

Title	Authors	Moderator
Thursday, March 23		
Thursday, March 23, 9:00-3:30 EC Meeting		
Thursday, March 23, 8:30-9:00 Coffee Break - <i>sponsored by the University of Alabama</i>		
Thursday, March 23, 9:00-12:00 Preconference 1 Changing Tides: How Advertisers Are Shifting Their Gender Portrayals in Comr Sophiae Mueller, Kasey Windels		
Thursday, March 23, 1:00-5:00		
Preconference 2 Doctoral colloquium - A Compass to Help Navigate the Academic Landscape E Liselot Hudders, Dieneke Van de Sompel		
Thursday, March 23, 6:00-7:00 Opening Reception - <i>sponsored by the University of Tennessee</i>		
Thursday, March 23, 9:30-10:30 Graduate Reception		
Friday, March 24		
Friday, March 24, 7:30-8:30 First Timers Breakfast - <i>sponsored by the University of Georgia</i> JCIRA ERB Meeting		
Friday, March 24, 8:30-5:00 Publication Committee Meeting		
Friday, March 24, 8:30-10:00 Session 1.1		Kathrynn Pounders (The University of Texas at Austin)
Session Title: Health Communication and Advertising High Hopes for Front-Of-Pack Nutrition Labels? A Conjoint Analysis on the Trade-offs with Health Claims, Brand and Price for Different Consumer Segments.	Elke Godden (University of Antwerp), Nathalie Dens (University of Antwerp), Lukar Thornthorn (University of Antwerp), Yana Avramova (University of Antwerp)	
The Ethical Nature and Caring Practice of Patient Influence on Social Media	Erin Schauster (University of Colorado Boulder), Erin Willis (University of Colorado Boulder), Mark Heisten (University of Colorado Boulder)	
Patient Influencers: Promoters or Peers?	Marjorie Delbaere (University of Saskatchewan), Erin Willis (University of Colorado Boulder)	

Communicating with Non-Drinkers: Using the Six-Segment Message Strategy Wheel to Create Messages that Resonate Joyce Wolburg (Marquette University), Eric Haley (University of Tennessee)

Session 1.2

Linwan Wu (University of South Carolina)

Session Title: Children, Adolescents, and College Students

Parental Awareness of their Children's Media Consumption, Online Behavioral Advertising, and Online Surveillance Deepti Khedekar (University of Colorado Boulder)

The Impact of Social Distance and Message Framing on Young Adults' Response to the Anti-vaping PSAs on Instagram: The Mediating Role of Psychological Reactance Jung Min Hahm (RMIT Royal Melbourne Institute of Technology - Vietnam), Jeong-Yeob Han (University of Georgia)

Understanding the Role of Personality, Loyalty, Satisfaction, and Word-of-Mouth Advertising among College Students Elizabeth Crawford (North Dakota State University), Jeremy Jackson (North Dakota State University)

Is My Photo Worth a Thousand Ads?: A Qualitative Exploration of College-aged Consumers' Perceptions on "Personalized Myselfie Advertising" HoYoung Anthony Ahn (Pepperdine University)

Session 1.3

Xiaowen Xu (Butler University)

Special Topic Session

Creating a Social Media Listening Center

Itai Himelboim (University of Georgia), Jameson Hayes (The University of Alabama), Brandon Boatwright (Clemson University), Courtney Childers (University of Tennessee), Lance Porter (Louisiana State University)

Friday, March 24, 10:00-10:30

Coffee Break - *sponsored by Michigan State University*

Friday, March 24, 10:30-12:00

Session 1.4

Kacy Kim (Bryant University)

Session Title: Disclosure Effects

This is #Ad or #NotAd: How Disclosure and Message Appeal Impact Influencer Motive and Consumer Response to Branded Content Mengtian Jiang (University of Kentucky), Yiran Su (University of Massachusetts Amherst)

Mingling with Miquela: Understanding how Sponsorship Disclosure Affects Consumers' Parasocial Interaction with Virtual Influencers Jiemin Looi (The University of Texas at Austin), Eunjin (Anna) Kim (University of Southern California), Zihang Ee (University of Southern California)

Will Brands Make it if They Fake it? Exploring the Effects of CGI Influencer Disclosures in Sponsored Social Media Posts Alexander Pfeuffer (University of Georgia), Jooyoung Kim (University of Georgia), Haley Hatfield (University of Georgia)

How Does Disclosing AI's Involvement in Advertising Influence Consumer Responses? A Task-Dependent Perspective Linwan Wu (University of South Carolina), Naa Amponsah Doodoo (Emerson College), Taylor Wen (University of South Carolina)

