THURSDAY, July 6

3:15-4:30pm  Conference Registration  Lounge

4:30 – 6:00pm

Session 1.1:  
Transformation of Advertising in Japan—Changes in the Industry, Corporate Strategies and Consumer Behavior  
Room #903

Chair:  Christopher Pokarier, Waseda University  
Panelists:  Nobuko Kawashima, Doshisha University  
Shizue Kishi, Tokyo Keizai University  
Hiroshi Tanaka, Chuo University  
Tatsuro Sato, Tama Art University

Session 1.2:  
Leveraging the Olympic and Paralympic Games:  
Building Brand Equity for All  
Room #907

Chair:  P. Monica Chien, University of Queensland  
Sarah Kelly, University of Queensland  
Panelists:  Masahiko Sakamaki, Tokyo Organizing Committee of the Olympic and Paralympic Games  
Shiro Yamaguchi, University of Marketing and Distribution Sciences  
Naoki Motohashi, Mitsubishi UFJ Research & Consulting  
T. Bettina Cornwell, University of Oregon

6:30 – 8:00pm

Opening Reception  Rihga Royal Hotel
Session 2.1:  
Advertising in the Mobile Context 
Conference Room 1

The Role of Socialization Agents in Adolescents’ Responses to App-based Mobile Marketing  
Wonsun Shin, University of Melbourne  
May Lwin, Nanyang Technological University

Examining Mobile Advertising in China and the U.S.: An Integrated Model  
Ying Wang, Youngstown State University  
Jing Jiang, Renmin University of China

The Role of Gamification in Enhancing Intrinsic Motivation to Use a Loyalty Program  
Kyongseok Kim, Towson University  
Sun Joo (Grace) Ahn, University of Georgia

Moderator: Alexander Muk, Texas State University

Session 2.2:  
The Influence of Culture in Advertising  
Conference Room 2

The Influence of Cultural Individualism and Collectivism on Motivations Underlying Consumers’ Online Brand-Related Activities  
Pitiporn Kitirattarkarn, University of Amsterdam

The Effect of Culture on Product Evaluations  
Reo Song, California State University, Long Beach

Globalization and “Jahmerican” Food Advertising in Jamaica  
Michelle Nelson, University of Illinois at Urbana-Champaign  
Regina Ahn, University of Illinois at Urbana-Champaign  
Cagla Giray, University of Illinois at Urbana-Champaign  
Gail Ferguson, University of Illinois at Urbana-Champaign

Moderator: Sangruo Huang, Zhejiang University

Session 2.3:
**CSR Communication and Effects**  
*Conference Room 3*

**Event Social Responsibility: Positive Outcomes for Marketers and Consumers**  
Russell Lacey, Xavier University  
Minette (Meme) Drumwright, University of Texas  
Angeline Close Scheinbaum, University of Texas

**The Effects of Incongruence on CSR Advertising**  
Hyunsang Son, University of Texas at Austin  
Soyoung Lee, University of Texas at Austin  
Jimi Hong, University of Texas at Austin  
Minette (Meme) Drumwright, University of Texas

**Doing Right Matters in Doing Good: The Role of CSR Fit on Building Company Credibility and Reputation Through Consumer Attributions**  
Cen Wang, Florida State University  
Jaejin Lee, Florida State University

Moderator: Herb Rotfeld, Auburn University

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**Coffee Break**  
*Main Conference Room*

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**Session 2.4:**  
**Content Analysis of Ads around the World**  
*Conference Room 1*

**Gender Representation in Cambodian Television Advertisements**  
Michael Prieler, Hallym University  
Vannak Dom, Hallym University

**Do Advertisers Looking at Older Consumers? A Content Analysis of Older Adults in Malaysian Television and Print Advertising**  
Izian Idris, Liverpool University

**Images of Foreign Countries in Television Commercials in Asia: A Comparison of Japan, China, Korea, Thailand and Singapore**  
Piya Pongsapitaksanti, Kyoto Sangyo University

