

PRELIMINARY CONFERENCE PROGRAM
AMERICAN ACADEMY OF ADVERTISING
2009 Asia-Pacific Conference
Co-sponsored by China Advertising Association of Commerce and
Communication University of China
Beijing, China
May 27 - 30, 2009

WEDNESDAY, May 27

7:00 PM **Orientation, Registration and Dinner at Capital Hotel for Persons Registering through the American Academy of Advertising**

THURSDAY, March 28

8:30-10:00

Session 1.1: Opening Plenary

Room: Main Auditorium

Speakers: Libin Liu, CAAC Executive Vice President, Publisher of *International Advertising*
Dean Krugman, AAA President, Professor of the University of Georgia
More to Add

10:00-10:30 BREAK

Room: Main Lobby

10:30-12:00

Session 2.1: Media Audiences, Consumption and Effects

Room: Conference Room 1

Moderator: Wei-Na Lee, The University of Texas at Austin, USA

Translator: Jie Zhang, Queensland University of Technology, Australia

Understanding Chinese Media Audiences

Don Schultz, Northwestern University, USA

Martin Block, Northwestern University, USA

Addressable Television - Efficiency and Involvement

James O'Farrell, University of Western Australia, Australia

Lili Qiu, University of Western Australia, Australia

Jamie Murphy, University of Western Australia, Australia

Advertisers and New Media: An Analysis of the Current Status and Trends

Huadong Shao, Communication University of China, China

Media Patterns for Singaporean Teens & Young Adults: Are these Technologically Savvy Consumers Converging?

Carrie La Ferle, Southern Methodist University, USA

Steve Edwards, Southern Methodist University, USA

Session 2.2: Special Topics - Research on Advertising in China: Subjects, Findings, and Trends in the English-Speaking World

Room: Conference Room 2
Moderator: Hong Cheng, Ohio University, USA
Translator: TBA

Panelists: Kara Chan, Hong Kong Baptist University, China
Fengru Li, University of Montana, USA
Fang Liu, University of Western Australia, Australia
Ran Wei, University of South Carolina, USA

Session 2.3: Olympic Sponsorship and Sports Advertising

Room: Conference Room 3
Moderator: Kevin Keenan, The American University in Cairo, Egypt
Translator: Lu Zheng, The University of Alabama, USA

Cultural Values Reflected in Chinese Olympics Advertising

Lu Zheng, The University of Alabama, USA
Joe Phelps, The University of Alabama, USA
Mariea Hoy, The University of Tennessee at Knoxville, USA

Olympics Green Goes On? Content Analysis of Environmental Claims in Chinese and U.S. Advertising

Fei Xue, University of Southern Mississippi, USA
Peiqin Zhou, Nanjing University, China

Assessing Country-of-Origin Effects across Different Cultures: The Impact of the Olympic Games

Juan Gloria Meng, Minnesota State University, Mankato, USA
Vinai Norasakkunkit, Minnesota State University, Mankato, USA
Yang Yuan, China Academy of Building Research, China
Tadashi Suzuki, Kanagawa University, Japan

Marketing Strategy of Non-Olympic Sponsors: An SCP Model

Hongyang Gao, Northeast Normal University, China

12:00-1:30 LUNCHEON

Room: TBA

1:30-3:00

Session 3.1: Brands and Branding

Room: Conference Room 1
Moderator: Charles Wang, University of New Haven, USA
Translator: Yanshu Sun, Hong Kong Baptist University, China

Mainstream and Trends: Brand Research in China

Xiaoyun Hu, Zhejiang University, China

A Study of Brand Building Efforts in the New Era

Jingjing Wang, Zhejiang Wanli University, China

Kia Motors' Branding Strategy and the U.S. Market

Dan Shaver, Jonkoping International Business School, Sweden
Mary Alice Shaver, Jonkoping International Business School, Sweden

Why Do Chinese-Americans Prefer European and Japanese Cars to U.S. Cars?

