



March 22 – 25, 2018
Downtown Marriott • New York, New York

AAA 2018 PRE-CONFERENCE

THURSDAY, March 22

Executive Committee Meeting

Capital

Pre-Conference 1 (Separate Registration Required)

8:30 am – 5:30 pm

DIGITAL ADVERTISING & ETHICS: RESEARCH, TEACHING, AND PRACTICE

Chairs:

Saleem Alhabash & Kjerstin Thorson, Michigan State University
Minette (Meme) Drumwright & Kathryn Pounders, University of Texas-Austin

8:00 – 8:45 am Pre-Conference Financial Ballroom Foyer
Registration and Coffee

8:45 – 9:00 am Welcome and Introductions Treasury

Saleem Alhabash, Michigan State University

9:00 – 10:30 am Advertising Ethics: From Theory to Practice
Treasury

Moderator: Esther Thorson, Michigan State University

The News About Fake Advertising: Advertising Ethics in the Digital Landscape
Margaret Duffy, University of Missouri

Key Principles in Avoiding 'Moral Myopia' in Advertising
Patrick Lee Plaisance, Colorado State University

Transparency Builds Trust

Wally Snyder, Institute for Advertising Ethics

Behavioral Ethics and Digital Advertising
Minette (Meme) Drumwright, University of Texas-Austin

Have the Ethics in Advertising Changed?
Erin Schauster, University of Colorado Boulder

10:30 – 10:45 am Coffee Break Financial Ballroom Foyer

10:45 – 2:00 pm Data, Privacy, and the Changing Face of Advertising Treasury

Moderator: Kjerstin Thorson, Michigan State University

Digital Darkness? Ethical Considerations in Digital (as Compared to TV) Political Advertising
Erika Franklin Fowler, Wesleyan University

The Invisibility of Guerilla Marketing in the Digital Era
Michael Serazio, Boston College

The End of Persuasion
Kip Cassino, Borrell Associates

Algorithms and Data Do Not Understand Love
Elizabeth Ross, Periscope

12:15 – 1:00 pm Lunch Bill's Restaurant

1:00 – 2:30 pm From Dislikes to Likes: The Future of Digital Advertising Treasury

Moderator: Hairong Li, Michigan State University

Paying Attention: Ethical Implications for Strategizing Attention
Brittany Duff, University of Illinois at Urbana-Champaign

Bridging the Divide: Policy and Industry Related Ethical Considerations for Native Advertising M
Michael Serazio, Nathaniel Evans, University of Georgia

Ethics of Artificial Intelligence: Lessons from the Front Line
Jason Jercinovic, Havas

Are AR services benefiting consumers or marketers? For a more Ethical Development of AR applications
Stéphanie Gauttier, University of Twente

Unlocking Networks
Marcus Collins, Doner

2:30 – 2:45 pm Coffee Break Financial Ballroom Lobby

2:45 – 4:15 pm Teaching Ethics to Future Advertisers Treasury

Moderator: Minette (Meme) Drumwright, University of Texas, Austin

Not an Oxymoron: Advertising Ethics & Vulnerable Populations for Undergraduates

Elizabeth Taylor Quilliam, Michigan State University

Digital Advertising Ethics Across Cultures & Countries

Carrie La Ferle, Southern Methodist University

Teaching about Malpractice in Advertising: The U.S. Context

Jef I. Richards, Michigan State University

Tips and Resources for Teaching Advertising Ethics in a Digital Environment

Kathryn Pounders, University of Texas-Austin

Sharing Experiences

Open Discussion

4:15 – 4:30 pm Closing Remarks and Future Plans Treasury

Pre-Conference Organizers

Pre-Conference 2 (Separate Registration Required)

8:00 am – 12:15 pm

THE IMPACT OF “NEW RETAILING” ON ADVERTISING EDUCATION AND RESEARCH

Moderator: Don E. Schultz, Northwestern University

8:00 – 8:45 am Pre-Conference Registration and Coffee Financial Ballroom Lobby

9:00 – 10:30 am Session 1 Traders

The Evolving Retail Landscape

Deborah Weinswig, Fung Global Retail & Technology

Amazon and Automation: The Amazing Rise

Martin Block, Northwestern

Advertising in the Age of ‘New Retailing

Hairong Li, Michigan State University

10:30 – 10:45 am Coffee Break Financial Ballroom Lobby

10:45 – 12:15 pm Session 2 Traders

The Problem of Privacy

Steven Keith Platt, The Platt Retail Institute

Town Hall Discussion

Don E. Schultz, Northwestern University

Pre-Conference 3 (Separate Registration Required)

1:00 – 4:30 pm

IMC IN TRANSMEDIA ERA: VOICES FROM INDUSTRY

Location: Publicis Media, 375 Hudson St., New York, NY 10014

12:30 pm Meet in Hotel Lobby. We will share Uber rides to Publicis.

