

Jun Heo, Ph.D.

Assistant Professor
 Manship School of Mass Communication
 Louisiana State University
 Baton Rouge, LA 70803
junheo@lsu.edu / 352)328-0036

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" Advisor: 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

ACADEMIC TEACHING POSITIONS

Louisiana State University <i>Area Head of Digital Advertising</i> <i>Assistant Professor in Digital Advertising</i>	Baton Rouge, LA <i>Aug. 2018-present</i> <i>Aug. 2014-present</i>
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- Teaches courses include Quantitative Audience Analysis, Advertising Industry and Society, Advertising Problems, Advertising Campaign (capstone), and International Strategic Communication (graduate level).
- Conducts research regarding advertising effects, advertising industry, emerging media advertising, and multicultural advertising
- Served on multiple committees for the schools and graduate students.

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 POSITIONS

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 research on consumer media behavior.
- 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, 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, etc.
- Responsible for negotiating with media companies for LVMH Group (Louis Vuitton, Dior, Celine, Fendi, Kenzo, 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), DuPont, Clorox, etc.
 - Responsible for coordinating media executions with media companies.
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JOURNAL PUBLICATIONS

- Jung, A., & Heo, J. (in press). Mirror, mirror, who is thinner?: A direct effect moderation model of the model-viewer body gap. *Journal of Marketing Communications*, DOI: 10.1080/13527266.2018.1553058.
- Heo, J., & Muralidharan, S. (2019). What triggers young millennials to purchase eco-friendly products?: the interrelationships among knowledge, perceived consumer effectiveness, and environmental concern. *Journal of Marketing Communications*, 25(4), 421-437.
- Jung, A., & Heo, J. (2019). Ad disclosure vs. ad recognition: How persuasion knowledge influences native advertising evaluation. *Journal of Interactive Advertising*, 19(1), 1-14.
- Heo, J., & Chang, C-W. (2018). Factors influencing intention to use location-based mobile advertising among young mobile user segments: A social exchange perspective. *International Journal of Mobile Communications*, 16(6), 607-623.
- Chang, C-W., Heo, J., Yeh, S-C., Han, H., & Li, M. (2108). The Effects of immersion and interactivity on college students' acceptance of a novel VR-supported educational technology for mental rotation. *IEEE Access* (SCI-indexed). DOI: 10.1109/ACCESS.2018.2878270.
- Windels, K., Heo, J., Jeong, Y., Porter, L., Jung, A., & Wang, R. (2018). My friend likes this brand: Do ads with social context attract more attention on social networking sites? *Computers in Human Behavior*, 84, 420-429.
- Kim, D., Walker, M., Heo, J., & Koo, G. (2017). Sport league website: An effective marketing communication tool for corporate sponsors. *International Journal of Sports Marketing and Sponsorship*, 18(3), 314-327.
- Lee, S., Cho, M., & Heo, J. (2016). Understanding user adoption and behavior of smartphones: An extension of the technology acceptance model. *Entertainment Review*, 1(1), 25-44.
- Lee, S., & Heo, J. (2016). The moderating role of cultural orientation in explaining temporal orientation of self-referencing. *Asian Journal of Communication*, 26(4), 333-349.
- Heo, J., & Sutherland, J. C. (2015). Why marketers should be more transparent with the ad agencies they hire. *Journal of Advertising Research*, 55(4), 380-389.
- Chang, C-W., & Heo, J. (2014). Visiting theories that predict college students' self-disclosure on Facebook. *Computers in Human Behavior*, 30(1), 79-86.
- Clayton, M., & Heo, J. (2011). Effects of promotional-based advertising on brand associations. *Journal of Product and Brand Management*, 20(4), 309-315.
- Kim, M., Heo, J., & Chan-Olmsted, S. (2010). Perceived effectiveness and business structure among advertising agencies: A case study of mobile advertising in South Korea. *The Journal of Media Business Studies*, 7(2), 1-20.

