

RONEN SHAY, PH.D.

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EDUCATION

Ph.D. in Mass Communication

University of Florida, Gainesville, FL.

August, 2015

- GPA: 3.94
- Supervisor: Dr. Sylvia Chan-Olmsted.
- Dissertation: Media Multitasking, Platform Switching, and Exclusivity: An Examination of Multiplatform Behavior during Video Consumption.
- 2013 Outstanding International Student Award Recipient.

M.A. in New Media

University of Amsterdam, Amsterdam, NL.

August, 2011

- Supervisor: Dr. Sebastian Scholz.
- Thesis: Bridging the Gap: Internet Culture and the Business of Television.

Honors B.A. in Communication, Culture, and Information Technology

University of Toronto, Toronto, ON.

May, 2007

- Second Major: Industrial Relations
- Minor: History

ACADEMIC APPOINTMENTS

Visiting Assistant Professor

Department of Media and Communication

St. John Fisher College, Rochester, NY

August 2015 – present

- Launched “Fisher Research and Media Experience Lab” (FRAME), an undergraduate lab where students and faculty collaborate on primary research for publication and conference presentation.
- Member of Institutional Review Board.
- Created three new classes, including: Web Analytics & Media Research (service-learning), Advanced Research in Media Management, and Media Entrepreneurship.
- Established community partnerships (e.g., Rochester Fringe, CDS Wolf Foundation, Launch Team) to secure real-world data for service-learning initiatives.
- Teach undergraduate level classes in communication and media management majors.
- Lead curriculum redesign for business communication and manage associated adjunct instructors.
- Conduct original scholarly research in comm. tech, advertising, and media management.

PUBLICATIONS

Chan-Olmsted, S. M. & **Shay, R.** (In Press). *Business Models of the U.S. New Media Economy*. Book chapter in Scholz, C., & Wildman, S. (Eds.) *Untitled Media XXI Media Business Models Book*. Portugal: Media XXI.

Chan-Olmsted, S. M. & **Shay, R.** (2016). Understanding Tablet Consumers: Exploring the Factors that Affect Tablet Ownership. *Journalism & Mass Communication Quarterly*, 93(4), 857-883.

Chan-Olmsted, S. M. & **Shay, R.** (2016). The New Digital Media Value Network: Proposing an Interactive Model of Digital Media Value Activities. *Journal of Communication and Emergent Technologies ICONO 14*, 14(2), 46-74.

Shay, R. (2015). Windowed Distribution Strategies for Substitutive Television Content: An Audience-Centric Typology. *The International Journal on Media Management*, 17(3), 175-193.

Shay, R. (2015). *Audience Perspectives on the Perceived Quality of Pure Play Distribution: A Cross-platform Analysis*. Book chapter in Siegert, G., Forster, K., Chan-Olmsted, S., & Ots, M. (Eds.) *Handbook of Media Branding* (pp. 129-142). Switzerland: Springer.

Chan-Olmsted, S. M. & **Shay, R.** (2015). *Media Branding 3.0: From Media Brands to Branded Entertainment and Information*. Book chapter in Siegert, G., Forster, K., Chan-Olmsted, S., & Ots, M. (Eds.) *Handbook of Media Branding* (pp. 11-32). Switzerland: Springer.

Chan-Olmsted, S. M. & **Shay, R.** (2014). The Emerging Mobile Media Market: Exploring the Potential of Tablets for Media Content Consumption. *Palabra Clave*, 17(4), 1213-1240.

MANUSCRIPTS UNDER REVIEW / IN PROGRESS

Zhang, X. & **Shay, R.** (2017). When and How Will We Bounce Back? An Examination of Antecedents to Community Resilience in Disaster Post-Crisis Communication.

- Invited to revise and resubmit to *Journalism and Mass Communication Quarterly*.

Shay, R. & Palomba, A. (2017). First-party Success or First-party Failure? A Case Study on Audience Perceptions of the Nintendo Brand Image.

