



Dongjin Lim, Ph. D. (July 3, 1976)

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## Curriculum Vitae

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### Academic Background

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**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

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### Educational Experiences

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#### Spring 2025

1. Sungkyunkwan University: Business Communication
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: Engineering English Reading
7. Hanyang University: English Academic Writing for Engineers

#### 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

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## Papers

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**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.