

# BAOBAO SONG

Associate Professor

Richard T. Robertson School of Communication,  
College of Humanities and Sciences, Virginia Commonwealth University  
Mobile: 352-283-5022 Email: bsong@vcu.edu

## EDUCATION

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<b>PhD</b>	<b>University of Florida, Gainesville, FL, USA</b> College of Journalism and Communications <i>Dissertation:</i> Emotional appeals in CSR communication: How prosocial emotions encourage stakeholder engagement in CSR <i>Chair:</i> Mary Ann Ferguson, Ph.D.	2014-2017
<b>MA</b>	<b>University of Florida, Gainesville, FL, USA</b> College of Journalism and Communications <i>Thesis:</i> Corporate social responsibility in China: Luxury consumers' attitude and behaviors <i>Chair:</i> Mary Ann Ferguson, Ph.D.	2011-2013
<b>BA</b>	<b>Beijing University of Post and Tele-communication, Beijing, China</b> Major: English Minor: Marketing	2007-2011

## ACADEMIC APPOINTMENTS

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<b>Virginia Commonwealth University, Richmond, VA, USA</b>	
Associate Professor	2025-present
Assistant Professor	2017-2025
Public Relations Sequence Coordinator	2023-present
Director of Undergraduate Studies	2025-present
<b>University of Florida, Gainesville, FL, USA</b>	2014-2017
Graduate Assistant	

## AWARDS

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<b>National/International Recognition Award (NIRA)</b> Virginia Commonwealth University	2025
<b>Outstanding Journal Article, Honorable Mention</b> NCA Public Relations Division	2025
<b>National/International Recognition Award (NIRA)</b> Virginia Commonwealth University	2024
<b>Page and Johnson Legacy Scholar</b> Arthur W. Page Center in Integrity in Public Relations, Penn State University	2022
<b>Top Faculty Paper Award</b> Public Relations Division, International Communication Association	2018
<b>Scholarly Award Winner</b>	2018

College of Humanities and Sciences, Virginia Commonwealth University

<b>Page and Johnson Legacy Scholar</b> Arthur W. Page Center in Integrity in Public Relations, Penn State University	2016
<b>Top Student Paper Award</b> Advertising Division, Association for Education in Journalism and Mass Communication	2016
<b>Student-Faculty Best Paper Award</b> College of Journalism and Communication Research Symposium, University of Florida	2016
<b>Page and Johnson Legacy Scholar</b> Arthur W. Page Center in Integrity in Public Relations, Penn State University	2015
<b>Outstanding International Student Award</b> University of Florida	2015
<b>Graduation with Distinction</b> College of Journalism and Communications, University of Florida	2013

## PUBLICATIONS

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### Refereed Journal Articles

(Note: All articles were published with VCU affiliations and have **not** been accounted for previous promotions; \* represents a student co-author.)

29. **Song, B.** (Accepted). Situational motivation in cognition: Host country publics' dual processing of MNCs' CSR communications. *Corporate Communications: an International Journal*.
28. Lan, X. & **Song, B.** (Accepted). Examining the mechanics of gamified sustainability communications: A field experiment. *Journal of Business Research*.
27. **Song, B.**, & Choi, M. (2025). From celebrity advocacy to fandom advocacy: Harness the power of participatory fandom culture. *Public Relations Review*. 51(1), 102538.
26. Choi, M., **Song, B.**, Zhao, Y.\*, & Tortella, L.\* (2025). Comparison study of PR curriculum and PR job posts. *Public Relations Review*. 51(1), 102535.
25. **Song, B.**, & Choi, M. (2024). Celebrity-nonprofit partnerships: Exploring the drivers of fandom advocacy behaviors. *Public Relations Journal*, 17(3), article 12. <https://instituteforpr.org/prj-vol-17-issue-3-article-12/>
24. Yue, C., **Song, B.**, Tao, W. & Kang, M. (2024). When ethics are compromised: Understanding how employees react to corporate moral violations. *Public Relations Review*, 50(4), 102482. <https://doi.org/10.1016/j.pubrev.2024.102482>
23. Yue, C., **Song, B.**, Tao, W. & Kang, M. (2024). Irresponsible to others but responsible to me: Testing employees' responses to external corporate social irresponsibility and internal corporate social responsibility. *Corporate Social Responsibility and Environmental Management*, 31(6), 5427-5445.. <https://doi.org/10.1002/csr.2874>
22. Choi M., **Song, B.**, Moon, W. (2024). Understanding public support for nonprofit organizations during the COVID-19 pandemic. *International Journal of Strategic Communication*. Advanced Online Publication. <https://doi.org/10.1080/1553118X.2024.2331006>

