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President's Column

AAA President's Report

by Harsha Gangadharbatla (University of Colorado Boulder)

It feels surreal to be writing my first column as the president of AAA when it was only 20 years ago I attended my first AAA conference as a graduate student. I want to take this opportunity to thank everyone for your support. As I look at the list of past presidents, I am truly humbled and honored to serve as the organization's 58th president.

Two Special Initiatives

While my primary focus this year is to essentially make sure the trains run on time, I do want to carry the torch forward on two great initiatives started by our immediate past president, Eric Haley. Together we have constituted two ad hoc committees—Diversity and Inclusion Committee, and Graduate Student Interest Committee—to advise the executive committee and to recommend some short-term and long-term actions our organization can take to move the needle on both these (related) areas. Past president Marla Stafford will be chairing the Diversity and Inclusion Committee and Jameson Hayes will be chairing the Graduate Student Committee. If you have any ideas you'd like to share, please do not hesitate to send them our way.

2021 Conference

I hope you all had a great spring semester, and have something fun planned for summer. It was great "seeing" many of you at our annual (virtual) conference in March. AMC Source, our association management firm, helped us put on a great conference. This year we kicked off our annual conference with two pre-conference sessions: a doctoral student and junior professor symposium and another on celebrity endorsements and influencer marketing. They were both well-attended, and based on the social media chatter, very well-received. The conference itself, despite being virtual and on Zoom, was also well-attended. In all, we had 235 people registered for this year's conference, a 44% increase from last year. A huge thank you to all our sponsors, AMC Source, executive director Debbie Treise, immediate past president Eric Haley, vice president Marc Weinberger, Director Emerita Pat Rose, executive committee members, and all the reviewers and presenters for making this a successful conference.

Updates

After two consecutive virtual annual conferences on Zoom, I bet everyone is eager and ready for an in-person conference. I look forward to seeing you all in St. Petersburg, Florida, for our 2022 annual conference at the Bayfront Hilton Hotel. Please mark your calendars and save the dates: March 24-27, 2022.



Harsha Gangadharbatla

Continued on page 6...

Research Feature

Consumer Responses to COVID-19 Claims in Social Media Ads

by Juan Mundel (DePaul University) & Jing Yang (Loyola University Chicago)

Picture this. You are sitting at home watching TV after local governments started implementing social distancing and stay-at-home mandates. It's early April 2020, and brands start to address the changes brought by COVID-19 in ads. Rapidly, you start noticing that every ad looks and feels the same, and you are not wrong. Somber piano music, images show empty offices and streets. Brands speak about living "in these uncertain times," and reminding us that now "everything has changed." But most importantly, no matter what, "we are all in this together."



Juan Mundel

While consumers might have appreciated brands' quick response to the pandemic conditions, during the early stages of the stay-at-home mandates many households experienced daring conditions as the result of food shortages, unemployment and furloughs, challenging housing situations, and lack of hygiene supplies in the marketplace. Additionally, the little knowledge about the novel coronavirus resulted in anxiety, fear, and anguish among the world's populations. During this time, we started to question the effectiveness of social-issue claims related to COVID-19 in producing positive responses from consumers.

The repeated use of these cliché ads by different brands went against general wisdom in corporate social responsibility (CSR): actions speak louder than words. The extant literature on CSR shows that consumers don't just blindly trust claims in ads, and that when there is not a perceived connection between the brand's business and the cause addressed in ads, there is a distrust in the motivations for advertising, which can hurt brand evaluation and reputation. Simply put, given that going outside was discouraged, and deemed dangerous to others, ads for

products not essential to the early stages of the pandemic, such as those for travel companies, had little to offer to the ongoing efforts to fight the advancement of COVID-19.

Consumers expect brands to be driven by profit maximization, which is considered a private or egotistic interest (Dean 2003; Ellen et al. 2006). However, brands involved in social issue messaging can also be motivated, at least partially, by altruistic motivations. Therefore, when consumers are exposed to these types of ads, a series of evaluative and discounting processes are activated such that individuals attempt to attribute a motive to the communication effort (Alcañiz et al. 2010).

Given that the functional and the image fit between a brand and the social issue, and that the timing of an announcement influence consumer responses to corporate initiatives (Becker-Olsen et al. 2006), we were interested in understanding whether a perceived low fit between the product type and the social issue claims would result in perceptions of the COVID references as exploitative, not credible, and trying to capitalize on consumers' fear in a time of need (Drumwright 1996; Ellen, Mohr, and Webb 2000), which we operationalized as "perception of brand opportunism."

The perception of opportunism is a measure used in the e-commerce literature (see Porter and Donthu 2008 for review) that has not yet received scholarly attention in advertising research. In two studies investigating consumer response to COVID-19 claims in social media ads for essential vs. non-essential products, we showed first, that consumers valued COVID-19 claims from advertisers whose products contributed to solving problems encountered during the pandemic. For example, COVID-19 claims by grocery stores were evaluated more positively by social media users than travel brands using the same copy. Further, we found that dispositional beliefs, such as general advertising skepticism, led to stronger perceptions of brand opportunism. Also, as perceptions of brand opportunism increased, consumer

Juan Mundel Bio:

Juan Mundel (Ph.D., Michigan State University) is an assistant professor of advertising in the College of Communication at DePaul University. He teaches graduate and undergraduate courses in advertising, consumer behavior, and insights and his research is in unintended effects of advertising. He is a co-director of the Media Engagement Research Laboratory (ME Lab) and Director of the Latino Media and Communication Program.

intention to engage with social media ads, ad attitude, and brand attitude were less favorable.

Our studies contribute to the environmental context of advertising literature by offering a glimpse at how consumers respond to societal-level brand messaging strategies within



Jing Yang

the social media environment during a pandemic. We found that for brands carrying “essential” products, placing ads on social media with COVID-19 messaging can become a viable opportunity for advertisers to build brand trust with their publics. As consumers place more trust in brands, marketers have better opportunities to

develop long-lasting connections with their audiences.

Results showed that perceptions of brand opportunism have a negative indirect effect on consumer attitudes. The development of a scale which can be used for measuring perceived brand opportunism in ads, and identifying that brand-social issue fit as determinants to opportunism perceptions offer additional insights to our understanding of consumer behavior in time of a health pandemic. More research is needed to identify what type of products lead to perceptions of- and effects of- brand opportunism on message and brand evaluation in different social issue contexts such as Black Lives Matter, the Stop Asian Hate movement, and climate change, among others. Specifically, in today’s socioeconomic environment, scholars should establish an understanding of brand opportunism and its impact on purchase intentions, word-of-mouth, and social media engagement (i.e., viral behavioral intentions).

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Have Items for the Newsletter?

- Job announcements
- Calls for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **July 15**, at joonghwa.lee@und.edu.

Jing Yang Bio:

Jing Yang (Ph.D., Michigan State University) is an assistant professor of digital advertising in the School of Communication at Loyola University Chicago. Her research interests included consumer engagement in social media and mobile contexts, computational image analysis in advertising, and authenticity in digital culture.

Teaching Feature

Two Key Ingredients for Teaching Ethics

by Carrie La Ferle (Southern Methodist University)

As the most recent recipient of the Kim Rotzoll Career Award for Advertising Ethics and Social Responsibility, Dr. Lee (Joonghwa) asked me to share my teaching philosophy, methods, and experiences from teaching Advertising, Society, and Ethics for the past 23 years.



Carrie La Ferle

What is the most important information to convey in a short column to an audience of so many great teachers? I decided to focus on how to equip students to recognize a wide variety of potentially ethical issues, articulate the social and bottom-line concerns, and provide tangible solutions in a professional manner, resulting in a win for all.

Where do I start? At the beginning of the semester.

Two key ingredients for teaching ethics start on the first day with what I call “expectation setters.” I begin with a questionnaire asking preferred names, area of advertising focus, have students define ethics in their own words and tell me about topics which may interest them about ethical issues in advertising, if any. I ask about favorite things to do, favorite music genres and TV shows, as well as social causes of interest. Getting to know a little about every student allows me to later tailor examples and assignments to the interests of the students, keeping students more engaged and more likely to learn the concepts.

Next, I shatter the myth held that ethics is boring by demonstrating how ethics in advertising impacts each student, the agency, society, and the client’s bottom line.

Getting students thinking about ethics and their own values requires them first to recognize why ethical behavior is important to an individual, to a brand, to the advertising industry and to society as whole. I start with a broad definition of ethics and get students thinking about what Socrates said regarding the importance of assessing their individual actions across all areas of life, so as to not take a wrong step, hurting others but also their own wellbeing.

