Duli Shi

(Last updated May 24, 2022)
Department of Communication Studies
New Mexico State University
Office #: TBD
Email: TBD

EDUCATION

Ph.D. Communication University of Maryland, Expected Graduation: June 2022
Focus: Public Relations and Strategic Communication
Dissertation: Positively or Negatively Engaging Publics? Communicating Corporate Social Advocacy to Publics with Different Social Identities
Advisor: Elizabeth L. Toth

M.A. Communication University of Maryland, 2019
Focus: Public Relations and Strategic Communication
Advisor: Elizabeth L. Toth

M.S. Business Administration South China University of Technology, 2016
Thesis: From "Profit" to "Morality": The Formation Mechanism of Moral Field－A Multi-Case Analysis of Traditional Culture Embedded Companies
Advisor: Gang Chao

B.S. Human Resource Management Anhui University, 2013
Thesis: A Study of Corporate Social Responsibility in Chinese State-Owned Corporations Based on Stakeholder Theory

ACADEMIC APPOINTMENT

2016–present Instructor of Record & Graduate Assistant
Department of Communication, University of Maryland

RESEARCH INTERESTS

- Public Relations and Strategic Communication; Corporate Social Responsibility; Corporate Social Advocacy; Social Media Engagement; Risk and Crisis Communication; Social Identity Theory

TEACHING INTERESTS

- Strategic Social Media; Green Brand Strategy; Public Relations Campaigns; Strategic Public Relations Communication; Strategic Communication Research Methods; Crisis Communication; Principles of Public Relations

RESEARCH

Refereed Journal Articles

Shi, D. (2022). Firm-serving or public-serving? An analysis of public responses to employee volunteer program communication. Manuscript submitted: *Corporate Communication: An International Journal.* Advanced online publication. https://doi.org/10.1108/CCIJ-05-2021-0061

Islam, K., Edwards, A. L., **Shi, D.**, Lim, J. R., Sheppard, R., Liu, B. F., & Seeger, M. (2022). Crisis communication and learning: U.S. higher education's responses to a global pandemic. *The Learning Organization*. Advanced online publication. https://doi.org/10.1108/TLO-10-2021-0121

Lee, S. Y., Lim, J. R., & **Shi, D**. (Accepted). Visually framing disasters: Humanitarian aid organizations' use of visuals on social media. *Journalism & Mass Communication Quarterly*.

Liu, B. F., Lim, J. R., **Shi, D**., Edwards, A. L., Islam, K., Sheppard, R., & Seeger, M. (2021). Evolving best practices in crisis communication: Examining U.S. higher education's responses to the COVID-19 pandemic. *Journal of International Crisis and Risk, 4*(3), 451–484. https://doi.org/10.30658/jicrcr.4.3.1

Liu, B. F., **Shi, D.**, Lim, J. R., Islam, K., Edwards, A. L., & Seeger, M. (2021). When crises hit home: How U.S. higher education leaders navigate values during uncertain times. *Journal of Business Ethics*. Advance online publication. https://doi.org/10.1007/s10551-021-04820-5

Shi, D. (2020). How do businesses help during natural disasters? A content analysis of corporate disaster aid on Twitter. *International Journal of Strategic Communication, 14*(5), 348–367. https://doi.org/10.1080/1553118X.2020.1835920

Chao, G., & **Shi, D**., Shen, C., & Wang, L. (2015). The influence of corporate social responsibility performance on the reputation restoring process in the new media era. *Chinese Journal of Management*, *12*(11), 1678–1686. http://kns.cnki.net/kcms/detail/detail.aspx?FileName=GLXB201511016&DbName=CJFQ2 (in Chinese)

Chao, G., Shen, C., **Shi, D.**, & Chen, P. (2014). The relationship between social responsibility orientation and sustainable operation based on the balance between obligation and profit: A case study of a restructured hospital. *Journal of Management Case Studies*, *7*(4), 317–325. http://jmcs.dlut.edu.cn/CN/Y2014/V7/I4/317 (in Chinese)

Online Publication

Shi. D. (2022). Stepping into controversial issues: Corporate social advocacy on Facebook and in the online news. *Institute for Public Relations*. https://instituteforpr.org/wp-

content/uploads/2020-Cision-Insights-Research-Paper_Duli-Shi_University-of-Maryland.pdf

Refereed Conference Presentations

Lee, S. Y., **Shi, D.**, Leach, J. D., Lee, S., & Buntain, C. (2021, August). *Global companies' use of social media for CSR communication during the COVID-19 pandemic*. Paper presented at the annual conference of the Association for Education in Journalism and Mass Communication. Virtual conference.