21. Choi, M. & **Song, B.** (2024). Organized complexity of CSA communication strategy. *Corporate Communication: An International Journal*, 29(5), 636-652. <https://doi.org/10.1108/CCIJ-07-2023-0101>
20. Choi, M., **Song, B.**, & Moon, W. (2024). Legitimacy, issue management, and gun debate. *Public Relations Review*, 50(2), 102450. <https://doi.org/10.1016/j.pubrev.2024.102450>
19. **Song, B.** (2024). "I care where you come from": Testing the conditional moderated mediation of country-of-origin effect in MNEs' CSR communication. *International Journal of Communication*, 18(2024), 169-190. <https://ijoc.org/index.php/ijoc/article/view/21156/4423>
18. Dong, C., **Song, B.**, Cheng, Y., & Zheng, Q.\* (2024). Tracking CSR communication research within the Chinese context: A systematic literature review. *International Journal of Business Communication*, 61(2), 385-413. <http://dx.doi.org/10.1177/23294884231156508>
17. Lan, X., **Song, B.**, & Kioussis, S. (2023). Gamifying public engagement on sustainability issues: From motivational affordances to the effectiveness of symmetrical public relations. *International Journal of Human-Computer Interaction*. Advance Online Publication. <https://doi.org/10.1080/10447318.2023.2291612>
16. **Song, B.** & Choi, M. (2023). Testing publics' perceptions of corporate social advocacy messaging: Linking organizational and social outcomes. *International Journal of Strategic Communication*, 17(4), 325-344. <https://doi.org/10.1080/1553118X.2023.2228293>
15. **Song, B.** & Ferguson, M. A. (2023). The importance of congruence between stakeholder prosocial motivation and CSR attributions: Effects on stakeholders' donations and sense-making of prosocial identities. *Journal of Marketing Communications*, 29(4), 339-357. <https://doi.org/10.1080/13527266.2021.2021971>
14. **Song, B.** & Dong, C. (2022). What do we know about CSR authenticity? A systematic review from 2007 to 2021. *Social Responsibility Journal*, 19(3), 525-548. <https://doi.org/10.1108/SRJ-07-2021-0276>
13. **Song, B.** & Lan, X. (2022). Meeting consumers' expectations: Exploring corporate social advocacy Communication in China. *Sustainability*, 14(2), 2385. <https://doi.org/10.3390/su14042385>
12. **Song, B.** & Tao, W. (2022). Unpack the Relational and Behavioral Outcomes of Internal CSR: Highlighting Dialogic Communication and Managerial Facilitation. *Public Relations Review*, 48(1), 102153. <https://doi.org/10.1016/j.pubrev.2022.102153>
11. **Song, B.**, Wen, T. J., & Tao, W. (2021). Building consumer communal relationships through cause-related marketing: From the perspective of persuasion knowledge. *Journal of Consumer Behaviour*, 20(6), 1388-1402. <https://doi.org/10.1002/cb.1942>
10. Wen, T. J., Li, J., & **Song, B.** (2021). Does public segmentation matter in crisis communication? The interplay between public segmentation and crisis response strategies. *Corporate Communications: An International Journal*, 26(3), 622-635. <https://doi.org/10.1108/CCIJ-11-2020-0158>
9. **Song, B.** (2021). Consumers' prosocial engagement in CSR: why should they care and what does it mean to them? *Social Responsibility Journal*, 18(8), 1427-1443. <https://doi.org/10.1108/SRJ-04-2021-0136>
8. Guidry, J.P.D., Perrin, P.B., Bol, N., **Song, B.**, Hong, C., Lovari, A., Coman, I.A., O'Donnell, N.H., Alkazemi, M., Niu, J., Pabian, S.J.R., Lin, A., Miller, C.A., & Carlyle, K.E. U.S. (2021). Public Social Distancing: Threat and Efficacy among University Students in Seven Nations. *Global Health Promotion*, 29(1), 5-13. <https://doi.org/10.1177/17579759211051368>