Moderators: Jooyoung Kim, University of Georgia
Lori DePace, Publicis Health, NYC

1:00 – 1:30 pm Welcome

Matt McNally, President/Chief Media Officer, Digitas
Health/Publicis Health

1:30 – 2:00 pm Tour of the agency

2:00 – 3:30 pm Panel presentation and Q&A

Current Views on IMC and Its Future Direction in Digital Age
Loretta Lurie, Senior Vice President/Group Client Director,
MediaVest Spark

Right Mix of Touch Points in Digital Age: Traditional and New
Media
Ryan Moglia, VP of Digital/CRM/Content Strategy,
SapientRazorfish

How the Digital Revolution Changed the Ad Planning Process
Carl Turner, EVP of Strategy, Publicis LifeBrands Medicus

Creative in Digital Era: What Matters
Diana Bosniack, SVP/Global Creative Director, Saatchi &
Saatchi

3:30 – 4:30 pm Post-session interaction with panelists

AAA 2018 CONFERENCE

Celebrating 60 Years (1958-2018)

4:00 – 6:30 pm

Conference Registration

Hotel Lobby

6:00 – 7:00 pm

Opening Reception

Financial Ballroom

Sponsored by: University of Colorado; University of Georgia; University of Texas - Austin

FRIDAY, March 23

7:30 – 8:30 am

First Timers' & Mentors' Breakfast

Financial I

If this is your first AAA Conference, please join us for a complimentary continental breakfast to meet some of your colleagues and learn more about the association.

Sponsored by: University of Florida

8:30 am – 5:00 pm

Exhibits and Registration

Grand Ballroom Foyer

Publications Committee Meeting
(For Committee Members Only)

Capital

8:30 – 10:00 am

Session 1.1:

Information Processing

Salon A

Consumer Responses to Time-Restriction: Role of Construal Level and Advertising Appeal

Hyuksoo Kim, Ball State University

Yunjae Cheong, Hankuk University of Foreign Studies

Kihan Kim, Seoul National University

Understanding the Interplay between Control and Regulatory Focus on Advertising Effectiveness

Naa Amponsah Dodoo, Emerson College

Linwan Wu, University of South Carolina

Effects of Construal Level and Need for Cognition on Consumers' Responses to Temporally Framed Benefits

Seounmi Youn, Emerson College

Hyuksoo Kim, Ball State University

Exploring the Influence of Future Time Perspective on the Effectiveness of Process- and Outcome-Focus Mental Simulation in Advertisements

Linwan Wu, University of South Carolina
Sun-Young Park, University of Massachusetts-Boston
Ilyoung Ju, Bowling Green State University

Moderator: Herbert Jack Rotfeld, Auburn University

**Session 1.2:
WOM and Viral Advertising**

Salon B

A Network Approach to Viral Advertising: The Role of Traditional Influencers, New Influencers and Low-influencers

Itai Himelboim, University of Georgia
Guy Golan, University of South Florida

Brand Feedback's Effects on Purchase Intentions and Word-Of-Mouth Recommendations: Mediating Roles of Justice Perception and Satisfaction

Manu Bhandari, Arkansas State University
Shelly Rodgers, University of Missouri
Viet Nguyen, Arkansas State University

Discourse Analysis of Online Product Reviews in Online Shopping Websites in the Aspect of Digital Consumerism and Culture

Haseon Park, University of North Dakota
Joonghwa Lee, University of North Dakota

Offline Advertising as a Driver of Consumers' Online Brand Engagement on Social Media

Hilde Voorveld, University of Amsterdam
Theo Araujo, University of Amsterdam
Stefan Bernritter, University of Amsterdam
Edwin Rietberg, Dentsu
Rens Vliegthart, University of Amsterdam

Moderator: Shu-Chuan (Kelly) Chu, DePaul University

**Session 1.3:
Gender Issues in Advertising**

Empire

"I Owe My Life to the Kind Individual Who Called the Helpline, Else, I wouldn't Be Here Telling My Story": Exploring the Interplay of Self-Views and Social Distance in Narrative Advertising on Domestic Violence Prevention in India and the United States

Sidharth Muralidharan, Southern Methodist University
Eunjin (Anna) Kim, Southern Methodist University

Gender Differences in Arousal Prime Effects on Humor Advertising

Hye Jin Yoon, Southern Methodist University
Yoon-Joo Lee, Washington State University

Female Power Portrayals in Ads, Underlying Dimensions
Melika Kordrostami, California State University-San Bernardino
Russell Laczniak, Iowa State University

