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## President's Column

### Looking Forward to Two Terrific AAA Conferences

by Jisu Huh (University of Minnesota)

**H**appy Spring!

Our annual conference in Boston is just around the corner and I hope you're getting excited about it.

As we have communicated to you via the December Newsletter and email over the past months, the Boston conference is promised to be another fantastic event filled with so many opportunities for our members to share and learn innovative research and insightful new findings, to network, and to have some fun.

#### Sneak peek at the Boston Conference

If you haven't done so already, be sure to download the Guidebook app to your mobile devices and get the 2017 AAA Conference mobile guide now! You will be able to find all the information you need to plan for your trip to Boston and best conference experience. You can also connect and share with others through popular social media. AAA's official social media channels are up and running. The Facebook page is <https://www.facebook.com/AmericanAcademyOfAdvertising> and the Twitter handle is <https://twitter.com/AdScholar>. Our hashtag for the Boston conference will be #AAABoston.

Let me highlight some of the "must-attend" plenary events in the conference program.

**Friday Luncheon and Keynote Speech on "Marketing in a Transformational Age":** This year's keynote speaker is Mr. Rishad Tobaccowala, Strategy and Growth Officer and member of the Directoire+ of Publicis Groupe, the world's third largest communications group. He was most recently the Chief Strategist of the Publicis Groupe and prior to that the Chairman of DigitasLBi and of Razorfish, two global firms owned by Publicis Groupe focused on marketing and business transformation. He has 35 years of experience in marketing and has worked, helped grow, founded/co-founded or incubated for a variety of companies including Leo Burnett, Starcom, SMG Next, Starcom IP, Giant Step, Play, and Denuo. Mr. Tobaccowala also serves on the Board of Directors/Advisors on companies that Publicis is an investor including Matomy and Jana Mobile. He is also Chairman of The Tobaccowala Foundation, which helps 10,000 people in India access better education and healthcare. He was named by *BusinessWeek* as one of the top business leaders for his pioneering innovation and *TIME* magazine dubbed him one of five "Marketing Innovators."

**Saturday Awards Luncheon and Unveiling of Our New Website:** This is our annual celebration recognizing the best work published in our journals during the past year and the best papers



Jisu Huh

presented at the conference, honoring some of the most accomplished and dedicated members of the AAA who have made great contributions to advertising research and education, and awarding research fellowships to promising new research projects and the best doctoral dissertation project.

In addition, AAA's new officers will be introduced and our new and improved website will be unveiled!

Please come and join us in congratulating this year's award winners and fellowship recipients, meet our new officers, and get a preview of our new website!

**Three Receptions Designed to Facilitate Networking and Reconnecting.** Following last year's success and based on our members' positive feedback, we will again offer three receptions specifically designed for you to reconnect and network while enjoying drinks and hors d'oeuvres. Join us on Thursday night as we kick off the conference. Friday night is the President's Inaugural Reception with even more goodies. And, Saturday we're off to Cheers at Faneuil Hall for drinks and bar food at Boston's iconic neighborhood bar. For those unfamiliar with the TV show Cheers, here's background reading: <https://en.wikipedia.org/wiki/Cheers>.

Mark your calendars and mobile guide now!

As a reminder, if this is your first time attending the AAA conference, make sure to attend the First Timers' Breakfast on Friday morning at 7:30am.

### **Preview of the AAA Global Conference in Tokyo**

As soon as we wrap up the Boston conference, we'll get busy again preparing for the AAA Global Conference, held in Tokyo, Japan, July 6-8.

The conference's main theme is "Advertising at the Intersection of Technology and Culture," which is quite fitting for our host city. As the global center of innovative advertising showcasing a compelling mix of technology and culture, and home to some of the largest advertising agencies in the world and the famous Advertising Museum, Tokyo is the perfect place to hold our Global Conference.

I just completed putting together the first draft of the Tokyo conference program. This year's Global Conference broke the record in submission numbers and the submissions came from 17 different countries around the world. The conference program is shaping up very nicely, with 5 special topic sessions and 14 research presentation sessions.

The conference will be held in [Waseda University](#) and [Rihga Royal Hotel](#) right on the campus, located in the Central Tokyo area. Tokyo is conveniently accessible by a number of direct flights from most of the major U.S. cities to either Narita or Haneda airport. As we get closer to the conference date, we will send out detailed information about Tokyo, local transportation options connecting either of the two airports to the conference venue, and the conference hotel and reservation instructions.

Here are a few highlights of what's being planned for the Tokyo conference.

**Friday Morning Keynote Session:** We're thrilled to have Mr. Yoshito Maruoka, President and COO of Dentsu Digital Inc. as our keynote speaker. As a part of Dentsu, one of the largest ad agency networks in the world, Dentsu Digital was established in 2016 to provide variety of digital advertising and marketing services to their clients. Mr. Maruoka is a long-time member of the Japan Academy of Advertising (JAA), and formerly served as Managing Director of the Integrated Digital Marketing Division of Dentsu Inc.

**Saturday Off-Site Social Event:** For the social outing on the last day of the conference, our Japanese co-chairs of the global conference are considering several options to provide a unique and fabulous Tokyo experience to the conference attendees. We'll let you know the winner soon.

Stay tuned for detailed updates about the conference and travel-related information in the coming weeks.

### **Thank You!**

Closing this column, which is my last column as President, I'd like to express my heartfelt thanks to you for allowing me to serve as your president and for working with me to make the AAA a stronger and better organization for all of us, advertising scholars and educators. It has been absolutely the greatest honor and privilege of my career to serve as president of the AAA.

I began my presidency with two main initiatives: (1) Developing long-term strategic planning for the Academy, with AAA's long-standing focus on advertising scholarship and theory building; and (2) enhancing and expanding connections globally. Thanks to the tremendous work by all officers and committee members and chairs, and active participation and invaluable input from many of our members, we have made much progress and had some meaningful accomplishments together.

**Continued on page 10...**

# Research Feature

## Persuasion Knowledge: So Much Research, So Much (More) to Do

by Michelle R. Nelson & Chang-Dae Ham (University of Illinois at Urbana-Champaign)

“[The Legal Survival Guide for Marketing in 2017](#)” urges advertisers to review Federal Trade Commission (FTC) guidelines on [native advertising](#) and endorser [guidelines](#). In 2016 US retailer Lord & Taylor came under scrutiny by the FTC for violating these guidelines in a [social media campaign](#).



Michelle R. Nelson

The idea behind the guidelines is to help advertisers comply with FTC principles regarding deceptive advertising. “[A basic truth-in-advertising principle is that it’s deceptive to mislead consumers about the commercial nature of content.](#)” In other words, consumers have the right to know when a message is trying to persuade them. This “persuasion knowledge,” according to the FTC, must be conveyed to the consumers through clear and conspicuous disclosures of the sponsor.

Persuasion knowledge was first introduced by Marian Friestad and Peter Wright in “The Persuasion Knowledge Model (PKM): How People Cope with Persuasion Attempts,” published in 1994 in the *Journal of Consumer Research*. Since then, the article has been cited 2214 times, remaining a relevant and important construct for policy makers, advertisers, and academics. Persuasion knowledge (PK) is defined as ‘consumers’ inferred knowledge of how persuasion works.’ The PKM primarily focuses on how PK influences persuasion outcomes for target consumers, interacting with their agent knowledge and topic knowledge, so they can cope with various persuasion attempts.

Recently, the PKM is gaining more importance, with the further blurring of lines between commercially and non-commercially generated content across various platforms of

social media, news, games, search engines and so on. It is essential to understand how consumers discern the ulterior motive of persuasion and cope with these attempts, especially in the digital era, when complex IT technologies are integrated with marketers’ persuasion tactics. Some of our research has explored PK in advergames, in-game advertising, online behavioral tracking, and native advertising, showing that PK independently and interactively influences consumers’ coping responses toward various persuasion attempts. Other AAA colleagues, in the Amsterdam School of Communication Research, at the University of Georgia, and elsewhere, are conducting innovative research on persuasion knowledge. In the *Journal of Advertising*, a search of “persuasion knowledge” revealed 79 articles. However, despite the growth of research on the construct, there are gaps in our knowledge and room for new areas of exploration.