Heo, J., & Cho, C. (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, J., **Heo, J.**, & Chun, Y. (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 REVISION OR REVIEW

Journal Publications

Heo, J., & Jung, A. (under review). Addressing talent drain in advertising agencies: the Roles of job satisfaction and organizational commitment. Paper submitted to *Group & Organization Management*.

Heo, J., Kim, S., & Jung, A. (under review). How sponsorship disclosure affects cognitive responses to online native advertising: An eye-tracking approach. Paper submitted to *Online Information Review*.

Heo, J. (under review). The moderating effect of risk perception and trust on the relationship between technology-acceptance factors and L-commerce usage intention. Paper submitted to *International Journal of Mobile communications*.

Jung, A., & **Heo, J.** (under review). From attention to click: An eye-tracking approach to evaluation of personalized advertising effectiveness on social media. Paper submitted to *Journal of Research in Interactive Marketing*.

REFEREED CONFERENCE PRESENTATIONS

Koo, J., & Heo, J. (2019). Image flows from high- to low-familiarity entities in sponsorships. Paper to be presented at *the American Marketing Association Summer Academic Conference*, Chicago, IL.

Jung, A., & **Heo, J.** (2019). An eye-tracking approach to evaluate personalized advertising effectiveness on social media: From attention to click. Paper to be presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Toronto, Canada. **[Top Paper, Advertising Division]**

Kim, G., & **Heo, J.** (2019). Factors influencing the effectiveness of patriotic advertising to ethnic minorities: Revisit to identity complexity, identification, and distinctiveness theories. Paper to be presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Toronto, Canada.

Jung, A., & **Heo, J.** (2019). Antecedents of ad avoidance in different media contexts. Paper to be presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Toronto, Canada.

- Heo, J., & Jung, A.** (2018). Explaining turnover intention in advertising agency: The roles of job satisfaction and organizational commitment," Paper presented at the annual conference of *the American Academy of Advertising*, New York, NY.
- Koo, J., & **Heo, J.** (2018). A two-way image transfer between sponsor and event. Abstract presented at *the Sport Marketing Association Annual Conference*, Dallas, TX.
- Jeong, Y., **Heo, J., & Jung, A.** (2017). A paradox of personalized ads on social media: An empirical investigation of ad relevance and privacy concern. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Dallas, TX.
- Heo, J., Kim, S., & Jung, A.** (2017). Catching eyes: dissecting disclosure of online native advertising. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Jung, A., & **Heo, J.** (2017). A myth of "thinness sells": A direct effect moderation model of the model-viewer body gap. Paper presented at the annual conference of *the American Academy of Advertising*, Boston, MA.
- Jung, A., & **Heo, J.** (2016). Effects of disclosure of native advertising and knowledge of marketing communication tactics on ad evaluation. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Minneapolis, MN.
- Jung, A., & **Heo, J.** (2016). An exploratory study of the effects of realistic body portrayal on advertising: Social comparison theory and self-esteem. Paper presented at the annual conference of *the International Communication Association*, Fukuoka, Japan.
- Jeong, Y., Lance, P., Windels, K., Wang, R., Jung, A., & **Heo, J.** (2016). Can you see? An eye-tracking approach to examine the effectiveness of native advertisements on social networking sites. Paper presented at the annual conference of *the International Communication Association*, Fukuoka, Japan.
- Heo, J.** (2016). An extension of UTAUT to the location-based advertising context: Incorporating trust and perceived risk as moderators. Paper presented at the annual conference of *the American Academy of Advertising*, Seattle, WA.
- Windels, K., Jeong, Y., Lance, P., Jung, A., Wang, R., & **Heo, J.** (2016). All eyes on privacy: An eye-tracking study examining the relationship between privacy concerns and socially-referred native ads on social networking sites. Paper presented at the annual conference of *the American Academy of Advertising*, Seattle, WA.
- Heo, J., & Chang, C-W.** (2015). Factors influencing intention to use location-based mobile advertising among young mobile user segments. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- Porter, L., Windels, K., **Heo, J., Wang, R., Jeong, Y., & Jung, A.** (2015). Disclosure or deception?: Social media literacy, use, and identification of native advertising. Paper presented at the annual