Islam, K., Liu, B. F., **Shi, D**., Lim, J. R., Edwards, A. L., Sheppard, R., & Seeger, M. (2021, May). *Organizational learning during crises: How have U.S. higher education institutions responded to the ongoing COVID-19 pandemic?* Paper presented at the annual conference of the International Communication Association. Virtual conference.

Sheppard, R., Islam, K., Liu, B. F., Edwards, A. L., **Shi, D.**, Lim, J. R., & Seeger, M. (2021, March). *Best practices in crisis communication: Examining U.S. higher education's responses to COVID-19*. Paper presented at the annual International Crisis and Risk Communication Conference. Virtual conference.

Liu, B. F., **Shi, D.**, Islam, K., Lim, J. R., Edwards, A. L., Seeger, M., & Sheppard, R. (2021, March). *Higher education's crisis management: Challenges and initial lessons learned from the COVID-19 pandemic*. Paper presented at the annual International Crisis and Risk Communication Conference. Virtual conference.

Shi, D. (2020, May). *Stepping into controversial social issues: How corporate social advocacy engages diverse publics*. Paper presented at the annual conference of the International Communication Association. Virtual conference.

Shi, D. (2020, March). *How do businesses help during natural disasters? A content analysis of corporate disaster aid on Twitter*. Paper presented at the annual International Crisis & Risk Communication Conference, Orlando, FL.

Lee, S. Y., Lim, J. R., & **Shi, D**. (2020, March). *How do visuals convey distant suffering? A content analysis of the visual strategies on disaster aid organizations' social media*. Paper presented at the annual International Public Relations Research Conference, Orlando, FL.

Page, T. G., Atwell Seate, A., Chatham, A., Lim, J. R., **Shi, D**., Ma, L., & Wang., X. (2019, November). *The power of pre-existing relationships: Situational crisis communication theory and the revised model of reputation repair*. Paper presented at the annual conference of the National Communication Association, Baltimore, MD. (**Public Relations Division, Top Paper Award**)

Shi, D. (2019, May). *How to develop an effective alliance? The role of CSR fit and employee engagement in business–NGO partnership*. Paper presented at the annual conference of the International Communication Association, Washington D.C.

Ma, L., **Shi, D**., & Lim, J.R. (2019, March). *Does fit increase the effectiveness of corporate social responsibility communication? A meta-analytic review*. Paper presented at the annual International Public Relations Research Conference, Orlando, FL.

Shi, D. (2018, March). *Building corporate identity with online CSR communication: A web content analysis of MNCs in China*. Paper presented at the annual International Public Relations Research Conference, Orlando, FL.

Invited Interview

Interviewed by Inside Higher Ed (2020, November), "Communicating Through a Crisis: Research in crisis communications and management suggests college and university leaders might need a different approach to COVID-19 than other crises." By Lilah Burke. https://www.insidehighered.com/news/2020/11/06/communications-research-suggests-leaders-think-about-covid-19-differently-other

HONORS & AWARDS

University of Maryland, United States

2021	Graduate Student Summer Research Fellowship ($5,000)
2020	Cision Insights Fellowship from the Institute for Public Relations and Cision Insights ($5,000) *National-level award that recognizes outstanding graduate students interested in applied communication research.
2020	Outstanding Teaching Award in the Department of Communication
2016–2020	Dean's Fellowship ($25,000)

South China University of Technology, China

2016	Outstanding Publication Award (Second Place)
2013–2014	Outstanding Student Scholarship (First Place)
2013	Outstanding Freshman Scholarship

Anhui University, China

2012	Graduation with Honors
2010–2012	National Endeavor Scholarship
2011	Scholarship on Social Work

RESEARCH PROJECT EXPERIENCES

Graduate Assistant, "How Companies Are Responding to the Coronavirus Pandemic: Their Roles, Strategies, and Effectiveness in Promoting the Public Good." Principle investigator: Dr. Sun Young Lee, The University of Maryland Division of Research: Coronavirus Research Seed Fund Awards, April 2020–October 2020.