Once convinced of the need for ethical behavior to live a happy life, the remaining sections of my class are organized and presented as a series of movie teasers. Each presents a concept, its relevancy to ethics and advertising, and then showcases ads as examples. I’ve hooked the students at this point so they are excited to learn the how and why about judging advertising as ethical or unethical in different contexts.

First, I take the **philosophical lens of classical liberal roots**, akin to Kim Rotzoll’s approach, to show how advertising is an institution created to solve problems in society and has a rightful place among other institutions such as education, religion and so on. We then move on to the **economic effects** of advertising examining both market power and market competition perspectives as well as the positive and negative arguments of advertising’s **relationship with media**.

Once they believe in advertising as an efficient source of information about brands,

Continued on page 10...

Carrie La Ferle Bio:

Dr. Carrie La Ferle is the Marriott Endowed Professor of Ethics & Culture in the Temerlin Advertising Institute at SMU in Dallas, TX. Raised in Toronto, Canada; Carrie worked for Chiat/Day on the Nissan account before working in Tokyo for 4 years. Formally trained as a sociologist, she brings a broad understanding of culture and interpersonal communication to effective messaging. With over 50 publications examining the impact of social, ethical, and cultural influences on the practice of advertising, Carrie is an expert on cultural phenomena. She has traveled the globe teaching, researching and presenting her work and currently teaches cultural intelligence in advertising and advertising ethics. Carrie is a member of the Maguire Center for Ethics and Public Responsibility and a voice on the ANA’s Global CMO Growth Council promoting cultural intelligence and ethical representation to support growth and good for our industry. Carrie works to positively influence society by teaching the importance of securing the rights of brands to provide information while also building trust and authentic long term relationships between brands, their consumers and society through cultural understanding and ethical behavior. Carrie is certified as a trainer in both Cultural Intelligence and Unconscious Bias. She lives in Dallas, TX with her husband of 20+ years and their two teenaged children.

Special Topic

“
Marla Royne Stafford is the 2021 AAA’s elected Fellow. The Fellow is AAA’s broadest and most prestigious honor respecting a significant lifetime achievement and contribution to the advertising discipline. The Fellow’s journey inspires us with reflecting on the value and importance of AAA not only for our own success, but also for the advertising discipline. Congratulations again, Marla! – Editor –
”

A Thirty-Year Reflection of My Journey Thru AAA’s

by Marla Royne Stafford (University of Nevada-Las Vegas)

During my recent one-hour meeting with my 2021 AAA mentee, she asked me to share “my story” with her. I happily shared my journey as a teacher, scholar, administrator, academic leader, and an individual person in academia. Clearly, the AAA played a prominent role in my academic progression, and as I communicated my nearly 30-year academic career, I began reflecting on how during those years, I moved through numerous roles, growing wiser with more experience. I learned a career is what you do, but it is not who you are, and that is an important distinction. While a career helps determine professional interests and goals, it does not reveal the personal spirit that defines an individual as a person.



Marla Royne Stafford

At the AAA, we are an organization of individuals with common research interests, and often similar career goals. Our stories are unique, but overlapping. We connect through scholarship, knowledge, and advertising. After that initial

meeting with my mentee, I started reminiscing of my earlier days in academia, my introduction to the Academy, and how those events ultimately transformed my life.

The first AAA conference I attended was in San Antonio as a doctoral student. I stayed at a Travelodge to save money, but that required a long walk to the conference hotel. The day I arrived I began to feel ill, yet I had two papers to present, and felt it was extremely important to meet my obligations. So I presented at both sessions, ignoring my 101 degree temperature I treated with Tylenol. One presentation was on puffery, and it was during this session that I met Ivan Preston. He could easily see I was feeling unwell and approached me with both a professional and personal demeanor reflecting both what he did and who he was. He was so kind, and it was at that moment I realized that academic organizations might focus on scholarship, but they hardly ignored the personal touch that creates an inviting and inclusive environment. Ivan took it in stride displaying his usual kind demeanor and sharing scholarly ideas about puffery. Although I remember little about the presentation itself because of my physical health, I will never forget meeting Ivan and sensing the warmth he exuded. With those fond first memories of the AAA, I was hooked. This experience was so different from corporate conferences I attended as an employee of Tupperware Worldwide and Philip Crosby Associates. And while I currently held a position in a department of marketing in a college of

Marla Royne Stafford Bio:

Dr. Marla Royne Stafford, the 2021 American Academy of Advertising Elected Fellow, is Executive Associate Dean of Academic Affairs and the William F. Harrah Distinguished Chair at the University of Nevada-Las Vegas Harrah College of Hospitality. Before joining UNLV, she was Interim Dean and Great Oaks Professor of Marketing at the Fogelman College of Business & Economics at the University of Memphis. She was also Chair of the Department of Marketing and Supply Chain Management for 13 years. Dr. Stafford received her Ph.D. in marketing from the Terry College of Business at the University of Georgia, her MBA from the Crummer Graduate School at Rollins College, and her BA in speech communication from the University of Arizona. She is a past-president of the American Academy of Advertising and past editor-in-chief of the *Journal of Advertising*. She is also a past associate editor of the *Journal of Consumer Affairs* published by the American Council on Consumer Interests. She is a two-time recipient of the University of Memphis Alumni Association Award for Distinguished Research in Business and Social Sciences and in 2016, she received the Ivan Preston Award for Outstanding Contribution to Advertising Research. In 2018, she was recognized as one of the Superwomen in Business by the *Memphis Business Journal*. Dr. Stafford’s research has been published in the *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *Journal of Public Policy and Marketing*, *American Journal of Public Health*, *Journal of Business Research*, *Journal of Retailing*, *Decision Sciences*, and numerous other publications.

business, I completely embraced advertising as my primary area of research and teaching.

As time went on, I met numerous individuals who were kind and encouraging. Mary Ann Stutts asked me to serve as the AAA newsletter editor, a position I accepted with excitement. Over the years, I was delighted to contribute to the AAA in many areas; Ivan was always there to support me until the day he passed. In fact, he once commented, “you can do so much for the academy,” – words never forgotten to this day. I developed partnerships that led to projects and publications, and friendships that have lasted for more than 25 years. Early in my career, a colleague told me I should pick one organization for primary involvement. Although I attended many marketing conferences, serving as a track chair, session chair, reviewer and more, the only conference I attended regularly was the AAA. I remember missing a conference in 1999 when I was 8 ½ months pregnant and on bedrest. Yet, I still never wanted to miss a single conference. Every conference brought new experiences, with many of them not directly related to academia. I remember shoe shopping with Bill Arens in Tucson, AZ; shivering with friends in the middle of the night in Burlington, VT, when the fire alarm went off, and winning \$200 in Reno, NV. Another highlight was returning to a wonderful restaurant in Milan where the waiter provided complimentary Limoncello dessert for our two full tables of AAA members attending the AAA’s Global Conference in Italy.

As I enter what might be considered my “twilight years” in academia (no, I am not retiring yet), and I look at the membership of the Academy, I remain in awe of many top scholars in the AAA. Some are retired and some remain active with the AAA. People such as Len Reid, Dean Krugman, Ron Faber, and of course, the late Ivan Preston, and others significantly influenced my academic career. Yet, I never dreamed I would be JA Editor when I first met Len Reid at UGA when he was the editor and I was a doctoral student, or when Les Carlson and I were discussing a submission. I see numerous individuals who came to the AAA in the same general timeframe that I did. I look at Shelly Rogers, Barb Phillips, and Ray Taylor, all journal editors, and Jisu Huh, Tom Reichert, Eric Haley, and numerous others who continue to flourish as scholars and leaders while holding other roles. I have known these colleagues for many years; we essentially grew up together in the AAA. And I am thrilled to see bright, talented relatively new faces such as Nate Evans, Anna Kim, and Grace Ahn and others who are defining and shaping the discipline’s future. Each generation is reflected in the composition of our wonderful organization, and each brings something special to the entirety of our group.

Watching the Academy’s evolution excites me as I see where we have been and where we continue to go. My own evolution parallels that excitement. As I transformed from a doctoral student in San Antonio to today, it never crossed my mind that I would be AAA president, a Preston award recipient, and now an elected Fellow of the Academy. It is the people in the Academy that influenced me on both what I do and who I am. I cannot be certain of the path I would have taken without attending that first conference in San Antonio. The connection to the organization was immediate and authentic. And for that, I am extremely grateful. 

Continued from page 1 by Harsha Gangadharbatla.

