

**Sam James, Ph.D.**  
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## EDUCATION

Ph.D.	Communication Studies The University of Texas at Austin Concentration: Organizational Communication & Technology	2024
M.A.	Communication Studies The University of Alabama Concentration: Organizational & Intercultural Communication	2019
B.A.	Communication Studies The University of Alabama ( <i>summa cum laude</i> ) Minor concentration: Spanish Language & Culture	2018

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## AWARDS

*P.E.O. Doctoral Dissertation Scholar Award* 2023-2024  
Selected by a national committee to receive funding and represent North American women in academia throughout the 2023-2024 academic year while completing my dissertation.  
Award total: \$20,000

*Outstanding Doctoral Student* 2024  
Nominated and selected by a committee of faculty at the University of Texas at Austin department of Communication Studies for commitment to department throughout doctorate.

*Outstanding Assistant Instructor* 2024  
Nominated and selected by a committee of faculty at the University of Texas at Austin department of Communication Studies through student evaluations and teaching feedback.

*Audience Engagement Award & Top 3 Finalist* 2024  
Selected by a panel of judges during the UT Austin Inaugural Empower Your Pitch 3-minute thesis public speaking competition. Finalists to compete against Johns Hopkins university.  
Award total: \$1,000

*Top Four Paper Award in Environmental Communication* 2023  
Paper presented at the National Communication Association annual conference in National Harbor, Maryland. Paper entitled *The Powerpoint Imagination: Visualization and Managerial Vocabularies in Sustainability Reports* coauthored with Shiv Ganesh, Delaney Harness, Mackenzie Schnell, Julius Klingelhoefler and Nitha Palakshappa.

*Fulbright-Hays International Dissertation Research Grant* 2022-2023  
1 of 12 selected nationwide by a presidentially appointed board and the US Department of State to conduct dissertation research in Seoul, South Korea, for the 2022-23 academic year.  
Award total: \$25,000

*Jesse H. Jones Fellowship* 2022-2023  
Selected out of a competitive pool of peers across The University of Texas at Austin based on academic and scholarly accomplishments for a tuition fellowship for the 2022-23 year.  
Award total: \$10,000

*Top Four Paper Award in Organizational Communication* 2022  
Paper presented International Communication Association annual conference in Paris, France. Paper entitled *Generational Shifts: The Emergence of Visibility in Globalization Research* coauthored with Shiv Ganesh and Cynthia Stohl.

*Graduate Dean's Prestigious Fellowship Grant* 2022-2023  
Given in recognition of earning a prestigious grant during my time at The University of Texas at Austin. Designed to supplement living and research costs during the grant year.  
Award total: \$1,000

*Roderick P. Hart Student Achievement Award* 2021-2022  
Awarded for service to department during tenure as chair of the Communication Graduate Student Community while at The University of Texas at Austin.  
Award total: \$1,000

*Marsha Houston Award for Work in Social Justice and Diversity* 2018-2019  
Selected by the faculty of the Department of Communication Studies at the University of Alabama for research focused on social justice and diversity and inclusion initiatives.

*Communication Studies Outstanding Service Award* 2018-2019  
Selected by a graduate faculty committee within the College of Communication at the University of Alabama for work supporting the graduate student body at the department level.

*Outstanding Service by a Graduate Student* 2018-2019  
Selected by a graduate faculty committee within the Department of Communication Studies at the University of Alabama for work developing the graduate student community.

*Outstanding Senior in Communication Studies* 2017-2018  
Selected by the College of Communication & Information Sciences at the University of Alabama for academic rigor and dedication to the program throughout my undergraduate career.

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## PUBLICATIONS

**James, S.** (In Press) *Prideful Actions, Shameful Identities: Hybridity in International K-pop Fan Communities*. In E. Zimmerman and C. Fujimura (Eds.) *Foundations in Cyber-Ethnography: A Cross-Cultural Approach (preprint)*.

**James, S.** (In Press) ““It’s About Showing our Love and Support for our Boys””: The Impact of Platformization on K-pop Fan Cafe Participatory Culture. In T. Hu & F. Wu *Transcultural Media Fandom in the Asia Pacific (preprint)*.

**James, S.** (2024) How to be a Fan: The Contradictory Practices of International K-pop fans in Korea’s Platform Society. *Korean Journal of Communication*.

Ganesh, S., Stohl, C., & **James, S.** (2024) Global Methods in Qualitative Organizational Communication. In B. Brummans, Taylor, B., and Sivunen, A. (Eds.) *The SAGE Handbook of Qualitative Research in Organizational Communication*. Sage.

Ganesh, S., Stohl, C., & **James, S.** (2024). Generational Shifts: The emergence of visibility in globalization research. In V. Miller & S. Poole (Eds.) *Handbook of Organizational Communication*. DeGruyter.