Friestad and Wright (1994) suggests “the questions the PKM raised must to be addressed by empirical studies using variety of methods,” arguing for its multidimensional nature. Most studies, however, have focused on one dimension, ‘recognition of persuasion,’ and subsequent outcomes. In an effort to motivate additional research in this area, we wrote “[How to Measure Persuasion Knowledge](#)” where we outline the various ways that persuasion knowledge has been defined and measured. Here’s a brief summary of future research ideas:

- Diverse dimensions of the PKM, such as the beliefs about psychological mediators (memory, liking), and their integrative roles of PK with other constructs, have not been fully proposed and examined in the model (e.g., taking an integrative perspective between dispositional and situational PK).
- Persuasion knowledge helps us ‘cope’ with persuasion; it does not always lead to negative outcomes. Additional processing variables, in between persuasion knowledge activation and outcomes, need to be proposed and examined to explain the various ways that PK influences

### Michelle R. Nelson Bio:

Michelle R. Nelson is an associate professor advertising in the Charles H. Sandage Department of Advertising at the University of Illinois at Urbana-Champaign. Her research explores advertising literacy/persuasion knowledge and cross-cultural advertising. Nelson's research has been published in the *Journal of Advertising*, *Journal of International Advertising*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *Journal of Consumer Psychology*, and *Journal of Cross-Cultural Psychology*. Nelson is an Associate Editor for the *International Journal of Advertising*. She is also President-Elect of AAA. Nelson has taught a variety of courses in advertising at the graduate and undergraduate levels.

the outcomes. Are there situations where PK makes us respond more favorably to the persuasion tactic?

- Persuasion knowledge is developmental. Future research could examine how PK is developed in other cultural contexts etc., looking at how cultural variables interact with the constructs in the PKM. (How) might audiences in less developed countries develop PK? What does their PK look like? How might differences in “uncertainty avoidance” relate to PK?



**Chang-Dae Ham**

- A growing body of research examines the acquisition and use of PK with children and adolescents. Studies could examine development or use of PK across different age groups, such as older people. Given that digital and persuasion technology has radically changed contemporary persuasion tactics, there is space to explore PK for various tactics across groups.
- Can and should PK be taught? And among which socialization agents? (parents, teachers, media? Advertising Council? Others?)
- Coping mechanisms and outcome variables have been examined mainly in terms of explicit responses. Discerning implicit responses and outcomes would be interesting to see. Do we only consciously ‘counter-argue’ against persuasion tactics?
- Only three antecedents: cognitive capacity, motive accessibility, and experience have been examined as antecedents of persuasion knowledge (Kirmani and Campbell 2008). More diverse antecedents could be proposed and examined in future research.

- Persuasion knowledge is perceived as the inference (or subjective knowledge) of how persuasion works, but some persuasion tactics require a certain level of actual knowledge, called objective persuasion knowledge. With a handful of exceptions (e.g., pricing tactics), this area hasn’t been examined yet.

- Most persuasion knowledge research focuses on cognitive coping, but few studies have examined emotional coping. What and how might affective responses relate to PK and persuasion outcomes?

- Persuasion knowledge is a sub-dimension of consumer social intelligence (Wright 2002). Future research might examine, at broader scope, for example, how emotional intelligence plays a role in the persuasion coping process.

Thus, although we know a great deal about how audiences respond to persuasion attempts, there are new forms of persuasion, there are new kinds of audiences, and new forms of media and technology. In addition, all components of the model, as depicted in the 1994 seminal article, have not been explored. We therefore agree with Dr. Peter Wright, Professor Emeritus, University of Oregon, who wrote to us by email (November 3, 2016): “yes, there is so much to do.”

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### Chang-Dae Ham Bio:

Chang-Dae Ham is an assistant professor in the Charles H. Sandage Department of Advertising at the University of Illinois at Urbana-Champaign. His research focuses on how consumers cope with persuasion attempts in digital and why they co-engage in the branding process on diverse digital platforms. He has published twenty-three journal articles/book chapters in the *International Journal of Advertising*, *Journal of Advertising*, among others. He worked as account executive, planner, and the internet marketing consultant for 10 years in the industry; has taught diverse undergraduate and graduate courses; and has developed, managed, and taught a professional training program in his institute. He is now serving as a Vice President for Korean American Communication Association; an editorial board member for the *International Journal of Advertising*; and a member of research committee in AAA.

# Teaching Feature

## Some Thoughts About Advising Graduate Students

by Esther Thorson (Michigan State University)

Joonghwa Lee asked me to write a brief essay about advising masters and doctoral students. I'm so glad he did, because it forced me to take a couple of deep breaths, and think about what my advising looks like – what I do – and what I don't do that I should.



Esther Thorson

This chance to talk about advising also came at a serious juncture in my career. Last fall, after 24 years at Missouri and 11 at Wisconsin, I moved to Michigan State. And after 29 years as an associate dean for graduate studies, I'm now a plain vanilla professor. My only responsibilities are research, teaching, and advising. You probably already knew this, but that's a wonderful thing! I want to recognize the role of Ivan Preston in my advising. My doctorate is in psychology, but when I went to Wisconsin to be an "advertising professor," Ivan's advising made all the difference in my transition. Thank you, Ivan. I miss you.



Joe Phelps and Ivan Preston shared good times at AAA.

I have had the privilege of advising 47 doctoral students, many many master's students, as well as serving on the committees of

many others. Twenty of my doctoral students specialized in advertising, and I'm proud to say many of them have been or are major players in AAA: Joe Phelps, Glen Nowak, Robert Meeds, Marian Friestad, Shelly Rodgers, Doyle Yoon, Chang-Dae Ham, Joonghwa Lee, Heather Shoenberger, Anna Kim, and Penny Kwon. I believe that every one of my advertising doctoral students presented at least one paper at AAA. So clearly one advising activity I recommend is helping

your students do research and present it at national or international meetings.

I love the AAA meeting environment. There is such a friendly, supportive, and enthusiastic air about the meetings. Lots of useful feedback is provided to student presenters, and no one



Chang-Dae Ham (University of Illinois) and Joonghwa Lee (University of North Dakota) won the 2009 ICA top poster.

tries to aggress on them or terrify them. While some may thrive on hostile responses to their work, I find that building confidence is a marvelous motivator. Also, AAA offers dissertation awards, which are wonderful, and I'm happy to say four of my students have won one: Doyle Yoon, Heather Shoenberger, Anna Kim, and Penny Kwon.

Whether students are masters or doctoral, they need to be doing research, thinking research, reading research, and talking about research – non-stop from the time they start their program. If you can send them emails or skype with them before they show up for the program, plant the seeds for the research focus. Many teachers expect their students to do the same research they themselves do. This is probably a good move for personal career enhancement, but I've never managed to do it. Students come to us with so many good ideas about communication phenomena they're fascinated by and want to understand. I guess that's why so many of my doctoral advisees study news production and effects, or media economics, ethics, or a variety of other communication processes. I would categorize myself as a



Penny Kwon, Tatsiana Karaliova, and Anna Kim with an advertising poster

"dedicated interdisciplinary." In a discipline as young as communication, I don't think any sub-area has a stranglehold on good theoretical concepts. Encourage your

### Esther Thorson Bio:

Esther Thorson is Professor of Journalism, College of Communication Arts and Sciences, Michigan State University. *Digital Advertising* (with co-editor Shelly Rodgers) will be published in about a month. Esther has published more than 100 journal articles and edited 13 books. This year she is studying the impact of political advertising in all its diverse forms during the presidential primaries and election.

students to look at research in a variety of areas in addition to advertising.

How do we become good theory-builders? As long as I've been at this enterprise, I still don't know. Certainly looking at the great research pieces is important. It is also critical to



Heather Shoenberger (University of Oregon) won a 2013 AAA dissertation award.

insure that students know their methodologies extraordinarily well. If they're going to do a lot of experiments, a whole course in experimentation and lots of practice are vital. I have seen so many bad experiments, where

the most basic of design requirements are violated. And if you are of a quantitative mind set, make sure your students take every statistics course they can squeeze in. They must get beyond the cookbook level, or their work will be crippled. And statistics is a rapidly changing field, so make sure your students get access to your university's statistics experts. I find a lot of these folks in psychology and marketing, and they always seem ready to help mentor.

Before students start on a dissertation or a master's thesis, they should have as much prior experience with the components of research as possible: creating theory, reviewing the literature, study design, doing statistics, and writing the research report. As advisor you can help ensure this experience by working actively with them as they do their research assistance work. Hopefully they will also get experience in their research courses, plus this allows them to work with other researchers besides yourself.

When you and your students get reviewer feedback from paper submissions to meetings or journals, share with them how you feel (often not so good!), and how you overcome feelings of frustration and move on to re-writing. We live in a world that can be highly rewarding, but where on the route to success, there are some bumps in the road that can cause significant emotional pain.

Here are a couple of things I haven't done yet, but that others have told me are really useful. Find some great examples of prior students' work and follow it from dissertation proposal to dissertation to publication. Study the documents in detail and share vignettes. This can help empower students with the fact that no matter how challenging it can be to come up with a really good dissertation idea, hone it a super dissertation execution, and then deal with the sometimes harrowing experience of getting it published, they too can achieve this route to success.