Working with AMC source, our executive committee reviewed proposals from various hotels and voted in favor of Denver (The Curtis Hotel) as the location for our 2023 annual conference. We will be back in Denver-Boulder area after exactly 20 years and I can’t wait to welcome everyone to the Mile High City in 2023.

Congratulations to Sukki Yoon, who will be taking over as the new editor of the *Journal of Current Issues and Research in Advertising*. And thank you to our current editors who are providing a tremendous amount of service to the organization and our field.

I look forward to working with our executive committee and all the committee chairs: Jisu Huh (Awards), Saleem Alhabash (Communication), Terry Daugherty (Finance), Montana Jiang (Global and Multicultural), Yang Feng (Membership), Chang-Dae Ham (Research), and Herb Rottfeld (Publications). A few things our committee chairs and I will be working on this year include but are not limited to: revamping our website including creating a photo archive and curating our history; increasing our social media presence; negotiating a new publisher contract for our journals; increasing our membership numbers and providing our members value all year long; increasing AAA’s global reach and reputation; and tackling diversity and inclusion issues along with increasing graduate student membership and participation.

In closing, it is truly an honor to serve this organization and I look forward to updating you again in the next newsletter.

Have a great summer. 



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2021 AAA Virtual Annual Conference

AAA Conference Paper Round Up

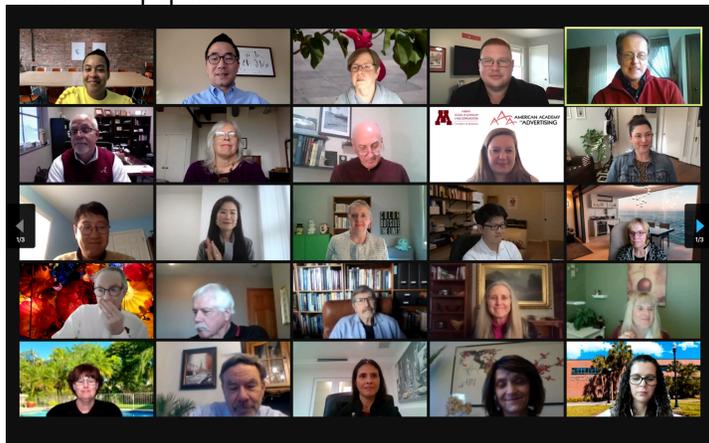
by Marc Weinberger (University of Massachusetts Amherst & University of Georgia)

For the second consecutive year we were forced to have our annual AAA conference on Zoom. Despite meeting virtually, our attendance was outstanding and even rivaled registrations for many of our previous live conferences. There were 68 papers organized into 18 thematic tracks as well as five special topic sessions selected by Harsha Gangadharbatla. In addition to traditional session topics, several emerging areas such as New Ad measures, YouTube as a Media Channel, Social Media Effects, Personalized Advertising, Computational Advertising, and Influencer Effects were represented and particularly well attended.



Marc Weinberger

The 2021 Proceedings will contain summaries and abstracts of the pre-conference, special topics sessions, and competitive research abstracts. Many thanks to over 100 reviewers who helped judge the paper submissions and to Sela Sar, Eric Haley, and Sigal Segev's leadership of the Research Committee with their help selecting the top conference papers.



The **Best Student Paper Award** went to Boyoung Kim and Hayoung Sally Lim of University of Texas for their paper "ASMR in Advertising and Its Effects: The Moderating Role of Product Involvement and Brand Familiarity." We also awarded an Honorable Mention Student Paper this year to Dickson Tok

of Nanjing University for his paper "Desirability or Feasibility? How Spatial Distance Between Product and Model Influence Product Evaluation."

The **Best Faculty Conference Paper Award** went to Jing Yang of Loyola University Chicago and Juan Mundel from DePaul University for their paper "We Are All in This Together: Brand Opportunism in COVID-19 Cause Related Marketing and the Moderating Role of Consumer Skepticism." We also made an Honorable Mention Faculty Paper award this year to Min Xiao from Wichita State University for "'Overpriced Junk': The Overwhelming Impact of Negative User-Generated Comments on the Effectiveness of Influencer Marketing on YouTube." Many thanks to Southern Methodist University for again sponsoring cash awards for the best faculty and student paper.

In addition to our dedicated reviewers, I would say that this conference would not have been possible without the efforts of moderators and authors who submitted their papers and who were willing to virtually present them live during the conference. I offer sincere thanks to those of you who dedicated your time and expertise for this virtual conference. Additionally, I would like to acknowledge the sponsors who provided financial support and our Conference Manager AMC Source that helped manage technical side of the virtual conference. I would like to thank the AAA Executive Committee members who provided constant support throughout the entire process of organizing the conference. Finally, I would like to especially thank the AAA Past-President Eric Haley and current President Harsha Gangadharbatla for their help, support, and guidance during the entire conference submission process.

It is always a highlight of our annual conference to recognize members for special recognition at our awards luncheon. This year was no exception, and I am happy to mention this year's award winners.

American Academy of Advertising Fellow



Marla Royne Stafford speaking on Zoom.

Marla Royne Stafford (University of Nevada, Las Vegas), a former AAA President, was honored as a Fellow of the Academy. The Fellow Award is the most prestigious award given by the

Academy. The designation of Fellow is for a lifetime of achievement in the advancement of advertising scholarship, education, and service to the discipline.

Ivan L. Preston Outstanding Contribution to Research on Advertising Award



Shelly Rodgers speaking on Zoom.

Shelly Rodgers (University of Missouri) received this award based on her sustained and systematic contribution to advertising research.

Recipients are honored with \$1,000 and a plaque. The award was sponsored by the University of Illinois.

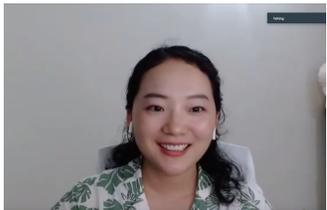
Kim Rotzoll Award for Advertising Ethics and Social Responsibility



Carrie La Ferle speaking on Zoom.

Carrie La Ferle (Southern Methodist University) received this award in recognition of her outstanding lifetime commitment to advertising ethics and social responsibility.

Mary Alice Shaver Promising Professor Award



Chen Lou speaking on Zoom.

Chen Lou (Nanyang Technological University, Singapore) was honored with the Mary Alice Shaver Promising Professor Award. This award honors a junior faculty member who has

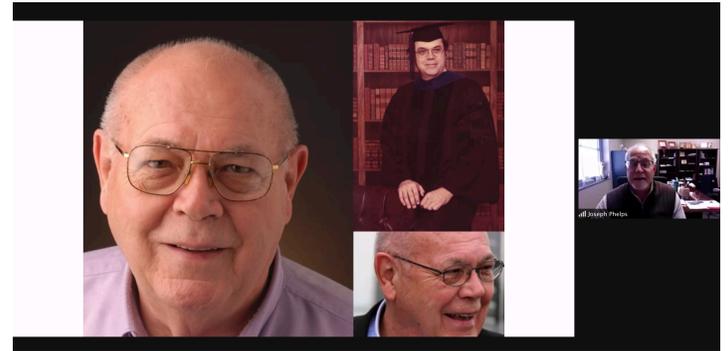
demonstrated excellence and innovation in advertising teaching and research. The award is given to full-time faculty who have taught no more than four years and who are members of the American Academy of Advertising.

Journal of Advertising (JA) Awards

The 2020 Best *JA* Article Award went to Akshaya Vijayalakshmi (Indian Institute of Management Ahmedabad), Meng-Hsien (Jenny) Lin (California State University Monterey Bay), and Russell N. Laczniak (Iowa State University), "Evaluating Adolescents' Responses to Internet Ads: Role of Ad Skepticism, Internet Literacy, and Parental Mediation." The best reviewer award went to Doug West (King's College London, UK), best ad-hoc reviewer to Kasey Windels (University of Florida), and best student reviewers to Pedro Miguel Oliveira (ISCTE-Instituto Universitário de Lisboa), Shili Xiong (University of Illinois at Urbana-Champaign), and Tyler Milfield (University of Tennessee).

Journal of Current Issues & Research in Advertising (JCIRA) Awards

This year's Best *JCIRA* Article Award went to Eric Haley (University of Tennessee) "Consumer Sense Making of Political Front Group Messages" and the outstanding reviewer is Laura Bright (University of Texas).



Joseph Phelps paying tribute to Don Schultz at the AAA awards luncheon.

