

**In This Issue:**

President's Column.....1  
 Research Feature.....2  
 Teaching Feature.....4  
 Graduate Student Spotlight.....7  
 AAA Notes.....11  
 Announcements.....14  
 Advertising Policy.....30

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## President's Column

### Endings and Beginnings

by Eric Haley (University of Tennessee)

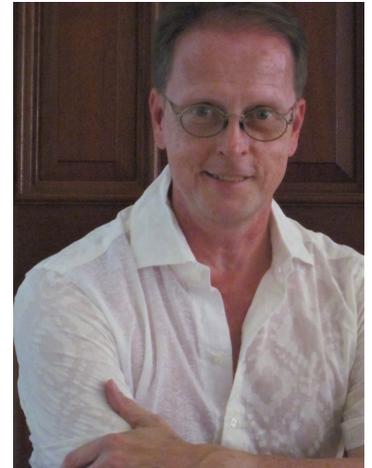
**T**hank you for the honor of serving as the President of the AAA. It has been a challenging year and I appreciate all of the support of our AAA family.

Please don't miss this year's annual conference, March 18-20, from the comfort of your own home or office! While we'd rather meet in person, we are happy to have the chance to get the family together virtually to catch-up, make new connections, honor some of our outstanding members and share new knowledge with one another. In addition to the great research paper and special topics sessions, there are two pre-conferences. One focuses on bringing together celebrity endorser and influencer researchers. The second is a special workshop for our student members and new professors on academic career development. Please sign up for these great pre-conference opportunities when you register for the annual conference. The pre-conference session fee is just \$10 each for full-conference attendees.

There are some exciting new opportunities ahead for the AAA. In conjunction with Harsha Ganga, our incoming President, we have created a new ad hoc committee on diversity and inclusion. This group has been charged with helping the AAA define what diversity and inclusion should mean for the AAA, the appropriate goals for AAA diversity and inclusion efforts, as well as specific actions the AAA should take in the short- and long-terms. Special thanks to Marla R. Stafford for serving as Chair, and to the rest of the committee: Cynthia Morton-Padovano, Barbara Phillips, Claire Segin, Michelle Nelson, Karen King, and Herb Rotfeld.

The AAA is also forming a student member committee. This ad hoc committee will be led by Professor Jameson Hayes and will focus on ways our great student members can be more involved with the AAA. We look forward to the new energy and ideas this group will bring to the AAA.

It's the end of my term. I may be the only AAA President who never got to meet with you in person as President since both of our conferences during my term have been virtual. I am happy that we were able to continue on with the AAA safely in light of this unprecedented health crisis and university funding issues this past year brought. I'm also happy that I didn't have to worry about spilling the sauce-covered salmon on my suit while eating in front of you all on the raised platform at our conference lunches, or riding the mechanical bull at Billy-Bob's or other such feat. Everything has a silver lining. I'm also grateful to know that



**Eric Haley**

Continued on page 9...

# Research Feature

## Current Topics in Influencer Marketing: What We Know and What We Do Not Know

by Liselot Hudders (Ghent University, Belgium) & Chen Lou (Nanyang Technological University, Singapore)

Investments in influencer marketing have been steadily growing in recent years, and spending on influencer marketing will continue to rise in the upcoming year. Influencers are popular social media users who have impacts on the decision-making of their followers. Consequently, advertisers have started sending free products or paying influencers in the hope that influencers endorse their products or brands on their social media accounts. The rising popularity of this marketing tactic was accompanied by an increasing academic interest in influencer marketing.



Liselot Hudders

### Emergence of New Influencer Categories and Platforms

Where reach was an important criterion to determine one's influencer status in the past, the rise of fake follower profiles and bots has shifted focus to influencer impact and follower engagement. New influencer categories – nano and micro-influencers – have emerged in recent years. These influencers have smaller numbers of followers compared to macro- or mega-influencers, but they generate higher engagement levels among followers. Their popularity is also determined by their ability to reach niche audiences who may be difficult to reach with other marketing communication channels. Instagram and YouTube are currently the most popular social media for influencer marketing, although emerging platforms like TikTok are quickly gaining traction. Most academic research on influencer marketing however focuses on the former platforms, while research on TikTok or cross-platform research is still scarce.

### The Different Faces of Influencer Marketing

Influencer marketing encompasses a wide range of commercial deals, from influencers' sponsored posts to a long-term brand ambassadorship in which influencers can

also endorse their products or brands in TV commercials or brand-generated ads. Usually influencers produce sponsored content (whether or not with concrete guidelines given by the advertiser) and distribute the content on their social media channel(s). A multi-platform approach is more often used in which content is shared on the different social media channels of an influencer. A wide range of tactics have been used, including product placements, invitation of the influencer to events, offering promotional discounts, contests, etc. and product endorsements can be very subtly or more prominent. Academic research on the impacts of different content strategies is, however, still limited.

### How COVID-19 Changed the Influencer Business

The COVID-19 pandemic has put a heavy burden on the overall advertising business and led to a sharp decrease in advertising budgets, although spending on influencer marketing showed a much smaller decline compared to other advertising formats. Influencers experienced much more engagement on their social media posts in terms of comments and likes during the pandemic than before, with a 72% rise in #ad content that have been noticed by audiences. However, despite the growing popularity of influencer content, the pandemic caused hard times for fashion and travel influencers as they have difficulties in producing new content given the strict measures (e.g., cancellation of events and travel restrictions) reinforced in a lot of countries.

Despite these difficulties, the COVID-19 pandemic has also brought on new opportunities for influencer marketing. For instance, social media influencers have appeared to be a new ally for governments to promote safety measures among the public. In the United Kingdom for instance, influencers are being paid by the government to communicate safety measures and promote test and trace services. Research on the effectiveness of sponsored influencer messages for governmental communication, and more broadly to solicit behavioral change, is however extremely scarce. An exciting avenue for future research is

#### Liselot Hudders Bio:

Liselot Hudders, Ph.D., is an Associate Professor of Marketing Communication and Consumer Behavior at the Dept. of Communication Sciences and Marketing of Ghent University and director of the Center of Persuasive Communication. She focuses her research on how minors cope with embedded advertising and how social media messages should be framed to foster sustainable consumption. She has published in a wide range of academic journals and has received several distinctions for her work.

therefore to focus on how influencer messages should be designed to drive behavioral change.

### The Secret Ingredients of Influencer Marketing

A wealth of studies in the marketing communication domain already showed that social media influencers can positively affect people's attitudes towards an endorsed brand as well



Chen Lou

as purchase intent. This can be explained by the fact that influencers are considered as relatable and credible sources. Most influencers specialize in a certain domain (e.g., food, fashion, or fitness) and become an opinion leader in this domain.

The (sponsored) advice they give is therefore highly trusted and adopted. In addition, influencers are often considered as close friends as they offer their followers a sneak peek into their personal life, post multiple messages a day and interact with their followers. Moreover, sponsored influencer messages often blend into the regular editorial content and not properly disclosed as advertising, which reduces advertising recognition and limits a critical processing of the advertising content. Multiple studies already showed that adding a clear advertising disclosure to the sponsored content may increase advertising recognition, which in turn may lower affective responses to the content due to higher skepticism that is aroused by the disclosure.