It is important to look at articles that did very well in the academic market and study with graduate students. Collect papers that won awards; look at the most cited journal articles in advertising (and other) journals, share with students the articles that had the most impact on your own thinking. I find I learn so much from looking at truly splendid articles. I am just starting to do this with my new students at MSU.

Share the reviewing process with graduate students. Share with them your first, second, and sometimes third submissions to journals, along with the reviews you got. Talk about how to write letters of response to reviewers and editors. The treacherous shoals of journal submission to journal publication acceptance are often the location of terrible shipwrecks. Navigation of this critical experience too often comes after students are already launched into their first jobs, and you're not as available to help. Get them started on this critical skill before they leave the shipyard.



Sharing a coke with Joonghwa and AAA colleague Margaret Duffy

Finally, focus on the joy that advising provides you. Sure, students can often make you want to tear your hair out (and I'm sure we make them feel the same way: Joe Phelps can tell you about how he Xeroxed a special message to me

during his dissertation days at Wisconsin). But there is simply no better teaching experience and long-term payback than seeing your students go out and achieve much more than you have done yourself. What a blessing and privilege. ~~AA~~

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## **Have Items for the Newsletter?**

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

Send your news items to the Editor, Joonghwa Lee, by **April 15**, at joonghwa.lee@und.edu

# Special Topic

## All the Feels for AAA!

Since 2008, I have attended all of the AAA conferences without missing any. Through my AAA experiences, I found that a lot of AAA members wait for AAA conferences not only to present their research, but also to meet their academic family. AAA conferences are like family holidays such as Thanksgiving and Christmas. Why? Here are some answers! Hope you will join the AAA family! – Editor –



2003 AAA was in Salt Lake City, Utah at the Saturday night outing. I am with Pat Stout, Kara Chan and Wei-Na Lee.

The American Academy of Advertising is like your favorite chair that always makes you feel warm and welcome. It is not too big and not too small. People care about each other and the work each is undertaking. This will be my 22<sup>nd</sup> year as a

member of the AAA. I can remember my first few conferences seeing the likes of Rick Pollay, Kim Rotzoll, Ivan Preston, Hugh Cannon, Carole Macklin, Darrel Muehling, Les Carlson and Russ Laczniak. I had been reading all of their articles in the doctoral program and there they were right in front of me and willing to chat with ME about my research! Today, I look forward to seeing many of them at the conference and even having a chance to share a meal and catch up. I also enjoy seeing the new faces and making a first timer feel as welcome as I was made to feel when I joined. The AAA is a great association and the conference is a chance for meeting

old and new friends, collaborating on research and making great memories that last a lifetime. As the theme song to Cheers says “Be glad there’s some place in the world where everybody knows your name, and they’re always glad you came.” This place is the American Academy of Advertising and it could not be more appropriate for the conference to be in Boston this year. -Carrie La Ferle (Southern Methodist University)-



Some of our Academic Advertising Celebrities – Past AAA Presidents together in 2002 in Jacksonville, Florida, from left to right are: Russ Laczniak, Dick Beltrami, Ivan Preston, Mary Alice Shaver, Kim Rotzoll and Billy I. Ross

AAAhhh! AAA feels like going home. Like returning to a comfortable place where people appreciate new ideas, challenging research and an Australian sense of humour.

“  
”

Where Pat Rose is my surrogate mother. And my family consists of academics who have never learnt to pronounce my name properly (despite your constant efforts Kim), but we’re somehow related by academic endeavour, co-authorship, committee membership or a love of Bundaberg rum (Yes, I did bring a bottle Jef). And as soon as that Qantas flight touches down in Dallas or LA, I know I am only one cancelled flight away to my ultimate destination. The AAA conference and the friendships I have built and treasured over the last decade. AAA. Feels like home to me. Or is that the Qantas jingle still playing in my head? -Gayle Kerr (Queensland University of Technology)-



Almost three decades ago I attended my first AAA conference. I had heard about the AAA from my mentors, Esther Thorson and Ivan Preston, but they and my new colleagues from Alabama were the only people that I knew in this “new to me” organization and none of them were around when I first arrived. I was sitting alone in the hotel lobby when I was invited to join in a conversation by Les Carlson and Russ Laczniak. Others joined the conversation freely and I remember feeling welcome. I have felt at home within the AAA since that first day. -Joseph E. Phelps (University of Alabama, AAA President 2004)-



Joonghwa’s request for this newsletter reminded me of my first AAA meeting in Tempe, Arizona in 1972, where I met many advertising scholars, including Arnold Barban, Don Jugenheimer, and Dean Krugman. We, with others, went out for dinner and drinks, and that first meeting generated a decades-long friendship (albeit, annually) with them and scores of other advertising and marketing colleagues. It has been wonderful watching the growth of AAA and the

Journal of Advertising over these 43 years. I wish all of you reading this as much fun in your careers as I've had in mine. Good luck and God speed. -Thomas E. Barry (Southern Methodist University)-



I have been involved with the AAA ever since my first year in grad school (1989-90). The members of AAA have come to feel like my extended academic family. Even though I am not in academia any more, I still value my membership in the AAA. The field trips at AAA conferences provide great opportunities for establishing new friendships, and strengthening old ones. -Kartik Pashupati (Epsilon)-

AAA feels like family (in a good way). I am so proud to be part of an organization that combines such brilliant scholarship and warm fellowship. AAA was the first conference I attended as a grad student, and it was a welcoming experience from the start. I didn't realize how unique the strong sense of community surrounding AAA is until I became familiar with other academic organizations. I have been a part of AAA for ten years now, and I treasure the opportunity it gives me to connect with friends, mentors, and the newest members of our family. -Jennifer Ball (Temple University)-



UT-Austin alums at the 2014 AAA conference in Atlanta (From L to R, Kelty Logan, Barb Phillips, Laura Bright, Jennifer Ball, Glenn Griffin, Steve Edwards, Mark Yi-Cheon Yim, Harsha Gangadharbatla)



AAA is a big family with care and support. I'm fortunate to be part of it for the last 10 years (am I that old!). I look forward to continuing contributing to the Academy and meeting old friends as well as new people at regular and international conferences. -Shu-Chuan (Kelly) Chu (DePaul University)-

There are so many "good feelings" I've had with AAA that it's hard to single just one or a few out. What I think it boils down to is that the people in the group are just so nice that any situation is good. I remember the year that the conference was held in Broomfield, Colorado in the mountains and the

bus we were on going to the annual outing broke down while it was snowing. Still, it was awesome talking to good friends such as Les Carlson, Steve Edwards, Carrie LaFerle, Russ Lacznik, Joe Phelps, Pat Rose, Marla Stafford, and others.



I also remember a very snowy drive from Burlington, VT to New York with Ralf Terlutter where we became even closer friends. Gordon Miracle introducing me to people at the 1991 meeting in Reno which was my first AAA is another fond memory, as is serving as President in 2005 in Houston and hanging out with Shintaro

Okazaki. I also remember meeting Herb Rotfeld who was using a cane at the time at one of my earliest meetings, meeting Ivan Preston on the flight out to Vancouver, organizing a special session including European friends such as Manfred Schwaiger, Patrick DePelsmacker, Peter Neijens, Edith Smith and others, and co-chairing the International Conference in Seoul. Recently, being able to mentor young faculty such as Joonghwa our newsletter editor and Doori Song have also been highlights as well as hanging out with younger friends like Sukki Yoon and Kacy Kim, as well as many others. And the 50th anniversary celebration presided over by Jef Richards was a real highlight. I could go on and on as I feel like I'm leaving so many people out who have created good feelings, but I'll stop there. -Charles R. Taylor (Villanova University, AAA President 2005)-

AAA is an organization of caring professionals. I appreciated hearing from so many long time colleagues, checking on me during recent health challenges. Everyone is busy, but it was nice to hear from you when I was forced to miss several conferences. -Richard F. Beltramini (Wayne State University)-



Feeling excited at AAA Asia Pacific conference at Brisbane, Australia (2011), with my good friends Gayle and Carrie as conference chairs.