Journal of Interactive Advertising (JIA) Awards

This year's Best *JIA* Article Award went to Joseph T. Yun (University of Illinois at Urbana-Champaign), Brittany R. L. Duff (University of Illinois at Urbana-Champaign), Patrick T. Vargas (University of Illinois at Urbana-Champaign), Hari Sundaram (University of Illinois at Urbana-Champaign), and Itai Himelboim (University of Georgia), "Computationally Analyzing Social Media Text for Topics: A Primer for Advertising Researchers." The outstanding reviewer is Chen Lou (Nanyang Technological University, Singapore).



Herb Rotfeld paying tribute to Jerome Williams at the AAA awards luncheon.

AAA Research Fellowship Awards

Research Fellowship Awards are sponsored by University of Florida this year. The four recipients of the research fellowship this year include Jing Yang (Loyola University Chicago); Juan Mundel (DePaul University); Shu-Chuan Chu (DePaul University): "The Impact of Algorithmic Transparency on Consumers' Responses towards Computational Advertising." Chen Lou (Nanyang Technological University, Singapore): "Standardized Advertising vs. Localized Advertising? An Explication of the Communication Accommodation Theory with New Evidence." Linwan Wu (University of South Carolina); Taylor Jing Wen (University of South Carolina); Naa

Amponsah Dodoo (Emerson College): "Disclosing the Involvement of Artificial Intelligence in Advertising to Consumers." Nora J. Rifon (Michigan State University); Iago S. Muraro (Michigan State University): "Consumer Activism and Advertisers' Boycott of Facebook."

Doctoral Dissertation Awards

The Doctoral Dissertation Awards were sponsored by University of Georgia this year and Awarded to five individuals including Amanda S. Bradshaw (University of Florida): "Our ultimate hope or something sinister: Social media advertisements, digital discourse with physicians, and maternal source credibility perceptions of pro-vaccine messages during a global pandemic." Shuoya Sun (University of Georgia): "How Do Arousal Spike Position, User Control, and Ad Position Affect Responses to Online In-Stream Video Advertising." Marilyn Primovic (University of Georgia): "Thou Shall Discern? Religious Native Ad Processing & Outcomes." Busayo Anthony Olarotimi (Nottingham Trent University, UK): "Role of Media in the Execution of Creative Advertising Ideas: Rhetoric Theory Perspective." Alexander Carter (University of Tennessee): "An Examination of the Role of Advertising and Self-Disclosure in the Twitch Streamer-Viewer Parasocial Relationship."

Graduate Student Scholarships

The graduate student scholarships are made in honor of Ronald E. Taylor, Emeritus Professor, University of Tennessee. This year the scholarships were awarded to the following 10 students: Maral Abdollahi (University of Minnesota), Evgeniia Belobrovkina (University of Missouri), Su-Yeon Cho (University of Miami), Xiaohan Hu (University of Illinois at Urbana-Champaign), Eunah Kim (University of Minnesota), Woo Jin Kim (University of Illinois at Urbana-Champaign), Haseon Park (University of Alabama), Giang Pham (University of Illinois at Urbana-Champaign), Teresa Tackett (University of North Carolina at Chapel Hill), and Weilu Zhang (University of Missouri).

It was an honor to serve AAA as Vice President and Proceedings Editor for 2021. Serving in this role is a privilege and I would like to thank the AAA members for entrusting me with these responsibilities. Overall, I was impressed by the quality and research productivity of the AAA members. I look forward to hopefully seeing all of you in person (not virtually) next year in Saint Petersburg, Florida. 

Continued from page 4 by Carrie La Ferle.

we cover the **First Amendment, freedom of speech issues and where commercial speech** fits in and the pivotal cases that have grown protection for advertising speech. Students must understand that while advertisers have rights to convey information and consumers have rights to receive

information, the government also needs to balance the rights of the greater society such as with tobacco advertising and so potential regulation must always be considered.

This discussion of regulation brings up the need to define **misleading and deceptive ad claims** and how such advertising can be problematic to consumers, brands, and society as a whole. Specifically, I demonstrate how a lack of trust in the institution of advertising or specific brands results in a failed market system, need for increased regulation and ultimately a weakened economy. It is here we tackle key regulatory and legal issues that many students will experience by exploring the FTC and NAD's industry regulation, and developing an understanding of copyright and trademark laws.

The last third of the semester is spent challenging students' beliefs about the power of advertising to shape society. We focus on **specific ethical issues, theories for analysis, and creative approaches toward solutions, as well as practice voicing concerns in a constructive professional manner**. Students can now see why some ads are illegal, while others might get pulled for crossing ethical and/or social lines. We examine the portrayal of children in ads, race and ethnicity concerns, gender issues, sexual orientation images, objectification of men and women, and controversial products.

This section is fraught with landmines and discussions can become contentious. I manage the class closely and consistently remind students of classical liberal ideas, the marketplace economy, legal and ethical concerns, and the potential for regulation; all with the goal to figure out how we can make objectionable ads better and how to avoid problems in the first place. To this end, I ask a lot of simple questions. "Is this ad responsible?" "Are there potential consequences of the ad on society not being considered?" "Are we missing any opportunities for positive social change?" or "Are we treating people as having value in this ad, or simply to get a laugh or sell a product?" and "Would I be proud to put my name on this work?"

Taking students through this process changes them. The process helps students to see advertising as more than images used to sell products, and the content empowers the students as future practitioners to challenge the status quo. I can think of no higher calling than for a professor of advertising to equip students to make better advertising and a better world. I am honored to be named alongside the nine other advertising professors who have spent their careers undertaking research in the area and helping students understand the impact of advertising on society. 

Graduate Student Spotlight

Julia Davis (University of Alabama)

Be Picky, Choose Wisely.

One evening several years ago, Dr. Doreen Davis, Ph.D. told me that we subconsciously take on the characteristics of the people we surround ourselves with so be picky and choose wisely. Dr. Davis also happens to be my mother whom I greatly admire. When the time came to choose how I would be spending my time following my college graduation, I thought about my mom's words. I decided that I wanted to be surrounded by academics, so I applied to a graduate school. Two weeks after I submitted my application in March 2020, the world came to a screeching halt.



Julia Davis

Like many others, my world was turned upside down by the pandemic and other events of 2020. I had always tended to be an optimist and enjoyed staying busy but as the year pressed on, I felt myself becoming a pessimist. Then, I got the news that I had been accepted into graduate school and I was beyond excited to be given the opportunity to surround myself with people from whom I could learn a lot.

As the first semester of graduate school came and went, I felt myself switching back to the optimistic side of things. In January 2021, I had an idea for a business, but I was still doubting it and myself for that matter. I talked to some fellow classmates and mentors about it and they were all encouraging and had excellent ideas to contribute. A couple of months later, I launched Little Business Library, an online directory of small business websites aimed at helping small business websites gain exposure online while helping consumers easily find direct links to those small business websites.

I took a huge chance on this venture, but the people with whom I surrounded myself built me up so that I could be my

best self which in turn allowed me to build a business that helps others. It allowed for something good to come out of a chaotic time in our history. If I had any advice to share it would be this:

1. In the words of Dr. Davis, "be picky and choose wisely." Surround yourself with people that you wish to be more like. Then, make yourself available to be that person for someone who wishes to be more like you.
2. Ask yourself the question "what's stopping you?" Do some self-evaluation about what is standing between you and your goals. Then, consider your options and consult your mentors.
3. Eliminate the unknown as much as possible. Arguably, one of the hardest parts of starting a new venture is the prospect of the unknown. Take steps to learn as much as you can about your possible venture and you may find your hesitations retreating. ~~AA~~

Have Items for the Newsletter?

- Job announcements
- Calls for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **July 15**, at joonghwa.lee@und.edu.

Julia Davis Bio:

Julia Davis (jadavis38@crimson.ua.edu) is a first year MA student in Advertising and Public Relations at the University of Alabama. She earned her B.S. in Communication Studies with a minor in Public Relations from the University of Montevallo in 2020. Her research interests include strategic communication, crisis communication, advertising, and rhetoric. Outside of school, Julia owns and operates The Practical Planner and Little Business Library.

Eunjoo Jin (University of Texas at Austin)

The Role of Researchers in the Era of the Metaverse

With the development of big data and AI technology, interactive media has enriched everyday lives by creating new media usage environments. The application of media interactivity goes beyond a 360-degree product view on an e-commerce website and now reaches AI-based chatbots that meet the various needs of customers and virtual assistants like Alexa, who make daily life



Eunjoo Jin

more convenient. Such useful and varied applicability was the driving force behind the decision to devote my dissertation to interactive media. Under the guidance of my advisor, Dr. Matthew Eastin, I intend to examine the effects of the heuristics of AI-based chatbots on trust in messages for my dissertation. Based on my research interests, I would like to share my ideas with the readers of the AAA newsletter regarding a new type of interactive media platform that recently grabbed my attention.

