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President's Column

AAA President's Report

by Tom Reichert (University of South Carolina)

Fellow members, we're counting down the days until our annual meeting. Dallas promises to be a robust conference. Eric Haley and Karen W. King report that competitive papers and special sessions should offer attendees access to cutting-edge research and pertinent professional information. I'm especially looking forward to the "meet the reviewers" session geared toward early-career scholars. Here are a few additional updates.

Dallas Conference Updates

Our keynote speaker this year is Matthew Van Houten. Matthew is VP for Advertising at [Xandr](#)—AT&T's in-house agency. As you know, AT&T is a leading national advertiser headquartered in Dallas. Matthew just returned from CES. He'll share what he saw and what he thinks will next affect advertising. We'll also hear the AT&T / Xandr story. Aside from his day job, Matthew is adjunct faculty at Baruch. As a slight change this year, Matthew's keynote will be before lunch instead of during. This schedule modification should provide you more time during lunch to catchup with friends and colleagues.

Our offsite event this year is truly "off site." In fact, Saturday evening we'll be loading onto buses and heading to Fort Worth—about a 45-minute ride—to get immersed in a true Texas experience



Laura Bright & Steve Edwards at Billy Bob's last fall - checking out the venue.

Last, plan to get to town early. This year's half-day preconference sessions are scheduled for Thursday, March 28. They include:

- (1) big data and social media analysis,
- (2) the latest on ad blocking, and
- (3) presentations and work sessions around the Time's Up advertising movement.



Tom Reichert

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Research Feature

Mood and Emotion in Advertising: Past, Present, and Future

by Sela Sar (University of Illinois at Urbana-Champaign) & Taylor Jing Wen (University of South Carolina)

Mood and emotion are essential components of human experience. They penetrate many aspects of our lives and play an important role in influencing many cognitive and behavioral decision-making processes. Media content can affect people's mood and emotions and influence people's understanding and feeling about ads that are placed within that content.



Sela Sar

Mood and emotions both are affective states, but they are conceptually different from each other. Emotion has been defined as a shorter-lived and more intense affective state than mood, and it usually has an object that triggers it and associates with it. Because of such features, emotion has action readiness and action tendencies, which result in its strong predictive power for attitude and behaviors as compared to cognitive responses. In contrast, mood lasts longer than emotions, and it is a more generalized and diffused affective state with an unknown cause. Therefore, mood tends to influence attitude and behavior indirectly through affecting information processing, such as retrieval, encoding, and processing styles.

Marketing and advertising researchers started to examine the effects of mood and emotions independently of cognition decades ago. Many studies have shown that consumers rely on mood and emotions to formulate belief and attitude, engage in strategic decision-making processes, and guide their behaviors. Therefore, understanding the crucial role of mood and emotions and how they effectively integrate the emotional components in advertising messages are of

significant importance to advertising researchers and practitioners.

Past and Present: What We Already Know about Mood and Emotion in Advertising?

In the 1980s, advertising researchers looked at how emotional programs influenced people's evaluation of ads that are placed within the program. This process is known as the excitation transfer model. Since then, the effects of mood and emotions on advertising effectiveness have received more attention. Other researchers started to look at effects of the integrative affect that examined how emotional ads affected people's evaluation of ads. Those researches looked at the following topic areas:

Mood and information retrieval. Studies have shown that mood states triggered by media content tended to activate cognitively congruent information and in turn influenced ad recall. In other words, the content of a mood state can "prime" or make related advertising information more accessible. Mood state during encoding can enhance encoding for mood related information. Recall is triggered or enhanced by subsequent mood related information.

Mood and learning. Mood state at the time of learning of ad message, or encoding, appears to associate itself with the ad content being learned. A specific mood can promote learning/recall of material that is congruent with the mood state. Such effects have been found with positive mood states rather than negative mood states.

