CURRICULUM VITAE

SAMMY (SANG) YEAL LEE, PH.D.

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EDUCATION

- Ph.D. in Mass Communication, Pennsylvania State University
- Master of Arts in Advertising, Michigan State University
- Bachelor of Science in Advertising, Chung-Ang University, South Korea

ACADEMIC APPOINTMENTS & LEADERSHIP EXPERIENCE

Aug., 2022~Current	• **Professor & Coordinator** of Master's Program in Public Relations & Corporate Communication, Ajman University, UAE
May, 2021 ~ Aug., 2022	• **Professor** of Strategic Communications (Advertising & Public Relations) • **Director** of Research and International Curriculum, Reed College of Media, WVU • **Co-Director** of Public Interest Communication Research Lab, Reed College of Media • **Global Affairs Rep** and **Member** of Global Affairs Advisory Council, WVU
Aug., 2019 ~ May, 2021	• **Associate Professor** of Strategic Communications (Advertising & Public Relations) • **College Representative** to the Associate Dean for Research Committee, WVU • **Director** of Research and International Curriculum, College of Media • **Co-Director** of Public Interest Communication Research Lab, College of Media • **Global Affairs Rep** and **Member** of Global Affairs Advisory Council, WVU
Aug., 2015 ~ Jul., 2019	• **Chair** & **Associate Professor**, Strategic Communications (Advertising & Public Relations), College of Media • **College Representative** to the Associate Dean for Research Committee, WVU • **Director**, Public Interest Communication Research Lab, College of Media
Aug., 2010 ~ Jul., 2015	• **Chair** & **Associate Professor**, Advertising Sequence, Reed School of Journalism, WVU
Jan., 2005 ~ Jul., 2010	• **Chair** & **Assistant Professor** of Advertising, Reed School of Journalism, WVU
Aug., 2004 ~ Dec., 2005	• **Assistant Professor** of Advertising, Reed School of Journalism, WVU
Aug., 2003 ~ May, 2004	• **Full-time Lecturer**, Dept. of Advertising & Public Relations, College of Communications, Pennsylvania State University

RESEARCH

Referred Journals

Lee, S., & Ben Romdhane, S. (2025). Digital crisis management: How proactive online engagements on patient complaints influence social media users' perceptions. *Frontiers in Communication, 10*. https://doi.org/10.3389/fcomm.2025.1564650

Swidan, A., **Lee, S. Y**., & Romdhane, S. B. (2025). College Students' Use and Perceptions of AI Tools in the UAE: Motivations, Ethical Concerns and Institutional Guidelines. Education Sciences, 15(4), 461. https://doi.org/10.3390/educsci15040461

Lee, S., & Romdhane, S. B. (2025). The Politics of Ethics: Can Honesty Cross Over Political Polarization? *Journalism and Media, 6*(1), 23. https://doi.org/10.3390/journalmedia6010023

Lee, S. & Fraustino, J. (2025). How to tell the crisis: Effects of stealing thunder by self-disclosing corporate violations. *Journal of Marketing Communications, 31*(3), 263–283. https://doi.org/10.1080/13527266.2023.2235690 [Scopus]

Lee, S., Alsereidi, R., & Romdhane, S. (2023). Gender roles, gender bias, and cultural influences in the workplace: Perceptions of UAE PR professionals. *Social Sciences*, 12, 673. https://doi.org/10.3390/socsci12120673 [SSCI]

Romdhane, S., **Lee, S.,** & Al-Shaebi, S. (2023). Enhancing sustainability communication among UAE's higher education students: The relationship between sustainable living knowledge and intention to live sustainably. *Sustainability, 15*, 11892. https://doi.org/10.3390/su151511892 [SSCI]

Jung, C., Qassimi, N. Mahmoud, N. & **Lee, S**. (2022). Analyzing the housing preference via analytic hierarchy process (AHP) in Dubai, United Arab Emirates. *Behavioral Sciences, 12*(9), 327-343. [SSCI]

Lee, S. & Lee, J. (2021). Fixing the barn door before the horse bolts: Effects of pre-crisis engagement and stealing thunder in crisis communication. *Public Relations Review, 47*(1). https://doi.org/10.1016/j.pubrev.2020.101930 [SSCI].

Lee, S. (2020). Stealing thunder as a crisis communication strategy in the digital age. *Business Horizons, 63* (6), 801-810. https://doi.org/10.1016/j.bushor.2020.07.006 [SSCI].

Lee, S., Lee, J., & Ahn, H. (2020). Deflecting resistance to persuasion: Exploring CSR message strategies on consumer evaluations. *Journal of Applied Communication Research, 48*, 393-412. https://doi.org/10.1080/00909882.2020.1748685. [SSCI].