- convention of *the Association for Education in Journalism and Mass Communication*, San Francisco, CA.
- Kim, D., Walker, M., & **Heo, J.** (2014). Sport league website: an effective marketing tool for corporate sponsors. Paper presented at the conference of *the North American Society for Sport Management*, Pittsburgh, PA.
- Ha, J., & **Heo, J.** (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. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Washington D.C.
- Chang, C-W., & **Heo, J.** (2013). Visiting theories that predict college students' self-disclosure on Facebook. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Washington D.C.
- Lee, S., & **Heo, J.** (2013). You see yourself in the future or past?: The moderating role of cultural orientation in explaining temporal orientation of self-referencing. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Washington D.C.
- Heo, J.**, & Sutherland, J. C. (2013). The effects of marketing intelligence gaps on advertising agency-client relationships: A survey of U.S. media planners. Paper presented at the annual conference of *the American Academy of Advertising*, Albuquerque, NM.
- Chang, C-W., & **Heo, J.** (2013). Factors predicting college students' private information disclosure on Facebook. Paper presented at the mid-winter conference of *the Association for Education in Journalism and Mass Communication*, Norman, OK.
- Johnson, M., & **Heo, J.** (2013). The role of gender in determining cognitive response to sexually suggestive advertising. Paper presented at the mid-winter conference of *the Association for Education in Journalism and Mass Communication*, Norman, OK
- Heo, J.**, & Muralidharan, S. (2012). Eco-friendly buying behavior: Examining the roles of environmental knowledge, concern, and perceived consumer effectiveness. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Lee, S., Tisdale D. G., & **Heo, J.** (2012). Happy to help?: The role of antecedent mood with emotional appeals in disaster relief advertising. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Chicago, IL
- Muralidharan, S., Johnson, M., & **Heo, J.** (2012). The effects of environmental knowledge on environmental conscious consumer behavior. Paper presented at the mid-winter conference of *the Association for Education in Journalism and Mass Communication*, Norman, OK
- Lee, S., Tisdale, D. G., & **Heo, J.** (2012). The role of emotional motivation in a donation campaign: Do you need fear or hope? Paper presented at the mid-winter conference of *the Association for Education in Journalism and Mass Communication*, Norman, OK.

- Kim, D., & Heo, J. (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 and Mass Communication*, Denver, CO.
- Heo, J. (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 and Mass Communication*, Boston, MA.
- Clayton, M., & Heo, J. (2008). The effects of price-based advertising on brand association in a durable goods category. Paper presented at the annual convention of *the Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Chan-Olmsted, S., Lee, S., & Heo, J. (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*, Lisbon, Portugal.
- Heo, J., & Cho, C. (2008). Media usage segmentation in the multi-media environment: An exploratory study. Paper presented at the annual conference of *the American Academy of Advertising*, San Mateo, CA.

RESEARCH IN PROGRESS

- Heo, J. (Literature Review). How to measure media engagement?, targeted for *Journal of Media Economics*.
- Heo, J. (Literature Review). Dyadic investigation of agency-client communication problems and their effects on relationship quality: Social exchange perspective, targeted for *Journal of Advertising*.
- Heo, J. (Literature Review). A theory-driven mobile user segmentation and its validation in the context of mobile advertising, targeted for *Journal of Interactive Advertising*.
- Heo, J. (Revising for submission). A structural model of the communication process in the context of mobile advertising: The moderating roles of motivation and involvement, targeted for *Journal of Interactive Advertising*.
- Heo, J., & Kim, J. (revising for submission). The role of affect and cognition in the impact of product reviews on consumer attitude, targeted for *Public Relations Review*.
- Heo, J., Cheon, Y., & Jun, J. (revising for submission). Factors influencing ooh advertising effects: a prediction model for billboard advertising, targeted for *Journal of Marketing Communications*.
- Heo, J., & Koo, J. (revising for submission). Is it a win-win game?: Bi-directional image flow in sport sponsorship, targeted for *International Journal of Sports Marketing and Sponsorship*.