-Kara Chan (Hong Kong Baptist University)-





AAA is my first love of academic conferences i.e., the very first one I attended as a master's student. And you always remember your first, right? -*Harsha Gangadharbatla (University of Colorado Boulder)*-

There are two AAAs: one for unpleasant auto accidents and one for fun, friendly gathering of advertising scholars from all over the world. We are the latter. -*Sukki Yoon (Bryant University)*-



John to be friendly and welcoming (and I soon would learn that everyone at AAA is friendly and welcoming) and managed to get through my presentation. John, as well as quite a few others in the room, peppered me with questions and, although I can't recall if I had answers to all the questions – most likely, not - I was amazed that so many people would take an interest in a first-year doctoral student's research. John Leckenby stopped me after the session to ask more questions and even offered suggestions on next steps for my research. I have found this to be an enduring characteristic of every conference I have attended since that first conference in 1997 and can honestly say I would not be the scholar I am today without the generous, brilliant and caring members of AAA! -*Shelly Rodgers (University of Missouri, AAA President 2010)*-



Kim Sheehan celebrates in Albuquerque with esteemed colleagues: Saleem Alabash, Elizabeth Quilliam and Anastasia Kononova from Michigan State and Anna McAlister from Endicott College.

My 'feels'—there are so many things I love about the AAAs, but my biggest 'feel' is the opportunity to meet scholars from all over the world, and to make connections that lead to great opportunities for teaching and

research. I especially am grateful for the ability to collaborate with junior scholars and help them realize their potential as academics. -*Kim Sheehan (University of Oregon, AAA President 2013)*-



Kim Sheehan with Soojung Kim and co-author Joonghwa Lee

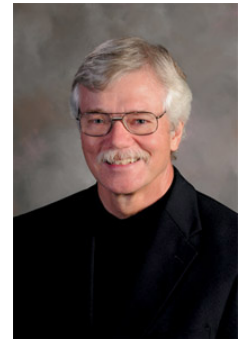


The good (if odd) memories of conferences are 1) Tahoe (1991) - my first AAA conference and my awe at the attendees and one of the award winners: William D. Wells; 2) Tucson (1994) - a group of us hijacking a bus back to the hotel when we were told we had to "wait" for about 45 minutes even for a drink -- before listening to cowboy music; 3) Newport (2000) - when I discovered that love was in bloom between UNC and AAF; 4) Baton Rouge (2004) - a hotel I never, ever want to see again; and 5) Burlington (2007) - half of us in the lobby in the middle of the night in our pajamas (due to a fire warning). -*Patricia B. Rose (Florida International University, AAA President 2006)*-



I have so many "feels" stories about AAA, it's hard to choose just one but my favorite is probably the memory of my first AAA conference. I was a first-year doctoral student, co-presenting a paper with my advisor, Dr. Esther Thorson. Esther had to leave the conference early so I was to present the paper by myself. I was a nervous wreck and, in an attempt to calm myself, practiced my presentation dozens of times out loud in my hotel room, no less. On the day of my presentation, I was met with a room full of individuals and there in the front row was THE Dr. John Leckenby. I found

Perspectives on the American Academy of Advertising: I've been an AAA member since the early 1990s when I attended an AAA conference in Reno, Nevada. I remember thinking then, "What a great organization, wonderful sessions AND we get a boat tour/dinner cruise on Lake Tahoe! Can an academic conference ever be better than this?" My experience is that the combination of lunches, dinners, receptions, and a Saturday "event" that occurs at AAA conferences is not matched by other organizations to which I belong. I relish relating to my non AAA colleagues what an AAA membership purchases compared to what I've found with other academic organizations. More recently, I've witnessed organizations such as the American Marketing Association attempting to provide more "value" to participants by adding an offsite "activity" in current renditions of AMA conferences. Perhaps



imitation really is the highest form of flattery. Another feature of AAA is that it is an extremely welcoming organization, a feature that extends well beyond social interactions. My primary research interests are in area of public policy and I've experienced discounting of public policy research by some in Marketing throughout my career. Yet, I can attend an AAA conference and participate in sessions where public policy research is not slighted and instead constitutes a regular and welcomed component of conference programs. Finally, I'll end by reiterating something about AAA which exemplifies how I "feel" about AAA, i.e., every significant accomplishment in my career is either indirectly or directly related to AAA. *-Les Carlson (University of Nebraska-Lincoln, AAA President 2007)-*



PhD students from a variety of programs enjoy a night out at a local bar in Burlington, Vermont (Pictured from L to R: N/A, N/A, Jodi Lisa Ondrusek, Kasey Windels, Laura Bright, and Jennifer Ball).

lobby - it was quite a scene with everyone in their pajamas, including all of the professors from AAA. While I looked around the lobby, it gave me a good giggle to see some of my idols in their pajamas... and all of the graduate students

clinging to their laptops for dear life so they didn't lose any valuable data. *-Laura Bright (Texas Christian University)-*



Hawaii (2013): Ready for a night out on town. Aloha!

It was my first conference ever as a doctoral student. I've made lifelong friends and had the opportunity to contribute through a variety of roles at AAA. What I particularly like

about AAA is its focus on giving junior faculty and students the confidence and recognition that helps jumpstart careers. *- Padmini Patwardhan (Winthrop University)-*



Minneapolis (2010): It's official - we love AAA lunches!



I feel like the members of AAAs are my family and that the conference is my home away from home. I also feel it has given me a purpose and a place in academia where I can be myself. *-Marla Royne Stafford (University of Memphis, AAA President 2014)-*

**Continued from page 2.**

In a few weeks in Boston, I'll be sharing some of the accomplishments and work-in-progress updates to you at the Friday AAA Members' Meeting. All of you are welcome and strongly encouraged to attend the meeting at 5pm. At the Members' Meeting, officer transitions will also take place and you will have a chance to personally meet our new officers.

I would like to take this opportunity to express my deep appreciation to my fellow officers and committee chairs and members. Special thanks go to President-Elect, Michelle Nelson and Vice President, Tom Reichert for their dedicated and exceptional work in developing the annual conference program twice for both Seattle and Boston conferences! I also owe our Executive Director, Pat Rose a particularly deep debt of gratitude for her selfless and invaluable service to the AAA helping with all aspects of the organization's operation over the years.

Last but not least, my heartfelt thanks goes to all of our wonderful members and everyone who volunteered their time and expertise to serve the AAA in the past and this year. While I know not everyone can attend this year's conference, I look forward to seeing as many of you as possible in Boston and/or Tokyo and thanking you in person.

I have been a member of AAA for over a decade and always look forward to spending time with likeminded academics in the spring each year! One of my favorite AAA memories is from the Vermont conference in 2007 when I was still a graduate student. Around 2 AM on Saturday morning, the hotel had a fire alarm that required all guests to gather in the

# Graduate Student Spotlight

**Mary Elizabeth Dunn** (University of Texas at Austin)

## Connections

Please forgive the cliché, but the academic life is all about making connections. From theories and statistics, to friendships and rivalries, the life of a scholar is about making connections between what you know, who you know, and what they know to find answers to what you don't know.



Mary Elizabeth Dunn


As graduate students, we read ad nauseam and build trusting relationships with the names of strangers on journal article bylines. Then when we have the chance to connect with our intellectual crushes in person at conferences around the world, we might fan girl with stars in our eyes, while trying to play it cool and not blurt out “I’ve read everything you’ve ever written, two or three times.” These rare experiences are moments we are likely to never forget, but they don’t belittle the connections we’ve already made with our personal repertoire of sources as scholars. And they don’t outweigh the importance of connections with our immediate network.

When grinding out your studies, it’s easy to keep your nose in textbooks and computer screens, trying to digest all that history has to offer on a topic your passionate (borderline obsessive) about. But from time to time remember it’s just as important to study the people around you too.

The conversations I had with advisors over the years helped me decide what kind of professional I want to be and what paths to take to get there. Taking time have a down to earth conversation with my students helped me learn what kind of teacher I want to be and what actions will help me to get there. And making time for drinks and a meal to recharge with my fellow graduate students, family, and friends helped me remember why I do what I do and that I’m not alone in

the journey to get there. Connections like these are a required ingredient in the recipe for success as a graduate student.

I won’t pretend for even a moment to know the best way to complete graduate school. But as I wrap up a continuous decade of higher education, I can tell you with certainty that it’s important to foster as many connections as you can while in school. Connections with colleagues, advisors, students, family, and friends, but also connections with the scholars you admire and aspire to be like someday. The digital world today allows us to so easily reach out to others in the relatively small spheres of our intellectual obsessions. Reach out! You never know where a connection will lead you, or how a simple email will influence your path and way of thinking.

My generation popularized pointing and clicking to make connections virtually. But finding people to click with intellectually through face-to-face conversations are the connections I’ve come to value and remember most. I can’t tell you how many social media connections I have (too many for sure), but I can tell you with whom I’ve had some of the best philosophical conversations of my life. Cultivating and communicating knowledge is what connects generation after generation of scholars. And while we use new tools and evolve with the times, let’s not forget the art of conversing in person. Be it virtually or in person, I look forward to connecting with many of you in future. Cheers to 2017! 