Lee, S. (2019). Advertising education at a crossroad. *Journal of Advertising Education*, 23, 155-163. https://doi.org/10.1177/1098048219867448 [SCOPUS]**.**

Lee, S., Lee, J., Ahn, H., & Moon, J. (2019). How implicit mindset influences consumers' perception of company engagement with product complaints online. *Social Behavior and Personality, 47* (10), 1-9. https://doi.org/10.2224/sbp.8451. [SSCI].

Lee, S. (2018). Managing a crisis online: Behavioral effects of stealing thunder among Facebook users. *Asian Journal of Public Relations*, 2 (1), 26-51.

Lee, S., Lee, J., & Cho, Y. (2018). Framing corporate social responsibility for a controversial product. *Journal of Travel and Tourism Marketing, 35, 988-999.* *https://doi.org/10.1080/10548408.2018.1468852* [SSCI].

Fraustino, J., Lee, J. **Lee, S.**, & Ahn, H. (2018); Second and third authors contributed equally). Effects of 360-degree video on attitudes toward disaster communication: Mediating and moderating roles of spatial presence and prior disaster media involvement. *Public Relations Review, 44*, 331-341. https://doi.org/10.1016/j.pubrev.2018.02.003 [SSCI].

Lee, S., Ahn, H., & Cho, Y. (2017). An expected crisis: A case of Volkswagen diesel crisis. *Journal of Practical Research in Advertising and Public Relations, 10*, 244-264.

Lee, S. (2016). Weathering the crisis: Effects of stealing thunder in crisis communication. *Public Relations Review, 42* (2), 336-344. https://doi.org/10.1016/j.pubrev.2016.02.005 [SSCI].

Lee, S. (2014). When do consumers believe puffery claims? The moderating role of brand familiarity and repetition. *Journal of Promotion Management, 20* (2), 219-239. https://doi.org/10.1080/10496491.2014.885481 [Scopus]

Shen, F., **Lee, S**., Sipes, C., & Hu, F. (2012). Effects of media framing of obesity among adolescents. *Communication Research Reports, 29*, 26-33. https://doi.org/10.1080/08824096.2011.639910 [Scopus]**.**

Lee, S. **&** Cho, Y. (2010). Do Web users care about banner ads anymore? The effects of frequency and clutter in Web advertising. *Journal of Promotion Management*, *16*, 288-302. https://doi.org/10.1080/10496490903582594 [Scopus]**.**

Lee, S. **&** Cho, Y. (2010). Exploring wear-in and wear-out in Web advertising: The role of repetition and brand familiarity. *International Journal of Electronic Marketing and Retailing, 3*(1), 82-96. https://doi.org/10.1504/IJEMR.2010.030509 [Scopus]**.**

Lee, S. (2010). Ad-Induced affect: The effects of forewarning, affect intensity, and prior brand attitude. *Journal of Marketing Communications*, *16*(4), 225-237. https://doi.org/10.1080/13527260902869038 [Scopus]**.**

Lee, S. **&** Cho, Y. (2010). Culture and understanding of pictorial implicature advertisements. *Korean Journal of Advertising and Public Relations*, *11*(4), 308-330.

Lee, S. **&** Shen, F. (2009). Joint advertising and brand congruity: Effects on memory and attitude. *Journal of Promotion Management*, *15*, 484-498. https://doi.org/10.1080/10496490903276874 [Scopus]**.**

Books

Choi, W., Cho, Y., Park, S., Um, H., Kim, C., Kim, H., Chi, J., & **Lee, S.** (all authors contributed equally; 2016). *Triple Media Marketing and Advertising.* Seoul, Korea: Joongang Books. ISBN: 9788927807346.

Lee, S. **&** Sundar, S. (2006). *To Vary or Not? The Effects of Ad Variation on the Web. Y*oungstown, NY: Cambria Press. https://www.cambriapress.com/pub.cfm?bid=30

Book Chapters/Encyclopedia entries

Lee, S. (2006). Children's Advertising Review Unit. In J. Brown, K. Roe, M. Ward, & B. Wilson (Eds.), *Encyclopedia of Children, Adolescents, and the Media*. Thousand Oaks, CA: Sage Publications.

Lee, S. (2006). Advertising Regulation. In J. Brown, K. Roe, M. Ward, & B. Wilson (Eds.), *Encyclopedia of Children, Adolescents, and the Media*. Thousand Oaks, CA: Sage Publications.

Referred Proceedings

Ahn, H., **Lee, S.,** & Lee, J. (2018). The effect of implicit theory of personality on SNS. In *Proceedings of the 2018 International Conference on Social Media & Society,* Copenhagen, Denmark (SMSociety).