Guohua Wu, California State University, Fullerton, USA

Negative Emotions, Attribution, and Attitudes toward Boycotting a Foreign Brand in China

Fang Liu, University of Western Australia, Australia

Ali M. Kanso, University of Texas at San Antonio, USA

Wenchao Wang, Henan University of Finance and Economics, China

Xiangdian Li, Guangzhou University, China

Session 3.2: Advertising in the Web 2.0 Age

Room: Conference Room 2

Moderator: Steve Edwards, Southern Methodist University, USA

Translator: Xuan Liang, The University of Wisconsin-Milwaukee, USA

Advertising Communication in the Web 2.0 Environment

Jinhai Zhang, Wuhan University, China

Use of Social Networking Sites among Chinese Young Generations

Shu-Chuan Chu, The University of Texas at Austin, USA

Sejung Marina Choi, The University of Texas at Austin, USA

Antecedents and Consequences of Consumer Participation in Virtual Brand Communities in Social Networks

Yoojung Kim, The University of Texas at Austin, USA

Ohyoon Kwon, The University of Texas at Austin, USA

Jang Ho Moon, The University of Texas at Austin, USA

Yongjun Sung, The University of Texas at Austin, USA

Chinese Users' Third-Person Perception of Online Social Networking and Their Behavioral Intent

Jie Zhang, The University of Texas at Austin, USA

Terry Daugherty, The University of Texas at Austin, USA

Session 3.3: Special Topics - The Integration of IMC: Perspectives from Asia-Pacific

Room: Conference Room 3

Moderator: Charles Patti, University of Denver, USA

Translator: Jiran Hou, University of Georgia, USA

Panelists: Don Schultz, Northwestern University, USA

3:00-3:30 BREAK

Room: Main Lobby

3:30-5:00

Session 4.1: Advertising and Food, Smoking and Health

Room: Conference Room 1

Moderator: Carrie La Ferle, Southern Methodist University, USA

Translator: Chingshan Jiang, Southern Illinois University, Carbondale, USA

A Cross-Cultural Comparison of Effectiveness of Health Campaign with Different Regulatory Focus and Focus and Frames: China and the United States

Ying Kong, Towson University, USA

Fuyuan Shen, Pennsylvania State University, USA

What Makes an Effective Antismoking Ad? A Content Analysis of Antismoking Ads Designed by Chinese Ad

Xiaodong Kuang, Central Washington University, USA

Michelle Nelson, University of Illinois, USA

Food Advertising Appeals as a Mirror of Cultural Dimensions

Lu Zheng, The University of Alabama, USA
Yunjae Cheong, The University of Alabama, USA
Kihan Kim, Middle Tennessee State University, USA

Is Obesity a Personal Responsibility or a Corporate Responsibility?

Jung-Sook Lee, Towson University, USA
Kwangmi Kim, Towson University, USA
Alexandra Vilela, Towson University, USA
Ying Kong, Towson University, USA

Session 4.2: Media, Consumers and Culture

Room: Conference Room 2
Moderator: Gang Chen, Peking University, China
Translator: Vincent Zhang, The University of Georgia, USA

What if the Web Content and the Web Ad are in Two Different Languages? A Code-Switching Effect Test

Cong Li, University of Miami, USA
Sriram Kalyanaraman, University of North Carolina at Chapel Hill, USA

The Impact of Global Media on Global Signs in Ads

Sojung Kim, The University of Texas at Austin, USA
Nam-Hyun Um, The University of Texas at Austin, USA

Urban Consumer Behavior in the New Era: A Study of Mother/Infant Products

Jingjing Duan, Communication University of China, China

An Empirical Research of Corporate Reputation in China

Yang Zhang, University of Science and Technology of China, China
Manfred Schwaiger, Ludwig-Maximilians-University Munich, Germany

Session 4.3: Nations as Brands

Room: Conference Room 3
Moderator: Fengru Li, University of Montana, USA
Translator: Jingchao Yang, The University of Western Australia

