

# Yijia (Veronica) Guo

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## **Education**

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**Ph.D. in Communication, University of Oklahoma** 2013–2017

- Organizational Communication: Identity development and negotiation in organizational socialization, conflict management, and leadership
- Intercultural Communication
- **Dissertation:** *Hidden tensions: An exploration of international companies employees' social identities in the U.S. and China*

**M.A. in Communication, West Texas A&M University** 2011–2012

- Intercultural communication
- **Thesis:** *A cultural heritage journey: Cultural identity of Asian Americans and their U.S.-reared children.*

**B.M. in Public Administration, University of Shanghai for Science and Technology, China**  
2006–2010

## **Academic Appointment**

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**Assistant Professor of Clinical Business Communication, University of Southern California**  
2017–Present

**Graduate Teaching Assistant, Department of Communication, University of Oklahoma**  
2014–2017

**Honored visiting instructor, Luoyang Normal University, Henan, China** 2016

**Graduate Teaching Assistant Fellow, Center for Teaching Excellence, University of Oklahoma**  
2015

**Graduate Teaching Assistant, Department of Communication, West Texas A&M University**  
2012

**Course Tutor, Department of Public Administration, University of Shanghai for Science and Technology, China** 2009

## **Class Taught and Developed**

- BUCO 445 Building Oral Communication Experts: Persuasion Tactics
- GSBA 542; DSO 557 Communication in Global Supply Chain Management (Online and On-site)
- BUAD 114 Global Social Impacts: Consulting in Peru
- BUAD 302 Communication Strategies in Business
- COMM 3263 Organizational Communication
- COMM 2113 Business and Professional Communication
- COMM 2003 Communication in Non-Western Culture
- COMM 2713 Communication Theory
- COMM 1113 Principle of Communication
- COMM3341 Persuasion (Online)

## **Publications**

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Guo, Y. (2018). "Let our emotion tell the stories": An exploration of Chinese workgroup's socialization. *Human Relations* 72 (7), 1187-1208  
<https://doi.org/10.1177/0018726718796154>

Guo, Y., & Cionea, I., A. (2017). "Do it this way, not that way:" An exploration of Chinese workplace conflicts. *International Journal of Conflict Management*, 28(2).

Kramer, M., Lee, S., & Guo, Y. (2019). Using communication technology to manage uncertainty during organizational assimilation: Information-seeking and information-giving. *Western Journal of Communication*.

Lee, S., Kramer, M., & Guo, Y. (2019). Social Media Affordances in Entry-level Employees' Socialization: Employee Agency in the Management of their Professional Impressions and Vulnerability during Early Stages of Socialization. *New Technology, Work and Employment*. DOI:10.1111/ntwe.12147

Fairhurst, G. & Guo, Y., J. (**in press**). *The power of framing* (Chinese ed.). Henan: The Elephant Press.

Guo, Y., & Kramer, M. & Lee, S. (*under review*). "We work in international companies": An exploration of social media uses in Chinese employees' organizational socialization. Paper previously presented at the International Association Conference, Fukuoka, Japan.

Guo, Y. (*under review*). Working as a "Golden Collar": An exploration of memorable messages as discourse in Chinese international company employees' socialization.

## **Conference Papers**

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Guo, Y. (2020, May). Managing "Who I Am": An Exploration of Chinese employees' Identity Tensions in Multinational Companies. Paper will be presented at the International Communication Association Conference, Gold Coast, Australia

Guo, Y & Bier, M. L. (2020, March) Leadership framing and promoting the country image: The case of Jack Ma's communication at international business forums. Paper will be

presented at the Association for Business Communication Western Regional Conference, Baja, Mexico Cruise

Guo, Y. (2019, November). Survival in the time of #Commsowhite: Mentoring, networking and building community as Asian/Pacific American Scholars. Panel presented at the National Communication Association Conference, Baltimore, Maryland, U.S.

Kramer, M., Lee, S., & Guo, Y. (2017, November). Using communication technology to manage uncertainty during organizational assimilation: Information-seeking and information-giving. Paper presented at the National Communication Association Conference, Dallas, TX, U.S.

Guo, Y. (2016, November). Working as a “Golden Collar”: An exploration of memorable messages as discourse in Chinese international company employees’ socialization. Paper presented at the National Communication Association Conference, Philadelphia, PA, U.S.

Lee, S., Kramer, M., & Guo, Y. (2016, November). An exploration of social media uses in employees’ organizational socialization. Paper presented at the National Communication Association Conference, Philadelphia, PA, U.S.

Guo, Y. (2016, June). “Let our emotion tell the stories”: An exploration of Chinese workgroup’s socialization. Paper presented as the **Top Student Paper in Organizational Communication Division** at the International Communication Association Conference, Fukuoka, Japan.