Where have teenagers spent the most time in the middle of the COVID-19 pandemic? Some of you may think on social media, but it is actually on Roblox, an online gaming platform with the concept of a virtual world. More than half of the U.S. population under the age of 16 connects to Roblox every day to share their daily lives with other users using their own avatar. Such a surreal environment, in which the virtual space and the real world are connected, is called a metaverse. Almost all social, economic, and cultural activities in the real world can take place in the metaverse. In Roblox, users can go to school, attend concerts, raise pets, and even shop for their favorite brands. Other metaverse platforms, such as Zepeto and Fortnite, are also growing rapidly. Recently, American hip-hop artist Travis Scott held a concert on Fortnite, and more than 10 million people attended. A few weeks ago, a university in South Korea held an official entrance ceremony for freshmen on its own metaverse platform. The metaverse is literally opening up a whole new world.

Eunjoo Jin Bio:

Eunjoo Jin is a Ph.D. candidate in the Stan Richards School of Advertising and Public Relations at the University of Texas at Austin. Her research interest is examining how user psychology in computer-mediated communication impacts message effectiveness. Particularly, her research focuses on interactive media technologies and interfaces.

The popularization of metaverse platforms made me think about the future role of advertising scholars. The metaverse presents great research potential to advertising scholars. One of the prominent characteristics of the metaverse that distinguishes it from traditional video gaming platforms is that, in the metaverse, the real world is absorbed into the virtual world. The main goal of users engaging in a metaverse is not to kill the other player or win a car race but to share real-life experiences with others. This suggests that users can create new types of social groups, social norms, moral standards, and even new personalities in a metaverse. Advertising messages in the metaverse, therefore, should be delivered in different forms compared to existing in-game advertising. Numerous technical, psychological, and social variables are likely to impact the effectiveness of advertising messages in the metaverse. In the future, social phenomena occurring in the metaverse may inversely affect the real world. The day when Gucci's new product is flaunted first in the metaverse, not in the real world, is coming.

Various ethical and social issues arising from the explosive growth of the metaverse platform are also areas for advertising scholars to consider. In the metaverse, where ethical and legal systems are still lacking, the biggest issue might be the vulnerability of teenagers, the main users of metaverse platforms. How can we control the exposure of minor users to alcoholic or sexually-explicit advertisements in a metaverse world? Due to the nature of the metaverse, where global users share time and space, conflicts among different cultural beliefs and advertisement regulations are also serious issues that should be resolved. Continuous collaborative work between advertising scholars and interested parties is essential to create "good advertising" in the metaverse.

Despite these issues, the metaverse has already been established as a new communication platform. As a scholar studying interactive media, I more than welcome innovative change in the media landscape. In this era of continuous advancement in technology, it will be very interesting to pursue studies related to the metaverse, where the virtual and the real worlds meet. *AA*

Bhakti Sharma (University of Florida)

Almost four years ago, as I sat in my first graduate class as a Master's student, words like APA citations and annotated bibliographies sounded just as foreign as the country as I was in. Fast forward to now, finishing my second year in the Ph.D. program, those words have



Bhakti Sharma

become friendly acquaintances and have been replaced with newer, stranger words like imposter syndrome and zoom fatigue. Looking back at my journey as a graduate student (first in the Masters and now in the Ph.D. program), I see the steep learning curve that formed the road I walked. And I would like to believe that this is true for most of us.

As graduate students, our identities are so layered: learners, teachers, scholars, administrators, assistants, grant writers, reviewers, presenters, internationals, master procrastinators (no? that last one is just me?). We slide from one role to another with the skill and grace of a shapeshifter. We come for the thirst for knowledge and stay for the love of learning. Yet often, this learning process goes completely unnoticed by us. There is always more to read, more to write, more to produce, and bogged down by all that's left to do, we often neglect all that has been achieved. Having spent almost a big chunk of my life in school, the one thing I know for sure is how much I don't know. And that can be a terrifying feeling. So I encourage you today, my fellow shapeshifters, to take a deep dive with me through your mental stockpiles of all the impending goals. And find the tiny golden nuggets of victories that have accrued so far. It can be something as small as learning to cite correctly for the first time (I'll admit it was a big one for me) or as monumental as teaching a whole class of young and eager undergraduates.

For me, the shiniest golden nugget I found recently was my resilience, and I don't think it is something unique to me. As

the whole world struggled and continues to do so, under the wrath of a global pandemic, we as a community displayed what it means to be adaptable. We continued to teach, learn, and create. We shapeshifted into our virtual avatars in a world of Zoom screens and home offices. And no one can say it has been easy. What is easy, though, is to often overlook how far we've come and the progress we've made. The point is not just to compare our wins to some external benchmarks of success, but also to take pride in the distance we've covered as graduate students, scholars, teachers, and most importantly, as individuals. Why? Because that growth is truly yours, maybe just as much, if not more, as your research ideas or the last publication (kudos to all the fantastic scholars out there). As an international student, I sometimes think about the things I am missing out on or the things I took for granted back home, like a home-cooked meal or the chance to see family. And while I still struggle to explain to them what my research is or what the work entails, I believe we find joy in the mutual understanding that I am learning and growing.

The point of this (probably long-winded) piece is that we must acknowledge, nay, celebrate our learning curves. Our drive for "what's next" in this infinite journey of discovery must be fueled by the thrill of overcoming the last obstacle so that we may continue shapeshifting into better, wiser, and happier versions of ourselves. ✨

Bhakti Sharma Bio:

Bhakti Sharma is a second-year doctoral student at the University of Florida's College of Journalism and Communication. She holds an MBA from Symbiosis International University in India and an MA in Mass Communication from the University of Florida. Her research interests lie at the intersection of mindfulness technology, user experience, and the underlying psychological imports. She is also interested in the relationship between various digital and social media and people's overall well-being. Before coming to America, she worked with multinational advertising agencies such as Lowe Lintas and FCB, India. Sharma is also an international open water swimmer and a TED speaker.

AAA Notes

Awards and Honors



Shelly Rodgers

Dr. Shelly Rodgers, Professor of Strategic Communication at the Missouri School of Journalism, has received [the Governor's Award for Excellence in Teaching](#) and has been named [the Maxine Wilson Gregory Chair in Journalism Research](#) at the Missouri School of Journalism University of Missouri, 2021.



Joanna Strycharz



Claire M. Segijn

Dr. Joanna Strycharz (University of Amsterdam) and Dr. Claire M. Segijn (University of Minnesota) received the AEJMC Emerging Scholar

Grant for their proposal 'A Change in Media Diet as a Result of Corporate Surveillance. A Comparison between the United States and Europe.' The focus of their study is on investigating the extent to which data collection for synced advertising causes so-called chilling effects, such as a change in users' media diets.



Emily Buteau

Emily Buteau (Ph.D. candidate) has been selected as the recipient of the 2021 Excellence in Teaching Award by the School of Graduate Studies at the University of North Dakota.

Grants and Fellowships



Fang (Faye) Yang

Dr. Fang (Faye) Yang has received the Catalyst Research Grant (\$4,000) from Grand Valley State University recently. The research grant will be used for the study of purpose-driven advertising and its impact on advertising's social role in the future.

Job Changes, New Hires, and P&T



Edoardo Teodoro Brioschi

Professor Edoardo Teodoro Brioschi (Università Cattolica del Sacro Cuore, Italy) has promoted the foundation of the Scholars' Association of his university together with 17 colleagues belonging to 8 Departments. The Scholars are retired members of the academic staff, continuing to give a contribution to the university for the attainment of its objectives, while developing their study activities. The Honorary President of the Association is the University Rector, while Brioschi was named President.



Sun-Young Park

Dr. Sun-Young Park received Tenure and Promotion to Associate Professor at the University of Massachusetts Boston, College of Liberal Arts, Communication Department.



Mark Yi-Cheon Yim

Dr. Mark Yi-Cheon Yim received Tenure and Promotion to Associate Professor at the University of Massachusetts Lowell, Manning School of Business, Department of Marketing, Entrepreneurship & Innovation.

