THURSDAY, July 6

3:15-4:30pm  Conference Registration  9th fl Lounge

4:30 – 6:00pm

Session 1.1: Transformation of Advertising in Japan—Changes in the Industry, Corporate Strategies and Consumer Behavior
Room #903

Chair: Christopher Pokarier, Waseda University
Panelists: Nobuko Kawashima, Doshisha University
Shizue Kishi, Tokyo Keizai University
Hiroshi Tanaka, Chuo University
Tatsuro Sato, Tama Art University

Session 1.2: Leveraging the Olympic and Paralympic Games: Building Brand Equity for All
Room #907

Chair: P. Monica Chien, University of Queensland
Sarah Kelly, University of Queensland
Panelists: Masahiko Sakamaki, Tokyo Organizing Committee of the Olympic and Paralympic Games
Shiro Yamaguchi, University of Marketing and Distribution Sciences
Naoki Motohashi, Mitsubishi UFJ Research & Consulting
T. Bettina Cornwell, University of Oregon

6:30 – 8:00pm

Opening Reception  Rihga Royal Hotel
Sponsored by ASATSU-DK
FRIDAY, July 7

8:30 – 9:45am

**Session 2.1:**
Advertising in the Mobile Context

Conference Room 1

The Role of Socialization Agents in Adolescents’ Responses to App-based Mobile Marketing
   Wonsun Shin, University of Melbourne
   May Lwin, Nanyang Technological University

The Role of Gamification in Enhancing Intrinsic Motivation to Use a Loyalty Program
   Kyongseok Kim, Towson University
   Sun Joo (Grace) Ahn, University of Georgia

Moderator: Alexander Muk, Texas State University

**Session 2.2:**
The Influence of Culture in Advertising

Conference Room 2

The Influence of Cultural Individualism and Collectivism on Motivations Underlying Consumers’ Online Brand-Related Activities
   Ptitporn Kitirattarkarn, University of Amsterdam

The Effect of Culture on Product Evaluations
   Reo Song, California State University, Long Beach

Globalization and "Jahmerican" Food Advertising in Jamaica
   Michelle Nelson, University of Illinois at Urbana-Champaign
   Regina Ahn, University of Illinois at Urbana-Champaign
   Cagla Giray, University of Illinois at Urbana-Champaign
   Gail Ferguson, University of Illinois at Urbana-Champaign

Moderator: Sangruo Huang, Zhejiang University
Session 2.3: CSR Communication and Effects
Conference Room 3

Event Social Responsibility: Positive Outcomes for Marketers and Consumers
Russell Lacey, Xavier University
Minette (Meme) Drumwright, University of Texas
Angeline Close Scheinbaum, University of Texas

The Effects of Incongruence on CSR Advertising
Hyunsang Son, University of Texas at Austin
Soyoung Lee, University of Texas at Austin
Jimi Hong, University of Texas at Austin
Minette (Meme) Drumwright, University of Texas

Doing Right Matters in Doing Good: The Role of CSR Fit on Building Company Credibility and Reputation Through Consumer Attributions
Cen Wang, Florida State University
Jaejin Lee, Florida State University

Moderator: Herb Rotfeld, Auburn University

9:45 – 10:00am

Coffee Break
Main Conference Room
Sponsored by DENTSU INC.

10:00 – 11:15am

Session 2.4: Content Analysis of Ads around the World
Conference Room 1

Gender Representation in Cambodian Television Advertisements
Michael Prieler, Hallym University
Vannak Dom, Hallym University

Do Advertisers Look at Older Consumers? A Content Analysis of Older Adults in Malaysian Television and Print Advertising
Izian Idris, Liverpool University

Images of Foreign Countries in Television Commercials in Asia: A Comparison of Japan, China, Korea, Thailand and Singapore
Piya Pongsapitaksanti, Kyoto Sangyo University

Moderator: Jami Fullerton, Oklahoma State University
Session 2.5:
Social Media for Communication and Commerce
Conference Room 2

We’re Friends, Right? How Using Dialogue on Facebook Effects the Perceptions of Trust and Authenticity by Consumers
   Casey McDonald, University of Florida

The Power of Like: Predicting Corporate Revenue by Using Facebook Activities
   Gunwoo Yoon, University of Miami
   Cong Li, University of Miami
   Yi (Grace) Li, University of Miami
   Jiangmeng Liu, University of Miami
   Cheng Hong, University of Miami
   Michael North, Central Connecticut State University

A Cross-Cultural Study of Applying TAM to Examine Consumers’ Innovativeness in Accepting Brand Pages
   Alexander Muk, Texas State University-San Marcos
   Christina Chung, Ramapo College of New Jersey
   Jonghoon Kim, Incheon National University

Moderator: Eunice Kim, University of Florida

Session 2.6:
Online Consumer Reviews and eWOM
Conference Room 3

“This Reviewer Receives Free Product in Exchange for His/Her Honest Opinions.” How Sponsored Reviews Differ from Organic Reviews
   Su Jung Kim, Iowa State University
   Ewa Maslowska, University of Amsterdam