Perceptual Changes in Brand USA: Causal Factors

Neal M. Burns, The University of Texas at Austin, USA
Jef Richards, The University of Texas at Austin, USA
Sounthaly Outhavong, The University of Texas at Austin, USA

Cultural Factors Influencing Country Images: The Case of American Attitudes toward South Korea

Chang Dae Ham, University of Missouri, USA
Chang-Hoan Cho, Yonsei University, Korea
Jong Woo Jun, Dankook University, Korea

Australian Student Reactions to U.S. Tourism Advertising: A Test of Advertising as Public Diplomacy

Jami Fullerton, Oklahoma State University, USA
Alice Kendrick, Southern Methodist University, USA
Gayle Kerr, Queensland University of Technology, Australia

Chinese Elements and Brand Building

Peiai Chen, Xiamen University, China

6:00 PM RECEPTION

Room: TBA

7:00 PM DINNER

Room: TBA

FRIDAY, May 29

8:30-10:00

Session 5.1: Consumer Perceptions and Evaluations

Room: Conference Room 1

Moderator: Yongping Shu, Huazhong University of Science and Technology, China

Translator: Yang Zhang, University of Science and Technology of China, China

Why Copycats Sell: A Dual-Process Explanation

Scott Liu, University of South Florida, USA

Keith Johnson, University of Southern Mississippi, USA

Charles O'Brien, University of South Florida, USA

Advertising Perceptions: A Comparison between Urban and Rural Consumers in China

Guohua Wu, California State University, Fullerton, USA

Tao Sun, University of Vermont, USA

The Synergistic Effects of Strategic Brand Alliance and Country of Origin on Consumer Product Evaluation

Jin Kyun Lee, The University of Texas at Austin

Wei-Na Lee, The University of Texas at Austin

When Talking about Global Brands in Cyberspace, Cultural-Free or Cultural-Bound? A Cross-Cultural Study of the U.S. and China

Hongmin Ahn, The University of Texas at Austin

Min Woo Kwon, The University of Texas at Austin

Li Yuan, The University of Texas at Austin

Session 5.2: Special Topics – Roles of Advertising in Public Health: Asian Perspectives

Room: Conference Room 2

Moderator: Hye-Jin Paek, Michigan State University, USA

Translator: Lu Zheng, The University of Alabama, USA

Panelists: Thomas Hove, Michigan State University, USA

Youngsook Moon, Hanyang University, South Korea

Xiaoli Nan, University of Maryland, USA

Ratanasuda Punnahitanond, Bangkok University, Thailand

Yan Wang, Beijing University of Technology, China

Ran Wei, University of South Carolina, USA

Session 5.3: Young Consumer Issues

Room: Conference Room 3
Moderator: Sejung Marina Choi, The University of Text at Austin, USA
Translator: Jinchao Yang, The University of Western Australia, Australia

An Exploratory Study on Chinese Only-Child-Generation' Motives of Conspicuous Consumption
Yan Jiang, Dalian University of Technology, Dalian Jiaotong University, China
Na Li, Dalian Jiaotong University, China

Consumer Behavior and Marketing Strategy for the Post 80's
Xing Lai, Fudan University, China

Children's Food TV Commercials in China, Germany, and the U.S.: Content, Images, and Targets
Hong Cheng, Ohio University, USA
Barbara Mueller, San Diego State University, USA
Sandra Diehl, Alpen-Adria University of Klagenfurt, Austria
Tim Wulfemeyer, San Diego State University, USA
Ralf Terlutter, University of Klagenfurt, Austria
James Rada, Howard University, USA

The Effects of a Product Placement in a Children's Magazine on the Readers
Deepa Sharma Acharya, University of Western Australia, Australia
Dick Mizerski, University of Western Australia, Australia
Alvin Lee, University of Western Australia, Australia

10:00-10:30 BREAK
Room: Main Lobby

10:30-12:00
Session 6.1: Advertising Research and Education
Room: Conference Room 1
Moderator: Jef Richards, The University of Texas at Austin, USA
Translator: Jie Zhang, Queensland University of Technology, Australia