Ganesh, S., Harness, D., Schnell, M., Klingelhofer, J., **James, S.**, Palakshappa, N. (2023). The Powerpoint Imagination: Visualization and Managerial Vocabularies in Sustainability Reports. *Journal of Environmental Planning and Management*.

**James, S.** (2023). What makes a 'Bad' Fan? Dialectics of Pride and Shame in K-pop Fan Organizing. In Xie, M. and Chao, C. C. (Eds.) *Mobile Communication in Asian Society and Culture: Continuity and Changes across Private, Organizational, and Public Spheres*. Routledge.

Ganesh, S., Stohl, C., & **James, S.** (2022). The Blue Marble Effect: Globalization & lenticulation. In Basque, J., Bencherki, N., & Kuhn, T. (Eds.). *Handbook of the Communicative Constitution of Organizations*. Routledge.

**James, S.** (2021). Neo Culture Technology: Affective Fandom and K-pop in America. In Kim, D. K. (Ed.) *Diffusion of Korean Popular Culture in Western Countries*. Seoul: Seoul National University Press.

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## RESEARCH EXPERIENCE

Mistra Environmental Communication grant 2021-2022

*Graduate Researcher*

\$1 Million research grant funded by The Swedish Foundation for Strategic Environmental Research lead by Dr. Shiv Ganesh. Joint grant funded project between UT and SLU Sweden assessing the role of market-based organizations in global and local sustainability practices.

SRC grant on Constructivity in Conflicts over Natural Resource Management 2019-2022

*Graduate Researcher*

Research grant funded by the Swedish Research Council assessing formal and informal dialogue between indigenous and environmentalist groups in India and around the world.

OPTIC Lab for Technology & Communication Research 2020-2022

*Graduate Researcher*

Researcher in grant-funded project lead by Dr. Keri Stephens studying team-based communication in virtual project groups through the University of Texas' Sales Communication course.

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## CONFERENCE PRESENTATIONS & INVITED TALKS

### *Competitive Conference Presentations*

**James, S.** (2024, September). *How TikTok Changed Fandom: K-pop Fancalls as a Case Study of Platformization*. Paper to be presented at the TikTok Cultures in Korea Symposium (Virtual).

**James, S.** & Lee, S. (2024, March) *Colorful Distinctions: Boundary Work, Space, and Fan Identities in K-pop*. Paper presented at the Pop Culture Association Conference in Chicago, Illinois.

**James, S.** (2023, November) "*Respectfully, Pls Ask Someone Else*": *Pride & Shame in International K-Pop Fan Organizing*. Paper presented at the National Communication Association in National Harbor, Maryland.

Ganesh, S., Harness, D., Schnell, M., Klingelhofer, J., **James, S.**, Palakshappa, N. (2023, November). **Top Paper.** *The Powerpoint Imagination: Visualization and Managerial Vocabularies in Sustainability Reports*. Paper presented at the National Communication Association in National Harbor, Maryland.

**James, S.** & Jelinek, J. (2023, October) *The Privacy/Publicity Paradox and Sex Work on OnlyFans*. Paper presented at the Association of Internet Researchers Conference in Philadelphia, Pennsylvania.

**James, S.** (2023, October). *A/Shamed to be a Fan: Collective Organizing & Technology in Global K-pop Fandom*. Paper presented at the Association of Internet Researchers Conference in Philadelphia, Pennsylvania.

**James, S.** (2023, September) “*Did you use the Korean or Global Site?*”: *Performing Platform Boundaries in K-Pop Fandom*. Paper presented at the Global Fusion International Conference in Austin, Texas.

**James, S.** (2023, May) *How to be a Fan: The Platformized Organizing Practices of International K-pop fans in Korea*. Paper presented at the International Communication Association Conference in Toronto, Ontario, Canada. (Virtual).

**James, S., & Jelinek, J.** (2022, November) *Public Indecency: Performances of Active Subjectivity on OnlyFans*. Paper presented at the National Communication Association Conference in New Orleans, Louisiana. (Virtual).

Harris, A., & **James, S.** (2022, November) *Producing Teamwork: Creating a Podcast Episode to Teach Team Communication Skills*. Paper presented at the National Communication Association Conference in New Orleans, Louisiana. (Virtual).

**James, S.** (2022, October) *Organizing Fandom: Communicative Dynamics of Global K-pop Fan Communities*. Paper presented at the Association of Internet Researchers Conference in Dublin, Ireland. (Virtual Conference).

**James, S.** (2022, September) *K-pop going Global: The Organizational Hybridity of Fandoms*. Paper presented at the Fan Studies Network of North America Conference. (Virtual Conference).

Ganesh, S., Stohl, C., & **James, S.** (2022, May) *Top Paper*. Generational Shifts: The Emergence of Visibility in Globalization Research. Paper presented at the International Communication Association (ICA) Conference, Paris, France.