### **Have Items for the Newsletter?**

- Job announcements
- Call for papers
- Announcements about awards
- Photos for the Photo Gallery
- Names of graduate students to be featured

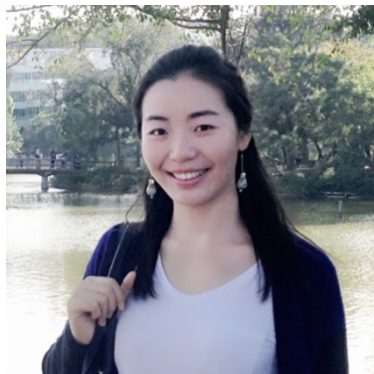
Send your news items to the Editor, Joonghwa Lee, by **April 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

### **Mary Elizabeth Dunn Bio:**

Mary Elizabeth Dunn is a fifth-year advertising doctoral student at The University of Texas at Austin, where she also completed her masters and bachelors in advertising. Her dissertation is on consumers’ ethical evaluations of native advertising, while other research relates to media use, effects, and analytics. She will be joining Quinnipiac University’s Strategic Communications faculty in Fall 2017.

## Mengtian “Montina” Jiang (Michigan State University)

“Ladies and gentlemen, welcome onboard...”



Mengtian “Montina” Jiang

It still feels like yesterday that I embarked on the 15-hour flight to Detroit to begin my academic journey. In many ways, pursuing a PhD is a solitary journey compared to master’s studies. In retrospect, I wish I had learnt that PhD stands for **perseverance, health, and dedication** when I first began my studies in graduate school.

### 1. Have perseverance. Avoid procrastination.

The PhD training of pushing out the boundaries of human knowledge is full of challenges and struggles. For instance, paper rejections and revisions can be frustrating and demoralizing. I later learnt to view obstacles (i.e. unfavorable reviewer comments) as opportunities to improve myself and my research.

Also, try not to procrastinate. It is easy to put off a job or even bury it. Separate each task into small and manageable pieces and attack the top three priorities daily.

### 2. Stay healthy, no matter how hectic your schedule is.

My first year of PhD study ended up with six 4.0s, four accepted conference papers, and a 25-pound weight gain (no, I am not pregnant). I also had to pay numerous visits to physical therapists and chiropractors for neck and back pain due to my sedentary lifestyle. It took me years to get back into shape but unfortunately some of the damage was irreversible.

Unsurprisingly, many work horses in academia eat poorly, skip exercise or sleep when working under pressure and trying to meet deadlines. And yet, conducting research is


more like a marathon than a sprint. Good health is the fundamental of research stamina. So, remember to eat healthily, take a short break every hour, exercise regularly, and rest well.

### 3. Dedication, Dedication, Dedication.

Collaborative research is a great learning and rewarding experience for me when I am a PhD rookie. In my third year, my advisor Dr. Nora Rifon and AAA mentor Dr. Sela Sar pointed out that it is pivotal to focus on a research agenda that builds my scholarly identity.

I gratefully took their advice. When I worked in a National Science Foundation-funded research team, I managed to integrate consumer trust, one of my research interests, into the project’s context of electronic banking. Furthermore, my contributions to quantitative and qualitative study design and data analysis as well as project management in this project prepared me to obtain grants and undertake research projects relating to my interests, namely consumer responses to digital persuasive messages such as sponsored word of mouth, online product reviews and native advertising.

I am indebted to many people for riding with me on this journey. To my travel buddies, keep pushing. Every small step towards the goal will accumulate into something more. Find your own pace for staying healthy and productive without burning yourself out. Stay focused and go after your own research dreams.

I hope we all enjoy our PhD journey. 

#### Mengtian “Montina” Jiang Bio:

Mengtian “Montina” Jiang (MA, Michigan State University) is a fourth-year doctoral candidate in the Department of Advertising + Public Relations at Michigan State University. Her research interests lie in consumer responses to persuasive messages in digital media, with a focus on consumer trust and source credibility. She is currently interested in the effects of the Federal Trade Commission required disclosure of a paid sponsorship in social media and the relevant public policy and practical implications. Her work has been presented in numerous academic conferences, and published in several journals and book chapters.

## **Mohammad Abuljadail** (Bowling Green State University)

**E**ntering a PhD program with primarily professional experience in marketing was daunting as an international student having zero teaching or research experience.



**Mohammad Abuljadail**

I had a lot of concerns about how I could not only fit into this academic setting that I was, quite honestly, not sure I was ready for, but also about how I could really succeed. It was through jumping in with my advisor, Dr. Louisa Ha's research team that I began to familiarize myself with academic level research and what a doctoral program is all about. It also helped me get to know the other members of the department and forge relationships with them.

The first project I worked on with my advisor was the compilation of the International Advertising Oxford Online Bibliography. This project familiarized me with the literature and theories of international advertising. After getting involved and several research papers later, I found my own research interest which led me to narrow down my doctoral dissertation topic (Consumers' Engagement with Brands on Facebook and its Impact on Brand Loyalty: An Investigation of Local and Global Brands in Saudi Arabia).


When I started the program, I entered on an external scholarship which meant I wasn't required to teach and I was not guaranteed any teaching assistantships. Because of that, I had to compete in order to be offered any type of teaching jobs in the department, if any were available. Thanks to the support of my advisor and other members of the department and my developing research expertise being in social media marketing, when an opening came up for instructors for an interactive advertising and media class I was offered the position.

### **Mohammad Abuljadail Bio:**

Mohammad Abuljadail is a PhD candidate and an adjunct lecturer at the School of Media and Communication at Bowling Green State University, U.S.A. He is also a Marketing Communication lecturer at King Abdul-Aziz University, Saudi Arabia. He earned his M.A. in Integrated Marketing Communication at California State University, San Bernardino in 2009. Mohammad has a book chapter published, three published journal articles, an Oxford bibliography published and several other papers accepted and presented at national and international conferences. His primary research interests are international advertising, interactive advertising, social media marketing, and social network analysis.

This gave me a chance to test myself as a teacher and learn how to interact with students from the position of 'teacher' before diving into having to develop my own lesson plans, rubrics, assignments etc. I was fortunate enough to have been able to expand into graduate level classes and even to teach an online class in social networks and big data, which has given me insight to what life will be like once I complete my degree and enter my career as a professor. I have been fortunate enough to have secured a teaching job in marketing communication after graduation at King Abdul-Aziz University in Saudi Arabia and look forward to fully implementing the things I have learned through teaching these courses while still working on my PhD.

Having had multiple research papers published in peer reviewed journals, conferences, and a book chapter, as well as the experience of teaching classes in my field at various academic levels, I feel more than prepared for the academic life I will embark on after graduation. I am grateful for my advisor and for my department for having given me the chance to learn and excel at something that I feared would be near impossible.

If I could give one piece of advice to an incoming graduate student who is weary about the future, it would be to get involved and get to know your colleagues. Having support and relationships with them will provide you with a proper foundation to build upon, which will in turn open many doors you didn't even know were there. 

### **Upcoming Events**

#### **AAA Annual Conference**

Hilton Boston Back Bay, Boston, MA  
March 23-26, 2017

#### **AAA Global Conference**

in conjunction with Waseda University  
Tokyo, Japan  
July 6-9, 2017

## Naa Amponsah Dodoo (University of Florida)

Have you ever been told you are an inspiration? I stared in disbelief and laughed it off the first time I heard I was inspiring. It seemed absurd to me that there was someone who after observing me, thought that I had some inspiration to offer. I found it hard to believe that someone who continuously found



**Naa Amponsah Dodoo**


inspiration from others, academically and personally, could be a source of inspiration to another. This moment gave me a fresh perspective of inspiration and perseverance.

My journey from one side of the inspiration ledger to the other began when I first came to the United States to get a Master's degree in Advertising and Public Relations. This transitional period in my life came with a lot of self-doubt. Not only did I feel like I did not belong, I was worried that I would not be able to succeed in the new environment I had voluntarily placed myself. However, I was always given a different perspective when I re-examined my situation mostly through the eyes of my primary source of inspiration. I was able to keep pushing through the challenges I faced especially within my academic career to continue to pursue my Ph.D. Undoubtedly, I would not be where I am if I had not been determined and inspired to face all the challenges that came my way head-on. On this long road, I have learned it is alright to make mistakes as long as you keep trying...just keep trying!

I am of the firm belief that perseverance is a conscious decision that one should always take when faced with obstacles. Personally, I carry on because I am surrounded by people who always support me and I am consistent in trying to work hard. Consistency means ignoring the voice that tells you that you cannot do it. "I know I can do it" is something I always say to myself. It is also important to celebrate small victories! Barricading yourself in a wall of support is another way that ensures that you are shielded

from thinking you have to do it alone and goes a long way when trying to push forward. One of the many things I have come to learn is to never shy away from asking for help when I need it. These things have brought me perspective in many ways.

