



Dr. Nah Ray Han

Dr. Nah Ray Han, an assistant professor in the Department of Communication, earned her Ph.D. in Mass Communication from the University of Georgia in 2021. Dr. Han worked in South Korea as a senior account executive at an advertising agency for six years, where she gained extensive experience in both B2B and B2C marketing communications.

Dr. Han's research interests are twofold. Firstly, drawing on her background in advertising, she studies consumer behavior and psychology, with a particular focus on anthropomorphism. Secondly, she employs quantitative methods to explore media psychology, particularly in digital media contexts. Dr. Han's work has been published in the *Journal*

of Retailing and Consumer Services and the *Journal of Advertising Education*.

She is deeply grateful and excited for the opportunity to learn from other female leaders at this institution and beyond through this program. Eager to gain insights from these leaders, she is dedicated to using her newfound knowledge to enhance the success of our institution and benefit the students at GCSU.