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## President's Column

### AAA President's Report

by Tom Reichert (University of South Carolina)

Hopefully you've wrapped up the semester and you're either preparing for summer school, research time, or time off. It's a good time to reflect on New York and look forward to next year's conferences.

#### New York – The Big “AAA” Apple

By all accounts, the New York conference was a hit – a big celebration of research, the academy, and fellowship. Looking in the rearview mirror, we couldn't be more pleased. We had record attendance, even with those unable to join us because of weather woes. Those of us in the south know everything comes to a screeching halt with a couple inches of snow but another nor'easter couldn't hold us back. We sincerely appreciate everyone doing their best to overcome weather obstacles to join us in New York.

We learned, we networked, we recognized achievements, we brought our “A” game, and we met new friends and toasted with old friends. As important, we celebrated our diamond jubilee: Happy 60th. As mentioned at lunch, MSU got it right with their ad in the program talking about how far we've come since 1958. A group of advertising educators got together to found this organization. It was the Mad Men era for sure. We've come a long way in many respects but more progress needs to be made and much remains to be discovered.

One cannot overemphasize the great effort involved in making your conference experience as seamless as possible. Much appreciation should be directed to Michelle Nelson, Harsha Gangadharbatla, Pat Rose, Betty Djerf, Ginger Phillips and many, many others for a truly successful and memorable experience.

#### Dallas

We look forward to seeing you in big “D” next year, so save the date: March 28-31, 2019. Dallas-Fort Worth is a Top-5 DMA with plenty to see and do. Our DFW-based programs—SMU, TCU, UNT and others—will work to make sure you feel welcome. Plan accordingly because preconference, special topics, and research paper deadlines will be announced soon.

#### Beijing

Also, look for more information about our conference in Beijing. A recent article in Forbes predicts that AI, and global marketers partnering with Chinese information companies, are top advertising trends in China for 2018 and beyond. China is a big part of



Tom Reichert

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# Research Feature

## Three Key Research Lessons Learned Over 40 Years:

### *Intrinsic Motivation, Within-Group Diversity, and Publicly-Engaged Scholarship*

by Jerome D. Williams (Rutgers University- Newark)

I taught my first course when I was in graduate school in 1975. As I reflect back on my academic career spanning over 40 years, I have to say it's been a great ride. While conducting research certainly has been a critical aspect of what has made the journey so enjoyable, I have to admit it's been more than just the research. For me, it's been the perfect blend of the three main pillars of a successful academic career, namely, research, teaching, and service. Rather than viewing each as a separate component, what has made my career most gratifying is that I looked at all three as a seamless whole that contributed to my success. Although this piece primarily is to focus on my thoughts on research, I'd like to use this column to discuss three key lessons I've learned over the past 40 years, which represent a blend of all three components.



Jerome D. Williams

#### **Lesson One: Intrinsic Motivation**

We often hear that successful researchers must have a certain intellectual curiosity to find answers to problems. While I also believe that's true, I also feel that the problems we investigate should be meaningful to us personally. I decided a long time ago that if I as a researcher were going to spend so much of my life investigating problems and finding answers and solutions, I wanted that time to be spent on problems that were meaningful to me personally and to society. I recognize that not everyone is suited to follow that path, but I always believed for me the intrinsic motivation of

conducting research and finding answers and solutions to problems that were important to me was more gratifying than the extrinsic motivation of just "piling up a long list of publications."

To see if this hypothesis that motivated me personally also applied to other successful researchers, I conducted an informal survey in 2007 of approximately 50 of the top researchers who had received their doctoral degrees in 1982. Essentially, I was trying to find out after 25 years of being a researcher, what pearls of wisdom and lessons learned could they pass along to succeeding generations of researchers. Indeed, almost all of this group had built up a long list of publications, but what struck me was that many also had similar thoughts as I had about what makes for a successful researcher. One of the questions I asked was "What is the one thing (tip, piece of wisdom) that you've gleaned over the past 25 years that you'd like to share with new PhD's?" Some of the responses I received included comments such as "contribute more research that has had an impact on changing people's lives," "conduct research that links with your personal interests in life....this has been very motivating for me," "have fun along the way – the years go by quickly," and "continue to develop new interests and projects, keep excited about what you are doing, try not to focus too much on what you think will be rewarded extrinsically." The bottom line for me of this survey was that, contrary to what I had assumed, there were many successful researchers who had similar views as mine of letting intrinsic motivation be a main driver.....along with "piling up the publications." Let's face it, it's always going to be a numbers game, to some extent.

#### **Lesson Two: With-in Group Diversity**

A second lesson I've learned over the years that I'd like to share with researchers who are interested in multicultural advertising and marketing is that we need to foster more

#### **Jerome D. Williams Bio:**

Jerome D. Williams, recipient of the 2018 AAA Kim Rotzoll Award for Advertising Ethics and Social Responsibility, is Provost and Executive Vice Chancellor of Rutgers University-Newark. He also is a Distinguished Professor of Marketing and holds the Prudential Chair in Business. He has held endowed chair positions at four different universities, prior to Rutgers, including the Wharton Business School at the University of Pennsylvania (Marketing), Howard University (Marketing), University of Texas at Austin (Advertising), and Nanyang Technological University in Singapore (Communication). At the start of his academic career, he was on the Penn State University Marketing Department faculty for 14 years. He has published extensively in the areas of multicultural marketing and advertising and diversity-related topics. He received his Ph.D. from the University of Colorado in Marketing, with a minor in Social Psychology.

“diversity-within” versus “diversity-between” research. As the population of the United States grows ever more diverse, it becomes questionable whether concepts and theories developed and tested on the majority consumer group (i.e., White, Euro-Americans) can be appropriately applied to ethnic minority consumer groups (e.g., African-Americans, Hispanics, Asian-Americans, etc.). These multicultural groups not only demonstrate significant differences in terms of household compositions, values, lifestyles, self-perceptions, aspirations, etc., from the majority group, but also great diversity with-in each group.

One way to enrich our understanding of multicultural consumers is to move away from the traditional thinking of viewing these groups as monolithic segments to be compared to the general population of White consumers. Essentially, we need to adapt the methods and approaches that have been used by race and ethnic scholars in other fields, such as psychology, sociology, public health etc., and accept diversity with-in as a legitimate approach. This is in contrast to the approach often advocated by editors and reviewers to use Caucasians as the comparison or control group necessary to understand the findings from research on an ethnic minority group. This approach reflects the Cultural Deviant Model, which characterizes differences between groups as deviant and inferior.

I would argue that researchers studying racial and ethnic consumer groups should not feel compelled to accept the traditional logic that Caucasians are the most logical or necessary contrast against which racial and ethnic groups should be compared. In certain cases, this might be appropriate, depending on what concepts and behaviors are being examined. However, I would challenge researchers to ask different questions beyond “what are the differences between Whites and a specific racial and ethnic group?” Investigating within-group differences offers researchers an opportunity to identify the magnitude of heterogeneity within each group. Furthermore, within-group investigations can significantly advance our understanding of multicultural marketing and advertising by providing information that is lost in the traditional between-group comparisons.

