

American Academy of Advertising's 2025 Annual Conference

A Administrative Meetings **B** Breaks & Special Events **R** Registration

MARCH 6 • THURSDAY

8:00am – 7:00pm	R	Registration	William Penn Corridor
8:30am – 3:30pm	A	Executive Committee Meeting	Parkview East - CL Floor
9:00am – 12:00pm	B	Preconference 1: Challenges and Directions for Advertising Research in Multicultural Settings <i>Moderators: Chen Lou (Nanyang Technological University)</i> <i>Speakers: Jooyoung Kim (University of Georgia), Ed Timke (Michigan State University), Juliana Fernandes (University of Florida), Osnat Roth-Cohen (Ariel University), Martin Eisend (University of Vienna), Colin Campbell (University of San Diego), Shintaro Okazaki (King's College London), Charles Ray Taylor (Villanova University)</i>	Three Rivers - WP Floor
12:00pm – 1:00pm	B	Preconference Afternoon Break - Sponsored by University of Kentucky	Riverboat Corridor - WP Floor
1:00pm – 4:00pm	B	Preconference 2: Working in Academia: Building an Academic Reputation & Successful Career <i>Speakers: Gayle Kerr (Queensland University of Technology), Charles R. "Ray" Taylor (Villanova University), Jing Yang (Loyola University Chicago), Claire M Segijn (University of Minnesota), Heidi Hennink-Kaminski (Michigan State University), Jef I. Richards (Michigan State University), Juan Mundel (Michigan State University), Mengtian "Montina" Jiang (University of Kentucky)</i>	Three Rivers - WP Floor
6:00pm – 7:00pm	B	Welcome Reception - Sponsored by University of Tennessee, Knoxville	Bob and Dolores Hope - Mezzanine

A Administrative Meetings **B** Breaks & Special Events **C** Concurrent Sessions - Group 1

N Concurrent Sessions - Group 2 **T** Concurrent Sessions - Group 3 **S** Concurrent Sessions - Group 4

I Internal Meetings **R** Registration

MARCH 7 • FRIDAY

7:00am – 5:00pm	R	Registration	William Penn Corridor
7:00am – 11:30pm	R	Exhibit Hall	William Penn Corridor
7:30am – 8:30am	A	JCIRA ERB Meeting	Allegheny - 17th Floor
7:30am – 8:30am	B	First Timers & Mentors Breakfast - Sponsored by University of South Carolina	William Penn Ballroom - WP Floor
8:30am – 10:00am	C	Session 1.01: Roles of Virtual influencers in Advertising <i>Moderators: Juliana Fernandes (University of Florida)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 1.01a: Finessing Realism: Harmonizing Behavioral Realism and Message Framing in Virtual Influencer Advertising – Mind Perception Theory Application <i>Speakers: Seo Jeong Heo (University of Illinois Urbana-Champaign), Se Il Park (University of Illinois Urbana Champaign), Floria Yujin Lee (University of Illinois Urbana Champaign)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 1.01b: Does Authenticity Matter? The Impact of Visual Realism and Humanlike Expressions on the Effectiveness of Virtual Influencers <i>Speakers: Jinping Wang (University of Florida), Guolan Yang (University of Illinois Urbana Champaign)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 1.01c: Virtual Influencers Beyond Social Media: Reevaluating Endorser Effects in Virtual Influencer Advertising <i>Speakers: Xiaohan Hu (San Diego State University), Jiyeon Han (San Diego State University)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 1.01d: Virtual Influencers and Parasocial Bonds: Their Role in Shaping Psychological Well-being and Social Media Engagement <i>Speakers: Jihye Kim (University of Kentucky), Minseong Kim (Louisiana State University Shreveport)</i>	Three Rivers - WP Floor
8:30am – 10:00am	N	Session 1.02: Advertising in Media, Platforms, and Contexts <i>Moderators: Eunjin Kim (University of Southern California)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 1.02a: Overcoming Resistance: The Role of Message Framing and Familiarity in Promoting Regenerative Agriculture Among Farmers and Non-Farmers <i>Speakers: Olivia Bullock (University of Florida), Jacqueline Oullette (University of Waterloo)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 1.02b: Empathy or Morality: Investigating Strategic Communication Interventions for Combatting Extremism <i>Speakers: Joshua Cloudy (University of Georgia)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 1.02c: The Mind of Advertising Creatives as Internal Media: Tracing the Paths to “Aha” in the Creative Thinking Process <i>Speakers: Busayo Anthony Olarotimi (Newcastle University), Alexander Tevi (Newcastle University), Andrew Lindridge (Newcastle University)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 1.02d: How to Gain and Hold Attention: Generating a Comprehensive Set of Attention Tactics and Testing It in a Mobile Eye-Tracking Study with Real-Life Ad Encounters <i>Speakers: Julian Felix Kopka (University of Wuppertal), Lennart Borgmann (University of Wuppertal), Tobias Langner (University of Wuppertal)</i>	Sternwheeler - WP Floor

