

**AMERICAN ACADEMY OF ADVERTISING
&
KOREAN ADVERTISING SOCIETY
2007 ASIA PACIFIC CONFERENCE**

**May 31 – June 2
Korean University
Seoul, Korea**

Thursday, May 31

1.1 Session: A Comparison between Asian and US Advertising Research Paradigms

Session Co-Chairs: Gordon Miracle, Michigan State University, USA
Edoardo Brioschi, University of the Sacred Heart, Italy

Presenters:

Marilyn Roberts, University of Florida, USA
Yung Kyun Choi, Dongkuk University, Korea
Shizue Kishi, Tokyo Keizai University, Japan
Yasuhiko Kobayashi, Aoyama Gakuin University, Japan

1.2 Media Issues

Session Chair: Mary Alice Shaver, University of Central Florida, USA

The Role of Magazine Reader Experience in Advertising Processing Efficacy: An Empirical Analysis of Korean Audience

Jungwon Lee, University of Georgia, USA
Jooyoung Kim, University of Georgia, USA

Medium-Specific Advertising Allocation Decisions: An Emerging Model

Dan Shaver, University of Central Florida, USA
Mary Alice Shaver, University of Central Florida, USA

How the Direction of EWOM (Electronic Words-of-Mouth) Information Works for Building Consumers' Attitude toward Products

Sun-Jae Doh, Chung-Ang University, Korea
Jang-Sun Hwang, Chung-Ang University, Korea

2.1 Special Session: Social Marketing and Health Communication in Asia: Themes, Strategies, and Trends

Session Chair: Hong Cheng, Ohio University, USA

Presenters:

Kara Chan, Hong Kong Baptist University, Hong Kong

Hong Cheng, Ohio University, USA

Morikazu Hirose, Tokyo Fuji University, Japan

Kavita Karan, Nanyang Technological University, Singapore

Kwangmi Ko Kim, Towson University, USA

Jyotika Ramaprasad, Southern Illinois University Carbondale, USA

Ping Shaw, National Sun Yat-sen University, Taiwan

2.2 Advertising in Korea: Past and Present

Session Chair: In Sup Shin, Hallym University, USA

An Early Western Influence on the Development of Korean Advertising in Korea, 1880s – 1910

Kie-Hyuk Shin, Kosin University, Korea

Mass-mediated Influence of Personal Identity on Organizational Identity: Hines Ward, Beyond a Football Player in South Korea

Jong Woo Jun, University of Florida, USA

Hyung Min Lee, University of Minnesota-Twin Cities, USA

How to Advertise When You Are Not Allowed to Advertise

Kyung Hoon Kim, Changwon National University, Korea

Kang Sik Kim, Changwon Joongang Hospital, Korea

Dong Ryul Ki, Korean Economy and Management Development Institute, Korea

Hak Il Moon, LG Electronics, Korea

Effects of Gender Role Orientation on Perceived Sex Role Offensiveness in Advertising: A Korean Perspective

Daechun An, University of North Texas, USA

Sang Hoon Kim, Inha University, KOREA

3.1 and 4.1 Special Session: Alternative Media in a Global Environment

Session Co-Chairs: Sejung Marina Choi, University of Texas at Austin, USA
Wei-Na Lee, University of Texas at Austin, USA

Presenters:

Helen Katz, Starcom Mediavest Group, USA
Yeo Jung Kim, The University of Texas at Austin, USA
Mariko Morimoto, The University of Georgia, USA
Carrie S. Trimble, Illinois Wesleyan University, USA
Jie Zhang, The University of Texas at Austin, USA
Dongyoung Sohn, University of South Florida, USA
Agnes Jiyong Yun, SK Communications, Korea
Mira Lee, Michigan State University, USA
Eunsun Lee, Michigan State University, USA
Susan Chang, University of Miami, USA
Seonkoog Cho, Alche Media, Korea
Yoojung Kim, The University of Texas at Austin, USA

3.2 Cause-Related Marketing and De-Marketing

Session Chair: Koo-Won Suh, Hanyang Cyber University, Korea

Effectiveness of Cause-Related Advertising

Doo-Hee Lee, Korea University, Korea
Hyun-Jung Lee, Korea Univeristy, Korea

College Students' Perceived Prevalence of Depression in the US and South Korea: Does Direct-to-Consumer Prescription Advertising for Antidepressants Matter?