An Examination of Advertising Research in Mass Communication
Junjie Ding, Communication University of China, China

Construction of Scenarios in Advertising Education
Jiaqing Cai, Hubei University of Technology, China

The Current Status of Advertising Education in Thailand in the 2000s
Chompunuch Punyapiroje, Burapha University, Thailand

Session 6.2: Advertising and Internet Regulation
Room: Conference Room 2
Moderator: Yumin Wu, Shenzhen University, China
Translator: Yanshu Sun, Hong Kong Baptist University, China

Cynicism, Ad Skepticism and Beliefs toward Advertising Regulation
Zhihong Gao, Rider University, USA

Regulations on Children Television Commercials: A Comparative Perspective
Jing Yang, Changan University, China

On-line Consumer Empowerment and the Advertising Self-Regulation Process
David Waller, University of Technology, Australia
Kathy Mortimer, University of Northampton, UK

Sonia Dickinson, Curtin University of Technology, Australia
Gayle Kerr, Queensland University of Technology, Australia

A Comparative Study of Chinese and American Regulation and Self-Regulation of Internet Advertising

Hongwei Yang, Appalachian State University, USA
Liuning Zhou, University of Southern California, USA

Session 6.3: Celebrity Endorsement

Room: Conference Room 3
Moderator: Richard Beltramini, Wayne State University, USA
Translator: Xuan Liang, University of Wisconsin-Milwaukee, USA

Korean Advertising Practitioners' Perspectives on Celebrity Endorsement

Nam-Hyun Um, The University of Texas at Austin, USA
Wei-Na Lee, The University of Texas at Austin, USA

Issues of Xiang Liu as a Brand

Chendan Cui, Communication University of China, China

An Empirical Study on the Impact and Underlying Forces of Endorser's Negative Publicity on Brand Attitude

Pun San Fong, University of Macau, China

A Cross-Cultural Comparison of Creative Characteristics of Celebrity Endorsement in Korea and the U.S.

Nam-Hyun Um, The University of Texas at Austin, USA
Min Woo Kwon, The University of Texas at Austin, USA
Sojung Kim, The University of Texas at Austin, USA

12:00 NOON DEPARTURE FOR TOUR OF THE SUMMER PALANCE; BOX LUNCH ON THE BUS

SATURDAY, May 30

8:30-10:00

Session 7.1 Advertising and Country of Origin Effects

Room: Conference Room 1
Moderator: Guangping Wang, Pennsylvania State University, Malvern, USA
Translator: Jiran Hou, University of Georgia, USA

International Advertising Strategy in "New" Asia: A Country-of-Origin Approach

Juan Gloria Meng, Minnesota State University, Mankato, USA
Venkatapparao Mummalaneni, Virginia State University, USA

A Study of the Effects of Country-of-Design on Customer Evaluations of China's Clothing Products

Danny Ho, Hong Kong Polytechnic University, China

A Qualitative Approach to Overcome COO Effect: One Chinese Brand's Strategy to Build U.S. Presence

Carrie Trimble, Illinois Wesleyan University, USA

Frederick Hoyt, Illinois Wesleyan University, USA
Karen Bussone, Illinois Wesleyan University, USA

Country and Region of Origin as Advertising Copy Points: Perceptions of Asia and Asian Nations in the Western and Arab Worlds

Kevin Keenan, The American University in Cairo, Egypt
Jim Pokrywczynski, Marquette University, USA

Session 7.2: Special Topics – New Perspectives on Endorser Effects

Room: Conference Room 2

Moderator: Kineta Hung, Hong Kong Baptist University, China

Translator: Chingshan Jiang, Southern Illinois University, Carbondale, USA

Panelists: Ringo Ma, Hong Kong Baptist University, China
Russell Belk, York University, Canada
Sejung Marina Choi, The University of Texas at Austin, USA
Kara Chan, Hong Kong Baptist University, China
David Tse, University of Hong Kong, China

