

Session Title & No.	Paper Title	Authors (Affiliations)	Moderators
Friday, March 25-7:30 AM-8:30 AM EDT	First Timers' & Mentors' Breakfast		
Friday, March 25-8:30 AM-5:00 PM EDT	Exhibits & Registration		
Friday, March 25-8:30 AM-5:00 PM EDT	Publications Committee Meeting (For Committee Members Only)		
Friday, March 25 - 08:30-10:00 AM EDT			
Session 1.1			
Session Title: Cause Related Advertising & CSR			Sidharth Muralidharan (Southern Methodist University)
	(33) Decoding demarketing advertising: The role of company mission commitment and credibility on demarketing efforts	Hye Jin Yoon (University of Georgia), Yoon Joo Lee (Washington State University), Shuoqin Sun (University of Georgia)	
	(103) The Role of Ad Recognition and Value Congruence in the Context of Native CSR Advertising	A-Reum Jung (Sejong University), Jun Heo (Louisiana State University)	
	(67) When Does Hypocrisy Induction Backfire? The Roles of Company Reputation and Consumer Identification	Woolin Kim (University of Illinois at Urbana-Champaign), Yuhosua Ryo (Southern Illinois University), Sukki Yoon (Bryant University)	
	(79) Sustainable Influencers for CSR Campaigns: The Effects of Influencer-Cause Fit and the Mediating Role of Altruistic Motive and Parasocial Interaction	Hyosun Kim (Indiana State University)	
Session 1.2			
Session Title: Reflections of Culture & Diversity in Advertising (and their Implications)			Sydney Chinchinachokchai (University of Akron)
	(3) Exploring the Differential Effects of Religious and Spiritual Advertising Cues on Religious Jews and the Non-Religious: A Replication Study in Israel	Onat Roth-Cohen (Ariel University), Sidharth Muralidharan (Southern Methodist University), Carrie La Ferle (Southern Methodist University)	
	(28) #StopAsianHate: Current Portrayals of Asian Americans in Advertising	Nancy H. Brinson (The University of Alabama), Katharine Hubbard (Sam Houston State University), Dana Berry (University of Alabama)	
	(43) Understanding Ageism in Advertising: In-Depth Interviews	Kasey Windels (University of Florida), Sophia Mueller (University of Florida)	
	(74) The Impact of the 2020 BLM Movement on the Ethnic Representation of Ads: Content Analysis of Super Bowl Ads	Jessica Shaw (Louisiana State University), Emily Ritchart (Louisiana State University), Cole Catherine Dunnam (Louisiana State University), Yongick Jeong (Louisiana State University)	
Session 1.3			
Special Topic:	(46) The Future of Graduate Education in Advertising: A Discussion with Educators and Industry Experts	Tanya Ryan (Winona State University)	
10:00 - 10:30 AM EDT	Coffee Break		
10:30-11:30 AM EDT	Journal of Advertising's ERB Meeting		
11:30-12:00 noon EDT	Journal of Advertising's AE Meeting		
Friday, March 25 - 10:30 AM-12:00 PM EDT			
Session 1.4			
Session Title: Persuasion Knowledge in Action			Chang-Dae Ham (University of Illinois at Urbana-Champaign)
	(38) How Disclosure Source and Content-Publication Fit Impact Persuasion Knowledge	Nathaniel Evans (University of Georgia), Joe Phua (University of Georgia), Dongjae (Jay) Lim (University of Alabama)	
	(45) Connecting or Concerning: Mechanisms of the Perceived Ad Similarity	Nancy H. Brinson (The University of Alabama), Steven Holiday (The University of Alabama), Haseon Park (University of Alabama), Yuanwei Lyu (The University of Alabama)	
	(59) Rethinking the Persuasion Knowledge Model in the Social Media World: Does A Like or Follow Reshape the Model?	Alice Binder (University of Vienna), Ariadne Neureiter (University of Vienna), Mira Mayrhofer (University of Vienna)	
	(71) How Parental Mediation and Media Use Relate to Persuasion Knowledge, Knowledge of Influencer Tactics, and Ad Skepticism Among Adolescents in U.S. Black Immigrant Families	Regina Ahn (University of Miami), Michelle Nelson (University of Illinois at Urbana-Champaign), Lauren Eakes (University of Minnesota), Fernanda Da Silva (University of Miami), Tori Simenec (University of Minnesota), Anisa Ali (Somali American Parent Association, SAPA), Susan Davis (Dr. Sue and You, LLC), Gail Ferguson (University of Minnesota)	