- Submitted to *Games and Culture*.

ACADEMIC CONFERENCE PRESENTATIONS

*Underlined co-authors designate undergraduate student advisees

Shay, R. (May, 2018). Typological Classification of Online Blackout Strategies: A Case Study on the National Hockey League's Digital Media Platform.

- Upcoming paper presentation at 2018 World Media Economics and Management Conference, Cape Town, South Africa.

Shay, R. (April, 2018). The Credibility Crisis: Leveraging Crisis Communication Theory to Mitigate "Fake News" Accusations.

- Upcoming panel presentation at BEA 2017, Las Vegas, NV.

Shay, R. (November, 2017). How Playing Mario Can Help Your Business Communication.

- TED talk at TEDx SJFC (St. John Fisher College), Rochester, NY.

Shay, R. (October, 2017). The Commodification of Media.

- Panel presentation at United Nations Association of Rochester, 2017 UN Day Conference.

Shay, R. (August, 2017). The Future of Online Sports Content.

- Panel presentation at AEJMC 2017 (Media Management, Economics & Entrepreneurship Division; and Sports Communication Interest Group), Chicago, IL.

Ormond, A., van der Horst, M., Shay, R., Lucas, L. & Cataldo, K. (August, 2017). What's Your Favorite Filter? An Exploratory Analysis of Snapchat Advertising.

- Poster presentation at AEJMC 2017 (Advertising Division), Chicago, IL.

Durmaz, E., Ciardi, J., Shay, R., Sarkis, G. & Cieslica, N. (August, 2017). Just Venmo Me the Money: An Exploratory Analysis of Alternative Banking Adoption.

- Poster presentation at AEJMC 2017 (Communication Technology Division), Chicago, IL.

Shay, R. & Zhang, X. (May, 2017). Mark Yourself as Safe? Exploring the Utility of Facebook's Safety Check Feature.

- Interactive paper session at ICA 2017 (Communication & Technology Division), San Diego, CA.

Zhang, X. & **Shay, R.** (May, 2017). When and How Will We Bounce Back? An Examination of Antecedents to Community Resilience in Disaster Post-Crisis Communication.

- Interactive paper session at ICA 2017 (Public Relations Division), San Diego, CA.

Shay, R. (April, 2017). Balancing the Three Pillars: Teaching Audience Analytics through Software, Theory, and Service-based Learning.

- Teaching presentation at BEA 2017 (Management, Marketing & Programming Division), Las Vegas, NV.

Shay, R. (October, 2016). Media Multitasking, Platform Switching, and Exclusivity: An Examination of Multiplatform Behavior during Video Consumption.

- Paper presentation at Media and the Public Sphere 2016, Athens, GA.

Shay, R. (August, 2015). Netflix versus Hulu: A Comparative Analysis.

- Paper presentation at AEJMC 2015 (Media Management, Economics & Entrepreneurship Division), San Francisco, CA.
- **Award:** 3rd Place Student Research Paper, AEJMC 2015 (MMEC).

Shay, R. & Palomba, A. (August, 2015). First-party Success or First-party Failure? A Case Study on Audience Perceptions of the Nintendo Brand Image.

- Paper presentation at AEJMC 2015 (Media Management, Economics & Entrepreneurship Division), San Francisco, CA.

Shay, R. (April, 2015). Consumer Preferences and Utilities for Video Consumption Attributes: A Conjoint Analysis.

- Paper presentation at BEA 2015 (Management, Marketing & Programming Division), Las Vegas, NV.
- **Award:** 2nd Place Debut Paper (tied), BEA 2015 (MMP).

Palomba, A. & **Shay, R.** (May, 2015). Digital Seasons: How Time of Year May Affect Video Game Playtime.

- Poster presentation at ICA 2015 (Game Studies Interest Group), San Juan, PR.

Shay, R. (August, 2014). Media Multitaskers and Platform Switching: A Typology of Multiplatform Engagement during Video Consumption.