Session 1.5

Anna McAlister (Endicott College)

Session Title: Social Media Engagement

Me, Like Chanel: Examining Antecedents and Consequences of Consumers' Luxury Brands Engagement on Instagram

Eunseon Kwon (Texas Christian University), Tae Rang Choi (Texas Christian University)

Help! I am Addicted to Brands and Impulse Buying on Social Media! Examining Psychological Well-being and Social Media Addiction as Drivers of Brand Addiction and Impulse Buying

Angeliki Nikolinakou (American College of Greece), Joe Phua (Southern Methodist University), Eun Sook Kwon (Rochester Institute of Technology)

The Roles of Social Media Motivation and Technology Fluidity Factors in Shaping Newsfeed Advertising Effectiveness

Xiaowen Xu (Butler University), Carolyn Lin (University of Connecticut)

Cultural Differences in TikTok Uses and Gratifications across the United States, Spain, and Chile

Tao Deng (DePaul University), Lizardo Bianchi (Universidad de Lima), Marta Mensa (Universidad Austral de Chile)

Session 1.6

Special Topic Session

Bridging Research and Practice: Advertising's Role in Promoting Sustainability

Qimei Chen (University of Hawaii at Manoa), Dana Alden (University of Hawaii at Manoa), Steven Edwards (Southern Methodist University), Lynn Kahle (Univ. of Oregon), Carrie La Ferle (Southern Methodist University), Shelly Rodgers (University of Missouri), Sela Sar (University of Illinois at Urbana-Champaign)

Ed Timke (Michigan State University)

Friday, March 24, 12:00-13:30

Lunch

Friday, March 24, 1:30-3:00

Session 1.7

Session Title: Message, Image, and Executional Elements in Advertising

I Laugh at Your Pain: Effects of Violation of Social Norms and Affect on Evaluation of Ads That are Both Humorous and Violent

Alexandra Frank (University of Georgia), Glenna Read (University of Georgia), Marc Weinberger (University of Massachusetts & Georgia), Charles Gulas (Wright State University), Jeffrey Duncan (University of Georgia)

Daniel Bruns (University of Wuppertal)

Three Levels of Image Narrativity: How Visuals Transport Viewers into their Story

Olesia Nikulina (Hasselt University), Allard van Riel (Hasselt University), Jos Lemmink (Maastricht University), Martin Wetzels (Maastricht University), Dhruv Grewal (Babson College)

Here's A Tip: Less Information Is More Motivation for Nongreen Consumers

Matthew Pittman (University of Tennessee), Tyler Milfeld (Villanova University), Kibum Youn (University of Tennessee)

Which Executional Elements Work? Lessons from A Comparative Analysis of Viral vs. Non-Viral Advertising
Juliana Fernandes (University of Florida), Sigal Segev (Florida International University)

Session 1.8

Jiyeon (Karen) Han (San Diego State University)

Session Title: Planning, Targeting, and Consumer Engagement

Examining the Effectiveness of Retargeting Display Ads with Online Demarketing Campaigns: The Role of Browser Settings

Hye Jin Yoon (University of Georgia), Yoon Joo Lee (Washington State University), Shuoya Sun (University of Georgia), Jinho Joo (Boise State University)

How Consumers' Motivations Shape Brand Loyalty via Engaging with Digital Content Marketing? The Role of Flow, Content Value, and Psychological Ownership
Quan Xie (Southern Methodist University), Chen Lou (Nanyang Technological University)

Can Advertisers Drive Sales and Spread Joy? Examining the Benefits of Joy-Frames on Digital Consumer Engagement

Kristen Sussman (Texas State University), Laura Bright (University of Texas at Austin), Gary Wilcox (University of Texas at Austin)

The More Things Change, The More Things Stay the Same: Media Planning in 2022 and Beyond

Courtney Carpenter Childers (University of Tennessee), Eric Haley (University of Tennessee)

Session 1.9

Marc Weinberger (University of Massachusetts & Georgia)

Special Topic Session

Integrated Marketing Communication and the Power of Synergy: How Bringing Together Those Who Research and Teach in IMC Can Enable Better Understanding of the Future of the Discipline

Gayle Kerr (Queensland University of Technology), Frank Mulhern (Northwestern University), Philip Kitchen (ICN-Artem School of Business), Jerry Kliatchko (University of Asia and the Pacific), Ian Lings (QUT), Vijay Viswanathan (Medill Northwestern University), Vesna Zabkar (University of Ljubljana)

