

**AMERICAN ACADEMY OF ADVERTISING
CONFERENCE PROGRAM
Marriott Minneapolis City Center
Minneapolis, Minnesota
March 18 - 21, 2010**

THURSDAY MARCH 18

PRE-CONFERENCE - Theories of Advertising and Their Link with the Advertising Industry and Its Practices

Note: The format for this preconference will be interactive, with ample time for speakers and attendees to discuss advertising theories and their applicability to today's rapidly changing world of advertising. Most of the speakers for this session are already working on chapters for a proposed theory book, but we hope to pick up more chapter authors via this preconference (if you are interested, please contact Esther Thorson directly).

Here's how it will work: before the preconference, we will send examples of news stories from *Advertising Age* that link with each of the theoretical areas. Speakers will attempt to meet the challenge of how their theories and theoretical areas "speak" to these new developments in our field. As we determine the attendance at the preconference and the interest areas of the attendees, each will also be provided with *Advertising Age* news stories of relevance. We hope all attendees will think about theoretical applications to the new developments in advertising and come to the preconference ready to talk in depth about theories.

The hoped for net result of preconference will be a complete index of "Theories of Advertising," with the chapters of the speakers well on their way, and opportunities for other scholars to identify chapters that they would wish to submit.

Registration: Separate Registration Required
Room: Ballroom 2

8:30 AM **Pre-Conference Session Begins**
Welcome: Shelly Rodgers, President of AAA and Associate Professor, University of Missouri School of Journalism

8:40-9:00 **Introduction to "Theories of Advertising and Their Link with the Advertising Industry and Its Practices"**
Speaker: Esther Thorson, University of Missouri

9:00-10:15 **Advertising as a Unique Discipline**
(9:00-9:20) Ron Faber, University of Minnesota
(9:20-9:40) Sandra Moriarty, University of Colorado
The Sociology of Professions: Advertising
(9:40-10:00) Christine Wright-Isak, Florida Gulf Coast University
(10:00-10:15) Discussion of three presentations

10:15-10:30 **BREAK**

10:30-12:00 **Advertising as a Phenomenon**
(10:30-10:50) Dean Krugman and Nicholas Browning, University of Georgia
(10:50-11:10) Hugh Cannon, Wayne State University
(11:10-11:30) Russ Laczniak, Iowa State University
(11:30-11:45) Discussion of three presentations

- 11:45-1:00** **LUNCH (on your own)**
- 1:00-3:15** **Processing Advertising**
(1:00-1:20) Carrie La Ferle, Southern Methodist University
(1:20-1:45) Steve Edwards, Southern Methodist University
The Content of Advertising
(1:45-2:05) Jef Richards, University of Texas at Austin
(2:05-2:20) Discussion of three presentations
What Happens When Advertising Goes Online?
(2:20-2:40) Hairong Li, Michigan State University
(2:40-3:00) Sally McMillan, University of Tennessee
(3:00-3:15) Discussion of two presentations
- 3:15-3:30** **BREAK**
- 3:15-4:00** **Small-Group Breakout Sessions**
Leaders: Margaret Duffy, University of Missouri
Jef Richards, University of Texas at Austin
- 4:00-5:00** **Reports from the breakout sessions and WRAP-UP**

AAA CONFERENCE BEGINS

- 4:00-6:30** **CONFERENCE REGISTRATION**
Room: Ballroom 1
- 6:00-7:00** **OPENING RECEPTION**
Room: Ballroom 1
Sponsored by Marriott Minneapolis City Center Hotel

FRIDAY MARCH 19

- 7:30 AM** **FIRST-TIMER'S BREAKFAST**
- 8:30-10:00 AM**
Session 1.1: Consumer Information Processing
Room: Ballroom 3
Moderator: Brittainy Duff, University of Illinois at Urbana-Champaign
- The Impact of Message Source on the Salience of Social and Health-Related Advertising Claims**
Spencer Tinkham, University of Georgia
Hoyoung (Anthony) Ahn, University of Tennessee
- Association Ambiguity Analysis for Developing Brand Extension Marketing Strategies**
Jooyoung Kim, University of Georgia
Hye Jin Yoon, University of Georgia
Yong Joo Choi, Hongik University, Korea
- Attribute Inference in Cross-Category Advertising Alliances**
Laura Smarandescu, Iowa State University
Randall Rose, University of South Carolina
Wedell Douglas, University of South Carolina

