

## **Aimei Yang**

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University of Southern California  
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### **Education**

Ph.D., May 2012  
University of Oklahoma

M.A., June 2007 & B.A., June 2005  
Nankai University, China

### **Academic Appointments**

#### **Academic Appointments**

- Associate Professor (with tenure), 2019-current  
Annenberg School for Communication and Journalism, University of Southern California
- Assistant Professor, 2013-2019  
Annenberg School for Communication and Journalism, University of Southern California
- Assistant Professor, 2012-2013  
Department of Communication, University of Dayton
- Teaching/Research Assistant, 2007-2012  
Gaylord College of Journalism & Mass Communication, University of Oklahoma

### **Awards and Recognition**

#### **International & National Awards**

- 2018** Top Faculty Paper Award. International Communication Association (Public Relations Division), Prague, Czech Republic.
- 2018** Author W. Page Center Benchmarking Award. International Public Relations Research Conference, Orlando, FL.
- 2018** Best Faculty Poster Award. AEJMC 2018 Annual Conference (International Communication Division), Washington, DC.
- 2016** Top Faculty Paper Award. International Communication Association (Public Relations Division), Fukuoka, Japan.
- 2016** Top Faculty Paper Award. International Communication Association (Communication and Technology Division), Fukuoka, Japan.
- 2015** Top Faculty Paper Award. National Communication Association (Public Relations Division), Las Vegas, Nevada.
- 2015** Top Faculty Paper Award. International Communication Association (Public Relations

Division), San Juan, Puerto Rico.

- 2014** Top Faculty Paper Award. National Communication Association (Business Communication Division), Chicago, IL.
- 2012** Top Faculty Paper Award. National Communication Association (Public Relations Division), Orlando, Florida.
- 2012** Top Student Paper Award. International Communication Association (Public Relations Division), Phoenix, Arizona.
- 2006** Excellent Article Award, the Fifth Championship of The Future Editors, awarded by the Editor's Academy of China and General Administration of Press and Publication of China.

### **University Scholarships**

- 2012** College of International Studies Research Paper Prize. Awarded for excellent research. University of Oklahoma, Norman.
- 2012** Graduate Student International Conference Travel Grant. University of Oklahoma, Norman.
- 2011** Gaylord Family Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.
- 2010** Gaylord Family Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.
- 2009** Third Place in 2009 Student Research and Performance Day, University of Oklahoma, Norman.
- 2009** Gaylord Family Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.
- 2008** Graduate Student Senate Conference Travel Grant. University of Oklahoma, Norman.
- 2008** Fayette Copeland Memorial Scholarship. Awarded for excellent academic performance in graduate school. University of Oklahoma, Norman.
- 2006** Guanghua Educational Scholarship. Awarded for excellent academic performance in graduate school. Nankai University, Tianjin, China.
- 2005** Special Graduate Student Scholarship. Awarded for getting the highest grade in the Entrance Examination to graduate school. Nankai University, Tianjin, China.

### **Grants**

- 2018** Project: Consumer Behavior of UGC, Monetization Strategy and Industry Development
  - Zizhu New Media Management Research Grant, Shanghai Jiao Tong University Institute of Cultural and Creative Industry
  - \$15,000
- 2018** Project: Intercultural Perspectives on Health and Illness – Online Communication on

## Diabetes in China and the West

- Zizhu New Media Management Research Grant, Shanghai Jiao Tong University Institute of Cultural and Creative Industry
- \$15,000

- 2017** Project: The network dynamic of grassroots social movement and corporate-sponsored social activism: Digital advocacy of the fracking issue in the United States
- Chinese American Faculty Association Development Grant.
  - \$2,000
- 2015-2016** Project: “Climate Issue Networks”
- Principal Investigator
  - Dean’s Big Data/Social Networks Research Grant, \$11,000
- 2015-2016** Project: “Big Data and Refugee Communication Networks”
- Principal Investigator
  - Dean’s Big Data/Social Networks Research Grant, \$5,000.
- 2014** Project: “*U.S.-China public diplomatic network: 1970-2014.*”
- Principal Investigator
  - Annenberg School for Communication and Journalism Grant, \$5,000.
- 2013** Project: “*The relationship between the professionalization of public relations and societal social capital: Evidence from a cross-national study.*”
- Principal Investigator
  - An international, longitudinal and big data computational project to survey the relationship between the development of public relations as a profession and social capital in 28 countries.
  - Seeds Grant, University of Dayton, \$4,300.
- 2012** Project: “Improving Communication Networks among Health Sciences Communities of Practice”.
- Co- Principal Investigator
  - An interdisciplinary project: A research partnership among Gaylord College of Journalism & Mass Communication, Department of Computer Science, Oklahoma State Health Department, Department of Biostatistics and Epidemiology, Department of Communication and Department of Sociology.
  - University of Oklahoma Challenge Grants, \$36,000.
- 2011** Project: “*A Relational Approach to Public Diplomacy in a Multipolar World: Building Theory by Analyzing the U.S. – China—Russia Relationship.*”
- Co-Principal Investigator
  - University of Oklahoma Summer Faculty Development Grants for International Communication Research, USD\$1,000.
- 2004** Project: “*The current conditions of communication among organizations in China.*”
- Co-Principal Investigator
  - Scientific and Creative Research Fund of Nankai University, Tianjin, China, USD\$1,000/RMB¥5,000.