Session 1.5			
Session Title: Political Advertising			Guy Golan (Texas Christian University)
	(82) Car Sharing Services: How Political Ideology Makes It Successful	Younghwan Lee (Korea University), Sukki Yoon (Bryant University), Woolin Kim (University of Illinois at Urbana-Champaign), Yuhosua Ryo (Southern Illinois University)	
	(88) How to Avoid Targeted Campaign Ads: Predicting Reactivity	Selina Noetzel (University of Vienna), Marlis Stubenvoll (University of Vienna), Alice Binder (University of Vienna), Jorg Matthes (University of Vienna)	
	(39) Which Facts Matter: How Can We Build Advertising Literacy about Contemporary Political Advertising?	Eric Haley (University of Tennessee), Michelle Nelson (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)	
	(16) Facebook Ad Engagement in the Russian Active Measures Campaign of 2016	Mirela Silva (University of Florida), Luiz Giovani (University of Florida), Juliana Fernandes (University of Florida), Daniela Oliveira (University of Florida), Cata S. Silva (University of Florida)	
Session 1.6			
Special Topic:	(65) Teaching about Disability, Accessibility and Inclusive Design in Advertising	Josh Loebner (Clemson University)	
Session 1.7			
Special Topic:	(55) What is and How to Teach Computational Advertising: Gain	HoYoung Anthony Ahn (Pepperdine University)	Moderator Name (University): TBD
12:00-1:30 PM EDT	Lunch		
Friday, March 25 - 1:30-3:00 PM EDT			
Session 1.8			
Session Title: Advertising Effectiveness: Are Your Ads Hitting the Mark?			Marc Weinberger (University of Massachusetts)
	(19) Product Placement in a Media Multitasking Environment: An Experimental Study Among Teenage Children on the Impact of Product Placement Prominence While Media Multitasking.	Emma Beuckels (Ghent University), Liselot Hudders (Ghent University)	
	(75) Big Game, Big Stakes: Super Bowl Advertising in a Pandemic	Alexander Carter (University of Tennessee), Courtney Carpenter Childers (University of Tennessee), Kibum Yoon (University of Tennessee)	
	(61) Using TB to Predict Advertising Outcomes for Products Varying in Perceived Stigma: The Cases of Cannabis Products, Online Dating Sites, and Food Delivery Services	Saleem Alhabash (Michigan State University), Chuang Donh (Michigan State University), Mengyan Ma (University of Wisconsin - Eau Claire)	
Session 1.9			
Session Title: Privacy Considerations in a Networked Advertising World			Ilwoo Ju (Purdue University)
	(107) How Did You Get My Information? The Influence of Personal Information Getting Strategies on Social Media Advertising Effectiveness	A-Reum Jung (Sejong University), Jun Heo (Louisiana State University)	
	(11) In Smartness We Trust: How Consumers Experience and Balance Privacy and Personalization	Sylvia Chan-Olmsted (University of Florida), Huan Chen (University of Florida), Julia Hye Hyun Kim (University of Florida)	
	(17) Privacy and Biometric Data: An Exploration of Advertising Effectiveness	Rick Wilson (Texas State University), Laura Bright (University of Texas at Austin), Adam S Richards (Furman University)	
	(10) Incidental Experience of Regulatory Fit, Nonfit, and Processing Style: Consumers' Processing Mechanism of Online Behavioral Advertising (OBA)	Chang-Dae Ham (University of Illinois at Urbana-Champaign), Woolin Kim (University of Illinois at Urbana-Champaign)	
Session 1.10			
Special Topic:	(76) The Effects of Advertising on Consumer Well-Being	Marla Stafford (University of Nevada-Las Vegas), Kate Pounders (The University of Texas at Austin), Michelle Nelson (University of Illinois at Urbana-Champaign), Nancy Brinson (The University of Alabama), Minette Drumwright (The University of Texas at Austin), and Linda Tuncay Zayer (Loyola University)	
Session 1.11			
Special Session	How to Be an Effective Reviewer: A Word from the Best Reviewer Award Winners	Cynthia Morton (University of Florida), Chen Lou (Nanyang Technological University), Jameson Hayes (The University of Alabama), Kasey Windels (University of Florida), Laura Bright (University of Texas at Austin)	
