

Hyehyun (Julia) Kim

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Education

Ph.D. Candidate, Communications, expected graduation in Fall 2023

- Department of Advertising, University of Florida, Gainesville
- Committee: Sylvia Chan-Olmsted (chair), Jieun Shin (co-chair), Huan Chen, Christopher Janiszewski
- Dissertation topic: Immersive media and consumer brand relationship

M.A. Communications, 2014

- School of Media & Communication, Korea University, Seoul
- Thesis: The Role of Susceptibility to Interpersonal Influence on Self-Brand Connection during Brand Crisis

B.A. English Literature, 2009

- Faculty of Arts, University of British Columbia, Vancouver, B.C.

Professional experience

Mindshare (GroupM Korea), 2014 – 2017

- Senior media planner (ATL & BTL)
- Clients: L'Oréal Korea, Dyson Technology, Netmarble Games

Publications

- **Kim, H. J.**, & Chan-Olmsted, S. (2022). Influencer Marketing and Social Commerce: Exploring the Role of Influencer Communities in Predicting Usage Intent. *Journal of Interactive Advertising*, 22(3), 249-268. <https://doi.org/10.1080/15252019.2022.2111243>
- **Kim, H.**, Chan-Olmsted, S., & Chen, H. (2022). COVID-19 information seeking behavior versus value perception among US ethnic/racial minorities: differences and vaccination implications. *Information Technology & People*, (ahead-of-print), <https://doi.org/10.1108/ITP-02-2022-0107>
- Chan-Olmsted, S., & **Kim, J. H.** (2022). Exploring the dimensions of media brand trust: a contemporary integrative approach. *Journal of Media Business Studies*, 1-27. <https://doi.org/10.1080/16522354.2022.2029129>

- Chen, H., Chan-Olmsted, S., **Kim, J.**, & Sanabria, I. M. (2021). Consumers' perception on artificial intelligence applications in marketing communication. *Qualitative Market Research: An International Journal*, 25(1), 125-142. DOI 10.1108/QMR-03-2021-0040
- **Kim, H. Y.**, Pang, S. P. S., & Choi, S. M. (2014). A Study of Factors Influencing Smart Advertising Avoidance. *Telecommunications Review*, 24(5), 600-621.

Book chapters

- Chan-Olmsted, S. M., & **Kim, H. J.** (2022). Influencer Marketing Dynamics: The Roles of Social Engagement, Trust, and Influence. In José M. Álvarez-Monzoncillo (Eds.), *Dynamics of Influencer Marketing: A Multidisciplinary Approach*. Routledge. <https://doi.org/10.4324/9781003134176>

Under peer review

- Chan-Olmsted, S. M., Chen, H., & **Kim, H. J.** In Smartness We Trust: Consumers Experience, Smart Device Personalization and Privacy Balance.
- **Kim, H. J.**, & Shin, J. Deepfake attitude, partisanship, and support for regulation: Understanding the mediating mechanisms of technology regulation

Selected conference presentations

- **Kim, H. J.**, & Chan-Olmsted, S. M. (2023, August 5-9). Drivers and barriers of joining virtual brand experiences: metaverse implications. Paper presentation at Association for Education in Journalism and Mass Communication, Washington, DC.
- **Kim, H. J.**, & Shin, J. (2023, August 5-9). Deepfake attitude, partisanship, and support for regulation: Understanding the mediating mechanisms of technology regulation. Poster presentation at Association for Education in Journalism and Mass Communication, Washington, DC.
- **Kim, H. J.** (2022, August 3-6). Cognitive and Affective Influencer Community Factors in Social Commerce. Paper presentation at Association for Education in Journalism and Mass Communication, Detroit, MI.
- **Kim, H. J.**, & Shin, J. (2022, August 3-6). Fighting Deepfakes through Partisan Intensity and Social Norms. Paper presentation at Association for Education in Journalism and Mass Communication, Detroit, MI.
- **Kim, H. J.**, Chan-Olmsted, S. M., & Chen, H. (2022, August 3-6). Media Consumption, Information Seeking, Source Trust, and COVID-19 Vaccination Among U.S. Ethnic Minorities. Paper presentation at Association for Education in Journalism and Mass Communication, Detroit, MI.

- **Kim, H. J.,** Chan-Olmsted, S. M., & Chen, H. (2022, May 26-30). COVID Information Seeking Behavior and Perception among U.S. Ethnic/Racial Minorities: Cultural vs Demographic Differences and Vaccination Implications. Paper presentation at International Communication Association conference, Paris, France
- **Kim, J. H.,** & Chan-Olmsted, S. M. (2022, March 24-27). Influencer Marketing and Social Commerce: Exploring the Role of Influencer Communities in Predicting Usage Intent. Paper presentation at American Academy of Advertising annual conference, St. Petersburg, Florida
- Chen, H., Chan-Olmsted, S. M., & **J. H. Kim.** (2022, March 24-27). In Smartness We Trust: Consumer Experience, Smart Device Personalization, and Privacy Balance. Paper presentation at American Academy of Advertising annual conference, St. Petersburg, Florida
- **Kim, H. J.,** & Chan-Olmsted, S. M. (2020, August 6-9). Media trust, risk, and social capital during hurricanes: A media dependency approach. Paper presentation at Association for Education in Journalism and Mass Communication, Virtual Conference.

Awards

- AEJMC Second Place Top Paper Award in Graduate and Undergraduate Student Research Competition (Detroit, MI), Spring 2022
- Outstanding International Student Achievement, Fall 2020

Teaching

- Media planning (ADV 4300)
 - Fall 2020 (online)
 - Spring 2021 (hyflex)
- Branding (ADV 3403)
 - Spring 2022 (in-person)

Professional service

- Ad-hoc reviewer for *Journal of Interactive Advertising*, *Qualitative Market Research*
- AEJMC Communication Technology Division Listserv Chair
- AAA Graduate Student Graduate Student Interest Committee
- Reviewer for AEJMC Midwinter Conference (2023)
- Reviewer for ICA (2022, 2023)