The Role of LGBTQ Images on Brand Resonance: Comparing LGBTQ+ and Non-LGBTQ+ Video Game Consumers
Sindy Chapa, Florida State University
Samantha Sumler, Florida State University

Moderator: Peggy J. Kreshel, University of Georgia

Session 1.4:
Special Topic: Preparing Undergraduate Students for Industry by Enhancing Research and Communication Skills
Salon C

Chair: Patricia Huddleston, Michigan State University

Panelists:

Anna R. McAlister, Endicott College
Elizabeth Quilliam, Michigan State University
Dawn Pysarchik, Michigan State University
Juan Mundel, DePaul University
Ken Walker, Campbell Ewald

10:00 – 10:30 am

Coffee Break **Grand Ballroom Foyer**
Sponsored by: Southern Methodist University

10:00 – 10:30 am

Journal of Advertising Editors' Meeting **Seaport**
Journal of Advertising Editor-in-Chief and Associate Editors only

10:30 – 12:00 pm

Session 2.1:
The Creative Mystique **Salon A**

Creative Thinking: Insights from Advertising Educators and Practitioners

Sabrina Habib, Winthrop University
Thomas Vogel, Emerson College
Jorge Villegas, University of Illinois at Springfield

Five Years and Little Change: Tracking Advertising Creative Women in the United States

Jean Grow, Marquette University
Tao Deng, Michigan State University

The Role of Consumer Insight in Creative Advertising Development: Essential Aid or Cognitive Bias?

John Parker, Macquarie University
Scott Koslow, Macquarie University

Lawrence Ang, Macquarie University
Alex Tevi, Macquarie University

Implicit Theories of Creatives

Katharine Hubbard, State University of New York College at
Buffalo

Moderator: Glenn Griffin, University of Colorado-Boulder

Session 2.2:

Social Media

Salon B

Social Media Advertising Research during 2006-2016: Literature
Review through the Lens of Communication Process Model

Jing Yang, Loyola University Chicago

An Eye-Tracking Study to Examine the Visual Attention of Ads
on Social media

Yongick Jeong, Louisiana State University

Gawon Kim, Louisiana State University

Consumers' Engagement with TV Events: The Iterative
Relationship Between Viewing Ratings and Engagement
Behaviors on Twitter

Ewa Maslowska, University of Amsterdam

Claire Segijn, University of Minnesota-Twin Cities

Theo Araujo, University of Amsterdam

Vijay Viswanathan, Northwestern University

Starring in Your Own Snapchat Advertisement: Influence of Self-
Brand Congruity, Self-Referencing and Perceived Humor on
Brand Attitude and Purchase Intention of Advertised Brands

Joe Phua, University of Georgia

Jihoon (Jay) Kim, University of Georgia

Moderator: Yolanda Cal, Lynn University

Session 2.3:

Cause-Related Advertising

Empire

I'm Stigmatized and I Know it: Stigmatizing Appeals

Effectiveness in Social Marketing

Iulia Nitu, Université Jean Moulin Lyon 3

Jean Moulin, Université Jean Moulin Lyon 3

Sonia Capelli, Université Jean Moulin Lyon 3

The Positive Side of Guilt Appeals: When Effort Enhances
Compliance Toward Negative Induced Emotions in Advertising

Sigal Segev, Florida International University

Juliana Fernandes, University of Miami

Can We Find the Right Balance in Cause-related Marketing?

Analyzing the Boundaries of Balance Theory in Evaluating

Brand-cause Partnerships

Joseph Yun, University of Illinois at Urbana-Champaign

Brittany Duff, University of Illinois at Urbana-Champaign

Patrick Vargas, University of Illinois at Urbana-Champaign

The Effects of Cause Proximity and Message Strategy in Cause-related Marketing Advertising on Attitude toward the Ad: The Mediating Role of Advertising Believability

Taemin Kim, Fayetteville State University

Jih-Syuan (Elaine) Lin, National Chengchi University

Hyejin Kim, University of Minnesota-Twin Cities

Moderator: Kasey Windels, Louisiana State University

Session 2.4:

**Special Topic: Technology Innovation and Advertising:
Implications for Education and Research**

Salon C

Moderators:

Jooyoung Kim, University of Georgia

Sharon Hudson, Advertising Educational Foundation

Panelists:

Barry Wacksman, R/GA

Alison Demos, Ogilvy & Mather

Preeya Vyas, Saatchi & Saatchi

Charles Ray Taylor, Villanova University

Karen King, University of Georgia

Grace Ahn, University of Georgia

12:00 – 2:00 pm

**12:15 pm Academic-Industry Panel & Luncheon Financial
Ballroom**

Will Advertising and Marketing be Replaced by Robots?

