

YOUNG SUN LEE

Simon Business School
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ACADEMIC APPOINTMENTS

University of Rochester, Simon Business School

Clinical Associate Professor 2022 - present

Clinical Assistant Professor 2016 - 2022

Professional Communication (graduate core)

Ph.D. Communication Workshop (doctorate core)

Business Analytics Projects (graduate core)

Florida State University 2012 – 2016

Graduate Instructor

Introduction to Mass Media (undergraduate core)

Public Speaking (undergraduate core, university-wide)

Gender and Communication (undergraduate elective)

EDUCATION

Ph.D.	Communication	2016
	<i>Florida State University, Tallahassee, Florida</i>	
	Dissertation Title: "How to maximize self-efficacy in health messages? : Exploring the relationship among responses to messages, and behavior-specific cognitions using Self-Affirmation Theory."	
M.A.	Journalism and Mass Communication	2008
	<i>Chung-Ang University, Seoul, South Korea</i>	
B.A.	Political Science	2006
	<i>Chung-Ang University, Seoul, South Korea</i>	

CORPORATE EXPERIENCE

The Nielsen Company, Seoul, South Korea 2008 – 2010

Senior Marketing Consultant / Executive Researcher

Advanced Analytics Consulting and Retail Measurement Service

- Developed TV Effectiveness Measurement Index (TEMI) for forecasting a television commercial effectiveness

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- Advised sales forecasting for launching a new beer brand in Korea combined with qualitative method (focus group discussion)
- Diagnosed global television sales market-share and advised niche market for Samsung Electronics
- Prepared executive summary reports and presented for Coca-Cola, British American Tobacco, Novartis, Johnson & Johnson, OB Inbev., Reckitt Benckiser, TESCO, etc.
- Analyzed sales market-share and suggested possible action plans for clients (specialized in market-share analysis, consumer panel analyses: brand equity, penetration, and trial/repeat)

CERTIFICATIONS

Effective College Instruction	Association of College and University Educators (ACUE)	2022
Preparing Future Faculty (PFF) Program	Graduate School <i>Florida State University</i>	2015
Measurement and Statistics	College of Education <i>Florida State University</i>	2013
Online Mentor Training	Office of Distance Learning <i>Florida State University</i>	2013
Program of Instructional Excellence	Graduate School <i>Florida State University</i>	2012

PEER-REVIEWED JOURNAL PUBLICATIONS

Cortese, J., Lustria, M., **Lee, Y. S.**, & Diwanji, V. (in preparation for submission). Interactive video-based tailoring: Evaluating a web-based tailored interactive video approach to smoking cessation

Lee, Y. S. (2021). Successful learning communities during times of disruption: Developing a community of inquiry in business communication, *Business Communication Research and Practice*, 4(1), 57-64.

Lee, Y. S. (2020). Instructional Innovations with business communication in classrooms: Practice-based presentation topics and online communication tools, *Business Communication Research and Practice*, 3(1), 53-59.

Arpan, L., **Lee, Y. S.**, & Wang, Z. (2017). Integrating self-affirmation with health-risk messages: Effects on message evaluation and response, *Health Communication*, 32(2), 189-199.

Lee, Y. S., & Lee, J. (2016). Assessing brand communication strategies on social media: A comparative analysis of global brands' Twitter usage in the United States and South Korea. *Asian*

Communication Research, 13(1), 81-107.

Lee, Y. S., & Lee, J. (2014). Do brands talk differently? An examination of product category involvement of elaboration likelihood model in Facebook, *Journal of Advertising and Promotion Research*, 3(2), 45-84.

Ji, Q., & **Lee, Y. S.** (2014). Genre matters: A comparative study on the entertainment effects of 3D in cinematic contexts. *3D Research*, 5(3), 1-13.

Lee, Y. S. (2011). Responsibility and representation, In D. Lim, et al. (eds). *Media, Culture and Economy: Critical Interrogations*. (Korean Translation)

EDITORIAL REVIEW BOARD/REVIEWER

Business Communication Research and Practice, 2019- present

Arthur W. Page Center Organizational Listening Grant Application Reviewer (ad-hoc)

CONFERENCE PRESENTATIONS

Lee, Y. S. (2021, October). The way to build a successful learning community during a most disruptive time: Using Community of Inquiry (CoI) in business communication. Presented to the 86th Annual International Conference at Association for Business Communication, Online

Marshall, D. & **Lee, Y. S.** (2020, October). *How to teach diversity?* Presented to the 85th Annual International Conference at Association for Business Communication, Online

Lee, Y. S. (2015, August). *How to maximize self-efficacy in health messages?* Poster presented to the National Health Communication, Marketing, & Media, Atlanta, Georgia.