Friday, March 24, 3:00-3:30

Coffee Break

Friday, March 24, 3:30-5:00

Session 1.10

Xiaohan (Catherine) Hu (San Diego State University)

Session Title: Social Media Activities and Video Sharing

Why are Sad or Touching Video Ads Shared? The Power of Emotional Intensity Chang-Won Choi (University of Mississippi), Linwan Wu (University of South Carolina)

Predicting Shares of YouTube Video Ads by Analyzing Expressed Emotions from User Comments Chang-Won Choi (University of Mississippi), Linwan Wu (University of South Carolina)

The Last Chance Dance: The Interplay of Principle of Scarcity and Social Proof in Social Media Contest Messaging Sun-Young Park (University of Massachusetts Boston), Gamze Yilmaz (University of Massachusetts Boston), Janna Septiembre (University of Massachusetts Boston)

Active or Passive Conformity? The Role of YouTube Comment Ranking Algorithm in Shaping Consumer Responses to Social Media Advertising Yang Feng (University of Florida), Huan Chen (University of Florida)

Session 1.11

Session Title: CSR and Prosocial Consumers

Erin Schauster (University of Colorado Boulder)

Message Framing in Corporate Social Responsibility Advertising on Social Media during the COVID-19 Pandemic Kyeongwon Kwon (Florida State University), Jaejin Lee (Florida State University), Cen Wang (Shandong University)

The Power of Anthropomorphic Appeals for Environmental Corporate Social Responsibility (CSR) Communications: With Mediation of Psychological Closeness and Moderation of Typefaces Hyun Ju Jeong (University of Kentucky)

Gen Z's Response to CSR Messages in the Context of Brand Performance Information

Saima Kazmi (University of Colorado Boulder), Christopher Vardeman (Towson University), Harsha Gangadharbatla (University of Colorado)

How Neutralization Affects Subsequent Prosocial Behaviors: The Roles of Materialism and Moral Identity

Yuhosua Ryoo (Southern Illinois University), Soheil Kafilivejyueh (Louisiana State University), WooJin Kim (University of Illinois at Urbana-Champaign), Seo Jeong Heo (University of Illinois Urbana-Champaign)

Session 1.12

Special Topic Session

Advertising with Purpose: How Advertising Can be Used for Social Change

Kathrynn Ponders (The University of Texas at Austin), Sukki Yoon (Bryant University), Eric Haley (University of Tennessee), Carrie La Ferle (Southern Methodist University), Brittany Pharr (The University of Texas at Austin), Minette (Meme) Drumright (The University of Texas at Austin), Charles R. "Ray" Taylor (Villanova University)

Bhakti Sharma (University of Florida)

Friday, March 24, 3:30-4:30

JA ERB Meeting

Friday, March 24, 4:30-5:00

JA AE Meeting

Friday, March 24, 5:00-6:00

AAA Members' Meeting

Friday, March 24, 6:00-7:30

AAA President's Reception - *sponsored by DePaul University*

Saturday, March 25

Saturday, March 25, 7:30-8:30

JIA ERB Meeting

Past Presidents' Advisory Board

Saturday, March 25, 8:30-10:00

Session 2.1

Session Title: The Environment and Green Advertising

Baby Animals in Wildlife Conservation Campaigns

Tae Hyun Baek (Sungkyunkwan University), Sukki Yoon (Bryant University)

Hyun Ju Jeong (University of Kentucky)

I'm Flattered, so I'm in Your Green Initiative! The Effect of a Flattery Message on Guests' Green Behavior by Hotel Segments Eun Yeon Kang (Kutztown University of Pennsylvania), Lucy Atkinson (The University of Texas at Austin), Yoon Hi Sung (The University of Oklahoma)

Self-construal and Green Online Behavioral Advertising: The Moderating Role of Algorithmic Awareness and the Mediating Role of Self-esteem Dongchan Lee (University of Illinois at Urbana-Champaign), Sela Sar (University of Illinois at Urbana-Champaign)

Are Interactive PSA Formats Always Good? Testing the Identifiable Victim Effect with Instagram Carousel Posts for Pro-Environmental Campaigns Ja Kyung Seo (University of Georgia), Hanyoung Kim (University of Kentucky), Youngjee Ko (University of Georgia), Hye Jin Yoon (University of Georgia), Jeong-Yeob Han (University of Georgia), Youngji Seo (Temple University)

Session 2.2

Juliana Fernandes (University of Florida)