Is Self-Character Similarity Always Beneficial? The Moderating Role of Immersion in Product Placement Effects

Fang Wan, University of Manitoba, Canada
Namita Bhatnagar, University of Manitoba, Canada

Session 1.2: Consumer Diversity

Room: Ballroom 4
Moderator: Padmini Patwardhan, Winthrop University

Where Have all the Wheelchairs Gone? A Content Analysis of Ability Integrated Advertising

Kelli Lyons, Texas Tech University
Farnall Olan, Texas Tech University

The Role of Acculturation and Ethnic Identity on Korean Consumers' Behaviors in the US Market

Jong Jun, Dankook University, Korea
Chang Dae Han, University of Missouri
Jae Park, University of Tennessee

Consumers' Responses to Model's Ethnicity and Stereotype in Advertising: White vs. Asian American

Jin Young Yoo, University of Texas at Austin
Jerome Williams, University of Texas at Austin

Health Information-Seeking and Use of DTC Advertising: A Comparative Study of Korean and White Americans

Jisu Huh, University of Minnesota
Denise DeLorme, University of Central Florida
Leonard N. Reid, University of Georgia
Junga Kim, University of Minnesota

Session 1.3: Special Topics – The Intersection between Manufacturers, Retailers and Customers in the Retail Store

Room: Deer/Elk Lake
Moderator: Don Schultz, Professor, Northwestern University
Panelists: Geoff Johnson, Director, Household Marketing, General Mills
Michele Azar, Vice President, Emerging Channels, Best Buy
Martin Block, Professor, Northwestern University

10:00-10:30 BREAK

Room: Ballroom 1

10:30-12:00

Session 2.1: Priming and Message Framing

Room: Ballroom 3
Moderator: Yongjun Sung, University of Texas at Austin

Does Conversation Prime Conversational Participants? Evidence That Talk Influences Ad Evaluation

John Wirtz, Texas Tech University

The Effects of Message Framing and Counterfactual Thinking in Anti-Binge Drinking PSAs

Tae Hyun Baek, University of Georgia
Lijiang Shen, University of Georgia

The Influence of Message Framing and Message Familiarity on Direct-to-Consumer Advertising

Wan Jung, University of Florida
Jung Min Park, University of Florida
Jihye Kim, University of Florida

HPV Vaccine Advertising Campaign: The Role of Message Framing and Perceived Risk

Sun-Young Park, University of Florida

Session 2.2: Advertising Effects

Room: Ballroom 4
Moderator: Sela Sar, Iowa State University

Ad Exposure and Affect: The Good, the Bad, and the Hungry

Brittany Duff, University of Illinois at Urbana-Champaign
Ron Faber, University of Minnesota
Yulia Lutchyn, University of Minnesota

The Impact of Commercial Break Position on Advertising Effectiveness in Different Mood Conditions

Yongick Jeong, Louisiana State University

Does Humor Go Well with Threat? The Effects of Humor and Issue Involvement in Public Service Announcements

Hye Jin Yoon, University of Georgia
Spencer Tinkham, University of Georgia

Targeting Transitions: Advertising Effects during Consumer Life Events

Charles Wood, University of Tulsa
Christopher Hopkins, Clemson University

Session 2.3: Special Topics - The Enhanced Role for Advertising Ethics

Room: Deer/Elk Lake

Moderator: Wally Snyder, President Emeritus, American Advertising Federation & Distinguished Visiting Professor, University of Missouri School of Journalism

Panelists: Bob Wehling, retired World Marketing Officer for Procter & Gamble
Lee Peeler, President, National Advertising Review Council
Glen Cameron, University of Missouri
Ivan Preston, University of Wisconsin-Madison

12:00-1:30 LUNCHEON AND AWARDS CEREMONY

Room: Ballroom 2

1:30-3:00

Session 3.1: Endorsement and Credibility

Room: Ballroom 3
Moderator: Sigal Segev, Florida International University

The Effects of Endorser Attributes and Corporate Credibility on Consumer Responses to DTC Advertising

Hyojin Kim, University of Florida
Jennifer Ball, University of Texas at Austin
Patricia Stout, University of Texas at Austin

The Effects of Corporate Credibility and Website Reputation on Banner Advertising Effectiveness

Sojung Kim, University of Texas at Austin
Sejung Marina Choi, University of Texas at Austin

Sports Team Athletes as Product Endorsers: The Moderating Role of Fan Team Commitment on the Effects