### The Downsides of Being a Social Media Influencer

Nonetheless, the success of social media influencers and the praise that they receive also has an important downside. For instance, influencers may also suffer from a heavy backlash because of their social media posts. Some influencers were criticized for traveling and violating the COVID-19 measures. In the Netherlands for instance, many influencers were criticized because they refused to follow the COVID-measures and spread conspiracy theories. The critiques and comments that they receive can be incredibly harsh. Given the fact that many of those influencers are

#### Chen Lou Bio:

Chen Lou is a member of the Global and Multicultural Committee in AAA. She is an Assistant Professor of Integrated Marketing Communications in the Wee Kim Wee School of Communication and Information, Nanyang Technological University (NTU), Singapore. Her research investigates consumer behavior and media psychology broadly, with a keen focus on innovative brand communications (influencer advertising) and multicultural advertising.

young (even minor) people, research that focuses on the impact of negative comments on influencers' wellbeing is however still limited. A few studies examine how brands should cope with influencers who suffer from a backlash, but more research is needed in this domain.

### Ethical Considerations Regarding Child Influencers

As a final note, we would like to emphasize the growing importance of child influencers. Research on this specific category of influencer is rather limited, however, as they often target a very young audience (even toddlers). More research is needed to get a better insight into the phenomenon. It is thereby not only important to perform audience research but also to examine how influencer status impacts children. Child influencers' profiles are often managed by their parents. France already imposed a stricter regulation in the Labor code<sup>1</sup> for child influencers in October 2020 to give proper guidance to parents concerning the employment status of their children as influencers. It would be interesting to examine how these regulations change the influencer business. ~~AA~~

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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 **April 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu).

<sup>1</sup> LOI n° 2020-1266 visant à encadrer l'exploitation commerciale de l'image d'enfants de moins de seize ans sur les plateformes en ligne,

19th of October 2020, retrieved on <https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000042439054>

# Teaching Feature

## Metaphors We Teach By

by Marat Bakpayev (University of Minnesota Duluth)

In this teaching feature, I share some of my reflections on teaching advertising. I turn to one of the most effective tools that good teachers or advertisers commonly use: metaphors. Via metaphors, I aim to communicate some of the principles that guide my work.



Marat Bakpayev

Let me start with the definition of a metaphor. Merriam-Webster defines it as “a figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness or analogy between them.” In other words, what comes to your mind when you think of teaching? What images does it bring? While I am confident that one may find many relevant metaphors regarding education, I only highlight three of them. I compare teaching to *building bridges*, *gardening*, and *sports coaching*. In a nutshell, I believe, all these metaphors are fundamentally about getting from point A to point B.

One of the first vivid metaphors that comes up in my mind to communicate the idea of getting from point A to point B is *building bridges*. A bridge is a structure that is built over an obstacle (e.g., a river); it connects two points. For example, I want to connect students from where they are now (a college student) to where they want to be (an account executive). To build this bridge, we invite guest speakers, visit ad agencies, and develop “real-life” projects. Another illustration of a ‘bridge’ metaphor is building a bridge between a student and a professor. From the early moments of my teaching, I understood that it is incredibly critical to connect to students and gain their trust. A good professor is the one whose “bridge” instills confidence and helps a student to overcome whatever obstacles they may face. If such a bridge does not exist between a student and a professor, the learning can be

challenging. Comenius, a thinker who is considered a modern pedagogy father, noted a relevant conscious and active participation principle. This is yet another connection to building bridges. If students are not caring, conscious, or active, building a meaningful connection and delivering the materials is difficult.

The second metaphor that I want to share is a metaphor of *gardening*. A college is a garden, students are seeds or plants, and professors are gardeners. Comenius, whose ideas I keep building upon, emphasized the “natural” way of learning, showing how “teaching” is happening in nature. “The nature makes no leaps, but proceeds step by step” (Comenius, 1657, p. 123) is one of the references that he makes on comparing nature to teaching. Comenius directly compares teaching with sowing – teachers need to prepare the land, spread the seeds, and then water them. All my assignments, readings, and activities are built with the idea



Students are participating in Student-to-Business Initiatives and develop a real-life marketing communications plan.

of developing a comfortable place for growth. But the development does not end in my classes or in college – it continues long after that.

Advertising is such a dynamic field, especially on the digital side of things. Many items are changing, and the approaches must evolve. It is critical to provide strong groundwork and show the students how to learn on their own. For me, it is quite crucial to make sure that the “growth mindset” is there. A relevant principle that Comenius tells us is the principle of a step-by-step process leading to lifelong learning. One should never stop learning, in my view.

Finally, the third principle that I want to share is the principle of *sports coaching*. Much like a good coach, a professor

### Marat Bakpayev Bio:

A graduate of Washington University in St. Louis, U.S.A. and Neoma Business School, France, Marat currently is an assistant professor of marketing in the Labovitz School of Business and Economics at the University of Minnesota Duluth. Since 2016 he advises Marketing and Graphic Design program and teaches Advertising and Marketing Communications. Marat worked as an Account Director at Leo Burnett. His research is focused on technology and consumer behavior.

needs to give a clear idea of what needs be done. Going back to Comenius, I want to note his demonstration principle or “exemplar before rule” that he shows in *Orbis Pictus* (1658). Once an idea is demonstrated, students are coached regularly with some drills and exercises. To make sure that after a demonstration of an idea students really understand what they are doing, I turn to Eric Mazur’s peer instruction and Feynman technique. Methodologically, Mazur (1997) suggested posing questions on the reading, reflecting on the problem, committing to the answer, and further discussing. Questions lead the discussion and students explain ideas to each other, using a peer learning approach. Feynman technique is essentially about being able to simplify the concept and present it to a child. Practically speaking, once we have identified the central question, I ask students to educate each other about the idea and do it so that a child would understand. For example, when teaching the concept of brand equity, I emphasize that is not just “The differential effect brand knowledge has on consumer response to the marketing of that brand” (Keller, 1993) but rather a simple set of associations that I ask a student to come up with thinking about a specific brand. I prefer avoiding mechanical memorization of concepts but instead giving a simple understanding of what is going on.

In sum, using a figure of speech, I wanted to highlight some aspects of teaching advertising. I see it as building bridges, gardening, and sports coaching. It is essential to be like an architect - have some vision, communicate powerfully, and be creative; it is essential to be like a gardener - have some passion, nurture, and be patient; it is essential to be like a sports coach - focus on some goals, motivate, and lead by an example. I turned to metaphors to effectively deliver the essence of my ideas. Nevertheless, I hope this stimulates some other metaphors of what teaching advertising can be like.

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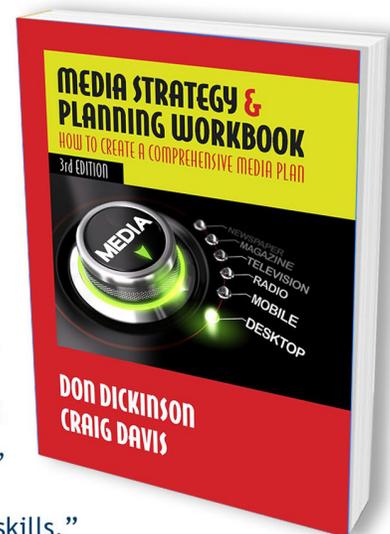
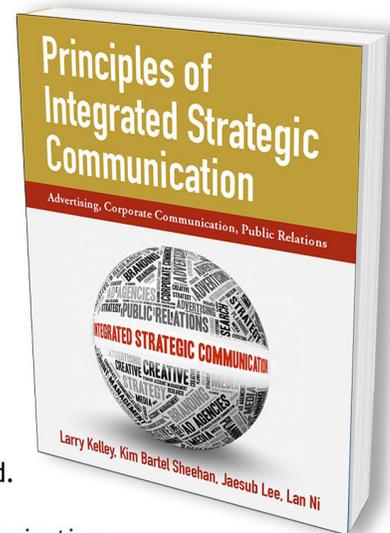
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# Graduate Student Spotlight

**Alex Carter** (University of Tennessee)

How Wandering through Majors Helped Me as An Advertiser

Like many undergraduates, I had no idea what I wanted to do when I got to college. I'm relatively sure I put "Journalist" on most high school questionnaires, but I never was sold on the idea. In my first semester in college, I was a Sports Management major, and while I enjoyed my classes, I was never in love with the major.



