

2026 AAA Conference Schedule - Preliminary (1.8.2026)

Title	Authors/Presenters/Panels	Moderators
Thursday, March 26, 2026		
Thursday, March 26, 9:00AM-3:30PM		
Executive Committee Meeting		
Thursday, March 26, 9:00AM-12:00PM		
Preconference 1: Integrating AI in Advertising Education		
Thursday, March 26, 1:00PM-4:00PM		
Preconference 2: Exploring the Potential of Generative AI in Academic		
Thursday, March 26, 6:00PM-7:00PM		
Welcome Reception - sponsored by		
Friday, March 27, 2026		
Friday, March 27, 7:30AM-8:30AM		
First Timers & Mentors Breakfast - sponsored by		
Friday, March 27, 8:30AM-5:00PM		
Publication Committee Meeting		
Friday, March 27, 8:30AM-10:00AM		
Committee Meeting Upon Request	Up to 2 committees	
Friday, March 27, 8:30AM-10:00AM		
Session 1.1		
Session Title: Rethinking Advertising Research		
A Half-Decade (2020 – 2025) of Advertising Research	Alicia Kenny (University of Tennessee), Eric Haley	Sela Sar (University of Illinois at Urbana-Champaign)
Productivity in American Academy of Advertising Owned	(University of Tennessee), Matthew Pittman	
Research Journals	(University of Tennessee)	
Virtual Voices, Real Insights: Evaluating Advertising Through	Huan Chen (University of Florida), Yuan Nan	
Human and AI-Simulated Focus Groups	(University of Florida), Samantha Olinick (University	
	of Florida), Zhanhong Huang (University of Florida)	
10,000-Dollar Toothpaste!? Using AI-Based Digital Participants	Steffen Prior (University of Wuppertal), Tobias	
to Measure Willingness to Pay in Advertising Research	Langner (University of Wuppertal)	
The Perception Gap: Reconciling Manipulation Checks and	Sanchari Pal (Northwestern University)	
Outcomes in Experimental Advertising		
Session 1.2		
Session Title: AI-Generated Content		

When Conversational AI Sells: How Sponsored Recommendations Impact Objectivity, Manipulation, and Consumer Trust	Won-Ki Moon (University of Florida), Jing Yang (Boston University), Hanyoung Kim (University of Kentucky), Ja Kyung Seo (University of Alabama)	Alvin Zhou (University of Minnesota - Twin Cities)
Not All AI Ads Are Equal: How AI Attitudes Shape Consumer Responses to Small vs. Large Companies	Yoon Hi Sung (Yonsei University), Eun Yeon Kang (Bryant University), Rachel Lim (Oklahoma State University), Jiyo Han (San Diego State University)	
AI meets absurdity: Consumers' responses to AI-manipulated absurd advertising on short-video social media	Anan Wan (Kansas State University), Weilu Zhang (University of Kentucky)	
When Brands Use AI to Say Sorry: How Tone Affects Consumer Responses to Data Breach Crises	Joon Soo Lim (Syracuse University), Nalae Hong (Syracuse University), Jun Zhang (Middle Tennessee State University)	

Session 1.3

Session Title: Narratives in Advertising

Brand Integration in Narrative Advertising: Managing the Trade Off Between Originality and Strategy	Duc Thai Tran (Macquarie University), Scott Koslow (Macquarie University), Abas Mirzaei (Macquarie University), Tom Kelleher (University of Florida)
Foundational Framework in Virtual Influencer Marketing: Bridging Operational Control and Narrative archetypes in Virtual Influencer Design	Seo Jeong Heo (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)
Dog, Sky, and Smiles! A Computational Content Analysis of Demedicalization of Direct-to-Consumer Pharmaceutical Advertising Using Large Language Model	Darren Yang (University of Texas at Austin), Irwin Qi (Arizona State University), Hank Q. Cheng-Li (Northwestern University)
The Virtual Influencer Thinks of Its Existence, Therefore It Is: The Interaction of Ontological Narratives, AI Autonomy Cue, and Pre-existing Attitudes	Jiwon Kim (University of Georgia), Joowon Lee (University of Georgia), Hanyoung Kim (University of Kentucky), Jeong-Yeob Han (University of Georgia), Ja Kyung Seo (University of Alabama)

Session 1.4

Special Topic Session

Excellence and Innovation in Advertising Teaching and Research: Claire Segijn (University of Minnesota - Twin Cities), Esther Thorson (Colorado State University)
10 Years of Mary Alice Shaver Promising Professor Award Eunjin (Anna) Kim (University of Southern California), Zeph van Berlo (University of Amsterdam), Sun Joo (Grace) Ahn (University of Georgia), Saleem Alhabash (Michigan State University), Eunice Kim (Ewha Womans University), Chen Lou (Nanyang Technological University), Glenna Read (University of Georgia), Yuhosua Ryoo (University of Minnesota Duluth), Joanna Strycharz (University of Amsterdam), Esther Thorson

Friday, March 27, 10:00AM-10:30AM

Coffee Break - Sponsored by

Friday, March 27, 10:30AM-12:00PM

Membership Committee Meeting

Friday, March 27, 10:30AM-12:00PM

Committee Meeting Upon Request

Up to 1 committee

Friday, March 27, 10:30AM-12:00PM

Session 1.5

Session Title: Moral Challenges in Advertising

When Robots Cross the Line: Consumer Moral Judgments of Robots' Harm and Authority Violations

