

Samantha James

Moody College of Communication
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EDUCATION

Ph.D. (Current) Communication Studies
The University of Texas at Austin
Concentration: Organizational Communication & Technology

M.A. (2019) Communication Studies
The University of Alabama
Concentration: Organizational & Intercultural Communication

B.A. (2018) Communication Studies
The University of Alabama (*summa cum laude*)
Minor concentration: Spanish Language & Culture

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

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: \$15,000

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

Moody Graduate Fellowship, University of Texas at Austin (2020-2023)

Funded as an assistant instructor and teaching assistant for four years of graduate study in the Communication Studies department at the University of Texas.

Award total: \$40,000

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 (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 Graduate Student 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.

PUBLICATIONS

Academic Publications

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

Ganesh, S., Stohl, C., & **James, S.** (2022). The Blue Marble Effect: Globalization & lenticulation. In Kuhn, T. & Bencherki, N. (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.

Publications Under Review

James, S. (Under Review) How to be a Fan: The Contradictory Practices of International K-pop fans in Korea's Platform Society. *Communication and the Public* (preprint).

James, S. (Under Review) What makes a 'Bad' Fan? Dialectics of Pride and Shame in K-pop Fan Organizing. In Xie, M. (Ed.) *Social Media in Asian Culture and Society*. Routledge.

James, S. (Under Review) "If I can't celebrate with him, I can at least celebrate him": Logics of K-pop Idol Birthday Cafe Fan Organizing in South Korea. *Transcultural Media Fandom in the Asia Pacific* (preprint).

RESEARCH EXPERIENCE

2021-2022 Mistra Environmental Communication grant

Graduate Researcher

\$1.5 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.

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

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.

2020-2022 OPTIC Lab for Technology & Communication Research

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.

CONFERENCE PRESENTATIONS & INVITED TALKS

Competitive Conference Presentations

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

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

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 CMS 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>

ACADEMIC SERVICE

Departmental and University-wide Service

2020-2022 Department of Communication Studies Diversity, Equity & Inclusion Committee
Member, Graduate Student representative

2019-2022 Communication Studies Graduate Community, The University of Texas
President, 2021-2022
Officer, 2019-2021

2018-2019 Graduate Communication Assembly, The University of Alabama
President

2016-2019 The Speaking Studio, The University of Alabama
Public Speaking Consultant & Facilitator

Volunteer Work

2023-2023 North Korean Defector Tutoring Program, Fulbright English Program
Volunteer Tutor & English Language Instructor

2018-2019 Spanish Outreach Program, The University of Alabama
Volunteer & English Language Lead Teacher

TEACHING & PROFESSIONAL EXPERIENCE

Teaching Experience

Assistant Instructor (2020-2022)

Department of Communication Studies, The University of Texas at Austin

- Communication in Groups and Teams (COM 310K) 2021-2022
 - 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
- Professional Communication (COM 306M) 2020-2021, *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

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

- 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

- 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

ASSOCIATION MEMBERSHIPS

International Communication Association

National Communication Association

Association for Internet Researchers

Korean Studies Association

Popular Culture Studies Association

P.E.O. International Association