Guo, Y. (2016, June). When culture meets work: A preliminary overview of intercultural conflicts in international workplaces. Paper presented at the International Communication Association Conference, Fukuoka, Japan.

Guo, Y., & Cionea, I. A. (2015, November). “Do it this way, not that way”: An exploration of Chinese workplace conflicts. Paper presented at the National Communication Association Conference, Washington, D.C. U.S.

Guo, Y. (2014, November). A cultural heritage journey: The influence of Asian immigrants’ parental styles on their U.S. born children’s cultural identity. Paper presented at the National Communication Association Conference, Chicago, IL, U.S.

Guo, Y., & Mumpower, W. S. (2013, March). Navigating a changing ethnic identity: Influences of leadership on Asian American ethnic identity. Paper presented at the Sooner Communication Conference, Norman, OK, U.S.

## **Research In Progress**

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- Negotiation of positioning: An exploration of female Asian Americans’ leadership framing in the U.S. multinational companies (Proposal)
- A cross-cultural comparison of mobile phone appropriation. Cooperating with Dr. Sunny Lee and Dr. Jun Liu, University of Oklahoma (In draft form)
- An exploration of impacts of perceptual network accuracy on Chinese newcomers’

socialization experience. Cooperating with Dr. Sunny Lee, University of Oklahoma (Data collected)

- An exploration of Chinese workplace conflicts: Stage 2. Cooperating with Dr. Ioana Cionea, University of Oklahoma (Data collected)
- Serial arguments in interpersonal relationships. Cooperating with Dr. Ioana Cionea, University of Oklahoma (Data collected)
- Leading with paradoxical tension knots: An exploration of Asian female leaders' workplace resistance (In date collection).
- "My image as a newbie": An exploration of Chinese working adults' impression management in socialization (In data collection).
- Navigating a changing ethnic identity: Influences of leadership on Asian American's ethnic identity. Cooperating with Dr. Stacie Wilson Mumpower, University of Oklahoma ((In data collection)

### **Awards, Certificates, and Honors**

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- Marshall School of Business Faculty Externship Award (2019) University of Southern California, L.A.
- Marshall School of Business Summer Research Funding Award (2018-2019) University of Southern California, L.A.
- Thought Leadership Initiative Member (2017- present), Marshall, University of Southern California, L.A.
- Honored Faculty Mentor (2018, 2019) LEAP, Los Angeles, CA, U.S.
- TotalSDI certified facilitator (2018-Present). Certified Strength Deployment Inventory trainer.
- Ragan-Kramer-Wieder Dissertation Proposal Award, Department of Communication, University of Oklahoma, 2016-2017
- Top Student Paper in Organizational Communication Division at the International Communication Association Conference, Fukuoka, Japan, 2016
- Sybil B. Harrington FAH Scholarship, West Texas A &M University, 2011-2012
- Shanghai Outstanding Graduates, 2010
- Outstanding Graduates, University of Shanghai for Science and Technology, 2010
- Scholarship of Excellent Study, University of Shanghai for Science and Technology 2008-2009
- Scholarship of Excellent Social Work, University of Shanghai for Science and Technology, 2007-2008

### **Invited Presentations, Coaching, and Talks**

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- Faculty coach for IBEAR EMBA program, University of Southern California, Marshall (2018-present).
- Communication trainer, speaker, and honored mentor (2017-present) by LEAP (Nonprofit), Los Angeles, CA, U.S. Mentored and trained international professionals and

students about strategic communication skills in the workplace

- Corporate communication trainer (2019) on Organizational Culture and Leadership for China Television Corp. L.A. (the only TV copy-right agency in the U.S. that represents CCTV, China). Conducted professional training and assessments for employees to develop strong communication competencies, leadership, and team cohesion
- Faculty for International Summer School at Xi'an International Studies University, Xi'an, China (2019.07). Developed and taught an upper-level communication course for Chinese students.
- Webinar Guest Speaker (2018, 11). Invited by Thorhea Education Group, China. Topic: Business Communication.
- Guest Lecturer. (2017. 12 and 2018. 12)  
Invited by Cultural Diplomacy and Global Communication program, Cattolica University, Rome. Online Lectures  
**Topic:** *Religion, Gender, and Communication in Chinese leadership.*
- Corporate mentor, consultant, and guest speaker (2018. 6-2018.7) for NewCapec Electronics, China  
**Topic:** *Handle Challenging situations: Interpersonal Communication and Leadership Communication*  
Coached more than 300 employees and mid-level managers on interpersonal communication skills and their leadership competencies through multiple customized, interactive training sessions
- Guest professor and speaker (2018.5-2018.6)  
**Topic:** *Interpersonal Communication in Cross-cultural Difference* Invited by
  - Henan University of Economics and Law
  - Henan University
  - University of Shanghai for Science and Technology
- Guest speaker. (2017.10 and 2019. 03) Invited by Water DNA (Nonprofit), Los Angeles, CA, U.S.  
**Topic:** *Communication Skills: Your Power*  
Trained more than 100 professionals and students in STEM areas on effective communication in the workplaces
- Guest speaker with organizational communication scholars Dr. Gail Fairhurst, Dr. Michael Kramer, and Dr. Sunny Lee (2016. 06)  
**Topic:** *"I am talking, I must be communicating": The power of framing.*
  - Invited by Henan University, Kaifeng, Henan, China;
  - University of Finance and Law of Henan, Zhengzhou, Henan, China;
  - Luoyang Normal University, Luoyang, Henan, China