Seo Jeong Heo (University of Illinois at Urbana-Champaign), Yuhosua Ryoo (University of Minnesota Duluth), WooJin Kim (University of Colorado Boulder)

Ximena Ferro (Universidad San Francisco de Quito)

Ubuntu as a Moral Frame: Advertising Engagement Reveals Insight into Moral Behavior in Africa

Kristen Sussman (Texas State University), Prisca Ngondo (Texas State University), Anna Klyueva (University of Houston-Clear Lake)

Cultivating Moral Reasoning in Mass Communication Students: A Quasi-Experimental Study of CEAS Training

Christopher Vardeman (Towson University)

Scandals, Morality, and Cancel Culture: How Consumers Judge Brands and Influencers

Saima Kazmi (University of Oregon), Louvins Pierre (University of Illinois at Urbana Champaign), Josh Anderson (University of Arizona)

Session 1.6

Session Title: Green and Sustainability in Advertising

Me vs We: How Awe and Pride Affect Consumer Response to Green Advertising

Olivia Archer (University of Texas at Austin), Kathrynn Pounders (University of Texas at Austin), Chun In (Hazel) Yun (Dartmouth College)

Dana Alden (University of Hawai'i at Mānoa)

Virtual Influencers in Green Advertising: Human-Likeness, Collectivistic Orientations, and Message Congruence Exploring the Impact of Camera Point-of-view (POV) and Message Appeals in Sustainability Advertising

When Doing Good Looks Too Easy: The Effort Heuristic in AI-Driven Sustainability

Yoon Joo Lee (Washington State University),
Matthew Pittman (University of Tennessee)
Kyeongwon Kwon (Auburn University at
Montgomery), Rachel Bailey (Florida State
University)

Yuhosua Ryoo (University of Minnesota Duluth),
Eunjin (Anna) Kim (University of Southern
California), WooJin Kim (University of Colorado
Boulder), Charles R. Taylor (Villanova University)

Session 1.7

Session Title: AI Disclosure in Advertising

Do Large Language Models Help Micro-Influencers? AI Transparency and Multicultural Ad Effectiveness

When the Illusion Breaks: Retrospective Discovery of AI-Generated Hyper-Realistic Ad Visuals and Its Impact on Consumer Attitudes

Hidden in Plain Sight: Understanding Consumer Responses and Ad Recognition of Sponsored Content in Search Engine Gen-AI Overviews

Telling Time on Transparency: How Agency Framing and Disclosure Timing Shape Responses to AI Advertising

Donggyu Kim (University of Southern California), Hyunsang Son (University of New Mexico)
Eunjin (Anna) Kim (University of Southern California)

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

Mengqi (Maggie) Liao (University of Georgia), Yuan Sun (University of Florida), Nathaniel Evans (University of Georgia)
Jingyi Carrie Xiao (University of South Carolina), Linwan Wu (University of South Carolina)

Session 1.8

Special Topic Session

Ad-vancing with AI: From Industry to Insight

Debika Sih (Southwestern University), Katie Markey (Southwestern University)

Debika Sih (Southwestern University), Katie Markey (Southwestern University)

Friday, March 27, 12:00PM-1:30PM

Lunch - Sponsored by

Friday, March 27, 1:30PM-2:30PM

AAA-EAA Panel Session

Building, Executing, and Nurturing International Collaborations

Friday, March 27, 2:30PM-4:00PM

Committee Meeting Upon Request

Up to 2 committees

Friday, March 27, 2:30PM-4:00PM

Session 1.9

Session Title: Emotion in Advertising

The Emotional Journey of Guilt: How Virtual Reality Affects Consumer Behavior in Cause-Related Marketing by Luxury Brands	Boyang (Vesper) Ding (University of Alabama), Jihoon (Jay) Kim (University of Alabama)	Joanna Strycharz (University of Amsterdam)
When Food Literacy Fails: The Role of Emotion in Healthwashing Detection	Kacy Kim (Bryant University), Junghoon Moon (Seoul National University), Jae Hee Son (Seoul National University), Sukki Yoon (Bryant University)	
Between Fuels and Dampeners: Emotional Trade-offs in Retweet Network of Controversial Advertising	Wenwen Cao (University of Minnesota - Twin Cities)	
From Facial Expression to Engagement: Biometric Insights into Human and Virtual Influencer Marketing	Jingyi Carrie Xiao (University of South Carolina), Taylor Wen (University of South Carolina), Jameson Hayes (University of South Carolina)	

Session 1.10**Session Title: Non-Human Influencer in Advertising**

When Cuteness is not Enough: Reassessing the Persuasive Power of Pet Influencers	Subhalakshmi Bezbarua (Michigan State University), Saleem Alhabash (Michigan State University)	Jean Pfiffelmann (EM Strasbourg Business School)
When Identity Disclosure Matters: The Interplay of Identity Disclosure, Message Type, and Product Type in AI Influencer Advertising on Social Media	Se Il Park (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)	
When less is more: Analyzing the counterproductive effect of human-likeness on virtual influencers' persuasiveness	Jiemin Looi (Hong Kong Baptist University), Eunjin (Anna) Kim (University of Southern California)	
Scandal as a Social Cue: How Scandal Severity Enhances Anthropomorphism of Virtual Influencers	Sangwook Lee (University of Colorado Boulder), Won-Ki Moon (University of Florida), Jaewon Royce Choi (Louisiana State University)	