Daniel Lake, Michigan State University
Bonnie Reece, Michigan State University
Nora Rifon, Michigan State University

The Effects of the Televised Sport Spectatorship on Ads Likability in Sport Contest

Dohyun Ahn, University of Alabama
Yunjae Cheong, University of Alabama
Kihan Kim, Seoul National University, Korea

Session 3.2: Advertising Visuals and Effects

Room: Ballroom 4
Moderator: Bob Meeds, Texas Tech University

Near versus Far: Devaluation and Fluency Effects of the Depth Position of a Subfocal Image on Image Evaluation

Sangdo Oh, University of Illinois at Urbana-Champaign
Sukki Yoon, Bryant University
Patrick Vargas, University of Illinois at Urbana-Champaign

Conceptualizing and Examining How Extremity of Claims Work in the Context of Advertising Visuals

Lampros Gkiouzepas, ATEI of Thessaloniki, Greece
Margaret Hogg, Lancaster University Management School, UK

A Comparison of the Reliability and Validity of Visual Rhetoric Taxonomies

Pia A. Albinsson, Appalachian State University
Bruce A. Huhmann, New Mexico State University

Rhetorical Figures Claiming Controversial Issues: A Case Study of Food and Agricultural Advertising

Jordana King, University of Guelph, Canada
Timothy Dewhirst, University of Guelph, Canada

Session 3.3: Special Topics - Weaving Your Way through the Creative Labyrinth: Words of Wisdom from Professionals

Room: Deer/Elk Lake
Chair: Jean Grow, Marquette University
Sheri Broyles, University of North Texas
Panelists: Brock Davis, Creative Director, Carmichael Lynch
Dean Hanson, Creative Director, Fallon

Julie Kucinski, Creative Director, Martin Williams
Piper Lemons, Creative Director, Olsen

3:00-3:30 **BREAK**
Room: Ballroom 1

3:30-5:00
Session 4.1: Effects of Congruence
Room: Ballroom 3
Moderator: Harsha Gangadharbatla, University of Oregon

What Does Make a Good Fit for Stigmatized Industries?
Yoojung Kim, University of Texas at Austin
Sejung Marina Choi, University of Texas at Austin

What Happens When The Apple Sponsors The Orange?: Brand-Event Congruence and Image Transfer Effect
Dae-Hee Kim, University of Florida
Jinsoo Kim, University of Florida
Sungwook Shim, Hanyang University, Korea

Impacts of Image Congruence in Celebrity Endorser Effects: A Need-Congruence-Behavior Model
Caleb Tse, University of Hong Kong
Sejung Marina Choi, University of Texas at Austin
Kineta Hung, Hong Kong Baptist University

The Moderating Role of the Athlete-Audience Ethnicity Match in Athlete-Endorsed Advertising
Kihan Kim, Seoul National University, Korea
Yunjae Cheong, University of Alabama

Session 4.2: Media Issues
Room: Ballroom 4
Moderator: Christine Wright-Isak, Florida Golf Coast University

NBC or Hulu.com? A Comparison of Online Streaming Video and Traditional Television
Kelty Logan, University of Colorado at Boulder

Large-Screen vs. Small-Screen Television Viewing: Attitudes toward Advertising and Differences in Attention to Broadcast Programming and Commercials
Michael McNiven, Rowan University
Dean Krugman, University of Georgia
Spencer Tinkham, University of Georgia

Caught in the Middle: A History of the Media Industry's Self-Regulation of Comparative Advertising
Fred Beard, University of Oklahoma
Chad Nye, University of Oklahoma

Teaching Advertising Media Planning in a Changing Media Landscape
Sheetal Chhotu-Patel, University of North Carolina
Yeuseung Kim, University of North Carolina
Janas Sinclair, University of North Carolina

Session 4.3: Longitudinal Analysis of Advertising Content

Room: Deer/Elk Lake

Moderator: Federico de Gregorio, University of Akron

Five Decades of Promotion Techniques in Cigarette Advertising: A Longitudinal Content Analysis

Hye-Jin Paek, Michigan State University

Leonard N. Reid, University of Georgia

Hyun Ju Jeong, Michigan State University

Hojoon Choi, University of Georgia

Dean Krugman, University of Georgia

The Evolution of Sports Marketing: Brand Exposure in Newspaper Sports Photos Since 1956

Jim Pokrywczynski, Marquette University

John Carvalho, Auburn University

c. Thomas Preston, Gainesville State College

Implicit Health Information in Cigarette Advertisements for Youth- and Adult Oriented Brands Between the Pre- and Post-Master Settlement Agreement Eras