### **Lesson Three: Publicly-Engaged Scholarship**

Finally, I’d like to advocate for more publicly engaged-scholarship. One of my main interests over the past 40 years has involved research related to advertising/marketing and public health, especially as this research impacts multicultural segments of the population. One of the first things I noticed, though, when I first started attending public health meetings, conferences, and special task forces to

which I was appointed, was a strange response. Whenever I stood up to introduce myself and said I was a “Professor of Advertising and Marketing,” the room got silent, and I could almost hear people whispering “Who let him in?” As I reflected on this, I thought how could this be? Who else better than advertising/marketing professors are suited to present our “brand” in a positive light? However, it was a classic case of the “shoemaker’s children going barefoot,” i.e., the proverbial saying exemplifying how some professionals don’t apply the skills they’ve honed to themselves. However, the good news is that I’ve noticed a growing new generation of scholars these days who deeply value community engagement, social justice, and positive community impact in terms of what should result from our research. I’m proud to say that I have been around long enough and to have contributed, along with many of my fellow publicly-engaged scholars, to moving people away from simply defining advertising as “those folks who make you buy things you don’t want!” As someone who has “labored in the vineyards” for a number of decades in trying to dispel the notion that “Advertising/Marketing are dirty words,” I continue to encourage other scholars to conduct research that contributes to society and makes the world a better place. I look forward one day to walking into a room of my public health colleagues, introducing myself as an Advertising/Marketing Professor/Provost, and having people stand up and cheer! I believe that publicly-engaged advertising research will help get us there!

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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 **July 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)



# Teaching Feature

## Thinkers Makers Doers

by Deborah Morrison (University of Oregon)

It was indeed an honor to receive the 2018 Charles Sandage Award for Excellence in Teaching at our AAA Conference. I teach creative and that expertise has always been a bit of an odd fit for traditional scholarship and academic programs. Therefore, I'd like to offer a perspective from outside the norm, a view that might help in building programs and mission for teaching creative in a more integrated and relevant way than in the past.



Deborah Morrison

I'm in my 45<sup>3rd</sup> year – not a typo – of teaching and learning with students dedicated to understanding and making advertising. I'll first admit that I'm not sure it is traditional "advertising" that I teach anymore. Instead, we see our major as sharpening critical, conceptual creative skills to solve problems responsibly for people and brands in a global economy. That perspective gives us permission to do bigger projects, make broader impacts, consider important human truths, even as ads are often part of the creative outcome of those findings.

Here then are a few thoughts on teaching advertising gathered from years of working with great faculty colleagues and invested students:

### **A Good Program Is More than a Set of Courses.**

A successful advertising program can't be simply a listing of classes held together by bureaucratic structure. It must be a well-curated set of courses that consistently inform and overlap each other, a connected intellectual network that embraces the mission of the faculty and is in constant review for relevance. Best advice is to take away the silos, or at

least knock them down enough to see what's happening in the other areas.

More, a good program builds community as well as building intellectual and practical knowledge. And with community, students can find their reason why in a culture of optimistic collaboration that guides a student's time in school and after graduation. It's a place of inclusion that makes the give-and-take of ideas feel obvious. Each year, we take 100+ students to New York for Creative Week in May. We visit dozens of agencies in sets of 20 or so, work on briefs for pitches, build an identity for the trip. This year's collection – [uonyc2018.com](http://uonyc2018.com) – was, as usual, conceived, coded, and produced by students. We build those experiences to have maximum effect and shareability with those not on the trip.

A good program begins with an intro course that offers context about the profession as well as tools for making. Our 125-student intro class, *The Creative Strategist*, is less about making ads and more about finding a voice. Assignments include building their portfolio site that will be their obsession through all courses, an ideabook of prompts that asks them to look at the world differently, and a team project dedicated to building a deck about some research context on a theme. At the end of the 10-week term, we hold an Extravaganza where all the work is showcased. Another layer of community is formed: upperclassmen come to see the work and the new crop of thinkers, makers, and doers arrives.

### **Thinkers Makers Doers.**

That's how we see ourselves. I've learned in my teaching career that the core in teaching a thriving program and great careers for students is to give each student a way to be part of the creative process. We heard that again and again from agencies in our New York trip this year: Strategists and planners immersed with creatives throughout the process. Account managers with an understanding of what great creative is and how to talk about it. Media planners who know their work is fundamental

**Continued on page 6...**

#### **Deborah Morrison Bio:**

Deborah Morrison, PhD is the Carolyn Silva Chambers Distinguished Professor of Advertising at the University of Oregon School of Journalism and Communication. She has been named a Grandmaster of the Art Director's Club in New York, served two terms on the board of directors for The One Club for Creativity, and believes creative skills can save the world. Her book, *Brave Work in the Age of Climate Change: A Creative's Guide to Making Compelling Advertising and Brand Messages in Complicated Times*, will be published in the fall. Morrison and colleague Kim Sheehan have developed the Masters in Advertising and Brand Responsibility. The first cohort begins in Fall 2018.

# Special Topic

## First Impressions from New AAA Family Members!

At the 2018 Annual Conference in New York, AAA had about 61 new family members attend. As a tradition, AAA members welcomed them at the first-timer's breakfast, mentoring program, research sessions, luncheons, etc. Here, some of them share their first impressions of the conference. We are very pleased to have new attendees and we look forward to seeing them next year! – Editor –



An amazing person that I met at 2018 AAA.

My first AAA conference has been nothing short of amazing. I had the opportunity to meet so many talented and kind people, who offered me wonderful advice and insights for moving forward in my academic journey. I enjoyed very much the research presentations, and even more so the conversations that I had; they gave me so much inspiration and motivation to work hard, and work smart, and to come back to the conference next year.

-Giang Pham (Doctoral Student, University of Illinois at Urbana-Champaign)-

We are a group of MSc. Marketing Students from the University of Saskatchewan. As students, the AAA conference was an incredibly enriching academic experience. We had the opportunity to attend engaging and thought-provoking conference sessions in the very lively and fun city of NYC! Thank You AAA organizers! :) -Stephanie Pankiw, Marina Moreland, and Brittany Michael (Master's Students, University of Saskatchewan, Canada)-



Stephanie Pankiw, Marina Moreland, Marjorie Delbaere, Lincoln Lu, and Brittany Michael



As an 'AAA conference newbie', I felt very welcome. The first timers' & mentors' breakfast was great to start off with and the mentors' enthusiasm and energy showed that once you start attending the AAA annual conference, you want to keep coming back every year. I will definitely try to attend next year's annual

conference in Texas! -Simone Krouwer (PhD Researcher, University of Antwerp, Belgium)-

It was my first time at the AAA and I was impressed by how open minded and friendly this community is. This shows through the curiosity of people, their openness to other disciplines such as philosophy of technology to interrogate ethics in advertising, so everyone feels like participating at all sessions. I enjoyed the reflexivity of participants on their teaching practices too.



-Stéphanie Gauttier (Postdoctoral Researcher, University of Twente, Netherlands)-



I had a great experience meeting people from a variety of backgrounds from both industry and academic settings – all with a common interest in the stimulating world of advertising. I found most valuable the discussions about the future of advertising and emerging trends, and I left the conference inspired in my own work. Lastly, the atmosphere of the conference was warm and welcoming. I especially appreciate the relaxed and social nature of sessions, which made learning highly-effective and enjoyable. I am looking forward to the AAA conference experience next year.

-Candice Hollenbeck (Faculty, University of Georgia)-

I was very happy to attend AAA 60th annual conference, especially with MSU faculty celebrity where I am doing research as visiting scholar with Professor Hairong Li. The faithful dedication of this discipline is well memorized by all members for advancing. Advertising has been proved to face challenges by consulting engaging and P&G/WPP misconducting. Journal editors talked about the advertising enforce the diversity understanding. I hope the future of



advertising can enjoy a long-standing with digital technology and brand communication with a profound new identification.

