

SHUO YAN, PH.D.

Email: syang@astate.edu

Phone: 850-345-5234

EDUCATION:

Ph.D., Media of Communication Studies

Florida State University, 2015-2020

- Dissertation: Exploring the Cognitive and Emotional Impact of Shocking Advertising.

Master of Science, Integrated Marketing Communication

Florida State University, 2013-2014

- Thesis: How China IS Represented in Communication Journals – a Content Analysis of Three Leading Publications from 1979-2013

Bachelor of Arts in Broadcasting and Television Journalism

China University of Geosciences, 2006-2010

PROFESSIONAL EXPERIENCE:

Assistant Professor

Arkansas State University, 2021 - present

Instructor/Teaching Assistant

Florida State University, 2015 - 2020

Strategist and Account Planner

Florida State University, 2013 - 2014

COURSES TAUGHT:

Arkansas State University

- STCM 5113 Integrated Marketing Communication
- STCM 5213 Social Media in Strategic Communication
- COMS 5463 Interactive Advertising
- COMS6053 Quantitative Research Methods
- COMS 6203 Introduction to Communication Studies
- STCM 6263 Advertising Account Management
- STCM 6323 Global Strategic Communication

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- COMS 6413 Organizational and Intercultural Communication
- STCM 6533 Strategic Communication Management Capstone

Florida State University

- PUR 3000 Introduction to Public Relations
- SPC1017 Fundamentals of Speech
- SPC2608 Public Speaking
- COM2080 Online Communication and Presence
- MMC2000 Introduction to Mass Media
- RTV3001 Media Literacy

COURSES DEVELOPED:

Arkansas State University

- STCM 5113 Integrated Marketing Communication
- STCM 5213 Social Media in Strategic Communication
- STCM 6323 Global Strategic Communication

PUBLICATIONS:

- Yan, S. & Chapa, S. (2021) Exploring the effect of shocking advertising used by for-profit and nonprofit organizations in the US and China. *Journal of Marketing Development and Competitiveness*. Vol 14(5), 76-86.
- Yan, S. & Chapa, S. (2020). Exploring the use of shock advertising by for-profit and nonprofit organizations in China. *Journal of Cultural Marketing Strategy*. Vol 4(3), 1-11.

CONFERENCES:

- Reviewer of 71st Annual International Communication Association Conference, 2021.

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- Yan, S. & Chapa, S. (2020, August). Does shocking advertising work differently in US and China? – An investigation of the effectiveness of shocking advertising in Chinese and American consumers. Accepted at American Marketing Association Summer Academic Conference, San Francisco, CA.
- Yan, S. & Chapa, S. (2020, August). Exploring the Effect of Shocking Advertising Used by For-profit and Nonprofit Organizations in the US and Chinese Consumers. Accepted at the Association of Marketing Theory and Practice Conference, Sandestin, FL.
- Yan, S., Chapa, S. (2019, November) Who Is More Justifiable to Use Shocking Ads? An Investigation of the Effectiveness of Shocking Advertising in Chinese Consumers. Paper to be presented at the Society for Marketing Advances Conference, New Orleans, Louisiana.
- Yan, S., Chapa, S. (2019, September) Who's Left? An Investigation of Cultural Identity Among Americans. Paper presented at DIRECTO 2nd Annual Symposium on Diversity & Inclusion in Research & Teaching, Florida State University, Tallahassee, FL.
- Yan, S. & Chapa, S. (2018, March). What Happens After You Are Shocked? An Investigation of Emotional Response, Brand Attitude, Attitude toward AD and Purchase Intention of Shock Advertising in Chinese Consumers. Presented at the Association of Marketing Theory and Practice Conference, Ponte Verde, FL.

AWARDS:

Florida State University

- Student Excellence Fund 2019