

# **From Celebrity Endorsement to Influencer Marketing: Current Topics and Research Opportunities**

## **Panel Participants**

Chen Lou (Moderator), Assistant Professor, Nanyang Technological University, Singapore

Kineta Hung, Professor, Hong Kong Baptist University

Jasmina Ilicic, Associate Professor, Monash University (co-author: Stacey M. Brennan, Associate Professor, The University of Sydney, Australia)

Nora Rifon, Professor, Michigan State University

Colin Campbell, Assistant Professor, University of San Diego (co-author: Sara Rosengren, Professor, Stockholm School of Economics)

Louisa Ha, Professor, Bowling Green State University

Liselot Hudders, Associate Professor, Ghent University, Belgium

Eva A. van Reijmersdal, Associate Professor, University of Amsterdam

Charles Ray Taylor, Professor, Villanova University (co-authors: Yoon-Na Cho, Associate Professor, Villanova University, and Mivena Panteqi, Research Fellow, Villanova University)