## Publications

### Peer-Reviewed Journal Articles (N=44)

- 44 **Yang, A.** (In press). An issue niche theory of NGOs' interorganizational network ecology. *Communication Theory*.  
[5-Year Impact Factor=3.168]
- 43 **Yang, A.,** & Lui, W. (In press). Cross-Sectoral hyperlink network and issues management: A cross-national study. *Business & Society*.  
Available at <http://journals.sagepub.com/doi/abs/10.1177/0007650318763565>  
[5-Year Impact Factor=3.711]
- 42 **Yang, A.,** & Men, R. L. (In press). Political information use on mobile SNS and political discussion in china: towards a networked political discussion model. *Chinese Journal of Communication*.  
[2017 Impact Factor=1.188]
- 41 Sommerfeldt, E., **Yang, A.,** & Taylor, M. (Contingency acceptance). Public relations channel "repertoires": Exploring patterns of channel use in practice. *Public Relations Review*.  
[5-Year Impact Factor=2.086]
- 40 Saffer, A., **Yang, A.,** Morehouse, J., & Qu, Y. (In press). It takes a village: A social network approach to NGOs' international public engagement. *American Behavioral Scientist*.  
Available at <https://journals.sagepub.com/doi/full/10.1177/0002764219835265>  
[5-Year Impact Factor=2.518]
- 39 **Yang, A.,** & Cheong, P. (In press). Building a cross-sectoral interorganizational network to advance nonprofits: NGO incubators as relationship brokers in China. *Nonprofit and Voluntary Sector Quarterly*.  
Available at <https://journals.sagepub.com/doi/abs/10.1177/0899764018819869>  
[5-Year Impact Factor=2.853]
- 38 **Yang, A.,** Uysal, N., & Taylor, M. (In press). Unleashing the power of networks: Shareholder activism, sustainable development and corporate environmental policy. *Business Strategy and the Environment*.  
Available at <http://onlinelibrary.wiley.com/doi/10.1002/bse.2026/full>  
[Impact Factor=5.355]
- 37 Sommerfeldt, E., & **Yang, A.** (2018). Notes on dialogue: Twenty years of digital dialogic communication research in public relations. *Journal of Public Relations Research*, 30(3), 59-64.  
[Impact Factor=1.720]
- 36 **Yang, A.,** & Saffer, A. (2018). NGOs' humanitarian advocacy in the 2015 refugee crisis: A study of agenda building in the digital age. *American Behavioral Scientist*, 62(4), 421-439.  
[5-Year Impact Factor=2.518]
- 35 Uysal, N., **Yang, A.,** & Taylor, M. (2018). How stakeholder salience affects shareholder activism outcomes: An empirical study. *Journal of Applied Communication Research*, 46(2), 179-201.  
[5-Year Impact Factor=1.127]

- 34 **Yang, A.,** & Liu, W. (2018). Corporate environmental responsibility and global online cross-sector alliances network: A cross-national study. *Environmental Communication, 12(1)*, 99-114.  
[5-Year Impact Factor=1.459]
- 33 Saffer, A., **Yang, A.,** & Taylor, M. (2018). Reconsidering Power in Multi-Stakeholder Relationship Management. *Management Communication Quarterly, 32(1)*, 121-139.  
[5-Year Impact Factor=1.617]
- 32 Men, L. R., **Yang, A.,** Song, B., & Kioussis, S. (2018). Examining the Impact of Public Engagement and Presidential Leadership Communication on Social Media in China: Implications for Government-Public Relationship Cultivation. *International Journal of Strategic Communication, 12(3)*, 252-268.
- 31 **Yang, A.,** Wang, R., & Wang, J. (2017). Green public diplomacy and global governance: The evolution of the U.S-China climate collaboration network, 2008-2014. *Public Relations Review, 43(5)*, 1048-1061.  
[5-Year Impact Factor=2.086]
- 30 Sommerfeldt, E., & **Yang, A.** (2017). Relationships as strategic issue management: A model of activist issue network strategies. *Public Relations Review, 43(4)*, 829-839.  
[5-Year Impact Factor=2.086]
- 29 Di, W., & **Yang, A.** (2017). China's public diplomatic networks on the Ebola issue in West Africa: Issues management in a network society. *Public Relations Review, 43(2)*, 345-357.  
[5-Year Impact Factor=2.086]
- 28 **Yang, A.,** & Bentley, J. (2017). A balance theory approach to stakeholder network and apology strategy. *Public Relations Review, 43(2)*, 267-277.  
[5-Year Impact Factor=2.086]
- 27 Cheong, P., & **Yang, A.** (2017). (**Editorial Essay**) Chinese non-governmental organizations, media and culture: Communication perspectives, practices and provocations. *Chinese Journal of Communication, 10(1)*, 1-11.  
[5-Year Impact Factor=0.611 ]
- 26 **Yang, A.,** & Wang, R. (2016). The value of freedom of expression and information on countries' human rights performance: A cross-national longitudinal study. *Mass Communication & Society, 19(3)*, 352-376.  
[5-Year Impact Factor=1.543]
- 25 **Yang, A.,** Taylor, M., & Saffer, A. (2016). Ethical convergence, divergence or communitas? An examination of public relations and journalism codes of ethics. *Public Relations Review, 42*, 146-160.  
[5-Year Impact Factor=2.086]
- 24 **Yang, A.,** & Veil, S. (2015). Nationalism vs. animal rights: A semantic network analysis of value advocacy in corporate crisis. *International Journal of Business Communication*. Available at <http://journals.sagepub.com/doi/abs/10.1177/2329488415572781>  
[2017 Impact Factor=1.579]

