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Curriculum Vitae

Academic Background

State University of New York at Buffalo, Ph.D. in Communication; June 1, 2010,

Dissertation: Resource mobilization on social network site

University of Florida, Master of Advertising; August 12, 2006,

Thesis: Effect of involvement on message sidedness

Chung-Ang University, Department of Advertising and PR, Bachelor of Political Science;

February, 19, 1999

Educational Experiences

Fall 2024

1. Sungkyunkwan University: Business Communication
2. Sungkyunkwan University: Marketing Research
3. Yonsei University: International Business Communication
4. Yonsei University: Principles of Marketing
5. Yonsei University: Understanding Digital Media
6. Hanyang University: Capstone Design of Engineering English
7. Hanyang University: English Presentation for Engineers

Spring 2024

1. Kyunghee University MBA: International Business & Trade
2. Sungkyunkwan University: Business Communication

3. Yonsei University: International Business Communication
4. Yonsei University: Principles of Marketing
5. Yonsei University: Understanding Digital Media
6. Hanyang University: Engineering English Reading
7. Hanyang University: English Academic Writing for Engineers

Fall 2023

1. Kyunghee University MBA: 경제학연구
2. Sungkyunkwan University: Business Communication
3. Yonsei University: International Business Communication
4. Yonsei University: Principles of Marketing
5. Yonsei University: Understanding Digital Media
6. Hanyang University: Capstone Design of Engineering English
7. Hanyang University: English Practical Writing for Engineers

Spring 2023

1. Kyunghee University MBA: Global Business Best Practices
2. Sungkyunkwan University: Online Social Marketing
3. Yonsei University: International Business Communication
4. Yonsei University: Principles of Marketing
5. Yonsei University: Understanding Digital Media
6. Hanyang University: English Communication for Engineers
7. Hanyang University: English Academic Writing for Engineers

Fall 2022

1. Kyunghee University MBA: Asian Politics & Business
2. Kyunghee University MBA: International Business & Trade
3. Sungkyunkwan University: International Business Communication
4. Sungkyunkwan University: International Economy Organization
5. Yonsei University: International Business Communication
6. Yonsei University: Principles of Marketing
7. Yonsei University: Understanding Digital Media

Spring 2022

1. Kyunghee University MBA: Management Information System
2. Korea University: International Relations and Negotiation
3. Sungkyunkwan University: Global Market Strategy
4. Yonsei University: Understanding Culture Marketing
5. Yonsei University: Understanding Digital Media
6. Chung-Ang University: Consumer Behavior

Fall 2021

1. Kyunghee University MBA: International Business & Trade
2. Sungkyunkwan University: International Business Communication
3. Yonsei University: Marketing
4. Yonsei University: Understanding Culture Marketing
5. Yonsei University: Understanding Digital Media
6. Chung-Ang University: Marketing Strategy

Spring 2021

1. Korea University: International Relations and Negotiation
2. Sungkyunkwan University: Global Marketing Seminar
3. Yonsei University: Understanding Culture Marketing
4. Yonsei University: Understanding Digital Media
5. Chung-Ang University: Consumer Behavior
6. Chung-Ang University: Effective Communication

Papers

Lim, D. (2018). SNS utilization and online activation. *Journal of Korean Trade Business*, 15(October), 49-63.

Lim, D. (2017). Strategic usage of second generation SNS. *Journal of Korean Trade Business*, 12(October), 1-15.

Lim, D. (2013). Interpersonal variables and theories: Resource mobilization on SNS.
언론문화연구, 20, 98-124.

Lim, D. (2012). Thoughts on a three-sided message effect. *Asian Communication Research*, 9(1), 5-18.

Lim, D. (2011). Effect of priming and message sidedness on relationship maintenance. *Asian Communication Research*, 8(1), 23-44.

Lim, D. (2011). Facebook friends as social capital: How will they respond to the normative request?
언론정보연구, 48(2), 108-141.

Lim, D. (2011). Friendships in Facebook and online mobilization. *사회과학연구논총*, 25, 171-201.