-Gu Mingyi (Faculty, Shanghai International Studies University, China)-



I found the conference interesting. It was a nice time to 'bounce brains' with other researchers. I particularly appreciated the inclusion of practitioners and their views. The meeting with the journal editors was just as rich as the sessions I attended.


-Alexander Tevi (Sessional Academic, Macquarie University, Australia)-

After working six years at an advertising agency, the AAA conference was my first ever academic conference. A warm and welcoming atmosphere made me feel comfortable interacting with research experts from various institutions. Attending the AAA conference was not only a great inspiration for setting up new goals as a researcher, but also a tremendous moment in my career, transitioning from a practitioner into a soon-to-be researcher. I can summarize my first AAA conference with three phases: excited to be a member, embraced by other scholars, and inspired to expand my knowledge. I am looking forward to seeing you again at the next conference in Dallas!

-Nah Ray Han (Doctoral Student, University of Georgia)-



Attending the AAA conference for the first time is definitely challenging (due to the snow storm), but very incredible, impressive, and heartwarming. The home-like conference atmosphere and my volunteering experience allowed me to have wonderful personal interactions and conversations with many graduate

students, as well as faculty members. All of them are so caring, supportive, and respectful. The sessions are tightly related to advertising research and are informative as well as inspiring. I am looking forward to the next AAA conference in 2019 at Dallas. -Jie (Doreen) Shen (Master's Student, University of Illinois at Urbana-Champaign)- 




Continued from page 4 by Deborah Morrison.

to creative success. Creatives who know their ideas have to travel through a transformative process in order to become something of value. I've always held everyone wants to make things; giving those opportunities, some graded and some not, builds creative muscle. There's a compelling connectivity of ideas and people when everyone believes they are a part of the creative offering.

### The New Creative.

How do you teach courage or confidence or relationship building? We hear repeatedly that these are the skills that help professionals transform their ideas into value. We've framed classes with these skills in mind for everyone. But I look at writers and art directors as key to this platform of building empathy. Whereas the creative of the last couple of decades used being clever as the sharpest tool in the toolkit, there's a change in industry. The new creative is brave, thoughtful, curious, strategic, looking to understand audience and people. While those tools have always been used to some degree, we now have more robust discussions about how to defend brave ideas, how to respect audiences, how to work with culture not abuse it. A syllabus that underscores courage and empathy becomes a starting point for great work.

I've come to believe that good teaching is based on persistence. My own teaching thrives when I'm not sure what the outcomes will be but I'm willing to take chances, find a way to make the work we do with students more relevant for the world. In this era of brands as actors in cultural and political drama, our teaching of advertising takes on a new urgency. How do we use this creative power to build brand responsibility? How do we teach our students to wield that power with empathy? How do we help them develop the confidence and tenacity to defend brave ideas?

All of this to say: more than ever, our work with students means something. It is a beautiful time to be standing with them, developing work of meaning, helping to shape thinking that be so valuable to the world. 



# 2018 AAA Annual Conference

## AAA Conference Paper Round Up

by Harsha Gangadharbatla (University of Oregon)

This year's AAA conference in New York City is one of the largest-attended despite flight cancellations due to inclement weather. New York was the perfect venue for our 60<sup>th</sup> anniversary conference. The city that never sleeps had a lot to offer for professors interested in advertising, and despite the Broadway shows, incredible restaurants, and many touristy things to do, all of the sessions were well-attended making the conference a grand success. Members presented high-quality work in sessions that ranged from information processing, to social media, to big data methods in advertising, to brand placements, to native advertising, and to augmented and virtual reality.



Harsha Gangadharbatla

Overall, the papers and panels were exceptional. There were more than 188 competitive research papers and 14 special topics proposals submitted for double-blind review. A total of 100 competitive papers (53%) and six special topics sessions (42%) were accepted. Competitive papers were organized into 25 thematic sessions. The special topics sessions were well coordinated by AAA President Tom Reichert of the University of South Carolina. The 2018



Proceedings will contain summaries and abstracts of the pre-conference and special topics sessions, and full papers and abstracts of competitive research sessions.

Two competitive papers rose to the top. The top student paper was coauthored by Rachel Lim and So Young Lee from the University of Texas: "Industry Credibility Matters in CSR Communication: Examining the Interplay of Industry Credibility and CSR Message Type." The overall best paper award went to Ilwoo Ju and Hyunmin Lee for their paper: "Information or Deception? Effects of Disclosure Language and Prominence on Consumers' Vigilance about Native Advertising

Disclosure." This year the top paper awards included a cash prize sponsored by the Southern Methodist University.

Overall, the conference would not be possible without the efforts of the 199 reviewers and those who served as session chairs, and moderators. I sincerely thank all those who volunteered their precious time and expertise, and contributed to making this year's AAA conference another outstanding event. I also want to acknowledge the sponsors who provided financial support, our wonderful Conference Manager Betty Djerf, and members of the AAA Executive Committee who were constant sources of support throughout the entire process of organizing the conference. Finally, my special thanks go to the AAA Past-President Michelle Nelson and



President Tom Reichert for their valuable input, patience, and guidance, and especially to Executive Director Pat Rose who is always invaluable but especially so during the entire conference submission process.

It was an honor to serve AAA as Vice President and Proceedings Editor this year. Serving in this role is a privilege and I thank the members from the bottom of my heart for entrusting me with this responsibility. I continue to be impressed by the research productivity of AAA members and I look forward to seeing you all next year in Dallas.

### AAA Research Awards

The American Academy of Advertising awarded four research fellowships and four doctoral completion grants to several AAA members. Recipients of the research fellowship this year include Jennifer Ball (Temple University), Padmini Pathwardhan (Winthrop University), Harsha Gangadharbatla (University of Colorado Boulder), and Ilwoo Ju (Saint Louis University). Doctoral dissertation completion grant recipients include: Joseph T. Yun (University of



Jooyoung Kim presents AAA Research Fellowship award to Jennifer Ball (Temple University) and Janelle Applequist (University of South Florida).

Illinois), Yongwoog Andrew Jeon (University of Texas at Austin), Rahnuma Ahmed (University of Oklahoma), and Seunghyun Kim (University of Oklahoma).

### Best Conference Paper Awards



Ilwoo Ju (Saint Louis University) accepting the AAA 2017 Best Conference Paper Award.

The winners of the Best Paper Award for the 2017 AAA conference were Ilwoo Ju (Saint Louis University) and Hyunmin Lee (Drexel University) for their paper: "Information or Deception? Effects of Disclosure Language and Prominence on Consumers' Vigilance about Native Advertising Disclosure." Best Student Paper was awarded to Rachel Lim and So Young Lee (both from University of Texas): "Industry Credibility Matters in CSR Communication: Examining the Interplay of Industry Credibility and CSR Message Type."

### Fellow of the Academy

Dean Krugman, University of Georgia, was honored as a Fellow of the American Academy of Advertising. The Fellow Award is the most prestigious award given by the Academy. The designation of Fellow is for a lifetime of achievement in the advancement of advertising scholarship, education, and service to the discipline. Thus, the Fellow is the Academy's broadest and most prestigious award.



Dean Krugman (University of Georgia) receives the AAA Fellow distinction.