Soontae An, Kansas State University, USA
Euijin Ahn, Yeongnam University, USA

Is Online Health Promotion Culture-Bound? Lessons from Cross-Cultural Examination of US and South Korean Antismoking Websites

Hye-Jin Paek, The University of Georgia, USA
Beom Jun Bae, Florida State University, USA
Michelle R. Nelson, University of Illinois at Urbana-Champaign, USA

Public's Expectation about an Organization's Stance in Crisis Communication Based on Perceived Leadership and Perceived Severity of Threats

Sungwook Hwang, University of Missouri at Columbia, USA
Glen T. Cameron, University of Missouri at Columbia, USA

4.2 Advertising and Society

Session Chair: Hong Cheng, Ohio University, USA

Content of Food Advertising on Children's Television Programs in China and the United States: A Cross-Cultural Comparison

Hong Cheng, Ohio University, USA

Barbara Mueller, San Diego State University, USA

K. Tim Wulfemeyer, San Diego State University, USA

James Rada, Howard University, USA

Government Bans on MNCs' Controversial As Campaigns in Emerging Market – Interpretive Functions of Cultural Key Symbols

Fengru Li, University of Montana – Missoula, USA

Nader H. Shooshtari, University of Montana – Missoula, USA

Xuesong Gu, Guizhou Institute of Finance & Economics, China

The Color of Love: Comparative Study of Passionate Love, Companionate Love, and Homosexuality in Ads

Young Shin Sung, Korea University, Korea

Mi Na Kim, Korea University, Korea

Sun Heui Im, Korea University, Korea

Joo Yon Lee, Korea University, Korea

The Drinking Rituals and Positive Expectancies as Mediators in the Relationships between Alcohol Advertising Exposure and Intentions to Drink or Drinking among College Students

Won Yong Jang, University of Wisconsin-Eau Claire, USA

Edward Frederick, University of Wisconsin-Eau Claire, USA

Hongsik J. Cheon, Frostburg State University, USA

8.1 Special Session on Social Responsibility of Tobacco Firms

Session Chair/ Discussion Leader:

Charles R. Taylor, Villanova University, USA

Chang Jo Yoo, Dongguk University, Korea

Presenters:

Roman Militsyn, CEO, Philip Morris Korea, Korea

Kyunghee Bu, Kwhangwoon University, Korea

Hyungoh Cho, Dongguk University, Korea

Friday, June 1

6.1 Contemporary Issues in Interactive Advertising and Promotion

Session Chair: Eunju Ko, Yonsei University, Korea

A Comparative Study of Internet Audience Exposure Patterns in 1997 and 2003

Hyo-Gyoo Kim, Dongguk University, Korea

John D. Leckenby, University of Texas at Austin, USA

Kyoo-Hoon Han, Sookmyung Women's University, Korea

Sejin Lee, Kookmin University, Korea

Asian-Americans in Prime-Time Television Commercials: An Update

Yeon Kyeong Kim, University of Iowa, USA

Incorporating Individual Level Forgetting in a Model of Advertising

Donghoon Kim, Yonsei University, Korea

Seung-Yon Lee, Yonsei University, Korea

6.2 Marketing Education and Publication

Session Chair: Patricia B. Rose, Florida International University

Hofstede's Insights into International Teaching

Jim Avery, University of Oklahoma, USA

Patricia B. Rose, Florida International University, USA

The Responsibility of Advertising Industry Education in the Self Regulation Process: The Case of Australia

Gayle Kerr, Queensland University of Technology, Australia

Winds of Change: A Qualitative Study of Emerging Trends within the Advertising Industry

Katherine Frith, Nanyang Technological University, Singapore

James Chen, Nanyang Technological University, Singapore

Malcolm Chung, Institute of Technical Education, Singapore

Special Session: Interactive Advertising in a Global Context

Session Chair: Jisu Huh, University of Minnesota, USA

Presenters:

Ronald J. Faber, University of Minnesota, USA

Brittany R. L. Duff, University of Minnesota, USA

Yulia A. Lutchny, University of Minnesota, USA

Jisu Huh, University of Minnesota, USA

Wonsun Shin, University of Minnesota, USA

Hairong Li, Michigan State University, USA

George M. Zinkhan, University of Georgia, USA

7.2 Creativity in Advertising

Session Chair: Changjo Yoo, Dongguk University

The Effects of Ad Creativity Level on the Ad and Brand Attitude: Moderating Role of Ad Execution Style and Brand Persuasion

