

Huan Chen

Associate Professor/Chair at University of Florida

Gainesville, FL, US

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Biography

Huan Chen's research interests include AI and communication, new media and advertising, international and cross-cultural advertising, and social media and health communication. She is an associate professor of advertising in the College of Journalism and Communications.

Industry Expertise

Advertising/Marketing, Social Media

Areas of Expertise

Artificial Intelligence, International and Intercultural Communication, Digital and Mobile Media Communication, Integrated Communication, Strategic Communication, Communication Strategy, Advertising Campaigns, Health Communication, Advertising Research, Brand Relationships, Audience Research, Social Media, Branding, Artificial Intelligence and Communication

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