Session 1.11**Session Title: Prosocial Advertising**

Should Nonprofit Organizations Request Specific Donation Amounts? An Empirical Investigation of Charitable Advertising through Donation Tiers	Benjamin Borenstein (Villanova University), Tyler Milfeld (Villanova University), Carter Walden (Villanova University), Olivia Packer (Villanova University)	Jaejin Lee (Florida State University)
Seeing Minds in Machines: Understanding the Dual Dimensions of Mind Perception in AI-Driven Prosocial Campaigns	WooJin Kim (University of Colorado Boulder), Pooja Iyer (University of Colorado Boulder)	
Social Presence or Physical Presence: Investigating the Role of Presence Cues in Virtual Influencer's Prosocial Persuasion	Jiarou Chen (University of Minnesota - Twin Cities), Luye Bao (Peking University)	
Managing Aversion: Pathways to Authentic AI-enabled Prosocial Campaigns via Disclosure and Ethical Justification	Yang Feng (University of Florida), Tse-hsi Chien (University of Florida), Xinyi Zuo (University of Florida), Qingyuan Yanq (University of Florida)	

Session 1.12**Special Topic Session**

Navigating Advertising Academic Leadership during a Time of Change: An Inside Look at Administration Roles in the Age of A.I., Program Changes, and Industry Upheaval

Shu-Chuan Chu (DePaul University), Joe Phua (Southern Methodist University), Huan Chen (University of Florida), Matthew S Eastin (University of Texas at Austin), Harsha Gangadharbatla (University of North Carolina at Chapel Hill), Heidi Hennink-Kaminski (Michigan State University), Soojung Kim (University of North Dakota), Michelle Nelson (University of Illinois at Urbana-Champaign), Tom Reichert (University of South

Shu-Chuan (Kelly) Chu (DePaul University), Joe Phua (Southern Methodist University), Huan Chen (University of Florida)

Friday, March 27, 4:00PM-4:30PM

Coffee Break - Sponsored by

Friday, March 27, 4:30PM-6:00PM

Committee Meeting Upon Request

Up to 2 committees

Friday, March 27, 4:30PM-6:00PM**Session 1.13****Session Title: AI, Transparency, and Consumer Agency**

"Just So You Know, I Am Not Human": Building Pertinacious Image in Anthropomorphic AI for Enhancing Authenticity and Mitigating Uncanniness

From Black Box to Co-Agency: How Interactive Transparency Reduces Perceived Manipulative Intent in Recommender Systems

The Autonomy Tradeoff in Tailored Advertising: How Tailoring Strategies Shape Consumer Agency

Disclose or risk deception: Exploring users' persuasion knowledge, perceptions, and policy preferences for AI-generated advertisements

Weilu Zhang (University of Kentucky), Sisi Hu (University of Arkansas)

Sean Sawicki (University of Tampa)

Yanyun Wang (University of Colorado Boulder), Hanyoung Kim (University of Kentucky), Yiqing Liao (University of Colorado Boulder)
Sangwook Lee (University of Colorado Boulder), WooJin Kim (University of Colorado Boulder)

Mingxi Sun (Nanyang Technological University), Jiemin Looi (Hong Kong Baptist University)

Session 1.14**Session Title: Gender Issues in Advertising**

Seeing Herself in the Ad? Feminist Perspectives and Self-Congruity Responses to Sexual Appeals of Thin versus Plus-Size Models

No Shame in It: The Impact of Femvertising on Menstrual Stigma and Brand Outcomes

Hojoon Choi (University of Houston), Nah Ray Han (Texas Christian University), Temple Northup (San Diego State University), Kyunga Yoo (KT(Korea)

Yang Yang (University of Southern Indiana)

Bixuan Sun (University of Tennessee), Katie Haejung Kim (University of Tennessee)

Good-Enough Fit in NIL: Gender and Fanship Bridge Attitudes and Behavioral Intentions

The Sound of Influence: How Gendered Voices and Construal Level Shape Persuasive Outcomes in Voice Assistants

Soyon (Michelle) Choi (University of Texas at Austin), Natalie Brown-Devlin (University of Texas at Austin)

Jiping Wang (University of Florida), Yuan Sun (University of Florida), Qingyuan Yang (University of Florida), Shuo Yao (University of Florida)

Session 1.15

Session Title: Influencer Advertising and Consumer Responses

From Friends to Lovers? Expectancy Violation and Consumer Responses to Virtual Influencers in Relational Roles

Parody vs. Traditional Influencers: Parody's Effectiveness on Instagram Users' Attitudes and Purchase Intentions

Balancing Risks and Benefits: How Disclosure Specificity and Message Sidedness Shape Consumer Responses to Patient Influencer Pharmaceutical Advertising.