Moderator: Jami Fullerton, Oklahoma State University

**Session 2.5:**
Social Media for Communication and Commerce
Conference Room 2

We’re Friends, Right? How Using Dialogue on Facebook Effects the Perceptions of Trust and Authenticity by Consumers
Casey McDonald, University of Florida

The Power of Like: Predicting Corporate Revenue by Using Facebook Activities
Gunwoo Yoon, University of Miami
Cong Li, University of Miami
Yi (Grace) Li, University of Miami
Jiangmeng Liu, University of Miami
Cheng Hong, University of Miami
Michael North, Central Connecticut State University

A Cross-Cultural Study of Applying TAM to Examine Consumers’ Innovativeness in Accepting Brand Pages
Alexander Muk, Texas State University-San Marcos
Christina Chung, Ramapo College of New Jersey
Jonghoon Kim, Incheon National University

Moderator: Eunice Kim, University of Florida

Session 2.6:
Online Consumer Reviews and eWOM
Conference Room 3

“This Reviewer Receives Free Product in Exchange for His/Her Honest Opinions.” How Sponsored Reviews Differ from Organic Reviews
Su Jung Kim, Iowa State University
Ewa Maslowska, University of Amsterdam

Driving Positive Spoken and Online Word of Mouth
Steve Oakes, University of Liverpool
Helen Oakes, Keele University

Predictors of Electronic Word-of-Mouth Behavior on Social Networking Sites in the United States and Korea: Cultural and Social Relationship Variables
Kyung Yul Lee, Hanyang University
Hojoon Choi, University of Houston

Moderator: Wonsun Shin, University of Melbourne

11:15am – 11:30pm

Coffee Break Main Conference Room
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:30am – 12:30pm</td>
<td><strong>Keynote Session: Dentsu’s Strategies and Challenges in the Changing Landscape of the Japanese Marketing/Advertising Market</strong></td>
<td>Main Conference Room</td>
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<td></td>
<td>Speaker: Mr. Yoshito Maruoka, Head of Dentsu Innovation Institute</td>
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<tr>
<td>12:30 – 1:30pm</td>
<td><strong>Lunch</strong></td>
<td>Main Conference Room</td>
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</tbody>
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| 1:30 – 2:45pm | **Session 2.7:**
|              | **Meet Journal Editors**                                             | Main Conference Room   |
|              | Moderator: Jisu Huh, University of Minnesota                         |                        |
|              | Panelists: Shintaro Okazaki, King’s College London                   |                        |
|              | (Editor-in-Chief, *Journal of Advertising*)                         |                        |
|              | Michelle Nelson, University of Illinois (Associate Editor, *International Journal of Advertising*) |                        |
|              | Hairong Li, Michigan State University (Past Editor, *Journal of Interactive Advertising*) |                        |
|              | Gayle Kerr, Queensland University of Technology (Deputy Editor, *Journal of Marketing Communications*) |                        |
| 2:45 – 3:00pm | **Coffee Break**                                                     | Room #914              |
| 3:00 – 4:30pm | **Session 2.8:**
|              | **Advertising Law and Regulations in Asia Pacific:**
|              | **Australia, China, Japan, and South Korea Compared**                | Room #902              |
|              | Chair: Kyu Ho Youm, University of Oregon                             |                        |
|              | Panelists: Mariko Morimoto, Waseda University                        |                        |
|              | Yik Chan Chin, Hong Kong Baptist University                          |                        |
|              | Minjeong Kim, Hankuk University of Foreign Studies                   |                        |
**Session 2.9:**
**Persuasion Effects of the Message Factors**  
Room #903

Advertising Feasibility or Desirability Attributes? The Role of Counterfactual Thinking in Persuasion after Negative Consumption Episodes  
Kai-Yu Wang, Brock University  
Guangzhi Zhao, Loyola University of Maryland

When Two Worlds Collide - The Dark Triad Personality and the Humor in Comedic Violence Ads  
Hye Jin Yoon, Southern Methodist University  
Hongmin Ahn, West Virginia University