7. Tao, W. & **Song, B.** (2020). The interplay between post-crisis response strategy and pre-crisis corporate associations. *Public Relations Review*, 42(2), 101883. <https://doi.org/10.1016/j.pubrev.2020.101883>
6. **Song, B.**, & Wen, J. (2020). Online corporate social responsibility communication strategies and stakeholder engagements: A comparison of controversial versus noncontroversial industries. *Corporate Social Responsibility and Environment Management*, 27(2), 881-896. <https://doi.org/10.1002/csr.1852>
5. **Song, B.**, Wen, J., & Ferguson, M. A. (2020). Towards effective CSR in controversial industry sector: Effect of industry sector, corporate reputation, and company-cause fit. *Journal of Marketing Communication*, 26(3), 243-267. <https://doi.org/10.1080/13527266.2018.1536887>
4. **Song, B.**, & Wen, T. J. (2019). Integrating Incidental and Integral Emotions in Non-Profit Communications: An Experiment of Blood Donation Message. *International Journal of Strategic Communication*, 13(1), 42-59. <https://doi.org/10.1080/1553118X.2018.1524381>
3. Tao, W., **Song, B.**, Ferguson, M. A., & Kochhar, S. (2018). Employees' prosocial behavioral intentions through empowerment in CSR decision-making. *Public Relations Review*, 44(5), 667-680. <https://doi.org/10.1016/j.pubrev.2018.07.002>
2. Men, L. R., Yang, A., **Song, B.**, & Kioussis, S. (2018). Examining the impact of public engagement and presidential leadership communication on social media in China: Implications for government-public relationship cultivation. *International Journal of Strategic Communication*, 12(3), 252-268. <https://doi.org/10.1080/1553118X.2018.1445090>
1. Wen, J., & **Song, B.** (2017). Corporate ethical branding on YouTube: CSR communication strategies and brand anthropomorphism. *Journal of Interactive Advertising*, 17(1), 28-40. <https://doi.org/10.1080/15252019.2017.1295291>

Manuscripts under initial review:

3. **Song, B.** & Tao, W. (Submitted May 20, 2025). CSR Value Co-Creation: Exploring Employee Participation in CSR. *Administrative Sciences (MDPI Open Access Processing Fee Waived)*.
2. Yue, C., **Song, B.**, & Tao, W. (Submitted Mar. 14, 2025). Perceptions of organizational injustice: Why and when employees react with negative work-related behaviors. *Journal of Public Relations Research*.
1. **Song, B.** (Submitted May 24, 2025). Bridging the legitimacy gap beyond borders: Country-of-origin effects in strategic CSR communication. *Communication Research*.

#### Invited Book Chapters

2. **Song, B.** (In Press). Corporate social advocacy and organization-public relationships (OPRs). In Y. Lee, J. Li, & W. Tao (Eds.), *Strategic communication for corporate social advocacy*. Palgrave Macmillan.
1. Dong, C. & **Song, B.** (2023). Engage employees through internal CSR communication: A case study of Home Depot. In N. McCown, R. Men, H. Jiang, & H. Shen (Eds.), *Internal communication and employee engagement*. Oxford, UK: Routledge

#### Refereed Conference Presentations

(Note: \* represents a student co-author.)