Friday, March 25-3:30-5:00 PM EDT			
Session 1.12			
Session Title: A Closer Look into the Dynamics of Digital Advertising			Jihoon (Jay) Kim (The University of Alabama)
	(58) How Much is Too Much? Young Adults' Acceptance of Data-Based Ad Personalization	Wonsun Shin (University of Melbourne), Eunah Kim (University of Minnesota - Twin Cities), Jisu Huh (University of Minnesota - Twin Cities)	
	(104) When Do You Click Personalized Ads? Personalization Dimensions and Trust in Native Ad Usefulness	Jiyoon (Karen) Han (Ball State University)	
	(91) Virtual Reality Experience in Tourism Advertising: Roles of Immersion and Advertising Engagement	Jihoon (Jay) Kim (The University of Alabama), Sun Joo (Grace) Ahn (University of Georgia), Jooyoung Kim (University of Georgia)	
	(42) The Role of Account Planning in Major US Agencies 2021: Perceptions of Senior Planners/Strategists in the Age of Digital and Analytics	Eric Haley (University of Tennessee)	
Session 1.13			
Session Title: Brand Image and Identity			Courtney Carpenter Childers (University of Tennessee)
	(73) Call Me by Your Brand Image: Assessing How the Satan Shoes Scandal Affected Nike's Brand Image	Yong Whi Greg Song (University of Texas at Austin), Jiemin Looi (University of Texas at Austin)	
	(83) Tailoring Brand Personalities via Virtual Store Designs Toward Consumer Personalities: Testing A Metaverse Marketing Tactic	Andy Jeon (Northern Illinois University), Yao Sun (University of South Florida)	
	(80) Advertising for Healthy Eating: Anthropomorphized Fruits and Vegetables Appear More Trustworthy but Less Attractive	Kacy Kim (Bryant University), Danae Manika (Brunel University London), Sukki Yoon (Bryant University), Carrie La Ferle (Southern Methodist University), Steven Edwards (Southern Methodist University)	
Session 1.14			
Special Topic:	(54) Emerging Topics and Innovative Teaching Methods in Digital Advertising Education	HoYoung Anthony Ahn (Pepperdine University)	
5:00-6:00 PM EDT	AAA Members' Meeting		
6:30-7:30 PM EDT	AAA President's Reception		
Saturday, March 26 - 7:30-8:30 AM EDT	Past Presidents' Advisory Board		
Saturday, March 26 - 7:30-8:30 AM EDT	JCIRA ERB Meeting		
Saturday, March 26 - 7:30-8:30 AM EDT	JIA ERB Meeting	Journal of Current Issues and Research in Advertising	
Saturday, March 26 - 8:30 AM-1:00 PM EDT	Exhibits & Registration	Journal of Interactive Advertising Editorial Review Board only	
Saturday, March 26 - 8:30-10:00 AM EDT			
Session 2.1			
Session Title: Health Communication & Health Advertising			Alyse Lancaster (University of Miami)
	(85) I'm Not Listening as Much as I'm Focusing on Watching the TV	Janelle Applequist (University of South Florida), Jennifer Ball (Temple University)	
	(23) Impact of thin-ideals in influencer posts promoting foods high in fat	Steffi De Jans (Ghent University), Liselot Hudders (Ghent University), Brigitte Naderer (LMU Munich)	
	(86) How do patient influencers enhance risk perception of prescription drugs?	Hyosun Kim (Indiana State University)	
	(102) Go with the Flow: Testing the Effects of Emotional Flow on Psychophysiological, Attitudinal, and Behavioral Changes Abstract	Chris Noland (University of South Florida)	
Session 2.2			
Session Title: Understanding Social Media Influencers and the Environment in which they Operate			Anan Wan (Kansas State University)
	(56) Context is the New King: The Role of Different Social Media Platforms	Chen Lou (Nanyang Technological University), Charles R. Taylor (Villanova University), Xuan Zhou (Nanyang Technological University)	
	(36) The Emergence of Momangers and the Digital Identity Construction	Elisabeth Van den Abeele (Ghent University), Liselot Hudders (Ghent University), Ina Vanwesenbeck (Tilburg University)	
	(44) A Social Network approach to Social Media Influencers on Instagram: The Strength of being a Nano Influencer	Itai Himelboim (University of Georgia), Guy Golan (Texas Christian University)	