Comparing Typical or Atypical Attributes? The Role of Comparison Valence and Relative Market Share in Comparative Ad Persuasion  
Ying-Ching Lin, National Chengchi University  
Kai-Yu Wang, Brock University  
Wei-Ting Jhang, National Dong Hwa University

Effects of Construal Level and Need for Cognition on Consumers’ Responses to Temporally Framed Benefits  
Seounmi Youn, Emerson College  
Hyuksoo Kim, Ball State University

**Moderator:** Gordon E. Miracle, Michigan State University

**Session 2.10:**
**Brand-Consumer Relationship and Consumer Engagement**  
Room #908

The Dynamic Interrelationship between Brand Actions, Customer Engagement Behaviors and Consumption  
Vijay Viswanathan, Northwestern University  
Edward Malthouse, Northwestern University  
Ewa Maslowska, University of Amsterdam  
Steven Hoornaert, Ghent University  
Dirk Van den Poel, Ghent University

Consumer’s Willingness to Engage in a Social Media Context: A Brand Preference Analysis in China  
Terri Chan, Hong Kong Baptist University

What Features of Brands’ Postings Induce Virality and Consumer Engagement on Facebook?: A Study Using Regression and Computational Analysis Approaches  
Taemin Kim, Fayetteville State University  
Hyejin Kim, University of Minnesota  
Yunhwan Kim, Hankuk University of Foreign Studies
The Impact of Brand Personality Self-Congruity on Brand Engagement and Purchase Intention: The Moderating Role of Self-Esteem in Facebook
Jin Kyun Lee, Hongik University
Sara Hansen, University of Wisconsin Oshkosh
Shu-Yueh Lee, University of Wisconsin Oshkosh

Moderator: Jisu Huh, University of Minnesota

4:30 – 4:45pm
Coffee Break
Room #914

4:45 – 6:00pm
Session 2.11:
Advertising Creative
Room #902

Handle With Care: Personalisation Technologies in the Creative Process
Richie Barker, Deakin University

The Use of Experimental Technologies in Award-Winning Work: A Comparison of Asian versus Western Creative Strategies
Fei Qiao, Guangdong University of Foreign Studies
Glenn Griffin, University of Alabama

Advertising Creatives' Knowledge and Use of Theories and Constructs
Katharine Hubbard, State University of New York, Buffalo

Moderator: Fanny Fong Yee Chan, Hang Seng Management College

Session 2.12:
New Technologies and Advertising Implications
Room #903

Heejun Lee, Yonsei University
Chang-Hoan Cho, Yonsei University

The State of Augmented Reality Advertising Around the Globe: A Multi-Cultural Content Analysis
Yang Feng, San Diego State University
Barbara Mueller, San Diego State university
The Future is Here: How the Internet of Things is Changing Consumer Journey  
Yulia Lutchyn, Microsoft Research

Moderator: Su Jung Kim, Iowa State University

Session 2.13:  
Practitioners' and Educators' Perspectives of Contemporary Advertising and Business  
Room #908

Our Fearless Leaders: How Agency Leaders in America Perceive the 21st Century  
Padmini Patwardhan, Winthrop University  
Hemant Patwardhan, Winthrop University

How Marketers View Contemporary Marketing Communication: The MaC Model  
Gerard Prendergast, Hong Kong Baptist University  
Douglas West, King's College London  
Ka Wai Yip, Nature's Parlour

Understanding Thai Academics' Viewpoints on Integrated Marketing Communications  
Papaporn Chaihanchanchai, Chulalongkorn University  
Saravudh Anantachart, Chulalongkorn University

Moderator: Beth Egan, Syracuse University

6:30 – 8:00pm

Reception Dinner  
Rihga Royal Hotel

SATURDAY, July 8

8:30 – 10:00am

Session 3.1:  
2017 AAA ThinkubAA tor Series: The Citizen Scholar  
Room #901

Chairs: Louise Kelly, Queensland University of Technology  
Gayle Kerr, Queensland University of Technology  
Sheila Sasser, Eastern Michigan University