**Alex Carter**

Though my time as a Sports Management major was short-lived, I learned a lot about consumer behavior regarding purchasing tickets to athletic events. I credit a class project where I was an "Athletic Director" for the University of North Carolina as the first time I dipped my toe in advertising. In this project, I decided to promote less popular sports over a basketball program I knew already had powerful brand prestige; the first time I was ever officially exposed to the idea of brand equity.

I then transferred to a new university, where I decided to major in Economics. I learned a lot in this path, not the least of which was the impact of manufacturing processes on economic endeavors' success. My first job after graduation focused on business-to-business advertising, where my economics lessons were front and center. At the shop I worked at, I wore many hats, including that of a business advisor. My mentor, Sam Barnett, and I spent just as much time working with clients to highlight supply chain achievements and shelf space economy as we did on trade shows, magazine advertisements, and email campaigns.

Eventually, I moved on from Economics and found myself in that field I put on those high school questionnaires, Journalism. There, I learned a lot about talking to people and even more about listening. I credit my first Journalism

teacher, Mrs. Basconi, with teaching me how to truly listen to what people say instead of hearing the words they were saying. This skill was vital when I started conducting qualitative research in the professional world, and especially now as a researcher. Beyond qualitative research, Journalism helped me a lot with learning how to network, an essential skill when working as a Junior Account Executive.

Eventually, I took an Introduction to Advertising course, where I quickly realized that Advertising was the industry for me. I credit my wandering path to Advertising for why I am where I am today. I quickly realized that you could gain knowledge from everywhere. My experiences lead to carrying an open mind into every course, whether in Advertising, Public Relations, Sociology, Psychology, or any of the other dozens of classes I have taken. It has led to me taking every conference panel, presentation, or discussion seriously. It contributed to an essential part of my pedagogy, wherein I want to ensure that my students learn valuable skills for whichever industry they end up in, not just advertising.

Every student has a unique path that leads them to their eventual profession, and I love hearing the stories, whether they are direct or wandering paths like mine. When anyone asks me for advice regarding the college experience, I always tell them to keep an open mind with every class; you never know what may be valuable down the line.

When I had a conversation about my journey with my professional mentor, Sam Barnett, he said, "Advertising is never just advertising." It is such a versatile field that we bring our experiences into, and I am glad I have so many lessons to draw on when teaching, researching, or working on professional projects. ~~AA~~

## Alex Carter Bio:

Alex is a third-year Ph.D. student at the University of Tennessee's College of Communication and Information from Johnson City, Tennessee. Alex graduated from East Tennessee State University with a Bachelor's in Advertising/Public Relations and a Master's in Brand and Media Strategy. He has worked for the advertising agency Creative Energy where he was a Junior Account Executive on the Coca-Cola account and a Junior Digital Media Strategist working for accounts including Texas Pete Hot Sauce, Pal's Sudden Service, and House-Autry Mills. Alex's primary research focus is on advertising's role in influencing new media and emerging technologies, especially live streaming platforms, and the privacy issues stemming from that influence.

## Yang Yang (Bowling Green State University)

### On Choosing a Dissertation Topic

When should you decide on your dissertation topic? I know it is a tough question for doctoral students. Even if you had a clear idea about what you would do at the time when you applied for the Ph.D. program, the idea might be changed or replaced afterward for several times. I am the lucky one who found my dissertation topic at the end of the first year in the Ph.D.



Yang Yang

program in Communication at Bowling Green State University, thanks to my advisor, Professor Louisa Ha. She sent me the readings on the JA 2019 special issue on Future Advertising Research Directions. The topics covered a wide range of issues in advertising such as audience's engagement on brand communication while the audience is multitasking on their electronic devices, the long-term relationship between consumers and brands on social media, consumers' attitudes or responses on product placement, celebrity or influencer endorsement, the role of culture in advertising, the effects of gender roles in advertising, and so forth. I immediately realized that I was heavily interested in influencer endorsement, and I would like to know the mechanism of the social media influencer's persuasive power on consumers or followers, particularly about the influencer on TikTok/Douyin (The Chinese Version of TikTok).

Meanwhile, TikTok/ Douyin, established in 2017 in China, has become a global famous social media platform having global influence. It is also the only common social media platform highly popular in both the USA and China. Most videos on TikTok/Douyin are less than one minute, and users can easily slide to the next video. Many grass-roots content creators on TikTok/Douyin greatly impact a lot of users' decision-making behaviors, especially their purchase decisions. Students in my Introduction to Interactive Advertising and Social Media class told me how much they like TikTok. Hence, TikTok/Douyin is a crucial platform for

current and future advertising research, especially influencer marketing research. Influencer-relevant research was very limited before 2019, but the research exploded in 2020 and continues climbing.

The beauty of a cutting-edge research topic is it is easy to fill the existing research gaps in the field. However, there are challenges and difficulties of doing a new area of research. If you believe there is no more reference that you can use for your research, you need to search in other relevant or close disciplines. Moreover, some non-academic research or reports are also useful resources, and they provide critical background information. Other than looking for secondary resources, researchers should also create firsthand resources. For my own research, I'm now interviewing Douyin influencers. Instead of exploring the influencer endorsement from a consumer or follower perspective, the interview reveals influencers' perception of product endorsement and the mechanism of their persuasive power, their relationship with followers and consumers, and so forth.

If you are still struggling with your dissertation topics, here are some suggestions I learned from my experience:

1. Get to know the research interests of the faculty members in your department, and talk with those whose interests match with yours;
2. Be a student member of the professional association in your field, such as AAA. I gained my special benefit of being a *Journal of Advertising* Doctoral Reviewer Trainee and completed my first review;
3. Read the articles in special issues of directions for future research to see the gap in the relevant research field;
4. Observe your daily life and combine your academic research interests with your personal interests.

I hope I can share my doctoral dissertation research and learn from yours in future AAA conferences. 

#### Yang Yang Bio:

Yang Yang is a doctoral candidate at School of Media and Communication, Bowling Green State University, U.S.A. She received her M.A. in Global Journalism from University of Sheffield, United Kingdom. Yang's area of interest lies at the intersection of advertising and social media. She is currently doing both survey and perception research on social media influencers and opinion leadership. Her dissertation study examines the impact of cultural values on influencers' endorsement effectiveness between China and the USA.

## Un Chae Chung (University of Illinois at Urbana-Champaign)

It has been about a year since the “New Normal” became a thing. I hope most of you are enjoying the stay at home, but I think I’ve had enough of my room. So, in this Spotlight, I would like to look back and pick something positive – three best things that I enjoyed during my graduate student life. I mean, we all need something like this, right?



**Un Chae Chung**

I have to say interacting with students was one of the best parts of my graduate student life. First semester was basically a copy and paste. Although I knew the materials from several semesters of teaching assistant experience, I went into the other section of the course which was taught before my class and tried to remember as many things as possible. Then, after a day, I went live. Obviously, my class ended 20 minutes earlier than it was supposed to at the beginning. I was basically just too busy conveying the class materials to students. That was where the support from my college faculty came in. Dr. Chang-Dae Ham - who has been teaching the course for several years - always checked on my class whenever possible and gave me ideas to lead the class with more confidence. Dr. Brittany Duff voluntarily assembled a short discussion section to gather every graduate student instructor and let us share our experiences along with her advice. With their help, I was finally able to look at the clock during the class and was fortunate enough to be on the List of Teachers Ranked as Excellent in my second semester of teaching. Although my teaching experience is on hold due to the circumstance, I am very much looking forward to meeting students in class in upcoming years.