	(49) YouTube Influencer and User Relationships: The Role of Value Perception, Commitment, and Trust	Jinhee Seo (University of Oklahoma), Seunghoo Lee (University of Oklahoma), Doyle Yoon (University of Oklahoma)	
Session 2.3			
Special Topic:	(41) Planning Your Academic Career: Advice for Junior Faculty and Graduate Students from Seasoned Academics and Administrators	Anna McAlister (Endicott College), Aileen T. Torrance (Endicott College), Karen M. Lancelorfer (Western Michigan University), Gayle Kerr (Queensland University of Technology), Jef I. Richards (Michigan State University)	
10:00-11:00 AM EDT	Coffee Break		
10:00-11:00 AM EDT	Committee Meetings: Awards, Communication, Finance, Membership, Research, Global and Multicultural, Graduate Student, Diversity and Inclusion		
Saturday, March 26 - 11:00 AM-12:30 PM EDT			
Session 2.4			
Session Title: The Effect of Real vs. Virtual Influencers on Consumers' Responses			Taylor Wen (University of South Carolina)
	(5) Examining Influencer Advertising on Instagram: The Synergistic Effects of Two Types of Sponsorship Disclosures on Consumer Responses	Quan Xie (Southern Methodist University), Yang Feng (San Diego State University)	
	(15) Explore the Anthropomorphic Dilemma of Virtual Influencers in Advertising Effectiveness: The Role of Authenticity and Identification	Jingren Li (Tencent), Yanni Ma (Oregon State University)	
	(95) Making it Personal: Social Media Influencer Rhetorical Strategies	Eunjin (Anna) Kim (University of Southern California), Margaret Duffy (University of Missouri), Esther Thorson (Michigan State University), Heather Shoemaker (Penn State University)	
	(98) Virtual Influencer Marketing - Ready for Prime Time?	Maral Abdollahi (University of Minnesota - Twin Cities), Smitha Muthya Sudheendra (University of Minnesota - Twin Cities), Wonsun Shin (University of Melbourne), Jisu Huh (University of Minnesota - Twin Cities), Jaideep Srivastava (University of Minnesota - Twin Cities)	
Session 2.5			
Session Title: The Consumer Insights that Drive Strategic Advertising & Messaging			Juliana Fernandes (University of Florida)
	(21) Social or Environmental Message Appeal? Baby Boomers, Millennials, and Gen Z	Ofrat Kol (Ariel University), Dorit Zimand-Sheiner (Ariel University), Shalom Levy (Ariel University)	
	(89) AI Recommendation vs. Crowdsourced Recommendation	Hyunsang Son (The University of New Mexico), Young Eun Park (Colorado State University), Ji Mi Hong (INHA University)	
	(69) You Can't Shop with Us: Plus-size Female Consumer Perception	Summer Shelton (University of Southern Indiana), Amanda Bradshaw (University of Mississippi), Matthew Cretul (University of Florida), Debbie Treise (University of Florida)	
	(57) Advocating Green Consumption: Environmental Compensation	Ariadne Neureiter (University of Vienna), Marlis Stubenvoll (University of Vienna), Jorg Matthes (University of Vienna)	
Session 2.6			
Special Session	How to Be an Editor	Barbara Phillips (University of Saskatchewan), Eric Haley (University of Tennessee), Marissa (University of Tennessee)	Tom Reichert (University of South Carolina)
12:30-2:00 PM EDT	Awards Lunch		
Saturday, March 26 - 2:00-3:30 PM EDT			
Session 2.7			
Session Title: Consumer Behavior in the Age of Digital Advertising			Joonghwa Lee (University of North Dakota)
	(53) Teens' Responses to Snapchat AR Advertising: The Effects of Motivational and Social Factors on Ad Engagement Behaviors and Continuance Usage Intention	Seounmi Yoon (Emerson College), Ron Faber (University of Minnesota)	
	(10) Endorsed by the Crowd: How Product Reviews and Review Metrics affect Consumer Bandwagon Perception and Purchase Intention	Min Xiao (Wichita State University), Paul Myers (Wichita State University)	
	(11) Influencer Marketing and Social Commerce: Exploring the Role of Influencer Communities in Predicting Usage Intent	Julia Hye Hyun Kim (University of Florida), Sylvia Chan-Olmsted (University of Florida), Menglian Jiang (University of Kentucky), Anan Wan (Kansas State University)	