- 23 **Yang, A.,** & Taylor, M. (2015). Looking Over, looking out, and moving forward: A network ecology framework to position public relations in communication theory. *Communication Theory*, 25, 91-115.  
[5-Year Impact Factor=3.168]
- 22 Taylor, M., & **Yang, A.** (2015). Have global ethical values emerged in business communication practice? Evidence from national and international professional public relations associations. *Journal of Business Ethics*, 130 (3), 543-555.  
[5-Year Impact Factor=3.526]
- 21 Huang, J., & **Yang, A.** (2015). Implementing dialogic communication: A survey of IPR, PRSA, and IABC members. *Public Relations Review*, 41(3), 376-377.  
[5-Year Impact Factor=2.086]
- 20 **Yang, A.,** & Self, C. (2015). Anti-Muslim prejudice in the virtual space: A case study of blog network structure and message features of the “ground zero mosque controversy”. *Media, War & Conflict*, 8(1), 46-69.
- 19 **Yang, A.** (2015). Building a cognitive-sociological model of stereotypes: Stereotypical frames, social distance and framing effects. *The Howard Journal of Communication*, 26(3), 254-274.
- 18 **Yang, A.,** & Taylor, M. (2014). Public diplomacy in a networked society: The Chinese government-NGO coalition network on acquired immune deficiency syndrome prevention. *International Communication Gazette*, 76(7), 575-593.
- 17 **Yang, A.,** & Taylor, M. (2014). A global perspective on public relations professionalism: Mapping the structure of public relations associations’ international networks. *Journalism & Mass Communication Quarterly*, 9(3), 508-529.  
[5-Year Impact Factor=1.717]
- 16 **Yang, A.,** & Kent, M. (2014). Organizational social media visibility: When is social media recommended? *Public Relations Review*, 40, 562-564.  
[5-Year Impact Factor=2.086]
- 15 **Yang, A.** (2014). Framing Chinese civil actors: Earthquake relief and unintended consequences on media coverage. *Chinese Journal of Communication*, 7(2), 155-173.  
[5-Year Impact Factor=0.611 ]
- 14 Saffer, A. J., Taylor, M., & **Yang, A.** (2013). Political public relations in advocacy: Building online influence and social capital. *Public Relations Journal*, 7(4), 1-35.
- 13 Uysal, N., & **Yang, A.** (2013). The power of activist networks in the mass self-communication era: A triangulation study of the impact of WikiLeaks on the stock value of Bank of America. *Public Relations Review*, 39, 459-469.  
[5-Year Impact Factor=2.086]
- 12 **Yang, A.,** & Taylor, M. (2013). The relationship between the professionalization of public relations, societal social capital and democracy: Evidence from a cross-national study. *Public Relations Review* (Lead Article), 39, 257-270.  
[5-Year Impact Factor=2.086]
- 11 **Yang, A.** (2013). Building global strategic alliances in the virtual space: a structural analysis of international nonprofit and nongovernmental organizations' transnational relationship networks. *Journal of Public Affairs*, 13(3), 239-250.

- 10 **Yang, A.** (2012). When transnational civil network meets local context: An exploratory hyperlink network analysis of Northern/ Southern NGOs' virtual network in China. *Journal of International & Intercultural Communication*, 5(3), 40-60.  
[National Communication Association Flagship Journal]
- 9 **Yang, A.** (2012). Assessing global inequality of bribery for news coverage: A cross-national study. *Mass Communication & Society*, 15(2), 201-224.  
[5-Year Impact Factor=1.543]
- 8 **Yang, A.** (2012). Understanding the changing Chinese media: Through the lens of crises. *China Media Research*, 8(2), 63-75.
- 7 **Yang, A.,** Klyueva, A., & Taylor, M. (2012). A relational approach to public diplomacy in a multipolar world: Building public relations theory by analyzing the U.S.-Russia-China relationship. *Public Relations Review* (Lead Article), 38(5), 652-664.  
[5-Year Impact Factor=2.086]
- 6 Veil, S. R., & **Yang, A.** (2012). Media manipulation in the Sanlu milk contamination crisis. *Public Relations Review*, 38(5), 935-937.  
[5-Year Impact Factor=2.086]
- 5 Park, N., & **Yang, A.** (2012). Online environmental community members' intention to participate in environmental activities: An application of the theory of planned behavior in the Chinese context. *Computers in Human Behavior*, 28, 1298-1306.  
[5-Year Impact Factor=4.252]
- 4 Beard, F. K., & **Yang, A.** (2011). Choosing and evaluating online media: A conceptual/instructional model. *Journal of Advertising Education*, 15(2), 5-13.
- 3 **Yang, A.,** & Taylor, M. (2010). Relationship-building by Chinese ENGOS' websites: Education, not activation. *Public Relations Review*, 36 (4), 342-351.  
[5-Year Impact Factor=2.086]
- 2 **Yang, A.** (2010). From "Silent minority" to collective protests in real life: Tension, resistance and online identity discourse of overseas Chinese. *Journal of Intercultural Communication*, 22. Available online at: <http://www.immi.se/intercultural/>
- 1 **Yang, A.** (2007). Publication design: Pilgrim to Tibet. *Chinese Editor*, the 1st edition of 2007, 71-75 (In Chinese).