Jung, A., & Heo, J. (Under review). Country of origin effect: The role of information processing in product evaluation, targeted for *International Journal of Advertising*.

Ciaramella, A., & Heo, J. (revising for submission). Marijuana advertising: the interrelationship between endorsers and warning labels, targeted for *Journal of Advertising*.

Lee, S., & Heo, J. (Revising for submission). The moderating role of antecedent mood on regulatory focus messages in donation advertising, targeted for *Journal of Marketing Communications*.

RESEARCH GRANTS & AWARD

Top paper, Advertising Division, the annual convention of *the Association for Education in Journalism & Mass Communication*, August 2019, Toronto, Canada.

F. Walker Lockett, Jr. Distinguished Professorship, Manship School of Mass Communication, July 1, 2018 - June 30, 2021.

Junior Faculty Travel Grant, Office of Research & Economic Development, Louisiana State University, 2018.

Don Owen Professorship, Digital Advertising Research Team (DART), Manship School of Mass Communication, Louisiana State University, 2017

Ken Kansas Endowed Professorship, Manship School of Mass Communication, Louisiana State University, 2017.

Thomas O. and Darlene Wood Ryder Distinguished Professorship #6, Manship School of Mass Communication, Louisiana State University, 2017

The Council on Research (CoR) Junior Faculty Summer Stipend, Office of Research & Economic Development, Louisiana State University, 2016.

Junior Faculty Travel Grant, Office of Research & Economic Development, Louisiana State University, 2016.

The Doris Westmoreland Darden Professorship, Digital Advertising Research Team (DART), Manship School of Mass Communication, Louisiana State University, 2016.

The D. Jensen Holiday Professorship, Manship School of Mass Communication, Louisiana State University, 2015.

The Thomas O. and Darlene Wood Ryder Professorship #5, Manship School of Mass Communication, Louisiana State University, Fall 2014.

TEACHING AND ADVISING

LOUISIANA STATE UNIVERSITY, BATON ROUGE, LOUISIANA

Courses Taught

- MC2040 Advertising Industry and Society (F14, S15, F15, S16, S19)
- MC3035 Quantitative Audience Analysis (F14, S15, F15, S16, F16, F17, S18, F18)
- MC4040 Advertising Problems (F16, S17)
- MC4045 Advertising Campaign – Capstone (F17, F18, S19)
- MC7001 Research Methods in Mass Communication (S18)
- MC7999 International Strategic Communication (S17)

Teaching Development Activity

- The CXC (Communication across the Curriculum) Summer Institute, Louisiana State University, (scheduled: May 14-May16, 2019)
: Supported by The Office of Academic Affair and The Manship School of Mass Communication

Undergraduate Advisement

- Lauren Loach, Faculty Advisor, Honors Thesis (Fall 2019-Spring 2020)

Graduate Student Advisement

- Served as chair
 - A-Reum Jung, Ph.D.: Chair, completed
 - Don Webber, MA: Chair, completed
- Served as committee member
 - Juliette Highland, MA: Committee, completed
 - Ian Skupski, MA: Committee, completed
 - Nicole Jiang, Ph.D.: Committee, submitted study plan

UNIVERSITY OF SOUTHERN MISSISSIPPI, HATTIESBURG, MISSISSIPPI

Courses Taught

- MCJ333 Advertising Media
- MCJ425 Mass Media Research
- MCJ431 Advertising Campaign
- MC482 Seminar in Advertising (Creativity)
- MC721 Content Analysis
- MC771 Consumer and Advertising
- MC774 International Advertising