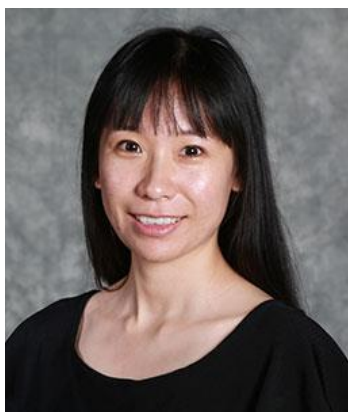
Mood and creativity. People in positive mood state tend to do a better job of integrating new ad information than people in a negative or neutral mood.

Sela Sar Bio

Sela Sar (Ph.D., University of Minnesota–Twin Cities) is an Associate Professor of Advertising and the Director of Graduate Studies in the Charles H. Sandage Department of Advertising, University of Illinois at Urbana-Champaign. His research focuses on the effects of mood and emotions in advertising. He studies how mood and emotions influence consumers' decision making and behaviors. He has published in *Journal of Advertising*, *The International Journal of Advertising*, *Psychology & Marketing*, *Journal of Current Issues and Research in Advertising*, and *Journalism & Mass Communication Quarterly*, among other journals. He is also interested in examining how emotional ads are being shared on social media using big data and deep learning models to predict their effects on people's sharing behaviors. He was the Head of the Advertising Division of the AEJMC in 2016, and has recently been elected VP for the AAA serving from March 2019 to March 2020.

Mood and evaluation. People in positive mood states tend to evaluate ads more favorably than people in negative mood states. This is particularly true under conditions of evaluating new or unfamiliar ads as opposed to familiar ads. A kind of affect transference may take place.

Mood infusion model. Research in this area has looked at how consumers' decisions have been influenced by mood states. Decisions involving familiar information and/or clear personal objectives are less influenced by mood states. Decisions involving simple issues of low importance or more complex issues calling for systematic processing are more likely to be influenced by mood states.



Taylor Wen

Mood and information processing. Studies have shown that people in a positive mood may tend to engage in heuristic thinking/global rather than systematic/local thinking, however, negative mood states may tend to encourage systematic/local thinking in the sense that people may be more motivated to seriously consider a threat or concern (Sar and Anghelcev, 2015).

Dimensions of emotions. Emotions can be conceptualized as a multidimensional construct, including pleasure (valence), arousal, and dominance (PAD). The pleasure (pleasure-displeasure) dimension ranges from happiness to unhappiness. Arousal (arousal-non-arousal) denotes a combination of physical activity and mental alertness ranging from frantic to sleepy. The dominance (dominance-submissiveness) dimension ranges from extreme feelings of lack of control or influence upon one's surroundings to feelings of being influential and powerful, or in control.

Discrete emotions and appraisal theories. Appraisal theories conceptualize discrete emotions based on a set of distinct cognitive appraisals which result in unique

physiological changes and action orientation. For instance, fear and anger, although both negative, differ in terms of the certainty and control appraisal dimensions. Fearful people experience a low feeling of control and uncertainty, express pessimistic risk estimates, and make risk-averse choices, whereas angry people experience a high feeling of control, express optimistic risk estimates, and make risk-seeking choices (Lerner and Keltner, 2001). The associated appraisals resulting in different discrete emotions lead to varied responses to advertising messages (e.g., Baek and Yoon 2017).

Emotional appeals. Emotional appeals refer to the messages that are designed with the intention of provoking particular emotions. For example, fear appeals have shown to be effective in health advertising because they result in avoidance behavior and policy compliance. The studies on viral advertising have demonstrated that ads eliciting stronger arousal levels as being shared more with others (Berger and Milkman 2012). More recent research has focused on the advertising appeals that highlight humor, guilt, shame, and other emotions.

Emotions and purchase. Compared to cognitive responses, emotional response is a stronger predictor of purchase intention. Emotional responses accounted for more (almost twice) of the variance in predicting interest in the brand and intended behavior than cognitive (rational) responses (Morris et al 2002).

Emotions and memory. The level of emotional intensity during the encoding of a stimulus influences recall. This may be because the level of emotional intensity "narrows" attention to the stimulus, while decreasing recall for nonemotion-inducing stimuli. Also, brands that had a more dominant "affective component" were recalled prior to brands that had a less dominant affective component. This may suggest that the affective component of overall brand attitudes influences the accessibility of a brand (Erevelles 1998).

