

American Academy of Advertising's 2026 Annual Conference

A AAA Leadership Meeting
 G General Session
 M Meals and Breaks
 P Preconference Session
 R Registration

MARCH 26 • THURSDAY

8:00am – 6:00pm	R Registration	Level 3 - Continental Foyer
8:30am – 9:30am	M Pre-Conference Coffee - Sponsored by University of Kentucky <i>Speakers: University of Kentucky (Sponsor)</i>	Level 3 - Moody
8:59am – 3:30pm	A Executive Committee Meeting	Level 3 - Broken Spoke
9:00am – 12:00pm	P Preconference 1: Integrating AI in Advertising Education <i>Moderators: Laura Bright (University of Texas at Austin), Hairong Li (Michigan State University)</i> <i>Speakers: Pooja Iyer (University of Colorado Boulder), Kristen Sussman (Texas State University), Kellyn Dunn (University of Texas at Austin), Robert Lewis (Series Entertainment), Matthew Stephens (ZAG International), Jing Yang (Boston University), Matthew S Eastin (University of Texas at Austin), Jisu Huh (University of Minnesota - Twin Cities)</i>	Level 3 - Moody
12:30pm – 1:30pm	M PreConference Coffee - Sponsored by Texas State University <i>Speakers: Texas State University (Sponsor)</i>	Level 3 - Moody
1:00pm – 4:00pm	P Preconference 2: Exploring the Potential of Generative AI in Academic Research - Demonstrations, Reflections, and Debate <i>Moderators: Colin Campbell (University of San Diego), Jooyoung Kim (University of Georgia), Charles R. Taylor (Villanova University)</i> <i>Speakers: Jing Yang (Boston University), Eunjin (Anna) Kim (University of Southern California), Kacy Kim (Bryant University), Yang Feng (University of Florida), Joshua (Yuhosua) Ryoo (University of Minnesota Duluth), Julian F. Kopka (University of Wuppertal), Yoo Jung "Erika" Oh (Michigan State University), Marla Stafford (University of Nevada - Las Vegas), Jooyoung Kim (University of Georgia), Sigal Segev (Florida International University), Jisu Huh (University of Minnesota - Twin Cities), Sukki Yoon (Bryant University), Sandra Diehl (University of Klagenfurt), Tobias Langner (University of Wuppertal), Seounmi Youn (Emerson College), Veronica Thomas (Old Dominion University), Charles R. Taylor (Villanova University)</i>	Level 3 - Moody
6:00pm – 7:00pm	G Welcome Reception - Sponsored by University of Tennessee <i>Speakers: University of Tennessee (Sponsor)</i>	Level 3 - Continental Ballroom

A AAA Leadership Meeting
 C Concurrent Sessions - A
 N Concurrent Sessions - B
 T Concurrent Sessions - C
 S Concurrent Sessions - D
 G General Session
 M Meals and Breaks

R Registration

MARCH 27 • FRIDAY

7:00am – 7:30pm	R	Registration	Level 3 - Continental Foyer
7:30am – 8:30am	M	First Timers & Mentors Breakfast - Sponsored by University of South Carolina <i>Speakers: University of South Carolina (Sponsor)</i>	Level 3 - Continental III
8:29am – 5:00pm	A	Publications Committee Meeting	Level 2 - Joplin
8:30am – 10:00am	A	Committee Meeting Upon Request	Level 2 - Vaughan
8:30am – 10:00am	C	Session 1.01: Rethinking Advertising Research <i>Moderators: Sela Sar (University of Illinois at Urbana-Champaign)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 1.01a: A Half-Decade (2020 – 2025) of Advertising Research Productivity in American Academy of Advertising Owned Research Journals <i>Moderators: Sela Sar (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Alicia Kenny (University of Tennessee), Eric Haley (University of Tennessee), Matthew Pittman (University of Tennessee)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 1.01b: Virtual Voices, Real Insights: Evaluating Advertising Through Human and AI-Simulated Focus Groups <i>Moderators: Sela Sar (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Huan Chen (University of Florida), Yuan Nan (University of Florida), Samantha Olinick (University of Florida), Zhanhong Huang (University of Florida)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 1.01c: 10,000-Dollar Toothpaste!? Using AI-Based Digital Participants to Measure Willingness to Pay in Advertising Research <i>Moderators: Sela Sar (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Steffen Prior (University of Wuppertal), Tobias Langner (University of Wuppertal)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 1.01d: The Perception Gap: Reconciling Manipulation Checks and Outcomes in Experimental Advertising <i>Moderators: Sela Sar (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Sanchary Pal (Northwestern University)</i>	Level 3 - Moody
8:30am – 10:00am	N	Session 1.02: AI-Generated Content <i>Moderators: Alvin Zhou (University of Minnesota - Twin Cities)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 1.02a: When Conversational AI Sells: How Sponsored Recommendations Impact Objectivity, Manipulation, and Consumer Trust <i>Moderators: Alvin Zhou (University of Minnesota - Twin Cities)</i> <i>Speakers: Won-Ki Moon (University of Florida), Jing Yang (Boston University), Hanyoung Kim (University of Kentucky), Ja Kyung Seo (University of Alabama)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 1.02b: Not All AI Ads Are Equal: How AI Attitudes Shape Consumer Responses to Small vs. Large Companies <i>Moderators: Alvin Zhou (University of Minnesota - Twin Cities)</i> <i>Speakers: Yoon Hi Sung (Yonsei University), Eun Yeon Kang (Bryant University), Rachel Lim (Oklahoma State University), Jiyeon Han (San Diego State University)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 1.02c: AI Meets Absurdity: Consumers' Responses to AI-Manipulated Absurd Advertising on Short-Video Social Media <i>Moderators: Alvin Zhou (University of Minnesota - Twin Cities)</i> <i>Speakers: Anan Wan (Kansas State University), Weilu Zhang (University of Kentucky)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 1.02d: When Brands Use AI to Say Sorry: How Tone Affects Consumer Responses to Data Breach Crises <i>Moderators: Alvin Zhou (University of Minnesota - Twin Cities)</i> <i>Speakers: Joon Soo Lim (Syracuse University), Nalae Hong (Syracuse University), Jun Zhang (Middle Tennessee State University)</i>	Level 3 - Saxon
8:30am – 10:00am	T	Session 1.03: Narratives in Advertising <i>Moderators: Tom Kelleher (University of Florida)</i>	Level 2 - Strait