The second best part of my graduate life probably would be my experience across many technologies that enable advertising. From my master’s program at the University of Georgia, my general interest always has been the use of communication technologies in advertising. From there, I saw multiple ways of using technology in advertising such as

online behavioral ad and VR to get a glimpse about the field. After I progressed through the doctoral program at University of Illinois, I joined a class project group and published a first publication with my name on about the use of smart speakers as a product recommendation machine. I had such fun developing Google AI applications and experiment design with my cohort. Right now, my interest went on to look at how consumers react to personal data collection and its use on advertising with digital technology. Different type of Cookies, OBA, Adblocker use and consumer’s privacy concerns can be included in the category.

The last best part of my graduate student life is the AAA conference. At my first year at UGA as a master’s student, I didn’t have any papers or even an interest to go to an academic conference. But a few of my close friends asked me to just come along, saying the conference was at Seattle. So, I went there with nothing on my mind. And it was so much fun! I followed around other doctoral students just to see others present during the day and walked around the streets of Seattle during the night. Both day and night were so inspiring. After my first conference visit, I looked up the next conference call and thought to myself that I will be on that stage as a presenter with that conference necklace on my neck someday. And what an amazing choice of programs, AAA! I am really looking forward to meeting you all soon. 

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**Continued from page 1 by Eric Haley.**

the AAA will be the very capable hands of our new President, Harsha Ganga, and our excellent Executive Director, Debbie Treise. At the time of writing this I don’t know who our other new officers will be, but based on this year’s slate, we are in great shape no matter who is elected. Thank you and I look forward to seeing you all March 18-20 at our conference and in the years to come. 

### Un Chae Chung Bio:

Un Chae Chung (uchung2@illinois.edu) is a fourth year PhD student in ICR (Institutions of Communication Research) at the University of Illinois at Urbana-Champaign. He is interested in advertising information disclosure and privacy issues involving advertising technology from the social psychological perspective. He has a B.A. in Advertising and Public Relations from Chung-Ang University in Korea and M.A. in Advertising from University of Georgia. He is a soccer, NCAA football, and video game enthusiast.

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The department offers a **Masters of Arts in Advertising and Public Relations**. The program provides intensive professional preparation for careers in these fields. A flexible curriculum allows students to design a custom program to meet their career goals or to focus on one of four rapidly growing areas of Advertising and Public Relations: digital and social media; health, science and the environment; social impact; or research and analytics for advertising and public relations.

MSU College of Communication Arts and Sciences offers an interdepartmental **Information and Media Ph.D.** program in a field of study at the intersection of the social sciences, media and socio-technical systems. The academic training in the program draws from three highly ranked academic units including the Department of Advertising + Public Relations, the School of Journalism and the Department of Media and Information. The program engages students to become scholars, teachers and leaders in academia, government and industry.

For more information and to apply, visit [this](#) page.

## INTRODUCING NEW Ph.D. STUDENTS



### Ava Francesca Battocchio

Ava Francesca is a University Enrichment Fellow (UEF) and recipient of the ANA Educational Foundation's Alfred J. Seaman Award. Before joining MSU, they concurrently completed their Master of Science in Global Strategic Communication (2020) and Bachelor of Arts in Advertising (2019), as Loyola University Chicago's School of Communication's first dual-degree student. Ava Francesca's research aims to explore the entanglement of civic infrastructure, information exposure, media ecology, polarization, and rurality. Their forthcoming contributions to the *Journal of Product and Brand Management* and *Journal of Interactive Advertising* focus on consumer perceptions of brand authenticity, genuineness, and trustworthiness.



### Kaitlin Lewin

Kaitlin is interested in conducting social neuroscience research. Before joining MSU, she graduated with honors from Gettysburg College with a Bachelor of Arts in Psychology and Neuroscience. Her research interests involve using the novel technique of transcranial direct current stimulation (tDCS) to examine the relationship between social media, mental health, and neuroscience.



### Victoria Nelson

Victoria is interested in the intersection of health, emerging technology, and the law. Specifically, she is interested in blockchain and artificial intelligence in healthcare settings especially when applied to those with chronic illness. Victoria received her Juris Doctor from Michigan State University College of Law (2020) and her B.S. in Supply Chain Management and Political Science from The University of Tennessee (2017).



### Nan Zhang

Nan's research focuses on exploring how brands use social media to target their audience. She is also interested in using neural network to do classifications to assist coding in the field of communication. Before joining MSU, she completed her Master of Science (2018) in Computer Science and Master of Art (2020) in Digital Storytelling at Ball State University.

## WELCOMING NEW FACULTY



### Marisa Smith

Marisa A. Smith (Ph.D., University of Illinois, Urbana-Champaign) is an Assistant Professor in the Department of Advertising + Public Relations and the School of Journalism. Her work highlights that a critical component for understanding the sociopolitical implications of digital information environments involves examining its implications for racial attitudes. Her research investigates the effects of mediated messages on stereotype endorsement, public policy support, political polarization, civic engagement, and political opinion.



### Maria Molina

Maria D. Molina (Ph.D., Penn State University) studies online persuasion in the contexts of digital health, fake news and online privacy using a combination of experimental and computational approaches. Her studies investigate how technology shapes what we share on social media, and how we respond to Artificial Intelligence tools that curate user-generated content.



### Dan Hieshutter-Rice

Dan Hieshutter-Rice (Ph.D., University of Michigan) studies political communication. His work focuses on how different communication platforms structure content and the effect that has on users. He also researches how visual cues serve as stand-ins for explicit partisan information.



### Chuqing Dong

Chuqing Dong (Ph.D., University of Minnesota) is an Assistant Professor of Advertising + Public Relations. Her research investigates corporate social responsibility, cross-sectoral collaborations, and government-public relationship cultivation, with a focus on social media.

## MORE NEWS FROM ADPR

Professor Nora Rifon and Doctoral Student Iago Santos Muraro have been awarded a 2021 American Academy of Advertising Research Fellowship. The title of their research study is *Consumer Activism and Advertisers' Boycott of Facebook*.

Professor Kjerstin Thorson was awarded the **Teacher Scholar Award**.

Viewable on the One Club China's WeChat account, Professor Ross Chowles created "Professor 5", a video series revealing five tenets to give your creative brain a boost.

Students of professors Maral Zakharia, Paula Storrer, Lou Schiavone, Dave Regan, and Ross Chowles won countless Addy Awards in February 2020, including a Gold award for student Jordan Marcero for his **animation** against child abuse and Best of Show award for student Grant Dehner for his **PSA** against discrimination.



Department of Advertising and Public Relations  
MICHIGAN STATE UNIVERSITY

# AAA Notes

## Awards and Honors



Padmini Patwardhan

Dr. Padmini Patwardhan (Winthrop University) has received the [Kinard Award for Excellence](#) in Teaching, Winthrop's highest teaching honor. She was awarded for her outstanding teaching, successful mentoring of students, and her significant contributions to the university.



Hojoon Choi



Tom Reichert

Dr. Hojoon Choi (University of Houston), Dr. Tom Reichert (University of South Carolina), and their colleagues received the best paper award (Premier Award) at the

2020 Global Marketing Conference in Seoul, Korea (November 5th-8th) for their manuscript "Sexual Ad Appeals in Social Media: Effects and Influences of Cultural Difference and Sexual Self-schema".