Jerome Williams (Rutgers University) receiving the Kim Rotzoll Award for Advertising Ethics and Social Responsibility.

### Kim Rotzoll Award for Advertising Ethics and Social Responsibility

Jerome Williams, Rutgers University, was honored with the Kim Rotzoll Award for Advertising Ethics and Social Responsibility. This award was established in 2004 and recognizes individuals or organizations who have demonstrated an outstanding commitment to advertising ethics and social responsibility.

### Charles H. Sandage Award for Teaching Excellence

Deborah Morrison, University of Oregon, was honored with the Charles H. Sandage Award for Teaching Excellence. This award is not given each year and it is



Deborah Morrison (University of Oregon) accepts the Charles H. Sandage Award for Teaching Excellence.

among the most prestigious teaching awards given by the Academy. The award recognizes outstanding contributions to advertising teaching.

### Graduate Student Travel Grants

Seven AAA graduate student members across five universities earned travels grants to attend the 2018 conference. Those members include: Joseph Tek Yun (University of Illinois), Joanna Strycharz (University of Amsterdam), Rachel Lim (University of Texas), Anneroo R. Smink (University of Amsterdam), Jihoon (Jay) Kim (University of Georgia), Haseon Park (University of North Dakota), and Yuhosua (Joshua) Ryoo (University of Texas).



Graduate students receiving travel grants awarded by Tom Reichert.

### JA Awards

The *Journal of Advertising* Best Article Award was instituted in 1988 to honor the best article published each year. The 2017 article award goes to Patrick Vargas, Brittany Duff (both from University of Illinois) and Ronald Faber (University of Minnesota) for their paper: "A Practical Guide to



Brittany Duff (University of Illinois) and Ron Faber (University of Minnesota) accept the 2017 award for Best Article in Journal of Advertising.

Experimental Advertising Research." The runner-up was Eunjin Kim (Southern Methodist University), S. Ratneshwar (University of Missouri) and Esther Thorson (Michigan State University) for their paper: "Why Narrative Ads Work: An Integrated Process Explanation." Each year, the *Journal of Advertising* recognizes "outstanding reviewers" for their contributions reviewing manuscripts. This year, the award went to Hye Jin Yoon (Southern Methodist University) and Clinton S. Weeks (Queensland University of Technology).

### JCIRA Awards

This year's Best *JCIRA* article award goes to Jing (Taylor) Wen (University of South Carolina), Sela Sar (University of Illinois) and George Anghelcev (Northwestern University Qatar) for their article: "The Interaction Effects of Mood and Ad Appeals on Type of Elaboration and Advertising Effectiveness." The outstanding *JCIRA* reviewer in 2017 was Ray Taylor (University of Villanova).




Sela Sar (University of Illinois) accepts the 2017 award for Best Article in Journal of Current Issues and Research in Advertising.



## JIA Awards



Nathaniel J. Evans, Joe Phua, Jay Lim and Hyoyeun Jun (University of Georgia) accept the 2017 award for Best Article in Journal of Interactive Advertising.

This year's Best *JIA* article award goes to Nathaniel J. Evans, Joe Phua and Hyoyeun Jun for their article: "Disclosing Instagram Influencer Advertising: The Effects of Disclosure Language on Advertising Recognition, Attitudes, and Behavioral Intent." The outstanding *JIA* reviewer in 2017 was Mark Yi-Cheon Yim (University of Massachusetts Lowell). 

## 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 **July 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

## Conference Highlights

The American Academy of Advertising Annual Conference held March 22-25 in New York, NY, was a big success. The following pages include some of the highlights from the conference.

### March 22: Preconference



Margaret Duffy (University of Missouri) kicks off a preconference session.



Elizabeth Quilliam (Michigan State University) shares some insight during the preconference.



Preconference attendees getting lunch at the hotel restaurant.

### March 22: Opening Reception



Karen Lancendorfer (Western Michigan University) and Marla Royne Stafford (University of Memphis)



Jih-Syuan (Elaine) Lin (National Chengchi University), Karen King (University of Georgia), and Peggy Kreshel (University of Georgia)



Herb Rotfeld (Auburn University) and Ray Taylor (Villanova University)



Martin Eisend (European University Viadrina), Patrick De Pelsmacker (University of Antwerp), and Edith Smit (University of Amsterdam)



**March 23: First-Timers' & Mentors' Breakfast and Members' Meeting**



Hoon Choi (University of Houston) greets attendees at the First-Timers' and Mentors' Breakfast.



Kelly Chu (DePaul University) at the First-Timers' and Mentors' Breakfast.



Round table discussion at the First-Timers' and Mentors' Breakfast.



President Michelle Nelson (University of Illinois) calls the member's meeting to order on Friday afternoon.



Jooyoung Kim (University of Georgia) delivers a report.

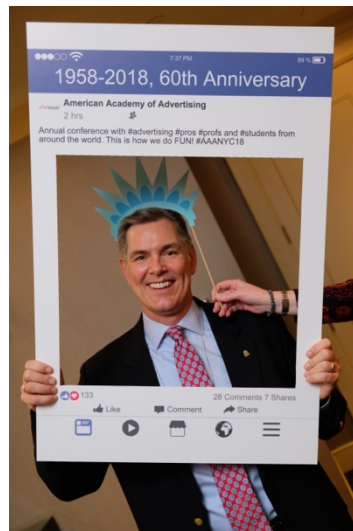


New President Tom Reichert (University of South Carolina) discusses plans for this coming year.

**March 23: President's Reception**



Jie Shen (University of Illinois), Jami Fullerton (Oklahoma State University), Michelle Nelson (University of Illinois), Sela Sar (University of Illinois), and Onsat Roth-Cohen (Ariel University)



Tom Reichert (University of South Carolina)



Kasey Windels (Louisiana State University), Pamini Patwardhan (Winthrop University), Sydney Chinchanchokchai (University of Akron), Federico De Gregorio (University of Akron), Karen Lancendorfer (Western Michigan University), Nate Evans (University of Georgia)



Harsh Taneja (University of Illinois), Eunjin Kim (Southern Methodist University), Heather Shoenberger (University of Oregon), Samuel M. Tham (Michigan State University), Erin Willis (University of Colorado-Boulder), Joonghwa Lee (University of North Dakota), Manu Bhandari (Arkansas State University)



**March 24: Luncheon and Awards Ceremony**



Dissertation award winner, Joseph Yun, and his adviser, Brittany Duff (University of Illinois).



Yongwoog Andrew Jeon (University of Texas) accepts AAA Doctoral Dissertation grant.



Rahnuma Ahmed (University of Oklahoma) accepts AAA Doctoral Dissertation grant.



Ray Taylor (Villanova University) recognized as "Outstanding" JCIRA reviewer.



Mark Yim (University of Massachusetts – Lowell) recognized as "Outstanding" JIA reviewer.



Dean Krugman (University of Georgia), AAA Fellow, offering some remarks.



Rachel Lim and So Young Lee (both University of Texas-Austin) accepting the AAA Best Student Conference Paper Award.

**March 24 (Event): One World Trade Center**



Mengtian "Montina" Jiang (University of Kentucky), Claire Segijn (University of Minnesota), and Jing Yang (Loyola University Chicago)



Carrie La Ferle and Steve Edwards (Southern Methodist University)



Mariko Morimoto (Waseda University)



A group with Michigan State ties says "Go Green" at the World Trade Center Memorial.