8:30am – 10:00am	T	Session 1.03a: Brand Integration in Narrative Advertising: Managing the Trade Off Between Originality and Strategy <i>Moderators: Tom Kelleher (University of Florida)</i> <i>Speakers: Duc Thai Tran (Macquarie University), Scott Koslow (Macquarie University), Abas Mirzaei (Macquarie University)</i>	Level 2 - Strait
8:30am – 10:00am	T	Session 1.03b: Foundational Framework in Virtual Influencer Marketing: Bridging Operational Control and Narrative Archetypes in Virtual Influencer Design <i>Moderators: Tom Kelleher (University of Florida)</i> <i>Speakers: Seo Jeong Heo (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)</i>	Level 2 - Strait
8:30am – 10:00am	T	Session 1.03c: Dog, Sky, and Smiles! A Computational Content Analysis of Demedicalization of Direct-to-Consumer Pharmaceutical Advertising Using Large Language Model <i>Moderators: Tom Kelleher (University of Florida)</i> <i>Speakers: Darren Yang (University of Texas at Austin), Irwin Qi (Arizona State University), Hank Q. Cheng-Li (Northwestern University)</i>	Level 2 - Strait
8:30am – 10:00am	T	Session 1.03d: The Virtual Influencer Thinks of Its Existence, Therefore It Is: The Interaction of Ontological Narratives, AI Autonomy Cue, and Pre-existing Attitudes <i>Moderators: Tom Kelleher (University of Florida)</i> <i>Speakers: Hanyoung Kim (University of Kentucky), Ja Kyung Seo (University of Alabama), Jiwon Kim (University of Georgia), Joowon Lee (University of Georgia), Jeong-Yeob Han (University of Georgia)</i>	Level 2 - Strait
8:30am – 10:00am	S	Session 1.04: Special Topic Session: Excellence and Innovation in Advertising Teaching and Research: 10 Years of Mary Alice Shaver Promising Professor Award <i>Moderators: Esther Thorson (Colorado State University)</i> <i>Speakers: Claire Segijn (University of Minnesota - Twin Cities), 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 (Colorado State University)</i>	Level 2 - Nelson
10:00am – 10:30am	M	Coffee Break - Sponsored by DePaul University <i>Speakers: DePaul University (Sponsor)</i>	Foyer
10:30am – 12:00pm	A	Membership Committee Meeting	Level 3 - Threadgill
10:30am – 12:00pm	A	Research Committee Meeting	Level 2 - Vaughan
10:30am – 12:00pm	C	Session 1.05: Moral Challenges in Advertising <i>Moderators: Ximena Ferro (Universidad San Francisco de Quito)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 1.05a: When Robots Cross the Line: Consumer Moral Judgments of Robots' Harm and Authority Violations <i>Moderators: Ximena Ferro (Universidad San Francisco de Quito)</i> <i>Speakers: Seo Jeong Heo (University of Illinois at Urbana-Champaign), Yuhosua Ryoo (University of Minnesota Duluth), WooJin Kim (University of Colorado Boulder)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 1.05b: Ubuntu as a Moral Frame: Advertising Engagement Reveals Insight into Moral Behavior in Africa <i>Moderators: Ximena Ferro (Universidad San Francisco de Quito)</i> <i>Speakers: Kristen Sussman (Texas State University), Prisca Ngondo (Texas State University), Anna Klyueva (University of Houston-Clear Lake)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 1.05c: Cultivating Moral Reasoning in Mass Communication Students: A Quasi-Experimental Study of CEAS Training <i>Moderators: Ximena Ferro (Universidad San Francisco de Quito)</i> <i>Speakers: Christopher Vardeman (Towson University)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 1.05d: Scandals, Morality, and Cancel Culture: How Consumers Judge Brands and Influencers <i>Moderators: Ximena Ferro (Universidad San Francisco de Quito)</i> <i>Speakers: Saima Kazmi (University of Oregon), Louvins Pierre (University of Illinois at Urbana-Champaign), Josh Anderson (University of Arizona)</i>	Level 3 - Moody
10:30am – 12:00pm	N	Session 1.06: Green and Sustainability in Advertising <i>Moderators: Dana Alden (University of Hawai'i at Mānoa)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 1.06a: Me vs We: How Awe and Pride Affect Consumer Response to Green Advertising <i>Moderators: Dana Alden (University of Hawai'i at Mānoa)</i> <i>Speakers: Olivia Archer (University of Texas at Austin), Kathryn Pounders (University of Texas at Austin), Chun In (Hazel) Yun (Dartmouth College)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 1.06b: Virtual Influencers in Green Advertising: Human-Likeness, Collectivistic Orientations, and Message Congruence <i>Moderators: Dana Alden (University of Hawai'i at Mānoa)</i> <i>Speakers: Matthew Pittman (University of Tennessee), Yoon Joo Lee (Washington State University)</i>	Level 3 - Saxon

10:30am – 12:00pm	N	Session 1.06c: Exploring the Impact of Camera Point-of-View (POV) and Message Appeals in Sustainability Advertising <i>Moderators: Dana Alden (University of Hawai'i at Mānoa)</i> <i>Speakers: Kyeongwon Kwon (Auburn University at Montgomery), Rachel Bailey (Florida State University)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 1.06d: When Doing Good Looks Too Easy: The Effort Heuristic in AI-Driven Sustainability <i>Moderators: Dana Alden (University of Hawai'i at Mānoa)</i> <i>Speakers: Yuhosua Ryoo (University of Minnesota Duluth), WooJin Kim (University of Colorado Boulder), Eunjin (Anna) Kim (University of Southern California), Charles R. Taylor (Villanova University)</i>	Level 3 - Saxon
10:30am – 12:00pm	T	Session 1.07: AI Disclosure in Advertising <i>Moderators: Hyunsang Son (University of New Mexico)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 1.07a: Do Large Language Models Help Micro-Influencers? AI Transparency and Multicultural Ad Effectiveness <i>Moderators: Hyunsang Son (University of New Mexico)</i> <i>Speakers: Eunjin (Anna) Kim (University of Southern California), Donggyu Kim (University of Southern California)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 1.07b: When the Illusion Breaks: Retrospective Discovery of AI-Generated Hyper-Realistic Ad Visuals and Its Impact on Consumer Attitudes <i>Moderators: Hyunsang Son (University of New Mexico)</i> <i>Speakers: Ofrit Kol (Ariel University), Dorit Zimand-Sheiner (Ariel University), Shalom Levy (Ariel University)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 1.07c: Hidden in Plain Sight: Understanding Consumer Responses and Ad Recognition of Sponsored Content in Search Engine Gen-AI Overviews <i>Moderators: Hyunsang Son (University of New Mexico)</i> <i>Speakers: Mengqi (Maggie) Liao (University of Georgia), Yuan Sun (University of Florida), Nathaniel Evans (University of Georgia)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 1.07d: Telling Time on Transparency: How Agency Framing and Disclosure Timing Shape Responses to AI Advertising <i>Moderators: Hyunsang Son (University of New Mexico)</i> <i>Speakers: Jingyi Carrie Xiao (University of South Carolina), Linwan Wu (University of South Carolina)</i>	Level 2 - Strait
10:30am – 12:00pm	S	Session 1.08: Special Topic Session: Advancing with AI: From Industry to Insight <i>Moderators: Debika Sihi (Southwestern University), Katie Markey (Southwestern University)</i>	Level 2 - Nelson
12:00pm – 1:30pm	M	Lunch - Sponsored by Michigan State University <i>Speakers: Michigan State University (Sponsor)</i>	Level 3 - Continental Ballroom
1:30pm – 2:30pm	G	AAA-EAA Panel Session: Building, Executing, and Nurturing International Collaborations	Level 2 - Paramount Ballroom II & III
2:30pm – 4:00pm	A	Access and Opportunity Committee Meeting	Level 3 - Threadgill
2:30pm – 4:00pm	A	Global and Multicultural Committee Meeting	Level 2 - Vaughan
2:30pm – 4:00pm	C	Session 1.09: Emotion in Advertising <i>Moderators: Joanna Strycharz (University of Amsterdam)</i>	Level 3 - Moody
2:30pm – 4:00pm	C	Session 1.09a: The Emotional Journey of Guilt: How Virtual Reality Affects Consumer Behavior in Cause-Related Marketing by Luxury Brands <i>Moderators: Joanna Strycharz (University of Amsterdam)</i> <i>Speakers: Boyang (Vesper) Ding (University of Alabama), Jihoon (Jay) Kim (University of Alabama)</i>	Level 3 - Moody
2:30pm – 4:00pm	C	Session 1.09b: When Food Literacy Fails: The Role of Emotion in Healthwashing Detection <i>Moderators: Joanna Strycharz (University of Amsterdam)</i> <i>Speakers: Kacy Kim (Bryant University), Junghoon Moon (Seoul National University), Jae Hee Son (Seoul National University), Sukki Yoon (Bryant University)</i>	Level 3 - Moody
2:30pm – 4:00pm	C	Session 1.09c: Between Fuels and Dampeners: Emotional Trade-offs in Retweet Network of Controversial Advertising <i>Moderators: Joanna Strycharz (University of Amsterdam)</i> <i>Speakers: Wenwen Cao (University of Minnesota - Twin Cities)</i>	Level 3 - Moody
2:30pm – 4:00pm	C	Session 1.09d: From Facial Expression to Engagement: Biometric Insights into Human and Virtual Influencer Marketing <i>Moderators: Joanna Strycharz (University of Amsterdam)</i> <i>Speakers: Jingyi Carrie Xiao (University of South Carolina), Taylor Wen (University of South Carolina), Jameson Hayes (University of South Carolina)</i>	Level 3 - Moody