37. **Song, B.**, Yue, C. Tao, W., & Ji, Y. (2025, May). Competence meets compassion: Understanding the boundary conditions of employee reactions to CSR. Accepted by the 32nd International Public Relations Research Symposium (BledCom), Ljubljana, Slovenia.
36. **Song, B.**, Dong, C., & Zhang, Y. (2024, May). Navigating Workplace Stress during COVID-19: The Impact of Employee-Oriented Corporate Social Responsibility. Accepted by the 74th Annual Conference of the International Communication Association, Gold Coast, Australia.
35. Lan, X., & **Song, B.** (2024, May). Game Mechanics and Sustainability Civic Engagement: A Field Experiment. Accepted by the 74th Annual Conference of the International Communication Association, Gold Coast, Australia.
34. **Song, B.** & Choi, M. (2024, March). Mapping the Nexus of Fandom and Celebrity Advocacy: Multimethod Analysis of Fandom in Celebrity-Nonprofit Partnerships. Presented at the 27th International Public Relations Research Conference, Orlando, FL.
33. Choi, M., **Song, B.**, Tortella, L.\*, & Zhao, Y.\* (2024, March). A Comparison Study of PR Curriculum and PR Job Posts. Presented at the 27th International Public Relations Research Conference, Orlando, FL.
32. **Song, B.** (2023, May). "I Care Where You Come From": Testing the Conditional Moderated Mediation of Country-of-Origin Effect in MNEs' CSR Communication. Presented at the 73rd Annual Conference of the International Communication Association, Toronto, Canada.
31. Yue, C., **Song, B.**, Tao, W., & Kang, M. (2023, May). Irresponsible to others but responsible to me: Testing employees' responses to corporate social irresponsibility and corporate social responsibility. Presented at the 73rd Annual Conference of the International Communication Association, Toronto, Canada.
30. **Song, B.** (2023, March). Fostering Relationships Away from Home: Host Country Publics' Dual Processing of MNEs' CSR Communications. Presented at the 26th International Public Relations Research Conference, Orlando, FL.
29. Choi, M. & **Song, B.** (2022, May). Organized Complexity of CSA Communication Strategy. Presented at the International Communication Association Annual Conference, Paris, France.
28. **Song, B.** & Choi, M. (2022, March). Testing the Effectiveness of Corporate Social Advocacy Messaging on Organizational and Social Outcomes. Presented at the International Public Relations Research Conference, Orlando, FL.
27. **Song, B.** & Tao, W. (2021, August) Unpack the relational and behavioral outcomes of Internal CSR: Highlighting dialogic communication and managerial facilitation. Presented at the Annual Convention of Association for Education in Journalism and Mass Communication, Virtual Conference.
26. Guidry, J., Bol, N., **Song, B.** et al. (2021, May). Social Distancing: Threat and Efficacy among University Students in Seven Nations. Accepted by the International Communication Association Annual Conference, Virtual Conference.
25. **Song, B.**, Tao, W., & Wen, J. (2020, August). Building Consumer Communal Relationships through Cause-Related Marketing: From the Perspective of Persuasion Knowledge. Presented at the Annual Convention of Association for Education in Journalism and Mass Communication, Virtual Conference.
24. Wen, J., **Song, B.**, & Tao, W. (2020, May). Internalizing cause-related marketing campaigns: Bridging situational theory of publics and the empowerment theory. Paper accepted by the 70<sup>th</sup> International Communication Association Annual Conference, Golden Coast, Australia.
23. Tao, W., & **Song, B.** (2020, March). Management antecedents for participative decision making in corporate social responsibility communication. Paper accepted by the 22<sup>nd</sup> International Public Relations Research Conference, Orlando, FL.
22. Tao, W. & **Song, B.** (2019, August). The interplay between post-crisis response strategy and pre-crisis corporate associations. Paper presented at the Annual Convention of Association for Education in Journalism and Mass Communication, Toronto, Canada.
21. **Song, B.** & Tao, W. (2019, March). What do companies give and take in internal CSR communications? The influence on organization-employee relationships. Presented at the 21<sup>st</sup> International Public Relations Research Conference, Orlando, FL.
20. Tao, W., **Song, B.**, Ferguson, M. A., & Kochhar, S. (2018, October). Employees' prosocial engagement through empowerment in CSR decision-making. Paper presented at the Public Relations Society of America (PRSA) Educators Academy Super Saturday Conference, Austin, TX, October 6.
19. **Song, B.** (2018, May). Moderators of emotional appeals in CSR communication: Linking effective CSR communication to public relationship building. Accepted by the 68<sup>th</sup> International Communication Association Annual Conference, Prague, Czech Republic.