#### **Invited Book Chapters and Book Reviews (N=13)**

- 13 Wang, J., & **Yang, A.** (In press). Public relations and public diplomacy at a crossroads: In search of a social network perspective. In S Kioussis & J Strömbäck (Eds). *Political public relations: Concepts, principles and applications*. Routledge Publication.
- 12 Sommerfeldt, E., & **Yang, A.** (In press). Political public relations and activist network strategies: The influence of framing and institutionalization on activist issues management. In S Kioussis & J Strömbäck (Eds). *Political public relations: Concepts, principles and applications*. Routledge Publication.
- 11 **Yang, A.** (In press). Relationship. In R. L. Heath (Ed.), *The international encyclopedia of strategic communication*. San Francisco, CA: Wiley-Blackwell Publishers.

- 10 **Yang, A.** (In press). Stereotype. In C. Carroll (Ed), *The SAGE encyclopedia of corporate reputation*. Sage: Thousand Oaks.
- 9 **Yang, A.** (In press). Knowledge networks. In R. L. Health (Ed.), *Encyclopedia of public relations*. Thousand Oaks, CA: Sage Publications.
- 8 **Yang, A.** (2018). Conceptualizing Strategic Engagement: A Stakeholder Perspective. In K. Johnston & M. Taylor (Ed.) *The Handbook of Communication Engagement* (pp. 221-229). Medford, MA: Willy Blackwell. **The Book received 2018 NCA PRIDE Award for Innovation, Development, and Educational Achievement Award.**
- 7 **Yang, A.** (2015). Social Media and Environmental NGOs in China. In S. Cubitt & S. A. Rust (Ed.). *Ecomedia: Key Issues*. Routledge.
- 6 **Yang, A.** (2014). Soft power, NGOs and virtual communication networks: New strategic directions for public diplomacy. In G. Golan, S. U. Yang, & D. F. Kinsey (Ed.), *International Public Relations and Public Diplomacy: Communication and Engagement* (pp. 295-312). San Francisco, CA: Wiley-Blackwell Publishers.
- 5 **Yang, A.** & Veil, S. (2014). Nationalism vs. animal rights: Value advocacy in corporate crisis communication. In Tony Jaques (Ed.), *Issue management planning* (pp. 88-90). New York, NY: Oxford University Press.
- 4 **Yang, A.** (2014). (Review of the book) The global public relations handbook: Theory, research, and practice. *International Journal of Communication*, 8, 1921–1923.
- 3 Veil, S. & **Yang, A.** (2012). Sanlu's milk contamination crisis: Organizational communication in conflicting cultural, economic, and ethical context. In S. May (Ed), *Case studies in organizational communication: Ethical perspectives and practices* (second edition), (pp.111-118). Thousand Oaks, CA: Sage Publications.
- 2 **Yang, A.** (2012). Internet activism: NGOs and new social dynamics in China. In K. Christensen, A. Esarey, L. Jeffery, I. Mao, J. Qiu, and G. Yang (Eds), *China companion: The Internet in China*. Great Barrington, MA: Berkshire Publishing Group.
- 1 **Yang, A.** (2007). Creative advertisement design. In P. He (Eds), *Culture, creativity and design*. China: Higher Education Publishing House (in Chinese).

### **Competitive Conference Papers**

#### **International & National Conferences (N=71)**

- 71 Saffer A. J., **Yang, A.**, & Qu, Y. (2019, May). Talking politics and engaging in activism: The influence of publics' social networks on corporations in the public sphere. Presented to the Political Communication Division of the 69th Annual Conference of the International Communication Association, Washington, D.C.
- 70 Saffer A. J., **Yang, A.**, Morehouse, J. & Qu, Y. (2019, May). It takes a village: NGOs' agenda building amidst the international refugee crisis. Presented to the Public Relations Division of the 69th Annual Conference of the International Communication Association, Washington, D.C.
- 69 Yang, A., Liu, W., & Wang, R. (2018, August). Discourse of the Cross-Sectional Alliances Network in the Global Refugee Crisis: Studying CSR through a Global Perspective. **Best**



- Faculty Poster Award.** AEJMC Annual Conference (International Communication Division). Washington, DC.
- 68 Ji, Y G., & Yang, A. (2018, March). Sustainability alliance networks on Facebook: A big data network analysis of S&P 500 environmental responsibility initiatives on Facebook. **Author W. Page Center Benchmarking Award.** International Public Relations Research Conference, Orlando, FL.
- 67 **Yang, A.** (2018, May). Understanding a networked social-mediated crisis: Big data analysis and the structure and discourse in the #deleteuber twitter network. **Top Faculty Paper Award.** Paper Accepted for presentation at the International Communication Association Annual Convention (Public Relations Division), Prague, Czech Republic.
- 66 **Yang, A.,** Saffer, A., & Li, Y. (2018, May) Doing Business in a Politically Polarized Society: An Expectation Violation Theory Approach to CSR-Based Challenge Crises. Paper Accepted for presentation at the International Communication Association Annual Convention (Public Relations Division), Prague, Czech Republic.
- 65 **Yang, A.** (2017, May). Beyond a Dyadic Approach to Relationship Management: Towards a Social Capital Model of Relationship Process. Paper presented at the International Communication Association Annual Convention (Public Relations Division), San Diego, CA.
- 64 **Yang, A.** & Kozinets, R. (2017, May). Research into Digital Strategic Communication Networks: Advancing Public Relations Research through Netnography and Social Network Analysis. Paper presented at the International Communication Association Annual Convention (Public Relations Division), San Diego, CA.
- 63 **Yang, A.** (2016, November). The Evolution of Cross Sectoral Networks: A Model of Organizational Ecology, Social Issue Life Cycle, and Public Attention. Paper presented at the National Communication Association Annual Convention (Organizational Communication Division), Philadelphia, PE.
- 62 **Yang, A.,** & Cheong, P. H. (2016, November). The rise of NGO Incubators: Multilevel network dynamics and communicative practices of an emerging NGO model for Chinese civil society. Paper presented at the National Communication Association Annual Convention (Organizational Communication Division), Philadelphia, PE.
- 61 Wu, D., & **Yang, A.** (2016, November). Chinese networks of Ebola public diplomacy in West Africa: An issues management approach. Paper presented at the National Communication Association Annual Convention (Public Relations Division), Philadelphia, PE.
- 60 **Yang, A.,** & Saffer, A. (2016, November). NGOs, network agenda building, and the international refugee crisis: A cross national social network study. Paper presented at the National Communication Association Annual Convention (Public Relations Division), Philadelphia, PE.
- 59 Sommerfeldt, E., **Yang, A.,** & Taylor, M. (2016, August). Public Relations Channel "Repertoires": Exploring Patterns of Channel Use and Their Predictors. Paper presented at AEJMC (Public Relations Division), Minnesota.