2:30pm – 4:00pm	N	Session 1.10: Non-Human Influencer in Advertising <i>Moderators: Jean Pfiffelmann (EM Strasbourg Business School)</i>	Level 3 - Saxon
2:30pm – 4:00pm	N	Session 1.10a: When Cuteness Is Not Enough: Reassessing the Persuasive Power of Pet Influencers <i>Moderators: Jean Pfiffelmann (EM Strasbourg Business School)</i> <i>Speakers: Subhalakshmi Bezbaruah (Michigan State University), Saleem Alhabash (Michigan State University)</i>	Level 3 - Saxon
2:30pm – 4:00pm	N	Session 1.10b: When Identity Disclosure Matters: The Interplay of Identity Disclosure, Message Type, and Product Type in AI Influencer Advertising on Social Media <i>Moderators: Jean Pfiffelmann (EM Strasbourg Business School)</i> <i>Speakers: Se Il Park (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign)</i>	Level 3 - Saxon
2:30pm – 4:00pm	N	Session 1.10c: When Less Is More: Analyzing the Counterproductive Effect of Human-Likeness on Virtual Influencers' Persuasiveness <i>Moderators: Jean Pfiffelmann (EM Strasbourg Business School)</i> <i>Speakers: Eunjin (Anna) Kim (University of Southern California), Jiemin Looi (Nanyang Technological University)</i>	Level 3 - Saxon
2:30pm – 4:00pm	N	Session 1.10d: Scandal as a Social Cue: How Scandal Severity Enhances Anthropomorphism of Virtual Influencers <i>Moderators: Jean Pfiffelmann (EM Strasbourg Business School)</i> <i>Speakers: Won-Ki Moon (University of Florida), Sangwook Lee (University of Colorado Boulder), Jaewon Royce Choi (Louisiana State University)</i>	Level 3 - Saxon
2:30pm – 4:00pm	T	Session 1.11: Session Title: Prosocial Advertising <i>Moderators: Jaejin Lee (Florida State University)</i>	Level 2 - Strait
2:30pm – 4:00pm	T	Session 1.11a: Should Nonprofit Organizations Request Specific Donation Amounts? An Empirical Investigation of Charitable Advertising through Donation Tiers <i>Moderators: Jaejin Lee (Florida State University)</i> <i>Speakers: Benjamin Borenstein (Villanova University), Tyler Milfeld (Villanova University), Carter Walden (Villanova University), Olivia Packer (Villanova University)</i>	Level 2 - Strait
2:30pm – 4:00pm	T	Session 1.11b: Seeing Minds in Machines: Understanding the Dual Dimensions of Mind Perception in AI-Driven Prosocial Campaigns <i>Moderators: Jaejin Lee (Florida State University)</i> <i>Speakers: WooJin Kim (University of Colorado Boulder), Pooja Iyer (University of Colorado Boulder)</i>	Level 2 - Strait
2:30pm – 4:00pm	T	Session 1.11c: Social Presence or Physical Presence: Investigating the Role of Presence Cues in Virtual Influencer's Prosocial Persuasion <i>Moderators: Jaejin Lee (Florida State University)</i> <i>Speakers: Jiarou Chen (University of Minnesota - Twin Cities), Luye Bao (Peking University)</i>	Level 2 - Strait
2:30pm – 4:00pm	T	Session 1.11d: Managing Aversion: Pathways to Authentic AI-Enabled Prosocial Campaigns via Disclosure and Ethical Justification <i>Moderators: Jaejin Lee (Florida State University)</i> <i>Speakers: Yang Feng (University of Florida), Tse-hsi Chien (University of Florida), Xinyi Zuo (University of Florida), Qingyuan Yang (University of Florida)</i>	Level 2 - Strait
2:30pm – 4:00pm	S	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 <i>Moderators: Huan Chen (University of Florida), Joe Phua (Southern Methodist University), Shu-Chuan (Kelly) Chu (DePaul University)</i> <i>Speakers: Huan Chen (University of Florida), Joe Phua (Southern Methodist University), Shu-Chuan (Kelly) Chu (DePaul University), Matthew S Eastin (University of Texas at Austin), Michelle Nelson (University of Illinois at Urbana-Champaign), Soojung Kim (University of North Dakota), Fuyuan Shen (Pennsylvania State University), Tom Reichert (University of South Carolina), Heidi Hennick-Kaminski (Michigan State University), Harsha Gangadharbatia (University of North Carolina at Chapel Hill)</i>	Level 2 - Nelson
4:00pm – 4:30pm	M	Coffee Break - Sponsored by University of Colorado <i>Speakers: University of Colorado (Sponsor)</i>	Foyer
4:30pm – 6:00pm	A	Communications Committee Meeting	Level 3 - Threadgill
4:30pm – 6:00pm	A	Graduate Student Committee Meeting	Level 2 - Vaughan
4:30pm – 6:00pm	C	Session 1.13: Session Title: AI, Transparency, and Consumer Agency <i>Moderators: Sean Sawicki (University of Tampa)</i>	Level 3 - Moody
4:30pm – 6:00pm	C	Session 1.13a: "Just So You Know, I Am Not Human": Building Pertinacious Image in Anthropomorphic AI for Enhancing Authenticity and Mitigating Uncanniness <i>Moderators: Sean Sawicki (University of Tampa)</i> <i>Speakers: Weilu Zhang (University of Kentucky), Sisi Hu (University of Arkansas)</i>	Level 3 - Moody

4:30pm – 6:00pm	C	Session 1.13b: From Black Box to Co-Agency: How Interactive Transparency Reduces Perceived Manipulative Intent in Recommender Systems <i>Moderators: Sean Sawicki (University of Tampa)</i> <i>Speakers: Hanyoung Kim (University of Kentucky), Yanyun Wang (University of Colorado Boulder), Yiqing Liao (University of Colorado Boulder)</i>	Level 3 - Moody
4:30pm – 6:00pm	C	Session 1.13c: The Autonomy Tradeoff in Tailored Advertising: How Tailoring Strategies Shape Consumer Agency <i>Moderators: Sean Sawicki (University of Tampa)</i> <i>Speakers: WooJin Kim (University of Colorado Boulder), Sangwook Lee (University of Colorado Boulder)</i>	Level 3 - Moody
4:30pm – 6:00pm	C	Session 1.13d: Disclose or Risk Deception: Exploring Users' Persuasion Knowledge, Perceptions, and Policy Preferences for AI-Generated Advertisements <i>Moderators: Sean Sawicki (University of Tampa)</i> <i>Speakers: Jiemin Looi (Nanyang Technological University), Mingxi Sun (Nanyang Technological University)</i>	Level 3 - Moody
4:30pm – 6:00pm	N	Session 1.14: Session Title: Gender Issues in Advertising <i>Moderators: Yang Yang (University of Southern Indiana)</i>	Level 3 - Saxon
4:30pm – 6:00pm	N	Session 1.14a: Seeing Herself in the Ad? Feminist Perspectives and Self-Congruity Responses to Sexual Appeals of Thin versus Plus-Size Models <i>Moderators: Yang Yang (University of Southern Indiana)</i> <i>Speakers: Hojoon Choi (University of Houston), Nah Ray Han (Texas Christian University), Temple Northup (San Diego State University), Kyunga Yoo (KT(Korea Telecom))</i>	Level 3 - Saxon
4:30pm – 6:00pm	N	Session 1.14b: No Shame in It: The Impact of Femvertising on Menstrual Stigma and Brand Outcomes <i>Moderators: Yang Yang (University of Southern Indiana)</i> <i>Speakers: Bixuan Sun (University of Tennessee), Katie Haejung Kim (University of Tennessee)</i>	Level 3 - Saxon
4:30pm – 6:00pm	N	Session 1.14c: Good-Enough Fit in NIL: Gender and Fanship Bridge Attitudes and Behavioral Intentions <i>Moderators: Yang Yang (University of Southern Indiana)</i> <i>Speakers: Soyon (Michelle) Choi (University of Texas at Austin), Natalie Brown-Devlin (University of Texas at Austin)</i>	Level 3 - Saxon
4:30pm – 6:00pm	N	Session 1.14d: The Sound of Influence: How Gendered Voices and Construal Level Shape Persuasive Outcomes in Voice Assistants <i>Moderators: Yang Yang (University of Southern Indiana)</i> <i>Speakers: Yuan Sun (University of Florida), Qingyuan Yang (University of Florida), Jinping Wang (University of Florida), Shuo Yao (University of Florida)</i>	Level 3 - Saxon
4:30pm – 6:00pm	T	Session 1.15: Influencer Advertising and Consumer Responses <i>Moderators: Jung Hwa Choi (University of South Alabama)</i>	Level 2 - Strait
4:30pm – 6:00pm	T	Session 1.15a: From Friends to Lovers? Expectancy Violation and Consumer Responses to Virtual Influencers in Relational Roles <i>Moderators: Jung Hwa Choi (University of South Alabama)</i> <i>Speakers: Yang Feng (University of Florida), Faren Karimkhan (Syracuse University), Jeongmin Ham (University of Florida)</i>	Level 2 - Strait
4:30pm – 6:00pm	T	Session 1.15b: Parody vs. Traditional Influencers: Parody's Effectiveness on Instagram Users' Attitudes and Purchase Intentions <i>Moderators: Jung Hwa Choi (University of South Alabama)</i> <i>Speakers: Macy Burkett (University of Kansas), Vaibhav Diwanji (University of Kansas)</i>	Level 2 - Strait
4:30pm – 6:00pm	T	Session 1.15c: Balancing Risks and Benefits: How Disclosure Specificity and Message Sidedness Shape Consumer Responses to Patient Influencer Pharmaceutical Advertising <i>Moderators: Jung Hwa Choi (University of South Alabama)</i> <i>Speakers: Nathaniel Evans (University of Georgia), Huiying (Amy) Ni (University of Georgia), Erin Willis (University of Colorado Boulder), Haoyue Xiang (University of Georgia)</i>	Level 2 - Strait
4:30pm – 6:00pm	T	Session 1.15d: The Influence of Digital Signage Content on Shopper Responses: A Moderated Mediation Model of Advertisement Type <i>Moderators: Jung Hwa Choi (University of South Alabama)</i> <i>Speakers: Sfliso Goodman Mahlangu (Tshwane University of Technology), Thérèse Roux (Tshwane University of Technology), Dion Van Zyl (University of South Africa)</i>	Level 2 - Strait
4:30pm – 6:00pm	S	Session 1.16: Special Topic Session: Lecturers Without Borders: Teaching Advertising Across Cultures <i>Moderators: Sydney Chinchanchokchai (University of Akron)</i> <i>Speakers: Dorit Zimand-Sheiner (Ariel University), Tao Deng (DePaul University), Marta Mensa (University of North Texas), Khalid Alharbi (Imam Mohammad ibn Saud Islamic University), Carrie La Ferle (Southern Methodist University), Alexander Pfeuffer (University of Amsterdam), Priska Breves (University of Amsterdam)</i>	Level 2 - Nelson
6:00pm – 7:00pm	G	AAA Members' Meeting	Level 3 - Continental Ballroom
7:00pm – 8:00pm	M	AAA President's Reception - Sponsored by University of Georgia <i>Speakers: University of Georgia (Sponsor)</i>	Level 2 - Paramount Ballroom I & II