18. **Song, B.,** & Wen, J. (2018, May). Mixed emotions in non-profit communications: An experiment of blood donation message. Accepted by the 68<sup>th</sup> International Communication Association Annual Conference, Prague, Czech Republic.
17. **Song, B.,** & Lan, X. (2018, March). Are you ready for it? Chinese consumers' expectations of corporate social advocacy. Accepted by the 21<sup>st</sup> International Public Relations Research Conference, Orlando, FL.
16. Guidry, J., Meganck, S., Messner, M., Lovari, A., Sherman, S. Adams, J., Medina-Messner, V., **Song, B.,** Perryman, M., & Smith, J. (2018, March). Who tweets what and why? Exploring Twitter communications by national public health departments. Accepted by the 21<sup>st</sup> International Public Relations Research Conference, Orlando, FL.
15. Men, R., & **Song, B.** (2017, June). It's about how employees feel! Examining the impact of emotional culture on employee-organization relationships. Paper accepted by the 24th International Public Relations Research Symposium BLEDCOM, Ljubljana, Slovenia.
14. **Song, B.,** Tao, W., Kochhar, S., & Ferguson, M. A. (2017, March). Employee prosocial engagement I CSR through empowerment in decision-making: A qualitative study. Paper presented at the 20<sup>th</sup> International Public Relations Research Conference, Orlando, FL.
13. Men, L. R., Yang, A., **Song, B.,** & Kioussis, S. (2017, March). Government-public relationship cultivation in the digital era: The impact of public engagement and political leadership communication on social media. Paper presented at the 20<sup>th</sup> International Public Relations Research Conference, Orlando, FL.
12. **Song, B.,** & Ferguson, M. A. (2016, August). Communicating effectively about social causes: Stakeholder-corporate identification and size of donations as a function of congruence between personal prosocial motives and CSR attributions. Paper presented at the 100th Annual Convention of Association for Education in Journalism and Mass Communication, Minneapolis, MI.
11. **Song, B.** (2016, August). Beyond transparency: Linking CSR authenticity to organizational trust. Paper presented at the 100th Annual Convention of Association for Education in Journalism and Mass Communication, Minneapolis, MI.
10. Wen, J., **Song, B.** (2016, August). Does public segmentation matter in crisis communication? The interplay between public segmentation and crisis response strategies. Paper presented at the 100th Annual Convention of Association for Education in Journalism and Mass Communication, Minneapolis, MI.
9. Wen, J., & **Song, B.** (2016, August). Corporate ethical branding on YouTube: CSR communication strategies and brand anthropomorphism. Paper presented at the 100<sup>th</sup> Annual Convention of Association for Education in Journalism and Mass Communication, Minneapolis, MI.
8. Men, L. R., & **Song, B.** (2016, March). Antecedents of social media political engagement in China and its effect on government trust: Through the lens of peer communication about President Xi on WeChat. Presented at College of Journalism and Mass Communications Research Symposium. Gainesville, Florida.
7. **Song, B.,** & Ferguson, M. A. (2016, June). Consumers' prosocial engagement in CSR: Why should they care and what does it mean to them? Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.
6. **Song, B.,** & Wen, J. (2016, June). CSR communications and stakeholder perceptions: A content analysis of user comments on YouTube. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.
5. Zhang, T., Chun, J., **Song, B.,** Lee, A., & Won, J. (2016, June). More credible but less effective: The effects of news cues on perceptions of self-driving technologies. Paper presented at the 66<sup>th</sup> Annual Conference of International Communication Association, Fukuoka, Japan.
4. Men, L. R., & **Song, B.** (2016, March). Antecedents of social media political engagement in China and its effect on government trust: Through the lens of peer communication about President Xi on WeChat. Paper presented at the 19<sup>th</sup> International Public Relations Research Conference, Miami, FL.
3. **Song, B.,** & Ferguson, M. A. (2015, September). Does CSR count? Chinese luxury consumers' perspectives. Paper presented at the 3<sup>rd</sup> International CSR Communication Conference, Ljubljana, Slovenia.
2. **Song, B.,** Wen, J., & Ferguson, M. A. (2015, August). Towards effective CSR in controversial industry sector: Effect of industry sector, corporate reputation, and company-cause fit. Paper presented at the 99<sup>th</sup> Annual Convention of Association for Education in Journalism and Mass Communication, San Francisco, CA.
1. Ferguson, M. A. & **Song, B.,** (2015, August). The importance of authenticity in corporate social responsibility: Interactions with reputation and CSR motives and program fit. Paper presented at the 99<sup>th</sup> Annual Convention of Association for Education in Journalism and Mass Communication, San Francisco, CA.