Moderators:

Michelle Nelson, AAA President & University of Illinois at
Urbana-Champaign

Gordon McLean, President & CEO, Advertising Educational
Foundation

Panelists:

Tara Deveaux, Chief Marketing Officer, BBDO New York

Brian Fetherstonhaugh, Worldwide Chief Talent Officer, The
Ogilvy Group

Jef I. Richards, J.D., Ph.D., Professor, Department of
Advertising & Public Relations, Michigan State University

2:00 – 3:30 pm

Session 3.1:

Practitioner-Oriented Research

Salon A

Explaining Turnover Intention in Advertising Agencies: The
Roles of Job Satisfaction and Organizational Commitment

Jun Heo, Louisiana State University

A-Reum Jung, Louisiana State University

Achieving Strategic Digital Integration: Views from Experienced
New York City Advertising Agency Professionals

Courtney Carpenter Childers, University of Tennessee

Eric Haley, University of Tennessee

Sally McMillan, University of Tennessee

Advertising Primed: How Professional Identity Affects Moral
Reasoning

Erin Schauster, University of Colorado-Boulder

Patrick Ferrucci, University of Colorado-Boulder

Edson Tandoc, Nanyang Technological University

Tara Walker, University of Colorado-Boulder

The Relationship Between Persuasion Knowledge and
Advertising Investment: What Drives What?

Martin Eisend, European University Viadrina

Farid Tarrahi, European University Viadrina

Moderator: Scott R. Hamula, Ithaca University

Session 3.2:

Big Data Methods in Advertising Research

Salon B

Reactance to Personalization: Understanding the Drivers Behind
the Growth of Ad Blocking

Nancy Howell Brinson, University of Alabama

Matthew S. Eastin, University of Texas- Austin

Two Decades of Scholarly Research in Advertising: Beyond the
Leading Journals

Joe Bob Hester, University of North Carolina at Chapel Hill

You Reap Where You Sow and Trust Is the Key to Successful
Seeding: Computational Research Applying the Trust Scores in
Social Media (TSM) Algorithm

Jisu Huh, University of Minnesota

Hyejin Kim, University of Minnesota

Bhavtosh Rath, University of Minnesota

Xinyu Lu, University of Minnesota

Jaideep Srivastava, University of Minnesota

Mining Influencer Marketing Messages: Investigating Consumer
Responses to Brand- vs. Influencer-Generated Ads

Chen Lou, Nanyang Technological University

Sang-Sang Tan, Nanyang Technological University

Xiaoyu Chen, Nanyang Technological University

Moderator: Valerie Jones, University of Nebraska-Lincoln

Session 3.3:

Augmented and Virtual Reality

Empire

Does Device Matter in VR Advertising? Perception and Memory of Virtual Reality Branded Content

Yanyun Wang, University of Illinois at Urbana-Champaign
Jie Shen, University of Illinois at Urbana-Champaign
Rachel Yang, University of Illinois at Urbana-Champaign
Chen Chen, University of Illinois at Urbana-Champaign
Mike Yao, University of Illinois at Urbana-Champaign
Michelle Nelson, University of Illinois at Urbana-Champaign

Corporate Social Responsibility in Virtual Reality: A Walk in Their Shoes

Kwangho Park, Troy University
Jaejin Lee, Florida State University
Kim Minkil, Troy University
Kim Sanghoon, Florida State University

Using Augmented Reality to Overlay Branded Content on the Face: To What Extent Do Type of Augmentation (Self/Other) and Use Experience (Active/Passive) Affect Brand Responses?

Anne Roos Smink, University of Amsterdam

Enhancing Destination Image through Virtual Tours: The Mediating Role of Spatial Presence

Jihoon (Jay) Kim, University of Georgia

Moderator: Steven Edwards, Southern Methodist University

Session 3.4:

**Special Topic: Creativity, Data, and Artificial Intelligence:
The New Team**

Salon C

Panelists:

Jorge Villegas, University of Illinois at Springfield
Thomas Vogel, Emerson College
Sabrina Habib, Winthrop University
Jeff Williams, University of South Carolina

3:30 – 3:45 pm

Coffee Break

Grand Ballroom Foyer

Sponsored by: Routledge Taylor & Francis Group

3:45 – 5:15 pm

Session 4.1:

Social Media Part Deux

Salon A

A Consumer Socialization Approach to Understanding Advertising Avoidance on Social Media

Federico de Gregorio, University of Akron
Sydney Chinchanchokchai, University of Akron
Karen Lancendorfer, Western Michigan University

A Trip Down Memory Lane: Antecedents and Outcomes of Ad-

Evoked Nostalgia on Facebook
Seounmi Youn, Emerson College

The Effects of Personality Traits and Tailored Messages on
Advertising Avoidance on Social Networking Sites
Naa Amponsah Dodoo, Emerson College
Jing (Taylor) Wen, University of South Carolina