A AAA Leadership Meeting **C** Concurrent Sessions - A **N** Concurrent Sessions - B **T** Concurrent Sessions - C **S** Concurrent Sessions - D **G** General Session **M** Meals and Breaks

R Registration

MARCH 28 • SATURDAY

7:00am – 8:00am	A Past Presidents' Advisory Board Breakfast - Sponsored by University of South Carolina <i>Speakers: University of South Carolina (Sponsor)</i>	Level 3 - The Gallery
7:00am – 5:00pm	R Registration	Level 3 - Continental Foyer
8:00am – 9:30am	C Session 2.01: Consumer Decision Processes in Advertising <i>Moderators: Robyn Goodman (University of Florida)</i>	Level 3 - Moody
8:00am – 9:30am	C Session 2.01a: A Multimodal Biometric Examination of AIDA Model in Video Advertising Processing <i>Moderators: Robyn Goodman (University of Florida)</i> <i>Speakers: 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)</i>	Level 3 - Moody
8:00am – 9:30am	C Session 2.01b: Cognitive Offloading to Generative AI: A Drift Diffusion Model of Information Search Decisions <i>Moderators: Robyn Goodman (University of Florida)</i> <i>Speakers: Chen Chen (University of Miami), Xuanjun Gong (Texas A&M University), Geyi Wang (Rutgers University)</i>	Level 3 - Moody
8:00am – 9:30am	C Session 2.01c: More Than Just Information: The Role of Contextual Adaptation and Humor in GenAI Agent-Based Interaction in Consumer Trust and Satisfaction <i>Moderators: Robyn Goodman (University of Florida)</i> <i>Speakers: Soojin Kim (Louisiana State University), Jiyoung Hwang (University of North Carolina at Greensboro)</i>	Level 3 - Moody
8:00am – 9:30am	C Session 2.01d: Counting Up or Counting Down? Priming Luxury and Value Brand Perceptions <i>Moderators: Robyn Goodman (University of Florida)</i> <i>Speakers: Kacy Kim (Bryant University), Sukki Yoon (Bryant University), Emma Desmond (Bryant University), Srđan Zdravković (Bryant University)</i>	Level 3 - Moody
8:00am – 9:30am	N Session 2.02: Ethics and Manipulation in Advertising <i>Moderators: Chris Vardeman (Towson University)</i>	Level 3 - Saxon
8:00am – 9:30am	N Session 2.02a: Reflecting on Ethics in a Strategic Communication Writing Class: Insights for Advertising and Public Relations Pedagogy <i>Moderators: Chris Vardeman (Towson University)</i> <i>Speakers: Erin Schauster (University of Colorado Boulder)</i>	Level 3 - Saxon
8:00am – 9:30am	N Session 2.02b: Deceptively Similar: Understanding the Role of Ethnic Affinity Targeting in Gen-AI-Created Political Advertising <i>Moderators: Chris Vardeman (Towson University)</i> <i>Speakers: Mengqi (Maggie) Liao (University of Georgia), Joshua Cloudy (University of Georgia)</i>	Level 3 - Saxon
8:00am – 9:30am	N Session 2.02c: Beyond the Algorithm: The Double-Edged Impact of Explainable AI <i>Moderators: Chris Vardeman (Towson University)</i> <i>Speakers: WooJin Kim (University of Colorado Boulder), Se Il Park (University of Illinois at Urbana-Champaign), Chang-Dae Ham (University of Illinois at Urbana-Champaign), Un Chae Chung (University of Wisconsin Whitewater)</i>	Level 3 - Saxon
8:00am – 9:30am	N TSession 2.02d: Too Real or Too Fake? How Teens Interpret Manipulative Influencer Advertising <i>Moderators: Chris Vardeman (Towson University)</i> <i>Speakers: Huan Chen (University of Florida), Yuan Nan (University of Florida), Samantha Olinick (University of Florida)</i>	Level 3 - Saxon
8:00am – 9:30am	T Session 2.03: Human-AI Co-Creation in Advertising Creativity <i>Moderators: Jhih-Syuan (Elaine) Lin (National Chengchi University)</i>	Level 2 - Strait
8:00am – 9:30am	T Session 2.03a: Asymmetric AI Influence in Framed Decisions: Conditional Effects and Risk Tolerance Moderation <i>Moderators: Jhih-Syuan (Elaine) Lin (National Chengchi University)</i> <i>Speakers: Doyle Yoon (University of Oklahoma), Seunghyun Kim (University of Arkansas at Little Rock)</i>	Level 2 - Strait