Book Releases



HUMOR IN ADVERTISING
CLASSIC PERSPECTIVES AND NEW INSIGHTS

Edited by
Marc G. Weinberger, Charles S. Gulas
and Charles R. Taylor



Dr. Marc G. Weinberger (University of Massachusetts Amherst and University of Georgia), Dr. Charles S. Gulas (Wright State University) and Dr. Charles R. Taylor (Villanova University) published [Humor in Advertising: Classic Perspectives and New Insights](#) (Routledge). This comprehensive ten chapter book both summarizes the cumulative state of knowledge on humor

in advertising and provides new cutting edge research on key topics such as humor's use in conjunction with emotional and sexual appeals, its use in digital advertising, and issues related to gender and cross-cultural applicability.

Contributors to this edited book include many of the leading scholars on the topic of humor in advertising. 

GMC Led the Discussions on Brand Activism in the AAA Annual Conference *by Juan Mundel (DePaul University) & Fang (Faye) Yang (Grand Valley State University)*



Juan Mundel

The U.S. Census Bureau projects that 44% of the U.S. population will be multicultural by 2030. Consumers expect brands to align with their values and advance social well-being and are more likely to purchase from brands that take a stand for social issues. Given the large purchasing power of multicultural consumers, estimated at \$3.9 trillion (eMarketer, 2019), brands can no longer ignore the issues faced by people of color.

In the aftermath of George Floyd's murder and countless incidents of violence toward the African American community, brands took to advertising to make anti-racist statements. However, consumers are not likely to accept these statements blindly. As a result, ad respect and perceived authenticity have slid back in 2020 and 2021 (CIIM, 2021).

On March 19, 2021, a group of ad scholars and industry professionals came together for a special topics session during the AAA annual conference to discuss issues such as the role of corporate social responsibility and brand values in brands taking a stand, communicating about diversity and inclusion (D&I) in advertising, and consumers' perceptions of brands taking a stand. The discussions touched on the latest successful cases, such as Nike's Colin Kaepernick ad, and the failed cases, such as Pepsi's Kendall Jenner ad. The panelists also addressed audiences' questions about the proactive nature of purpose-driven advertising, the role of trust, and the potential involvement of social media influencers.

Panelists included Jason P. Chambers (University of Illinois), Fang Yang (Grand Valley State University), Elise DeCruise (Chief Diversity Officer, Marcus Thomas LLC), Joanne Kim (Partner and previous Chief Diversity Officer, Marcus Thomas, LLC), and Juan Mundel (DePaul University). The conversation was facilitated by Claire Segijn (University of Minnesota) and Shu-Chuan Chu (DePaul University).



Fang (Faye) Yang

This panel is organized by the Global and Multicultural Committee (GMC), a passionate group of advertising scholars dedicated to fostering research, teaching, and industry exchange about global and multicultural advertising, with the help of Sydney Chinchanchokchai (University of Akron). If you are interested in joining this vibrant committee, please contact the GMC chair, Mengtian Jiang, at mengtian.jiang@uky.edu. For more information, please visit the website at <https://www.aasite.org/global-and-multicultural-committee>.

References

eMarketer (2019), "US Buying Power*, by Race/Ethnicity, 2000-2023 (billions)" Retrieved from:

<https://www.emarketer.com/chart/227611/us-buying-power-by-raceethnicity-2000-2023-billions>.

CIIM (2021), "Cultural Insights Impact Measure" Retrieved from: <https://www.anaaimm.net/resources/ciim#Results>. 

Announcements (Call for Proposals)



Call for Proposals for Pre-Conference Sessions

American Academy of Advertising 2022 Annual Conference
March 24-27, 2022
Hilton St. Petersburg Bayfront Hotel, St. Petersburg, FL, USA

Submission Deadline: August 31, 2021

You are invited to submit a proposal for a full- or half-day pre-conference session concerning a topic important to you, your colleagues in the field of advertising, and the academy. A pre-conference session is the perfect venue for a dialogue of ideas and/or an exploration of new opinions and approaches regarding advertising research and education.

A complete proposal should be submitted no later than August 31, 2021 to AAA President, Harsha Ganga at gHarsha@Colorado.Edu, for review by the Executive Committee. Please put "Pre-Conference Proposal" in the subject line of your email.

The pre-conference would take place Thursday March 24, 2022 with the full conference running from opening reception that evening through noon, Sunday, March 31 at the Bayfront Hilton Hotel, St. Petersburg, FL.

Proposals should clearly indicate whether the session would take place over a full day or half day and must specify a rationale for the program, possible participants, and the timing and progression among topics. Preference is given to programs that would interest a number of AAA members and possibly attract new participants or attendees to the conference. Some past topics can be revisited. The proposal should also include "how" you plan to promote the pre-conference session.

The proposals must also include a statement that all presenters agree to register for the pre-conference and conference itself. Waivers of the registration fees for special participants such as advertising professionals or non-faculty may be requested on a case-by-case basis, and requests for all waivers must be included in the proposal. Following the conference, the pre-conference chair(s) will submit up to a two-page summary of the presentations to be published in the Conference Proceedings.

Past pre-conference sessions topics have included:

- From Celebrity Endorsements to Influencer Marketing: Current Topics and Research Opportunities (2021)
- Doctoral Student and Junior Professor Symposium (2021)
- Artificial Intelligence and Advertising (2020)
- Big Data for Social Media Advertising Research: Opportunities and Challenges (2019)
- Time's Up™/Advertising Education (2019)
- Digital Advertising & Ethics: Research, Teaching, and Practice (2018)
- IMC in Transmedia Era: Voices from Industry (2018)
- Market Research, Consumer Insight, and Creativity (2017)
- Toward a New Discipline of Computational Advertising (2017)
- The AAA/EAA Joint Doctoral Colloquium (2017)
- Everything You've Always Wanted to Know about All Aspects of the Academic Publication Process, But Never Asked (2016)
- Your Brain on Advertising: Psychophysiological and Neuroscientific Approaches to Studying Advertising Effects and Processes (2016)
- The Rise of Native Advertising: An Exploration of Its Impact on Advertising, Journalism, and the Consumer (2015)
- Beyond Student Samples: Overcoming the Challenges (2015)

- Teaching with Social Media: A Hands-On Look (2015)
- Advertising Agencies: Work and Discipline (2015)
- Obtaining Funding for Your Research: Grant Writing and Outreach Strategies for the Advertising Researcher (2014)
- Big Data for Advertising Research and Education (2014)

Pre-conference proposals and any questions concerning such proposals should be directed to:

Harsha Ganga

2021 AAA President

Advertising, Public Relations and Media Design

University of Colorado Boulder

gHarsha@colorado.edu

Announcements (Call for Papers & Proposals)



Call for Conference Papers and Proposals for Special Topics Sessions

American Academy of Advertising 2022 Annual Conference
March 24-27, 2022
Hilton St. Petersburg Bayfront Hotel, St. Petersburg, FL, USA

Submission Deadline: October 1, 2021

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2021 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising and marketing communication will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online Proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Fit with the [Mission and Vision of the Association](#)
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties, and track changes functions prior to submission. Use Journal of Advertising style to format citations. Submit your paper in Word format only; do not submit a PDF.

To be considered for the Best Student Paper Award, papers must be authored by one or more students and not co-authored with a faculty member(s). Faculty help, however, may be listed in the acknowledgements.

When you upload a paper submission you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit.

Special Topics Sessions

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information, but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in

sessions that focus solely on refereed research. As such, the Academy is willing to provide “waivers” for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. This waiver is only good for the specific session. If you would like to use these waivers, you must provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:

- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate and qualified for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing complete information.

Special topics chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings. A sample summary can be found on the AAA website.

When you upload the special topics session proposal, you will see a statement specifying that all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal.

Requirements and Where to Direct Questions

- Electronic submissions will be accepted beginning September 1, 2021, and must be received no later than **MIDNIGHT EDT, October 1, 2021**.

Questions? Please direct them to the appropriate person, as follows:

Competitive Research Papers

- Professor Sigal Segev, Vice President AAA
- Florida International University
- segevs@fiu.edu

Special Topics Proposals

- Professor Sela Sar, President-Elect AAA
- University of Illinois at Urbana-Champaign
- selasar@illinois.edu

General questions about the conference

- Professor Harsha Gangadharbatla, President AAA
- University of Colorado, Boulder
- gharsha@Colorado.EDU

We look forward to your submissions and hope that you will be able to attend the 2022 Conference of the American Academy of Advertising. 

Announcements (Call for Papers)

Journal of Advertising

Special Issue on Forgotten/Neglected Advertising Research Topics: Candidates for Resurrections?!