	(108) Live-streaming Shopping in China: Practitioner Insights into Current Best Practices and Future Trends		
Session 2.8			
Session Title: The Promises and Pitfalls of Using Artificial Intelligence and Machine Learning in Advertising			Sukki Yoon (Bryant University)
	(8) Revealing Context-Dependent Consumer Sentiments via Machine Learning: A Case Study of Always #LikeAGirl Campaign	Yang Feng (San Diego State University), Huan Chen (University of Florida)	
	(48) Let Me Chat with Your AI Manager: How Managerial Positions Assigned to Chatbots Influence AI-Driven Persuasion	Andy Jeon (Northern Illinois University)	
	(72) From the black box to the glass box: Utilization of the unsupervised learning and supervised learning process to predict the user engagement for the airline companies	Hyunsang Son (The University of New Mexico), Jisoo Ahn (Hallym University), Arnold Chung (Accenture)	
	(78) The Spillover Effect of Robot Service Failure on Service Firms	Yuhosua Ryo (Southern Illinois University), Andy Jeon (Northern Illinois University), Woolin Kim (University of Illinois at Urbana-Champaign), Eunjoon Jin (The University of Texas at Austin)	
Session 2.9			
Special Topic:	(92) Computational Research and Measurement Innovations: Affective Computing and Emotion AI in the Future Advertising Research	Jisu Huh (University of Minnesota - Twin Cities), Su Kim (University of California), Ewa Maslowska (University of Illinois at Urbana-Champaign), Jaideep Srivastava (University of Minnesota - Twin Cities), Joanna Strzycharz (University of Amsterdam), Theo Kraujo (University of Amsterdam), Xinyu Lu (Shanghai International Studies University)	
Session 2.10			
Special Session: Meet the Journal Editors	Name of Editor, Journal Title, Affiliation (TBD)		Harsha Gangadharbatta (University of Colorado Boulder)
3:30-3:45 PM EDT	Afternoon Break		
Saturday, March 26 3:45-5:00 PM EDT	Journal of Advertising's 50th Year Anniversary		
5:30-7:00 PM EDT	Off Site Event		
Sunday, March 27 - 8:15-10:15 AM EDT	Morning Coffee		
Sunday, March 27 - 8:30-10:00 AM EDT			
Session 3.1			
Session Title: Social Media Advertising			Jameson Hayes (University of Alabama)
	(94) How Influencer-product gender congruency impacts influence	Yang Yang (Bowling Green State University)	
	(101) Who Are Willing to Watch Ads on YouTube? The Effects of Ad Placement	Yoon Hi Sung (The University of Oklahoma), Chan Yun Yoo (Saint Joseph's University), Jihyeon (Karen) Han (Ball State University)	
	(96) How to Reduce Ad Intrusiveness in Sponsored Ads on Instagram	Jinhee Seo (University of Oklahoma), Yoon Hi Sung (University of Oklahoma), Doyle Yoon (University of Oklahoma), Xiao Liu (University of Oklahoma)	
	(14) The Synergistic Effects Between Social Media Platforms, Message Appeal, and Extraversion in Social Media Advertising	Kibum Yoon (The University of Tennessee), Minjeong Kim (University of Tennessee), Sally McMillan (University of Tennessee)	
Session 3.2			
Special Topic:	(73) How do Femvertising EmpowerHER? The Role of Motivation in Female Empowerment Through Femvertising	Sophia Mueller (University of Florida), Yu-Hao Lee (University of Florida), Benjamin Johnson (University of Florida)	
	(13) Friend or Foe? A Mixed Method Analysis on YouTube Users' Replies to Top Comments of Femvertising	Huan Chen (University of Florida), Yang Feng (San Diego State University)	
	(87) Sexualized Images of Female Influencers in Instagram Advertising: Do They Work?	Jooyoung Uhm (University of Georgia), Jooyoung Kim (University of Georgia)	
	(27) Fighting Cancer "Like a Girl" and Taking it "Like a Man": Examining Gender Stereotypes in Online Breast and Prostate Cancer PSAs	Wellu Zhang (University of Missouri), Ting-Hao Tsou (University of Missouri), Evgenia Belobrovkina (University of Missouri), Shelly Rodgers (University of Missouri)	
Sunday, March 27 - 10:30 AM EDT	AAA 2022 Conference Adjourns		