

AMERICAN ACADEMY OF ADVERTISING ANNUAL CONFERENCE

Sheraton Burlington Hotel
Burlington, Vermont
April 12 - 15, 2007

THURSDAY APRIL 12

Pre Conference Session: Hot Topics in International Advertising.....1

8:00-8:15 *Opening Remarks*

8:15-8:45 *Keynote: Recent Trends in International Advertising Research: The Current State of Knowledge and Where We Need to Go*
Charles R. Taylor, Villanova University

8:45-10:15 **Hot Topics in Cross-Cultural Research**
Moderator: Jorge Villegas, University of Florida

IMC: A Response to the Need for In-Company Developments
Philip Kitchen, University of Hull, UK

A View from Two Continents: Consumer Perceptions of Pharmaceutical Advertising
Ralf Terlutter, University of Klagenfurt, Austria
Sandra Diehl, Saarland University, Germany
Barbara Mueller, San Diego State University

Rethinking Cross-Cultural Comparisons in International Advertising Research
Wei-Na Lee, University of Texas-Austin
Sejung Marina Choi, University of Texas-Austin
Yongjun Sung, University of Texas-Austin

Measuring the Return on Corporate Advertising Campaigns
Manfred Schwaiger, Munich School of Management, Germany

10:30-12:00 **Hot Topics in the Asia Pacific Region**
Moderator: Ralf Terlutter, University of Klagenfurt, Austria

A Cross-Cultural Comparison of Attitude toward the Internet: Empirical Evidence from Japan, Korea, China, Taiwan, And the US.
Morikazu Hirose, Tokyo Fuji University, Japan

A Comparative Analysis of Values Reflected in Japanese and American Advertising
Shintaro Okazaki, Universidad Autónoma de Madrid, Spain
Barbara Mueller, San Diego State University

Marketing Social Causes in India

Jyotika Ramaprasad, Southern Illinois University

Effects of Advertising on Consumer Decision-Making

Kishi Shizue, Tokyo Keizai University, Japan

1:00-3:00

Hot Topics in Communication Effects and Advertising Issues

Moderator: Gordon Miracle, Michigan State University

The World Championship Soccer 2006 as Advertising Platform: The Impact of Team Identification, Team Success and Event Involvement on Sponsorship and Advertising Effects

Peter Neijens, University of Amsterdam, The Netherlands

Edith G. Smit, University of Amsterdam, The Netherlands

Marjolein Moorman, University of Amsterdam, The Netherlands

Emotional Measures of Advertising Effect

Fleming Hansen, Copenhagen Business School, Denmark

Do The New Branding Concepts Add To The Prediction Of Brand-Loyal Behavior And Heavy Usage Of The Brand?

John R. Rossiter, University of Wollongong, Australia

Steven Bellman, Murdoch University, Australia

Being There Or Being Lost: How Do Viewers Process Advertising Stimuli On Interactive Digital Television?

Patrick De Pelsmacker, Universiteit Antwerpen, Belgium

Verolien Cauberghe, Universiteit Antwerpen, Belgium

3:15-4:45

Meet the Editors

Moderator: Shintaro Okazaki, Universidad Autónoma de Madrid

Journal of Advertising

Marla Stafford

Journal of Consumer Affairs

Herbert Jack Rotfeld

Journal of Marketing Communications

Philip J. Kitchen

Journal of Public Policy and Marketing

Charles R. Taylor

4:45

Closing Remarks: Barbara Mueller, San Diego State University

AAA CONFERENCE BEGINS

THURSDAY APRIL 12

5:30-6:30 Opening Reception
Sponsored by Sheraton Burlington Hotel and Conference Center

FRIDAY APRIL 13

7:30-8:30 First Timers' Breakfast
Sponsored by VCU Adcenter

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Elisabeth Tissler-Desbordes, ESCP-EAP (Ecole Supérieure de Commerce de
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Wolfgang Seufert, Friedrich Schiller University, Germany

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Sponsored by M.E. Sharpe, Inc.

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SATURDAY APRIL 14

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