- Paper presentation at the European Media Management Association's 2014 doctoral summer school in Jonkoping, Sweden.

Shay, R. (August, 2014 & March, 2014). Likes, Shares, and Comments: Examining the Relationship between Social Media Metrics and Brand Equity.

- Paper presentation at AEJMC 2014 (Media Management & Economics Division), Montreal, Canada.
- **Award:** 2nd Place Student Research Paper, AEJMC 2014 (MMEC).
- Paper first presented at 2014 AEJMC Southeast Colloquium in Gainesville, FL.

Shay, R. (August, 2014). Factors Affecting Platform Selection between Offline Television and Online Video.

- Paper presentation at AEJMC 2014 (Media Management and Economics Division), Montreal, Canada.

Shay, R. (May, 2014). Factors Affecting Cable Television Churn from 2003-2013: Assessing the Importance of Advanced Cable Television Services.

- Paper presentation at 2014 World Media Economics and Management Conference, Rio de Janeiro, Brazil.

Chan-Olmsted, S. M. & **Shay, R.** (May, 2014). Understanding Tablet Consumers: Exploring the Factors that Affect Tablet Ownership.

- Paper presentation at 2014 World Media Economics and Management Conference, Rio de Janeiro, Brazil.

Shay, R. (February, 2014). Audience Perspectives on the Perceived Quality of Pure Play Distribution: A Cross-platform Analysis.

- Paper presentation at University of Zurich, Evolution of Media Branding Conference, Zurich, Switzerland.

Shay, R. (August, 2013). Windowed Distribution Strategies for Substitutive Television Content: An Audience-Centric Typology.

- Paper presentation at AEJMC 2013 (Media Management and Economics Division), Washington, D.C.
- **Award:** 3rd Place Student Research Paper, AEJMC 2013 (MMEC).

Chan-Olmsted, S. M. & **Shay, R.** (August 2013). Emerging Mobile Media Platform: Exploring Consumer Perception and Use of Tablets for Media Content.

- Poster presentation at AEJMC 2013 (Communication Technology Division), Washington D.C.

TEACHING EXPERIENCE

St. John Fisher College

Department of Media and Communication

- **Advanced Research in Media Management**, Visiting Assistant Professor
Spring 2017; Spring 2018 (scheduled)
- **Business Communication**, Visiting Assistant Professor
Fall 2015 (2 sections); Spring 2016 (2 sections); Fall 2016 (2 sections); Spring 2017 (1 section);
Fall 2017; Spring 2018 (scheduled)
- **Introduction to Advertising**, Visiting Assistant Professor
Fall 2015; Spring 2016; Spring 2017; Fall 2017; Spring 2018 (scheduled)
- **Introduction to Mass Communication**, Visiting Assistant Professor
Fall 2015
- **Media Entrepreneurship**, Visiting Assistant Professor
Fall 2017
- **Media Management & Economics**, Visiting Assistant Professor
Spring 2016; Spring 2017; Spring 2018 (scheduled)
- **Media Research & Web Analytics**, Visiting Assistant Professor
Fall 2016 (2 sections); Fall 2017

University of Florida

College of Journalism and Communications

Department of Telecommunication

- **Telecommunication Planning & Operations**, Instructor of Record
Spring 2015
- **Telecommunication Research**, Instructor of Record
Fall 2014

- **New Media Systems**, Instructor of Record
Spring 2014
- **Brand Management**, Teaching Assistant
Fall 2013 (online)
- **Telecommunication Planning & Operations**, Teaching Assistant
Spring 2013

University of Florida

Warrington College of Business Administration
Center for Management Communication

- **Speaking and Writing in Business**, Teaching Assistant (each TA had their own section to instruct)
Summer 2015 (online)

PROFESSIONAL EXPERIENCE

Research Assistant

University of Florida, Gainesville, FL.