Ganesh, S., Stohl, C., & **James, S.** (2021, November). *The Blue Marble Effect: Globalization, Visibility and Lenticulation*. Paper presented at the National Communication Association (NCA) Conference, Seattle, WA.

**James, S.** (2021, May). *Affective Contradictions: How Technology Influences Relationships in the Gig Economy*. Presented at the International Communication Association 71st Annual Conference, Denver, CO. (Virtual Conference).

**James, S.** (2021, May). *K-pop Digital Activism: Global Fan Organizations as Sites of Oppression & Resistance*. Presented at the International Communication Association 71st Annual Conference, Denver, CO. (Virtual Conference).

**James, S.** (2020, November). *K-pop Fandom in America: An Autoethnographic view*. Paper presented at the National Communication Association (NCA) Conference, Indianapolis, IN.

**James, S.** (2020, November). *An Industry at the Crossroads: Social Media and the Rise of Western K-pop Fandom*. Paper presented at the National Communication Association (NCA) Conference, Indianapolis, IN.

**James, S.** (2019, November) *Fandom Culture: Fan Communities Bridging Diverse Backgrounds Through Technology*. Panel presented during the National Communication Association (NCA) Conference, Baltimore, MD.

**James, S.** (2019, April) “*Agent of Change*”: *The Rhetoric of Position in Locational Memory*. Paper presented at the Southern States Communication Association Conference, Montgomery, AL.

**James, S.** (2019, February). “*You’re a Woman Before a Fan*”: *Exploring Intercultural Identity within Fan Communities*. Poster presented at the Discerning Diverse Voices Symposium, Tuscaloosa, AL.

**James, S.** (2018, October). “*The Best Form of Prostitution*”: *Agency, Identity, and Power in the Relationship Between a Student Athlete and Their Institution*. Poster presented at the Organizational Communication Mini Conference, New Brunswick, NJ.

### ***Pedagogical Presentations & Invited Talks***

**James, S.** (2024, April) *Organizing Fandom: The Communicative Dynamics of Global Hybrid K-pop Fan Culture*. Invited talk at P.E.O. Women’s Association Chapter Meeting in Austin, TX.

**James, S.** (2024, April) *Pride & Shame in Fan Organizing*. Invited guest lecture delivered to Organizational Communication course at the University of Cincinnati, OH.

**James, S.** (2024, April) *Global Culture*. Invited guest lecture delivered to Global Communication honors course at the University of Texas at Austin, TX.

**James, S.** (2023, November) *Expertise in Fandom*. Invited guest lecture delivered to Communicating Expertise course at the University of Texas at Austin, TX.

**James, S.** (2023, April) *Communication & Culture in Fandom*. Invited guest lecture delivered to Communication & Culture course at the University of Texas at Austin, TX. (Virtual).

**James, S.** (2022, November) *Interview Methods & Fan Studies*. Invited guest lecture delivered to Qualitative Communication Methods course at the Korea University in Seoul, South Korea.

**James, S.** (2022, November) *Fan Culture: The Subversive Communication of Global K-pop Fans*. Invited guest lecture delivered to CMS Communication & Culture course at the University of Texas at Austin, TX. (Virtual).

**James, S.** (2022, September) *Organizing Fandom*. Jesse H. Jones Invited lecture delivered to Moody College of Communication at the University of Texas at Austin, TX.

Ganesh, S., Harness, D., Schnell, M., **James, S.**, Klingelhöfer, J. (2022, April). *Complicating Visibility in Global Sustainability Networks*. Panel presented at the Mistra Environmental Communication Programme Meeting, Uppsala, Sweden.

**James, S.** (2022, April) *Gender, Identity, & Fandom*. Invited guest lecture delivered to Gender and Communication course at the University of Texas at Austin, TX.

Stephens, K., **James, S.**, Harris, A., & Robertson, B. (2020, November). *Small Groups in a Big Basic Communication Course: Teaching and measuring collaborative competencies and pedagogical strategies*. Paper presented at the National Communication Association (NCA) Conference, Indianapolis, IN.