Emotions and customer satisfaction. Consumer satisfaction or the post-purchase evaluation and experience process, can give rise to

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Taylor Wen Bio

Taylor Wen is an Assistant Professor in the School of Journalism and Mass Communications at the College of Information and Communications, University of South Carolina. Her research agenda lies primarily in consumer psychology and media effects with a special focus on the construct of mood and emotions. She is particularly interested in examining the interplay between mood/emotions and other factors (e.g., message, individual, and contextual factors) that influences consumers' cognitive, affective, and conative responses in the context of health, risk, and marketing communications. Her research identifies multiple aspects of the construct of emotions, including mixed emotions, context- and ad-induced emotions, multiple dimensions of emotions — valence, arousal, and dominance, and psychophysiological measurement of emotions — eye-tracking and fMRI. She adopts different quantitative methods, such as experiments, biometric research and big data analysis, to investigate consumers' underlying psychological responses to advertising.

Teaching Feature

Mindful Learning: Lessons from Teaching a Digital Strategies Course

by Tae Hyun Baek (University of Kentucky)

As a teacher, I never feel more fulfilled than when I see my students engage in mindful learning. According to Ellen Langer (1997), mindful learning is the simple process of noticing new things (e.g., ideas and actions) and making novel distinctions. It leads to greater flexibility, openness to new things, sensitivity to changing contexts, and engagement in the moment. When students are *mindful*, they have an awareness of multiple perspectives on a problem; when they are *mindless*, they see only from a single, rigid perspective, operating like pre-programmed machines. How can we cultivate mindful learning, both in ourselves and in the students we teach? I hope some examples from an experiential learning environment will show how students might evolve into more mindful learners.



Tae Hyun Baek

I am currently teaching a Digital Strategies course for undergraduate students in the Department of Integrated Strategic Communication at the University of Kentucky. In this course, students try their hands at executing simulated pay-per-click ad campaigns and email campaigns, creating sharable and relevant content on mobile/social media, making data-driven decisions, and being accountable for digital campaign results. My job is to set the stage for understanding content, coordinate all experiential learning activities, and help students polish their skills of creativity, collaboration, and analytic thinking from divergent points of view.

At the beginning of the semester, I start with a quote from Aristotle's *Nicomachean Ethics*: "For the things we have to

learn before we can do them, we learn by doing them. Men become builders by building." The effectiveness of experiential learning is based on the extent to which students develop knowledge and skills from direct experience rather than from consuming ready-made content in a traditional academic classroom. Experiential learning and mindfulness come into play in my digital strategies class when I guide students toward an awareness of how they think and how they recognize new ideas as they follow a learning curve. During this process, which trains students to approach learning with deliberate effort and attention, the light bulbs tend to switch on.

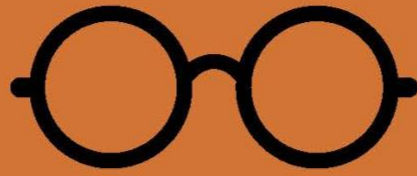
To illustrate, I assign students to work on a team project that requires them to promote and sell digital cameras using the Stukent Mimic Pro simulation. Students first use the Google Keyword tool to choose relevant terms and call-to-action phrases for their ad, email, and landing page content. Then, as they launch their digital marketing campaigns, students learn the essential steps in optimizing product landing pages, driving traffic to web pages, creating/testing new ads, and analyzing the results. At the end of this simulation project, students present their progress as a team. This collaborative effort is the inevitable result of multiple intersecting initiatives and continual adjustment of digital media strategies, a *process* of learning, not a pre-packaged template that they can simply fill in with content.