8:30am – 10:00am	T	Session 1.03: Special Topic Session: Expanding Horizons: Integrating Global Engagement in Advertising Education <i>Moderators: Sydney Chinchanchokcai (University of Akron), Faye Yang (Grand Valley State University), Anan Wan (Kansas State University)</i> <i>Speakers: Kasey Windels (University of Florida), Juan Mundel (Arizona State University), Tony Deng (DePaul), Kelly Chu (DePaul University), Sydney Chinchanchokchai (University of Akron)</i>	Riverboat - WP Floor
8:30am – 5:00pm	A	Publication Committee Meeting	Monongahela - 17th Floor
10:00am – 10:30am	B	Coffee Break - Sponsored by DePaul University	Riverboat Corridor - WP Floor
10:30am – 12:00pm	C	Session 1.04: Roles of AI in Advertising <i>Moderators: Mark Yi-Cheon Yim (UMass Lowell)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 1.04a: Blame the Bot: Attribution Dynamics in Chatbot-Consumer-Brand Interactions <i>Speakers: Xiaohan Hu (San Diego State University), Chen Chen (University of Miami), Xiaoyu (Zoe) Xu (State University of New York at Cortland)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 1.04b: Mitigating AI Aversion: The Role of Human Effort in AI-Labeled Ads <i>Speakers: Yang Feng (University of Florida), Xinyi Zuo (University of Florida), Hyeheyun (Julia) Kim (University of Tampa)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 1.04c: When AI Meets Creativity: Examining Consumer Responses to Artificial Intelligence (AI)-Generated Advertisements <i>Speakers: Matthew Eastin (University of Texas at Austin), Y. Greg Song (University of St. Thomas)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 1.04d: It's Got to Be a Fair Game: A Social Exchange Perspective on Consumer Acceptance of AI-Driven Personalized Ads <i>Speakers: Yuhosua Ryoo (University of Minnesota Duluth), Woojin Kim (University of Colorado Boulder), EunJoo Jin (University of Houston)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	N	Session 1.05: Generation, Culture, and DEI in Advertising <i>Moderators: Minjie Li (University of Tennessee)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 1.05a: Gens X, Y, & Z and their Brand Engagement Practices and Motivations on Instagram: A Study Replication and Extension <i>Speakers: Doyle Yoon (University of Oklahoma), Nate S. Fisher (University of Oklahoma)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 1.05b: The Dynamic Effects of Nature Anthropomorphism and Environmental Risk on Gen Z's Pro-Environmental Engagement: A Comparison of Online and Offline Activities <i>Speakers: Hyun Ju Jeong (University of Kentucky), Mikyoung Kim (Hongik University)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 1.05c: A Future and History of Inextricability: The Logical Equivalence of DEI and Sustainability in Advertising <i>Speakers: Susan McFarlane-Alvarez (Michigan State University)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 1.05d: Progressive or Regressive? The Impact of Cultural and Age Differences on Brand Activism Perceptions <i>Speakers: Regina Ahn (University of Miami), Xinyu Zhao (University of Miami), Sophia Mueller (University of Miami), Chen Chen (University of Miami), Hui Shi (University of Miami), Dongqing Xu (University of Miami), Geyi Wang (University of Miami)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	T	Session 1.06: Advertising Issues of Today's Time <i>Moderators: Jean Pfiffelmann (EM Strasbourg Business School)</i>	Riverboat - WP Floor
10:30am – 12:00pm	T	Session 1.06a: Navigating consumer acceptance of cultured meat: An exploratory narrative review of communication strategies <i>Speakers: Ziyang Gong (University of Illinois Urbana Champaign), Tianli Chen, Yan (Anna) Liu (University of Illinois Urbana Champaign), Leona Su (University of Illinois Urbana Champaign), Jingen Xuan (University of Illinois Urbana Champaign)</i>	Riverboat - WP Floor

10:30am – 12:00pm	T	Session 1.06b: Aww-Inducing Ads: How Cuteness Dimensions Drive Persuasion through Emotional Engagement <i>Speakers: Saleem Alhabash (Michigan State University), Subhalakshmi Bezbaruah (Michigan State University)</i>	Riverboat - WP Floor
10:30am – 12:00pm	T	Session 1.06c: The Role of Luxury in Conspicuous Consumption: Exploring the Influence of Materialism, Perceived Toxic Positivity Intentions, and Social Comparison <i>Speakers: Jeeyun Park (The University of Texas at Austin), Matthew Eastin (The University of Texas at Austin)</i>	Riverboat - WP Floor
10:30am – 12:00pm	T	Session 1.06d: The Parts are Better than the Whole: Use of Semiotic Signs in Advertising Targeting Strategies <i>Speakers: Ying Huang (University of West Florida)</i>	Riverboat - WP Floor
10:30am – 12:00pm	S	Session 1.07: Special Topic Session: The Interplay of Advertising and Startups: Opportunities for Research and Practice <i>Moderators: Harsha Gangadharbatla (University of Colorado Boulder)</i> <i>Speakers: Vanitha Swaminathan (University of Pittsburgh), Satya Venneti (Telling.ai), Shreyas Venugopalan (AdSkate Inc.), Chris Vargo (Socialcontext.ai/University of Colorado Boulder)</i>	Carnegie III - CL Floor
12:00pm – 1:30pm	B	Lunch - Sponsored by Michigan State University	William Penn Ballroom - WP Floor
1:30pm – 2:30pm	I	AAA-EAA Discussion Panel Session: Harnessing the Power of Advertising to Advance Social Good <i>Moderators: Tobias Langner (University of Wuppertal), Sigal Segev (Florida International University)</i> <i>Speakers: Martin Eisend (University of Vienna), Colin Campbell (University of San Diego), Jean Railla (New York University), Lucy Atkinson (University of Texas at Austin)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 1.08: Advertising in Counties and Cultures <i>Moderators: Doyle Yoon (University of Oklahoma)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 1.08a: Navigating Troubled Waters: A Tri-Country Study on Disaster Marketing Advertisements Post-Fukushima Wastewater Release <i>Speakers: Regina Ahn (University of Miami), Sophia Mueller (University of Miami), Hui Shi (University of Miami)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 1.08b: Commercial Influence or Cultural Exploitation? Examining Nike's Approach to Saudi Society <i>Speakers: Meshari Alotaibi (University of southern mississippi)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 1.08c: Cultural Convergence in Social Commerce: Trust Building Mechanisms Among Chinese and American Shoppers <i>Speakers: Bryce Whitwam (Syracuse University)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 1.08d: Perspectives on Response Advertising to National Crises: Category Expenditure Shifts and Consumer Attitudes Toward Ads and Brands <i>Speakers: Dorit Zimand-Sheiner (Ariel University), Ofrit Kol (Ariel University), Shalom Levy (Ariel University), Itay Oleinik (Ariel University)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	N	Session 1.09: Manipulations, Sponsorships and Authenticity <i>Moderators: Abdolali Mortazavi (Old Dominion University)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 1.09a: In Watermark We Trust? Exploring How Consumers Cope with AI Influencer Advertising: Multidimensional Persuasion Knowledge and Construal Level Approach <i>Speakers: Seo Jeong Heo (University of Illinois Urbana-Champaign), Se Il Park (University of Illinois Urbana Champaign), Floria Yujin Lee (University of Illinois Urbana Champaign)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 1.09b: Adolescents' Reactions to Digital Manipulation in Influencer Ads: The Role of Inferences of Manipulative Intent in Shaping Advertising Outcomes <i>Speakers: Delia Balaban (Babes-Bolyai University), Meda Mucundorfeanu (Babes-Bolyai University), Marius Mauer (Babes-Bolyai University Cluj-Napoca)</i>	Sternwheeler - WP Floor