One World Trade Center



# Graduate Student Spotlight

**Regina Ahn** (University of Illinois at Urbana-Champaign)



**Regina Ahn**

I still remember my first students in the “Consumer Insight” course (ADV284, essentially the account planning class) in 2017. These undergraduate students were sometimes challenged by assignments and group projects but successfully became critical problem-solvers and good communicators. Through this class, they learned how to identify a target market and create a connection between a brand’s values and consumer insights. I have taught this class three times now, including the current semester. When I was recommended to write for the AAA Newsletter, I was thrilled to talk about my teaching experience in the Department of Advertising at the University of Illinois at Urbana-Champaign.

The “Consumer Insight” class inspired me to evaluate my definition of good teaching. In my first semester of teaching, I mainly focused on the course content. I believed that the major role of an instructor is guiding students to understand consumer trends and culture and to incorporate them into strategic planning. My definition of good teaching was mostly limited to ‘delivering important class content to students.’ Thus, sometimes, I spent a whole night searching for inspiring examples that I can share with students in the class. However, I realized that teaching is all about ‘communication’ and ‘participation’. It is more important to understand how students are learning in class and how they are communicating with me as well as with their group members. To better interact with my students, I opened myself as an approachable instructor and encouraged them to ask for any feedback or questions about the course content and assignments. The feedback made a significant difference to each assignment. I could observe that students were more willing to practice and train themselves as good

collaborators and problem solvers. From class discussions and in-class activities, they practiced what they learned in class on that day. I learned that creating opportunities to communicate inside and outside the class changes students’ learning.

Another benefit of teaching the “Consumer Insight” class is broadening my knowledge in the advertising and marketing industry. Technology has revolutionized the advertising industry, and advertisers face new challenges every day. The evolving media landscape always questions how to effectively but interactively ‘communicate’ with consumers. Through *AdWeek* and *Ad Age* articles, I follow up with recent ad campaigns or consumer insights. Also, I actively search for people in the industry to ask questions about the current atmosphere of advertising agencies. At the recent AAA 2018, I had wonderful opportunities to meet strategists, researchers, and UX planners throughout sessions and social gatherings. They shared their advice for undergraduate students who are looking to make their next career move. It was very delightful to share those tips with students in my class after the conference. I am also looking forward to learning industry insights at the AAA-AEF Visiting Professor Program at New York in June 2018. I am grateful to the AAA to the AAA for this opportunity. Teaching truly motivates me to develop myself as a professional in advertising.

I am very thankful for having this wonderful teaching experience at the University of Illinois at Urbana-Champaign. As a doctoral student, I have one or two semesters to teach until I graduate. I am very excited to move to the next step to become a good teacher, as well as a good learner. ~~AA~~

## Regina Ahn Bio:

Regina Ahn is a fourth-year doctoral student in the Institute of Communications Research (ICR) at the University of Illinois at Urbana-Champaign (UIUC). Regina received her bachelor’s degree in Business Administration (Sookmyung Women’s University, South Korea) and her master’s degree in Advertising (UIUC). She currently teaches Consumer Insight in the Department of Advertising while pursuing her doctoral degree. Regina studies children’s consumer socialization, particularly related to advertising literacy, parental mediation, and transmedia storytelling and branding.

## Joanna Strycharz (University of Amsterdam)

In this Graduate Student Spotlight, I would like to reflect on my first AAA conference. The conference was such a great experience for me as a first-timer that it was a natural choice for me to write about it. In New York, I had a chance to meet many great scholars and fellow PhD students and most of all, felt very welcome, which made it clear to me why many colleagues were so enthusiastic about the conference and were talking about the AAA family.



**Joanna Strycharz**

A few weeks later, during a workshop on mental well-being of graduate students organized by the University of Amsterdam, I was asked to imagine a recent situation when I felt satisfied with my work and had the feeling that the choice to join the graduate program was right. Again, I immediately had to think back to the AAA conference. For me, academic conferences are a great source of motivation and memories that help me to get past setbacks.

After the workshop, I started wondering why AAA was such a motivational kick for me. I could pin it down to 3 main reasons: gathering new ideas, meeting passionate people and sharing my work.

First of all, the conference program was filled with sessions that I was more than eager to attend. I had a chance to sit in many thought-provoking presentations. Conferences such as AAA are a great way to get an overview on recent knowledge and discussions in the field. What will be the role of big data in advertising research? Will advertising and marketing be replaced by robots? These questions came on board during the AAA and gave me food for thought as well as ideas for my own future research. Moreover, I have also enjoyed attending sessions only loosely connected to my dissertation topic, which is a great way of getting a wider perspective and getting to know some issues I rarely read about.

### Joanna Strycharz Bio:

Joanna Strycharz is second-year PhD candidate at the Amsterdam School of Communication Research, University of Amsterdam, the Netherlands. She received her research master's degree in Communication Science with distinction in 2017. Directly after receiving her degree she started with her 3-year PhD project that focuses on personalized marketing communication and its implications for marketers, consumers and the law.

Second, during the conference I had a chance to meet many people whose work I had been reading in my program. It was great to engage in discussions with scholars whose research has been a source of inspiration for my dissertation topic. Moreover, I appreciate the chance to meet fellow PhDs from all over the world and to discuss our experiences with graduate programs, share tips how to overcome downs that we all encounter and just make new friends.

Finally, presenting my work in front of fellow scholars was a great motivational kick for me. It may come as a surprise but a few years ago I was terrified to stand in front of older colleagues and to be exposed to their critical questions. However, my past experiences have shown me that my research benefits from the critique. Now, I am looking forward to other people's ideas who look at my work using different lenses.

All in all, I know that many graduate students are not sure if they should attend an academic conference so early in their career. Networking may seem scary and the critical eye of other scholars intimidating. However, my experience shows that attending conferences can be a great source of motivation and ideas that every graduate student should experience. I am already looking forward to my next AAA conference! ✨

# AAA Notes

## Awards and Honors



Jisu Huh

Dr. Jisu Huh, Professor and Raymond O. Mithun Endowed Chair in Advertising at the Hubbard School of Journalism and Mass Communication at the University of Minnesota, received the Distinguished Alumni Scholar Award from the University of Georgia Grady College of Journalism and Mass Communication. Huh was recognized along with the 2018 Grady

Fellowship inductees, at Grady Salutes: A Celebration of Achievement, Commitment and Leadership in April.



Kara Chan

Dr. Kara Chan (Hong Kong Baptist University) was awarded with the President's Award for Outstanding Performance in Research Supervision. The awarded was based on her dedication to support academic growth among the undergraduate as well as postgraduate students she supervised and co-supervised for research, as well as PhD graduates that she mentored.



Jean Grow

Dr. Jean Grow (Marquette University) is in the second year of a two-year Diversity and Inclusion Fellowship, one of only two awarded by Marquette University.



Dmitry Senderov

Dmitry Senderov's (STRONG communication group, Russia) new textbook, "BRAND COMMUNICATIONS," was recognized as "The best book in PR and branding" in Russia. The most prestigious Russian award, SEREBRYANY LUTCNIK (SILVER ARCHER), was given to the group of authors.