8:00am – 9:30am	T	Session 2.03b: Augmenting or Automating? The Impact of Human-Ai Collaboration on Creativity and Persuasion in Advertising <i>Moderators: Jih-Syuan (Elaine) Lin (National Chengchi University)</i> <i>Speakers: Sabrina Habib (University of South Carolina), Shannon Zenner (Elon University)</i>	Level 2 - Strait
8:00am – 9:30am	T	Session 2.03c: Blending Human and AI Creativity for Branding: The Co-Creative Human-AI Model (CHAIM) and Its Application to Advertising <i>Moderators: Jih-Syuan (Elaine) Lin (National Chengchi University)</i> <i>Speakers: Yongwoog (Andy) Jeon (Northern Illinois University), Xiaoru Gao (Northern Illinois University)</i>	Level 2 - Strait
8:00am – 9:30am	T	Session 2.03d: The Match or Mismatch Between Chatbot Social Cues: The Interplay Between Emotional Expression and Shared Identity Cues <i>Moderators: Jih-Syuan (Elaine) Lin (National Chengchi University)</i> <i>Speakers: Ja Kyung Seo (University of Alabama)</i>	Level 2 - Strait
8:00am – 9:30am	S	Session 2.04: Special Topic Session: Cannabis Advertising and Social Responsibility in the Digital and Algorithmic Age <i>Moderators: Marla Stafford (University of Nevada - Las Vegas)</i> <i>Speakers: Subhalakshmi Bezbaruah (Michigan State University), Saleem Alhabash (Michigan State University), Tao Deng (DePaul University), Mengyan Ma (Michigan State University)</i>	Level 2 - Nelson
9:30am – 10:00am	M	Coffee Break - Sponsored by University of Minnesota <i>Speakers: University of Minnesota (Sponsor)</i>	Foyer
10:00am – 11:00am	A	JIA ERB Meeting	Level 3 - The Gallery
10:00am – 11:30am	C	Session 2.05: Privacy and Surveillance Concerns in Advertising <i>Moderators: Olivia Bullock (University of Florida)</i>	Level 3 - Moody
10:00am – 11:30am	C	Session 2.05a: When Phones Seem to Listen to Personalize Ads: The Effects of Conversation-Related Advertising on Advertising and Surveillance Responses <i>Moderators: Olivia Bullock (University of Florida)</i> <i>Speakers: Joanna Strycharz (University of Amsterdam), Claire Segijn (University of Minnesota - Twin Cities), Rongjin Zhang (University of Minnesota - Twin Cities), Suzanna J. Oprea (Erasmus University Rotterdam)</i>	Level 3 - Moody
10:00am – 11:30am	C	Session 2.05b: The Persuasion Knowledge-Privacy Concerns Gap: How Cognitive & Affective Algorithmic Persuasion Knowledge Conjointly Impacts Privacy Concerns of AI-Generated Ads <i>Moderators: Olivia Bullock (University of Florida)</i> <i>Speakers: Sieun Ha (University of Tennessee), Matthew S Eastin (University of Texas at Austin)</i>	Level 3 - Moody
10:00am – 11:30am	C	Session 2.05c: Consumer Belief and Attitude within Personalized Advertising Based on Offline Conversations: A Cross-Cultural Study on Social Media, Trust, Control, and Cultural Factors <i>Moderators: Olivia Bullock (University of Florida)</i> <i>Speakers: Claire Segijn (University of Minnesota - Twin Cities), Nguyen Quynh Anh Luong (University of Minnesota - Twin Cities), Anna Zindren (University of Minnesota - Twin Cities)</i>	Level 3 - Moody
10:00am – 11:30am	C	Session 2.05d: Towards a Validated Scale for Measuring Social Media Privacy Concerns <i>Moderators: Olivia Bullock (University of Florida)</i> <i>Speakers: Jean Pfiffelmann (EM Strasbourg Business School), Cristian Buzeta (Universidad de Chile), Freya De Keyzer (Erasmus University Rotterdam), Rodolfo Lopez Moreno (Center for Social Conflict and Cohesion Studies)</i>	Level 3 - Moody
10:00am – 11:30am	N	Session 2.06: Cultural Contexts in Advertising <i>Moderators: Ralf Terlutter (University of Klagenfurt)</i>	Level 3 - Saxon
10:00am – 11:30am	N	Session 2.06a: Family and Individual Consent in an AI-Generated Deleb Ad: A Comparison Between the United States and Brazil <i>Moderators: Ralf Terlutter (University of Klagenfurt)</i> <i>Speakers: Daniella Greiffo (University of Georgia)</i>	Level 3 - Saxon
10:00am – 11:30am	N	Session 2.06b: Beyond National Culture: How Individual Uncertainty Avoidance and Social Relationship Motivations Drive Electronic Word-of-Mouth (eWOM) on Social Media <i>Moderators: Ralf Terlutter (University of Klagenfurt)</i> <i>Speakers: Hojoon Choi (University of Houston), Nah Ray Han (Texas Christian University), Temple Northup (San Diego State University), Kyung Yul Lee (Hanyang University ERICA)</i>	Level 3 - Saxon

10:00am – 11:30am	N	Session 2.06c: Too Old to Fit the Glass Slipper? Tightness-Looseness and Ageism in the Advertising Industry <i>Moderators: Ralf Terlutter (University of Klagenfurt)</i> <i>Speakers: Sophia Mueller-Bryson (University of Miami), Kasey Windels (University of Florida), Ulla Hakala (University of Turku), Malgorzata Karpinska-Krakowiak (University of Lodz), Marcelina Czekaj (University of Lodz)</i>	Level 3 - Saxon
10:00am – 11:30am	N	Session 2.06d: Increasing Sustainable Food Consumption in Asian and Western Markets: Is Cross-National Standardization of Plant-Based Meat Brand Positioning a Viable Strategy? <i>Moderators: Ralf Terlutter (University of Klagenfurt)</i> <i>Speakers: Dana Alden (University of Hawai'i at Mānoa), John Friend (University of Hawai'i at Mānoa), M. Blake Nichols (University of Hawai'i at Mānoa)</i>	Level 3 - Saxon
10:00am – 11:30am	T	Session 2.07: Media Contexts and Multiplatform Advertising <i>Moderators: Louisa Ha (Bowling Green State University)</i>	Level 2 - Strait
10:00am – 11:30am	T	Session 2.07a: Disclosing Incentives in Online Reviews: Effects on Perceived Sincerity, Self-Serving Motives, and Consumer Intentions <i>Moderators: Louisa Ha (Bowling Green State University)</i> <i>Speakers: Buduo Wang (Texas Tech University), Ben Libon (University of Georgia)</i>	Level 2 - Strait
10:00am – 11:30am	T	Session 2.07b: Engagement in Motion: A Longitudinal Analysis of How Measurement Timing Affects Social Media Advertising Evaluation <i>Moderators: Louisa Ha (Bowling Green State University)</i> <i>Speakers: Steffen Prior (University of Wuppertal), Tobias Langner (University of Wuppertal), Charlotte Lamerz (University of Wuppertal)</i>	Level 2 - Strait
10:00am – 11:30am	T	Session 2.07c: How Consumers Respond to Phygital, Virtual Reality, and Web-Based Product Presentations <i>Moderators: Louisa Ha (Bowling Green State University)</i> <i>Speakers: Mark Y. Yim (University of Massachusetts Lowell), Vanessa Jang (Cyber Hankuk University of Foreign Studies), Pearl Kwon (Korea University)</i>	Level 2 - Strait
10:00am – 11:30am	T	Session 2.07d: Peripheral Cues in a Democracy? Using the Elaboration Likelihood Model to Examine Information Cues and Negativity in Millions of Political TV Advertisements <i>Moderators: Louisa Ha (Bowling Green State University)</i> <i>Speakers: Michelle Nelson (University of Illinois at Urbana-Champaign)</i>	Level 2 - Strait
10:00am – 11:30am	S	Session 2.08: Special Topic Session: Teaching Privacy in the Age of AI: Preparing Ethical Advertising Professionals <i>Moderators: Na Bai (Syracuse University)</i> <i>Speakers: Kristen Sussman (Texas State University), Faren Karimkhan (Syracuse University), Daniela Molta (Syracuse University), Ewa Maslowska (University of Illinois at Urbana-Champaign), Carina Alderete (Accenture)</i>	Level 2 - Nelson
11:30am – 1:00pm	M	Awards Lunch	Level 3 - Continental Ballroom
1:00pm – 2:30pm	A	JA ERB & AE Meeting	Level 3 - The Gallery
1:00pm – 2:30pm	C	Session 2.09: Environmental Advertising <i>Moderators: Vesna Zabkar (University of Ljubljana)</i>	Level 3 - Moody
1:00pm – 2:30pm	C	Session 2.09a: Strategic Use of Human vs. Virtual Influencer in Environmental CSR Communication Engagement: Effects of Influencer Type and Consumer-Company Identification on Apple 2030 <i>Moderators: Vesna Zabkar (University of Ljubljana)</i> <i>Speakers: Won-Ki Moon (University of Florida), Hayoung Sally Lim (University of Oregon), Jeongwon Yang (University of Miami), Luna Pittet Gonzalez (University of Florida)</i>	Level 3 - Moody
1:00pm – 2:30pm	C	Session 2.09b: Communicating Environmental Impacts of Generative Artificial Intelligence (Gen AI): How Generational Cohorts Respond to AI-Related Brand Activism <i>Moderators: Vesna Zabkar (University of Ljubljana)</i> <i>Speakers: Minjie Li (University of Tennessee)</i>	Level 3 - Moody
1:00pm – 2:30pm	C	Session 2.09c: Leveraging Construal Level in Environmental Advertising: The Influence of Regulatory Focus, Psychological Distance, and Perceived Efficacy <i>Moderators: Vesna Zabkar (University of Ljubljana)</i> <i>Speakers: Sun-Young Park (University of Massachusetts Boston), Hyunji Lim (University of Wisconsin - Parkside)</i>	Level 3 - Moody
1:00pm – 2:30pm	C	Session 2.09d: Advance vs. Conserve: Aligning Message Framing and Attribute Type in Environmental Sustainability Advertising <i>Moderators: Vesna Zabkar (University of Ljubljana)</i> <i>Speakers: Jacob Suher (Portland State University), Ethan Cotton (Optic Nerve Eyewear)</i>	Level 3 - Moody