Driving Positive Spoken and Online Word of Mouth
   Steve Oakes, University of Liverpool
   Helen Oakes, Keele University

Predictors of Electronic Word-of-Mouth Behavior on Social Networking Sites in the United States and Korea: Cultural and Social Relationship Variables
   Kyung Yul Lee, Hanyang University
   Hojoon Choi, University of Houston

Moderator: Wonsun Shin, University of Melbourne

Coffee Break
Main Conference Room
Sponsored by DENTSU INC.
11:30am – 12:30pm

Keynote Session: Dentsu’s Strategies and Challenges in the Changing Landscape of the Japanese Marketing/Advertising Market  
Main Conference Room

Speaker: Mr. Yoshito Maruoka, Head of Dentsu Innovation Institute

12:30 – 1:30pm

Lunch  
Main Conference Room  
*Sponsored by Dentsu Digital Inc.*

1:30 – 2:45pm

Session 2.7:  
Meet the Journal Editors  
Main Conference Room

Moderator: Jisu Huh, University of Minnesota  
Panelists: Shintaro Okazaki, King’s College London (Editor-in-Chief, *Journal of Advertising*)  
Michelle Nelson, University of Illinois (Associate Editor, *International Journal of Advertising*)  
Hairong Li, Michigan State University (Past Editor, *Journal of Interactive Advertising*)  
Gayle Kerr, Queensland University of Technology (Deputy Editor, *Journal of Marketing Communications*)

2:45 – 3:00pm

Coffee Break  
Room #914  
*Sponsored by INTAGE HOLDINGS Inc.*

3:00 – 4:30pm

Session 2.8:  
Advertising Law and Regulations in Asia Pacific: Australia, China, Japan, and South Korea Compared  
Room #902

Chair: Kyu Ho Youm, University of Oregon  
Panelists: Mariko Morimoto, Waseda University  
Yik Chan Chin, Xi’an Jiaotong-Liverpool University  
Minjeong Kim, Hankuk University of Foreign Studies  
Kyu Ho Youm, University of Oregon
Session 2.9: Persuasion Effects of the Message Factors
Room #903

Advertising Feasibility or Desirability Attributes? The Role of Counterfactual Thinking in Persuasion after Negative Consumption Episodes
Kai-Yu Wang, Brock University
Guangzhi Zhao, Loyola University of Maryland

When Two Worlds Collide - The Dark Triad Personality and the Humor in Comedic Violence Ads
Hye Jin Yoon, Southern Methodist University
Hongmin Ahn, West Virginia University

Comparing Typical or Atypical Attributes? The Role of Comparison Valence and Relative Market Share in Comparative Ad Persuasion
Ying-Ching Lin, National Chengchi University
Kai-Yu Wang, Brock University
Wei-Ting Jhang, National Dong Hwa University

Moderator: Patrick Vargas, University of Illinois

Session 2.10: Brand-Consumer Relationship and Consumer Engagement
Room #908

The Dynamic Interrelationship between Brand Actions, Customer Engagement Behaviors and Consumption
Vijay Viswanathan, Northwestern University
Edward Malthouse, Northwestern University
Ewa Maslowska, University of Amsterdam
Steven Hoornaert, Ghent University
Dirk Van den Poel, Ghent University

Consumer’s Willingness to Engage in a Social Media Context: A Brand Preference Analysis in China
Terri Chan, Hong Kong Baptist University

What Features of Brands’ Postings Induce Virality and Consumer Engagement on Facebook?: A Study Using Regression and Computational Analysis Approaches
Taemin Kim, Fayetteville State University
Hyejin Kim, University of Minnesota
Yunhwan Kim, Hankuk University of Foreign Studies
The Impact of Brand Personality Self-Congruity on Brand Engagement and Purchase Intention: The Moderating Role of Self-Esteem in Facebook
   Jin Kyun Lee, Hongik University
   Sara Hansen, University of Wisconsin Oshkosh
   Shu-Yueh Lee, University of Wisconsin Oshkosh

Moderator: Jisu Huh, University of Minnesota

4:30 – 4:45pm

Coffee Break

Room #914
Sponsored by INTAGE HOLDINGS Inc.

4:45 – 6:00pm

Session 2.11:
Advertising Creative
Room #902

Handle With Care: Personalisation Technologies in the Creative Process
   Richie Barker, Deakin University

The Use of Experimental Technologies in Award-Winning Work: A Comparison of Asian versus Western Creative Strategies
   Fei Qiao, Guangdong University of Foreign Studies
   Glenn Griffin, University of Alabama

Advertising Creatives' Knowledge and Use of Theories and Constructs
   Katharine Hubbard, State University of New York, Buffalo

Moderator: Fanny Fong Yee Chan, Hang Seng Management College

Session 2.12:
New Technologies and Advertising Implications
Room #903

   Heejun Lee, Yonsei University
   Chang-Hoan Cho, Yonsei University

The State of Augmented Reality Advertising Around the Globe: A Multi-Cultural Content Analysis
   Yang Feng, San Diego State University
   Barbara Mueller, San Diego State University
The Future is Here: How the Internet of Things is Changing Consumer Journey
      Yuliya Lutchyn, Microsoft Research