- 58 **Yang, A.**, & Liu, W. (2016, June). Cross-Sectoral Hyperlink Network and Issues Management: A Cross-National Study. **Top Faculty Paper Award**. Paper accepted for presentation at the annual conference of International Communication Association, Fukuoka, Japan.
- 57 **Yang, A.**, Uysal, N., & Taylor, M. (2016, June). Shareholders as Social Actors: Pushing an Environmental Responsibility-Issue Agenda through Shareholder Activist Networks. Paper accepted for presentation at the annual conference of International Communication Association, Fukuoka, Japan.
- 56 Saffer, A., **Yang, A.**, & Taylor, M. (2016, June). Multi-Stakeholder Network and Stakeholder Relationship Management: Reconsidering Power in Public Relations Relationships. **Top Faculty Paper Award**. Paper accepted for presentation at the annual conference of International Communication Association, Fukuoka, Japan.
- 55 **Yang, A.**, Wang, R., & Wang, J. (2016, June). Green public diplomacy and global governance: The evolution of the U.S-China climate collaboration network, 2008-2014. Paper accepted for presentation at the annual conference of International Communication Association, Fukuoka, Japan.
- 54 **Yang, A.** & Men, R. L. (2016, June). Political Information Use on Mobile SNS and Political Discussion in China: The Role of WeChat Users' Social Networks. Paper accepted for presentation at the annual conference of International Communication Association, Fukuoka, Japan.
- 53 **Yang, A.**, & Taylor, M. (2016, January). A Strategic Engagement Perspective. International Forum of Public Relations and Advertising. Wellington, New Zealand.
- 52 **Yang, A.**, & Sommerfeldt, E. (2015, November). Embracing political opportunity in issues management: Exploring the impact of opportunity structures on strategic network building. Paper presented at the annual conference of National Communication Association (Public Relations Division), Las Vegas, NE.
- 51 **Yang, A.**, & Bentley, J. (2015, November). A balance theory approach to stakeholder network and apology strategy. Paper presented at the annual conference of National Communication Association (Public Relations Division), Las Vegas, NE.
- 50 Uysal, N., **Yang, A.**, & Taylor, M. (2015, November). **Top Research Paper Award**. How stakeholder salience affects shareholder activism outcomes: An empirical study. Paper presented at the annual conference of National Communication Association (Public Relations Division), Las Vegas, NE.
- 49 **Yang, A.**, Taylor, M., & Liu, W. (2015, August). Public relations role in the global media ecology: Connecting the world as network managers. Paper presented at AEJMC (Public Relations Division), San Francisco, CA.
- 48 **Yang, A.**, Wang, R., & Wang, J. (2015, May). Advancing public diplomacy research: Bringing together political communication and public relations. Paper accepted for presentation at the annual conference of International Communication Association, San Juan, Puerto Rico.
- 47 Huang, J. & **Yang, A.** (2015, May). **Top Research Paper Award**. Understanding Factors Affecting Organizations' Implementation of Dialogic Communication: An Exploratory Study. Paper presented at the annual conference of International Communication

Association, San Juan, Puerto Rico.