Session 7.3: Culture and Advertising Appeals

Room: Conference Room 3

Moderator: Fang Liu, University of Western Australia, Australia

Translator: Vincent Zhang, The University of Georgia, USA

Future or Present: The Effect of Cultural Priming on Metaphoric Appeals

Yi He, California State University, East Bay, USA
Qimei Chen, University of Hawaii, USA
Dana Alden, University of Hawaii, USA

Emotionality and Rationality in Advertising Appeals

Shengdong Lin, Xiamen University, China

Influence of Brand Type and Time on the Use of Advertising Appeals in Chinese TV Advertising

Ruby Dholakia, University of Rhode Island, USA
Miao Zhao, Roger Williams University, USA
Zhen Cai, University of Rhode Island, USA
Man Zhang, , University of Rhode Island, USA

Application of “Occam Razor” Theory in Art Design

Jie Liu, Zhejiang Sci-Tech University, China

10:00-10:30 BREAK

Room: Main Lobby

10:30-12:00

Session 8.1: IMC, Brand Placement and Advertising Strategy

Room: Conference Room 1

Moderator: Ziming Luo, Beijing Technology and Business University, China

Translator: TBA

The Application of Integrated Marketing Communications in China

Guangzhi Chu, Communication University of China, China

Trends in Marketing Communications of Advertisers

Guoqing Du, Communication University of China, China

An Analysis of 4A Agencies' Business Strategy in the Interactive Marketing Era
Baoying Yin, Communication University of China, China

Korean Practitioners' Managerial Perspectives on Brand Placement
David Taejun Lee, University of Tennessee, Knoxville, USA
Taewoo Kim, University of Tennessee, Knoxville, USA
Yongjun Sung, The University of Texas at Austin, USA
Jonghyuk Lee, Kwangwoon University, Korea

Session 8.2: Mobile Advertising and Media Convergence

Room: Conference Room 2
Moderator: Guohua Wu, California State University, Fullerton, USA
Translator: Yang Zhang, University of Science and Technology of China, China

Mobile Media and Mobile Advertising
Xiuxiang Kong, Shanghai University, China

Is Attitude toward Mobile Ad either Good or Bad for Attitude toward Mobile Promotion?
Hyun Ju Jeong, Michigan State University, USA

Mobile Users' Attitude toward SMS advertising
Heshui Huang, Xiamen University, China

Changes of Advertising Forms in the Course of Media Convergence
Fei Wang, Renmin University of China, China

Session 8.3: Special Topics - The Need for a Shared Approach to Advertising Education: The Role of Academic Associations

Room: Conference Room 3
Moderator: Gayle Kerr, Queensland University of Technology, Australia
Translator: Lu Zheng, University of Alabama, USA

Panelists: Kara Chan, Hong Kong Baptist University, China
Patricia Rose, Florida International University, USA
Jami Fullerton, Oklahoma State University, USA
Bill Proud, Queensland University of Technology, Australia

12:00-1:30 LUNCHEON

Room: TBA

1:30-3:00

Session 9.1: Special Topics - Advertising and the Rise of Global Magazines in Asia

Room: Conference Room 1
Moderator: Katherine Frith, Southern Illinois University, USA
Translator: Jinchao Yang, The University of Western Australia, Australia

Panelists: Kavita Karan, Nanyang Technological University, Singapore
Hyun Sook Oh, Yonsei Communication Research Institute, Korea
Mandakini Jha, Maharaja Sayajirao University of Baroda, India
Yang Feng, Nanyang Technological University, Singapore
Michelle Cheng Hoon Khoo, Nanyang Technological University, Singapore
Jacques DM Gimeno, Nanyang Technological University, Singapore

Session 9.2: Advertising Creativity and Cultural Perspectives

Room: Conference Room 2
Moderator: Nan Zhou, City University of Hong Kong

Translator: Jie Zhang, Queensland University of Technology, Australia

Perspectives on Creative Strategies and Environmental Stimulants to Advertising Creativity: A Cross-Cultural Investigation of the U.S. and Korea