## Academic Service

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### Memberships

- International Communication Association
- National Communication Association
- Chinese Communication Association
- Association for Business Communication
- The National Society of Leadership and Success
- Graduate Teaching Assistant Fellow, University of Oklahoma

### Professional Association Activities

- Teaching Award(s) Development Committee Member (2019-2020), Organizational Communication Division, National Communication Association, U.S.
- Diveristy and Inclusivity Committee Member (2019-2020), Organizational Communication Division, National Communication Association, U.S.
- Membership Committee Member (2019), West Regional Conference, Association for Business Communication, U.S.
- Panel Reviewer: Organizational Communication Division of International Communication Association Annual Conference (2019-2020), Gold Coast, Australia.
- Award Nomination Committee Member (2018-2019), Organizational Division of National Communication Association Annual Conference, Baltimore, Maryland, U.S.
- Panel Chair (2019): Organizational Division of National Communication Association Annual Conference, Baltimore, Maryland, U.S.  
*(Dis)ordered Resistance: Theorizing Protest and Dissent in Organizational Life*
- Reviewer: Organizational Communication Division of National Communication Association Annual Conference (2017-present), U.S.
- Reviewer: International Communication Division of National Communication Association Annual Conference (2015), U.S.
- Panel Chair and reviewer: Organizational Division, Sooner Conference, University of Oklahoma (2014, 2015), U.S.
- Volunteer staff: National Communication Association Annual Conference (NCA) (2014, 2015)

### University and Department Activity

- Presenter (December, 2019), Marshall School of Business, Junior Faculty Research Fair
- Marshall Undergraduate Curriculum Committee Member, USC (2019-2020)
- USC RTPC Faculty Affairs Committee Member, USC (2018-2020)
- Faculty mentor, International MBA Orientation, Class of 2020, University of Southern California, Marshall (2018)
- Faculty coach for IBEAR MBA program, University of Southern California, Marshall (2018, 2019)

- Faculty mentor for First-Year Experience Undergraduate Program, University of Southern California, Marshall (2018-2019; 2019-2020)
- Judge for MBA program Case Competition, Marshall School of Business, University of Southern California (2017-present)
- Conference Committee Chair: National Communication Association (NCA), Communication Graduate Student Association (CGSA), (2014, 2015)
- Session judge: Josh Lee Speech Competition, University of Oklahoma (2014, 2015)
- Teaching assistant mentor: International teaching assistant training, Center for Teaching Excellence (2016)

### **Study Abroad Experience**

- Led the World Bachelor in Business Program in the Global Social Impacts Program to Peru, University of Southern California, Marshall (2018-2020)

### **Other Work Experience**

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#### **Corporate Mentor, Newcapec Electronics 2018-Present**

- Designed corporate training program
- Conducted and led a series of professional communication case training and workshops

#### **Program Coordinator, Triway International Co. Washington, DC 2013**

- Organized and managed international exchange programs for Chinese and the U.S. governmental departments, universities, and educational companies
- Researched and compiled major proposals for new projects

#### **Event Planner, ARAMARK Campus, LLC 2012**

- Directed and facilitated major campus events held by West Texas A&M University

**Office Assistant, Asia & Africa Department Foreign Affairs Office of Henan Province 2010**

- Led and managed international exchange programs for Chinese and the U.S. governmental departments
- Performed as the leading translator for international delegations
- Collaborated with industrial leaders in major events at the international exchange conventions

**District News Editor, Volunteer of 2010 Shanghai World Expo**

**2010**

- Edited daily news for 2010 Shanghai World Expo

**Intern, People's Broadcasting Station of Henan Province, China**

**2007–2008**

- Assisted daily news collecting and editing