Moderator: Su Jung Kim, Iowa State University

Session 2.13:
Practitioners’ and Educators’ Perspectives of Contemporary Advertising and Business  Room #908

Our Fearless Leaders: How Agency Leaders in America Perceive the 21st Century
      Padmini Patwardhan, Winthrop University
      Hemant Patwardhan, Winthrop University

How Marketers View Contemporary Marketing Communication: The MaC Model
      Gerard Prendergast, Hong Kong Baptist University
      Douglas West, King’s College London
      Ka Wai Yip, Nature’s Parlour

Understanding Thai Academics’ Viewpoints on Integrated Marketing Communications
      Papaporn Chaihananchai, Chulalongkorn University
      Saravudh Anantachart, Chulalongkorn University

Moderator: Beth Egan, Syracuse University

6:30 – 8:00pm

Reception Dinner  Rihga Royal Hotel
Sponsored by Japan Academy of Advertising

SATURDAY, July 8

8:30 – 10:00am

Session 3.1:
2017 AAA ThinkubAAtor Series: The Citizen Scholar  Room #901

Chairs: Louise Kelly, Queensland University of Technology
      Gayle Kerr, Queensland University of Technology
      Sheila Sasser, Eastern Michigan University
Panelists: Alice Kendrick, Southern Methodist University
         Jami Fullerton, Oklahoma State University
         Jef Richards, Michigan State University
Session 3.2:  
Advertising for Better and Healthier Society

Room #913

The Role of Matching Mindset and Social Distance in Anti-Texting while Driving Advertising
DongJae (Jay) Lim, University of Georgia  
Jhih-Syuan Lin, University of Georgia  
UnChae Chung, University of Georgia

Exploring the Role of Regulatory Focus and Processing Fluency in the Effectiveness of Narrative versus Non-narrative Advertising: A Study about Sugar Intake in the USA
Kang Li, United International College

The Effectiveness of Guilt and Shame Appeals on Health Communications: The Role of Coping Response, Self-Construal and Personal Cultural Orientation
Nguyen Hoang Sinh, Victoria University of Wellington  
Daniel Laufer, Victoria University of Wellington  
Jayne Krisjanous, Victoria University of Wellington

A Study of Green Advertising in “Nikkei Ecology” Magazine: A Quantitative Content Analysis and Qualitative Semiotic Approach
Yanyan Liu, University of Nagoya

Moderator: Guang-Xin Xie, University of Massachusetts Boston

Session 3.3:  
Media Context Effects

Room #819

When and Where Should I Place My Ad? The Effects of Cognitive Load and Ad-context Congruence on Memory and Persuasion for Advertisements in Blogs
Pei-ju Lee, University of Illinois at Urbana-Champaign

A Meta-Analysis of the Impact of Media Context on Ad Attitudes
Eun Sook Kwon, Rochester Institute of Technology  
Gergely Nyilasy, Melbourne University  
Leonard Reid, University of Georgia  
Karen King, University of Georgia

Ad Evolution: Discovery, Processing and Identification of Native Advertising in Social Media Environments
Lance Porter, Louisiana State University  
Kasey Windels, Louisiana State University  
Rui Wang, Louisiana State University
A Content Analysis of Placement Strategies Employed by Different Product Class
   Fanny Fong Yee Chan, Hang Seng Management College

Moderator: Edith Smit, University of Amsterdam

10:00 – 10:15am

Coffee Break
   Room #904
   Sponsored by Nikkei Advertising Research Institute

10:15 – 11:45am

Session 3.4:
Digital Analytics: Perspectives of Practitioners and Academics
   Room #901

Chair: Hairong Li, Michigan State University
Panelists: Jingtao Ji, Google
         Morikazu Hirose, Tokyo Fuji University
         Tacoa Francisco, Future Architect
         Hairong Li, Michigan State University

Session 3.5:
Consumer Perception and Effects of the Endorser Factor
   Room #913

I Am Ugly, but I Am Tender: The Dominance of Moral Character and Warmth
   Joseph Chang, University of Massachusetts - Dartmouth

Effects of Narrowed Distances on Celebrity-Endorsed Advertisement Attitudes
   Dave Centeno, University of the Philippines
   Jeff Jianfeng Wang, City University of Hong Kong

"My Celebrities" Are Not Like “Others’ Celebrities” College Students’ Perception of In-Group Celebrities and Out-Group Celebrities
   Jung-Sook Lee, Towson University
   Lingling Zhang, Towson University
   Hua Zhang, Towson University

Moderator: Hui Gao, South China University of Technology
11:45am – 1:00pm

Lunch                      Room #904
Sponsored by Hakuhodo Incorporated

1:30 – 7:00pm: Off Site Events

1:30-5:00pm   Edo-Tokyo Museum
(Board the bus at the Okma Kaikan Parking at 1:30pm)

5:00-7:00pm   Buffet Dinner at Shillman Hall
(8th floor, Building # 26, Waseda University)

Sponsored by The Nikkan Kogyo Shimbun

AAA 2017 GLOBAL CONFERENCE ADJOURNS

MARK YOUR CALENDARS NOW!

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