#Authenticity In Ads: Exploring Effects of Perceived Authenticity
of Instagram Models on Aad, Buying Intentions
Heather Shoenberger, University of Oregon
Eunjin (Anna) Kim, Southern Methodist University
Erika Johnson, East Carolina University

Moderator: Sela Sar, University of Illinois at Urbana-
Champaign

Session 4.2:
Brand Placements

Salon B

Examining the Influence of Media Usage on Product Placement
Effectiveness
Kazuhiro Kishiya, Kansai-University

Brand Placement in Fiction: The Role of Stylistic Devices in
Placement Effects on Attitude Towards Familiar and Unfamiliar
Brands
Nathalie Dens, University of Antwerp
Yana Avramova, University of Antwerp
Patrick De Pelsmacker, University of Antwerp

The Impact of Prosocial Advergaming on Consumer Response
Yoon Hi Sung, University of Texas-Austin
Wei-Na Lee, University of Texas-Austin

360-Degree Videos and Immersive Brand Storytelling: The Role
of Perceived Ease-of-Navigation
Yang Feng, San Diego State University

Moderator: Jay Newell, Iowa State University

Session 4.3:
Green Advertising

Empire

Subtle Green Advertising: How Downplaying Product Greenness
Impacts on Performance Evaluations
Aris Theotokis, University of Leeds
Bryan Usrey, University of East Anglia
Charalampos Saridakis, University of Leeds
Dayananda Palihawadana, University of Leeds

So Cute it Hurts!: The Interplay Between Animal Cuteness and
Message Framing in Environmental Advertising
Daniel Pimentel, University of Florida
Sri Kalyanaraman, University of Florida
Shiva Halan, University of Florida

Signaling Sustainability: Approaches to On-pack Advertising and Consumer Responses

Panayiota Alevizou, University of Sheffield
Caroline Oates, University of Sheffield
Seonaidh McDonald, Robert Gordon University
Claudia Henninger, University of Manchester

I Am a Green Consumer “Do a Good” Vs. “I Am Good”: The Interplay Between Pride Appeals and Regulatory-Focused Messages in Green Advertising

Ji Mi Hong, University of Texas-Austin
Rachel Lim, University of Texas-Austin
Lucy Atkinson, University of Texas-Austin

Moderator: John Wirtz, University of Illinois

Session 4.4:

Online Video and Mobile Advertising

Salon C

Forced Exposure to Online Video Ads: The Role of Perceived Control and Desire for Control

Dongwon Choi, University of Georgia
Jooyoung Kim, University of Georgia

Five Seconds to the Ad: How Program-Induced Mood Affects Ad Countdown Effects

Tiffany Venmahavong, Bryant University
Sukki Yoon, Bryant University
Kacy Kim, Elon University
Chan Yoo, Saint Joseph's University

Understanding the Influence of Customization on Brand Evaluation among Consumers with Different Levels of Uncertainty and Uncertainty Avoidance

Linwan Wu, University of South Carolina
Nanlan Zhang, University of South Carolina
Chris Noland, University of South Carolina
Anan Wan, University of South Carolina

Advertising in a Mobile App? The Moderating Role of Brand Attitude and Location

Mototaka Sakashita, Keio University
Khadija Ali Vakeel, Northwestern University
Vijay Viswanathan, Northwestern University

Moderator: Qimei Chen, University of Hawaii-Manoa

4:00 – 5:00 pm

***Journal of Advertising* ERB Meeting**

Seaport

5:15 – 6:15 pm

AAA Members' Meeting

Salon C

6:30 – 7:30 pm

President's Reception **Financial Ballroom**
Sponsored by: University of South Carolina
Sweets by: Creative Circus

SATURDAY, March 24

7:30 – 8:30 am

Past Presidents' Advisory Board **Capital**
Sponsored by: University of Illinois

8:30 am – 1:00 pm

Exhibits & Registration **Grand Ballroom Foyer**

8:30 – 10:00 am

Session 5.1:
Issues Related to Privacy and Regulation **Salon A**

The Legal Status of Commodity Promotion Programs
Ronald Taylor, University of Tennessee

Green Consumers Are More Vulnerable to Greenwashing: The
Role of Green Knowledge and Environmental Consciousness
DongJae (Jay) Lim, University of Georgia
Taeyeon Kim, University of Georgia

Blocking Ads and Deleting Cookies: A Longitudinal Study
Examining Online Privacy Protection Behavior
Sophie Boerman, University of Amsterdam
Sanne Kruijkemeier, University of Amsterdam
Frederik Zuiderveen Borgesius, University of Amsterdam

"Do I Have a Reason to Worry?": Knowledge-based Affective
Elements of Attitude Towards Personalized Marketing
Communication
Joanna Strycharz, University of Amsterdam