Graduate Assistant, "Universities' Coronavirus Crisis Management: Challenges, Opportunities, and Initial Lessons Learned, To Assess How Universities Are Adapting to Online Instruction and Other Challenges." Principle investigator: Dr. Brooke Fisher Liu, The University of Maryland Division of Research: Coronavirus Research Seed Fund Awards, April 2020–October 2020.

Graduate Assistant, "Moral Field: Evolution and Mechanisms of the Ecological Community of the Chinese Traditional Culture Embedded Corporations." Principle investigator: Dr. Gang

Chao, National Natural Science Foundation of China (No.71572060), September 2014–May 2016.

Graduate Assistant, "The Influence of Entrepreneurs' Social Responsibility Orientation on Organizational Performance." Principle investigator: Dr. Gang Chao, Social Science Foundation of the Ministry of Education of China (No. 10YJA630009), September 2014–May 2016.

TEACHING

Courses Taught

Instructor of Record	**Semester**	**Sections**	**Enrollment**
COMM107: Oral Communication: Principles and Practices	Spring 2019	2	37
	Fall 2021	1	19
	Spring 2022	1	19
COMM107–WB11/WB13: Oral Communication: Principles and Practices (online)	Summer 2019	1	16
	Winter 2019	1	14
	Fall 2020	2	38
Teaching Assistant			
COMM400: Research Method in Communication	Fall 2019	3	57
	Spring 2020	3	27
	Spring 2021 (online)	3	59
	Fall 2021	1	20
COMM201: Introduction to Public Relations	Fall 2018	2	35
COMM250: Introduction to Communication Inquiry and Theory	Fall 2017	2	54
	Spring 2018	3	74

Guest Lecture & Panelist

Guest Lecture: "Universities' Response to COVID19" (2020, October). The Higher Education Administration Program, Professor Richard Gatteau, Stony Brook University.

Guest Speaker: "The Importance of Health and Social Support" (2020, October). COMM700: Introduction to Graduate Study in Communication, Professor Anita Atwell Seate, Department of Communication, University of Maryland.

Guest Lecture: "Global Public Relations" (2018, December). COMM201: Introduction to Public Relations, Professor Brooke Fisher Liu, Department of Communication, University of Maryland.

Panelist: "Evaluating Students' Final Projects: Newsletter and Video" (2018, November). COMM332: News Editing for Public Relations, Professor Jaya Koilpillai Bohlmann, Department of Communication, University of Maryland.

Teaching Workshop

Design Sprint (2020, July–August). Completed four workshop sessions on guidelines for online courses. Teaching and Learning Transformation Center, University of Maryland.

Instructor Training to Prepare for Fall 2021 Term (2020, August 16–20). Completed a series of workshops for the use of tools and pedagogical strategies. Division of Information Technology, University of Maryland.

PROFESSIONAL EXPERIENCE

Intern: Cision Insights (2020, July–August)

SERVICE

Service for Academic Associations

2022	Reviewer, EUPRERA Master Thesis Award for Excellence
2022	Reviewer, Public Relations Division, the 72nd Annual International Communication Association (ICA) Conference
2020	Reviewer, Public Relations Division, the 70th Annual International Communication Association (ICA) Conference
2019	Reviewer, Public Relations Division, the 69th Annual International Communication Association (ICA) Conference

Department/University Service

2018–2020	Graduate Admissions Ambassador, Department of Communication, University of Maryland
2018	Mentor for Junior Graduate Student, COMM Peer Mentor Program, Department of Communication, University of Maryland

PROFESSIONAL AFFILIATIONS

2021	Association for Education in Journalism and Mass Communication (AEJMC)
2019–present	International Communication Association (ICA)

DIVERSITY & INCLUSION WORKSHOP

2021	Completed Inclusive Hiring Workshops by the ADVANCE Program and the Office of Diversity and Inclusion at the University of Maryland.