The influence of digital signage content on shopper responses: a moderated mediation model of advertisement type

Faren Karimkhan (Syracuse University), Yang Feng (University of South Alabama), Jung Hwa Choi (University of Florida), Jeongmin Ham (University of Florida)

Macy Burkett (University of Kansas), Vaibhav Diwanji (University of Kansas)

Nathaniel Evans (University of Georgia), Huiying (Amy) Ni (University of Georgia), Erin Willis (University of Colorado Boulder), Haoyue Xiang

Tsifiso Goodman Mahlangu (Tshwane University of Technology), Thérèse Roux (Tshwane University of Technology), Dion Van Zyl (University of South Africa)

Session 1.16

Special Topic Session

Lecturers Without Borders: Teaching Advertising Across Cultures

Sydney Chinchanachokchai (University of Akron), Tao Deng (DePaul University), Marta Mensa (University of North Texas), Dorit Zimand-Sheiner (Ariel University), Khalid Alharbi (Imam Mohammad ibn Saud Islamic University), Carrie La Ferle (Southern Methodist University), Alexander Pfeuffer (University of Amsterdam), Priska Breves

Sydney Chinchanachokchai (University of Akron)

Friday, March 27, 6:00PM-7:00PM

AAA Members' Meeting

Friday, March 27, 7:00PM-8:00PM

AAA President's Reception - Sponsored by

Saturday, March 28, 2026

Saturday, March 28, 7:00AM-8:00AM

Past Presidents' Advisory Board Breakfast - Sponsored by

Saturday, March 28, 8:00AM-9:30AM

Session 2.1

Session Title: Consumer Decision Processes in Advertising

A Multimodal Biometric Examination of AIDA Model in Video Advertising Processing

Jooyoung Kim (University of Georgia), Jiwon Kim (University of Georgia), Sung-Phil Kim (Ulsan National Institute of Science and Technology), Minjo Choi (Amorepacific Corporation), Seungji Lee (Ulsan National Institute of Science and Technology)

Robyn Goodman (University of Florida)

Cognitive Offloading to Generative AI: A Drift Diffusion Model of Information Search Decisions

Chen Chen (University of Miami), Xuanjun Gong (Texas A&M University), Geyi Wang (Rutgers University)

More Than Just Information: The Role of Contextual Adaptation and Humor in GenAI Agent-Based Interaction in Consumer Trust and Satisfaction

Soojin Kim (Louisiana State University), Jiyoung Hwang (University of North Carolina at Greensboro)

Counting Up or Counting Down? Priming Luxury and Value Brand Perceptions

Emma Desmond (Bryant University), Kacy Kim (Bryant University), Srđan Zdravković (Bryant University), Sukki Yoon (Bryant University)

Session 2.2

Session Title: Ethics and Manipulation in Advertising

Reflecting on Ethics in a Strategic Communication Writing Class: Insights for Advertising and Public Relations Pedagogy

Chris Vardeman (Towson University)

Deceptively Similar: Understanding the Role of Ethnic Affinity Targeting in Gen-AI-Created Political Advertising

Mengqi (Maggie) Liao (University of Georgia), Joshua Cloudy (University of Georgia)

Beyond the Algorithm: The Double-Edged Impact of Explainable AI

WooJin Kim (University of Colorado Boulder), Un Chae Chung (University of Wisconsin Whitewater), Se Il Park (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)

Too Real or Too Fake? How Teens Interpret Manipulative Influencer Advertising

Huan Chen (University of Florida), Yuan Nan (University of Florida), Samantha Olinick (University

Session 2.3

Session Title: Human–AI Co-Creation in Advertising Creativity

Asymmetric AI Influence in Framed Decisions: Conditional Effects and Risk Tolerance Moderation

Doyle Yoon (University of Oklahoma), Seunghyun Kim (University of Arkansas at Little Rock), Jhih-Syuan (Elaine) Lin (National Chengchi University)

Augmenting Or Automating? The Impact Of Human-AI Collaboration On Creativity And Persuasion In Advertising

Sabrina Habib (University of South Carolina), Shannon Zenner (Elon University)

Blending Human and AI Creativity for Branding: The Co-Creative Human-AI Model (CHAIM) and Its Application to Advertising Yongwoog (Andy) Jeon (Northern Illinois University), Xiaoru Gao (Northern Illinois University)

The Match or Mismatch Between Chatbot Social Cues: The Interplay Between Emotional Expression and Shared Identity Cues Ja Kyung Seo (University of Alabama)

Session 2.4

Special Topic Session

Cannabis Advertising and Social Responsibility in the Digital and Algorithmic Age Marla Stafford (University of Nevada - Las Vegas), Marla Stafford (University of Nevada - Las Vegas)

Tao Deng (DePaul University), Mengyan Ma (Michigan State University), Saleem Alhabash (Michigan State University), Subhalakshmi Bezbarua (Michigan State University)

Saturday, March 28, 9:30AM-10:00AM

Coffee Break - Sponsored by

Saturday, March 28, 10:00AM-11:00AM

JIA ERB Meeting

Saturday, March 28, 10:00AM-11:30AM

Session 2.5

Session Title: Privacy and surveillance Concerns in Advertising

When Phones Seem to Listen to Personalize Ads: The Effects of Conversation-Related Advertising on Advertising and Surveillance Responses Claire Segijn (University of Minnesota - Twin Cities), Olivia Bullock (University of Florida)

