



July 6 – 8, 2017
Waseda University • Tokyo, Japan

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
Sponsored by ASATSU-DK

Rihga Royal Hotel

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
Pitiporn 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
Sponsored by DENTSU INC.

Main Conference Room

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
Hoon Choi, University of Houston

Moderator: Wonsun Shin, University of Melbourne

11:15 – 11:30am

Coffee Break
Sponsored by DENTSU INC.

Main Conference Room

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

Sponsored by INTAGE HOLDINGS Inc.

Room #914

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

Is Augmented Reality Advertising a Cure-all? An Empirical Investigation of the Impact of Innovation Resistance

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 Lutchny, 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 Chaihanchai, 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 ThinkubAAAator 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-Constraint 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
Sponsored by Hakuodo Incorporated

Room #904

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

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