Ahn, H. & **Lee, S.** (2017). 360 degree contents as a tool to persuade consumer: From a disaster communication context. In *Proceedings of the 2017 Korea Academy of Advertising Conference*, Seoul, Korea.

Ahn, H. & **Lee, S.** (2014). Consumer emotional intelligence and its effects on goal-oriented appeals in advertising. In *Proceedings of the 2014 Association for Consumer Research Conference.*

Lee, S. (2008), "False but legal? The moderating role of brand familiarity and repetition on puffery advertising claims. In *Proceedings of 2018 Public Policy and Marketing Conference.*

Lee, S. & Cho, Y. (2008). Effects of brand familiarity on puffery claims. In *Proceedings of 2008 American Academy of Advertising Conference.*

Lee, S. (2009). Culture and processing of adverting information. In *Proceedings of the 2009 International Conference on Research in Advertising (ICORIA).*

Research Grants

2018	Reed College of Media Research Grant. "Fake news and political orientation" (May, 2018): $1500
2017	Public Interest Communication Research Lab Grant. "Fake news and corporate crisis" (October, 2017): $757
2017	Public Interest Communication Research Lab Grant. "Ethical and legal implications of stealing thunder" (May, 2017): $869
2017	Public Interest Communication Research Lab Grant. "Stealing thunder for non-profit organizations" (February, 2017): $630
2009	Summer Research Grant ($3,000), Perley Isaac Reed School of Journalism, West Virginia University, "Financial Literacy and Regulatory Focus."
2008	Summer Research Grant ($3,000), Perley Isaac Reed School of Journalism, West Virginia University, "Financial Literacy and Regulatory Focus."
2007	Summer Research Grant ($3,000), Perley Isaac Reed School of Journalism, West Virginia University, "Effects of Puffery Claims."
2002	College of Communications Research Grant. ($1,000), Pennsylvania State University, "Banner Blindness Study."
2002	CCI Worldwide Research Grant ($5,000). "Psychological effects of ad variation in Web advertising."

Paper Awards

- **Top Paper Award,** Business Communication Division, National Communication Association Conference, November 2018.
- **Doug Newsom Award/Top Paper Award,** Public Relations Division Association for Education in Journalism and Mass Communication, August 2018.
- **Second Place Paper Award,** Research Division, Broadcast Education Association Annual Conference, April 2018.

Referred Conference Papers

Lee, S., & Lee, J. (2019). Fixing the Barn Door Before the Horse Bolts: Effects of pre-crisis engagement and stealing thunder in crisis communication. Paper presented at the 2019

AEJMC Conference in Toronto, CA.

Lee, S. (2018). Managing a crisis online: Behavioral effects of stealing thunder among Facebook users. **Top paper award** in the Business Communication Division at the 2018 National Communication Association Conference.

Fraustino, J., **Lee, S.,** & Lee, J. (2018). Being Bad Abroad: Effects of Stealing Thunder by Self-Disclosing Corporate FCPA Violations. **2018 Doug Newsom Award/Top paper award** in the Public Relations Division of AEJMC.

Lee, S. (2018). Managing a crisis online: Behavioral effects of stealing thunder among Facebook users. Paper presented at the 2018 Broadcast Education Association Annual Conference in Las Vegas. **Top two paper award** in the Research Division.

Oppe, E. & **Lee, S.** (2016), An expected crisis: A case study of Volkswagen diesel crisis." Paper presented at the 2016 National Communication Association in Philadelphia, PA.

Lee, S. (2016). Being honest in crisis communication: The interplay between stealing thunder, persuasive intent and brand attachment." Paper presented at the 2016 International Communication Associate Conference in Fukuoka, Japan.

Ahn, H. & **Lee, S.** (2016). Resisting persuasion: The effects of message framing and brand attachment. Paper presented at the 2016 International Communication Associate Conference in Fukuoka, Japan.

Furbee, B., Ahn, H., & **Lee, S.** (2015). The examination of ego factors in Facebook stalking. Paper presented at the 21015 International Communication Association Annual Conference, May 2015, Puerto Rico.

Lee, S. (2014). Stealing thunder in crisis communication: The moderating effects of forewarning and brand attachment. Paper presented at the 2014 ICA Conference, Seattle, WA.

Lee, S. & Ahn, H. (2013). Effectiveness of forewarning: The role of regulatory focus and brand attachment. Paper presented at the 2013 AEJMC Conference, Washington, D.C.

Lee, S. (2010). Efficacy of anti-racism Inoculation. Paper accepted for presentation at the 2010 International Communication Association, Singapore.

