper presented at *the AEJMC mid-winter conference 2013*, Norman, OK.

Johnson, Mighan and **Jun Heo** (2013), "The Role of Gender in Determining Cognitive Response to Sexually Suggestive Advertising," Paper presented at *the AEJMC mid-winter conference 2013*, Norman, OK

Heo, Jun and Sidharth Muralidharan (2012), "Eco-Friendly Buying Behavior: Examining the Roles of Environmental Knowledge, Concern, and Perceived Consumer Effectiveness," Paper presented at *the 2012 AEJMC Annual Conference, 2012*, Chicago, IL.

Lee, Seungae, David G. Tisdale, and **Jun Heo** (2012), "Happy to Help?: The Role of Antecedent Mood with Emotional Appeals in Disaster Relief Advertising," Paper presented at *the 2012 AEJMC Annual Conference, 2012*, Chicago, IL

Muralidharan, Sidharth, Megan Jones, and **Jun Heo** (2012), "The Effects of Environmental Knowledge on Environmental Conscious Consumer Behavior," Paper presented at *the 2012 AEJMC Mid-Winter Conference, March 2012*, Norman, OK

Lee, Seungae, David G. Tisdale, and **Jun Heo** (2012), "The Role of Emotional Motivation in a Donation Campaign: Do You Need Fear or Hope?," Paper presented at *the 2012 AEJMC Mid-Winter Conference*, March 2012, Norman, OK.

Daewook Kim and **Jun Heo** (2010), "The Effects of Advertorials on Consumers' Perceptions of Their Relationship with the Corporation: The Roles of Media Credibility and Advertorial Types," Paper presented at the annual convention of *the Association for Education in Journalism & Mass Communication*, August 2010, Denver, CO.

Heo, Jun (2009), "A Structural Model of the Communication Process in the Context of Internet Advertising," Paper presented at the annual convention of *the Association for Education in Journalism & Mass Communication*, August 2009, Boston, MA.

Michael Clayton and **Jun Heo** (2008), "The Effects of Price-based Advertising on Brand Association in A Durable Goods Category," Paper presented at the convention of *the Association for Education in Journalism & Mass Communication*, August 2008, Chicago, IL.

Sylvia M. Chan-Olmsted, Sangwon Lee, and **Jun Heo** (2008), "Developing a Mobile Television Market: Lessons from the World's Leading Mobile Economy—South Korea," Paper presented at the *8th World Media Economics and Management Conference*, May 2008, Lisbon, Portugal.

Heo, Jun and Chang-Hoan Cho (2008), "Media Usage Segmentation in the Multi-Media Environment: An Exploratory Study," Paper presented at the *2008 Conference Proceedings of the American Academy of Advertising*, San Mateo, CA.

Research in Progress

Heo, Jun and Chen-Wei Chang, "Factors Influencing Mobile Users' Intention to Use Location-Based Advertising," being prepared for *the AEJMC Conference*, 2015.

Heo, Jun and A-Reum Jung, "Job Satisfaction, Commitment, Organizational Citizenship Behavior and Turnover Intention in the Advertising Industry," being prepared for submission to *the AAA Conference*, 2015.

Heo, Jun, "A Structural Model of the Communication Process in Social Media: Implication for Social Media Advertising," being prepared for submission to *the AAA Conference*, 2015.

Heo, Jun, "Dyadic Investigation of Agency-Client Communication Problems and Their Effects on Relationship Quality," being prepared for submission to *Journal of Advertising*.

Heo, Jun, "Factors Influencing the Quality of Agency-Client Relationships," targeted for *Journal of Advertising Research*.

Heo, Jun, "Market Structure and Competitive Conditions in the U.S. Advertising Agency Industry," being prepared for submission to *Journal of Advertising Research*.

Heo, Jun, "Developing and validating a measure of media engagement," targeted for *Journal of Advertising*.

Services

University/Departmental Services

- **Advisor of American Advertising Federation (AAF)** – USM chapter, August 2010 – July 2014.
- **Sequence Head of Advertising** – The University of Southern Mississippi, Spring 2012 – July 2014.
- **The USM International Program Task Force** – The University of Southern Mississippi, 2013
- **College of Art and Letter Research and Awards Committee** – The University of Southern Mississippi, Spring 2012.
- **Hall of Fame Award Committee** – The School of Mass Communication and Journalism, USM, 2012.
- **Review Board for MCJ Scholarships** - The School of Mass Communication and Journalism, USM, 2011-2012
- **Program Coordinator** - Visiting International Professional Program in Advertising Department at University of Florida, August 2007 – May 2010.
- **President** - Korean Mass Communication Gators Association at University of Florida, September 2007 – August 2008
- **Program Coordinator** - Visiting International Professional Program (VIPP) at Michigan State University, June 2002 – December 2003
- **President of Student Body** - The department of Journalism and Mass Communication, Hanyang University, March 1994 – February 1995

Graduate Committees

University of Southern Mississippi

- A-Reum Jung, Ph.D.: Chair, completing plan of study
- Seungae 'Suzy' Lee, MA: Chair, completed.
- Sidharth Muralidharan, Ph.D.: Committee, completed.
- Katrina Burt, Ph.D.: Committee, completed.
- Riva Teague, Ph.D.: Committee, completed.
- Tara Y. Wren, Ph.D.: Committee, ABD
- Chen-Wei Chang, Ph.D.: Committee, ABD
- Bahtiyar Kurambaev, Ph.D.: Committee, completing plan of study
- Mighan Johnson, Ph.D.: committee, completing plan of study

Disciplinary Services

- **Ad-hoc Reviewer**
 - Telematics and Informatics (SSCI), 2013 - present.
 - Asian Journal of Communication (SSCI), 2013 - present.
 - Journal of Promotion Management, May 2010 – present.
 - The Conference of American Academy of Advertising (AAA) – present.
 - The Conference of Association of Education in Journalism and Mass Communication (AEJMC) – present.
 - The Conference of International Communication Association (ICA) – present.
 - The Association of Education in Journalism and Mass Communication (AEJMC)

Southeast Colloquium – present.

- **International Advertising Education Committee (IAEC)** – American Academy of Advertising (AAA), 2011-present

Professional Memberships

- American Academy of Advertising (AAA)
- Association for Education in Journalism & Mass Communication (AEJMC)
- International Advertising Association (IAA).
- Korean American Communication Association (KACA)

Community Services

- Treasurer, Korean Baptist Church of Gainesville, January 2007 – present
- Military: Korean National Defense Intelligence Institute, 1991-1993