Guest Editors

Les Carlson, *University of Nebraska-Lincoln, USA*

Russell Laczniak, *Iowa State University, USA*

Submission Deadline: August 1, 2021

Manuscripts are currently being solicited for an upcoming Special Section of the *Journal of Advertising* (JA) dedicated to Forgotten/Neglected Advertising Research Topics: Candidates for Resurrections?!

BACKGROUND

This special section is devoted to advertising theories, methods, conceptualizations, and/or practices that may no longer be on the cusp of advertising scholarship interest or practitioner use but which may still hold significance and utility for advertising scholars and specialists. When JA Editor-In-Chief Shelly Rodgers suggested this potential special section focus to us, we were reminded of a Plenary session presentation by Dr. Lawrence A. Crosby at an American Marketing Association Summer Educators' Conference. Dr. Crosby's address was on Marketing topics that had once been of importance and interest to the academic community, but which seemingly had disappeared from current scholarly attention. Dr. Crosby specifically asked, "Whatever became of...?" and then answered his query by citing specific examples which he believed represented discarded or forgotten marketing topics that still deserved additional inquiry. Among those raised by Dr. Crosby was the Fishbein model and its significance and pertinence for understanding consumer behavior (cf. Crosby and Muehling 1983).

In this special section of JA, we wish to carry Larry's question forward and into the present by asking potential contributors to consider advertising theories, methods, conceptualizations, and practices that advertising scholars have seemingly abandoned but which may still have relevance for the advancement of advertising thought and practice today. What remains to be learned from further investigation into such topics and how does such endeavor advance what we know or think we know about advertising knowledge and practice? Since research-based knowledge development is rarely, if ever, a linear, sequentially ordered progression (Carlson, Rifon, and Royne 2014), loss of interest in a topic should not necessarily signal its demise as a viable source of further inquiry.

Moreover, knowledge development should not be restricted to only that which is new or unique. Rather, we believe knowledge development can and should also include extending understanding into areas that may have been deemed unworthy of additional consideration, but which deserve to be "resurrected." For example, we seek papers that have the potential to enhance advertising theory by resurrecting a concept thought to be outdated in today's world, that could be incorporated into a theoretical framework and provide a new contextualization of a recently developed model or theory (cf. Laczniak 2015).

Consequently, we invite scholars and practitioners to also consider "Whatever became of...?" in regard to an advertising related topic. Is there an advertising theory, research stream, methodological aspect/procedure, and/or practical consideration that deserves to be resurrected? If so, how and in what form? We envision that an essential component of submissions for this special section consideration will include a comprehensive and current literature review. This review should lay the groundwork for the forgotten/neglected topic in terms of what is known about it but also what is still to be learned. Authors might then provide research propositions/hypotheses which are indicative of how additional inquiry into the topic could proceed and/or actually test empirically those propositions/hypotheses that arise from the literature review. Original Research Articles and Literature Reviews, as detailed on the JA website, will be considered. We will also consider Research Notes but expect that such Notes will still include a literature review, as noted above, which is indicative of the importance of the topic as well as directions for further topic inquiry.

Ideas for potential topic areas might begin by perusing JA as well as the *Journal of Current Issues and Research in Advertising* and the *Journal of Interactive Advertising*. JCIRA, for example, in its earlier days, devoted entire issues to literature reviews

(Carlson 2015). For example, Muehling, Laczniak, and Andrews (1993) developed a literature review on involvement, specifically regarding this construct's relevance for advertising research. We abstain in this call from providing what we consider to be forgotten/neglected topics in advertising (an endeavor that could subvert the purpose and possible appeal of this special section for other contributors). We believe that it's preferable to leave topic selection and justification open to potential contributor discretion. However, involvement as it pertains to advertising could serve as an exemplar of a neglected topic that might be a viable candidate for special section consideration. We thank JA EIC Shelly Rodgers for suggesting this special section possibility to us and we look forward to reading what others believe to be neglected/forgotten advertising topics that are now worthy of resurrection.

SUBMISSION GUIDELINES

Please follow submission and format guidelines for the *Journal of Advertising* found at <http://www.tandfonline.com/toc/ujoa20/current>.

The submission deadline for the Special Section is: August 1, 2021

Submit manuscripts through ScholarOne at <http://mc.manuscriptcentral.com/ujoa>, during July 15-August 1, 2021. Be sure to select "SPECIAL SECTION: Forgotten/Neglected Advertising Topics." Also note that:

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than November 2021 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Section is April/May 2022

Any questions about the Special Section can be sent to the guest co-editors: Drs. Les Carlson and Russell Laczniak:

JAresurrected@gmail.com

REFERENCES

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Announcements (Call for Papers)

Journal of Advertising **Anniversary Special Issue on Reimagining Advertising Research: 50 Years and Beyond**

Guest Editors

Jisu Huh and Ron Faber, *University of Minnesota, USA*

Submission Deadline: December 1, 2021

Manuscripts are currently being solicited for a 50th anniversary special issue of the *Journal of Advertising* (JA) dedicated to **Reimagining Advertising Research: 50 Years and Beyond**.

BACKGROUND

Next year will mark the 50th anniversary of the launching of the *Journal of Advertising*. At major anniversaries, one is motivated to look back to the past or forward to the future (or both). For its 25th anniversary, JA published a systematic review of the 133 articles appearing in its first 25 years (Muncey and Eastman 1998). Each article was categorized based on its relevance to advertising theory and to advertising practice. Over 3/4th of all the articles were considered to be relevant to both theory and practice. They concluded from this that the challenge for JA in the future was not to publish more articles relevant to theory or practice, but rather to bring new theories on new topics to the study of advertising (Muncey and Eastman 1998). While we have not conducted a similar analysis for the most recent 25 years, we believe this still remains a central challenge for JA.

Thus, to commemorate its 50th anniversary, the *Journal of Advertising* invites submission of papers for consideration in a Special Issue aimed at looking to the future and proposing new theories and/or new aspects of advertising practice that may be fruitful in studying and explaining advertising in the years ahead. This seems particularly timely since advances in technology, machine-learning algorithms and artificial intelligence (AI), and user-generated and user-shared content have become dominant forces in the advertising industry, creating challenges to traditional definitions and boundaries of the field (Huh and Malthouse 2020; Li 2019). Due to the changing shape and role of advertising in the contemporary world, much of the critical scholarship exploring new forms of advertising may be situated outside of the traditional advertising domain, with some recent exceptions (e.g., see *Journal of Advertising* Special Section on Advances in Computational Advertising (2020, Volume 49 Issue 4) and Special Section on Artificial Intelligence and Advertising (2019, Volume 48 Issue 4)). Thus, this Special Issue aims to stimulate advertising scholars to consider new and meaningful connections to disciplines and content areas that can contribute to our understanding of advertising in the coming decades.

Note that by “new” we are referring to theories, concepts, methods and topics that are under-researched in the existing advertising literature. This may be a novel theory or idea produced by the authors, or it might also be a theory, model, or method from another field that has not very often been applied to advertising (ideas from neuroscience, computer science, the arts, economics, law or ethics, anthropology, linguistics, evolutionary psychology, or historical analysis, to name just a few possibilities). Similarly, it may represent an existing advertising practice that is under-studied (e.g., advertising ROI, workplace interactions or cultures, client’s perceived advertising needs and concerns) or a new idea or perspective on a topic likely to be of growing importance in the future (e.g., artificial intelligence, data privacy, social networks, technological innovations).

Papers should be forward-looking and consider what will likely be important for advertising research and theory in our changing society and advertising practices. Work is strongly encouraged that makes new (or renewed) connections to the disciplines that are not well represented or not being applied to their maximum potential in the extant advertising research and theory. Of course, all papers should be relevant to the broad global readership of the *Journal of Advertising*. Here, advertising is defined broadly, as reflected in the recent *Journal of Advertising* Special Issue on The Future of Advertising (*Journal of Advertising*, Volume 45 Issue 3). The hope is that the papers in this issue will help spur thinking in new directions that can expand our understanding and conceptualization of advertising knowledge. Thus, papers on all research topics related to all types of advertising are welcome.

Both conceptual and empirical work that presents ground-breaking original ideas and new research directions is welcome, although we assume that most of the submissions will primarily be conceptual work. As such, criteria for consideration of acceptance to the special issue will focus on:

1. The theoretical novelty of the work and original theoretical contributions.
2. The quality of the arguments and evidence to support the belief that the “new” theory or “new area of practice” is important to our understanding of advertising. There should be explicit and well-substantiated discussion of why it is important for the future with an orientation toward where advertising is and/or should be going.
3. A thorough review of existing knowledge relevant to the topic. The clarity of this presentation will be particularly important for work in areas for which most of the *Journal's* readers may be unfamiliar.
4. The discussion of how this new area, knowledge or method can be applied to future advertising research.
5. The description of a potential program of research that can be conducted and the contribution it could make to our understanding of advertising in the changing world.