Rongjin Zhang (University of Minnesota - Twin Cities), Suzanna J. Oprea (Erasmus University Rotterdam), Joanna Strycharz (University of Amsterdam)

Sieun Ha (University of Tennessee), Matthew S Eastin (University of Texas at Austin)

The Persuasion Knowledge-Privacy Concerns Gap: How Cognitive & Affective Algorithmic Persuasion Knowledge Conjointly Impacts Privacy Concerns of AI-generated Ads

Consumer belief and attitude within personalized advertising based on offline conversations: A cross-cultural study on social media, trust, control, and cultural factors Nguyen Quynh Anh Luong (University of Minnesota - Twin Cities), Anna Zindren (University of Minnesota - Twin Cities), Claire Segijn (University of Minnesota - Twin Cities)

Cristian Buzeta (Universidad de Chile), Jean Pfiffelmann (EM Strasbourg Business School), Freya De Keyzer (Erasmus University Rotterdam), Rodolfo Lopez Moreno (Center for Social Conflict and Cohesion Studies)

Towards a validated scale for measuring social media privacy concerns

Session 2.6

Session Title: Cultural Contexts in Advertising

Family and Individual Consent in an AI-Generated Deleb Ad: A Comparison Between the United States and Brazil	Daniella Greiffo (University of Georgia)	Ralf Terlutter (University of Klagenfurt)
Beyond National Culture: How Individual Uncertainty Avoidance and Social Relationship Motivations Drive Electronic Word-of-Mouth (eWOM) on Social Media	Hojoon Choi (University of Houston), Nah Ray Han (Texas Christian University), Temple Northup (San Diego State University), Kyung Yul Lee (Hanyang University)	
Too Old to Fit the Glass Slipper? Tightness-Looseness and Ageism in the Advertising Industry	Sophia Mueller-Bryson (University of Miami), Kasey Windels (University of Florida), Ulla Hakala (University of Turku), Małgorzata Karpinska-Krakowiak (University of Łódź), Marcelina Czekaj	
Increasing Sustainable Food Consumption in Asian and Western Markets: Is Cross-National Standardization of Plant-Based Meat Brand Positioning a Viable Strategy?	John Friend (University of Hawai'i at Mānoa), Dana Alden (University of Hawai'i at Mānoa), M. Blake Nichols (University of Hawai'i at Mānoa)	

Session 2.7

Session Title: Media Contexts and Multiplatform Advertising

Disclosing Incentives in Online Reviews: Effects on Perceived Sincerity, Self-Serving Motives, and Consumer Intentions	Buduo Wang (Texas Tech University), Ben Libon (University of Georgia)	Louisa Ha (Bowling Green State University)
Engagement in Motion: A Longitudinal Analysis of How Measurement Timing Affects Social Media Advertising Evaluation	Steffen Prior (University of Wuppertal), Charlotte Lamerz (University of Wuppertal), Tobias Langner (University of Wuppertal)	
How Consumers Respond to Phygital, Virtual Reality, and Web-Based Product Presentations	Mark Y. Yim (University of Massachusetts Lowell), Vanessa Jang (Cyber Hankuk University of Foreign Studies), Pearl Kwon (Korea University)	

Session 2.8

Special Topic Session

Teaching Privacy in the Age of AI: Preparing Ethical Advertising Professionals	Daniela Molta (Syracuse University), Na Bai (Syracuse University), Faren Karimkhan (Syracuse University), Ewa Maslowska (University of Illinois at Urbana-Champaign), Kristen Sussman (Texas State University), Carina Alderete (Accenture)	Na Bai (Syracuse University)
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Saturday, March 28, 11:30AM-1:00PM

Awards Lunch

Saturday, March 28, 1:00PM-2:30PM

JA ERB & AE Meeting

Saturday, March 28, 1:00PM-2:30PM

Session 2.9

Session Title: Environmental Advertising

Strategic Use of Human vs. Virtual influencer in Environmental CSR Communication Engagement: Effects of Influencer Type and Consumer-Company Identification on Apple 2030

Hayoung Sally Lim (University of Oregon),
Jeongwon Yang (University of Miami), Luna Pittet
Gonzalez (University of Florida), Won-Ki Moon
(University of Florida)
Minjie Li (University of Tennessee)

Vesna Zabkar (University of Ljubljana)

Communicating Environmental Impacts of Generative Artificial Intelligence (Gen AI): How Generational Cohorts Respond to AI-Related Brand Activism

Sun-Young Park (University of Massachusetts Boston), Hyunji Lim (University of Wisconsin -
Jacob Suher (Portland State University), Ethan Cotton (Optic Nerve Eyewear)

Leveraging Construal Level in Environmental Advertising: The Influence of Regulatory Focus, Psychological Distance, and

Advance vs. Conserve: Aligning Message Framing and Attribute Type in Environmental Sustainability Advertising

Session 2.10

Session Title: Chatbot in Advertising

Zero-Click Persuasion in LLM Advertising: The Role of Response Structures and Regulatory Mode Fit

Seo Jeong Heo (University of Illinois at Urbana-Champaign), Yuhosua Ryoo (University of Minnesota Duluth)