1:00pm – 2:30pm	N	Session 2.10: Chatbot in Advertising <i>Moderators: Linqi Lu (University of North Dakota)</i>	Level 3 - Saxon
1:00pm – 2:30pm	N	Session 2.10a: Zero-Click Persuasion in LLM Advertising: The Role of Response Structures and Regulatory Mode Fit <i>Moderators: Linqi Lu (University of North Dakota)</i> <i>Speakers: Seo Jeong Heo (University of Illinois at Urbana-Champaign), Yuhosua Ryoo (University of Minnesota Duluth)</i>	Level 3 - Saxon
1:00pm – 2:30pm	N	Session 2.10b: Chatbot as a Scapegoat? Expand Attribution Dynamics among Chatbot, Service Provider, and Brand <i>Moderators: Linqi Lu (University of North Dakota)</i> <i>Speakers: Chen Chen (University of Miami), Xiaohan Hu (San Diego State University), Xiaoyu (Zoe) Xu (State University of New York at Cortland)</i>	Level 3 - Saxon
1:00pm – 2:30pm	N	Session 2.10c: Buffering the Effects of Response Latency: Social Presence in Human-AI Collaboration Disclosure <i>Moderators: Linqi Lu (University of North Dakota)</i> <i>Speakers: Jihyun Soh (Ewha Womans University), Jiyeon Lee (Ewha Womans University), Eunice Kim (Ewha Womans University)</i>	Level 3 - Saxon
1:00pm – 2:30pm	N	Session 2.10d: “How Dare You, AI?”: When Adaptive AI Backfires Toward Disabilities and Social Exclusion <i>Moderators: Linqi Lu (University of North Dakota)</i> <i>Speakers: Yuhosua Ryoo (University of Minnesota Duluth), Minjeong Kim (Millikin University)</i>	Level 3 - Saxon
1:00pm – 2:30pm	T	Session 2.11: Health Campaign <i>Moderators: Yuan Sun (University of Florida)</i>	Level 2 - Strait
1:00pm – 2:30pm	T	Session 2.11a: How Health Campaign Videos Persuade: Extending Media Richness Theory with a Message-Face-Voice Persuasion (MFVP) Model <i>Moderators: Yuan Sun (University of Florida)</i> <i>Speakers: Chris Noland (University of South Florida), Fan Yang (University of South Carolina), Janelle Applequist (University of South Florida), Artemio Ramirez (University of South Florida)</i>	Level 2 - Strait
1:00pm – 2:30pm	T	Session 2.11b: Impact of Nutritional Labeling on Consumer Behavior and Advertising in Ecuador: Effects of Mandatory Labeling on Edible Products <i>Moderators: Yuan Sun (University of Florida)</i> <i>Speakers: Ximena Ferro (Universidad San Francisco de Quito)</i>	Level 2 - Strait
1:00pm – 2:30pm	T	Session 2.11c: Marketing Gut Health: Comparing Influencer and Professional Influencer Advertising Strategies for Dietary Supplements on TikTok <i>Moderators: Yuan Sun (University of Florida)</i> <i>Speakers: Jaejin Lee (Florida State University), Sun Young Park (Florida State University), Braidyn Lazenby (Florida State University)</i>	Level 2 - Strait
1:00pm – 2:30pm	T	Session 2.11d: Fresh Start Mindset and Mental Health Ads: Empathy, Stigma, and Face-Saving <i>Moderators: Yuan Sun (University of Florida)</i> <i>Speakers: Yoon Joo Lee (Washington State University), Soontae Ahn (Ewha Womans University)</i>	Level 2 - Strait
1:00pm – 2:30pm	S	Session 2.12: Special Topic Session: Towards a Privacy Footprint Framework: Measuring and Regulating Consumer Data in Advertising <i>Moderators: Pooja Iyer (University of Colorado Boulder), Laura Bright (University of Texas at Austin)</i> <i>Speakers: Claire Segijn (University of Minnesota - Twin Cities), Nancy H. Brinson (University of Alabama), Lana McGilvray (Purpose Worldwide), Doug Wyatt (Adobe), Brandon Nutting (MVPIndex)</i>	Level 2 - Nelson
2:30pm – 3:00pm	M	Coffee Break - Sponsored by University of North Dakota	Foyer
3:00pm – 4:00pm	A	JCIRA ERB Meeting <i>Speakers: Routledge - Taylor & Francis Group (Sponsor)</i>	Level 3 - The Gallery
3:00pm – 4:30pm	C	Session 2.13: AI Aversion in Advertising <i>Moderators: Soojung Kim (University of North Dakota)</i>	Level 3 - Moody
3:00pm – 4:30pm	C	Session 2.13a: Measuring AI-Advertising Aversion: An Initial Scale Development and Empirical Assessment of Its Relationship with AI Anxiety <i>Moderators: Soojung Kim (University of North Dakota)</i> <i>Speakers: 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)</i>	Level 3 - Moody
3:00pm – 4:30pm	C	Session 2.13b: Sick of Artificial Ad? Development and Validation of the AI Ad Sickness (AIAS) Scale <i>Moderators: Soojung Kim (University of North Dakota)</i> <i>Speakers: Jing Yang (Boston University), Eunjin (Anna) Kim (University of Southern California), Minjin Rheu (Loyola University Chicago), Susanna Lee (Boston University)</i>	Level 3 - Moody