Chang Jo Yoo, Dongguk University, Korea

Kwang Ho Ahn, Inha University, Korea

MinSung Kim, Inha University, Korea

The Dimensions of Advertising Creativity: An Exploratory Study

Koo-Won Suh, Hanyang Cyber University, Korea

Doo-Hee Lee, Korea University, Korea

Charles R. Taylor, Villanova University, USA

Do Visuals Travel? An Exploratory Study of Television Commercials in the Asia Pacific Region

Daniel Ng, Bradley University, USA

Saturday, June 2

9.1 Special Session: Social Responsibility: Promoting the Common Good

Session Chair: Indra Abidin, IAA, Indonesia

Presenters:

Indra Abidin IAA and President, Fortune, Indonesia

Noriyuki Shutto, IAA & Dentsu, Inc., Japan

John Holmes, International Advertising Association, USA

9.2 Gender Issues in a Cross-Cultural Context

Session Chair: Hye-Jin Paek, University of Georgia, USA

Gender of Nations or Gender-Specific Products? Determinants of Gender Role Advertising Content across Seven Countries

Hye-Jin Paek, University of Georgia, USA

Michelle R. Nelson, University of Illinois at Urbana-Champaign, USA

Japanese Fashion Magazine Ads Featuring Western and Asian Models: The Relationship with Magazine Ownership and Advertisers

Mariko Morimoto, University of Georgia, USA

Susan Chang, University of Miami, USA

Emerging Equality but Enduring Stereotypes: A Comparison of Gender Role Portrayals in American and Chinese Mobile Phone Ads

Ran Wei, University of South Carolina, USA

Jing Jiang, California Lutheran University, USA

9.3 Cultural Issues in Advertising I

Session Chair: Yung-Kyun Choi, Dongguk University, Korea

Cross-Cultural Comparisons of Advertising Messages Portrayed in Korean and American Corporate Websites

Jang-Sun Hwang, Chung-Ang University, Korea

Eun-Ju Lee, Chung-Ang University, Korea

David W. Schumann, University of Tennessee, USA

Analyzing Cultural Values in Thai Print Advertisements

Margaret Morrison, University of Tennessee, USA

Chompunuch Punyapiroje, Burapha University, Thailand

The Role of Self Congruity in Persuasion: A Cross-Cultural Study of the Impact of Self-Concept and Brand Personality on Brand Evaluations

Yongjun Sung, University of Texas at Austin, USA

Spencer F. Tinkham, University of Georgia, USA

5.1 Special Session: Korean Advertising Cases

Session Chair: Yoo-Kyung Kim, Hankook University of Foreign Studies, Korea

Presenters:

An Soo Jeong, Amore Pacific, Korea

JongHyun Kim, Cheil Communications, Korea

Damon Garrett, Samsung Electronics, Korea

Mon Hee Lee, BBDO Korea, Korea

10.1 Special Session: Engaging Consumers with Mobile Advertising: Advances in China, Korea, Singapore, and the US

Session Chair: Hairong Li, Michigan State University, USA

Presenters:

Jerry Kim, Samsung, Korea

Andy Lee, Samsung, Korea

Thomas Meyer, Wunderman Mobile, Singapore

Chris Reitermann, Ogilvy Interactive, China

Brian Stoller, Third Screen Media, USA

10.2 Country of Origin Issues

Session Chair Leader: Wei-Na Lee, University of Texas at Austin

The Role of Personality Traits and Demographic Characteristics in Attitudes toward Foreign Advertisements: A Case from the US, South Korea, and India

Hyokjin Kwak, Drexel University, USA
Anupam Jaju, George Mason University, USA
Trina Larsen Andras, Drexel University, USA
George M. Zinkhan, University of Georgia, USA

Country of Origin and Brand Familiarity in Consumer Product Evaluation: The Strategic Brand Alliance Perspective

Jin Kyun Lee, University of Texas at Austin, USA
Wei-Na Lee, University of Texas at Austin, USA

The Relationship of Product Category and Advertisers' Origin with the Usage of Advertising Appeals: A Content Analysis of Chinese Magazine Advertisements

Lu Zheng, University of Alabama, USA
I-Huei Cheng, University of Alabama, USA
Joseph E. Phelps, University of Alabama, USA

The Moderating Role of Consumer Ethnocentrism in the Country-of-Origin Phenomenon

TaiWoong Yun, North Dakota State University, USA
Yeo Jung Kim, University of Texas at Austin, USA
Wei-Na Lee, University of Texas at Austin, USA

10.3 Branding and Brand Equity

Chair/ Discussion Leader: Kevin Keenan, American University of Cairo

Advertising Smart Clothing Smartly?