2:30pm – 4:00pm	N	Session 1.09c: The Authenticity Paradox: Assessing Consumer Responses to Human and Virtual Influencers Across Multiple Endorsements <i>Speakers: Eun Yeon Kang (Bryant University), Rachel Lim (Oklahoma State University), Yoon Hi Sung (Yonsei University)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 1.09d: Mitigating the Effects of Ego Depletion and Multiscreening on Sponsorship Effectiveness: The Role of Synced Advertising <i>Speakers: Shikhar Bhaskar (University of Plymouth), Xiazhao Chen (University of Plymouth), Rob Angell (University of Stirling)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	T	Session 1.10: Advertising Creative, Professionals, and Educators <i>Moderators: Nate S. Fisher (University of Oklahoma)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 1.10a: Teaching Strategy: From the Effie Awards to Effective Instruction <i>Speakers: Kasey Windels (University of Florida), Simona Rivero (University of Florida)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 1.10b: Got Creatives? The Role of Identity and Workplace Environment in Retaining Creative Advertising Professionals <i>Speakers: Stephanie Dailey (Texas State University), Michael Devlin (Texas State University)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 1.10c: Creative Awards: Exploring the Masculine Coding of Cannes Lions Award Entries <i>Speakers: Sarah Turnbull (University of Portsmouth), Bea Turnbull (University of Portsmouth)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 1.10d: What Have We Learned from Professionals? A Systematic Review of Research on Advertising Practitioner Viewpoints <i>Speakers: Kasey Windels (University of Florida), Sara Champlin (University of North Texas), Sarah Karl (University of Florida), Xiao Liang (University of Miami)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	S	Session 1.11: Special Topic Session: Disability DEI in Advertising: Preparing Future Advertising Professionals to Embrace Disability Authentically in Their Work <i>Moderators: Eric Haley (University of Tennessee), I Edward Timke (Michigan State University), Michelle Nelson (University of Illinois Urbana-Champaign)</i> <i>Speakers: Edward Timke (Michigan State University), Cathy Chan Butler (American Association of Advertising Agencies), Josh Loebner (VML), Beth Haller (Towson University), Erin Whiteside (University of Tennessee), Summer Shelton (Limelight Insights by Shugoll), Maria DeMoya (University of Tennessee)</i>	Carnegie III - CL Floor
4:00pm – 4:30pm	B	Coffee Break - Sponsored by University of Colorado	Riverboat Corridor - WP Floor
4:30pm – 5:30pm	A	JA ERB Meeting - Sponsored by Routledge Taylor & Francis	Allegheny - 17th Floor
4:30pm – 6:00pm	C	Session 1.12: Advertising in Media, Platforms, and Contexts <i>Moderators: Sydney Chinchanchokchai (University of Akron)</i>	Three Rivers - WP Floor
4:30pm – 6:00pm	C	Session 1.12a: Congruence Matters? The Impact of Contextual Alignment on Reducing Intrusiveness and Mind Wandering in Advertising <i>Speakers: Eric Haley (University of Tennessee), Matthew Pittman (University of Tennessee), Jie Chen (University of Tennessee)</i>	Three Rivers - WP Floor
4:30pm – 6:00pm	C	Session 1.12b: TikTok Made Me Buy It: Breaking Expectations with Shoppable Ads <i>Speakers: Michelle Nelson (University of Illinois Urbana-Champaign), Alice Ji (University of Illinois Urbana Champaign), Muskan Khowaja (University of Illinois Urbana Champaign), Kevin Gilloly (University of Illinois Urbana Champaign), Haoxue Luo (University of Illinois Urbana Champaign), Nelson Oshodi (University of Illinois Urbana Champaign), Zoe Randolph (University of Illinois Urbana Champaign), Ruiheng Sun (University of Illinois Urbana Champaign), Chun-Yao Wang (University of Illinois Urbana Champaign)</i>	Three Rivers - WP Floor