I also encourage students, individually, to move forward and determine ways to improve their simulated digital campaigns. To evaluate the progress of each student, I ask them to review their performance results and write a weekly digital analytics report. This assignment allows students to become familiar with data analytics and metrics (e.g., click-through rate, impressions, return on advertising spending, conversion rate, and revenue) and to understand what is working and what is not. In this way,

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Tae Hyun Baek Bio:

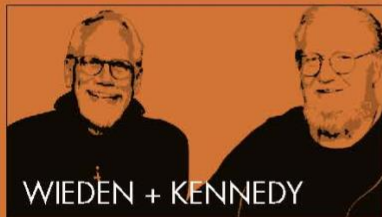
Tae Hyun Baek is an Associate Professor in the Department of Integrated Strategic Communication at the University of Kentucky. He has been teaching Digital Strategies, Integrated Strategic Media Management, and Quantitative Methods in Communication Research. His primary research focuses on the role of digital/mobile/social media in building consumer-brand relationships. Another research stream focuses on why and how consumers respond to advertising and other strategic communications that promote socially and environmentally responsible behaviors. His research has appeared in the *Journal of Advertising*, *International Journal of Advertising*, *Journal of Interactive Marketing*, *Psychology & Marketing*, *Marketing Letters*, *Journal of Services Marketing*, among other publications. He has been selected as the recipient of the 2016-2017 Faculty Research Award from the College of Communication and Information at the University of Kentucky. He also received the three Best Conference Paper Awards from the American Academy of Advertising (2015, 2010) and American Collegiate Retailing Association (2016).



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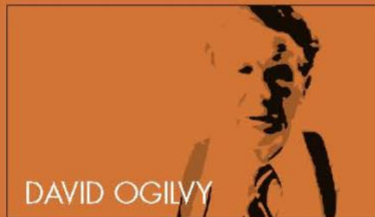
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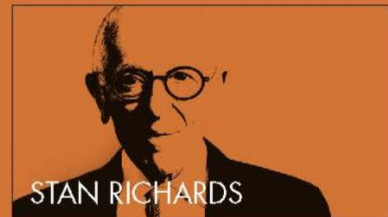
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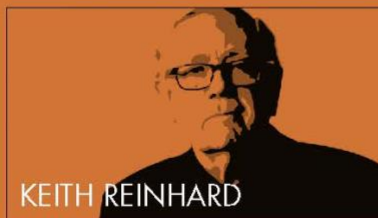
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Special Topic I

Remember Dr. Billy I. Ross

by Jef I. Richards (Michigan State University)

Dr. Billy I. Ross, the last surviving founder of the American Academy of Advertising, died this past October 8th. I learned about this a few days later and, while it wasn't an enormous surprise — he was 93 — it still felt like a gut punch. I am fortunate enough to have been a co-author with Bill on multiple projects, but even more fortunate for having him as a friend. He and his wife, Avis, both meant a great deal to me. I have since talked to Avis, and she continues to feel the loss.



Jef I. Richards

While it's always important to remember those whose life has ended, some leave us more to remember and more to admire. For each of us, personally, it is most important to remember the lives that have touched and affected our own. Billy Ross touched my life in a big way, but if you're a member of the American Academy of Advertising, he also touched yours.

Even many of his friends probably didn't realize Bill had served in the Army during World War II, was active Reserve, and retired as a Colonel. He was a recipient of the Legion of Merit award in 1979.

Bill received his Ph.D. from Southern Illinois University in 1964, but was one of the driving forces behind creation of the AAA back in 1958. He was one of only 9 people who attended the first meeting in 1958. That, however, is just one of many of his notable achievements. He was the first Vice President and soon became the second President of the AAA, in 1960, though the actual title at that time was National Dean. He went on to become a Fellow of the Academy in 1994. But he did so much more in the interim.

He served as National President of the professional advertising fraternity, Alpha Delta Sigma (1963-67), as President of the Lubbock Advertising Federation (1968-69), President of the Texas Journalism Education Council (1972-73), President of the American Society of Journalism School Administrators (1976-77), President of the Texas Broadcast Education Foundation (1982-83), Treasurer of ACEJMC (1983-84), and he was on the steering committee of the NASA/ASJMC

Journalist-In-Space Committee (1985-86), not to mention serving on the Boards of many professional organizations like the AAF, AFA, and more. Oh, and he did things like serve as President (West Texas) of the American Lung Association of Texas and Chairman of the Economics Committee of the Lubbock Chamber of Commerce. His contributions were so varied and many that his recognitions are too numerous to mention, but I will say that even as early as 1962 the Houston Advertising Club held a Billy I. Ross Appreciation Dinner. That was before he even finished that doctorate.