## GRANTS

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- Title:** Activating Fan Activism: A Case Study of the Partnership between the United Nations and BTS on Sustainability Communication among Gen Z and Millennials 2022-2023
- Page/Johnson Legacy Scholar Grant (\$5,700), PI
  - Sponsor: The Arthur W. Page Center for Integrity in Public Relations
- Title :** Locally Grown or Imported? Factors Influencing Chinese Public Perceptions on Domestic and Multinational Companies' Social Responsibility 2022
- Robertson School Research and Scholarship Grant (\$3,000), PI
  - Sponsor: Richard T. Robertson School of Media and Culture, VCU
- Topic:** Public Relations Research Partnership with the Sacred Heart Center: For a Thriving Latino Community 2021
- CEnR REAL IMPACT Grant (\$1,500), PI
  - Sponsor: Center for Community Engagement and Impact, VCU
- Topic:** Emotional Appeals in CSR Communication: How Prosocial Emotions and Stakeholder Self-construals Encourage Engagement in CSR 2017
- Doctoral Dissertation Research Grant (\$500), PI
  - Sponsor: College of Journalism and Communications, University of Florida
- Topic:** Employee Prosocial Engagement in CSR through Empowerment in Decision-Making 2016-2017
- Joint Faculty-Practitioner Grant (\$10,000), Co-PI
  - The Arthur W. Page Center for Integrity in Public Relations
- Topic:** Effective CSR Communication: Engaging Consumers' Prosocial Behavior 2015-2016
- Page/Johnson Legacy Scholar Grant, Co-PI
  - Sponsor: The Arthur W. Page Center for Integrity in Public Relations

## COURSES TAUGHT

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**Virginia Commonwealth University**, Richmond, VA  
Assistant Professor

MASC 205 Introduction to Public Relations Writing

- Fall 2024; Spring 2025; Summer 2025

MASC 210 Public Relations

- Spring 2022; Spring 2024; Summer 2024

MASC 333 Technical Writing and Media Relations

- Spring 2020; Spring 2021; Spring 2023; Spring 2024

MASC 337 Public Relations Strategy

- Fall 2017; Spring 2018; Fall 2019; Spring 2020

MASC 425 Public Relations Research

- Spring 2019; Spring 2020; Spring, Summer, Fall 2021; Spring, Summer, Fall 2022
- Past service-learning clients: PRSA Richmond Chapter; The Daily Planet Health Clinic; The Sacred Heart Center; The Robertson School Public Relations Concentration

MASC 426 Influencer Relations

- Fall 2022

MASC 435 Crisis Communication

- Fall 2019; Spring 2022; Spring 2023; Spring 2025

MASC 439 Agency

- Fall 2021; Spring 2023; Fall 2023
- Past service-learning clients: VCU Office of Development and Alumni Relations; TikTok Shop U.S.; RECORE Energy

**University of Florida**, Gainesville, FL

Instructor of Record

PUR 3801 Public Relations Principles

PUR 4800 Public Relations Campaign

- Service-learning clients: CS3LD - Comprehensive Support for STEM Students with Learning Disability and Alachua County Medical Society

**INVITED TALKS AND GUEST LECTURES**

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| 1. Invited research talk: "Academic Writing for Ph.D. Candidates"              | 2024 |
| Department of Communication, Renmin University of China,                       |      |
| 2. Invited research talk: "Corporate Social Responsibility Campaigns"          | 2021 |
| Department of Communication, North Carolina Central University                 |      |
| 3. Invited guest lecture: "Public Relations in China"                          | 2021 |
| Reed College of Media, West Virginia University                                |      |
| 4. Invited research talk: "Corporate social responsibility practices in China" | 2021 |
| Humanities & Social Sciences Division, BNU-HKBU United International College   |      |
| 5. Invited guest lecture: "Crisis Communication and Management"                | 2021 |
| Department of Advertising+Public Relations, Michigan State University          |      |

**PROFESSIONAL AND SCHOOL SERVICES**

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**Editorial Board:**

<i>Journal of Public Relations Research</i>	2022-present
<i>Asian Journal of Public Relations</i>	2024-present