Graduate Student Advisement

- Served as chair
 - A-Reum Jung, Ph.D.: Chair
 - Seungae 'Suzy' Lee, MA: Chair, completed.
- Served as committee member
 - Sidharth Muralidharan, Ph.D.: Committee, completed.
 - Katrina Burt, Ph.D.: Committee, completed.
 - Riva Teague, Ph.D.: Committee, completed.
 - Tara Y. Wren, Ph.D.: Committee, completed
 - Chen-Wei Chang, Ph.D.: Committee, completed
 - Bahtiyar Kurambaev, Ph.D.: Committee, completed
 - Mighan Johnson, Ph.D.: committee, completed

SOOKMYUNG WOMEN'S UNIVERSITY, SEOUL, SOUTH KOREA

- Media Planning and Strategy (Aug. 2004-Dec.2005)

UNIVERSITY & COLLEGE-LEVEL SERVICES

LSU MANSHIP SCHOOL OF MASS COMMUNICATION

- **Area Head**, Digital Advertising, Louisiana State University, Fall 2018 – present
- **Faculty Advisor**, Advertising Federation (AdFed) LSU Chapter, Louisiana State University, Fall 2017 – present.
- **Co-Faculty Advisor**, Advertising Federation (AdFed) LSU Chapter, Louisiana State University,, Fall 2016 – Spring 2017.
- **Faculty Advisor**, National Student Advertising Competition (NSAC), Spring 2019 (as an instructor of MC4045, the capstone class)
- **Member**, Digital Advertising Search Committee – Louisiana State University, Fall 2018
- **Member**, Manship Curriculum & Assessment Committee – Louisiana State University, Fall 2018-present
- **Member**, Manship Budget Review Committee – Louisiana State University, Fall 2018-present
- **Member**, Manship Scholarship & Award Committee – Louisiana State University, Fall 2014 – present
- **Member**, Digital Advertising Search Committee – Louisiana State University, Fall 2016
- **Member**, Public Relations Search Committee – Louisiana State University, Fall 2015 & Fall 2015
- **Member**, Manship Accreditation Committee – Louisiana State University, Fall 2014 & Spring 2015

LOUISIANA STATE UNIVERSITY

- **Faculty Advisor**, Korean Student Association (KSA) – Louisiana State University, Fall 2016 - present
- **Dean's Representative**- Music, Louisiana State University, Spring 2019
- **Dean's Representative** – Education, Louisiana State University, Fall 2017 – Spring 2018
- **Dean's Representative** –Communication Studies, Louisiana State University, Fall 2017
- **Dean's Representative** –Department of Music, Louisiana State University, Fall 2016
- **Mentor, Graduate Mentoring Group** (a pilot mentoring program at LSU) – Louisiana State University, Fall 2016 – Fall 2017

- **Reviewer, LSU Honors Theses** - Louisiana State University, Spring 2016

UNIVERSITY OF SOUTHERN MISSISSIPPI

- **Sequence Head of Advertising** – The University of Southern Mississippi, Spring 2012 – May 2014
- **Faculty Advisor**, American Advertising Federation (AAF) USM Chapter – The University of Southern Mississippi, August 2010 – May 2014.
- **Faculty Advisor**, Korean Student Association (KSA) – The University of Southern Mississippi, August 2012 – May 2014.
- **Task Force**, The USM International Program – The University of Southern Mississippi, 2013
- **Member**, College of Art and Letter Research and Awards Committee – The University of Southern Mississippi, Spring 2012.
- **Member**, Hall of Fame Award Committee – The School of Mass Communication and Journalism, USM, 2012.
- **Review Board**, MCJ Scholarships - The School of Mass Communication and Journalism, USM, 2011-2012

UNIVERSITY OF FLORIDA (Ph.D. program)

- **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

MICHIGAN STATE UNIVERSITY (Master's program)

- **Program Coordinator** - Visiting International Professional Program (VIPPP) at Michigan State University, June 2002 – December 2003