Bill is known for his research into advertising education. That, truly, was his passion throughout his life. He published multiple books on the topic, and he started the "Where Shall I Go to Study Advertising & Public Relations" back in 1965, which is still published today.

A few years ago, after he and I finished a book on ad education, he called me and asked, "So what is our next project?" Understand, he was in his 80s at this point. We talked for a while and he finally said something, off-hand, to me about an old manuscript in his desk. He wondered if we might be able to find some use for it. He went on to tell me that years ago he had an ad legend, Emerson Foote, come and talk to his students. Afterward, he asked Foote if he could write down some of his history for the students. Foote proceeded to write his entire auto-biography or, rather, to dictate it. Bill's secretary



Photo of Bill that I took at the AAA 50th Anniversary conference in 2008.

had transcribed it from tape and it had been sitting in his drawer for over a quarter century. We jointly worked on resurrecting this manuscript, contacting Foote's kids, and the AAA published it. I think of that often, and now wonder what else he might have had, or known, that never saw the light of day. Losing someone with such a rich and deep accumulation of experiences is a terrible loss to our profession.

As you can see, Bill had enormous energy and purpose in his life, and he contributed to the good of his students, the good of this profession, and the good of his community for many, many, years. He was a kind and gentle soul, and continued to work well beyond his retirement, 20-some years ago. He's what I want to be when I grow up. We should all aspire to be a Billy Ross. Thank you, Billy. *AR*

Special Topic II

AAA and AEF Visiting “Future” Professor Program

As AAA believes our graduate students are the future of our field, AAA and AEF (ANA Educational Foundation) created a special pilot program for future professors. Two doctoral students who are members of AAA participated in the fourday immersion program in New York City from June 5 to June 8, 2018. They share their experience in the program with the AAA members here. – Editor –

by **Glenna L. Read (University of Georgia)**

Last summer I attended the AAA-AEF Visiting Future Professor Program. The Visiting Professor Program (VPP) was designed to enhance professors’ understanding of current trends and practice in advertising and marketing. By visiting advertising agencies and media companies, professors gain insights into industry processes that are helpful to incorporate into classroom discussions and research. The V “Future” PP was a pilot program that allowed current graduate students (future professors) the opportunity to experience the program. The 2018 V Future PP consisted of a four-day immersion to visit media companies and advertising agencies in New York City.




Glenna L. Read

The days I spent in NYC for the VPP were an exciting whirlwind of learning and networking. On Monday I arrived in NYC for a welcome session at Fordham University in which I met those with whom I would spend the week. The rest of our jam-packed schedule ensured that the most was made of the four-day program. The program started on Tuesday with visits to Facebook and NBC Universal. At Facebook we learned about consumer social media behavior and advertising in social media environments. NBC Universal discussed media strategy and budgets. Both companies provided tips for students on the job market.

Wednesday gave us a look at Ogilvy and d’Esposito and Partners and ended with a marketing workshop held by the

Center for Positive Marketing at Fordham University. Our discussion at Ogilvy covered the use of ethnography in advertising, digital consumer behavior, and what it takes to make it as a creative. The conversation at d’Esposito and Partners centered on unique considerations for the Hispanic market. Both companies presented illuminating case studies. The day concluded with a marketing workshop in which we talked about the importance of social, as well as practical, implications for research.

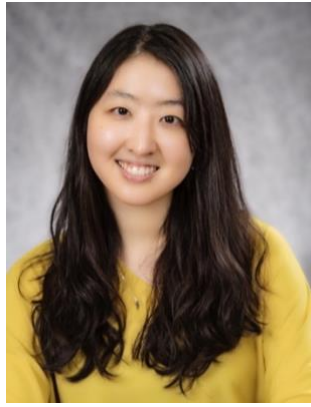
On Thursday we visited R/GA and Wavemaker and ended the day with a networking event at Deutsch. At R/GA, we discussed the transforming media landscape and how brands adapt to a digital economy. Wavemaker examined the rise of OTT and audience science. At the end of the day, a networking event at Deutsch allowed us to meet executives from agencies and companies in a more personal setting. We concluded our visit on Friday at IBM and McCann. IBM gave us insight into social media strategy and Watson Advertising. At McCann we discussed diversity in advertising and received tips for helping diverse students succeed.