3:00pm – 4:30pm	C	Session 2.13c: Unpacking AI Aversion and Human Favoritism: The Mediating Roles of Perceived Effort and Emotion Expression in Advertising <i>Moderators: Soojung Kim (University of North Dakota)</i> <i>Speakers: Yang Feng (University of Florida), Tse-hsi Chien (University of Florida), Xinyi Zuo (University of Florida), Qingyuan Yang (University of Florida)</i>	Level 3 - Moody
3:00pm – 4:30pm	C	Session 2.13d: The Human-AI Dilemma in Advertising: New Insights into How Content Creation Modalities Shape Consumer Attitudes <i>Moderators: Soojung Kim (University of North Dakota)</i> <i>Speakers: Kibum Youn (Kutztown University of Pennsylvania), Jungyun Won (William Paterson University of New Jersey)</i>	Level 3 - Moody
3:00pm – 4:30pm	N	Session 2.14: Aging in Advertising <i>Moderators: Andy Corner (Michigan State University)</i>	Level 3 - Saxon
3:00pm – 4:30pm	N	Session 2.14a: Aging Under Neoliberalism: How Advertisements Target Older Adults Through Neoliberal Discourses <i>Moderators: Andy Corner (Michigan State University)</i> <i>Speakers: Kasey Windels (University of Florida), Hanzi He (University of Florida)</i>	Level 3 - Saxon
3:00pm – 4:30pm	N	Session 2.14b: The Effects of Older People in Advertising – A Meta-Analysis <i>Moderators: Andy Corner (Michigan State University)</i> <i>Speakers: Malgorzata Karpinska-Krakowiak (University of Lodz), Martin Eisend (University of Vienna), Louise Wen Fong Kwok (University of Vienna), Wojciech Trzebinski (SGH Warsaw School of Economics)</i>	Level 3 - Saxon
3:00pm – 4:30pm	N	Session 2.14c: #GrannyGoals: The Appeal of Granfluencers and Their Strategies for Branding and Sponsorship <i>Moderators: Andy Corner (Michigan State University)</i> <i>Speakers: 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)</i>	Level 3 - Saxon
3:00pm – 4:30pm	N	Session 2.14d: From Granny to Granfluencer: How Older Influencers are Challenging Age-Related Stereotypes and Affecting Consumer Responses Through Social Media <i>Moderators: Andy Corner (Michigan State University)</i> <i>Speakers: Sophia Mueller-Bryson (University of Miami), Regina Ahn (University of Miami), Hui Shi (University of Miami), Xinyu Zhao (University of Miami)</i>	Level 3 - Saxon
3:00pm – 4:30pm	T	Session 2.15: Social Media Advertising and Engagement <i>Moderators: Julian Felix Kopka (University of Wuppertal)</i>	Level 2 - Strait
3:00pm – 4:30pm	T	Session 2.15a: The Effectiveness of Comment Sidedness on Inoculating Consumer Attitudes and Intentions Toward Social Media Advertising <i>Moderators: Julian Felix Kopka (University of Wuppertal)</i> <i>Speakers: Nathaniel Evans (University of Georgia), Ben Libon (University of Georgia)</i>	Level 2 - Strait
3:00pm – 4:30pm	T	Session 2.15b: The Effect of Image Features on Social Media Engagement: The Moderating Role of Visual Aesthetics <i>Moderators: Julian Felix Kopka (University of Wuppertal)</i> <i>Speakers: Nan Zhang (Michigan State University), Hairong Li (Michigan State University)</i>	Level 2 - Strait
3:00pm – 4:30pm	T	Session 2.15c: The Psychology of Social Media Movie Marketing <i>Moderators: Julian Felix Kopka (University of Wuppertal)</i> <i>Speakers: Sitan Li (University of Tennessee)</i>	Level 2 - Strait
3:00pm – 4:30pm	T	Session 2.15d: Brand Love: Teens, Social Media and Brand Activism <i>Moderators: Julian Felix Kopka (University of Wuppertal)</i> <i>Speakers: Joshua Cloudy (University of Georgia), Ben Libon (University of Georgia), Lance Porter (University of Georgia), Wenwen Jiang (University of Georgia), Sanghyeon Jeon (University of Georgia)</i>	Level 2 - Strait
3:00pm – 4:30pm	S	Session 2.16: Special Topic Session: Charting an Agenda for Impact Amid New Challenges to Advertising <i>Moderators: Linda Tuncay Zayer (Loyola University Chicago), Catherine Coleman (Texas Christian University), Shu-Chuan (Kelly) Chu (DePaul University), Verena Gruber (Emlyon Business School)</i> <i>Speakers: Courtney Nally (M Booth), Erin Schoemann (Real Chemistry), Jisu Huh (University of Minnesota - Twin Cities), Paula Peter (San Diego State University), Erica Scharrer (University of Massachusetts Amherst)</i>	Level 2 - Nelson
4:30pm – 5:30pm	G	Meet the Journal Editors <i>Moderators: Alyse Lancaster (University of Miami)</i>	Level 2 - Paramount I

6:00pm – 8:00pm

G Special Off-Site Event at Stubb's Bar-B-Q Restaurant - Sponsored by University of Florida
Speakers: University of Florida (Sponsor)

Foyer

MARCH 29 • SUNDAY

7:00am – 12:00pm	R	Registration	Level 3 - Continental Foyer
7:30am – 8:30am	M	Coffee Break - Sponsored by Bryant University <i>Speakers: Bryant University (Sponsor)</i>	Foyer
8:30am – 10:00am	C	Session 3.01: Social Representation in Advertising <i>Moderators: Yujin Lee (University of Illinois at Urbana-Champaign)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 3.01a: Beyond the Wheelchair: Generational Responses of Baby Boomers and Gen-Z towards Invisible and Visible Disabilities in Advertising <i>Moderators: Yujin Lee (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Carrie La Ferle (Southern Methodist University), Sidharth Muralidharan (Southern Methodist University), Osnat Roth-Cohen (Ariel University)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 3.01b: Empowering or Alienating? Investigating Older Female Consumers' Responses to Advertising Featuring Older vs. Younger Female Models Through the Lens of Social Identity Theory <i>Moderators: Yujin Lee (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Eunseon Kwon (Texas Christian University), Liang Ma (University of Massachusetts Boston), Jong-Hyuok Jung (Texas Christian University)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 3.01c: Commercializing “Slay”: LGBTQ+ Consumer Responses to the Use of Lavender Language in Social Media Advertising <i>Moderators: Yujin Lee (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Sophia Mueller-Bryson (University of Miami), Kasey Windels (University of Florida), Minjie Li (University of Tennessee)</i>	Level 3 - Moody
8:30am – 10:00am	C	Session 3.01d: How Model Size, Discounts, and Cultural Mindsets Shape Responses to Fashion Ads <i>Moderators: Yujin Lee (University of Illinois at Urbana-Champaign)</i> <i>Speakers: Kacy Kim (Bryant University), Sukki Yoon (Bryant University), Sharmin Attaran (Bryant University), Yung Kyun Choi (Dongguk University), Teresa McCarthy Byrne (Bryant University)</i>	Level 3 - Moody
8:30am – 10:00am	N	Session 3.02: AI Literacy and Advertising <i>Moderators: Gurpreet Kour (Purdue University)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 3.02a: From Black Box to Glass Box: The Moderating Role of AI Literacy on the Political Matching Effect <i>Moderators: Gurpreet Kour (Purdue University)</i> <i>Speakers: WooJin Kim (University of Colorado Boulder), Se Il Park (University of Illinois at Urbana-Champaign), Un Chae Chung (University of Wisconsin Whitewater), Seo Yoon Lee (Texas Christian University), Jiyeon Chang (University of Illinois at Urbana-Champaign)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 3.02b: Consumer Responses to Human–AI Collaboration in Advertising: The Mediating Role of Authenticity <i>Moderators: Gurpreet Kour (Purdue University)</i> <i>Speakers: Eric Haley (University of Tennessee), Huan Chen (University of Florida), Yoon Joo Lee (Washington State University), Xinyi Zuo (University of Florida), Xiaofan Wei (University of Florida), Cheng Chang (University of Texas at Austin)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 3.02c: The “ChatGPT Effect”? Exploring AI-Assisted Creative Process in Strategic Communication <i>Moderators: Gurpreet Kour (Purdue University)</i> <i>Speakers: Yanyun Wang (University of Colorado Boulder), Weizi Liu (Texas Christian University), Royal Shrestha (Texas Christian University), Weiyu Ding (University of Colorado Boulder)</i>	Level 3 - Saxon
8:30am – 10:00am	N	Session 3.02d: From Perception to Persuasion: What Drives Consumer Acceptance of Virtual Influencers as Brand Endorsers? <i>Moderators: Gurpreet Kour (Purdue University)</i> <i>Speakers: Regina Ahn (University of Miami), Xinyu Zhao (University of Miami), Su Yeon Cho (Quinnipiac University)</i>	Level 3 - Saxon
8:30am – 10:00am	T	Session 3.03: Synthetic Content in Advertising <i>Moderators: Jie Chen (University of Tennessee)</i>	Level 2 - Strait
8:30am – 10:00am	T	Session 3.03a: The Benevolent Deception: When Deepfakes Make Prosocial Advertising More Persuasive <i>Moderators: Jie Chen (University of Tennessee)</i> <i>Speakers: Yuhosua Rhyoo (University of Minnesota Duluth), WooJin Kim (University of Colorado Boulder), Jeewon Kim (University of Texas at Austin)</i>	Level 2 - Strait

