

Nah Ray Han

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ACADEMIC POSITIONS

Assistant Professor (Tenure-Track), Department of Strategic Communication Aug.2025
Bob Schieffer College of Communication
Texas Christian University, Fort Worth, TX

Assistant Professor (Tenure-Track), Department of Communication
Georgia College and State University, Milledgeville, GA Aug.2021-July.2025

Teaching Assistant / Research Assistant, Department of Advertising and Public Relations,
University of Georgia, Athens, GA Aug.2017-May 2021
Aug.2008-May 2010

EDUCATION

University of Georgia, Ph.D., Mass Communication (Advertising concentration) 2021
University of Georgia, M.A., Mass Communication (Advertising concentration) 2010
University of Georgia, A.B.J., Advertising concentration (*Cum Laude*) 2008

PROFESSIONAL EXPERIENCES

Senior Account Executive
Oricom Advertising Agency, Seoul, South Korea Oct.2010 – Aug. 2015
Oct.2016-Apr. 2017

TEACHING EXPERIENCE

Georgia College and State University Aug. 2021- Present

MSCM 4960: Mass Communication Internship
MSCM 4950: Special Topic: Strategic Social Media
MSCM 3306: Mass Communication Theory and Research
MSCM 3353: Public Relations Planning
MSCM 3363: Current Issues in Advertising
MSCM 3364: Advertising Planning & Buying

University of Georgia (Instructor of Record)
ADPR 3400 Insights and Analytics (Fall 2019, Fall 2020)
ADPR 3120 Media Strategy and Activation (Spring 2018, Spring 2020, Spring 2021)

Teaching Assistance

University of Georgia

ADPR 5760 Digital and Social Communication Strategy Spring 2021
ADPR 5740 Advertising and Communication Campaign Spring 2020
ADPR 5741 Integrated ADPR Campaigns Spring 2019

ADPR 5710 Advertising and Communication Management	Fall 2018, 2019
ADPR 3120 Media Strategy and Activation	Fall 2017
ADPR 3100 Principles of Advertising	Fall 2008-Spring 2010

Guest Lecture

MSCM 2201 Media Literacy	Apr. 2025
Georgia College and State University	

ADPR 5710 Advertising and Communication Management	Nov. 2018
University of Georgia, Athens, GA	

Advertising Campaign Strategy (441380)	Nov 2016
Dan Kook University, Seoul, South Korea	

SELECTED PARTICIPANT

Selected Participant, Python and Text Mining for Researchers by National Library of Korea, Seoul, South Korea	July, 2024
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Selected Participant, American Academy of Advertising-Advertising Educational Foundation	
Visiting Future Professor Program, New York City, NY	June 2021

Selected Participant, University of Georgia, Grady College ADPR Students Tour	
Silicon Valley, San Francisco, CA	Jan, 2019

SERVICES**University-wide service**

President Scholarship Competition Interviewer	2025
Fulbright Scholarship Interviewer	2024
Member of the Newell Visiting Scholar Program Search Committee	Sep.2021-May 2024

College Service

Member of Department Chair Search Committee	Sep.2024-2025
Member of the Library Liaison	Aug.2022-2025

Department service

The Chair of Lecturer Search in Advertising Search Committee	Aug. 2023-2025
Co-director of Public Relations Student Society of America (PRSSA)	Aug.2023- 2025
Member of Department of Ad-Hoc Curriculum & Instruction Committee	April 2023-2025
Member of Department of Communication Graduate/Certificate program	Aug.2022-2025
Member of Tenure Track Search in PRs Search Committee	January - May 2024
Guest Panel, Meeting with prospective high-school students (Fall Fest)	Sep.2022
Member of Lecture in Rhetoric Search Committee	Dec.2021-Apr.2022
Guest Speaker, Meeting with Freshmen in the Advising Class	Oct.6.2021

Mass Communication Students Advising

Mentor of Mass Communication Students

Jan.2022-2025

AD-Hoc Reviewer

International Journal of Consumer Studies

May 2024-Present

Current Psychology

June 2023-Present

Journal of Current Issues & Research in Advertising

July 2025-Present

ACADEMIC PUBLICATIONS

Refereed Journal Publication

Choi, H.J., Lee, K.Y., Northup, T., & **N.R., Han** (in process) The Effects of Individual Cultural Values and Social Relationship Motivations on Electronic Word-of-mouth (eWOM): Mediation Analysis Approach. *International Marketing Review*.
[IF* = 9.2]

Han, N.R., Phua, J. & Kim, J. H. (2025) Encouraging Energy Saving through Facebook: Effect of Message Concreteness and Message Sender Distance on Consumer Attitudes and Behavioral Intentions. *Korean Journal of Communication* 2(2).

Han, N.R. (2024) Ethical Consumption as Fetishism: Unmasking Capitalist Ideologies, Social Distinctions, and the Educational Imperative. *Journal of Advertising Education*. 25(2), 115-136.