I participated in the VPP as a graduate student, but have been able to apply what I learned from the program this past semester as an assistant professor of advertising. The experience increased my confidence to teach advertising courses. During the semester, I constantly found myself drawing upon my VPP experiences. Furthermore, because each of the companies we visited shared tips for job applicants, I now have a clear understanding of what skills and qualities are needed to help my students succeed. The experience was also valuable for finding potential research collaborators and stimulating ideas for future, relevant research. I highly recommend the V Future PP! 

Glenna L. Read Bio:

Glenna L. Read (PhD, Indiana University) is an Assistant Professor in the Department of Advertising and PR at the University of Georgia’s Grady College of Journalism and Mass Communication. As director of the Brain, Body, and Media (BBAM) lab, her research examines social, cognitive, and physiological correlates associated with the representation of people in advertising and how these processes relate to behavioral outcomes, both prosocial and consumer. She has published her research in *Journal of Advertising*, *Communication Methods and Measures*, and *Computers in Human Behavior*, among others.

Last summer, I was granted the opportunity to attend the Advertising Educational Foundation (AEF) Visiting Professor Program as a 'future professor' in New York. This program aims to create a bridge between professors and industry partners and gain fresh perspectives about up-to-date advertising and marketing trends every year. Hosting companies included Facebook, NBC Universal, Ogilvy, d expósito & Partners, R/GA, Group M, IBM, and McCann. As a graduate student, I believe that the program offers a wonderful opportunity to nurture oneself as a professional scholar in advertising and marketing as well as a good teacher for students.




Regina Ahn

From the hosting companies, I learned how industry experts are trying to leverage opportunities not only to advertise a variety of brands but also to change the world for the better. They always contemplate on how we need to approach consumers with cultural sensitivity and relevance besides technology advancement and innovative disruption. Particularly, it was great to follow up insights about multicultural communications from some advertising agencies such as Ogilvy, McCann and d expósito & Partners. It was enlightening to observe how they are striving to resolve the diversity issue and connect to consumers (e.g., use distinctive recruitment approaches, internships, and trainings, or launch social marketing campaigns). It also helped me rethink about what knowledge and skills I should prepare for undergraduate students. I was able to incorporate valuable insights and case studies into my account planning course at the University of Illinois at Urbana-Champaign.

I also have built a professional network by participating in this program. The program provides a platform where we can socialize with industry professionals and professors from various areas such as advertising, marketing,

communication, media studies, and cultural anthropology. Conversations with people of diverse backgrounds inspired me to critically think about the directions where the advertising industry now is heading. Each professor brought his or her own questions about the implications of the role of marketing in consumers' lives. We also shared comments on guides for students' career opportunities in advertising and marketing. It was delightful to share what I learned with students in my class who were trying to make their next career move.

I am very thankful for having this wonderful experience at the 2018 AAA-AEF Visiting Future Professor Program. It is tremendously exciting to hear that other graduate students will participate in the program this year. I look forward to hearing their stories next year from 2020 AAA newsletter. 


Continued from page 1 by Tom Reichert.

All sessions include "how-to" discussions from professional and academic experts, and updates on trending topics. Plan your trip to arrive in Dallas on Wednesday so you can attend one or two of the three preconference sessions. You won't be disappointed.

China conference

Just a reminder that this July we'll be in China for our international conference. It plans to be a special opportunity to travel to Beijing, meet fellow scholars, and see some sights. Past president and conference planner Jisu Huh is commended for planning this global meeting. Papers are under review and decisions should be made soon.