Hye-Jin Paek, Michigan State University

Hye Jin Yoon, University of Georgia

Mina Lee, University of Georgia

Hoyoung (Anthony) Ahn, University of Tennessee

Leonard N. Reid, University of Georgia

Advertising Strategies of Financial Services Organizations during the Financial Crisis of 2006-2008

David Taejun Lee, University of Tennessee at Knoxville

Taewoo Kim, University of Tennessee at Knoxville

Ron Taylor, University of Tennessee at Knoxville

5:00 AAA MEMBERS' MEETING

Room: Deer/Elk Lake

6:30 RECEPTION

Room: Ballroom2

Sponsored by The University of Missouri, School of Journalism

DINNER

SATURDAY MARCH 20

7:30 AM PAST PRESIDENTS' BREAKFAST

8:30-10:00

Session 5.1: International Advertising

Room: Ballroom 3

Moderator: Gordon Miracle, Michigan State University

Effects of Spokesperson and Message Type on Cosmetic Surgery Advertising among Korean Women

Mihyun Kang, University of Texas at Austin

J. Robyn Goodman, University of Florida

Types of Appeals: Effectiveness of Ad Appeals in Thailand and Vietnam

Sela Sar, Iowa State University
Yulia Lutchny, University of Minnesota

A Typology of Online Brand Communities: An Examination of Korean Online Automobile Brand Communities

Jae Park, University of Tennessee
Sally McMillan, University of Tennessee

Diffusion of Account Planning in Indian Ad Agencies: An Organizational Perspective

Padmini Patwardhan, Winthrop University
Hemant Patwardhan, Winthrop University
Falguni Vasavada-Oza, Mudra Institute of Communications, India

Session 5.2: In-Game Advertising

Room: Ballroom 4
Moderator: Mira Lee, Michigan State University

Brand Contextualization in Virtual Worlds: The Role of Game Environment and Advertising Congruence

Seung-Chul Yoo, University of Texas at Austin
Matthew Eastin, University of Texas at Austin

In-Game Advertising: Placement, Frequency, and Competition Recall Effects and Impact of Congruency

Heather Schulz, University of Texas at Austin
Matthew Eastin, University of Texas at Austin

More Than An Advergame: Effects of Advergame Type and Presence of Spokescharacters on Advergame Effects

Shihfang Huang, University of Louisiana at Lafayette
Lucian Dinu, University of Louisiana at Lafayette

Persuading Playfully? The Effects of Persuasion Knowledge and Positive Affect on Children's Attitudes, Brand Beliefs and Behaviors

Martin Waiguny, Alpen-Adria-University of Klagenfurt, Austria
Michelle Nelson, University of Illinois at Urbana-Champaign
Ralf Terlutter, Alpen-Adria-University of Klagenfurt, Austria

Session 5.3: Special Topics - When We Meet in 2020, What Will Advertising Vision Be?

Room: Deer/Elk Lake

Chair: John Eighmey, University of Minnesota

Panelists: Doug Spong, President, Carmichael Lynch Agency
Mary Meehan, Co-Founder and EVP, Iconoculture Consumer Insights
Judy Kessel, President, StoneArch Creative Agency
John Rash, EVP Media, Campbell Mithun Agency
Margaret Ann Hennen, Communication Consultant

10:00:-10:30 BREAK

Room: Ballroom 1
Sponsored by M.E. Sharpe, Inc.

10:30-12:00

Session 6.1: Consumers and eWOM

Room: Ballroom 3

Moderator: Dongyoung Sohn, Ohio State University

Spreading the Virus: Emotional Tone of Viral Advertising and Its Effect on Forwarding Intentions and Attitudes

Petya Eckler, University of Missouri

Paul Bolls, University of Missouri

The Interplay of Self-Construal and Regulatory on Consumer Evaluation of Online Product Review

Ohyoon Kwon, University of Texas at Austin

Yongjun Sung, University of Texas at Austin

Consumer Responses to Ambiguity-Related Cues in Online Consumer Reviews

Mikyong Kim, Michigan State University

Mira Lee, Michigan State University

The Effect of Product Knowledge and Social Interaction Internet Use Motivation on eWOM Behaviors

Soyoen Cho, University of Minnesota

Session 6.2: Understanding Consumers in Various Online Communication Platforms

Room: Ballroom 4

Moderator: Jong-Hyuok Jung, Syracuse University

Why Do Consumers Tolerate Online Video Advertising?