DISCIPLINARY SERVICES & PROFESSIONAL AFFILIATION

- Editorial Board
 - *The Korean Journal of Advertising*, 2019 – present
 - *International Journal of Advertising* Special Issue: New Trends in Digital and Social Media Advertising, December 2017 – December 2018
 - *Journal of Branded Content Marketing*, 2016 – December 2017
- Professional Committee
 - International Advertising Education Committee (IAEC) – American Academy of Advertising (AAA), 2011-present
 - VP of Membership – The Korean American Advertising Scholar Society, March 2016 - present
 - Newsletter Committee – The Korean American Communication Association, Sep. 2015 – May 2016.
- Journal Manuscript Reviewer

- *Journal of Advertising*
 - *Mass Communication and Society*
 - *Journal of Computer-Mediated Communication*
 - *Journal of Advertising Research*
 - *Journal of Business Ethics*
 - *International Journal of Advertising*
 - *Journal of Interactive Advertising*
 - *Computers in Human Behavior*
 - *Telematics and Informatics*
 - *International Journal of Mobile Communications*
 - *Asian Journal of Communication*
 - *Journal of Promotion Management*
- Conference Paper Reviewer
 - The American Academy of Advertising (AAA) Global Conference
 - The Conference of American Academy of Advertising (AAA)
 - The Conference of Association of Education in Journalism and Mass Communication (AEJMC)
 - The Conference of International Communication Association (ICA)
 - The Association of Education in Journalism and Mass Communication (AEJMC) Southeast Colloquium
- Conference session moderator/Discussant
 - The 2017 AEJMC, Chicago, IL
 - The 2017 American Academy of Advertising conference, Boston, MA
 - The 2016 AEJMC, Minneapolis, MN
 - The 2016 American Academy of Advertising conference, Seattle, WA
 - The 2016 AEJMC Southeast Colloquium, Baton Rouge, LA
 - The 2015 American Academy of Advertising conference, Chicago, IL
 - The 2014 American Academy of Advertising conference, Atlanta, GA
- Professional Memberships
 - American Academy of Advertising (AAA)
 - Association for Education in Journalism & Mass Communication (AEJMC)
 - International Communication Association (ICA)
 - International Advertising Association (IAA).
 - Korean American Communication Association (KACA)
 - Korean Advertising Society (KAS)

MISCELLANEOUS

- Media Appearances
 - **Heo, Jun** (2019), featured in the Fierce for the Future Campaign, Various promotional materials, Louisiana State University
 - **Heo, Jun** (2019), “No, Saints fans, you CAN'T change national TV ratings by boycotting the Super Bowl. But we know you'll try,” *CNN.COM*, January 30, 2019.

Retrieved from <https://www.cnn.com/2019/01/30/us/new-orleans-saints-super-bowl-boycott-trnd/index.html>

- **Heo, Jun** (2019), "Record low Super Bowl ratings in New Orleans," *Louisiana Radio Network*, February 4, 2019. Retrieved from <https://louisianaradionetwork.com/2019/02/04/super-bowl-ratings-hit-record-low-in-new-orleans/>
 - **Heo, Jun** (2019), Radio Interview. "All Things Considered – Baton Rouge," *NPR-WRKF 89.3*, February 4, 2019.
 - **Heo, Jun** (2016), "For the Job Seekers! Tips from the Hiring and Candidates' Perspectives," *American Academy of Advertising Newsletter*, September, 2016, 11(1), 9
- Guest Lectures
 - Manship Brownbag – Spring, 2019 (3/12/2019)
 - MC4005 (Jinx Broussard), Fall, 2018
 - Manship Brownbag - Spring, 2017 (3/15/2017)
 - MC2000 (Len Aparcar), Fall, 2016
 - Sookmyung Women's University, South Korea – Summer, 2016
 - Yonsei University, South Korea – Summer, 2013
 - Community Services - Outreach
 - Principal, Korean Language School in Baton Rouge, August 2016 - present
 - Web master, Korean Hansarang Church, Baton Rouge, January 2015 - present
 - Treasurer, Korean Baptist Church of Gainesville, January 2007 – 2010
 - Military: Korean National Defense Intelligence Institute, 1991-1993