## Grants and Fellowships

Dr. Carolyn A. Lin (University of Connecticut) has received a Connecticut Institute for Clinical and Translational Science grant (Co-PI; \$15,000, 2018-2019; Project Title: Development of a Wearable Earpiece Sensor System to



Carolyn A. Lin

Assess Dietary Behaviors and Physical Activity among Underserved Group) and a Connecticut Institute for Resilience & Climate Adaptation grant (PI; \$80,000, 2018-2019; Project Title: Developing Location-Based Communication and Public Engagement Strategies to Build Resilient Coastal Communities).



Shelly Rodgers

Dr. Shelly Rodgers, Professor of Strategic Communication at the Missouri School of Journalism, was awarded the William T. Kemper Fellowship for Teaching Excellence (\$10,000).

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



Laura Bright

Dr. Laura Bright received a promotion and will be the incoming Department Chair for the Department of Strategic Communication in the Bob Schieffer College of Communication at Texas Christian University.

Dr. Jean Grow began her first term as the Chair of Strategic Communication in the Diederich College of Communication at Marquette University.

Dr. Sabrina Habib started as a tenure-track assistant professor in the department of Visual Communication at the University of South Carolina in fall 2018.

## Book Releases



Louisa Ha (Bowling Green State University) has a new book titled, "The Audience and Business of YouTube and Online Videos," published by Lexington Press based on her survey of Millennials and content analysis of YouTube channels. It covers product review videos, use of eWOM, video content marketing and online video advertising viewing and avoidance behavior. ~~AA~~




Continued from page 1 by Tom Reichert.

the world's advertising future with over 700 million mobile internet users. Past-President Jisu Huh is planning the conference. It will be held at Peking University – you won't want to miss it. Save the date: July 12-15, 2019. Talk to your deans and directors now about the importance of your attendance at both of these conferences.

### Updates


Here are just a few reminders: (1) The International Advertising Education committee's name is now the Global and Multicultural committee. The members, under the leadership of Juliana Fernandes, will be working to define that committee's mission given the new name. (2) Remember also that we are slowly transitioning the Executive Director role from Pat Rose to Ginger Phillips and Arden Solutions. Ginger was again introduced to the membership during the New York conference. Pat will retire from AAA after the 2020 conference. (3) Congratulations to our new editors: Barbara Phillips and Jooyoung Kim. We appreciate the stewardship of former editors who I'm sure will be processing manuscripts for some time to come. (4) Last, special thanks to the committee chairs and members for their continued service.

In closing, thank you for your membership and support. AAA is an incredible organization. I speak for the entire executive team when I say that we look forward to representing you this year. The new officers are high caliber and will be ready to take the reins in Dallas. 

Continued from page 3 by Jerome D. Williams.

### Closing Thought:

While this piece primary is about research, I have to admit that my first love as an academic has always been interacting with students. I've especially been interested in bringing greater diversity to the field of advertising and marketing, in terms of more diverse scholars in the field, based on increased racial, ethnic, and gender representation – and in contributing to the advancement of our field in considering a more diverse and broader range of topics. I hope that many of the articles and books I have published have contributed to this impact. I'm especially gratified by the number of graduate students from diverse backgrounds with whom I've had the privilege of mentoring over the years. This was particularly notable during the time I spent in the University of Texas Advertising (UT) Department, where my greatest satisfaction came, not from my research, but from recruiting and mentoring minority students. Although I formerly taught at Howard University, the premier Historically

Black College and University (HBCU) in the country, where 95% of the student body was of African descent, I made a decision to go to UT, where approximately 4% of the student body was African American, so that I could make a difference. When I arrived at UT in 2003, the Advertising Department had two only African American graduate students, both in the Master's program, and a handful of Hispanic/Latino graduate students. Within a few years, through the support of the entire faculty, I was pleased to see those numbers grow to 19 African American graduate students, including thirteen Masters and six PhD's students, and 22 Hispanic/Latino graduate students. Finishing up where I started with this piece, this experience is probably the best way of illustrating why I think my academic career has been a great ride, with a perfect blend of research, teaching, and service. 

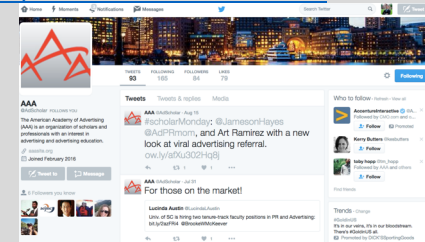
### AAA Social Media Channels

#### Facebook:

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



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



# **Announcements** (Call for Papers)

## ***Journal of Advertising*** **Special Issue on Advertising in Asia: Theories and Implications for Practice**

### **Guest Editors**

Chingching Chang, *National Chengchi University*

Wei-Na Lee, *University of Texas at Austin*

Yuping Liu-Thompkins, *Old Dominion University*

### **Submission Deadline: January 31, 2019**

Manuscripts are being solicited for an upcoming special issue of the *Journal of Advertising* on Advertising in Asia: Theories and Implications for Practice, which is dedicated to advancing theories for understanding the unique aspects of advertising in Asia.

Most advertising theories have been developed in the West. When they are applied to phenomena in Asia, scholars often fail to find strong support for them. Without a systematic effort to cultivate pertinent theories, applicable to different socio-cultural-economic settings, we are left with only broad notions of how advertising works in Asia.

Three main stages of development in international advertising research thus far have contributed to our initial knowledge of advertising in Asia. Early research explored the content of ads in different cultures such as the use of emotional appeals and types of narratives. Following that, the research paradigm shifted to exploring which types of appeal or content were most effective. For example, studies have examined how the same appeals such as comparative advertising worked differently in various cultures or which appeals enjoyed a competitive edge in certain cultures. Finally, more recent developments sought to address which mechanisms drive these differences, such as consumer motivation and identity. These three streams of international advertising research have no doubt generated insightful findings. Yet the question of how advertising works in Asia remains relatively underexplored, such that many complex distinctions and unique elements have not been discovered or documented in a systematic and comprehensive manner. Focused efforts to achieve theoretical advances are very much needed.

Research comparing cultures, while producing some informative findings, offers only a small window to advertising in Asia. It should not be the sole approach. Understanding unique advertising practice and phenomena in Asia and investigating commonalities across Asian markets is an alternative approach that could be fruitful.

This special issue seeks to address the need for research by soliciting, publishing, and disseminating theoretical developments that focus on advertising in Asia. Specifically, we seek manuscripts with strong theoretical foundations and insightful evidence to stimulate further research. We welcome articles that explicate advertising in Asia from either a comparison perspective or an indigenous approach. Potential research topics that may be addressed include (but are not limited to):

### **Theories, Models, and Methods**

- Generic theories of how advertising works in Asia
- Ad processing models for consumers in Asia
- Asian consumers' cognitive styles
- Asian consumers' engagement with advertising
- Asian consumers' involvement with advertising
- Persuasion knowledge and resistance among Asian consumers
- Persuasion models for Asian consumers
- Relativism–universalism in Asian advertising research
- Qualitative and quantitative approaches in Asian advertising research

### **Consumers**

- Asian identities in advertising

- The role of advertising in Asian consumers' decision making
- Subcultures in Asia and their implications for advertising
- Asian consumers' attitudes toward advertising
- Branding in Asian markets

### **Content and Form Matters**

- Creativity approaches and strategies in Asian advertising
- Cultural elements in Asian advertising
- Narratives in Asian advertising
- Emotional appeals in Asian advertising
- Unique message appeals in Asian advertising
- Language in Asian advertising
- Humor in Asian advertising
- Celebrity effects in Asian advertising
- Sex appeals in Asian advertising
- Visual and aesthetic styles in Asian advertising