- 46 **Yang, A.**, & Mortensen, T. (2015, May). Online marijuana legalization movement: Applying an integrated approach to examine virtual issue framing. Paper accepted for presentation at the annual conference of International Communication Association, San Juan, Puerto Rico.
- 45 **Yang, A.**, Sommerfeldt, E. & Taylor, M. (2015, May). Toward the conceptualization of the engagement process in public relations: Evidence from six nations. Paper accepted for presentation at the annual conference of International Communication Association, San Juan, Puerto Rico.
- 44 **Yang, A.** & Wang, R. (2015, May). The structure and evolution of the international human right regime network: A cross-national and longitudinal study. Paper accepted for presentation at the annual conference of International Communication Association, San Juan, Puerto Rico.
- 43 **Yang, A.** & Cheong, P. H. (2014, November). NGO Incubators: Boundary spanners and the creation and transformation of social capital in Chinese civil society. Paper submitted to the annual conference of National Communication Association (Intercultural and International Communication Division), Chicago, IL.
- 42 **Yang, A.**, & Wong, R. (2014, November). The Value of Freedom of Expression and Information on International Human Rights Protection: A Cross-National Study. Paper submitted to the annual conference of National Communication Association (Intercultural and International Communication Division), Chicago, IL.
- 41 Taylor, M., **Yang, A.**, Saffer, A. (2014, November). Ethical convergence, divergence or evolution? An examination of public relations and journalism codes of ethics. Paper submitted to the annual conference of National Communication Association (Public Relations Division), Chicago, IL.
- 40 **Yang, A.**, & Liu, W. (2014, November). **Top Research Paper Award.** Corporate Environmental Responsibility and Global Online Cross-Sector Alliances Network: A Cross-National Study. Paper accepted by the annual conference of National Communication Association (Business Communication Division), Chicago, IL.
- 39 Sommerfeldt, E., & **Yang, A.** (2014, August). Relationships as strategic issues management: An activist network strategy model. Paper presented at AEJMC (Mass Communication and Society Division), Canada.
- 38 **Yang, A.**, Mortensen, T., & Mortensen, C. (2014, August). Online marijuana legalization movement: Applying an integrated approach to examine virtual issue framing. Paper submitted to AEJMC (Mass Communication and Society Division), Canada.
- 37 **Yang, A.**, & Taylor, M. (2014, June). International Public Relations Codes of Ethics: The Nexus of Global Networks and Local Contexts. Paper submitted to the annual conference of International Communication Association (Public Relations Division), Seattle, WA.
- 36 Taylor, M., & **Yang, A.** (2014, June). Have Global Ethical Values Emerged in Public Relations? Evidence from National and International Professional Associations. Paper submitted to the annual conference of International Communication Association (Global Communication and Social Change Division), Seattle, WA.

- 35 **Yang, A.**, Liu, W., Guth, K., Steves, K., & Wang, R. (2014, February). Social Capital Divide: Exclusion from the environmental coalition network in global civil society. International Network for Social Network Analysis, Sunbelt Conference XXXIV. St. Pete Beach, FL.
- 34 **Yang, A.**, & Taylor, M. (2013, June). The relationship between the professionalization of public relations and societal social capital: Evidence from a cross-national study. Paper presented at the annual conference of International Communication Association (Public Relations Division), London, United Kingdom.
- 33 **Yang, A.**, & Veil, S. (2013, June). Animal rights vs. nationalism: A semantic network analysis of values advocacy in corporate crisis. Paper presented at the annual conference of International Communication Association (Public Relations Division), London, United Kingdom.
- 32 Saffer, A., Taylor, M., & **Yang, A.** (2013, June). Public relations in advocacy: Building online influence and social capital. Paper presented at the annual conference of International Communication Association (Public Relations Division), London, United Kingdom.
- 31 **Yang, A.**, & Taylor, M. (2013, November). A connective approach to public diplomacy: AIDS prevention, international coalitions and governmental issues management. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Washington, D. C.
- 30 **Yang, A.**, & Taylor, M. (2013, November). Mapping the structure of public relations associations' international networks: Global influence on local practices. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Washington, D. C.
- 29 Kent, M., & **Yang, A.** (2013, November). Unlocking the secrets to social media visibility. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Washington, D. C.
- 28 **Yang, A.**, & Taylor, M. (2012, November). **Top Faculty Research Paper Award.** Toward a model of contextualizing organizational relationships: A network ecology framework. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Orlando, Florida.
- 27 Uysal, N., & **Yang, A.** (2012, November). The power of activist networks in the mass self-communication era: A triangulation study of the impact of WikiLeaks on the stock value of Bank of America. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Orlando, Florida.
- 26 **Yang, A.** (2012, November). Crisis communication on the Web: How social media platforms affect the structure of virtual social networks. Paper accepted by the annual conference of National Communication Association (Public Relations Division), Orlando, Florida.
- 25 Jones, J., & **Yang, A.**, Saffer, A., Schroeder, J. (2012, August). #like me plz: Examining influence and social capital within the Knight News Twitter discourse. Paper presented at the annual conference of AEJMC, Chicago, IL.
- 24 **Yang, A.** (2012, May). **Top Student Paper Award.** Public relations practice in the international virtual space: How international NGOs use their web sites for relationship

- building. Paper presented at the annual conference of International Communication Association (Public Relations Division), Phoenix, Arizona.
- 23 **Yang, A.,** & Miller, C. (2012, May). Applying regulatory focus theory to environmental communication: How outcome focus orientation may interact with message-framing. Paper presented at the annual conference of International Communication Association (Communication and Social Cognition Division), Phoenix, Arizona.
  - 22 **Yang, A.** (2011, November). Consequences of Internet use for offline and online social capital: A meta-analysis. Paper presented at the annual conference of National Communication Association (Human Communication and Technology Division), New Orleans, LA.
  - 21 **Yang, A.** (2011, August). The emerging network paradigm in computer-mediated communication: A structure analysis of scholarly collaboration network. Paper accepted for presentation at the annual conference of the Association for Education in Journalism and Mass Communication (Mass Communication & Society Division), St. Louis, MO.
  - 20 **Yang, A.,** Klyueva, A., & Taylor, M. (2011, August). A relational approach to public diplomacy in a multipolar world: Building public relations theory by analyzing the U.S.-Russia-China relationship. Paper presented at the International conference "The Future of U.S.-Chinese Media Communication and Public Diplomacy in a Post-Crisis World", Amherst, MA.
  - 19 **Yang, A.** (2011, May). Incorporating knowledge network theory into online frame-building research. Paper presented at the annual conference of International Communication Association (Communication and Technology Division), Boston, MA.
  - 18 **Yang, A.,** & Self, C. (2011, February). An exercise of political power or religious freedom: An analysis of blog networks of the "ground zero mosque". Paper presented at the annual conference of International Sunbelt Social Network Conference, Tampa, FL.
  - 17 **Yang, A.** (2010, March). Reconceptualizing the relationship between global civil society and states: Toward a communication based world system model. Paper presented at the 2011 AEJMC Midwinter Conference (International Communication Division), Norman, OK.
  - 16 **Yang, A.** (2010, November). Assessing global inequality of media transparency: A cross-national study. Paper presented at the annual conference of National Communication Association (International and Intercultural Communication Division), San Francisco, CA.
  - 15 **Yang, A.,** & Miller, C. (2010, November). Inducing focus through framing: The influence of regulatory fit and environmental risk perceptions on the effectiveness of persuasive messages. Paper presented at the annual conference of National Communication Association (Communication and Social Cognition Division), San Francisco, CA.
  - 14 **Yang, A.,** & Park, N. (2010, November). Determinants of online environmental community members' intention to participate in environmental activities. Paper presented at the annual conference of National Communication Association (Environmental Communication Division), San Francisco, CA.
  - 13 **Yang, A.** (2010, August). The external side of the story: An examination of the effect of hyperlink network structure on the impact level of NGO websites. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication

(Mass Communication & Society Division), Denver, CO.

- 12 **Yang, A.**, & Beard, F. K. (2010, August). Online media tracking and evaluation: A conceptual/instructional model. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Advertising Division), Denver, CO.
- 11 **Yang, A.**, & Taylor, M. (2010, June). Relationship-building by Chinese ENGOS' websites: Education, not activation. Paper presented at the annual conference of International Communication Association (Public Relations Division), Singapore.
- 10 **Yang, A.**, & Veil, S. (2010, June). Issues management and media transparency: Sanlu's media manipulation in China. Paper presented at the annual conference of International Communication Association (Public Relations Division), Singapore.
- 9 **Yang, A.** (2010, March). Modeling global trends of media transparency. Paper presented at the Mid-Winter Association for Education in Journalism and Mass Communication Conference (International and Intercultural Communication Division), Norman, OK.
- 8 **Yang, A.** (2010, March). Mapping Chinese NGOs' hyperlink network structure: An exploratory study. Paper presented at the Mid-Winter Association for Education in Journalism and Mass Communication Conference (Mass Communication Division), Norman, OK.
- 7 **Yang, A.** & Klyueva, A. V. (2009, November). Natural disaster as a catalyst for building civil society: A case study of the Sichuan Earthquake in China. Paper presented at the annual conference of National Communication Association (Association for Chinese Communication Studies), Chicago, IL.
- 6 Klyueva, A. V., & **Yang, A.** (2009, November). Communicating effectively while saving face: Towards an integrated model of media selection in intercultural communication settings. Paper presented at the annual conference of National Communication Association (International and Intercultural Communication Division), Chicago, IL.
- 5 **Yang, A.** (2009, August). Image constructions of new civil actors: Analysis of media coverage of Chinese NGOs before and after a natural disaster. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Mass Communication & Society Division), Boston, MA.
- 4 **Yang, A.** (2009, May). Chinese media in change: A comparison of Chinese media framing of the 2003 SARS crisis and the 2008 Sichuan Earthquake. Paper accepted for presentation at the annual conference of International Communication Association (Global Communication and Social Change Division), Chicago, IL.
- 3 Klyueva, A. V. & **Yang, A.** (2009, May). Media transparency in action: A case study of media coverage of a controversy between ENGOS and a paper company in China. Paper presented at the annual conference of International Communication Association (Global Communication and Social Change Division), Chicago, IL.
- 2 **Yang, A.**, & Klyueva, A. V. (2009, March). The Internet and the empowerment of ENGOS in China: A case study of activism on the Internet. Paper presented at the Mid-Winter Association for Education in Journalism and Mass Communication Conference (International and Intercultural Communication Division), Norman, OK.
- 1 **Yang, A.** (2008, August). Building of a cognitive-sociological model of stereotyping

frames and their effects. Paper presented at the annual conference of Association for Education in Journalism and Mass Communication (Communication Theory and Methodology Division), Chicago, IL.

#### **Regional Conferences (N=5)**

- 5 **Yang, A.** (2012, November). Karaoke singing and Confucian values in East Asian countries. Paper accepted for presentation at the South Central Modern Language Association conference, San Antonio, Texas.
- 4 **Yang, A.** (2011, March). Network paradigm in computer-mediated communication. Paper presented at the 2011 AEJMC Midwinter Conference (Communication Technology Division), Norman, OK.
- 3 **Yang, A.** & Klyueva, A. V. (2009, November). NGOs' activities and the advancement of the environmental protection issue of Kekexili Nature Reserve to Chinese public agenda: A content analysis. Paper presented at the annual conference of Southwest Education Council for Journalism & Mass Communication, Arlington, TE.
- 2 **Yang, A.** (2008, October). Cultural influence, social identity gratification and media use: A study of the karaoke use of the Chinese 90s generation. Paper presented at the annual conference of Southwest Education Council for Journalism & Mass Communication, Las Cruces, NM.
- 1 **Yang, A.** (2008, October). From online discussion to protests in real life: Tension, resistance and online identity discourse of overseas Chinese. Paper presented at the annual conference of Southwest Education Council for Journalism & Mass Communication, Las Cruces, NM.