Moderator: Jim Pokrywczynski, Marquette University

Session 5.2:
Health Communication **Salon B**

Narratives and Public Service Advertising (PSA) in Cancer
Organizations' Social Media
Shelly Rodgers, University of Missouri
Jon Stemmler, University of Missouri
Maddie Stanze, University of Missouri

Fostering Resistance to Competing Messages: Impact of Narratives and Trait Reactance in Health Public Service Advertising

Yan Huang, Southern Methodist University

Advertising that Comforts: The Effects of Person-centeredness and Motivation to Process in Health Promotion Advertising

Giang Pham, University of Illinois at Urbana-Champaign

John Wirtz, University of Illinois at Urbana-Champaign

Effects of Endorser Type and Testimonials in Direct-to-Consumer Prescription Drug Advertising (DTCA)

Jisu Huh, University of Minnesota

Nilesh Bhutada, Takeda Pharmaceuticals

Brent Rollins, Philadelphia College of Osteopathic Medicine

Matthew Perri, University of Georgia

Moderator: Erin Willis, University of Colorado-Boulder

Session 5.3:

Special Topics: Disclosing Paid Influencers: Self-Regulatory and Industry Perspectives

Salon C

Moderators:

Mariea Hoy, University of Tennessee

Courtney Carpenter Childers, University of Tennessee

Panelists:

Laura Brett, National Advertising Division (NAD)

Dylan Collins, SuperAwesome

Dona Fraser, Children's Advertising Review Unit (CARU)

Amanda Gillentine, Harper's Bazaar USA

Lynne Jansons, Digital Lens

Session 5.4:

Meet the Journal Editors

Empire

Moderator:

Debbie Treise, University of Florida

Editors:

Shintaro Okazaki, Journal of Advertising, King's College London

John Ford, Journal of Advertising Research, Old Dominion University

Terry Daugherty, Journal of Interactive Advertising, University of Akron

Eric Haley, Journal of Current Issues and Research in Advertising, University of Tennessee

Charles R. Taylor, International Journal of Advertising, Villanova University

Don Schultz, Journal of Marketing Communications,

10:00 -11:00 am

Coffee Break

Grand Ballroom Foyer

Sponsored by: DePaul University

Committee Meetings

Awards	Salon A
Communication	Salon B
Finance	Hotel Lobby
International Advertising Education	Salon C
Membership	Ellis
Research	Empire

(All meetings for both incoming and outgoing members)

11:00 – 12:30 pm

Session 6.1:

Special Topics: Consumer Anti-Brand Activism and Advertising Implications **Salon C**

Moderators:

Jisu Huh, University of Minnesota
Joon Soo Lim, Syracuse University

Panelists:

Shreya Mukherjee, Deutsch New York
Candice Hollenbeck, University of Georgia
Jameson Hayes, University of Alabama
Kineta Hung, Hong Kong Baptist University

Session 6.2:

Food and Drugs **Salon B**

How Consumers Process Information in Menu Books: Food Marketing Communications in Food Retail Contexts
Mark Y. Yim, University of Massachusetts-Lowell

Impact of Preceding Anti-Obesity PSAs on Processing of Food Commercials and Desire for High-Calorie Foods
Yongwoog Jeon, University of Texas-Austin

Celebrity Endorsement in OTC Drug Advertising in Japan: The Relationship between Congruency and Perceived Endorser Credibility
Mariko Morimoto, Waseda University

The Intermingling of Narrative and Expository Styles within Direct-to-Consumer Prescription Drug Commercials
Jennifer Ball, Temple University
Janelle Applequist, University of South Florida

Moderator: Yan Huang, Southern Methodist University

Session 6.3:

Media Planning **Salon A**

The Effect of Program-Induced Engagement on Media Multitasking and the Moderating Role of Brand Familiarity

Hyejin Bang, University of Kansas
Karen King, University of Georgia

Double Jeopardy In The Long Tail: Audience Behavior In the
Age of Media Fragmentation

Harsh Taneja, University of Illinois at Urbana-Champaign

Weather and Television Advertising Effectiveness: A Field Study

Felix Weißmüller, Ludwig-Maximilians-Universität München
Sebastian Fetz, Dymatrix Consulting Group

The Positive Effect of Related Tweeting During a Live Television
Show on Advertising Effectiveness

Claire Segijn, University of Minnesota
Theo Araujo, University of Amsterdam
Hilde Voorveld, University of Amsterdam
Edith Smit, University of Amsterdam

Moderator: Laura Bright, Texas Christian University

12:30 pm – 2:00 pm

Awards Lunch

Financial Ballroom

**Best Conference Paper Awards sponsored by Southern Methodist
University**

2:00 – 3:30 pm

Session 7.1:

**Special Topics: The Unintended Consequences of the
Digital Revolution**

Salon C

Moderator: Cynthia Morton, University of Florida

Panelists:

Jon Morris, University of Florida
Jef I. Richards, Michigan State University
Marla Royne Stafford, University of Memphis
Caryl Cooper, University of Alabama

Session 7.2:

Native Advertising

Salon B

Exploring Readers' Evaluations of Native Advertisements in a
Mobile News App

Simone Krouwer, University of Antwerp
Karolien Poels, University of Antwerp
Steve Paulussen, University of Antwerp

Information or Deception? Effects of Disclosure Language and
Prominence on Consumers' Vigilance about Native Advertising
Disclosure

Ilwoo Ju, Saint Louis University
Hyunmin Lee, Saint Louis University

Native Advertising: How Attitude Toward Online News Media and Content Relevance are Linked to the Brand Evaluation and Behavioral Intentions

Rahnuma Ahmed, University of Oklahoma
Doyle Yoon, University of Oklahoma
Nazmul Rony, University of Oklahoma
Seunghyun Kim, University of Oklahoma

Can Advertising Students Recognize an Ad in Editorial's Clothing? Scores from the Stanford "Evaluating Information" Test

Alice Kendrick, Southern Methodist University
Jami Fullerton, Oklahoma State University

Moderator: Guy Golan, University of South Florida

Session 7.3:

Children and Advertising

Salon A

Healthy, Sweet, Brightly Colored, and Full of Vitamins: Affective and Cognitive Persuasive Strategies of Food Placements and Children's Healthy Eating Behavior

Brigitte Naderer, University of Vienna
Joerg Matthes, University of Vienna
Alice Binder, University of Vienna
Mira Mayrhofer, University of Vienna

This Video is Sponsored! An Eye Tracking Study on the Effects of Disclosure Timing on Children's Persuasion Knowledge

Eva A. Van Reijmersdal, University of Amsterdam
Esther Rozendaal, Radboud University
Liselot Hudders, University of Ghent
Verolien Cauberghe, University of Ghent
Zeph van Berlo, University of Amsterdam

Unboxing Parents' Understanding of Sponsored Child Influencer Videos

Mariea Hoy, University of Tennessee
Courtney Carpenter Childers, University of Tennessee
Nathaniel Evans, University of Georgia

Chinese Parents' Mediation of Children's Responses to Advertising

Sangruo Huang, Zhejiang University
Jijin Lu, University of Warwick

Moderator: Michelle Nelson, University of Illinois

3:30 – 7:00 pm: Off Site Event

60th Anniversary Champaign Toast for AAA and MSU
Sponsored by: Michigan State University

3:30: Meet in the 2nd Floor Lobby, Grand Ballroom

One World Observatory **World Trade Center**
Sponsored by: University of Illinois; University of Minnesota

Pick up your ticket at the Champaign Toast before walking to the World Trade Center

SUNDAY, March 25

8:15 – 10:15 am

Morning Coffee

Grand Ballroom Foyer

8:30 – 10:00 am

Session 8.1:

Religion, Morality, and Mortality

Salon A

Iconic and Symbolic Religious Cues in Print Advertising: Impact on Brand Evaluation and Purchase Intention

Ridhi Agarwala, Indian Institute of Management, Calcutta

How do Ultra-Orthodox Shop Online? Advertising and Purchase Behavior among Religious Communities

Sabina Lissitsa, Ariel University

Osnat Roth-Cohen, Ariel University

When and Why Do Consumers Liberate Brand Transgressions?: From the Moral Licensing Perspective

Yuhosua Ryoo, University of Texas-Austin

Jung Hwa Choi, University of Texas-Austin

Virtual Near-Death Experiences: The Impact of Mortality Salience on Brand Preferences

Sun Joo (Grace) Ahn, University of Georgia

Jung Min Hahm, University of Georgia

Moderator: Harsha Gangadharbatla, University of Colorado-Boulder

Session 8.2:

The Power of the Celebrity

Salon B

Do Celebrity Endorsements Benefit for Luxury Branding?