Eunju Ko, Yonsei University, Korea
Kyung Hoon Kim, Changwon National University, Korea
Charles R. Taylor, Villanova University
Heewon Sung, Yonsei University, Korea
Hye Lim Yoon, Yonsei University, Korea

Measuring Corporate Brand Equity: An Exploratory Study among Thai Consumers

Saravudh Anantachart, Chulalongkorn University, Thailand
Nachanok Saengnimnuan, Bangchak Petroleum Public Company, Thailand

Brand Semiosis: Towards the Semiotics of Brand

Sungdo Kim, Korea University, Korea

Demystifying and Demythologizing the Brand: A Componential Analysis of the World's Most Valuable, Yet Confusing Business Asset

Richard Buddle, University of Canberra, Australia

Prestige Brand Extensions and Culture Dimensions
YongJune (Paul) Kim, Sungkyunkwan University, Korea
Julia c. Park, Sungkyunkwan University, Korea

9.4 Postgraduate Papers

A Study on the Effects of Creative Strategy on Movie PR
Eun Kyeong Kwak, Kyunghee University, Korea

Attitudes toward Mobile Advertising Acceptance and Behavior Intention: Comparison Study of Korea and U.S.

Jong-Hyuok Jung, University of Texas at Austin, USA
John D. Leckenby, University of Texas at Austin, USA

Cross-Cultural Perspectives of Ethics in Advertising of the U.S. and Korea

Eun-Kyoung Han, Sungkyunkwan University, Korea
Hyoungkoo Khang, Sungkyunkwan University, Korea
Eyun-Jung Ki, University of Oregon, USA

The Relationship between the Advertisement and Purchasing Intention on Web Site

Jung Woo Jang, Korea University, Korea
Doo-Hee Lee, Korea University, Korea

Cognitive Factors, Fear, and Intention to Quit Smoking: A Combined Model

Seung Ho Cho, University of Alabama, USA
Yong-Chan Kim, University of Alabama, USA
Jae-Hyun Cho, Dajin University, Korea

The Composition of Luxury by Product Category: The Analysis of the Influential Factors in Building Luxury

Mark Yi-Cheon Yim, University of Texas at Austin, USA

11.2 Cultural Issues in Advertising II

Session Chair: Sejung Marina Choit, University of Texas at Austin, USA

Celebrity Advertising in Japan and Korea: Doing it the Asian Way?

Wei-Na Lee, University of Texas at Austin, USA
Sejung Marina Choi, University of Texas at Austin, USA
Sunny Wanhsiu Tsai, University of Texas at Austin, USA

Beliefs of Political Advertising: A Comparative Study between the US and South Korea

Hyun Seung Jin, Kansas State University, USA
Chasu Ahn, Kyungnam University, Korea

Reading Global Ads: A Cross Cultural Study of Korean, Singaporean, and US Students

Kwangmi Ko Kim, Towson University, USA
Katherine Frith, Nanyang Technological University, Singapore

Chinese Consumers' Perceptions of Offensive Advertising: What Makes Advertising Offensive in an Ancient Eastern Country?

Jie Zhang, University of Texas at Austin, USA

Jerome D Williams, University of Texas at Austin, USA

11.3 Information Processing, Memory, and Advertising Effectiveness

Session Chair: James Chen, Nanyang Technological University, Singapore

The Effects of Post-Experience Advertising on Memory in Hong Kong Consumers

J. Jenny Yang, Kansas State University, USA

Robert Meeds, Kansas State University, USA

Effects of Personal Relevances: Ad Copy Types and Information Levels on Memory and Persuasion

Jong Eun Lee, Namseoul University, Korea

Exploring the Effects of Language-Script and Color of Brand Name and Logo on Consumer Memory, Brand Image, and Attitude

So Hyun Kim, Chung- Ang University, Korea

Eun-Ju Lee, Chung- Ang University, Korea

A Study of Relationship between Visual Attention to Advertisement and Implicit Memory Using Eye Tracker