Chunsik Lee, University of Florida

Jon Morris, University of Florida

Oh, User, Who Art Thou: An Examination of Behaviors and Characteristics of Consumers

Margie Morrison, University of Tennessee

Sally McMillan, University of Tennessee

Brand Community Success Factors: A Study of Two Facebook Brand Community Features

Caitlin McLaughlin, Michigan State University

Lucinda Davenport, Michigan State University

Effects of Consumer Comment Sideness and Blog Responsiveness

Doori Song, University of Florida

Mira Lee, Michigan State University

Session 6.3: Special Topics - New Methods in Creativity Research: Interpretative Phenomenological Analysis (IPA) and Enduring Visual Products

Room: Deer/Elk Lake

Chair: Glenn Griffin, Southern Methodist University
Deborah Morrison, University of Oregon

Panelists: Mike Lescarbeau, President/Chief Creative Officer, Carmichael Lynch
Doug Pedersen, Associate Creative Director/Art Director, Carmichael Lynch
Randy Tatum, Vice President/Group Creative Director, Martin\Williams

12:00 **LUNCHEON**
Room: Ballroom 2

KEYNOTE SPEAKER:
Rance Crain, President, Crain Communications Inc., and Editor in Chief of
Advertising Age
“Advertising’s Last Stand”

1:30-3:00

Session 7.1: A Medley of Advertising Topics I
Room: Ballroom 3
Moderator: Jorge Villegas, University of Illinois at Springfield

The Reach of Advertising Scholars’ Research
Eric Haley, University of Tennessee
Sally McMillan, University of Tennessee

A Study of Graduate Student Authorship in Advertising Journals: 1997-2008
Ye Wang, University of Missouri
Erin Schauster, University of Missouri
Shelly Rodgers, University of Missouri
Esther Thorson, University of Missouri

Globalization through Global Brands: An Updated Analysis of Countries and the Best Global Brands
Daniel Haygood, Elon University

Examining Content Analysis as a Methodology: 1996-2007
Danae Manika, University of Texas at Austin
Jin Young Yoo, University of Texas at Austin
Stephany Puno, University of Texas at Austin
Wei-Na Lee, University of Texas at Austin

Session 7.2: Parental Concerns and Advertising
Room: Ballroom 4
Moderator: Trina Sego, Boise State University

Purchase of a Fast Food Cartoon Character Toy Premium Targeted to Young Children
Dick Mizerski, University of Western Australia

Does Parents’ Control over Children’s Exposure to TV Food Advertising Influence Children’s Attitudes
Jay (Hyunjae) Yu, Sogang University, Korea

Teens’ Privacy Self-Efficacy: Parental Mediation and Their Privacy Protection Behaviors
Seounmi Youn, Emerson College

Possible Presence of a Third Person Effect - Mothers’ Perceptions of the Influence of TV Food Ads on Their Own and Other Children-
Jay (Hyunjae) Yu, Sogang University, Korea

Session 7.3: Gender Issues
Room: Deer/Elk Lake

Moderator: Gigi Taylor, Texas State University

What's in a Number? Minority Status and Implications for Female Creatives

Kasey Windels, DePaul University

A Qualitative Content Analysis of Gender Role Portrayals in Pregnancy Magazine Advertisements

Eun Soo Rhee, University of Florida

Mihyun Kang, University of Texas at Austin

J. Robyn Goodman, University of Florida

Is the Model Changing? A Content Analysis of Body Images in Women's Magazine Advertising

Rebecca Christner, Fort Hays State University

Bob Meeds, Texas Tech University

Real Beauty in the Eyes of the Chinese Beholder

Sunny Tsai, University of Miami

4:00 MALL OF AMERICA EVENT

RECEPTION

Sponsored by The Creative Circus

DINNER

SUNDAY MARCH 21

8:00-9:30 AM

Session 8.1: Advertising and Social and Political Issues

Room: Ballroom 3

Moderator: Sunny Tsai, University of Miami

How to Win or Lose the Presidency: A Lexical Analysis of Obama and McCain Campaign Commercials

Dennis Lowry, Southern Illinois University

Md. Naser, Southern Illinois University

What It Means to Go Green: Consumer Perceptions of Green Brands and Dimensions of "Greenness"