Session Title: Personalization and Privacy

Disentangling Control and Personalization: Exploring the Effects of Ad Choice and Ad Personalization in Digital Advertising Effectiveness Xiaohan Hu (San Diego State University), Kevin Wise (University of Illinois at Urbana-Champaign)

Considering Consumer Privacy: Influences of Ad, Personal Privacy, and Product Use Factors on Effectiveness of Smart Device Ads Yongick Jeong (Louisiana State University), Jessica Shaw (University of North Carolina - Chapel Hill), Huu Dat Tran (Louisiana State University)

Privacy Paradox in Augmented Reality Advertising: The Effect of User Satisfaction and Privacy Concerns on Consumer Responses Jiyeon Han (San Diego State University), Eun Yeon Kang (Kutztown University of Pennsylvania), Yoon Hi Sung (The University of Oklahoma), Seungae Lee (Hanyang University)

The Effects of Personalized Social Media Political Advertising on Attitude Formation: The Role of Personality and Political Orientation Ewa Maslowska (University of Illinois at Urbana-Champaign), Su Jung Kim (University of Southern California), Khadija Vakeel (DePaul University), Morana Fuduric (Faculty of Economics & Business, University of Zagreb), Jakob Ohme (Free University Berlin)

Session 2.3

Yoon-Joo Lee (Washington State University)

Special Topic Session

Preparing Advertising Practice and Research for a World of Blockchain, Cryptocurrencies, NFTs, Metaverse, and DAOs

Harsha Gangadharbatla (University of Colorado), Sun Joo (Grace) Ahn (University of Georgia), Max Lenderman (), Mark Heisten (University of Colorado Boulder)

Saturday, March 25, 10:00-11:00

Coffee Break - *sponsored by the University of Minnesota*
Comittee Meetings

Saturday, March 25, 11:00-12:30

Session 2.4

Qimei Chen (University of Hawaii at Manoa)

Session Title: Diversity and Inclusion

Targeting LGBTQ+ Individuals in Advertising: Consumers' Perspectives through a Photovoice Study

Evgeniia Belobrovkina (University of Missouri), Shelly Rodgers (University of Missouri)

When Brands Don't Practice What They Preach: A Proposed Model of the Effects of Hypocrisy, Brand-Cause Fit, and Message Types on Women's Responses to Femvertisements

Sophia Mueller (University of Florida), Kasey Windels (University of Florida)

From Surviving to Thriving at Advertising Agencies: The Lived Experiences of LGBTQ+ Identified Practitioners

Kasey Windels (University of Florida), Minjie Li (University of Tennessee, Knoxville), Sophia Mueller (University of Florida)

Invisible and Unpaid Labors: The Advertising Industry's Race and Ethnicity Problems

Kasey Windels (University of Florida), Noura Ibrahim (University of Florida)

Session 2.5

Mark Yi-Cheon Yim (UMass Lowell)

Session Title: Virtual Reality and the Metaverse

Integrating VR into Tourism Marketing: The Effects of Immersion and Temporal Distance on Destination Image

Jihoon (Jay) Kim (The University of Alabama), Sai Datta Mikkilineni (The University of Alabama), Miaohong Huang (The University of Alabama)

Constructing a "Metaverse" Typology based on Affordances and Psychological Processes: A Systematic Literature Review

Chen Chen (Chen Chen), Yan (Anna) Liu (University of Illinois at Urbana-Champaign), Prativa Subedi (University of Illinois at Urbana-Champaign), Jingyu Liu (University of Illinois at Urbana-Champaign), Veranika Paltaratskaya (University of Illinois at Urbana-Champaign), Michelle Nelson (University of Illinois at Urbana-Champaign)

Social Virtual Influencer Effectiveness: Environmental Factor and Source Trust

Huan Chen (University of Florida), Chen Lou (Nanyang Technological University), Ye Wang (University of Missouri), Yuyung Lee (University of Missouri)

Human-like vs Animated: As Virtual Influencers Proliferate which Leads to Advertising Effectiveness?