SUBMISSION GUIDELINES

Submissions should follow the manuscript format guidelines for *JA* found at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

The submission deadline for the Anniversary Special Issue is: December 1, 2021

All manuscripts should be submitted through the *JA* ScholarOne System at <http://mc.manuscriptcentral.com/ujoa>, during November 15 – December 1, 2021. Authors should select “SPECIAL ISSUE: Reimagining Advertising Research: 50 Years and Beyond” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Reimagining Advertising Research: 50 Years and Beyond.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than February/March 2022 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Issue is October/December 2022.

Any questions about the Anniversary Special Issue can be sent to the guest editors: Drs. Jisu Huh and Ron Faber at JAturns50@gmail.com.

REFERENCES

- Huh, Jisu and Edward C. Malthouse (2020), “Advancing Computational Advertising: Conceptualization of the Field and Future Directions” *Journal of Advertising*, 49(4), 367-376.
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- Muncey, James A. and Jaqueline K. Eastman (1998), “The Journal of Advertising: Twenty-Five Years and Beyond,” *Journal of Advertising*, 27(4), 1-8. ~~AA~~

Announcements (Call for Papers)



Call for Papers CMC2022

26th International Conference on Corporate and Marketing Communications
Digital Technologies in the light of COVID-19: a changing landscape for Corporate and Marketing Communications
April 11-13, 2022
Hosted by the University of Nicosia, Business School
Nicosia – Cyprus

Conference Chairs

Prof. Ioanna Papasolomou, *University of Nicosia*
Dr. Yioula Melanthiou, *University of Nicosia*

Further information and Contacts:

www.unic.ac.cy/cmc2022
cmc2022@unic.ac.cy

Submission Deadline: December 15, 2021

The topic of CMC 2022 looks into understanding how new technologies are challenging companies today, how new technologies have helped businesses to cope with the challenges created by the pandemic, how the pandemic has shaped the marketing and corporate communications fields, and how these new technologies could be used to offer businesses and customers a more direct and interactive way to communicate with audiences, and especially those new generation consumers who are intertwined with digital technologies.

SUBMISSIONS

The 26th International Conference on Corporate and Marketing Communications is for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue, and set trends in the fields of marketing and corporate communication as well as brand creation and management. An electronic copy in Microsoft Word should be sent to the following e-mail address cmc2022@unic.ac.cy no later than **December 15, 2021**, clearly indicating the track (see section “Conference Tracks”) to which the manuscript should be considered. The submitted papers will be reviewed by the Committee of the conference.

- Full-length articles of 6,000 words in total, including references and a maximum of 5 tables/figures.
- A working paper of 4,000 words.
- An extended abstract of 1,000 words excluding tables, figures, and references.

CONFERENCE TRACKS: The full list can be found at cmc2022@unic.ac.cy

- Corporate Communications: (e.g., Corporate identity, image, reputation; Integrated marketing communications; Corporate branding and corporate online communities)
- Marketing Communications: (e.g., Integrated marketing communications; Promotional mix offline-online issues)
- Interactive and Multichannel Communications (e.g., Brand touchpoints; Viral marketing and eWOM; Mobile marketing communications; Native advertising (NA) on social media sites (SNA))
- Related Areas: (e.g., Ethical issues of marketing communications; Cultural issues of marketing communications; Marketing communications research methods; Rhetoric, semiotics in communication; Knowledge management and communication)

DEADLINES AND FEES

Submission of proposals: December 15, 2021
Early registration: March 1, 2022

Early Registration by March 1, 2022 – Fee* in Euro

Early registration fee for presenter: €300
Early registration fee for non-presenter: €400
Early registration fee for PhD student: €150

Late Registration after March 1, 2022 – Fee* in Euro

Late registration fee for presenter: €350
Late registration fee for non-presenter: €450
Late registration fee for PhD student: €200

*The fee includes: admission to all sessions, lunches and refreshments, the gala dinner, the social event and the conference proceedings; an online subscription for one year to the Journal of Marketing Communications; An extra third day for social events will be offered with extra charge.

Note: We plan to hold the conference, preferably in situa (on the university's grounds) but we may have to shift to a virtual form subject to the situation with regards to COVID-19 and the guidelines issued by the government. ~~AA~~

Announcements (JCIRA)



JCIRA Podcasts

This year, Barbara Phillips, Professor of Marketing, University of Saskatchewan, will be publishing her last issues at the helm of *Journal of Current Issues and Research in Advertising* after completing her terms as editor. And along with the transition of to her successor Sukki Yoon at Bryant University, she will also be passing to the American Academy of Advertising the ownership of her creation, the *JCIRA* article two-minute podcasts, "Curious and Interesting."

<https://www.youtube.com/channel/UC7G8v21lzZ87J-WkaHD0NjQ>

To be clear and so no one misunderstands: the podcasts have all been Barb Phillips' innovation.

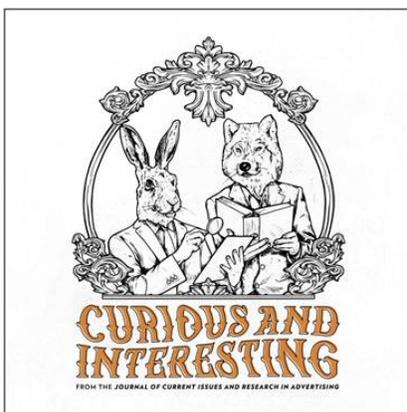
She started the entire project on her own. She writes the scripts and records them. Her son, Harrison, sound edits them in Audacity and posts them on *JCIRA*'s YouTube channel, that was created by Barb, who also commissioned and paid for the logo. Her other son, Daniel, wrote the music for the podcasts. Once the podcasts were established, Routledge, Taylor & Francis, the publisher of the three AAA journals – *JCIRA*, plus *Journal of Advertising* and *Journal of Interactive Advertising* – now promotes the podcasts on their social media channels. Barb also managed some other promotion channels to the authors of the papers featured, to members of the journal's Editorial Review Board, plus to listserv groups. The American Academy of Advertising's Communications Committee promotes the podcasts through the AAA social media channels.

As *JCIRA* transitions to the new editor, Barb is giving the rights to use the music, logo, and YouTube channel to AAA. She'll do the podcasts for the rest of this year as her last issues as editor are published, then the editor successor, Sukki Yoon will continue to produce the podcasts. The channel has over 100 subscribers and over 1,500 downloads per year and growing. Some faculty report using the podcasts in their classes, or with their graduate students to promote advertising research.

With Barb Phillips' gift, the American Academy of Advertising now owns the podcasts. The AAA website has a link to the *JCIRA* podcasts that can be accessed for viewing by members and non-members. <https://www.aaasite.org/journal-of-current-issues-and-research-in-advertising>

Here is the link to the YouTube podcast playlists.

<https://www.youtube.com/channel/UC7G8v21lzZ87J-WkaHD0NjQ>



JCIRA

The *Journal of Current Issues and Research in Advertising* is an academic journal of the American Academy of Advertising. Curious and Interesting is a two-minute podcast from *JCIRA* about what's new and interesting in the world of advertising research.

Announcements (ANA Educational Foundation)



Campus Speakers Program – Request Form Now Open!

AEF's Campus Speakers Program sends advertising and marketing practitioners onto college campuses nationwide to engage with students and faculty. Virtual visits also available.

AEF speakers cover such topics as multicultural advertising, advertising ethics, digital, gender, and data/analytics. Speakers are carefully chosen and programs customized to meet mutual objectives. It is a rare opportunity for students to ask questions and it opens the eyes of those who may have never considered advertising or marketing as a career.

Learn more at aef.com/campus-speakers

ASQ

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AEF's online peer-reviewed scholarly journal is distributed by the Johns Hopkins University Press (JHUP) Project MUSE. Ranked in the top 5% of all MUSE online journals, ASQ includes materials exploring advertising and society with original articles by academicians and in interviews, roundtables and panel discussions with participants from industry and academia.

Learn more at aef.com/asq

#LearnWithAEF

Newsletter Advertising Policy

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association for Education in Journalism and Mass Communication)
- AEF – ANA Educational Foundation
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- EAA – European Advertising Academy
- ICA – International Communication Association
- IJA – International Journal of Advertising
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at joonghwa.lee@und.edu, for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 