**Ad Hoc Journal Reviewer:**

*Journal of Public Relations Research*  
*Public Relations Review*  
*Journal of Advertising*  
*Journal of Communication Management*  
*Journal of Communication Technology*  
*Asian Journal of Communication*  
*Chinese Journal of Communication*  
*International Journal of Communication*  
*International Journal of Strategic Communication*  
*Corporate Social Responsibility and Environmental Management*  
*Journal of Business Ethics*  
*Social Responsibility Journal*  
*Journal of Contingencies and Crisis Management*  
*Journal of Marketing Communications*  
*International Journal of Business Communication*  
*International Journal of Human-Computer Interaction*  
*Marketing Intelligence and Planning*  
*Frontiers in Psychology*

**Conference Paper Reviewer:**

International Communication Association, Public Relations Division  
Association of Educators in Journalism and Mass Communication, Public Relations Division

**Grant Proposal Reviewer:**

The Arthur W. Page Center for Integrity in Public Communication 2022

**Professional Organization Membership:**

International Communication Association, Public Relations Division  
Association for Education in Journalism and Mass Communication, Public Relations Division

**Dissertation Advising:**

Dissertation committee chair for Entesar Albarakati, Media, Art and Text doctoral program at the College of Humanities and Sciences, VCU	2023-present
• Topic: Corporate Social Responsibility in an Islamic Environment: Analysis of Ramadan and Eid Al-Fitr Advertisements for STC. Zain, and Mobily Telecom Company	
Dissertation committee chair for Maha Alshareef, Media, Art and Text doctoral program at the College of Humanities and Sciences, VCU	2023-present
• Topic: The impact of media specialists on Saudi Audience Engagement, Trust, and Credibility: A Study on Saudi X Platform Users	
Dissertation committee member for Abrar Banasser, Media, Art and Text doctoral program at the College of Humanities and Sciences, VCU	2023-present
• Topic: Investor Relations in the Fashion Industry	

### University Committee and Administrative Responsibilities:

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| • Undergraduate Studies Committee (Chair), Robertson School                              | 2025-present |
| • Undergraduate Academics Committee (Member), College of Humanities and Sciences         | 2025-present |
| • Public Relations Tenure-Track Faculty Search Committee (Chair), Robertson School       | 2025         |
| • Research Task Force (Member), College of Humanities and Sciences                       | 2025-present |
| • Public Relations Sequence Coordinator and Administrative Team Member, Robertson School | 2023-present |
| • Strategic Plan Task Force (Member), Robertson School                                   | 2023-present |
| • Undergraduate Studies Committee (Member), Robertson School                             | 2022-present |
| • Equity, Inclusion, and Diversity Committee (Member), Robertson School                  | 2019-present |
| • Research Committee (Member), Robertson School  | 2023         |
| • Branding & Outreach Committee (Member), Robertson School                               | 2021         |
| • Facilities + Tech Committee (Member), Robertson School                                 | 2020-2021    |
| • Personnel Committee (Member), Robertson School   | 2018-2020    |
| • Media Innovation Lab Task Force (Member), Robertson School                             | 2018         |
| • Search Committee (Member), Robertson School  | 2017         |

### NON-ACADEMIC PROFESSIONAL EXPERIENCE

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**Ogilvy Public Relations Worldwide, Beijing,** 2010-2011  
Intern Assistant Account Executive

- Organized and participated in several PR events for different clients, including Van Cleef & Arpels “Poetic Time” watch appreciation and press meeting; and Swarovski Elements “2010 World Jewelry Facets” preview (Shanghai, Guangzhou)
- Maintained media relations for Swarovski Elements, responsible for press release editing and monitoring
- Responsible for program evaluations

**Global Times (English Version), Beijing,** 2010  
Editorial Intern

- Collaborated on the hot issues such as “College Students Cosmetic Surgery Fever” and “Foreign Volunteers in China”
- Interviewed many celebrated sociologists, psychologists on target topics, wrote interview manuscripts
- Edited briefs and topic reports

**World Economic Forum, Beijing Representative Office** 2010  
Liaison

- Responsible for liaison with domestic representatives in Annual Meeting of the New Champion 2010
- Domestic firms’ long-term membership management and registration
- Official missive writing for the Summer Davos Forum 2010