Donggyu Kim (University of Southern California), Eunjin (Anna) Kim (University of Southern California), Zihang Ee (University of Southern California), Heather Shoenberger (Penn State University)

Session 2.6

Special Topic Session

Computational Approaches to Advertising Research: Ongoing and Emerging Challenges and Lessons

Itai Himelboim (University of Georgia), Marla Stafford (University of Nevada-Las Vegas), Jisu Huh (University of Minnesota - Twin Cities), Ewa Maslowska (University of Illinois at Urbana-Champaign), Joseph Turow (University of Pennsylvania), Dror Walter (Georgia State University), Yotam Ophir (University at Buffalo)

Jing Yang (Loyola University Chicago)

Saturday, March 25, 12:30-2:00

Awards Lunch

Saturday, March 25, 2:00-3:30

Session 2.7

Session Title: Advertising and the Pandemic

Message Strategy, Memory and Memes: An Experimental Study of Taylor's SSSW Using Blended and Unblended Anti-Vaccine Message Strategies

Elizabeth Crawford (North Dakota State University), Laura Thomas (North Dakota State University), Murphy Anderson (North Dakota State University)

Mengtian (Montina) Jiang (University of Kentucky)

When the World Stood Still: Crisis Response Advertising During the COVID-19 Pandemic Frauke Hachtmann (University of Nebraska-Lincoln)

Confronting Vaccine Misinformation: Harnessing Vaccine Advertising Campaigns

Ilwoo Ju (Purdue University), Hwanseok Song (Purdue University)

Messages for Health Risk Prevention in the Post-COVID-19 Pandemic: Interplay of Self (vs. Other) Benefit Appeal and Anthropomorphism

Sujin Kim (Louisiana State University), SoYoung Lee (Rowan University)

Session 2.8

Session Title: Understanding of and Attention towards Advertising

Understanding and Increasing Everyday Persuasion Knowledge about Political Advertising

Michelle Nelson (University of Illinois at Urbana-Champaign), Kirby Cook (University of Illinois at Urbana-Champaign), Eric Haley (University of Tennessee), Chang-Dae Ham (University of Illinois at Urbana-Champaign), Veranika Paltaratskaya (University of Illinois at Urbana-Champaign)

Guolan Yang (Oakland University)

A Systematic Review of the Relationship Between Covert Advertising Recognition and Consumer Attitudes Louvins Pierre (University of Connecticut)

Taking Advertising Research into the Wild: A Mobile Eye-Tracking Study of Attention to the Ad and Ad Recall in Real-Life Media Encounters

Julian Felix Kopka (University of Wuppertal), Lennart Borgmann (University of Wuppertal), Tobias Langner (University of Wuppertal)

Influence of Consumers' Affective States on Ad Attention: A Field Study

Maral Abdollahi (University of Minnesota - Twin Cities), Xinyu Lu (Shanghai International Studies University), Debarati Das (University of Minnesota - Twin Cities), Jisu Huh (University of Minnesota - Twin Cities), Jaideep Srivastava (University of Minnesota - Twin Cities)

Session 2.9

Chang-Dae Ham (University of Illinois Urbana-Champaign)

Special Topic Session

The Future of Dataveillance in Advertising Theory and Practice

Claire Segijn (University of Minnesota - Twin Cities), Joanna Strycharz (University of Amsterdam), Dong Zhang (University of Amsterdam), Devin Reiter (Fortnight Collective), Pranav Patil (Snap), Hari Sundaram (University of Illinois at Urbana-Champaign), Sandra Wachter (University of Oxford)

Session 2.10

Meet the Journal Editors - *sponsored by the University of South Carolina*

Eric Haley (University of Tennessee)

Saturday, March 25, 4:00-ongoing

Off-site Event - *sponsored by University of Florida*

Sunday, March 26

Sunday, March 26, 8:30-10:00

Session 3.1

Session Title: Social Media Advertising

A New Grid in Town? New Perspective on Social Media Advertising Message Strategy and Creative Appeals – Exploratory Research

Dorit Zimand-Sheiner (Ariel University), Ofrit Kol (Ariel University), Shalom Levy (Ariel University)

Jhih-Syuan (Elaine) Lin (National Chengchi

Short Video Marketing Strategy: Evidence from Successful Entrepreneurs on TikTok

Huan Chen (University of Florida), Dalong Ma (University of Northern Colorado), Bhakti Sharma (University of Florida)

Exploring Screen-Ad Congruence Effects on Visual Aesthetics and Ad Likeability in Social Media

Olga Shabalina (University of Illinois at Urbana Champaign), Michelle Nelson (University of Illinois at Urbana-Champaign)

Inside a Social Media Brand Safety Algorithm: A Computational Investigation of Subreddits, Toxicity, and Advertising Inventory

Christopher Vargo (University of Colorado Boulder), Tobias Hopp (University of Colorado Boulder), Pritha Agarwal (University of Colorado Boulder)

Session 3.2

Session Title: Artificial Intelligence

Antecedents of Purchase Intention in Response to Advertising Delivered by Voice Assistants: The Dynamic Role of Social Presence, Privacy Concerns, and Perceived Control