Kara Chan

Professor Kara Chan (Hong Kong Baptist University) was selected as the recipient of the General Education (GE) Teaching Award (Individual) for Academic year 2020/21. Her effort and dedication in teaching the GE course entitled "Children as consumers: Marketing to the Youth" was highly appreciated by the Selection Panel. The

members were also deeply impressed by her outstanding achievements and leadership in teaching and contribution to the development of General Education curriculum design.



Charles (Ray) Taylor

Dr. Charles (Ray) Taylor (Villanova University) has recognized as the Top 2% of Scientists (including social scientists) in the World as ranked by a cross-disciplinary team of researchers at Stanford University. [The ranking of scientists](#) globally was assembled by a

team at Stanford who created this database of over 159,000 top scientists in the world on the basis of standardized citation indicators such as raw citations, H-indices, co-authorship (as an adjustment), and provides a composite indicator used in

the ordinal ranking. The scientists were organized into 22 scientific fields and 176 sub-fields using the indicators.



Aidin Namin

Dr. Aidin Namin (Loyola Marymount University) has received the 2020 Association of Collegiate Marketing Educators (ACME) Teaching Innovation Award, and the Academy of Marketing Science (AMS) & Association Française du Marketing (AFM) joint-project grant awardee as the PI. Dr. Namin has also

been recognized as a Thought Leader in

Retailing Research by the Retailing Thought Leadership Conference co-sponsored by the *American Marketing Association (AMA) Retailing and Pricing SIG*.

## Grants and Fellowships



Huan Chen

Dr. Huan Chen (University of Florida) has received a \$50,000 UF Research Artificial Intelligence (AI) Research Catalyst Fund award for her project "Fairness in Information Access Through Culturally Competent AI Systems." Dr. Chen is the Principal Investigator of the project.



Mengtian Jiang

Dr. Mengtian (Montina) Jiang (University of Kentucky) has received \$10,747 for an Igniting Research Collaboration (IRC) pilot grant from the University of Kentucky. This project is entitled "Taking Your Next Vacation from Home: Motivations and Impacts of Using Live-Streaming Tourism." She is the Co-Principle Investigator of the project with Dr. Pei Zhang from the UK's Department of Retailing and Tourism Management in the College of Agriculture, Food and Environment.

## Job Changes, New Hires, and P&T



Karen Mallia

Professor Karen Mallia retired from the University of South Carolina, after more than 15 years on the faculty. She previously taught at CCNY and FIT and had a decades-long first career in New York as an advertising copywriter and creative director.

## Book Releases



Helen Katz (Publics Media) and T. Bettina Cornwell (University of Oregon) have published a new book, entitled [\*Influencer: The Science of Swaying Others\*](#). It is published by Routledge and available from them, or on Amazon.

interviewed professional leaders from various industries to share the latest trend of marketing communication, design thinking, and media convergence in the digital era. These assignments adopted the latest teaching pedagogies, including research-informed teaching pedagogy, course-based research projects, and blended learning. Educators are invited to use these teaching videos in the class or as additional materials. All the assignment briefs can be downloaded freely and modified by the instructors of marketing communication and international business for their courses, provided proper citations are included. 

## Other News

Professor Kara Chan (Hong Kong Baptist University) led a community of practice comprising 13 college professors and lecturers from different higher education institutes in Hong Kong to share the good practices of higher education in advertising and public relations. A [website](#) to share 12 teaching videos, and 29 assignment briefs for a variety of undergraduate courses in advertising, public relations, and organizational communication was developed after nearly a year's exchange and discussion. The teaching videos

### **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 **April 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu).

## **GMC compiled and updated the International Scholars Database**

*by Chen Lou (Nanyang Technological University, Singapore)*

In the past summer, the members of the AAA Global and Multicultural Committee (GMC) have updated the International Scholars Database (click [here](#)) by soliciting research and teaching information from a total of 155 advertising, marketing, and/or marketing communication scholars worldwide. Available on AAA's website, the list offers detailed information regarding multicultural scholars, including their research areas, teaching interests, courses taught that relate to international or multicultural advertising, involved global engagement projects, and contact information. **This list can help AAA members easily identify potential international collaborators for their research projects, reach out to guest lecturers, and/or locate appropriate candidates for study abroad programs** (maybe not now).

A silver lining of the ongoing pandemic is that we are more accustomed to engaging students and scholars online than before. We live in this new normal where we are willing to be brought together over online sessions that only happen sporadically before. We hope that this International Scholars Database could be relevant to your online teaching, research projects, and other collaborative initiatives in the near future! We are in this together.

If you are not featured in this database yet but want to be included, please feel free to reach out to the AAA GMC chair, Claire M. Segijn [segijn@umn.edu](mailto:segijn@umn.edu). 



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# **Announcements** (Call for Papers)

## ***Journal of Advertising Education*** **Special Issue on Cases in International and Multicultural Advertising**

### **Guest Editors**

Juliana Fernandes, *University of Florida*  
Craig Davis, *Ohio University*

**Submission Deadline: March 15, 2021**

Teaching cases are currently being solicited for an upcoming special issue of the *Journal of Advertising Education* (JAE) dedicated to ***International and Multicultural Advertising***. A teaching case “encourages discussion and investigation, and is always accompanied by an instructors’ manual to guide the user in leading the case in the classroom” (Vega, 2017, p. 2). A special issue on international and multicultural advertising will satisfy a need among scholars and instructors in advertising and related fields for readily available resources that they can use in the classroom. We welcome classroom cases that meet the following criteria, developed from secondary or primary sources.

- Relates to the “International and Multicultural” theme
- Includes teaching notes containing student questions and answers
- Is categorized as either be a “decision” case or a “descriptive” case. A “decision” case requires students to make a decision based on the information in the case. A “descriptive” case requires students to assess the actions of a company and make recommendations to improve a theory, process, or decision, etc.
- Provides intellectual richness by demonstrating applications of theory
- Is written in an easy to follow narrative featuring characters and conflict

The structure of the special issue articles will be similar to the general case study format (please refer to the template below). In addition, the author(s) will need to provide a detailed teaching note describing how to use the case study in the classroom, with examples of discussion questions, assignments, learning objectives, etc. For more information about the structure, please see the templates below:

### **Suggested Case and Teaching Note Template**

#### **Case (a minimum of 1500 words and maximum of 5000 words including references)**

- I. Introduction and Opening Hook
- II. Industry Background
- III. Company Background
- IV. Key Products and Services
- V. Management Background
- VI. Conclusion and Closing Hook
- VII. References

#### **Teaching Note (length at author’s discretion)**

- I. Case Overview
- II. Research Method
- III. Learning Outcomes (LO)
- IV. Discussion Questions
- V. Answers to Discussion Questions
- VI. Handouts (Optional)
- VII. General Discussion

- VIII. Epilogue
- IX. References
- X. Additional Pedagogical Materials (Optional)

**The submission deadline is March 15, 2021.**

Manuscripts from authors new to the *Journal of Advertising Education* are welcome.

All manuscripts should be submitted through the *JAE* online submission system at <https://journals.sagepub.com/home/adv>.

Authors should select "SPECIAL ISSUE: Cases in International and Multicultural Advertising" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Cases in International and Multicultural Advertising.

Manuscripts will be peer-reviewed.