Jay (Hyunjae) Yu, Louisiana State University, USA

Yongick Jeong, Louisiana State University, USA

Daechun An, Hongik University, Korea

Sanghoon Kim, Inha University, Korea

A Cultural Perspective of the Effects of Advertising Appeals

Yanling Chen, Chinese Culture University, China

Effects of Cultural Congruency in Creative Strategy and Execution

Ran Wei, University of South Carolina, USA

Shuhua Zhou, University of Alabama, USA

Public Service Advertising in China: Current Status and Legal Issues

Shoucheng Wang, Guangzhou University, China

Session 9.3: Advertising Industry Trends and Issues

Room: Conference Room 3

Moderator: Dan Shaver, Jonkoping International Business School, Sweden

Translator: Yanshu Sun, Hong Kong Baptist University, China

The Great Race: How Asian Agencies Find New Clients

Jim Avery, University of Oklahoma, USA

Harmony: Advertising Situations in China

Daifang Zhou, Hubei University of Technology, China

Sustainable Development of Advertising in the Midwest of China after 2008: Solutions and Measures

Zhenglin Xu, Shanghai University, China

Problems of Advertising Industry System in China from the Advertising Law Perspective

Lanping Zeng, Wuhan Institute of Physical Education, China

3:00-3:30 BREAK

Room: Main Lobby

3:30-5:00

Session 10.1: Visual Communications and Advertising

Room: Conference Room 1

Moderator: Dinghai Jin, Shanghai Normal University, China

Translator: Xuan Liang, University of Wisconsin-Milwaukee, USA

Brand Naming in China's Globalized Economy: Summarizing and Elaborating Power of Key Symbols

Fengru Li, University of Montana, USA

Hong Cheng, Ohio University, USA

Do Visuals Travel? An Exploratory Study of Out-of-Home Advertising in China

Daniel Ng, University of Oklahoma, USA

Effects of Congruent Commercials on Visualizers

Shuhua Zhou, University of Alabama, USA

Jie Xu, Villanova University, USA
Yinjiao Ye, University of Rhode Island, USA

Animals in Award-Winning TV Commercials: Cultural Comparisons of China and the United States

Lingling Xiang, University of Florida, USA
Marilyn Roberts, University of Florida, USA
Cynthia Morton, University of Florida, USA
Yuan Zhang, University of Florida, USA

Session 10.2: E-Commerce, Internet Advertising and Technological Impacts

Room: Conference Room 2
Moderator: Wenyu Dou, City University of Hong Kong, China
Translator: Jiran Hou, University of Georgia, USA

Online Buying Decisions in China

Lynda Maddox, George Washington University, USA
Wen Gong, Howard University, USA

The Effect of Ad Serial Position on Search Advertising in China

Ye Sera, The University of Texas at Austin, USA

Degree of Importance of Capability in Advertising and Operations: Theory and Evidence in the U.S.A.

Lei Shi, North Carolina Central University, USA

A Study of Experts' Opinion on Technological Impact upon Advertising Media, Audience and Practice in Thailand

Napawan Tantivejakul, Assumption University, Thailand

Session 10.3: Images and Portrayals in Advertising

Room: Conference Room 3
Moderator: Kavita Karan, Nanyang Technological University, Singapore
Translator: Chingshan Jiang, Southern Illinois University, Carbondale, USA

From Her World to Our World: The Changing Face of Women's Advertising in Singapore
Katherine Frith, Southern Illinois University, USA

Unraveling the Image of Asian Americans in Magazine Advertising

Chingshan Jiang, Southern Illinois University, USA

Comparative Content Analysis of Cambodian, Philippines, Thai, Vietnamese Print Ads, 1997 and 2007

Sar Sela, Iowa State University, USA
Kenneth Doyle, University of Minnesota, USA

The Moderating Effects of Candidate Characteristics on Negative Political Advertisement

Chou Hsuan Yi, National Taiwan University, Taipei
Nai-Hwa Lien, National Taiwan University, Taipei

AAA 2009 Asia-Pacific Conference Ends

Enjoy your time in China!