The great thing about perspective is its subjectivity. It is always different looking at a situation compared to being in that situation. Whenever necessary and however often you need to, it is great to take a step back to gain a fresh perspective on your current situation as a way of revitalizing your mindset. I believe in the power of the mind. As such, having a positive mindset is something I think is important to how we live every aspect of our lives. Always remember that people view your life from entirely different angles and you never know what people think when they look at you. Just as you look to other people for inspiration, you might be the inspiration for someone to start, continue or finish their own journey.

Keep striving for your dreams. You never know when you are the perspective someone needs to push forward. 

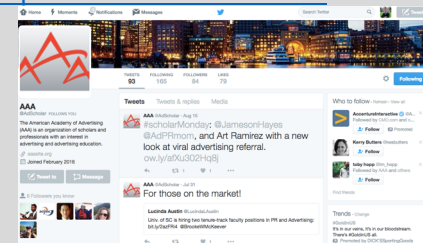
### AAA Social Media Channels

**Facebook:**

[www.facebook.com/AmericanAcademyOfAdvertising](http://www.facebook.com/AmericanAcademyOfAdvertising)



**Twitter:** <https://twitter.com/AdScholar>



#### Naa Amponsah Dodoo Bio:

Naa Amponsah Dodoo is a fourth year Ph.D. candidate at the University of Florida's College of Journalism and Communications. Her research interests center on the exploration of the effects of individual traits and contextual aspects of digital communication on persuasion. She received her MA in Advertising and Public Relations at Marquette University and a BA in Sociology and Information Studies from the University of Ghana.

# AAA Notes

## Awards and Honors



Gayle Kerr

Dr. Gayle Kerr, Queensland University of Technology, has been awarded the highest national teaching award at the Australian Awards for University Teaching in Canberra. Gayle uses the strategy and creativity inherent in the advertising discipline, which she once practised and now teaches, to enhance the learning experiences of advertising students at QUT

and to lead advertising education nationally and internationally. Gayle has produced many innovations during her 21-year leadership of QUT's advertising program, including Australia's first postgraduate advertising program, first integrated marketing communication program, and first digital advertising units.



Hojoon Choi

Dr. Hojoon Choi (University of Houston) received Enzaim Academy Award from Korea Health Communication Association (KHCA). The prize is for his research article "How Consumers Process Unhealthy Food Advertising Featuring Risk-avoidance Appeals: Moderating Roles of Dieting Status and

Gender on the Prediction Model of Self and Functional Congruity," published in Health Communication Research journal.

Dr. Kyunga Yoo (KT Corporation), Eunsin Joo (Michigan State University), Dr. Hojoon Choi (University of Houston), Dr. Leonard Reid (University of Georgia) and Dr. Jooyoung Kim (University of Georgia) were awarded the prize for International Journal of Advertising Best Paper of 2015 for 'Trends in the use of statistics in major advertising journals over four decades'.

## Grants and Fellowships



Kara Chan

Dr. Kara Chan, Professor of Advertising at Hong Kong Baptist University, has received a knowledge transfer grant titled Project for supporting "Independent Enquiry Study": building community of learning with Liberal Studies teachers for increasing impact. The grant will enable her to share communication research methods and

practices with senior secondary school teachers supervising independent study projects about media and culture topics.

Dr. Kara Chan received a digital scholarship grant of US\$12,700 from Hong Kong Baptist University to organize the data collected in her 13 studies on materialism conducted among children and adolescents in China, Hong Kong, Macau, and Singapore in a digital form for open sharing. It can be used by other researchers for teaching and/or research purpose. A web site will be developed for the project.



Sun Joo (Grace) Ahn

Dr. Sun Joo (Grace) Ahn (University of Georgia) received the 2017 AEJMC Emerging Scholar Grant with Dr. Ivanka Pjesivac (University of Georgia). Project title: "Virtual Reality Journalism: Emotions and News Credibility." The 2017 program received 70 proposals. Winners receive \$3,500 and support for conference travel.



Joe Phua

Dr. Joe Phua (University of Georgia) has received the following grant: Joe Phua, Co-Principal Investigator. United States Department of Agriculture (USDA) (2015-2016, \$4.501 million). Project Title: Social Marketing Intervention for the Georgia Supplemental Nutrition Assistance Program Education (SNAP-Ed).



Eva van Reijmersdal

Dr. Eva van Reijmersdal (University of Amsterdam) received a 5-year grant from the Dutch National Science Foundation for her research on the disclosure of sponsored content.

## Job Changes, New Hires, and P&T



Kartik Pashupati

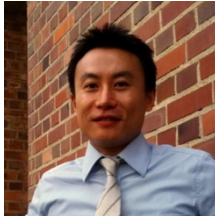
Dr. Kartik Pashupati joined Epsilon in November 2016, as a Manager of Analytics in the company's Analytic Consulting Group. He is based in Epsilon's world headquarters in the Dallas metro area. Epsilon, a subsidiary of Alliance Data Systems, has been ranked "the #1 U.S. agency across all disciplines" by *Ad*

Age five years in a row. Kartik holds a Ph.D. from Michigan State University, and spent 18 years in academia before returning to the corporate sector in 2011.



Eva van Reijmersdal

Dr. Eva van Reijmersdal, this year's winner of the AAA fellowship competition from the University of Amsterdam (Amsterdam School of Communication Research ASCoR), is promoted to Associate Professor.



Joe Phua

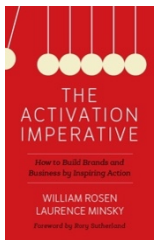
Dr. Joe Phua received Tenure and Promotion to Associate Professor at the University of Georgia, Grady College of Journalism and Mass Communication, Department of Advertising and Public Relations.



Sun Joo (Grace) Ahn

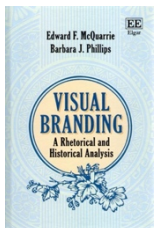
Dr. Sun Joo (Grace) Ahn received Tenure and Promotion to Associate Professor at the University of Georgia, Grady College of Journalism and Mass Communication, Department of Advertising and Public Relations.

## Book Releases



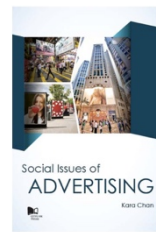
Laurence Minsky (Columbia College Chicago) and William Rosen (VSA Partners) published [\*The Activation Imperative with Rowman & Littlefield\*](#) (ISBN-10: 1442257040). The book provides a straightforward guide for marketers to move beyond *building* brands to *activating* them—from simply projecting

what a brand *is* to optimizing what it *does*. It shares a unifying cross-discipline marketing approach that moves people closer to transaction by impacting behaviors at critical inflection points and, as a result, more effectively drives business results.



Drs. Edward F. McQuarrie (Santa Clara University) and Barbara J. Phillips (University of Saskatchewan) have just published a new book called [\*Visual Branding: A Rhetorical and Historical Analysis\*](#) published by Elgar. This book pulls together analyses of logos, typeface, color, and spokes-characters to give

a comprehensive account of the visual devices used in branding and advertising. The book places each visual element within both a rhetorical and historical framework.



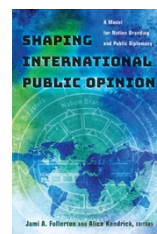
be used as the textbook for advertising courses.

Dr. Kara Chan (Hong Kong Baptist University) published a new edited book titled [\*Social Issues of Advertising\*](#) with City University of Hong Kong Press. The book contains 13 chapters by various authors in which the social impacts of advertising such as advertising and children are deliberated. It will



research that compares, contrasts, and reconciles conflicting views regarding social and environmental advertising; uncovering individual differences in perception of advertising messages and their consequences for social and environmental behaviours; reconciling societal and business interests; identifying a message factor that determines eco-friendly behaviours; and identifying source factors that enhance and weaken advertising effectiveness. This book was originally published as a special issue of the *International Journal of Advertising*.

Drs. Sukki Yoon (Bryant University) and Sangdo Oh (Yonsei University) co-edited the book, [\*Social and Environmental Issues in Advertising\*](#) (2017, Routledge). The book comprises ten chapters that contribute to advertising theory, research, and practice by providing an overview of current and diverse



of the book, Fullerton and Kendrick introduce the Model of Country Concept, a first-of-its kind illustration of the factors that influence how global citizens perceive other countries.