For additional information regarding the Special Issue, please contact the guest editors at [juliana@jou.ufl.edu](mailto:juliana@jou.ufl.edu) and/or [davisc7@ohio.edu](mailto:davisc7@ohio.edu)

### **References and Supporting Materials for Case Writing**

Borchers, A., & Foust, K. (2019). Going beyond student exercises: Writing engaging case studies, *The Business Case Journal*, 26 (1), 30-40.

Cellucci, L. W., Kerrigan, D., & Peters, C. (2012). Case writing matters, *Journal of Case Studies*, 30(1), 1-7.

Cellucci, L. W., Peters, C., & Young, J. (2018). What we have learned along the way: The significant of teaching nots in case writing, *Journal of Case Studies*, 36 (1), 1-7.

Davis, C., Peters, C., & Cellucci, L. (2014). Total Case: Suggestions for improving case writing, *Journal of Case Studies*, 32 (1), 1-9.

Naumes, W., & Naumes, M. J. (2011). *The art and craft of case writing*. NY: Routledge.

Peters, C., Cellucci, L. W., & Kerrigan, D. (2012). Improving the Hook in Case Writing, *Journal of Case Studies*, 30(2), 1-6.

Vega, G. (2017). *The case writing workbook: A self-guided workshop*. NY, Routledge.

The Case Studies in Strategic Communication (<http://cssc.uscannenberg.org/>) and the Harvard Business Cases are also excellent sources for case writing. 

# **Announcements** (Call for Papers & Proposals)



## **Call for Conference Papers and Proposals for Special Sessions**

American Academy of Advertising 2021 Annual Conference  
June 24-26, 2021  
Bordeaux, France

**Submission Deadline: March 15, 2021**

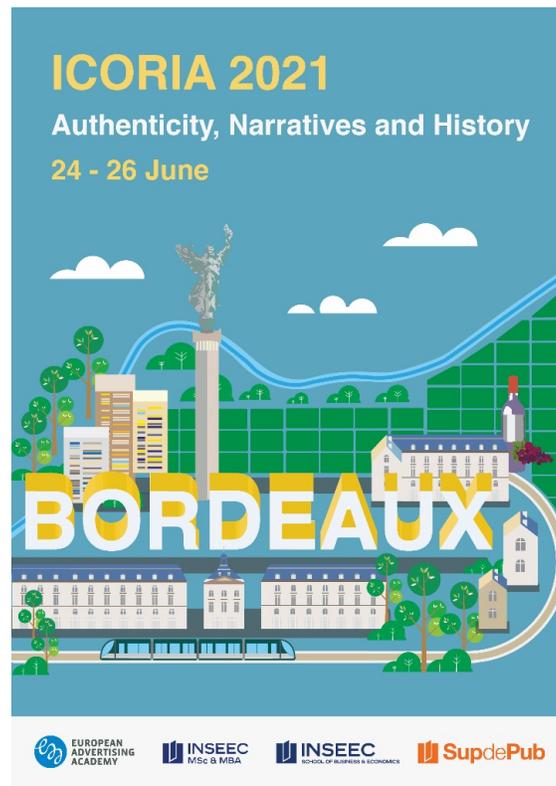
### **Looking ahead to the 19th ICORIA 2021 in Bordeaux, France**

INSEEC School of Business & Economics will be hosting the 19th International Conference on Research in Advertising (ICORIA) from June 24, 2021 to June 26, 2021 in the city center of Bordeaux, France.

The conference topic “Authenticity, Narratives and History” is a reflection about Bordeaux as a city, but also about what a brand is able to convey and what consumers are expecting. Research around these key words is still ongoing, and there is still lots to investigate.

The ICORIA will start on June 24, 2021 with the 7th doctoral colloquium and a welcome reception. On June 25 and June 26, 2021, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. More information about the conference is available here: ([ICORIA 2021 call for papers tbp](#))

For those who will not be able to attend the conference in Bordeaux, for the first in ICORIA history, the organizers will provide access to the conference on-line. 



# **Announcements** (Call for Papers)

## ***Journal of Advertising*** **Special Section on Mobile Technology and Advertising**

### **Guest Editors**

Stefan Bernritter, Shintaro Okazaki, Douglas West  
*King's Business School, King's College London, UK*

**Submission Deadline: May 20, 2021**

Manuscripts are currently being solicited for an upcoming Special Section of the *Journal of Advertising* (JA) dedicated to Mobile Technology and Advertising.

### **BACKGROUND**

The evidence suggests that around 5 billion people worldwide have mobile devices and that close to 80% of all adults in advanced economies own a smartphone (*Pew Research Center* 2019). Not surprisingly, the evidence suggests more than 50% of all global internet traffic is accounted for by mobile phones (*Statista* 2019) and advertisers spend about two-thirds of their digital advertising budget on mobile advertising (*eMarketer* 2019).

Mobile technology offers advertisers not only an ever-growing global audience of "always-on" smartphone, wearable, or smart speaker users, but also instantaneous access to their contextual information, e.g., location, environmental, and behavioral data. This information is increasingly being used to apply novel targeting and creative strategies and to develop new forecasting models. The available evidence suggests there is widespread dissemination and broad acceptance of mobile technology in the marketplace, as well as very promising opportunities for advertisers to engage with their customers in novel ways. Nevertheless, the topic of mobile technology's impact on the advertising business remains largely under researched. For example, in the past, *JA* has published only a handful of papers that have touched on the topic (e.g., Baek and Yoo 2018; Okazaki, Li, and Hirose 2009; Peters, Amato, and Hollenbeck 2007).

Academics and practitioners suggest that exposure to mobile advertising and the creation of user generated content work differently than in nonmobile online media (e.g., Grewal and Stephen 2019; Melumad et al. 2019). Yet, our understanding of the workings and limits of advertising is still very much grounded in theory from the Web 2.0 era given publishing time-lags, without fully accounting for the complexities of the mobile advertising landscape. This is also reflected by comments from industry, indicating that new contextual insights such as location data are among the most misunderstood areas in marketing (*Adweek* 2018) with advertisers still struggling to harness insights effectively (*Forbes* 2019). Additionally, past special issues in major advertising journals were mainly situated in the pre-smartphone era (e.g., Okazaki 2007; Precourt 2009) or limited their scope to mobile media (e.g., Ford 2017).

The aim of this Special Section is to address gaps and extend this body of knowledge by taking a broader and more current approach to these newly emerged complexities.

### **TOPICS**

The special section seeks high quality submissions that will be of lasting use to the discipline. In light of the breadth of these complexities, we encourage submissions that take a multidisciplinary perspective on mobile technologies in advertising as well as collaborations between academia and practice. We welcome a broad variety of paper types, including empirical work, methodological papers, and thought-leading conceptual work. The list of possible topics for this Special Section includes, but is not limited to:

- App adoption and promotion
- Augmented reality in mobile advertising
- Avoidance of mobile advertising
- Brand safety and mobile advertising

- Creativity in mobile advertising
- Cultural differences in mobile advertising efficacy
- Engagement with mobile advertising
- Ethical considerations in mobile advertising
- Hyper targeting
- Mobile advertising and the Internet of Things
- Mobile gaming and advertising
- Location targeting
- New contextual factors affecting advertising efficacy
- Media multitasking in a mobile context
- New personalization strategies in mobile advertising
- Smart mobile assistants
- The role of 5G for mobile advertising
- The role of advertising for in-app purchases and app subscription models
- The workings and limits of mobile advertising
- Spill over effects of mobile advertising into other channels

## GUIDELINES FOR SUBMISSIONS

Please follow submission and format guidelines for the *Journal of Advertising* found at <http://www.tandfonline.com/toc/ujoa20/current>. Original Research Articles and Literature Reviews are 12,000 words and Research Notes are 6,000 words maximum (including references, tables, figures, and appendices).