8:30am – 10:00am	T	Session 3.03b: Fair Use or Foul Play? Deepfake Disclosures Effects and Perceived Realism <i>Moderators: Jie Chen (University of Tennessee)</i> <i>Speakers: Jiyeon Han (San Diego State University), Xiaohan Hu (San Diego State University), Arthur Santana (San Diego State University)</i>	Level 2 - Strait
8:30am – 10:00am	T	Session 3.03c: Spot it, Avoid it. Natural Recognition of Deepfake UGC Ad and Its Impact on Consumers' Well-being and Ad Avoidance <i>Moderators: Jie Chen (University of Tennessee)</i> <i>Speakers: Jing Yang (Boston University), Eunjin (Anna) Kim (University of Southern California), Minjin Rheu (Loyola University Chicago), Susanna Lee (Boston University)</i>	Level 2 - Strait
8:30am – 10:00am	T	Session 3.03d: Synthetic or Authentic? How AI-Generated Synthetic Images Shape Consumer Responses to Branding and Product Advertising <i>Moderators: Jie Chen (University of Tennessee)</i> <i>Speakers: WooJin Kim (University of Colorado Boulder), Sangwook Lee (University of Colorado Boulder), Yanyun Wang (University of Colorado Boulder)</i>	Level 2 - Strait
8:30am – 10:00am	S	Session 3.04: Special Topic Session: Advertising in the Age of Online Communities: Strategies, Challenges, and Opportunities <i>Moderators: Avery Holton (University of Utah)</i> <i>Speakers: Jameson Hayes (University of South Carolina), Chen Lou (Nanyang Technological University), Guy Golan (Texas Christian University), Joe Phua (Southern Methodist University)</i>	Level 2 - Nelson
10:00am – 10:30am	M	Coffee Break	Foyer
10:30am – 12:00pm	C	Session 3.05: Machine Heuristics in Advertising <i>Moderators: Doyle Yoon (University of Oklahoma)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 3.05a: When Race Aligns with Code: Exploring the Role of Social Identity and Machine Heuristics in Virtual Influencer Marketing <i>Moderators: Doyle Yoon (University of Oklahoma)</i> <i>Speakers: Jingyi Carrie Xiao (University of South Carolina), Taylor Wen (University of South Carolina), Naa Amponsah Dodoo (Emerson College)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 3.05b: As If Human or As If Machine? Examining Dimensional Trade-offs of Machine Heuristics in Human-Virtual Influencer Collaborations <i>Moderators: Doyle Yoon (University of Oklahoma)</i> <i>Speakers: Fanjue Liu (Shanghai Jiao Tong University)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 3.05c: AI Disclosure in Health PSAs: Impacts on Originality Perceptions and the Moderating Role of AI Anxiety <i>Moderators: Doyle Yoon (University of Oklahoma)</i> <i>Speakers: Buduo Wang (Texas Tech University), Jiwan Kafle (Texas Tech University)</i>	Level 3 - Moody
10:30am – 12:00pm	C	Session 3.05d: AI as Non-Judgmental Customer Service Agents: Mitigating Anxiety and Fear of Evaluation in Consumer Interactions <i>Moderators: Doyle Yoon (University of Oklahoma)</i> <i>Speakers: Claire Segijn (University of Minnesota - Twin Cities), Rongjin Zhang (University of Minnesota - Twin Cities)</i>	Level 3 - Moody
10:30am – 12:00pm	N	Session 3.06: Mind Perception in Virtual Influencer Advertising <i>Moderators: Ruiheng (Rachel) Sun (University of Minnesota - Twin Cities)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 3.06a: Beyond looks: How Mind Perception of Virtual Influencers Shapes Consumer Trust and Engagement in Brand Activism <i>Moderators: Ruiheng (Rachel) Sun (University of Minnesota - Twin Cities)</i> <i>Speakers: Chen Chen (University of Miami), Sophia Mueller-Bryson (University of Miami), Regina Ahn (University of Miami), Hui Shi (University of Miami), Xinyu Zhao (University of Miami), Zhengyan Li (University of Miami)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 3.06b: Talking to the Clone: Understanding Consumer Responses to AI Clones of Social Media Influencers <i>Moderators: Ruiheng (Rachel) Sun (University of Minnesota - Twin Cities)</i> <i>Speakers: Mengqi (Maggie) Liao (University of Georgia), Rachel X. Peng (Louisiana State University)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 3.06c: The Evolving Minds of Virtual Influencers: A Longitudinal Study of Mind Attribution and Persuasion <i>Moderators: Ruiheng (Rachel) Sun (University of Minnesota - Twin Cities)</i> <i>Speakers: Priska Breves (University of Amsterdam), Zeph van Berlo (University of Amsterdam), Lotte Willemsen (University of Amsterdam)</i>	Level 3 - Saxon
10:30am – 12:00pm	N	Session 3.06d: Do We Envy the Virtual? Examining Dual Envy and Follower Count in Luxury Brand Advertisements Featuring Virtual Influencers <i>Moderators: Ruiheng (Rachel) Sun (University of Minnesota - Twin Cities)</i> <i>Speakers: Won-Ki Moon (University of Florida), Tse-hsi Chien (University of Florida), Jeongmin Ham (University of Florida)</i>	Level 3 - Saxon
10:30am – 12:00pm	T	Session 3.07: Branding Cues and Outcomes <i>Moderators: Patrick Jamar (University of Texas at Austin)</i>	Level 2 - Strait

10:30am – 12:00pm	T	Session 3.07a: When Brands Share a Celebrity Endorser: Trait Transfer Through Modified Celebrity Images in Multiple Brand Endorsements <i>Moderators: Patrick Jamar (University of Texas at Austin)</i> <i>Speakers: Chunsik Lee (University of North Florida), Hyojin Kim (University of Florida)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 3.07b: Attracting Young People to Social Vocations: The Role of Happiness Benefit and Endorser Type in Vocational School Teacher Advertising <i>Moderators: Patrick Jamar (University of Texas at Austin)</i> <i>Speakers: Tobias Langner (University of Wuppertal), Bastian Blomberg (University of Wuppertal), Daniel Bruns (IU International University of Applied)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 3.07c: Do Scarcity Messages Work for Luxury Upcycled Products? The Role of Perceived Quality, Uniqueness, and Purchase Experience <i>Moderators: Patrick Jamar (University of Texas at Austin)</i> <i>Speakers: Yoon Hi Sung (Yonsei University), Sunho Chung (Yonsei University), Yili Chen (Yonsei University), Ko Eun Yim (Yonsei University), Hye Young Song (Yonsei University)</i>	Level 2 - Strait
10:30am – 12:00pm	T	Session 3.07d: A Double-Edged Ad Stream: The Opposing Effects of Advertising-Based Tiers on SVOD Customer Growth <i>Moderators: Patrick Jamar (University of Texas at Austin)</i> <i>Speakers: Jaewon Royce Choi (Louisiana State University), Mi Hyun Lee (Northwestern University)</i>	Level 2 - Strait
10:30am – 12:00pm	S	Session 3.08: Expanding Persuasion Knowledge in Advertising <i>Moderators: Hyungrok Jin (University of Texas at Austin)</i>	Level 2 - Nelson
10:30am – 12:00pm	S	Session 3.08a: Adaptive or Defensive? How Perceived Regulatory Efficacy Shapes Consumer Coping with Targeted Advertising <i>Moderators: Hyungrok Jin (University of Texas at Austin)</i> <i>Speakers: Chang-Dae Ham (University of Illinois at Urbana-Champaign), Ilwoo Ju (Purdue University)</i>	Level 2 - Nelson
10:30am – 12:00pm	S	Session 3.08b: Who Wrote This Post? Examining Consumer Responses to AI-Generated Influencer-Sponsored Content <i>Moderators: Hyungrok Jin (University of Texas at Austin)</i> <i>Speakers: Mingxi Sun (Nanyang Technological University), Chen Lou (Nanyang Technological University)</i>	Level 2 - Nelson
10:30am – 12:00pm	S	Session 3.08c: Hidden in the Feed: LGBTQ+ Consumers' Understanding and Evaluation of Algorithmic Advertising on Social Media <i>Moderators: Hyungrok Jin (University of Texas at Austin)</i> <i>Speakers: Julio Martin Velasquez Berrios (University of Miami)</i>	Level 2 - Nelson
10:30am – 12:00pm	S	Session 3.08d: Signaling Transparency or Triggering Skepticism? Exploring How AI Disclosure in Product Advertising Influences Purchase Intention <i>Moderators: Hyungrok Jin (University of Texas at Austin)</i> <i>Speakers: 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)</i>	Level 2 - Nelson