Sun-Young Park, University of Massachusetts Boston

Mark Y. Yim, University of Massachusetts-Lowell

Paul Sauer, Canisius College

When Social Media Influencers Endorse Brands: The Effects of Self-Influencer Congruence, Parasocial Identification, and Perceived Endorser Motives

Yan Shan, California Polytechnic State University

Kuan-Ju Chen, National Central University

Jhieh-Syuan (Elaine) Lin, National Chengchi University

Understanding Social Media Influencer Marketing and Its Influence on Consumer Behavior: A Theoretical Framework and Empirical Evidence

Chen Lou, Nanyang Technological University
Shupeí Yuan, Northern Illinois University

Are the Influencers More Trustworthy than Mainstream Celebrities?: The Mediating Effect of Social Presence with Instagram Influencers on Consumers' Attitude Towards Luxury Brands

Abdulaziz A. Muqaddam, Michigan State University
SeungAe Jin, Oakland University

Moderator: Tom Reichert University of South Carolina

Session 8.3:

Corporate Social Responsibility

Salon C

A Double-Edged Sword? The Role of Corporate Social Responsibility in Corporate Crises: Applications of Assimilation-Contrast Effects and Attribution Theory

Akua Nyarko, University of Illinois at Urbana-Champaign
Chang Dae Ham, University of Illinois at Urbana-Champaign
Joonghwa Lee, University of North Dakota
Soojung Kim, University of North Dakota

Does the Congruence between Motivational Direction and Facial Expression in Ads Impact Fundraising Persuasion?

Ji Mi Hong, University of Texas-Austin
Hyunsang Son, University of Texas-Austin
So Young Lee, University of Texas-Austin
Wei-Na Lee, University of Texas-Austin

The Lonely Samaritan: Social Exclusion Influences on the Effectiveness of Self-Benefit versus Other-Benefit Appeals in Charitable Advertising

Yeonshin Kim, Myongji University
Tae Hyun Baek, University of Kentucky
Sukki Yoon, Bryant University
Seeun Kim, Auburn University
Yung Kyun Choi, Dongguk University

Industry Credibility Matters in CSR Communication: Examining the Interplay of Industry Credibility and CSR Message Type

Rachel Lim, University of Texas-Austin
So Young Lee, University of Texas-Austin

Moderator: Jacqueline Hitchon, University of Illinois

10:15 – 11:45 am

Session 9.1:

Message Effects

Salon A

The Effects of Visual Hyperbole and Hyperbolic Headline:

Examining the Mediating Role of Perceived Humor and
Perceived Deception
Ying Huang, University of West Florida

The Power of Music in Advertisement: Exploring the Moderating
Role of Personality on The Effectiveness of Music-Evoked
Nostalgia
Leila Khoshghadam, Old Dominion University
Melika Kordrostami, Humboldt State University

Emotional Transfer: How Ad Processing and Evaluations are
Affected by Preceding Content
Kristen Lynch, Michigan State University
Tao Deng, Michigan State University
Saleem Alhabash, Michigan State University
JuYoung (Olivia) Lee, Michigan State University
Syed Ali Hussain, Michigan State University
Alexandra Torres, Michigan State University
Emily Clark, Michigan State University

Exploring the Distractor Devaluation Effect for Both External
(Advertisement) and Internal (Mind Wandering) Distractors, and
Other Related Traits
Yilin Ren, University of Illinois at Urbana-Champaign
Kevin Wise, University of Illinois at Urbana-Champaign

Moderator: Soojin Kim, Louisiana State University

Session 9.2:
International and Cross-Cultural Issues **Salon B**

The Interplay Between Brand Globalness and Localness for
Iconic Global and Local Brands
Yu Liu, Florida International University
Wanhui (Sunny) Tsai, University of Miami
Weiting Tao, University of Miami

Why are you Avoiding Me? A Cross-Cultural Comparison of
Advertising Avoidance in social media advertising
Sujin Kim, University of Texas-Austin
Lucy Atkinson, University of Texas-Austin

What to Click: Exploring Clicking Behavior of Students During
Online Shopping from a Cross-Cultural Perspective
Zhao Peng, Michigan State University
Paphajree Vajrapana, Michigan State University
Xueyiting Li, Michigan State University
Anastasia Kononova, Michigan State University

Attracting Foreign Direct Investment: Using Brand Signals to
Overcome Information Asymmetry and Imperfect Information
Rick T. Wilson, Texas State University

Moderator: Dana Alden, University of Hawaii-Manoa

Session 9.3:

Facing Anger Versus Fear: How Individuals Regulate Level of Control in Risk Communication

Jing (Taylor) Wen, University of South Carolina

Jon Morris, University of Florida

The Priming Effects of Sexual Editorial Content on Advertising

Nah Ray Han, University of Georgia

Hojoon Choi, University of Houston

Attention to Political Advertising During High-Salience Political News Events

Esther Thorson, Michigan State University

Samuel M. Tham, Michigan State University

Weiyue Chen, Michigan State University

The Effect of Political Candidate Authenticity and Source Credibility on Voting Behavior in the 2016 U.S. Presidential Election: Message, Media, and Targeting Implications for Advertising Practice

Kristen Cameron, University of Georgia

Joe Phua, University of Georgia

Spencer Tinkham, University of Georgia

Moderator: Harsha Gangadharbatla, University of Colorado-Boulder

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