2012-2015

- Conceptualize, design, and execute research studies on media usage by consumers.
- Train study participants on the usage of new hardware and software being tested.
- Provide participant support during study, log all findings, and compose a manuscript of results for publication in scientific journals.
- Present findings to University of Florida representatives and at industry specific conferences on consumer media usage.
- Coordinate technology, schedule, and recruitment of participants for ongoing research studies.

Change Management Specialist

Business Transformation (BT) Project

Rogers Communications Inc. Toronto, ON.

2009-2010

- Execute end-user training, team milestone events, and learning sessions on testing, migration, account relationship model, and operational readiness.
- Responsible for on-boarding new team members and ensuring people readiness for information technology infrastructure changes.
- Assist in the development of the change management plan, and execute the change management activities detailed in the plan.
- Analyze, track, and report on change management activities within the BT project.
- Create efficient event budgets in collaboration with project stakeholders.
- Communicate with BT stakeholders throughout the company.
- BT is the largest information technology project ever attempted by Rogers Communications.

Web Content Coordinator

Rogers Communications Inc. Mississauga, ON.

2007-2009

- Conceptualized, created and launched the first Rogers TV video podcast.
- Provided area hospitals with relevant local news via a web based XML server.
- Create and maintain all web content for rogerstv.com in the Mississauga, Brampton, and Dufferin-Caledon markets.
- Content produced includes: streaming video, podcasts, flash banners, photos, local news articles, online contests, e-newsletters, You Tube channel, and Facebook page.
- Develop and implement web based partnerships with local stakeholders.
- Co-ordinate with On-Air Promotions Producer, and Publicity & Promotions Officer to generate and execute proactive promotional campaigns.
- **Award:** Outstanding Promotional Campaign – Rogers TV, Impression Awards 2008.
- **Award:** Customer First Award – Rogers TV, November 2007.

Publicity and Promotions Officer Assistant

Rogers Communications Inc. Mississauga, ON.

2007

- Develop internal media contact database, templates and event contact lists.
- Write and edit press releases, and other communication materials.
- Assist with the planning, organization, and execution of the Community Cruiser program.

Stage Manager

North by Northeast Music Festival, Toronto, ON.

2004-2008

- Responsible for the planning and production of a three night concert.
- Liaison between performing artists and festival managers.
- Responsible for a crew of five festival volunteers.

Founder / Project Manager

Random Sounds, Toronto, ON.

2001-2005

- Co-founded Random Sounds, a freelance concert production company.
- Plan and produce multi-night concerts for the clients of Random Sounds.
- Coordinate event sponsorship and contra agreements.
- Responsible for internal financial records and developing event budgets.
- Design, launch, and maintain customer facing website.

Company Director

Westcoast Connection Student Travel, Montreal, QC.

Summers 2006 - present

- Direct pre-college enrichment program at McGill University & Boston University for rising high school seniors interested in taking college courses in advance of completing high school.
- Lead 28 day student tours in France, Switzerland, Italy, Canada, and USA.
- Responsible for the safety and well-being of 30 students between the ages of 14-18.
- Coordinate budget, schedule, itinerary, travel, and accommodations for 35 people.

Consultant

Open Roof Festival, Toronto, ON.

Summers 2010-2011

- Provided concert production and event management expertise to client and stakeholders.
- Consulted on site/venue selection, recruitment, scheduling, and overall project management.

SERVICE & VOLUNTEER EXPERIENCE**St. John Fisher College**

Institutional Review Board

March 2017 - present

FRAME Lab (founder)

January 2017 - present

Teagle Grant Committee

November 2015 - present

Scholarship Celebration (presenter)

October 2016

Third Friday Faculty Lecture Series (presenter)

January 2016

University of Florida

Dean's Graduate Student Advisory Council

October 2014 - August 2015

Media Management, Economics & Entrepreneurship Division - AEJMC

Research Co-Chair

August 2017 - present

Communications Chair

August 2015 – 2017

Graduate Student Liaison

August 2014 – 2015

Journal Manuscript Reviewer

Mobile Media & Communication

November 2015

Journalism & Mass Communication Quarterly

August 2015

Conference Submission Reviewer

Media Management, Economics & Entrepreneurship Division – AEJMC (mid-winter) January 2017
Media Industry Studies Interest Group - ICA November 2015, 2016
Advertising Division - AEJMC April 2014