### **Media**

- The use and effects of digital media in Asia
- The development and integration of advertising media in Asia
- The importance of social media for Asian consumers
- The role of mobile advertising in Asia
- Advertisers' media allocation and decision processes in Asia
- Native advertising in Asia
- Branded entertainment in Asia
- Advergaming in Asia
- Viral behaviors among Asian consumers
- Asian consumers' ad sharing behaviors on social media
- Asian consumers' responses to mobile advertising
- The role of co-creation and user-generated content in Asian advertising

### **Focused Topics**

- Health advertising in Asia
- Public service announcements in Asia
- Green advertising in Asia
- Political advertising in Asia

### **Sociological Aspects**

- Issues related to ethics and fairness of advertising practices in Asia
- Gender portrayals in Asia
- Advertising literacy in Asia
- Concerns for youth and children in Asia
- Unique legal issues related to advertising in Asia and the implications for advertisers

### **Submission Guidelines**

Submissions should follow the manuscript format guidelines for *JA*, available at <http://www.tandfonline.com/toc/ujoa20/current>. A manuscript should not normally exceed 12,000 words, including all references, tables, figures, and appendices.

**The submission deadline is January 31, 2019.**

All manuscripts should be submitted through *JA*'s online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, between January 1 and 31, 2019. Please do not submit your manuscript before January 1, 2019. Authors should select "SPECIAL ISSUE: Advertising in Asia: Theories and Implications for Practice" as the "Manuscript Type." In the cover letter,



authors should note that their submission targets the Special Issue on Advertising in Asia: Theories and Implications for Practice.

- Authors will be notified no later than March 31, 2019 about the preliminary decision regarding whether their manuscript will proceed to the next round of review.
- This Special Issue is planned to be published as the last issue of 2019.
- For additional information regarding the special issue, please contact the guest editors:  
Chingching Chang, National Chengchi University, [shenc@nccu.edu.tw](mailto:shenc@nccu.edu.tw)  
Wei-Na Lee, University of Texas at Austin, [weina@mail.utexas.edu](mailto:weina@mail.utexas.edu)  
Yuping Liu-Thompkins, Old Dominion University, [yxxliu@odu.edu](mailto:yxxliu@odu.edu) ~~AA~~

# **Announcements** (Call for Papers)

## ***International Journal of Advertising*** **Special Issue on How Advertising Helps or Hinders Consumer Well Being**

### **Guest Editor**

Marla B. Royne Stafford, *University of Memphis*

**Submission Deadline: March 31, 2019**

### **Background**

Concern for consumer well-being has imbued academic literature for several decades and stimulated scientific inquiry in a range of disciplines, including marketing and consumer behavior. This interest, coupled with business dynamism, have spawned several special journal issues dedicated to spurring social change among marketers in ways that improve the lives of consumers. The transformative consumer research movement has also helped marketers structure marketing and consumer behavior topics to help in this quest. Consumer well-being remains a critical and ever-evolving issue in marketing and a key societal concept because consumer consumption affects society, our economy and the environment.

Despite the ongoing interest in the topic and the increased quest for knowledge surrounding consumer well-being, little research has been published on advertising's role in consumer well-being. The various forms of advertising can play both a positive and negative role in the trend. For example, while social media plays a critical role in building brand awareness, it also carries increased negative messages to people of all ages. Even more traditional advertising has affected individual well-being by repeatedly advertising products and services to target markets that cannot afford them, featuring ultra-thin models that are blamed for adolescents developing negative body images and eating disorders, and supporting the barrage of ads promoting "natural" solutions that are dangerous or prescription drugs that consumers demand from their physicians, whether or not they have the diagnosed condition.

The purpose of this special issue is to provide a forum where advertising research that helps or hinders consumer well-being can be disseminated. Empirical papers, qualitative research, and literature reviews are all welcome so long as key advertising issues related to consumer well-being are highlighted. The goal of the special issue is to provide insight into advertising practices and trends that can ultimately promote consumer well-being. Papers that examine the negative effects of advertising on well-being are strongly encouraged and an important part of this special issue. However, a strong discussion section, including principal implications, will be required to provide guidance on the changes that must be made for advertising approaches to positively influence consumer well-being moving forward.

*IJA* is a leading source of authoritative analysis and international coverage of all aspects of advertising and marketing. *IJA* focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective. This, combined with its intentionally international orientation, makes it well-suited for a comprehensive examination of how advertising plays a role in consumer well-being.

### **TOPICS**

We welcome papers that advance our knowledge of how advertising affects an individual's well-being. Papers may investigate the positive or negative effects of advertising on consumer physical or emotional well-being. For example, an examination of direct to consumer advertising may be relevant if the research shows how the advertising affects consumer choices and their ultimate positive or negative effects. Papers may show how social media negatively affects consumers in their brand and product choices.

Potential paper topics that may be addressed include (but are not limited to):

- Evidence of successful/unsuccessful applications of advertising appeals and how they have affected a person's emotional or physical well-being.

- The negative or positive effects of social media. This includes the power of social media as a powerful tool of change to make our lives better (such as in the use of effective health messages) as well as how that power can contribute to negative behaviors based on posted messages (e.g., the results of bullying on social media).
- Health-related messages that have a positive or negative effect on consumer well-being.
- New approaches to measuring the impact of advertising messages that show positive or negative consequences.
- Understanding of the cultural factors that might play a role in negatively affecting advertising response.
- Advertising of sin products (alcohol, e-cigarettes, marijuana, gambling) that can play a role in consumer well-being.
- Investigating addictive technologies like Instagram, Netflix, Facebook, Fitbit, Twitter, and email.
- A comparison of which media play a more positive or negative role in affecting consumer well-being.
- The role of individual audience factors in how messages are perceived as negative or positive by consumers.
- Understanding the ethical implications of advertising that harms consumer well-being.
- Advertising specifically to children that can harm their well-being.
- Questionable advertising to vulnerable populations (e.g., the elderly, children).

### **Guidelines for Paper Submission**

Submissions should follow the [manuscript guidelines for IJA](#). A typical manuscript for IJA should be no more than 8000 words; this limit includes tables, references, figure captions.

All manuscripts should be submitted through the [IJA online submission system, Editorial Manager](#), between March 1 and March 31, 2019. Authors should select “Special Issue: Well-Being” as “Manuscript Type.” Please also note in the cover letter that the submission is for the Special Issue on Advertising and Well-Being. All articles will undergo blind peer review.

**The submission deadline is March 31, 2019.**

### **Editorial information**

Guest Editor: Marla B. Royne Stafford, University of Memphis ([mstaffrd@memphis.edu](mailto:mstaffrd@memphis.edu)) 



# **Announcements** (Journal of Advertising)



## ***Journal of Advertising* Virtual Special Issue on Advertising Research and Public Policy**

The *Journal of Advertising* is pleased to announce the Virtual Special Issue on **Advertising Research and Public Policy**. Guest-edited by Professor Jeremy Kees (Richard J. and Barbara Naclerio Endowed Chair in Business and Professor of Marketing at Villanova University), this special issue features 14 articles published in the *Journal of Advertising* since 2013 that have important implications for public policy.