Arpan, L., **Lee, Y. S.**, & Wang, Z. (2014, August). *Integrating self-affirmation into health-risk messages: Effects on message response and behavioral intent*. Paper presented to the annual convention of Association for the Education in Journalism and Mass Communication, Montreal, Canada.

Lee, Y. S. (2014, July). *Effects of self-affirmation response to gain vs. loss-framed messages*. Paper presented to the National Communication Association Doctoral Honors Seminar, University of Maryland, College Park, Maryland

Lee, Y. S. (2014, May). *The effects of campaign advertising in the 2012 South Korean Presidential elections: Focused on 'Cognitive Miser Theory'* Paper presented to the annual convention of International Communication Association, Political Communication, Graduate Student Preconference, Seattle, Washington.

Lee, Y. S. & Looney, Erin (2013, October). *A study on sports online community use and parent-*

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brand loyalty: South Korean pro-baseball cases using Theory of Reasoned Action (TRA), Paper presented to the Florida Communication Association Annual Conference, Orlando, Florida.

Lee, Y. S. & Lee, J. (2013, August). *An exploratory study on multinational brand twitter strategies between the U.S. and South Korea*. Paper presented to the annual convention of Association for Education in Journalism and Mass Communication, Washington D.C.

Lee, Y. S., Kim, T., & Lee, J. (2013, August). *A comparative content analysis of brand communication on twitter between the U.S. and South Korea*. Paper presented to the World Communication Association Conference, Seoul, South Korea.

Lee, Y. S. (2013, April). *Do humor appeals attract young people to politics?* Paper presented to the annual convention of the Broadcast Education Association, Las Vegas, NV.

Lee, Y. S. (2012, November). Celebrating CALM-“unity”: Living as multicultural Korean American communication scholars in the U.S. Sponsored Korean American Communication Association, Panel presented at the annual meeting of the National Communication Association, Orlando, FL.

Lee, Y. S. (2012, October). *Is ‘political brain’ out there? Effect of political television advertising on presidential candidate image in South Korea*. Poster presented to the CCI Research Week at Florida State University, Tallahassee, FL. Travel awards (\$300)

Lee, Y. S. (2011, October). *A study on online sports community use and parent-brand loyalty: Based on South Korean pro-baseball cases using Theory of Reasoned Action (TRA)*. Poster presented to the Annual College of Communication and Information, at Tallahassee, Florida. Travel awards (\$300)

Lee, Y. S. (2008, January). *Relationship between On-line Community Use Behavior and Corporate Brand Evaluation*. Paper presented to the Annual Graduate Student Conference of the Korea Society for Journalism and Communication Studies, Yangpyung, South Korea

HONORS AND AWARDS

Teaching Honor Roll	Simon Business School <i>University of Rochester</i>	Fall 2021 Spring 2021 Fall 2020 Fall 2019
Graduate Outstanding Research Assistant Award	College of Communication and Information <i>Florida State University</i>	Spring 2016
Dr. Matthew A. Grindy Prize	College of Communication and Information, <i>Florida State University</i>	Spring 2015
The Graduate Student Excellence	Graduate School <i>Florida State University</i>	Spring 2015

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Clarence W. Edney Fellowship Enrichment Fund	College of Communication and Information <i>Florida State University</i>	Fall 2014
Joanne & James Lynagh Fellowship	College of Communication and Information <i>Florida State University</i>	Fall 2014
The Graduate School Program for Instructional Excellence Award	Graduate School <i>Florida State University</i>	Spring 2014
Graduate Outstanding Research Assistant Award	College of Communication and Information <i>Florida State University</i>	Spring 2014
Karl & Madira Bickel Scholarship	College of Communication and Information <i>Florida State University</i>	Fall 2012
3 rd Place Winner at Research Day Doctoral Poster Competition	College of Communication and Information <i>Florida State University</i>	Fall 2012 Fall 2011
Graduate Office Scholarship	Department of Mass Communications <i>Chung-Ang University</i>	Spring 2008 Spring 2007 Fall 2007
Teaching Assistant Fellowship	Graduate School <i>Chung-Ang University</i>	Spring 2007 Fall 2007
Merit Scholarship for Top1 GPA Student (1 term: full tuition waived)	Department of Political Science <i>Chung-Ang University</i>	Spring 2003