Nancy H. Brinson (The University of Alabama), Steven Holiday (The University of Alabama), Jessica George ()

Weilu Zhang (University of Kentucky)

Advertising Artificial Intelligence (AI) Agents: The Effects of Social Presence, Sincerity, and Social Benefit Appeals

Y. Greg Song (The University of Texas at Austin), Jeongmin Ham (The University of Texas at Austin), Eunjoo Jin (The University of Texas at Austin), Matthew Eastin (University of Texas at Austin)

Is Artificial Intelligence (AI) Superior to Human?: Rethinking the Role of Agent Knowledge in Perceived Autonomy, Superordinate Intentions, and Coping Mechanism with Influencer Marketing

Dongchan Lee (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)

When You will Buy a Product Recommended by an AI (Artificial Intelligence)-Powered Voice Assistant: The Moderating Role of Technology Affordances

Mark Yim (University of Massachusetts Lowell), Sameed Khan (University of Massachusetts Lowell), Chan Yun Yoo (Saint Joseph's University)

Session 3.3

Session Title: Understanding Influencers and Influencer Effectiveness

Consumers' Perceptions of the Motives behind Influencer Collaborations

Veronica Thomas (Old Dominion University), Kendra Fowler (Youngstown State University), Faa Taهران (Old Dominion University)

Anan Wan (Kansas State University)

Understanding Authenticity in Non-Celebrity Social Media Influencers: Antecedents and Outcomes

Osnat Roth-Cohen (Ariel University), Sigal Segev (Florida International University), Yu Liu (Florida International University)

Influencer Marketing Effectiveness: Automated Measures of User's Social Media Engagement toward Influencer Posts as Indicators of Attitudinal and Behavioral Outcomes

Daniel Bruns (University of Wuppertal), Steffen Prior (University of Wuppertal), Tobias Langner (University of Wuppertal)

The Role of Influencer-Follower Relationship in Shaping Followers' Perceptions and Behavioral Intentions

Khalid Alharbi (University of South Carolina)

Sunday, March 26, 10:00-10:30

Coffee Break - *sponsored by the University of Miami*

Sunday, March 26, 10:30-12:00

Session 3.4

Session Title: Consumer Well-Being

Challenges of communicating the risks of skin-lightening products in the age of digital distortion and toxic selfie culture: The role of PSA safety campaigns

Hyosun Kim (Indiana State University)

Hyejin Kim (DePaul University)

The Negative Effects of Self-Care Culture on Women's Well-Being

Brooke Listwin (University of Saskatchewan)

The Warm-Glow Effect of Consumer Purchase in Cause-Related Marketing: With Further Investigations on Purchase Type and Consumption Context

Hyun Ju Jeong (University of Kentucky)

Session 3.5

Eunjin (Anna) Kim (University of Southern California)

Session Title: Virtual Persons and Influencers

Is It too Early? Application of Virtual Humans in Narrative Persuasions for Campaigns Mitigating Climate Change Misinformation

Won-Ki Moon (University of Florida), Y. Greg Song (The University of Texas at Austin), Lucy Atkinson (The University of Texas at Austin)

A Cross-Cultural Study of Consumer Engagement through Social Media Influencers on Twitter: A Computational Comparison of American and South Korean Influencers

Haseon Park (University of Minnesota - Twin Cities), Jameson Hayes (The University of Alabama), Brian C. Britt (University of Alabama), Rebecca K. Britt (University of Alabama)

Optimizing Branded Content for Beauty and Fashion Influencers from a Media Richness Perspective: How Post Topic and Visual Type Intertwine to Boost Consumer Engagement

Yang Feng (University of Florida), Quan Xie (Southern Methodist University)

Session 3.6

Saima Kazmi (University of Colorado Boulder)

Session Title: Advertising Facing Challenges

Signaling Brand Inclusivity with a Pinch of Taboo: Understanding Taboo Advertising Effectiveness with the OkCupid Case

Mengtian Jiang (University of Kentucky), Eda Anlamlier (University of Nevada-Las Vegas), Sevincgul (Sev) Ulu (Southern Illinois University)

You're on my Team! Impact of Team Identification and Team Performance on the Efficacy of Gambling Sports Sponsorship

Steffi De Jans (Ghent University), Fran Geys (University of Ghent), Liselot Hudders (Ghent University)

Insights into the Effectiveness of Advertising during the Recession

Kibum Youn (University of Tennessee)