Linqi Lu (University of North Dakota)

Chatbot as a Scapegoat? Expand Attribution Dynamics among Chatbot, Service Provider, and Brand

Chen Chen (University of Miami), Xiaohan Hu (San Diego State University), Xiaoyu (Zoe) Xu (State University of New York at Cortland)
Jihyun Soh (Ewha Womans University), Jiyeon Lee (Ewha Womans University), Eunice Kim (Ewha Womans University)
Minjeong Kim (Millikin University), Yuhosua Ryoo (University of Minnesota Duluth)

Buffering the Effects of Response Latency: Social Presence in Human-AI Collaboration Disclosure

"How Dare You, AI?": When Adaptive AI Backfires Toward Disabilities and Social Exclusion

Session 2.11

Session Title: Health Campaign

How Health Campaign Videos Persuade: Extending Media Richness Theory with a Message-Face-Voice Persuasion (MFVP) Model

Chris Noland (University of South Florida), Fan Yang (University of South Carolina), Janelle Applequist (University of South Florida), Artemio Ramirez (University of South Florida)
Ximena Ferro (Universidad San Francisco de Quito)

Yuan Sun (University of Florida)

Impact of Nutritional Labeling on Consumer Behavior and Advertising in Ecuador: Effects of Mandatory Labeling on Edible Products

When Awe Meets Identity: Driving Sunscreen Adoption and Advocacy Through Culturally Resonant Advertising
Fresh Start Mindset and Mental Health Ads: Empathy, Stigma, and Face-Saving

Courtney Hixon-Robinson (Meredith College),
Christy Ashley (University of Rhode Island)
Yoon Joo Lee (Washington State University),
Soontae Ahn (Ewha Womans University)

Session 2.12

Special Topic Session

Towards a Privacy Footprint Framework: Measuring and Regulating Consumer Data in Advertising

Pooja Iyer (University of Colorado Boulder), Laura Bright (University of Texas at Austin), Claire Segijn (University of Minnesota - Twin Cities), Nancy H. Brinson (University of Alabama)

Pooja Iyer (University of Colorado Boulder), Laura Bright (University of Texas at Austin)

Saturday, March 28, 2:30PM-3:00PM

Coffee Break - Sponsored by

Saturday, March 28, 3:00PM-4:00PM

JCIRA ERB Meeting

Saturday, March 28, 3:00PM-4:30PM

Session 2.13

Session Title: AI Aversion in Advertising

Measuring AI-Advertising Aversion: An Initial Scale Development and Empirical Assessment of Its Relationship with AI Anxiety

Louvins Pierre (University of Illinois at Urbana Champaign), Viviana Carolina Zambrano Rodriguez (University of South Carolina), Jiayi (Joy) Wang (University of Illinois at Urbana-Champaign)

Soojung Kim (University of North Dakota)

Sick of Artificial Ad? Development and Validation of the AI Ad Sickness (AIAS) Scale

Jing Yang (Boston University), Minjin Rheu (Loyola University Chicago), Eunjin (Anna) Kim (University of Southern California), Susanna Lee (Boston University)

Unpacking AI Aversion and Human Favoritism: The Mediating Roles of Perceived Effort and Emotion Expression in Advertising

Yang Feng (University of Florida), Xinyi Zuo (University of Florida), Tse-hsi Chien (University of Florida), Qingyuan Yang (University of Florida)

The Human-AI Dilemma in Advertising: New Insights into How Content Creation Modalities Shape Consumer Attitudes

Kibum Youn (Kutztown University of Pennsylvania), Jungyun Won (William Paterson University of New Jersey)

Session 2.14

Session Title: Aging in Advertising

Aging Under Neoliberalism: How Advertisements Target Older Adults Through Neoliberal Discourses

Kasey Windels (University of Florida), Hanzi He (University of Florida)

Andy Corner (Michigan State University)

The Effects of Older People in Advertising – A Meta-Analysis

Martin Eisend (University of Vienna), Małgorzata Karpinska-Krakowiak (University of Łódź), Louise Wen Fong Kwok (University of Vienna), Wojciech Trzebinski (SGH Warsaw School of Economics)

#GrannyGoals: The Appeal of Granfluencers and Their Strategies for Branding and Sponsorship Lening Wang (Nanyang Technological University), Ying Yi Ng (Nanyang Technological University), Nur Faateha Sarah Binte M. Shehzad (Nanyang Technological University), Chen Lou (Nanyang Technological University), Zhuoman Li (Nanyang Technological University)

From Granny to Granfluencer: How Older Influencers are Challenging Age-Related Stereotypes and Affecting Consumer Responses Through Social Media

Sophia Mueller-Bryson (University of Miami), Regina Ahn (University of Miami), Hui Shi (University of Miami), Xinyu Zhao (University of Miami)

Session 2.15

Session Title: Social Media Advertising and Engagement

The Effectiveness of Comment Sidedness on Inoculating Consumer Attitudes and Intentions Toward Social Media Advertising

Ben Libon (University of Georgia), Nathaniel Evans Julian Felix Kopka (University of Wuppertal) (University of Georgia)

The Effect of Image Features on Social Media Engagement: The Moderating Role of Visual Aesthetics