4:30pm – 6:00pm	C	Session 1.12c: Consumer-Brand Incidental Similarity: Utilizing Online Advertising to Foster Brand Connectedness and Interest <i>Speakers: Veronica Thomas (Old Dominion University), Kendra Fowler (Youngstown State University), Faa Taheran (Old Dominion University), Abdolali Mortazavi (Old Dominion University)</i>	Three Rivers - WP Floor
4:30pm – 6:00pm	C	Session 1.12d: Again, again, and again! The Impact of Brand Routine Video Design on Consumer Engagement <i>Speakers: Tobias Langner (University of Wuppertal), Steffen Prior (University of Wuppertal), Charlotte Lamerz (University of Wuppertal)</i>	Three Rivers - WP Floor
4:30pm – 6:00pm	N	Session 1.13: Disclosure and Consumer Reactions <i>Moderators: Bryce Whitwam (Syracuse University)</i>	Sternwheeler - WP Floor
4:30pm – 6:00pm	N	Session 1.13a: Lower Your Expectations: How Source, Claim Explicitness, and Disclosure Specificity Impact MLM Distributor Earnings Estimates <i>Speakers: Nathaniel Evans (University of Georgia), Bart Woydynski (University of Georgia), Haoyue Xiang (University of Georgia)</i>	Sternwheeler - WP Floor
4:30pm – 6:00pm	N	Session 1.13b: Disclosure in AI-Generated Advertising: How Source Credibility Affects Consumer Purchase Intention <i>Speakers: Eric Haley (University of Tennessee), Jie Chen (University of Tennessee)</i>	Sternwheeler - WP Floor
4:30pm – 6:00pm	N	Session 1.13c: “Disclosing The Real Flaws”: How the Valence of Influencer Self-Disclosure Influences Perceptions of Authenticity <i>Speakers: Jiyeon Lee (Ewha Womans University), Eunice Kim (Ewha Womans University)</i>	Sternwheeler - WP Floor
4:30pm – 6:00pm	N	Session 1.13d: Consumer Reactions to Alteration Disclosures in Advertising <i>Speakers: Kacy Kim (Bryant University), Sukki Yoon (Bryant University), Tobias Langner (University of Wuppertal), Charles R. Taylor (Villanova University), Sohyeon Park (Korea University)</i>	Sternwheeler - WP Floor
4:30pm – 6:00pm	T	Session 1.14: Special Topic Session <i>Moderators: Debbie Yount (University of Oklahoma), Doyle Yoon (University of Oklahoma)</i>	Riverboat - WP Floor
4:30pm – 6:00pm	T	Session 1.14a: Bridging the Gap between Gen Z and Non-Gen Z: Implications for Advertisers and Educators <i>Speakers: Jim Helberg (RPA), Armand McCoy (American Advertising Federation), Pattye Moore (Pattye Morre & Associates), Colin Parajon (Netflix), Steven Risky (Simple Research & Strop Insights), Alex Sebnaoui (R/GA)</i>	Riverboat - WP Floor
5:30pm – 6:00pm	A	JA AE Meeting	Franklin & Greene - 17th Floor
6:00pm – 7:00pm	B	AAA Members' Meeting	William Penn Ballroom - WP Floor
7:00pm – 8:00pm	B	AAA President's Reception - Sponsored by University of Alabama	Bob and Dolores Hope - Mezzanine

A Administrative Meetings **B** Breaks & Special Events **C** Concurrent Sessions - Group 1

N Concurrent Sessions - Group 2 **T** Concurrent Sessions - Group 3 **S** Concurrent Sessions - Group 4

R Registration

MARCH 8 • SATURDAY

7:00am – 5:00pm	R	Registration	William Penn Corridor
7:00am – 11:30pm	R	Exhibit Hall	William Penn Corridor
7:30am – 8:30am	A	JIA ERB Meeting	William Penn Ballroom - WP Floor
7:30am – 8:30am	B	Past President's Breakfast - Sponsored by Florida International University	Bob and Dolores Hope - Mezzanine
8:30am – 10:00am	C	Session 2.01: Green, Environmental, Sustainable Advertising <i>Moderators: Benjamin Johnson (University of Florida)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 2.01a: Framing the Future: How the Perception of Psychological Distance in Environmental Ads Influences Moral Disengagement and Policy Support <i>Speakers: Saima Kazmi (University of Oregon)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 2.01b: Influencing Sustainable Choices through De-influencing: How Social Media Influencers Impact Fast Fashion Attitudes and Impulsive Buying <i>Speakers: Mengtian Jiang (University of Kentucky), Shuai Guo (University of Kentucky)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 2.01c: Emotional Responses To Rational And Emotional Sustainable Brand Advertising: A Comparison Of Self-reported Measures And Physiological Measures <i>Speakers: Vesna Zabkar (University of Ljubljana), Mila Zecevic (University of Ljubljana), Simon Jamšek (University of Ljubljana)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 2.01d: Environmental Concern & Green Demarketing: Non-Green Consumers Aren't Buying It <i>Speakers: Eric Haley (University of Tennessee), Matthew Pittman (University of Tennessee), Tyler Milfeld (Villanova University)</i>	Three Rivers - WP Floor
8:30am – 10:00am	N	Session 2.02: Systematic Reviews in Contemporary Advertising <i>Moderators: Ilwoo Ju (Purdue University)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 2.02a: Digital Advertising Effectiveness: A Meta-Analysis <i>Speakers: Martin Eisend (University of Vienna), Farid Tarrahi (University of Vienna), Katja Brunk (University of Vienna)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 2.02b: A Meta-analysis of Subliminal Advertising and Consumer Attitudes <i>Speakers: Md Shahedur Rahman (University of Colorado Boulder)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 2.02c: Interactivity in Advertising: A Systematic Literature Review and Theoretical Framework <i>Speakers: Xinyu Zhao (University of Miami), Chen Chen (University of Miami), Xiao Liang (University of Miami)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 2.02d: Feel the Narrative: A Systematic Review of Unlocking Sensory Advertising for NGOs <i>Speakers: Aikaterini Avgeropoulou (University of Nicosia in Cyprus), Yioula Melanthiou (Cyprus University of Technology), Ioanna Papasolomou (University of Nicosia in Cyprus), Theodoros Lappas (Athens University of Economics and Business, Greece)</i>	Sternwheeler - WP Floor