Dr. Jami Fullerton, Peggy Welch Chair in Integrated Marketing Communications at Oklahoma State University and Dr. Alice Kendrick, Marriott Professor of Advertising in the Temerlin Advertising Institute at Southern Methodist University have co-edited a book titled [\*Shaping International Public Opinion: A Model for Nation Branding and Public Diplomacy\*](#). By way of



accomplishments, examines the opportunities and challenges they experienced and explores how they coped with the extensive inequities common in the advertising

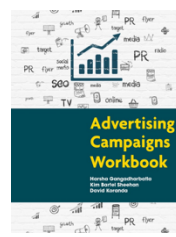
Dr. Judy Foster Davis (Eastern Michigan University) published [\*Pioneering African-American Women in the Advertising Business: Biographies of MAD Black Women\*](#) with Routledge. This unique book chronicles the nature and significance of these women's




profession. This book tells the intriguing, triumphant, bittersweet and sometimes tragic stories of Barbara Gardner Proctor, Caroline R. Jones, Joel P. Martin, Carol H. Williams and other African-American women who launched their careers during the "Mad Men" era and went on to start their own successful advertising agencies.



Kim Sheehan (University of Oregon) and Larry Kelley (University of Houston) are happy to announce that their new book *Advertising Strategy: a 360 Degree Brand Approach* has just been published by Melvin and Leigh. The authors invite you to take a look at the book at the M&L display in Boston and order examination copies at [orders.melvinleigh@cox.net](mailto:orders.melvinleigh@cox.net).



Harsha Gangadharbatla (University of Colorado Boulder), Kim Sheehan and David Koranda (University of Oregon) have written a companion to traditional campaigns textbooks, *Advertising Campaigns Workbook* (ISBN 978-0-9973084-7-1), which has been published by Melvin & Leigh. The

workbook is filled with hands-on exercises and plentiful tips for refining students' existing skills. The book will be on display at the annual AAA conference in Boston and an examination copy can be ordered directly by sending an email to [orders.melvinleigh@cox.net](mailto:orders.melvinleigh@cox.net). 

## 2017 AAA Annual Conference

March 23 – 26, 2017

Hilton Boston Back Bay • Boston, Massachusetts

### THE CONFERENCE SPECIAL EVENTS

#### Thursday Pre-Conference

This year we have three half-day pre-conference sessions:

The first half-day pre-conference event in the morning, **Market Research, Consumer Insight, and Creativity**, addresses increasingly difficult challenges facing today's advertising educators teaching advertising/marketing research courses, stemming from the industry transformation and a new generation of students with different experiences and expectations. This session will present the most important and disruptive trends in the market research industry, share major challenges and opportunities faced by educators and professionals, and propose solutions for dealing with the challenges and maximizing new opportunities. Separate registration required: \$50.

The second session, in the afternoon, focuses on computational advertising and is titled: **Toward a New Discipline of Computational Advertising**. It aims at examining the fundamentals and application of computational advertising by answering important questions for both advertising teaching and research. A variety of questions will be explored by expert panelists from both academia and the industry and discussed between the panelists and session attendees. Separate registration required: \$50.

The third pre-conference, by pre-application only, is specifically designed for engaging and benefiting our youngest members, who are the future of AAA and our field – our graduate students. This will be the first AAA-EAA joint pre-conference event: the **AAA/EAA Joint Doctoral Colloquium**. Please do not register for this event unless you have been invited by Sara Rosengren or Ray Taylor. Separate registration required: \$15.

**Thursday Evening** Welcome Reception: Westminster, second floor.

**Friday Luncheon:** with Rishad Tobaccowala, Strategy and Growth Officer, Member of Directoire + at Publicis Groupe

**Friday Evening** AAA President's Reception in the Westminster, second floor.

**Saturday Awards Luncheon**, Belvidere, second floor.

**Saturday Evening**, AAA Conference Reception at Cheers Restaurant, Faneuil Hall.

# **Announcements** (Call for Papers)

***Journal of Advertising***  
**Special Issue:**  
**Digital Engagement with Advertising**

**Guest Editors**  
Shelly Rodgers, University of Missouri  
Esther Thorson, Michigan State University

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Digital Engagement with Advertising**.

## **Background**

The topic of digital engagement has received much attention in recent years but digital engagement and advertising has never been treated as a Special Issue topic in leading journals in the field. Digital engagement has become a buzz phrase and there is little consensus on how to define it. In marketing, digital engagement has often been addressed in terms of service-dominant logic or value co-creation, and there are numerous attempts to conceptualize and empirically examine these concepts (Brodie et al. 2011; Vargo and Lusch 2004). However, in light of apparent gaps, it is both challenging and interesting to address "digital engagement" or "digital customer engagement" in an advertising context.

In this Special Issue, digital engagement is broadly defined as Richard Sedley defined it: "repeated interactions that strengthen the emotional, psychological or physical investment a customer has in a brand" (cited in Chaffey 2007). In this sense, digital engagement extends beyond the concept of advertising involvement and may include cognitive, emotional and/or behavioral aspects in the way that consumers choose to engage with advertising.

Indeed, digital engagement demands that a consumer takes action. However, many of the strategies and tactics of advertising are understood in the limited theoretical lens of Web 1.0 where consumers could read information on static websites but were unable to interact with it. Web 2.0, and even Web 3.0, represents a fundamental shift in how brand-related information is created, co-created and distributed, and how consumers play an active role in shaping the meaning of and circulating advertising, a concept that Jenkins, Ford, and Green (2013) refer to as "spreadability" (p. 3).

The result is that brand messages and digital contexts (e.g., Facebook, Twitter, brand sites, YouTube, etc.) that people choose to engage with are much more complex, and theories about how advertising "works" in light of these complexities are greatly needed.

## **Topics**

We welcome studies that advance the conceptualization and operationalization of digital engagement or digital customer engagement with advertising in a variety of digital environments, platforms, and applications. This may include new developments, theories, models, methods, frameworks and research. Potential research topics that may be addressed include (but are not limited to):

- Digital engagement with:
  - User-generated advertising
  - Consumer-manipulated brand messages
  - Behaviorally targeted messages
  - Consumer-shared brand messages
  - Native advertising
  - Advertising located in social media
- Digital engagement and advertising effectiveness
- Digital engagement in relationship to clutter/ad blocking/ad avoidance
- Customer co-creation perspectives on digital engagement and ads

- Context determinants of digital customer engagement
- Visual engagement and online advertising execution
- Digital engagement and the Internet of Things (smart signs, beacons, wearables, IoT data and personalization, proximity marketing, etc.)
- Measurements of digital engagement related to advertising
- Online advertising experience as it relates to digital engagement
- Impact of consumer motivations on digital engagement with advertising
- Antecedents and consequences of digital engagement with advertising
- Explorations of ethical norms regarding digital engagement

Approaches from a variety of perspectives are welcomed, including psychological, ethical, sociological, economic, political, or critical.

### References

- Brodie, Roderick J., Linda D. Hollebeek, Biljana Juric, and Ana Ilic (2011), "Customer Engagement Conceptual Domain, Fundamental Propositions, and Implications for Research," *Journal of Service Research*, 14 (3), 252-271.
- Chaffey, Dave (2007), "Customer Engagement Interview with Richard Sedley of cScape," *Smart Insights*, available at <http://www.smartinsights.com/customer-engagement/customer-engagement-strategy/customer-engagement-interview-with-richard-sedley-of-cscape/> (accessed May 3, 2016).
- Jenkins, Henry, Sam Ford, and Joshua Green (2013), *Spreadable Media: Creating Value and Meaning in a Networked Culture*, New York: New York University Press.
- Vargo, Stephen L., and Robert F. Lusch (2004), "Evolving to a New Dominant Logic for Marketing," *Journal of Marketing*, 68 (1), 1-17.


### Submission Guidelines

Submissions should follow the manuscript format guidelines for *JA* at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no greater than 12000-13000 words (including references, tables/figures, and appendices).

### The submission deadline is April 30, 2017.

All manuscripts should be submitted through the *JA* online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during April 1-30, 2017. Authors should select "SPECIAL ISSUE: Digital Engagement with Advertising" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Digital Engagement with Advertising.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than July 2017 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Issue is Spring 2018.

For additional information regarding the special issue, please contact the guest editors at: [ja.digital.editors@gmail.com](mailto:ja.digital.editors@gmail.com). 

# **Announcements** (Call for Papers)

***Journal of Advertising***  
**Special Issue:**  
**Advertising and Children**

**Guest Editor**

Michelle R. Nelson, University of Illinois at Urbana-Champaign

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Advertising* (JA) dedicated to **Advertising and Children**.

JA is the premier journal of the American Academy of Advertising, an organization of advertising scholars and professionals with an interest in advertising and advertising education. The journal covers “significant intellectual development pertaining to advertising theories and their relationship with practice.”