Panelists: Alice Kendrick, Southern Methodist University  
Jami Fullerton, Oklahoma State University  
Marla Royne Stafford, University of Memphis  
Jef Richards, Michigan State University
Session 3.2:
Advertising for Better and Healthier Society  
Room #913

The Role of Matching Mindset and Social Distance in Anti-Texting while Driving Advertising  
DongJae (Jay) Lim, University of Georgia  
Jhih-Syuan Lin, University of Georgia  
UnChae Chung, University of Georgia

Exploring the Role of Regulatory Focus and Processing Fluency in the Effectiveness of Narrative versus Non-narrative Advertising: A Study about Sugar Intake in the USA  
Kang Li, United International College

The Effectiveness of Guilt and Shame Appeals on Health Communications: The Role of Coping Response, Self-Construal and Personal Cultural Orientation  
Nguyen Hoang Sinh, Victoria University of Wellington  
Daniel Laufer, Victoria University of Wellington  
Jayne Krisjanous, Victoria University of Wellington

A Study of green advertising in “Nikkei Ecology” magazine: A quantitative content analysis and qualitative semiotic approach  
Yanyan Liu, University of Nagoya

Moderator: Guang-Xin Xie, University of Massachusetts Boston

Session 3.3:
Media Context Effects  
Room #819

When and Where Should I Place My Ad? The Effects of Cognitive Load and Ad-context Congruence on Memory and Persuasion for Advertisements in Blogs  
Pei-ju Lee, University of Illinois at Urbana-Champaign

A Meta-Analysis of the Impact of Media Context on Ad Attitudes  
Eun Sook Kwon, Rochester Institute of Technology  
Gergely Nyilasy, Melbourne University  
Leonard Reid, University of Georgia  
Karen King, University of Georgia

Ad Evolution: Discovery, Processing and Identification of Native Advertising in Social Media Environments  
Lance Porter, Louisiana State University  
Kasey Windels, Louisiana State University
Rui Wang, Louisiana State University

A Content Analysis of Placement Strategies Employed by Different Product Class
    Fanny Fong Yee Chan, Hang Seng Management College

Moderator: Edith Smit, University of Amsterdam

10:00 – 10:15am
Coffee Break
Room #904

10:15 – 11:45am
Session 3.4: Digital Analytics: Perspectives of Practitioners and Academics
Room #901

Chair: Hairong Li, Michigan State University
Panelists: Jingtao Ji, Google
        Morikazu Hirose, Tokyo Fuji University
        Tacoa Francisco, Future Architect
        Hairong Li, Michigan State University

Session 3.5: Consumer Perception and Effects of the Endorser Factor
Room #913

I Am Ugly, but I Am Tender: The Dominance of Moral Character and Warmth
    Joseph Chang, University of Massachusetts - Dartmouth

Effects of Narrowed Distances on Celebrity-Endorsed Advertisement Attitudes
    Dave Centeno, University of the Philippines
    Jeff Jianfeng Wang, City University of Hong Kong

"My Celebrities" Are Not Like "Others' Celebrities" College Students' Perception of In-Group Celebrities and Out-Group Celebrities
    Jung-Sook Lee, Towson University
    Lingling Zhang, Towson University
    Hua Zhang, Towson University

Moderator: Hui Gao, South China University of Technology
11:45am – 1:00pm
Lunch
Room #904

1:30 – 7:00pm: Off Site Events

1:30-5:00pm   Edo-Tokyo Museum
(Board the bus at the Okma Kaikan Parking at 1:30pm)

5:00-7:00pm   Buffet Dinner

AAA 2017 GLOBAL CONFERENCE ADJOURNS

MARK YOUR CALENDARS NOW!

<table>
<thead>
<tr>
<th>2018 AAA Annual Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 22 – 25, 2018</td>
</tr>
<tr>
<td>Marriott Downtown • New York City, NY</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>2019 AAA Annual Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 28 – 31, 2019</td>
</tr>
<tr>
<td>Dallas Marriott City Center • Dallas, TX</td>
</tr>
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