8:30am – 10:00am	T	Session 2.03: Special Topic Session: Innovative Topics on Research in Sustainability and Advertising <i>Moderators: Charles R. Taylor (Villanova University), Dana Alden (University of Hawaii)</i> <i>Speakers: Eunjin (Anna) Kim (University of Southern California), Kacy Kim (Bryant University), Hye Jin Yoon (University of Georgia), Yoon-Joo Lee (Washington State University), Sukki Yoon (Bryant University), Yuhosua Ryoo (University of Minnesota Duluth), Riccardo Rialti (University of Siena), Lamberto Zollo (University of Milan), Tyler Milfield (Villanova University), Qimei Chen (University of Hawaii)</i>	Riverboat - WP Floor
10:00am – 11:00am	A	Awards Committee Meeting	Heinz - CL Floor
10:00am – 11:00am	A	Communication Committee	Carnegie II - CL Floor
10:00am – 11:00am	A	Diversity & Inclusion Committee	Parkview West - CL Floor
10:00am – 11:00am	A	Finance Committee	Carnegie I - CL Floor
10:00am – 11:00am	A	Global and Multicultural Committee	Vandergrift - CL-Floor
10:00am – 11:00am	A	Graduate Student Committee	Parkview East - CL Floor
10:00am – 11:00am	A	Membership Committee	Laughlin - CL Floor
10:00am – 11:00am	A	Research Committee	Oliver - CL Floor
10:00am – 11:00am	B	Coffee Break - Sponsored by University of Minnesota	Riverboat Corridor - WP Floor
11:00am – 12:30pm	C	Session 2.04: Advertising and Brand Activism <i>Moderators: Yanyun (Mia) Wang (University of Colorado Boulder)</i>	Three Rivers - WP Floor
11:00am – 12:30pm	C	Session 2.04a: Emotion Expression in Online Brand Activism: Gender Stereotyping, Political Ideology, and Pathways to Persuasion <i>Moderators: Yanyun (Mia) Wang (University of Colorado Boulder)</i> <i>Speakers: Chen Lou (Nanyang Technological University), Xuan Zhou (Nanyang Technological University), Xun (Irene) Huang (Nanyang Technological University)</i>	Three Rivers - WP Floor
11:00am – 12:30pm	C	Session 2.04b: Rainbow Washing or Authentic Brand Activism? The Effects of Brand Value-Campaign Congruity and Brand Credibility <i>Moderators: Yanyun (Mia) Wang (University of Colorado Boulder)</i> <i>Speakers: Susanna Lee (Temple University), Youngji Seo (Syracuse University), Anyun Chatterjee (Temple University), Zoe Hagley (Temple University)</i>	Three Rivers - WP Floor
11:00am – 12:30pm	C	Session 2.04c: Exploring How Consumer Evaluation of Social Justice Issues Influence Brand Activism Effectiveness <i>Moderators: Yanyun (Mia) Wang (University of Colorado Boulder)</i> <i>Speakers: Carolyn Lin (University of Connecticut), Louvins Pierre (University of Illinois Urbana Champaign)</i>	Three Rivers - WP Floor
11:00am – 12:30pm	C	Session 2.04d: When Activism Becomes Artificial: Examining the Effects of AI on Brand Activism <i>Moderators: Yanyun Wang (University of Colorado Boulder)</i> <i>Speakers: Chen Lou (Nanyang Technological University), Yuan Sun (University of Florida), Qingyuan Yang (University of Florida)</i>	Three Rivers - WP Floor
11:00am – 12:30pm	N	Session 2.05: Privacy Issues in Advertising <i>Moderators: Sara Champlin (University of North Texas)</i>	Sternwheeler - WP Floor
11:00am – 12:30pm	N	Session 2.05a: The Power of Message Framing and Regulatory Focus: Balancing Privacy and Persuasion for Data Consent in Online Behavioral Advertising <i>Speakers: Ilwoo Ju (Purdue University)</i>	Sternwheeler - WP Floor