Discussant

Media Management and Economics Division of AEJMC August 2016

Moderator

Media Management and Economics Division of AEJMC August 2016, 2017
12th World Media Economics and Management Conference May 2016

Rochester Media Association

Featured Speaker – Media Analytics Fundamentals October 2016

Peel Children’s Aid Foundation – Mississauga, ON.

Communications Team February 2008- July 2009

AWARDS & HONORS**Top 10 Most Discussed Article**

The International Journal on Media Management 2016

Nominee for Excellence in Teaching Award (faculty are nominated by students)

St. John Fisher College 2016

Third Place Student Research Paper

Media Management and Economics Division, AEJMC 2015

Second Place Debut Paper (tied)

Management, Marketing and Programming Division, BEA 2015

Second Place Student Research Paper

Media Management and Economics Division, AEJMC 2014

Outstanding International Student Award Recipient

College of Journalism and Communications, University of Florida 2013

Third Place Student Research Paper

Media Management and Economics Division, AEJMC 2013

Outstanding Promotional Campaign, Impression Awards

Rogers TV, Rogers Communications 2008

Customer First Award

Rogers TV, Rogers Communications 2007

GRANTS**Spring 2017 Travel Award, St. John Fisher College**

Awarded for presenting web analytics pedagogy at BEA 2017 in Las Vegas, NV. \$862

Fall 2016 Travel Award, St. John Fisher College

Awarded for presenting research at Media and the Public Sphere 2016 in Athens, GA. \$906

Summer 2016 Travel Award, St. John Fisher College Awarded for moderating a research panel at the 12 th WMEMC in New York, NY.	\$579
Doctoral Dissertation Research Fund, University of Florida Awarded for dissertation that demonstrates high standards of significance, and accomplishment.	\$500
College of Journalism and Communications Travel Award, University of Florida Awarded for presenting research at AEJMC 2014 in Montreal, Canada.	\$400
Graduate Student Council Travel Award, University of Florida Awarded for presenting research at 11 th WMEMC in Rio de Janeiro, Brazil.	\$350
College of Journalism and Communications Travel Award, University of Florida Awarded for presenting research at Evolution of Media Branding in Zurich, Switzerland.	\$150
College of Journalism and Communications Travel Award, University of Florida Awarded for presenting research at AEJMC 2013 in Washington, D.C.	\$400

PROFESSIONAL CERTIFICATIONS

Project Management Professional (PMP) Project Management Institute, Newtown Square, PA.	2010
Certificate in Project Management University of British Columbia, Vancouver, BC.	2010
Certificate in Digital Communication Sheridan College, Oakville, ON.	2007

PROFESSIONAL MEMBERSHIPS

Association for Education in Journalism and Mass Communication (AEJMC)
Member & Research Co-Chair for Media Management, Economics & Entrepreneurship Division

Broadcast Education Association (BEA)
Member

Electronic Entertainment Expo (E3)
Recognized Member of the Interactive Entertainment Industry

International Communication Association (ICA)
Member

Project Management Institute (PMI)
Member & Certified Project Management Professional

TECHNICAL SKILLS

- Adobe Creative Cloud/Suite: Photoshop, Illustrator, Flash, Dreamweaver, Premiere Pro
- Apple: Final Cut Pro HD, QuickTime Pro
- Google: Analytics, Drive, Suite
- Hardware: Video Cameras, Digital SLRs, Edit Suites, Microphones
- Internet: WordPress, HTML, XML, podcasting, Facebook, Twitter, YouTube, Snapchat
- Microsoft Office: Word, Excel, PowerPoint, Outlook
- Multivariate Statistics: SPSS, AMOS, Qualtrics