For more information on the Virtual Special Issue on **Advertising Research and Public Policy**, please click this link:

<http://explore.tandfonline.com/content/bes/ujoa-advertising-research-and-public-policy>

**We offer free access to the articles until September 30, 2018**

For any inquiry regarding this virtual special issue: Professor Jeremy Kees, [jeremy.kees@villanova.edu](mailto:jeremy.kees@villanova.edu) 

## **2017 JA Best Article Award and Outstanding Reviewer Awards**

The *Journal of Advertising* Best Article Award was instituted in 1988 to honor the best article published each year. We are happy to announce the following winners for 2017.

2017 *Journal of Advertising* Best Article Award:

- Vargas, Patrick T., Brittany R. L. Duff, and Ronald J. Faber (2017), "A Practical Guide to Experimental Advertising Research," 46(1), 101–114.

Runners-up:

- Kim, Eunjin (Anna), S. Ratneshwar, and Esther Thorson (2017), "Why Narrative Ads Work: An Integrated Process Explanation," 46(2), 283–296.

- Rossiter, John R., and Larry Percy (2017), "Methodological Guidelines for Advertising Research," 46(1), 71–82.

- Segijn, Claire M., Hilde A. M. Voorveld, and Edith G. Smit (2017), "How Related Multiscreening Could Positively Affect Advertising Outcomes," 46(4), 455–472.

The Journal also recognizes outstanding reviewers each year. The following scholars are the recipients of Best Reviewer Awards for 2017:

- Hye Jin Yoon, Southern Methodist University (Editorial Review Board)

- Clinton S. Weeks, Queensland University of Technology (Ad-hoc)

Shintaro Okazaki

Editor-in-Chief, *Journal of Advertising*

King's College London 

# **Announcements** (Journal of Advertising)



## ***Journal of Advertising* Special Issue on Digital Engagement with Advertising**

Dear American Academy of Advertising Colleagues,

We are pleased to announce the release of a special issue of *Journal of Advertising* "Digital Engagement with Advertising" Volume 47, Issue 1.

Please click > view > forward > share > follow > tweet > retweet > post > like > comment on our video announcing the release of a special issue of the *Journal of Advertising* "Digital Engagement with Advertising" co-edited by Shelly Rodgers and Esther Thorson.

<https://youtu.be/dHeAlZDxtKU>

Here's the Table of Contents:

*Journal of Advertising* special issue, Vol. 47, Issue 1

"Digital Engagement with Advertising"

Special Guest Co-Editors: Shelly Rodgers, Esther Thorson

Special Issue Introduction: Digital Engagement with Advertising  
Shelly Rodgers and Esther Thorson

Content Strategies for Digital Consumer Engagement in Social Networks: Why Advertising Is an Antecedent of Engagement  
José Manuel Gavilanes, Tessa Christina Flatten and Malte Brettel


Attracting Comments: Digital Engagement Metrics on Facebook and Financial Performance  
Gunwoo Yoon, Cong Li, Yi (Grace) Ji, Michael North, Cheng Hong and Jiangmeng Liu

Engagement with Social Media and Social Media Advertising: The Differentiating Role of Platform Type  
Hilde A. M. Voorveld, Guda van Noort, Daniël G. Muntinga and Fred Bronner

Exploring Social Media Engagement Behaviors in the Context of Luxury Brands  
Iryna Pentina, Véronique Guilloux and Anca Cristina Micu

Branded App Usability: Conceptualization, Measurement, and Prediction of Consumer Loyalty  
Tae Hyun Baek and Chan Yun Yoo

Narrative Transportation and Paratextual Features of Social Media in Viral Advertising  
Yuri Seo, Xiaozhu Li, Yung Kyun Choi and Sukki Yoon

Thank you!  
Shelly and Esther 



# **Announcements** (Journal of Advertising Education)

## **Now on SAGE: THE JOURNAL OF ADVERTISING EDUCATION**



Now in its 22<sup>nd</sup> year, the *Journal of Advertising Education* moves to SAGE Publishing this spring. The mission—to be the focal point for research and commentary on advertising education—remains the same. What's new is digital distribution, online submissions and reviewing, and greater visibility in the academic community.

Also new is the editor, Jay Newell (Iowa State) who takes over from Jami Fullerton (Oklahoma State) and Alice Kendrick (Southern Methodist University), who have edited and published *JAE* since 2011.

The *Journal of Advertising Education* invites research articles and teaching pieces on advertising instruction, curriculum, and leadership, as well as commentaries and resource reviews. Research articles and teaching pieces are peer-reviewed, and the style is APA. Submission details are available now at <http://journals.sagepub.com/home/adv>

SAGE publishes over a thousand journals, including *Journalism and Mass Communication Educator*. The *Journal of Advertising Education* remains that official journal of the AEJMC Advertising Division, and will continue to be distributed in print to Advertising Division members. AA

## **Announcements (Job)**



**Temple University  
Klein College of Media and Communication**


**Full or Advanced Associate Professor  
Department of Advertising and Public Relations**

The Department of Advertising and Public Relations in the Klein College of Media and Communication at Temple University invites applications for the position of full professor or associate professor (advanced), to begin January 2019 or July 2019. We seek an established scholar in communication, marketing or related areas who studies and teaches advertising and/or public relations. This individual should have qualifications suitable for appointment with tenure at a research one (R1) university. A Ph.D. or equivalent and extensive experience in the academy are required, as well as a commitment and ability to actively mentor faculty as they prepare for promotion. Strongly preferred is a scholar who possesses the dedication, vision, and leadership to help guide the department's research mission alongside our quantitative and qualitative and creative tenure-track and tenured faculty.

The successful candidate will have a strong research and teaching profile and the experience and interests to complement departmental offerings and strengths (<https://klein.temple.edu/advertising-and-public-relations>). ADV-PR is a dynamic department of approximately 800 undergraduate students, with undergraduate majors in Advertising and in Public Relations. The department also offers a Master of Arts degree in Strategic Advertising and Marketing, which is provided in partnership with the Fox School of Business at Temple. In addition, the scholar hired in this position will have the opportunity to join the faculty of our Media and Communication doctoral program, which is shared across the four departments within the college: Advertising and Public Relations, Journalism, Media Studies and Production, and Communication and Social Influence.

The Lew Klein College of Media and Communication is one of the largest comprehensive colleges of communication in the nation, enrolling nearly 3,000 undergraduate students and more than 100 graduate students. The university community includes nearly 40,000 students in the region and at several international campuses. Temple University is a diverse, Carnegie Research University (highest research activity) located in Philadelphia, the country's fourth largest media market. For more information about the department, college, and university, please visit <http://Klein.temple.edu>. Temple University is an equal opportunity, equal access affirmative action employer, committed to achieving a diverse community.

Applicants should submit the following: (1) a cover letter indicating interest and relevant professional and academic background, including experience working with diverse populations; (2) a curriculum vitae; (3) a statement of research and teaching interests; (4) a sample of recent scholarly work, such as a journal article or book chapter; and (5) the names and contact information of at least three references. For best consideration please apply by September 1, 2018. However, we may continue to review applications until the ideal candidate is found. Electronic submissions are welcome and encouraged. Please submit materials at [adprjobs@temple.edu](mailto:adprjobs@temple.edu), or by mail to

Dr. Jessica Castonguay  
Search Committee Chair  
Department of Advertising & Public Relations  
300 Annenberg Hall  
Temple University  
2020 N. 13th Street  
Philadelphia, PA 19122  
Phone: 215-204-4268 



# **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 for Education in 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
- EAA – European Advertising Academy
- 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 