11:00am – 12:30pm	N	Session 2.05b: Confronting the Fear of Privacy Infringement: How Consumers Cope with Online Behavioral Advertising through Multidimensional Persuasion Knowledge and the Extended-Extended Parallel Process Model <i>Speakers: Un Chae Chung (University of Wisconsin Whitewater)</i>	Sternwheeler - WP Floor
11:00am – 12:30pm	N	Session 2.05c: Rethinking the Concept of Social Media Privacy Concerns <i>Speakers: Cristian Buzeta (Universidad de Chile), Freya De Keyzer (Erasmus University Rotterdam), Jean Pfiffelmann (EM Strasbourg Business School), Rodolfo Lopez Moreno (Center for Social Conflict and Cohesion Studies)</i>	Sternwheeler - WP Floor
11:00am – 12:30pm	N	Session 2.05d: Social Media Privacy Concerns: A Systematic Literature Review and Future Research Agenda <i>Speakers: Cristian Buzeta (Universidad de Chile), Freya De Keyzer (Erasmus University Rotterdam), Jean Pfiffelmann (EM Strasbourg Business School), Rodolfo Lopez Moreno (Center for Social Conflict and Cohesion Studies)</i>	Sternwheeler - WP Floor
11:00am – 12:30pm	T	Session 2.06: Advertising Message Strategies <i>Moderators: Christina Jimenez Najera (University of Tennessee)</i>	Riverboat - WP Floor
11:00am – 12:30pm	T	Session 2.06a: Wit-Based Humor in Advertising: The Roles of Brand Coolness and Luxuriousness <i>Speakers: Kacy Kim (Bryant University), Sukki Yoon (Bryant University), Hyunju Shin (Kennesaw State University)</i>	Riverboat - WP Floor
11:00am – 12:30pm	T	Session 2.06b: Sexual Appeal Effects of Plus-Size Model: What Matters is Functionality <i>Speakers: Yang Feng (University of Florida), Temple Northup (San Diego State University), Hojoon Choi (University of Houston), Nah Ray Han (Georgia College and State University), Kyunga Yoo (Korea Telecom)</i>	Riverboat - WP Floor
11:00am – 12:30pm	T	Session 2.06c: Tired of Health Messages? Examining How Message Fatigue Impacts Evaluations and Sharing Intentions of Health PSAs <i>Speakers: Buduo Wang (Texas Tech University)</i>	Riverboat - WP Floor
11:00am – 12:30pm	T	Session 2.06d: Before the Hype, Comes the Swipe: How to Design Carousel Ads that Get Activated <i>Speakers: Daniel Bruns (University of Wuppertal), Tobias Langner (University of Wuppertal), Stefan Rohrbach (University of Wuppertal)</i>	Riverboat - WP Floor
11:00am – 12:30pm	S	Session 2.07: Special Topics: AI in Biometrics Research: Opportunities and Controversies in Advertising Research and Practice <i>Moderators: Linwan Wu (University of South Carolina)</i> <i>Speakers: Taylor Wen (University of South Carolina), Glenna Read (University of Georgia), Steven Holiday (University of Alabama), Jessica Wilson (iMotions), Kieu Wong (iMotions)</i>	Carnegie III - CL Floor
12:30pm – 2:00pm	B	Awards Lunch	William Penn Ballroom - WP Floor
2:30pm – 4:00pm	C	Session 2.08: AI, Disclosure, and Consumer Behaviors <i>Moderators: Hyun Ju Jeong (University of Kentucky)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 2.08a: Hero or Villain: The Paradox of AI Algorithmic Disclosure in Driving Prosocial Behavior <i>Speakers: Eunjin (Anna) Kim (University of Southern California), Yuhosua Ryoo (University of Minnesota Duluth), WooJin Kim (University of Colorado Boulder), Marla Stafford (University of Nevada - Las Vegas)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 2.08b: Is this Real or Fake? Examining the Effects of Disclosure of AI-Generated Content and Source Type in Instagram-based Travel Destination Marketing on Consumer Attitudes and Behavioral Intentions <i>Speakers: Joe Phua (Southern Methodist University), Delia Balaban (Babes-Bolyai University)</i>	Three Rivers - WP Floor

2:30pm – 4:00pm	C	Session 2.08c: Unveiling the Human Touch: How AI Chatbots' Emotional Support and Human-Like Profiles Reduce Psychological Reactance to Promote User Self-disclosure in Mental Health Services <i>Speakers: Hanyoung Kim (University of Kentucky), Yanyun Wang (University of Colorado Boulder)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	C	Session 2.08d: A Systematic Review of Anthropomorphism in Modern Advertising: The AI Revolution <i>Speakers: Bahareh Amini (University of Alabama)</i>	Three Rivers - WP Floor
2:30pm – 4:00pm	N	Session 2.09: Session Title: Influencers and Social Media <i>Moderators: Pooja Iyer (University of Colorado Boulder)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 2.09a: Assessing social media influencers' impact: Validating a three-factor model of trans-parasocial relation <i>Speakers: Chen Lou (Nanyang Technological University), Xuan Zhou (Nanyang Technological University), Pengya Ai (Nanyang Technological University)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 2.09b: Value Co-Creation and Other Moderators of Influencer Marketing Success on Instagram <i>Speakers: Doyle Yoon (University of Oklahoma), Nate S. Fisher (University of Oklahoma)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 2.09c: What Motivates VTuber Viewership? An Empirical Exploration of VTubers' Potential as Product Endorsers Through Uses and Gratification Theory 2.0 <i>Speakers: Ploypin Chuenterawong (Chulalongkorn University), Jeongwon Yang (University of Miami)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	N	Session 2.09d: Does This Ad Make Me Look Good or Bad? The Role of Impression Management in Social Network Advertising <i>Speakers: Shelly Rodgers (University of Missouri), Weilu Zhang (University of Kentucky), Ting-Hao Tsou (West Texas A&M University), Justin Willett (University of Missouri)</i>	Sternwheeler - WP Floor
2:30pm – 4:00pm	T	Session 2.10: Computational Approach in Advertising Research <i>Moderators: Chris Vardeman (Towson University)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 2.10a: Persuade Me with a Face Like Mine: The Role of Facial Similarity in Influencer Persuasion <i>Speakers: Jisu Huh (University of Minnesota - Twin Cities), Jiacheng Huang (University of Minnesota - Twin Cities), Rongjin (Jinny) Zhang (University of Minnesota - Twin Cities)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 2.10b: Understanding Consumer Engagement with Vertical Farming Brands on Twitter: An Approach Using Guided Latent Dirichlet Allocation for Topic Modeling <i>Speakers: Leona Su (University of Illinois Urbana Champaign), Junqi Shao (University of Illinois Urbana Champaign), Tianli Chen (University of Illinois Urbana Champaign)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 2.10c: Conceptualizing The Power of Influential Consumer Connections (PICCs) in Networked Brand Communication <i>Speakers: Haseon Park (University of Minnesota - Twin Cities), Brian Britt (University of Alabama), Gregory Bott (University of Alabama)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	T	Session 2.10d: Emerging Computational Measures of Advertising Attention <i>Speakers: Khadija Vakeel (DePaul University), Tao Deng (DePaul University), Shu-Chuan Chu (DePaul University), Steven Bellman (University of South Australia), Hyejin Kim (Southern Utah University)</i>	Riverboat - WP Floor
2:30pm – 4:00pm	S	Session 2.11: Teaching Data Ethics in Advertising: Pedagogical Approaches That Meet Industry Demand <i>Moderators: Tiffany Johnson (Mindshare/New York University)</i> <i>Speakers: Natalie Brown Devlin (The University of Texas at Austin), Ewa Maslowska (University of Illinois Urbana-Champaign), Daniela Molta (Syracuse University), Harsh Taneja (University of Illinois Urbana-Champaign)</i>	Carnegie III - CL Floor