INVITED TALKS / LECTURES

<i>How to develop successful learning communities (online)</i> Korea Association for Business Communication Winter Conference	February 2022
<i>How to create effective slides and data visualization? (online)</i> Korea University, Department of Education, <i>Brain Korea 21</i> Seminar Series, Seoul, South Korea	March 2021
<i>How to deliver effective presentations? (online)</i> Korea University, Department of Education, <i>Brain Korea 21</i> Seminar Series, Seoul, South Korea	February 2021
<i>Innovations with Business Communication in Classrooms</i> Korea Association for Business Communication Winter Conference, Microsoft, Seoul Office, South Korea	December 2019

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<i>How to develop job-related personal pitch? (online)</i>	November 2016
LIS4708 Perspectives on Information Technology, College of Information, Florida State University	
<i>Television ratings and market-share dynamics: TV Effective Measurement Index (TEMI) Project at the Nielsen Company</i>	June 2014
MMC2000 Introduction to the Mass Media, School of Communication Florida State University	
<i>Social Marketing Transportation Survey Report</i>	March 2014
COM4560 Social Marketing, School of Communication, Florida State University	
<i>How to develop communication skills?</i>	April 2014
CGN4800 Pre-senior Design, College of Engineering, Florida State University	

PROFESSIONAL MEDIA COVERAGE

Lee, Y. S. (January 8, 2020). How to deliver effective presentations. *Invited by Chosun Convention Club*. Available at <https://www.youtube.com/watch?v=Q13EOSJKs-Y&t=58s>

PROFESSIONAL DEVELOPMENT / WORKSHOPS

The Association of College and University Educators (ACUE, January – March 2022)

- Inspiring Inquiry and Lifelong Learners in Your Class
- Designing Student-Centered Courses

The Association of College and University Educators (ACUE, July – September 2021)

- Creating an Inclusive and Supportive Online Learning Environment
- Promoting Active Learning Online

Warner School Online Courses, University of Rochester (April – August 2020)

- EDE470 Topics in Online Course Design
- EDE471 Topics in Online Teaching

Warner School Teaching During Times of Disruption Workshop Series, University of Rochester (March 2020)

- Planning and Preparing for Disruption
- How do I Communicate with my Students?
- How do I Share Content with my Students?
- How do I Offer Live Lectures and Class Meetings?

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- How do I Pre-Record Lectures for my Students?
- How do I Facilitate Discussions with my Students?

Warner School *Online Learning* Workshop Series (February - May 2018, 2019, 2020)

- Creating an Educational Experience
- Tools for Facilitating Interaction
- Tools for Creating Content
- Tools for Developing Assessments
- Tools for Facilitating Synchronous Experiences
- Ensuring a High-Quality Experience

Center for Teaching and Learning (CETL) Workshop (November 2017)

- Inclusive Teaching- International Student

Association for Business Communications: 84th Annual International Conference (October 23-27, 2019, Detroit, Michigan)

- Researching Visual Communication: Issues, Methods, Materials, and Results

Association for Business Communications: 83rd Annual International Conference (October 24-27, 2018, Miami, Florida)

- Mastering High Impact Coaching Skills: Facilitation, Collaboration and Co-creation with Students so they are Employment Ready and Promotion Worthy
- Cross-cultural Business Vignettes and Cases: A Methodology to Enhance Real World Analysis
- Engaging Classroom Interaction: Strategies & Best Practices to Promote Learning

INTERNAL ACADEMIC / ADMINISTRATIVE SERVICES

MSBA/MA Curriculum Committee 2020 - present

Simon Business School, University of Rochester

Faculty Recruiting 2019-2020

Simon Business School, University of Rochester

- Managerial Communication job candidate interviews

Program for Instructional Excellence (PIE) Associate 2013-2014

Florida State University

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- PIE is university-wide support organization for Graduate Student Teaching Assistants
- Participated in organizing the annual PIE Conference, graduate student workshops, and department teaching workshops

Graduate Student Council Affiliated Representative Manager

2007

Chung-Ang University

- Served in managing expenses for conference travels, departmental events for graduate students

EXTERNAL ACADEMIC SERVICES

Conference Paper Reviewer

2015 - Present

- National Communication Association Papers
- International Communication Association Papers
- Association for Education in Journalism and Mass Communication Papers
- Korean American Communication Association Papers
- Association for Business Communication Papers (from 2017-)

Journal Editorial Manager

2007-2008

The Korean Society for Journalism and Communication Studies

MEMBERSHIPS

- Association for Business Communication (ABC)
- Korean Association for Business Communication (KABC)
- National Communication Association (NCA)
- International Communication Association (ICA)
- Association for Education in Journalism and Mass Communication (AEJMC)
- Korean American Communication Association (KACA)
- Korean Society for Journalism and Communication Studies (KSJCS)

IMMIGRATION STATUS: Permanent Resident (Green Card)