Brian Parker, Florida International University

Sigal Segev, Florida International University

Juliet Pinto, Florida International University

Selling Social Change: Marketing, Consumption and Political Engagement

Lucy Atkinson, University of Texas at Austin

Consumerism Plots in Sustainability Advertisements

Oyedele Adesegun, St. Cloud State University

Penny Dejong, St. Cloud State University

Dana Springer, St. Cloud State University

Session 8.2: Technology, Trust, and Privacy Concerns

Room: Ballroom 4

Moderator: Jisu Huh, University of Minnesota

Consumer Socialization Online: Antecedents and Consequences of Children's Skepticism toward Online Advertising

Wonsun Shin, University of Minnesota

Third-Party Privacy Certification as an Online Point-of-Purchase Advertising Strategy: Investigation of an Initial Trust Model

Kyongseok Kim, University of Georgia

Jooyoung Kim, University of Georgia

Perceptual and Behavioral Third-Person Effects in Stealth Marketing: The Moderating Role of Perceived Appropriateness

Mira Lee, Michigan State University

Michelle Nelson, University of Illinois at Urbana-Champaign

Mikyoung Kim, Michigan State University

The Third-Person Perception and Privacy-Invasive Advertising Messages on Social Networking Sites

Yi-Hsin Yeh, University of Texas at Austin

Jie Zhang, University of Texas at Austin

Session 8.3: The Process of Online Shopping

Room: Deer/Elk Lake

Moderator: Jim Avery, Oklahoma University

"Window" Shopping Online: Cognitive and Emotional Processing of General and Specific Product Windows

Saleem Alhabash, University of Missouri

Petya Eckler, University of Missouri

Kevin Wise, University of Missouri

Signaling Cues in Online Shopping

Hyun Ju Jeong, Michigan State University

Kyoungh-Nan Kwon, Ajou University, Korea

Message Strategies in Keyword Search Ads

Chan Yoo, University of Kentucky

Chang-Hoan Cho, Yonsei University, Korea

Hedonic Tendencies and the Online Consumer: An Investigation of Online Shopping Process

Sojung Kim, University of Texas at Austin

Matthew Eastin, University of Texas at Austin

9:30-10:00 BREAK

Room: Hallway between Ballrooms 3 & 4

10:00-11:30

Session 9.1: Budgeting, Media Spending, and Consumption

Room: Ballroom 3

Moderator: Fred Beard, Oklahoma University

Distilled Spirits Advertising and Consumption in the United States: 1971-2007

Gary B. Wilcox, University of Texas at Austin

Kyung Ok Kim, University of Texas at Austin

Quick Service Restaurant Advertising and Consumption in the United States 1986-2007

Sara Kamal, American University in Dubai, U.A.E.

Gary B. Wilcox, University of Texas at Austin

Isabella C. Cunningham, University of Texas at Austin

An Investigation of Advertising Media Impact on Sales in the Pharmaceutical Industry

Erin Cavusgil, University of Michigan at Flint

Factors Influencing Marketing Budgeting Sophistication and Its Relation to Budget Size and Allocation

Hyuk Soo Kim, University of Alabama

Yunjae Cheong, University of Alabama

Kihan Kim, Seoul National University, Korea

Session 9.2: A Medley of Advertising Topics II

Room: Ballroom 4

Moderator: Kasey Windels, DePaul University

Cohort Effects for the Success of CRM: Do Millennials Bring New Challenges to CRM?

Nora Rifon, Michigan State University

Carrie Trimble, Drury University

Heather Marron, Michigan State University

Can Taylor's Six-Segment Message Strategy Wheel be Applied to Public Service Advertising?

Alyse Lancaster, University of Miami

Cultures, Interpersonal Influences, and Attitude toward Luxury Brands

Mark Yi-Cheon Yim, University of Texas at Austin

Jerome Williams, University of Texas at Austin

Sejin Lee, Kookmin University, Korea

Advertising and Generational Identity: A Theoretical Model

Huan Chen, University of Tennessee

Session 9.3: Special Topics - Advertising Career Advice for the Year 2030

Room: Deer/Elk Lake

Moderator: John M. Sweeney, University of North Carolina at Chapel Hill

Panelists: Brett Robbs, University of Colorado at Boulder

Carla Lloyd, Syracuse University

Dana McMahan, University of North Carolina at Chapel Hill

Jim Avery, University of Oklahoma

CONFERENCE ENDS

See you next year, April 7-10, at AAA's 2011 Annual Conference, Phoenix Marriott Mesa Hotel, Mesa, Arizona.