### **Media Appearances & Interviews**

KBS. (2023, March) *이상한 나라의 K-POP | 창 409 회* [K-POP in Wonderland | Episode 409]. Interview as a fan scholar aired on as part of a documentary by the Korean Broadcast System. *KBS*. <https://www.youtube.com/watch?v=Pa-3wrqeops>

Kwon, I. (2023, April) (리뷰)오르골 구조물 열리면, 레드벨벳 판타지 세계로 [Red Velvet Concert Review]. Interview as a fan scholar published as part of concert review. *News Tomato*. <http://www.newstomato.com/ReadNews.aspx?no=1183258&inflow=N>

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## **ACADEMIC SERVICE**

### ***Departmental and University-wide Service***

Global Fusion Conference Planning Committee 2023-2024

#### *Graduate Student Assistant*

Organized interdisciplinary program of speakers for well-established conference

Communication Studies Diversity, Equity & Inclusion Committee 2020-2022

*Member, Graduate Student representative*

Founding member of the UT Moody College committee for DE&I

Communication Studies Graduate Community, University of Texas 2019-2022

*Member & President*

Elected as President after organizing graduate student programming for two years

Graduate Communication Assembly, The University of Alabama 2018-2019

*President & Founder*

Reinstated a graduate student organization at the department and college level

The Speaking Studio, The University of Alabama 2016-2019

*Public Speaking Consultant & Facilitator*

Coaching professionals, students, and faculty on public speaking across contexts

### ***Volunteer Work***

North Korean Defector Tutoring Program, Fulbright English Program 2023-2023

*Volunteer Tutor & English Language Instructor*

Developed and taught one-on-one tutoring sessions with adult learners

Spanish Outreach Program, The University of Alabama 2018-2019

*Volunteer & English Language Lead Teacher*

Crafted and lead class of 5-10 high school age students

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## **TEACHING EXPERIENCE**

*Assistant Instructor* 2020-2024

Department of Communication Studies, The University of Texas at Austin

- Communication in Groups and Teams (COM 310K)
  - Lead 4 sections of an upper-level Organizational Communication course
  - Taught teamwork skills through experiential learning techniques
  - Demonstrated effective communication and mentoring through class activities
  - Average student evaluation Overall Instructor rating 4.75
- Professional Communication (COM 306M) *Virtual*
  - Designed course material for two sections of 25 students to learn public speaking
  - Prepared and delivered lectures virtually about an ever-changing topic
  - Mentored students through individual projects with feedback
  - Average student evaluation Overall Instructor rating 4.95

*Graduate Teaching Assistant* 2018-2020

Department of Communication Studies, The University of Texas at Austin

- Building Sales Relationships through Communication (COM 337)
  - Managed communications and grading within a section of 90 students

- Facilitated small group projects within large lecture class
- Moved entire class online for the fall 2020 semester
- Clouds, Crowds, & Community (COM 350)
  - Adapted as class shifted from hybrid design to entirely virtual
  - Aided in teaching Social Network Theory to undergraduate students
  - Tutored students one-on-one in R data analysis software for visualization
- Organizational communication (COM 313)
  - Led synchronous virtual discussions of course material
  - Taught undergraduate students use of Slack and other virtual working technology
  - Disseminated basic understanding of Organizational Communication theory

Department of Communication Studies, The University of Alabama

- Public Speaking (COM 123)
  - Put into practice the basic principles of effective Public Speaking
  - Taught and graded speeches ranging in style and type
  - Five sections of 24+ students each over the course of two semesters

## PROFESSIONAL EXPERIENCE

*Events Coordinator & Guest Specialist*

2021-2022

Tori Gifts & K-pop Store, Austin, Texas

- Events Coordinator
  - Organized in-person and online events for K-pop fans in Austin, TX
- Guest Specialist
  - Built and implemented ongoing digital marketing campaign for K-pop fans in TX
  - Offered expertise on merchandise sold online and in-store during graduate studies

*Co-Founder & Coach*

2019-2022

Cool Beans Coaching, *Remote*

- Co-Founder
  - Provided copywriting for website creation
  - Created and Beta-tested customer journey
  - Manage a team of employees and the hiring process
- Coach
  - Virtually provide one-on-one consulting on a range of presentation skills
  - *SAP Ariba Live in Barcelona, Spain*  
Coached C-Suite level members of the SAP Ariba team during a global event

*Marketing Specialist and Customer Engagement Intern*

2018

CoWork Rambla Catalunya, Barcelona, Spain

- Marketing Specialist
  - Researched and implemented new social media strategy for a global coworking office; increased brand following 5.6x
  - Implemented brand strategy & new business plan for spinoff co-living project with leadership team

- Customer Engagement Intern
  - Managed daily operations for 25+ clients and assisted owner entirely in Spanish
  - Represented the company at public workshops and professional networking conventions

*Operations Intern & Facilitator*

*2017-2019*

Ward Certified Consulting, San Antonio Texas

- Operations Intern
  - Communication as part of a virtual team to complete on-going projects
  - Outgoing content creation for upcoming workshops, client management
- Facilitator
  - *Managing the Multigenerational Workplace*  
Propane Gas Association of New England Annual Meeting, Oct. 2018
  - *Managing the Multigenerational Workplace*  
Eastern Energy Expo, June 2018

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## **ASSOCIATION MEMBERSHIPS**

International Communication Association

National Communication Association

Association for Internet Researchers

Korean American Communication Association

Popular Culture Studies Association

P.E.O. International Association