4:00pm – 4:30pm	B Coffee Break - Sponsored by University of Miami	Riverboat Corridor - WP Floor
4:00pm – 5:00pm	C Meet the Journal Editors <i>Moderators: Alyse Lancaster (University of Miami)</i>	Three Rivers - WP Floor
5:45pm – 6:30pm	B Offsite Transit Begins - Omni William to Andy Warhol Museum	Lobby Level - William Penn Street Entrance (WM Penn Place 1)
6:00pm – 9:00pm	B Andy Warhol Museum Off-Site Reception - Sponsored by University of Florida	Andy Warhol Museum
8:00pm – 9:15pm	B Offsite Return Transit - Museum to Omni William	Lobby Level - William Penn Street Entrance (WM Penn Place 1)

B Breaks & Special Events **C** Concurrent Sessions - Group 1 **N** Concurrent Sessions - Group 2

T Concurrent Sessions - Group 3 **S** Concurrent Sessions - Group 4

MARCH 9 • SUNDAY

8:00am – 8:30am	B	Coffee Break	Riverboat Corridor - WP Floor
8:30am – 10:00am	C	Session 3.01: Risks and Perils of AI in Advertising <i>Moderators: Guolan Yang (University of Illinois Urbana Champaign)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 3.01a: AI Anxiety and Consumer Experience: Defining Consumer AI Anxiety through Scale Development and Validation <i>Speakers: Jeewon Kim (University of Texas at Austin) Matthew Eastin (The University of Texas at Austin), Laura Bright (The University of Texas at Austin)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 3.01b: How Artificial Intelligence (AI)-based Systems can Jeopardize Consumers: A Technology Affordance Perspective <i>Speakers: Chan Yun Yoo (Saint Joseph's University), Mark Y. Yim (University of Massachusetts Lowell)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 3.01c: How Consumers Perceive and React to Advertising amid AI Anxiety: Social Media Content Analysis of Apple's 'Crush!' Ad Controversy <i>Speakers: Won-Ki Moon (University of Florida), Haseon Park (University of Minnesota - Twin Cities), Hayoung Sally Lim (University of Oregon), Nathan Carpenter (University of Florida)</i>	Three Rivers - WP Floor
8:30am – 10:00am	C	Session 3.01d: Perceived Risk in AI Adoption: Insights on Personal and Cultural Factors Shaping Entrepreneurs' Use of AI Technologies <i>Speakers: Faa Taheran (Old Dominion University), Abdolali Mortazavi (Old Dominion University), Dana Amiri (Old Dominion University)</i>	Three Rivers - WP Floor
8:30am – 10:00am	N	Session 3.02: Personalization in Advertising <i>Moderators: Louvins Pierre (University of Illinois Urbana Champaign)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 3.02a: From Recommendation to Reaction: How Personalized Advertising Based on Friend Recommendations Shape Consumer Responses <i>Speakers: Won-Ki Moon (University of Florida), Yuan Sun (University of Florida), Mengqi (Maggie) Liao (University of Georgia), Sangwook Lee (University of Colorado Boulder)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 3.02b: The Impact of Perceived Personalization and Ideal Self-Congruence with the Brand on Strengthening Brand Attachment and Ad Engagement: A LinkedIn Advertising Study <i>Speakers: Pratik Shah (California State University)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 3.02c: Personalization vs. Privacy concerns in data-driven advertising <i>Speakers: Eric Haley (University of Tennessee), Kibum Youn (Kutztown University of Pennsylvania)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	N	Session 3.02d: When Personalized Ad Echoes Your Offline Conversation: The Timing Effect on Surveillance Perception of Conversation-Related Advertising <i>Speakers: Claire Segijn (University of Minnesota - Twin Cities), Jiacheng Huang (University of Minnesota - Twin Cities), Rongjin (Jinny) Zhang (University of Minnesota - Twin Cities)</i>	Sternwheeler - WP Floor
8:30am – 10:00am	T	Session 3.03: Special Topic Session: Taming The AI Storm With Strategies For Advertising Educators. AI Teaching Frameworks, Integrations, Assignments, Topics And Approaches. <i>Moderators: Keith Quesenberry (Messiah University)</i> <i>Speakers: WooJin Kim (University of Colorado Boulder), Yanyun (Mia) Wang (University of Colorado Boulder), Kristen Sussman (Texas State University), Michael Coolsen (Shippensburg University), Keith Quesensberry (Messiah University)</i>	Riverboat - WP Floor