### The submission deadline is: May 20, 2021

Submit manuscripts through ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during May 1-20, 2021. Be sure to select "SPECIAL SECTION: Mobile Technology and Advertising," and indicate submission type in the cover letter, whether an Original Research Article, Literature Review or Research Note. Also note that:

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

For additional information regarding the Special Section, please contact the guest editors at: [jamobilespecialissue@gmail.com](mailto:jamobilespecialissue@gmail.com)

## REFERENCES

- Adweek (2018), "How Brands Are Getting More Sophisticated at Using Location Data," <https://www.adweek.com/digital/how-brands-are-getting-more-sophisticated-at-using-location-data/>.
- Baek, Tae Hyun, and Chan Yun Yoo (2018), "Branded App Usability: Conceptualization, Measurement, and Prediction of Consumer Loyalty," *Journal of Advertising*, 47 (1), 70-82.
- eMarketer (2019), "Breaking Down Mobile Video Ad Spending: Video Remains the Only Digital Ad Format that Isn't Majority Mobile," <https://www.emarketer.com/content/breaking-down-us-digital-video-ad-spending>.
- Forbes (2019), "How Marketing Teams Unlock the Value of Location Data," <https://www.forbes.com/sites/paultalbot/2019/11/15/how-marketing-teams-unlock-the-value-of-location-data/>.
- Ford, John B. (2017), "What do we Know About Mobile Media and Marketing?," *Journal of Advertising Research*, 57 (3), 237-38.
- Grewal, Lauren, and Andrew T. Stephen (2019), "In Mobile We Trust: The Effects of Mobile Versus Nonmobile Reviews on Consumer Purchase Intentions," *Journal of Marketing Research*, 56 (5), 791-808.
- Melumad, Shiri, J. Jeffrey Inman, and Michel Tuan Pham (2019), "Selectively Emotional: How Smartphone Use Changes User-Generated Content," *Journal of Marketing Research*, 56 (2), 259-75.
- Okazaki, Shintaro (2007), "From the Guest Editor: Special Issue on Mobile Advertising Issues and Challenges," *Journal of Interactive Advertising*, 7 (2), 1-2.
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Peters, Cara, Christie H. Amato, and Candice R. Hollenbeck (2007), "An Exploratory Investigation of Consumers' Perceptions of Wireless Advertising," *Journal of Advertising*, 36 (4), 129-45.

Pew Research Center (2019), "Smartphone Ownership Is Growing Rapidly Around the World, but Not Always Equally," <https://www.pewresearch.org/global/2019/02/05/smartphone-ownership-is-growing-rapidly-around-the-world-but-not-always-equally/>.

Precourt, Geoffrey (2009), "The Promise of Mobile," *Journal of Advertising Research*, 49 (1), 1-2.

Statista (2019), "Mobile Internet Traffic as Percentage of Total Web Traffic in August 2019, by Region," <https://www.statista.com/statistics/306528/share-of-mobile-internet-traffic-in-global-regions/>.

# **Announcements** (Call for Papers)

## *Journal of Current Issues and Research in Advertising*

### **Special Issue on Let Me Explain! Unexpected Findings & Unexpected Methods in Advertising Research**

**Submission Deadline: June 1, 2021**

True story. My co-authors and I were working on a paper about how some brands copy-cat a competitor brand's visual ad identity to "steal" the competitor's associations for themselves. Previous work in the packaging literature said that this type of copying would work, until consumers became aware of it; then the copying brand would be disliked. We ran experiment after experiment, but consumers did not seem to notice the copying when it occurred in an advertising context. We put the copy-cat ads next to the original ads; no awareness. We put warnings about the deviousness of advertisers in the experimental instructions; still no awareness. We wrote in big letters on the experiment's cover page, "Watch out for copy-cat ads!" and still no awareness. We thought the studies gave a clear conclusion that consumers are not very visually literate, and thus do not notice when one brand copies another brand's visual identity in ads. We felt this was an important finding, given advertising regulations against brand dilution. Journal reviewers and editors did not agree.

"The packaging literature says something else should happen," they chided. "These results are too unexpected."

"Maybe run it again," they suggested. "See if you can turn the effect on and off."

"Let me explain..." I replied.

This paper never was published, but I use it in my graduate marketing research course, following the maxim: "If you can't be a good example, be a horrible warning."

True story. When I asked my colleagues for recommendations of journals that might be open to publishing an empirical paper that used the collage method, I got blank stares.

"Let me explain..." I said. "The collage method asks consumers to visualize a brand's associations, and then recreate them by cutting pictures from magazines and pasting them onto a big white poster."

Luckily, a brave journal<sup>2</sup> published a paper explaining the collage method is a valuable way to tap into consumers' visual memory structures without the bias of verbal questions. I was able to cite that work, and my "collage paper" did not have to join the other as a warning to graduate students.

JCIRA wants to be that brave journal. It wants to let you explain. You can explain either a new method and how it can be used in advertising research, or why your competently-conducted research studies tell an unexpected and interesting story. We'll hear you out.

Papers should focus on the topic of advertising and brand communication, broadly defined as persuasive stories brands tell about themselves. This persuasive communication can occur in any marketplace situation, including traditional media, digital media, games, sponsorships, product placements, or cobranding partnerships. Brands can include products and services, but also corporations, people, places, and ideas.

This special issue is more concerned with theory-building than theory-testing. Papers should be "curious and interesting" as fits the aims and scope of the journal. All sound methods are acceptable for this special issue. We prefer empirical papers, but are open to theoretically-grounded conceptual papers with a new point of view.

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<sup>2</sup> Thanks, *Psychology & Marketing!*

## Submission Guidelines

- Submissions should follow the [manuscript guidelines](#) for JCIRA
- Authors will be instructed to designate the paper for the special issue during the fifth step in the submission process
- The submission deadline is **June 1, 2021**
- All manuscripts should be submitted through JCIRA's online submission system, [ScholarOne](#)
- For additional information, please contact the editor, Barbara Phillips, [bphillips@edwards.usask.ca](mailto:bphillips@edwards.usask.ca). 

# **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](mailto:JAresurrected@gmail.com)

## **REFERENCES**

- Carlson, L. 2015. The *Journal of Advertising*: Historical, structural, and brand equity Considerations. Invited article series: Learning from the past, looking to the future. *Journal of Advertising* 44 (1):80-84.
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- Crosby, L. A., and D. D. Muehling. 1983. External variables and the Fishbein model: Mediation, moderation, or direct effects? In *Advances in Consumer Research*, Volume 10, eds. Richard P. Bagozzi and Alice M. Tybout, Ann Arbor, MI: Association for Consumer Research, 94-99.
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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 50<sup>th</sup> anniversary special issue of the *Journal of Advertising* (JA) dedicated to **Reimagining Advertising Research: 50 Years and Beyond**.