Gho Kim, Chung- Ang University, Korea

MiRan Song, Chung- Ang University, Korea

JaeHwi Kim, Chung- Ang University, Korea

Issues in Interactive Advertising and Public Relations

Session Chair: Yong June (Paul) Kim, Sungkyunkwan University, Korea

Will Encoding Variability Work in Online Ad? The Empirical Study of the Effect of Encoding Variability on the Online Banner Ads, and Moderating Effect of Competitive Interference & Contextual Interference

JungChi Seo, Samsung Electronics, Korea

Doo-Hee Lee, Korea University, Korea

Sangtae Park, Korea University, Korea

Content Analysis of Global Corporate Websites

Wonsun Shin, University of Minnesota, USA

Jisu Huh, University of Minnesota, USA

12.1 Special Session: Advertising & Society

Session Chair: Sung-Wook Shim, Hanyang University, Korea

Presenters

Il Do Choi, Hankuk University of Foreign Studies, Korea

Un Chul Shin, Yunbyun University, China

Jeong Hwa Chun, Hanyang University, Korea

Hyung Koo Khang, Sungkunkwan University, Korea

Mie Jeong Han, Hanyang University, Korea

Samsup Jo, Sookmyung Women's University, Korea

12.2 Practitioner Perspectives on Advertising

Session Chair Leader: James Chen, Nanyang Technological University, Singapore

How Integrated Marketing Communications Influences Advertising Precipices: A Survey of Thai Media and Creative Practitioners

Saravudh Anantachart, Chulalongkorn University, Thailand

Pinya Leelahabooneim, Ogilvy & Mather Thailand, Thailand

Chalalai Nakwilai, Mindshare Thailand, Thailand

Ad Strategies for Positioning a New Product, DMB Phone

Juyoung Kim, Kookmin University, KOREA

Deok Im Ko, SM Entertainment, KOREA

Interpersonal Relationships between Advertising Agencies and Clients in the US and Korea

Douglas M. Sanford, Towson University, USA

Lynda Maddox, George Washington University, USA

US and Korean Websites Practitioners' Perspective on Website Effectiveness Measurement: A Qualitative Investigation

Jisu Huh, University of Minnesota, USA

Soyoen Cho, University of Minnesota, USA

Nora Paul, University of Minnesota, USA

12.3 Values and Ideologies as Reflected in Advertising

Session Chair: Kyung Hoon Kim, Changwon National University, Korea

The Lingering Ideologies of the Korean War Leaflets

Sora Kim, University of Tennessee, USA

Eric Haley, University of Tennessee, USA

An Exploratory Content Analysis of Religious-Related Beliefs: Message Strategies for Thai Buddhist-Related Magazines

Chompunuch Punyapiroje, Burapha University, Thailand

Kittichai Watchravesringkan, University of North Carolina at Greensboro, USA

The Influence of Consumer's Self-disclosure on Advertising Response

Seunghee Im, Jeonju University, Korea

Doo-Hee Lee, Korea University, Korea

Consumer Types and Cultural Consumption Characteristics of Korean Society: Who Spends for What Reasons?

Sang-Min Leo Whang, Yonsei University, Korea

Sang-Won Yoo, Yonsei University, Korea

Regina Kim, Yonsei University, Korea

12.4 The Branding of Countries

Session Chair: Kara Chan, Hong Kong Baptist University, Hong Kong

Impacts of 2006 World Cup Soccer Games on the Brand Germany: Perspective from Korean Younger Consumers

Jong Woo Jun, University of Florida, USA

Hyoungdong Lee, University of Florida, USA

Attitudes toward American Brands and Brand America in Three Pacific Rim Countries

Jami A. Fullerton, Oklahoma State University, USA

Alice Kendrick, Southern Methodist University, USA

Kara Chan, Hong Kong Baptist University, Hong Kong

Matthew Hamilton, Oklahoma City University, USA

Gayle Kerr, Queensland University of Technology, USA

Dimensions of Country Personality of the United States

Jong Woo Jun, University of Florida, USA

Sung Wook Shim, Hanyang University, Korea

Consequences of Brand Personality on Consumer Behavior: A Study of Korean Consumers

Yongjun Sung, University of Texas at Austin, USA

Jooyoung Kim, University of Georgia, USA

Jong-Hyuok Jung, University of Texas at Austin, USA

Jooyoung Kim, University of Georgia, USA