Han, N. R., Baek, T. H., Yoon, S., & Kim, Y. (2019). Is that coffee mug smiling at me? How anthropomorphism impacts the effectiveness of desirability vs. feasibility appeals in sustainability advertising. *Journal of Retailing and Consumer Services*, 51, 352-361.
[IF* = 13.1]

*2025 Impact Factor (IF) by Scopus

Refereed Conference Presentation

Han, N.R., Kim, J.H., & Choi, H.J. (2025). The Anthropomorphism Paradox: When Humanizing Ads Amplifies Digital Crowding and Undermines Effectiveness. The Advertising Division, *Association for Education in Journalism and Mass Communication (AEJMC) Conference*, San Francisco, CA.

Kim, J.H., **Han, N.R.**, & Lee, J. (2025). Does It Feel Real? Consumer Responses to Sensory Cues in AI-Generated Ads. *Korean Association of Advertising and Public Relations Global Conference*, Gangneung, Korea

Choi, H.J., **Han, N.R.**, Northup, T. Yoo, K & Feng, Y (2025). Sexual Appeal Effects of Plus-Size Model: What Matters Is Functionality. Paper accepted at *the American Academy of Advertising Conference*. Pittsburgh, PA.

Han, N.R. (2024) Transformative power of anthropomorphic cues in social media advertising :An empirical test of the social connectedness and socializing motivation. The Advertising Division, *Association for Education in Journalism and Mass Communication (AEJMC) Conference*, Philadelphia, PA.

Han, N.R. (2020). Ethical Consumption as Fetishism. The Cultural and Critical Studies Division, *Association for Education in Journalism and Mass Communication (AEJMC) Conference*, San Francisco, CA.

Han, N.R., Phua, J., & Kim, J.H. (2020). Encouraging Energy Saving through Facebook: Effect of Message Concreteness and Message Sender Distance on Consumer Attitudes and Behavioral Intentions. Paper presented at the *American Academy of Advertising Conference*. San Diego, CA.

Wojdyski, B.W., Hudgens, L., Primovic, M.J., **Han, N.R.**, Kim, T.Y., & Evans, N.J. (2020). Label Literacy: How Consumers Actually Interpret Covert Advertising Disclosures. *The American Academy of Advertising Conference*. San Diego, CA.

Lim, D.J., & **Han, N.R.** (2020). Choosing Appropriate Colors for Green Advertising: Perceived Greenwashing through Color Choices. *The Advertising Division/Open Research, Association for Education in Journalism and Mass Communication (AEJMC) Conference*, San Francisco, CA.

Kim, J.H., Phua, J., **Han, N.R.**, & Kim, T.Y. (2020). Investigating the Impact of Immersive Advertising on Attitude toward the Brand: The Mediating Roles of Perceived Novelty, Perceived Interactivity, and Attitude toward the Advertisement. The Advertising Division/Special Topics in Advertising, *Association for Education in Journalism and Mass Communication (AEJMC) Conference*, San Francisco, CA.

Han, N. R. & Choi, H. (2018). The priming effects of sexual editorial content on advertising. Paper presented at the *American Academy of Advertising Conference*. New York, NY.

FELLOWSHIP, HONORS AND AWARDS

Women's Leadership Faculty Fellows Program Provost Office Georgia College and State University, Milledgeville, GA	2024-2025
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Recipient of Thank-A-Teacher Recognition Center for Teaching and Learning Georgia College and State University, Milledgeville, GA	2022,2023, and 2024
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Outstanding Teaching Assistant Award,
Center for Teaching and Learning and the Office of Instruction

University of Georgia, Athens, GA	Mar. 2021
Broun Dissertation Fellowship Award \$1,000	Feb.2020
University of Georgia, Athens, GA	
American Academy of Advertising Dissertation Competition Award, \$2,500	Jan.2020
American Academy of Advertising	

Outstanding Teaching Assistant Award, Department of Advertising & Public Relations University of Georgia, Athens, GA	May 2018
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Teaching/Research Assistantship University of Georgia, Athens, GA	Aug. 2017-May 2021 Aug. 2008-May 2010
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GRANTS

Academic Affairs Small Grant, \$2300 Provost Office Georgia College and State University, Milledgeville, GA	2024
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Graduate Travel Grant, The Graduate School, \$750 University of Georgia, Athens, GA	2020
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“Finding Leading Actors and Dynamic Information Flowing #PlasticFree on Social media Networks,”, The Broun Student Development Funding for \$1,155, April 2019 (PI) University of Georgia, Athens, GA	Apr.2019
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Graduate Travel Grant, Grady College, \$500 University of Georgia, Athens, GA	2018, 2019, 2020
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PROFESSIONAL CERTIFICATES

Google Ads Search Certification	Aug. 2024-2025
Data Analysis by Microsoft and LinkedIn.	2024
Cybersecurity by Microsoft and LinkedIn.	2024