### **BACKGROUND**

Next year will mark the 50<sup>th</sup> 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 25<sup>th</sup> 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 3/4<sup>th</sup> 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](mailto: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.
- Li, Hairong (2019), “Special Section Introduction: Artificial Intelligence and Advertising,” *Journal of Advertising*, 48(4), 333-337.
- 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)



## CMC 2020

25th International Conference on  
Corporate and Marketing  
Communications

**CALL FOR PAPERS**

**Omni-Channel communication: Delivering unified communications across all branded touch-points**

Hosted by University of Granada. Venue: Online Conference, Granada April 14-16, 2021

## AGENDA

In today's globalized, digital world, firms strive to attract consumers and keep them engaged online, along with other stakeholders. To achieve this, organizations need to practice *unified* communication between all branded touch-points, which is the premise of omni-channel communications. There is some way to go before firms fully implement the omni-channel approach, as it demands significant effort in terms of integrated communications to achieve truly personalized omni-channel content across apps, the Web, print, and so on. Many firms are still operating from the phase that precedes multichannel communications, in which they seek to engage stakeholders by using multiple touch-points such as the Web, apps, social networking sites, email, and mass media. However, this approach presents a risk, in that it can give rise to a lack of consistency in the messages communicated by the firm due to the differing nature of the various channels used. Other firms follow a *cross-channel* communications strategy, designed to ensure that stakeholders regard multiple touch-points as part of the same brand. But even though this conception of marketing communication seeks to unify the messages across different channels and thus also achieve a unified view of stakeholders for the firm, each channel nevertheless still operates as an independent silo. By contrast, an omni-channel communications strategy is designed to overcome such drawbacks, by positioning stakeholders at the heart of all communication efforts and enabling them to enjoy a seamless brand experience. This means firms must deliver an identical experience across all touch-points.

Therefore, the topic of CMC 2020 focuses on the challenges firms and organizations face in implementing a genuine omni-channel communications strategy. This topic goes a step further in addressing the issues examined in previous editions of the conference. It raises a number of interesting questions including: how firms might make the shift from a multichannel or cross-channel communications strategy to omni-channel communications; how consumer engagement and profitability are influenced by the diverse customer touch-points in an omni-channel environment; how to create immersive consumer experiences; the role of mass media in an omni-channel environment; how off- and online consumer-brand touch-points may enhance engagement and profitability; the role that integrated marketing communications (IMC) should play in an omni-channel context; and, what next for omni-channel IMC?

## GRANADA

**University of Granada (UGR), an international and multicultural university**

Since its founding, the UGR has expanded on a par with the city, with educational centres distributed throughout the metropolitan area. Indeed, given its increasingly growing role in the life of the city over the last 500 years, the University has come to define the city architecturally, culturally and economically. Approximately 80,000 individuals – students, researchers, lecturers, and administrative and service staff are directly linked to the UGR, making it the 4th largest university in Spain. This university community has turned Granada, with its 240,000 inhabitants, into a lively, vivacious and culturally rich city. Every year the UGR receives more than 2,000 Erasmus students. As such, it is the most popular Erasmus destination in Europe. We also send more Erasmus students to foreign universities than any other European higher education institution.

National and international ranking agencies collectively indicate that the UGR continues to make strides as a higher education institution, including it among the top 3% of universities worldwide. The 2018 edition of the Academic Ranking of World Universities (ARWU) places the University of Granada in 278th position in the world and as the third-highest ranked university in Spain, reaffirming its position as an institution at the forefront of national and international research. The UGR vows to remain a university open to all, regardless of culture, creed or personal beliefs, and is fully committed to pioneering research, innovation, and delivering world-class education.

The 25th 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.

Submissions: This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review. In addition, ideas for special session proposals are welcomed. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed by the Editor for consideration to be submitted to the Journal of Marketing Communications (JMC). Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial revisions.

Furthermore, selected competitive papers, subjected to double-blind review process, will be considered for publication in the special issue of the Spanish Journal of Marketing-ESIC (SJME).

## CONFERENCE TRACKS

### CORPORATE COMMUNICATIONS

- Corporate identity, image, reputation
- Integrated marketing communications
- Corporate branding and corporate online communities
- Corporate reputation in social media sites (SNS)
- Communication to stakeholders
- Internal communications and branding
- Public relations perspectives
- Organizational, Business and Management Communications
- Non-profit and voluntary sector organizations and branding
- Place marketing communications and branding

### MARKETING COMMUNICATIONS

- Integrated marketing communications (IMC) campaigns and its dimensions
- Promotional mix off-line issues including: advertising, marketing public relations (MPR), native advertising (and other forms of paid content), direct marketing, sales promotion, events, sponsorship and other promotional elements
- Owned earned and paid media
- Online marketing communications
- Marketing communications efficacy and effectiveness
- Measuring attitudinal/behavioral response
- Marketing communications in non-profit sector
- Political marketing communications
- Tourism communications

### INTERACTIVE AND MULTICHANNEL COMMUNICATIONS

- Brand touchpoints
- Viral marketing and eWOM
- Mobile marketing communications
- Native advertising (NA) on social media sites (SNA)
- The consumer decision journey
- Digital web advertising conversion funnel
- Building customer relationship online
- Content management

### RELATED AREAS

- Ethical issues of marketing communications
- Cultural issues of marketing communications
- Marketing communications research methods
- Rhetoric, semiotics in communication
- Knowledge management and communication
- Organization culture and communication
- Marketing communications in times of economic crisis
- Cross-cultural analysis
- Leadership, networks, trust-building and communication
- Marketing communications theory
- Communication management
- Marketing communications agencies in the digital age

### DEADLINES

Submission of proposals: December 15, 2020

Early registration: February 15, 2021

### FURTHER INFORMATION

Conference website: [www.ugr.es/local/cm2020](http://www.ugr.es/local/cm2020)

Conference e-mail: [cm2020@ugr.es](mailto:cm2020@ugr.es)

### Conference Chairs:

Dr. Lucia Porcu / Dr. Salvador del Barrio-García

Faculty of Economics and Business,  
University of Granada, Spain

[luciapor@ugr.es](mailto:luciapor@ugr.es) / [dbarrio@ugr.es](mailto:dbarrio@ugr.es) 

### Fees

Early registration  
fee in Euro.  
Registration by  
February 15, 2021

Late registration  
fee in Euro.  
Registration after  
February 15, 2021

Presenter

230

320

Non-presenter

400

450

PhD student

160

200

## **Announcements** (Call for EAA Award Nominations)



### **EAA Flemming Hansen Award 2021**

**Nomination Deadline: April 1, 2021**

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award. This long-term impact award honors a scholar who has made contributions to distinguished scholarship in advertising research. Specifically, the EAA will recognize an author of one or more publications that had a significant impact in the field of advertising. The 2021 recipient will be announced at the Gala Dinner of the 19th International Conference on Research in Advertising (ICORIA).

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. Please send nominations and any questions related to this award to the EAA Award Manager, Tobias Langner, at [langner@wiwi.uni-wuppertal.de](mailto:langner@wiwi.uni-wuppertal.de). Include the candidate's CV with the nomination letter which should describe significant contributions to distinguished scholarship made by the nominee (maximum one page). **Nominations for the 2021 award must be received by April 1, 2021.** ✂

## **Announcements** (ANA Educational Foundation)



### **Read ASQ Now – And Submit Your Research For Publication!**

AEF's online peer-reviewed scholarly journal is distributed by the Johns Hopkins University Press (JHUP) Project MUSE. Ranked in the top 6% of all MUSE online journals, ASQ includes materials exploring advertising and society with original articles by academicians and interviews, roundtables and panel discussions with participants from industry and academia. And, we are always looking for submissions!

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### **Visiting Professor Program (VPP) – Deadline Extended to April 30**

The VPP enhances professors' understanding of current practices and developments in advertising and marketing to inform your teaching and research. The VPP will be going virtual again in 2021! During 90-minute sessions on June 7 – 11, you will hear from senior executives from IBM, McCann, Ogilvy, R/GA and Wavemaker. There will also be moderated breakout sessions focusing on how the industry can better connect with academia. The 2021 Virtual VPP is open to all professors including former VPPs so register now!

Learn more at [aef.com/vpp-fact-sheet/](http://aef.com/vpp-fact-sheet/) 

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# **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](mailto: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 