

**AAA INSTRUCTIONS ON PREPARING PRE-CONFERENCE SESSION  
FOR THE PROCEEDINGS  
(Updated Fall 2013)**

**Instructions:**

**Please use this sample as a template for setting up your PRE-CONFERENCE SESSION for the AAA Proceedings. Pre-conference sessions can be up to 4 pages in length total. If you have references, use Journal of Advertising style and put all references together at the end of the Summary (see below). Follow this formatting exactly. Pre-conference sessions that do not conform to this formatting will be sent back to the moderator(s) to be updated. Refer all questions to the Vice President.**

**EXAMPLE  
(Formatting Starts Below)**

**PRE-CONFERENCE SESSION:  
EMERGING SCHOLAR SYMPOSIUM**

*Moderators: Kim Bartel Sheehan, University of Oregon, Eugene, OR  
Eric Haley, University of Tennessee, Knoxville, TN  
Margaret Morrison, University of Tennessee, Knoxville, TN  
Marla Royne, University of Memphis, Memphis, TN*

**Overview**

How does one develop a research stream? What types of research are of interest to scholars today? What publishing opportunities exist for today's scholars? What is the job of an academic journal editor, and how does one deal with often-conflicting reviews of one work? These questions are top-of-mind for many graduate students and junior faculty. While these individuals have advisors and mentors at their home institutions to help them grapple with these questions, there is value in providing additional information from a range of academic perspectives. In this spirit, the first Emerging Scholar Symposium was an interactive experience giving new scholars and seasoned veterans the chance to interact and share ideas. The full day symposium consisted of several panels and breakout sessions covering topics of interest to emerging scholars.

**Keynote Address**

*Michael Belch, San Diego State University, San Diego, CA*

When a student completes a doctorate, he or she is in possession of the greatest breadth of knowledge he or she is likely to ever have. As a new faculty member begins her or his academic journey, interests begin to narrow, and a depth of knowledge is developed. The dissertation can serve as the framework for the rest of an academic's career, or it can serve to teach important research skills that provide the necessary tools for development of new research streams.

Belch's keys to success focus on passion. New scholars need to find a research area for which they feel passion. Belch believes some of the best research comes from the passion of scholars, and urged the emerging scholars "to find a horse and ride it". He also stated that all research is flawed; he encouraged scholars not be concerned with creating the 'perfect' research project. Research does not have to be earth shattering, and he advocated for more replication research, specifically involving effects research that is more than twenty years old. He encouraged the scholars to know a research area in depth, and to find co-authors. He ended with one of his favorite quotes: "In the end, the only sure criterion is to have fun. And I have had fun."

## **Research Agendas and the Future of Research**

*Michael Belch, San Diego State University, San Diego, CA*  
*Samuel Bradley, Texas Tech University, Lubbock, TX*  
*Eric Haley, University of Tennessee, Knoxville, TN*  
*Wei-Na Lee, The University of Texas at Austin, Austin, TX*  
*Hairong Li, Michigan State University, East Lansing, MI*  
*Margaret Morrison, University of Tennessee, Knoxville, TN*  
*Tom Reichert, The University of Georgia, Athens, GA*  
*Marla Royne, University of Memphis, Memphis, TN*

A panel of leading scholars representing a variety of research interests shared information on how they developed their research agendas as well as their ideas on how what research areas are likely to be valuable for the future.

The panelists suggested that often, one's dissertation might not clearly define one's research agenda. They recommended keeping track of ideas that arise during the dissertation process as these may lead to research streams in the future. However, they advocate against having too many different research areas, as it will be difficult to make an impact with one-shot studies. The panelists recommend that emerging scholars publish a minimum of three papers in a single area to position themselves as an expert and as having a programmatic area of research.

The panel of leading scholars also encouraged the emerging scholars to keep an eye out for opportunities and ideas that interest them, even if the ideas do not relate to their dissertation topics or their methodological expertise. Just because one has been trained in a certain area does not mean that he or she can only work in that one area.

Research ideas can come from many different places, but most often through reading of both the academic and popular literature. Dr. Reichert held up a recent issue of *Advertising Age* magazine and suggested that he found at least five different research topics from that single magazine. The importance of mentoring was highlighted, as a good mentor can help mold research ideas into theoretically based academic studies.

The panelists had insights into where research is heading. At the top of the list, not surprisingly, is research into new technologies such as social networks, blogs and mobile technology. Dr. Li advocated for conceptual papers regarding new media in addition to empirical studies. The panelists also echoed an idea from Dr. Belch's keynote: that there is room to revisit some of the 'older' studies of media and advertising effectiveness and re-assess such studies in light of changes in today's media landscape and message consumers. Advertising effectiveness, relations between messages and channels, and media planning are all areas that need more up to date research. In addition, the panelists recommended that researchers consider managerial and (if appropriate) public policy implications of their findings in order to make their research of interest to a wide range of audiences.

## **Academic Publishing**

*Eric Haley, University of Tennessee, Knoxville, TN*  
*Margaret Morrison, University of Tennessee, Knoxville, TN*  
*Herbert Jack Rotfeld, Auburn University, Auburn, AL*  
*Marla Royne, University of Memphis, Memphis, TN*

*Kim Sheehan, University of Oregon, Eugene, OR*  
*Charles R. Taylor, Villanova University, Villanova, PA*

With dozens of journals addressing advertising and marketing topics, it is often difficult to determine the best outlets for one's work. Even if the author thinks a manuscript is a perfect match for a journal, the reviewers of the manuscript may think otherwise. A panel of journal editors, research chairs, and conference chairs addressed the topic of academic publishing with the emerging scholars. The panelists have all published in leading journals, and they have also all had papers rejected from leading journals. Thus, their insights on the process from both 'sides of the table' lead to a frank and open discussion of academic publishing.

Before submitting a manuscript, the panelists encouraged the emerging scholars to read both a copy of the journal and the journal's mission statement to make sure that their work is a good fit. The editors mentioned how they often received manuscripts addressing topics that had no relevance to the journal. The editors highlighted the need to understand the role of theory to the journal. Many journals require a strong theoretical base. Many studies that look at new and unique research questions are rejected since they do not provide this strong base.

The editors welcomed quantitative and qualitative research studies. The editors mentioned how they often assign a reviewer with limited expertise in the research topic but strong expertise in the research methodology to manuscripts.

Many new scholars struggle with framing the discussion section. The editors suggested that authors keep in mind that there are three basic parts to the paper:

1. Here is what we know (the lit review)
2. Here is what we want to know (the hypotheses or research questions)
3. Here is what we know now (the results and the discussion).

Therefore, the discussion should be framed relative to the literature review. Additionally, authors need to focus on the implications of the findings to academia, industry, and policy makers, as appropriate.

A journal is only as good as its editor. Good editors take time to read all the reviewer comments and the manuscript and write a clear, constructive and instructive letter to the authors outlining not only what should be revised but suggesting ways to revise the manuscript in a way that will make it acceptable to the journal. Editors are surprised that so many manuscripts where a revision was requested are never revised. The editors encouraged emerging scholars to undertake these revisions, as they can lead to publication.

## **References**

**The sample does not have references. If yours has references, they would go here. Put them in Journal of Advertising style and please be precise. See the file "AAA Tables and References for Proceedings" if you need an example.**