Nan Zhang (Michigan State University), Hairong Li (Michigan State University)

The Psychology of Social Media Movie Marketing
Brand Love: Teens, Social Media and Brand Activism

Sitan Li (University of Tennessee), Lance Porter (University of Georgia), Wenwen Jiang (University of Georgia), Joshua Cloudy (University of Georgia), Sanghyeon Jeon (University of Georgia), Ben Libon (University of Georgia)

Session 2.16

Special Topic Session

Charting an Agenda for Impact Amid New Challenges to Advertising

Linda Zayer (Loyola University Chicago), Catherine Coleman (Texas Christian University), Shu-Chuan Chu (DePaul University), Verena Gruber (Emlyon Business School), Jisu Huh (University of Minnesota - Business School) Linda Tuncay Zayer (Loyola University Chicago), Catherine Coleman (Texas Christian University), Shu-Chuan Chu (DePaul University), Verena Gruber (Emlyon Business School), Jisu Huh (University of Minnesota - Business School)

Saturday, March 28, 4:30PM-5:30PM

Meet the Journal Editors - sponsored by

Journal of Advertising – Jisu Huh (University of Minnesota)

Alyse Lancaster (University of Miami)

Journal of Interactive Advertising – Jooyoung Kim (University of Georgia)

Journal of Current Issues & Research in Advertising – Sukki Yoon (Bryant University)
Advertising & Society Quarterly – Edward Timke (Michigan State University), Kathleen Franz (Smithsonian's National Museum of American History and American University)
International Journal of Advertising – Charles R. Taylor (Villanova University)

Saturday, March 28, 6:00PM-ongoing

Special Off-Site Event at Stubb's Bar-B-Q Restaurant - sponsored by

Sunday, March 29, 2026

Sunday, March 29, 7:30AM-8:30AM

Coffee Break - Sponsored by

Sunday, March 29, 8:30AM-10:00AM

Session 3.1

Session Title: Social Representation in Advertising

Beyond the Wheelchair: Generational Responses of Baby Boomers and Gen-Z towards Invisible and Visible Disabilities in Advertising

Sidharth Muralidharan (Southern Methodist University), Carrie La Ferle (Southern Methodist University), Osnat Roth-Cohen (Ariel University)

Yujin Lee (University of Illinois at Urbana-Champaign)

Empowering or Alienating? Investigating Older Female Consumers' Responses to Advertising Featuring Older vs. Younger Female Models Through the Lens of Social Identity Theory

Eunseon Kwon (Texas Christian University), Liang Ma (University of Massachusetts Boston), Jong-Hyuk Jung (Texas Christian University)

Commercializing "Slay": LGBTQ+ Consumer Responses to the Use of Lavender Language in Social Media Advertising

Sophia Mueller-Bryson (University of Miami), Kasey Windels (University of Florida), Minjie Li (University of Tennessee)

How Model Size, Discounts, and Cultural Mindsets Shape Responses to Fashion Ads

Sharmin Attaran (Bryant University), Yung Kyun Choi (Dongguk University), Kacy Kim (Bryant University), Teresa McCarthy Byrne (Bryant University), Sukki Yoon (Bryant University)

Session 3.2

Session Title: AI Literacy and Advertising

From Black Box to Glass Box: The Moderating Role of AI Literacy on the Political Matching Effect.

Un Chae Chung (University of Wisconsin Whitewater), WooJin Kim (University of Colorado Boulder), Seo Yoon Lee (Texas Christian University), Jiyeon Chang (University of Illinois at Urbana-Champaign), Se Il Park (University of Illinois at Urbana-Champaign)

Gurpreet Kour (Purdue University)

Consumer Responses to Human–AI Collaboration in Advertising: The Mediating Role of Authenticity Huan Chen (University of Florida), Yoon Joo Lee (Washington State University), Xiaofan Wei (University of Florida), Xinyi Zuo (University of Florida), Cheng Chang (University of Texas at Austin), Eric Haley (University of Tennessee)

The “ChatGPT Effect”? Exploring AI-Assisted Creative Process in Strategic Communication Weizi Liu (Texas Christian University), Yanyun Wang (University of Colorado Boulder), Royal Shrestha (Texas Christian University), Weiyu Ding (University of Colorado Boulder)

From Perception to Persuasion: What Drives Consumer Acceptance of Virtual Influencers as Brand Endorsers? Su Yeon Cho (Quinnipiac University), Xinyu Zhao (University of Miami), Regina Ahn (University of

Session 3-3

Session Title: Synthetic Content in Advertising

The Benevolent Deception: When Deepfakes Make Prosocial Advertising More Persuasive

Jeewon Kim (University of Texas at Austin), WooJin Kim (University of Colorado Boulder), Yuhosua Ryoo (University of Minnesota Duluth) Jie Chen (University of Tennessee)

Fair Use or Foul Play? Deepfake Disclosures Effects and Perceived Realism

Jiyoon Han (San Diego State University), Xiaohan Hu (San Diego State University), Arthur Santana (San Diego State University) Jing Yang (Boston University), Susanna Lee (Boston University), Minjin Rheu (Loyola University Chicago), Eunjin (Anna) Kim (University of Southern California) Sangwook Lee (University of Colorado Boulder), WooJin Kim (University of Colorado Boulder), Yanyun Wang (University of Colorado Boulder)