For more than 40 years, scholars, practitioners and public policy makers have been interested in the effects of advertising on children. Today the forms of advertising and the uses of media have changed drastically. At the same time, the nature of childhood, definitions and structures of family, approaches to parenting, and academic understanding of children are also changing. These changes necessitate new forms of scholarly inquiry into advertising and this special audience.

The purpose of this special issue is to draw from across methodological and disciplinary perspectives to examine issues related to children through age 18. Submissions from across academic fields are encouraged. Papers may include conceptual frameworks, literature reviews, historical approaches, experiments, surveys and qualitative approaches. Potential research questions and topics that may be addressed include (but are not limited to):

- \* Use and effects of newer forms of advertising and media technologies, including social media and mobile devices
- \* Issues related to ethics and fairness of advertising to children, including privacy, effective parental mediation, and blurring of commercial and non-commercial content
- \* Media literacy and persuasion knowledge of children
- \* Potential for positive and negative effects of advertising to children including health-related behaviors, materialism, consumer literacy, and normative beliefs
- \* Consumer socialization of children
- \* New theoretical perspectives, such as the sociology of childhood, children’s lived perspectives, consumer culture theory, and children as active interpreters
- \* How children and their behaviors are represented in advertising
- \* Cross-cultural issues in advertising to children
- \* Stakeholder Perspectives (e.g., parents, educators, advertisers, trade groups, policy makers, medical professionals) in advertising to children

## **Submission Guidelines**

Submissions should follow the manuscript format guidelines for JA at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12000 words, including all references, tables, figures, and appendices.


**The submission deadline is January 30, 2018.**

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during January 1-30, 2018. Authors should select “SPECIAL ISSUE: Advertising and Children” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Children. Manuscripts will go through a peer review process, and the Special Issue is planned to appear as the first issue of 2019.

**Special Issue Guest Editor**

Michelle R. Nelson, Associate Professor, Charles H. Sandage Department of Advertising, Institute of Communication Research, University of Illinois at Urbana-Champaign.

<https://media.illinois.edu/michelle-nelson>

For additional information regarding the Special Issue, please contact the Guest Editor at [JAadvertisingandchildren@gmail.com](mailto:JAadvertisingandchildren@gmail.com). 

# **Announcements** (Call for Nomination)



## **EAA Flemming Hansen Award 2017**

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award. This long-term impact award honors a scholar who has made contributions to distinguished scholarship in advertising research. Specifically, the EAA will recognize an author of one or more publications that had a significant impact in the field of advertising. The 2017 recipient will be announced at the Gala Dinner of the 16th International Conference on Research in Advertising (ICORIA) in Ghent on June 30th, 2017. (Please see the [conference call for papers](#) at the EAA Web site, [www.icoria.org](http://www.icoria.org).)

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. The Selection Committee consists of the past EAA Presidents: Professor Peter Neijens (University of Amsterdam, the Netherlands), Professor Shintaro Okazaki (King's College London, England), Professor Edith Smit (University of Amsterdam, the Netherlands), and Professor Ralf Terlutter (Alpen-Adria University Klagenfurt, Austria).

Please send nominations and any questions related to this award to the Selection Committee Chair, Ralf Terlutter, at [Ralf.Terlutter@aau.at](mailto:Ralf.Terlutter@aau.at). Include the candidate's CV with the nomination letter, which should describe significant contributions to distinguished scholarship made by the nominee (maximum one page). Nominations for the 2017 award must be received by April 1, 2017.

### **Prof. Dr. Tobias Langner**

Bergische Universität Wuppertal

Chair of Marketing

Gaußstraße 20

42119 Wuppertal, Germany

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# **Announcements (Job)**



University of Kentucky

## **Two Tenure Track Assistant Professor Positions Integrated Strategic Communication**

The Department of Integrated Strategic Communication (ISC) in the College of Communication and Information at the University of Kentucky is accepting applications from qualified candidates for two tenure track assistant professor positions to teach introductory and advanced ISC courses. As part of regular duties, the new faculty members would serve as academic advisors to undergraduate ISC students and would participate in the department's governance and service. ISC faculty are encouraged to propose and teach special-topics courses that take advantage of personal interests and experiences in the field.

### **Tenure Track Assistant Professor, ISC Creative and Visual Communication (FE00816)**

The successful candidate would teach creative strategies/tactics and visual communication courses. Experience with the Adobe Creative Suite programs is essential. The ability to teach subjects such as copywriting, design, digital storytelling, and branding would be especially valued. This is a special title position. The university's special-title series emphasizes superior classroom teaching and undergraduate curriculum development and typically carries a 3/3 teaching load. Research and creative activities tied to the ISC profession are also considered for promotion and tenure. Graduate teaching opportunities may also be available for qualified applicants. A Ph.D. or terminal degree in an appropriate field is preferred, but applicants with a master's degree and significant professional experience related to ISC will be considered.

### **Tenure Track Assistant Professor, ISC Management and Planning (FE00817)**

The successful candidate will have the ability to teach courses such as advertising account planning/management, consumer insights and research methods. The ability to teach social/mobile/digital strategy and analytics would be especially valued. This is a regular title position. The university's regular-title series typically carries a 2/2 teaching load and emphasizes excellence in teaching, research, and publication credentials commensurate with departments at high research-intensive universities. A record of, or potential for, extramural funding is desirable. Participation in the graduate program through teaching, advising, and research is expected. A Ph.D. or terminal degree in an appropriate field is preferred, but an ABD will be considered.


Our growing ISC department, with 13 faculty members and more than 600 students, has been a leader in offering an integrated and strategic approach to advertising, promotion, public relations, direct response, and interactive or socially mediated communications. It is housed in the University of Kentucky's College of Communication and Information, which offers undergraduate and/or graduate degrees in communication, integrated strategic communication, journalism, library science, information studies, information communication technology, and media arts. The College has an active research faculty with a consistent record of extramural funding and has been recognized for teaching excellence.

Salary for the positions will be competitive and commensurate with experience.

Questions may be directed to: Dr. Alyssa Eckman, chair, Department of Integrated Strategic Communication, 118 Grehan Building, University of Kentucky, Lexington, KY 40506, or via email at [aeckman@uky.edu](mailto:aeckman@uky.edu). Please note that, to be considered an applicant, an application must be submitted via the UK Jobs site (<https://ukjobs.uky.edu>). Review of applications begins immediately and continues until the position is filled.

The University of Kentucky is committed to a diverse and inclusive workforce by ensuring all our students, faculty, and staff work in an environment of openness and acceptance. We strive to foster a community where people of all backgrounds, identities, and perspectives can feel secure and welcome. We also value the well-being of each of our employees and are dedicated to creating a healthy place to work, learn and live. In the interest of maintaining a safe and healthy environment for our students, employees, patients and visitors the University of Kentucky is a Tobacco & Drug Free campus.

As an Equal Opportunity Employer, we strongly encourage veterans, individuals with disabilities, women, and all minorities to consider our employment opportunities.

Any candidate offered a position may be required to pass pre-employment screenings as mandated by University of Kentucky Human Resources. These screenings may include a national background check and/or drug screen. 



# **Newsletter Advertising Policy**

The AAA Newsletter carries an advertising fee for placement of ads in the Newsletter by commercial entities (e.g., publishers, etc.). The fee will range from \$50 (up to 1/2 page) to \$100 (from 1/2 page to a full page) depending on size.

As a service to AAA members, the Newsletter will continue to post job listings free of charge as well as other types of announcements such as calls for papers, academic or advertising conferences, etc. A list of organizations for which we post conference information follows: This list includes:

- ACCI – American Council on Consumer Interests
- ACR – Association for Consumer Research
- Ad Division, AEJMC (Association of Educators for Journalism and Mass Communication)
- AEJ – Association of European Journalists
- AMS – Academy of Marketing Science
- AMA – American Marketing Association
- AMA SIGS – Relevant Special Interest Groups (SIGS): Advertising, Consumer Behavior, Marketing Research, Marketing and Public Policy
- APA – (Division 23 – Consumer Psychology - see SCP below);
- APA – (Division 46 - Media Psychology)
- Amer. Agri. Econ. Assoc
- ICA – International Communication Association
- NCA – National Communication Association
- SCP – Society for Consumer Psychology (APA Division 23)
- SMA – Society for Marketing Advances

AAA members may also run a brief (1-sentence) announcement about newly released books in the Announcements section. If members wish to run larger ads or announcements about book releases, a partial or full-page ad may be purchased.

See past issues of the Newsletter for samples on other ads that have run. Contact the Editor of the Newsletter, Joonghwa Lee at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu), for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- Ad(s) is due by: January 15, April 15, July 15, October 15 