Lee, S. (2009). Burning out on the Web? The role of frequency in Web advertising. The 2009 International Conference on Research in Advertising (ICORIA), June 26th- 27th, 2009, Klagenfurt, Austria.

Shen, F. **Lee, S.,** Snipes, C., & Hu, F. (2009). Effects of media framing of obesity among adolescents. The 2009 Media and Healthy Development in Adolescence Conference, May 3-6, 2009, Hong Kong, China.

Lee, S. (August, 2008). Corporate reputation and ad-induced emotion: The effects of forewarning, affect intensity, and prior brand attitude. Paper accepted for presentation at 2008 AEJMC Conference in Chicago, Illinois.

Lee, S. (May, 2008). Repetition effects on exaggerated advertising claims. The 2008 International Communication Association Conference in Montreal, Canada.

Lee, S. (Nov., 2006). *Exploring tedium effects: The role of frequency in Web advertising*. Paper Presented at 2006 National Communication Association Annual Convention, San Antonio, November.

Lee, S. & Sundar, S. (May, 2005). *The effects of ad variation on the Web.* Paper presented at the Mass Comm Division at the Annual ICA Conference in New York, May 26 – 30, 2005.

Lee, S. (Aug., 2003). *Blind or annoyed? Research implications of banner blindness.* Paper presented at the AEJMC Convention in Kansas City, MO.

Lee, S. (Aug., 2003). *To vary or not? Research implications of ad variation in Web advertising*." Paper presented at the AEJMC Convention in Kansas City, MO.

Lee, S. & Sundar, S. (July, 2002). *Psychological effects of frequency and clutter in Web advertising.* Paper presented at the 52nd annual conference of the International

Communication Association, Seoul, South Korea.

Lee, S. & Ming, C. (2002). *Behavioral correlates of university Websites*. Paper presented at the National Communication Association (NCA) 2002 convention, New Orleans, Louisiana.

Industry Journal

Lee, S. (July 15, 2016). "Best Crisis Communication Strategy: Tell the Customers First," *Maeil Economic Daily* (Biggest economic daily in Korea).

HONORS

Dec. 2005   Faculty of the Year, School of Journalism, WVU

AFFILIATIONS

American Academy of Advertising (AAA)
International Communication Association (ICA)
Association for Education in Journalism and Mass Communication (AEJMC)
National Communication Association (NCA)

TEACHING

Program Development

- Master of Science in Advocacy and Public Interest Communication
  - As a member, participated in developing the program (launched in Fall 2019)
- Bachelor of Science in Strategic Communication Program
  - As the chair, led the Strategic Communications Program development, combining advertising and public relations: 2012-2015.

Teaching Areas

- Intro to Strategic Communications
- Advertising & Society
- Research in Advertising & Public Relations
- Strategic Communication Strategy & Management
- Audience Psychology & Behavior
- Media Planning & Strategies
- Strategic Communication Campaigns

RECENT TEACHING HISTORY

Spring 2022	Audience Psychology & Behavior; Strategic Communication Campaigns
Fall 2021	ADPR Research; Principles of Advertising
Spring 2020	Strategic communication campaigns; Media planning & strategy
Fall 2019	Media planning & strategy; Advertising & society
Spring 2019	Audience psychology & behavior; Research in AD/PR
Fall 2018	Media planning & strategy
Spring 2018	Research in AD/PR; Media planning & strategy
Fall 2017	Media planning & strategy; Intro to AD/PR
Spring 2017	Media planning & strategy; Intro to AD/PR
Fall 2016	Strategic communication campaigns; Intro to AD/PR

PROFESSIONAL EXPERIENCE

Sept. 1998 ~ Aug. 2005 Executive Marketing Consultant
- **Secutec, Inc**., Seoul Korea

Jun. 1998 ~ Aug. 1998 Senior Manager
- **Cheil Communications** Inc., Seoul, Korea
  Cheil Communications is one of the 20 largest communication agencies in the world.

Oct. 1997 ~ May 1998 VP/Account & Planning Director
- **Cheil Communications America**, Inc., Los Angeles

Feb. 1996 ~ Sept. 1997 Manager of advertising and marketing communications planning
- **Samsung Electronics America**, Ridgefield Park, New Jersey
- Handled marketing communications planning, advertising, and marketing communications budgeting.

Jul. 1995 ~ Jan. 1996 Senior Manager
- **Cheil Communications**, Inc., Seoul, Korea
- Handled products in household product, bakery, automobile and food products.

Jul. 1991 ~ Jun. 1995 Assistant Manager
- **Cheil Communications**, Inc., Seoul, Korea