



Curriculum Vita
Month Year

Instructor: Katharine Hubbard, PhD, MFA | Assistant Professor
Academic Department: History and Liberal Studies Department

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Ferguson Social Sciences
East Texas A&M University
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EDUCATION

Doctor of Philosophy
University of Texas at Austin | 2016

Master of Fine Arts
Academy of Art University | 2012

Bachelor of Science
University of Nebraska at Kearney | 2009

TEACHING EXPERIENCE

2026-present Assistant Professor, East Texas A&M University, Department of Liberal Studies

2023-2026 Assistant Professor, Winthrop University, Department of Mass Communication

2019-2023 Assistant Professor, Sam Houston State University, Department of Mass Communication

2017-2019 Assistant Professor, State University of New York College at Buffalo, Communication Department

Spring 2017	Lecturer, The University of Texas at Austin, Stan Richard School of Advertising and Public Relations
Fall 2015	Assistant Instructor, The University of Texas at Austin, Department of Rhetoric and Writing
2015-2016	Graduate Assistant, The University of Texas at Austin, Stan Richard School of Advertising and Public Relations
2012-2016	Teaching Assistant, The University of Texas at Austin, Stan Richard School of Advertising and Public Relations
2008-2009	Advertising Manager, The University of Nebraska at Kearney, Department of Communication

PUBLICATIONS

1. **Accepted/Waiting publication**—Gravois, R. and **Hubbard, K.** Mutual Benefits and Messy Processes: A Case Study of Collaborative Dynamics in a University-Community Partnership.
2. **Hubbard, K.**, Hyche, D., & Ross, K. (Forthcoming). Beyond Textbooks and Tests: Unleashing Student Potential through Community-Engaged Projects. In *From Both Sides of the Desk*. Elon University Center for Engaged Learning Open Access Book.
3. Liu, J., & **Hubbard, K.** (2026). Use of AI for supporting non-native language speakers in higher education: navigating equity, ethics, and pedagogical practice. *NABE Journal of Research and Practice*, 1–15.
<https://doi.org/10.1080/26390043.2026.2674633>
4. Li, X. A., **Hubbard, K.**, & Hwang, J. (2025). Understanding COVID-19 Booster Information Seeking in a Collectivist Context: The Roles of Social Expectations, Trust in Experts, and Uncertainty. *Frontiers in Public Health*, 13, 1611711.
<https://doi.org/10.3389/fpubh.2025.1611711>
5. **Hubbard, K.**, Gravois, R., Yang, W., Connor, L., Miller, L., & McCauley, J. (2025). Trust in Action: Lessons from Community-Engaged Scholarship Across Three Case Studies. *Journal of Community Engagement and Scholarship*. DOI: 10.54656/jces.v18i1.639
6. **Hubbard, K.** & Kasko, J. (2024). Progress at a Price? The Case of Potential Job Loss. In Peck, L. A., & Reel, G. S. (Eds.), *Media ethics at work: True stories from young professionals*. CQ Press. <https://www.greatriverlearning.com/product-details/2593>
7. Kasko, J. & **Hubbard, K.** (2024). An Artificial Interview: The Case of You Used What as A News Source?!. In Peck, L. A., & Reel, G. S. (Eds.), *Media ethics at work: True stories from young professionals*. CQ Press.
<https://www.greatriverlearning.com/product-details/2593>

8. Brinson, N. H., **Hubbard, K.**, & Berry, D. (2024). The prevalence and portrayal of Asian Americans in advertising: a comparative content analysis over three decades. *International Journal of Advertising*, 1–27.
<https://doi.org/10.1080/02650487.2024.2357457>
9. Li, X. A., Wu, Q. L., **Hubbard, K.**, Hwang, J., & Zhong, L. (2023). Information-seeking behavior for COVID-19 boosters in China: A cross-sectional survey. *Vaccines*, 11(2), 323. <https://doi.org/10.3390/vaccines11020323>
10. **Hubbard, K.** (2020). What Improv Taught Me About Failure: As A Teacher and Academic. *The Scholarly Teacher*. <https://www.scholarlyteacher.com/post/what-improv-taught-me-about-failure-as-a-teacher-and-academic>
11. **Hubbard, K.** (2018). The Academic-Practitioner Gap... Is it as Vast as it Sounds?: Bridging Creatives' Knowledge to Academic Practice. *Journal of Current Issues & Research in Advertising*, 39(3), 272–288.
<https://doi.org/10.1080/10641734.2018.1502103>
12. **Hubbard, K.** (2018). Implicit Theories of Creatives. *American Academy of Advertising. Conference. Proceedings (Online)*, 22–32.
13. Mackert, M., Mabry, A., **Hubbard, K.**, Grahovac, I., & Holleran Steiker, L. (2014). Perceptions of Substance Abuse on College Campuses: Proximity to the Problem, Stigma, and Health Promotion. *Journal of Social Work Practice in the Addictions*, 14(3), 273–285. <https://doi.org/10.1080/1533256X.2014.936247>

RESEARCH GRANTS AND AWARDS

Grants

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| 2024-2025 | A Descriptive Study of Advertising Ephemera in America from the 1850s to the 1950s, Winthrop University, \$4,800 |
| 2022-2023 | Cross Course Collaboration: Making it work for students through project-based learning, Sam Houston State University, \$9,000 |

Awards

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| Fall 2022 | Students won first place in HubSpot's first business simulation competition, Level Up! |
| 2021-2023 | Engaged Learning Fellowship, Sam Houston State University, Course release for four semesters and \$1,000 stipend. |
| June 2019 | PRSA Student Silver Excalibur Award – Student team from COM 418W Campaigns in PR & Advertising won for their plan book for Roswell Park's Comprehensive Cancer Center's Donor Center |
| April 2017 | Best Paper Award: American Academic Research Conference on Global Business, Economics, Finance and Business Management |