8:30am – 10:00am	S	Session 3.04: Special Topic Session: The Exhausted Educator 101 <i>Speakers: Anna McAlister (Endicott College), Gayle Kerr (Queensland University of Technology), Alice Kendrick (Southern Methodist University), Harsha Gangadharbatla (University of Colorado Boulder), Ian Lings (Queensland University of Technology), Aileen Torrance (Endicott College)</i>	Carnegie III - CL Floor
10:00am – 10:30am	B	Coffee Break - Sponsored by Bryant University	Riverboat Corridor - WP Floor
10:30am – 12:00pm	C	Session 3.05: Effects of Virtual Influencer Marketing <i>Moderators: Yuan Sun (University of Florida)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 3.05a: Virtual Influencers' Emotional Voices: Effects of Voice Type and Message Appeal on Consumer Engagement and Brand Choice Behavior <i>Speakers: Matthew Eastin (University of Texas at Austin), Sitan Li (University of Tennessee)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 3.05b: Pixels and Plots: The Narrative Impact of Virtual Influencers on Social Media Brand Endorsements <i>Speakers: Matthew Eastin (University of Texas at Austin), Jeongmin Ham (University of Florida)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 3.05c: When Virtual (vs. Human) Celebrity Voice Matters: Interplay between Celebrity Type and Endorsing Message - Construal Level Theory Application <i>Speakers: Seo Jeong Heo (University of Illinois Urbana-Champaign), Se Il Park (University of Illinois Urbana Champaign), Floria Yujin Lee (University of Illinois Urbana Champaign)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	C	Session 3.05d: Investigating the Role of Physical Attractiveness and Capability in Virtual Agent Effectiveness in E-Commerce <i>Speakers: Doyle Yoon (University of Oklahoma), Jinhee Seo (University of Oklahoma), Seunghoo Lee (University of Oklahoma)</i>	Three Rivers - WP Floor
10:30am – 12:00pm	N	Session 3.06: Memes and Reviews in Brand Perceptions <i>Moderators: Cristian Buzeta (Universidad de Chile)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 3.06a: Can Memes be Leveraged to Improve Audience Response to Film Advertising Posters? The Impact of Incongruity Between Film Type and Poster Meme Type <i>Speakers: Hye Jin Yoon (University of Georgia), Haoyue Xiang (University of Georgia)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 3.06b: Capitalizing on Content: How Marketing Insiders Are Transforming Internet Memes into Branded Advertising <i>Speakers: Christopher Vardeman (Towson University)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 3.06c: Fighting Back with Memes: The Effect of Meme-based Public Service Announcements on Counter-arguing Anti-vaccine Memes Across Different Attack Types <i>Speakers: Jeong-Yeob Han (University of Georgia), Hye Jin Yoon (University of Georgia), Ja Kyung Seo (University of Georgia), Hanyoung Kim (University of Kentucky), Youngji Seo (Syracuse University), Jiyoung Yeon (University of Georgia), Youngjee Ko (Kwangwoon University)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	N	Session 3.06d: The Impact of Utilitarian Product Reviews on Brand Perception <i>Speakers: Eric Haley, Matthew Pittman, Ben Libon (University of Georgia)</i>	Sternwheeler - WP Floor
10:30am – 12:00pm	T	Session 3.07: Female Empowerment & Femvertising <i>Moderators: Chen (Crystal) Chen (University of Miami)</i>	Riverboat - WP Floor
10:30am – 12:00pm	T	Session 3.07a: Social Influence in Incentive-Based Femvertising: The Mediating Roles of eWOM, Brand Community Identification, and Self-Expressive Brand <i>Moderators: Chen Chen (University of Miami)</i> <i>Speakers: Sophia Mueller (University of Miami), Hui Shi (University of Miami)</i>	Riverboat - WP Floor

10:30am – 12:00pm	<p>T Session 3.07b: How Women Respond to Computer-Generated Inclusive Advertising: Advocating for Body Positivity in the Age of AI Riverboat - WP Floor</p> <p><i>Moderators: Chen Chen (University of Miami)</i></p> <p><i>Speakers: Quan Xie (Southern Methodist University), Sidharth Muralidharan (Southern Methodist University), Joe Phua (Southern Methodist University), Shivani Kosuri (Southern Methodist University)</i></p>
10:30am – 12:00pm	<p>T Session 3.07c: Empowering Ads, Empowered Responses: Unveiling the Emotional and Behavioral Impact of Femvertising in China Riverboat - WP Floor</p> <p><i>Moderators: Chen Chen (University of Miami)</i></p> <p><i>Speakers: Wenwen Cao (University of Minnesota - Twin Cities), Wonsun Shin (University of Melbourne)</i></p>
10:30am – 12:00pm	<p>T Session 3.07d: “Let Her Talk”: Leadership Challenges for Brazilian Creative Women Riverboat - WP Floor</p> <p><i>Moderators: Chen Chen (University of Miami)</i></p> <p><i>Speakers: Marta Mensa (University of North Texas), Sophia Mueller (University of Miami)</i></p>
10:30am – 12:00pm	<p>S Session 3.08: Special Topics: Generative AI and the Future of Advertising Creativity: Bridging the Gap Between Academia and Industry Carnegie III - CL Floor</p> <p><i>Moderators: Weizi Liu (Texas Christian University)</i></p> <p><i>Speakers: Louvins Pierre (University of Illinois Urbana Champaign), Yanyun (Mia) Wang (University of Boulder), Tripp Westbrook (Firehouse Agency), Linda Groendyke (Digital Insights Labs), Jon Irwin (Liquid Agency)</i></p>