Spot it, Avoid it. Natural Recognition of Deepfake UGC Ad and Its Impact on Consumers’ Well-being and Ad Avoidance

Synthetic or Authentic? How AI-Generated Synthetic Images Shape Consumer Responses to Branding and Product Advertising

Session 3-4

Special Topic Session

Advertising in the Age of Online Communities: Strategies, Challenges, and Opportunities

Guy Golan (Texas Christian University), Jameson Hayes (University of South Carolina), Chen Lou (Nanyang Technological University), Joe Phua (Southern Methodist University), Avery Holton Avery Holton (University of Utah)

Sunday, March 29, 10:00AM-10:30AM

Coffee Break - Sponsored by

Sunday, March 29, 10:30AM-12:00PM

Session 3.5

Session Title: Machine Heuristics in Advertising

When Race Aligns with Code: Exploring the Role of Social Identity and Machine Heuristics in Virtual Influencer Marketing

Jingyi Carrie Xiao (University of South Carolina),
Taylor Wen (University of South Carolina), Naa Amponsah Dodoo (Emerson College)

Doyle Yoon (University of Oklahoma)

As If Human or As If Machine? Examining Dimensional Trade-offs of Machine Heuristics in Human-Virtual Influencer Collaborations

AI Disclosure in Health PSAs: Impacts on Originality Perceptions and the Moderating Role of AI Anxiety

Buduo Wang (Texas Tech University), Jiwan Kafle (Texas Tech University)

AI as Non-Judgmental Customer Service Agents: Mitigating Anxiety and Fear of Evaluation in Consumer Interactions

Rongjin Zhang (University of Minnesota - Twin Cities), Claire Segijn (University of Minnesota - Twin Cities)

Session 3.6

Session Title: Mind Perception in Virtual Influencer Advertising

Beyond Looks: How Mind Perception of Virtual Influencers Shapes Consumer Trust and Engagement in Brand Activism

Xinyu Zhao (University of Miami), Hui Shi (University of Miami), Zhengyan Li (University of Miami), Chen Chen (University of Miami), Regina Ahn (University of Miami), Sophia Mueller-Bryson (University of Miami)

Ruiheng (Rachel) Sun (University of Minnesota - Twin Cities)

Talking to the Clone: Understanding Consumer Responses to AI Clones of Social Media Influencers

Mengqi (Maggie) Liao (University of Georgia), Rachel X. Peng (Louisiana State University)

The evolving minds of virtual influencers: A longitudinal study of mind attribution and persuasion

Zeph van Berlo (University of Amsterdam), Priska Breves (University of Amsterdam), Lotte Willemsen (University of Amsterdam)

Do We Envy the Virtual? Examining Dual Envy and Follower Count in Luxury Brand Advertisements Featuring Virtual Influencers

Jeongmin Ham (University of Florida), Won-Ki Moon (University of Florida), Tse-hsi Chien (University of Florida)

Session 3.7

Session Title: Branding Cues and Outcomes

When Brands Share a Celebrity Endorser: Trait Transfer Through Modified Celebrity Images in Multiple Brand Endorsements

Chunsik Lee (University of North Florida), Hyojin Kim (University of Florida)

Patrick Jamar (University of Texas at Austin)

Attracting Young People to Social Vocations: The Role of Happiness Benefit and Endorser Type in Vocational School Teacher Advertising

Bastian Blomberg (University of Wuppertal), Tobias Langner (University of Wuppertal), Daniel Bruns (IU International University of Applied)

Do Scarcity Messages Work for Luxury Upcycled Products? The Role of Perceived Quality, Uniqueness, and Purchase Experience

Sunho Chung (Yonsei University), Yili Chen (Yonsei University), Ko Eun Yim (Yonsei University), Hye Young Song (Yonsei University), Yoon Hi Sung (Yonsei University)

A Double-Edged Ad Stream: The Opposing Effects of Advertising-based Tiers on SVOD Customer Growth

Jaewon Royce Choi (Louisiana State University), Mi Hyun Lee (Northwestern University)

Session 3.8

Session Title: Expanding Persuasion Knowledge in Advertising

Adaptive or Defensive? How Perceived Regulatory Efficacy Shapes Consumer Coping with Targeted Advertising
Who wrote this post? Examining consumer responses to AI-generated influencer-sponsored content

Ilwoo Ju (Purdue University), Chang-Dae Ham (University of Illinois at Urbana-Champaign)
Mingxi Sun (Nanyang Technological University), Chen Lou (Nanyang Technological University)

Hyungrok Jin (University of Texas at Austin)

Hidden in the Feed: LGBTQ+ Consumers' Understanding and Evaluation of Algorithmic Advertising on Social Media.
Signaling Transparency or Triggering Skepticism? Exploring how AI Disclosure in Product Advertising Influences Purchase Intention

Julio Martin Velasquez Berrios (University of Miami)
Louvins Pierre (University of Illinois at Urbana-Champaign), Viviana Carolina Zambrano Rodriguez (University of South Carolina), Jiayi (Joy) Wang (University of Illinois at Urbana-Champaign), Nisa Rahman (University of Illinois Urbana-Champaign)