#### **Manuscripts under Journal Review (N=6)**

- 5 **Yang, A.**, Liu, W., & Wang, R. Discourse of the Cross-Sector Alliances Network in the Global Refugee Crisis: A Global Perspective on Digital CSR Communication Strategies. Revise & Resubmit at *Business Ethics: A European Review*.
- 4 **Yang, A.** Understanding a Networked Social-Mediated Crisis: Big Data Analysis and the Structure and Discourse in the #DeleteUber Twitter Network. *Communication Research*.
- 3 **Yang, A.**, & Wang, R. The structure and evolution of the international human right regime network: A cross-national and longitudinal study. *Communication Gazette*.
- 2 **Yang, A.** Saffer, A., & Li, Y. A Stakeholder Expectational Gaps Theory Approach to Understanding CSR Crises: A Case Study of the #deleteUber Crisis. *Journal of Business Ethics*.
- 1 Sommerfeldt, E., **Yang, A.**, & Taylor, M. Conceptualizing Antecedents of Organizational Engagement Strategies: Evidence from Six Nations. *Public Relations Review*.

#### **Invited Talks & Guest Lectures**

- Spring 2019: "Finding Influencers in Big Data: A social network analysis solution." University of Tennessee.

- Spring 2018: “Issue advocacy and NGOs’ stakeholder networks: Strategic communication for social change.” University of Northwestern.
- Spring 2016: “Chinese environmental NGOs and their social media use.” University of Santa Barbara, US-China Conference on Environmental Issues.
- Spring 2016: “Conceptualizing Strategic Engagement: A Stakeholder Perspective.” International Advertising and Public Relations Forums. Massey University, New Zealand.
- Fall 2013: “A Global Perspective on Public Relations Professionalism: Results from Two Cross-National Studies”, University of Southern California, Annenberg Research Seminars.
- Fall 2011: “Introduction to Network Science,” University of Oklahoma, Ph.D. Seminar.
- Fall 2010: “Invention and Creativity in Graduate School,” University of Oklahoma, Strategic Communication Campaigns.
- Fall 2009: “Sampling Methods,” University of Oklahoma, Public Relations Research.
- Fall 2009: “Public Relations Practices in China and the Implications for American PR Practitioners,” University of Oklahoma, Public Relations Writing.

### **Teaching Experiences**

#### **Courses Taught**

##### University of Southern California

- Fall 2013-Spring 2017: Public Relations Research (Graduate & Undergraduate)
- Spring 2014- Spring 2017: Public Relations Theories
- Fall 2014: Strategic Public Relations: An Introduction

##### University of Dayton

- Summer 2013: International Public Relations
- Spring 2013: Public Relations Campaigns
- Fall 2012- Spring 2013: Public Relations Principles

##### University of Oklahoma

- Fall 2011: Public Relations Campaigns-Senior Capstone
- Fall 2009- Fall 2011: Public Relations Research
- Spring 2010- Fall 2010: Advertising Research
- Fall 2009: Introduction to Mass Communication

### **Service Activities**

#### **Academic Association Leadership Positions**

2018-2019: Chair of Public Relations Division of National Communication Association.

2017-2018: Vice-Chair of Public Relations Division of National Communication Association.

#### **Guest Editor**

- *Public Relations Review* (2019). Special issue on “Embracing the Network Paradigm: New Directions in Public Relations Research”



- *Journal of Public Relations Research* (2018). Special issue on “Online Dialogic Public Relations”.
- *Chinese Journal of Communication* (2017). Special issue on “Chinese Non-Governmental Organizations, Media and Culture: Perspectives, Practices and Challenges”.

### **Journal Editorial Boards**

- *Public Relations Review*
- *Journal of Public Relations Research*

### **Review for Book Publisher**

- *MIT Press*
- *Oxford University Press*
- *Sage Publication.*

### **Reviewer for Academic Journals**

- *Human Communication Research*
- *Communication Monographs*
- *Journal of Computer-Mediated Communication*
- *Journal of Public Relations Research*
- *Management Communication Quarterly*
- *Mass Communication & Society*
- *Science Communication*
- *Studies in Media and Communication*
- *New Media & Society*
- *Public Relations Review*

### **Reviewer for Academic Conferences**

International Communication Association (2010-2018)

National Communication Association (2010-2018)

Divisions:

- Public Relations
- Communication and Technology
- Information Systems
- Global Communication and Social Change Division
- Mass Communication Division

### **Professional Society**

- Consultant for Internews (an International NGO)
- Member of the membership Committee of Page Up
- Member of Advisory Committee of Public Relations Society of China (PRSC)

### **Special Training and Skills**

**2011:** Workshop on Advanced UNINET and Social Network Analysis. Sunbelt XXXI Conference, St. Petes Beach, Florida, USA.

**2011:** Graduate Student and Postdoctoral Fellowships Workshop on Grants Application. University of Oklahoma, Norman, OK, USA.

**2009:** International Teaching Assistant Training. University of Oklahoma, Norman, OK, USA.

**2009:** LINKS Center Summer Workshop on Social Network Analysis. University of Kentucky, Lexington, USA.

**Software:** R, STATA, SAS, SPSS, MATLAB, Ucinet, LexiURL

**Languages:** Chinese and English

### **Professional Experience**

**2006:** Marketing analyst. Yadi Advertising Agency, Beijing.

**2004:** Reporter, *the Yunnan Province Information News*.

### **Professional Memberships**

- International Communication Association
- International Network for Social Network Analysis
- Page Up Society
- National Communication Association
- Association for Education in Journalism and Mass Communication
- Southwest Education Council for Journalism and Mass Communication