In closing

As always, I want to express my sincere appreciation to our officers, committee chairs, and committee members. AAA is a volunteer organization and these members are putting in their hard work to ensure AAA continues to serve its members while advancing our mission. 

Regina Ahn Bio:

Regina Ahn is a fifth-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 taught Consumer Insight in the Department of Advertising for two years. Regina studies children's consumer socialization, particularly related to media literacy, parental mediation, and advertainment content featuring licensed media characters. She will begin her new job as Assistant Professor in the Department of Strategic Communication at the University of Miami School of Communication in Fall 2019.

Graduate Student Spotlight

Kali (Duke) Chowdhury (University of California, Irvine)



Kali (Duke) Chowdhury

Prediction is difficult, especially about the future. In some form or other this saying has been around for quite some time, though some recently attributed it to the Physicist Niels Bohr. If this is true of the Physical Sciences, it is certainly true of the Social Sciences, where an Universal Law of Human Behavior does not exist. Yet as a graduate student I am tasked with doing just that - predicting and inferring human behavior according to some mathematical formulation that has foundations in Mathematics, Statistics, Computer Science, Economics, Psychology, Sociology, Anthropology and so many other fields! So, the full reality of the many anecdotes about how graduate student life can be has become readily apparent to me over these past few years.

How do you go about understanding something that requires elements of so many different fields? I do not know the answer to this question. However, as a graduate student what has become apparent to me is that, perhaps no one perspective is enough to understand this question. It will need the combined elements from all of these fields with the same requisite rigor and unbiased scientific approach that is the cornerstone of academia.

The task is difficult without doubt, however, with the advent of new technologies, methodologies and a combined Paradigm in the sense of Kuhn, I believe the future promises much discovery. Thus, as a graduate student, these are exciting times and I am blessed every day in that pursuit, as there is as much joy in the journey and satisfaction in those small victories that inch us ever closer to that understanding, as there is in the final outcome.

As such, the approach to graduate student life that I believe has been the most fruitful for me is one of curiosity and appreciation for the process of scholarship. It is most certainly a journey filled with self-discovery, excitement and yes hard work, however, in my opinion it is without doubt a worthwhile pursuit. So, my advice to young or would be graduate students is/would be, to enjoy the process and appreciate its nuances. As you are or you will be, one of the very select few, tasked with answering some of the most fundamental questions about human nature. *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

Kali (Duke) Chowdhury Bio:

Kali (Duke) Chowdhury is a third year Ph.D. student in Quantitative Marketing at University of California, Irvine. Duke has graduate training in Mathematics and Economics, and his research focuses on Statistical methodologies for quantification, inference and prediction of human behavior when the scale of the dataset is too large for traditional methodologies to be effective. He is also interested in the application of Artificial Intelligence and Machine Learning for efficient "Mechanisms" applied to the online setting. He currently teaches Statistics for Managers at the MBA level at UC, Irvine. In his spare time, he enjoys spending time with his family and friends as well as reading, travelling and hiking.

As a second-year Ph.D. student at one of the Top 10 public universities in the nation, I thrive in an environment of hustle and bustle — teaching, service, and research. However, I did not often feel this way and can distinctly remember feeling overwhelmed and out of my element those first few weeks.



Amanda S. Bradshaw

Our experience begins at orientation, and our Graduate Students in Mass Communication Association (GSMCA) plays a key role in introducing new students to the next three to four years of their lives through a panel entitled “What I Wish I Would Have Known.” As the current president of GSMCA, I am responsible for organizing this annual event and continually feel surprised as I reflect back on all of the knowledge I have accumulated and things I wish I would have realized on Day 1.

Along these lines, here are the Top 5 things I wish I had known going into this program, in hopes that it might help other prospective or current students beginning to navigate the waters of graduate school.

1. Trust in the process, and don't be afraid to jump right in.

A Ph.D. program is all about research, particularly at an R-1 institution like mine. Coming from a practical master's program and industry background, I had to jump aboard the catch-up train fast. I remember feeling particularly frustrated after a few days when I still didn't fully understand what a literature review was all about. However, I grew by leaps and bounds during that first year and led not just one project but four! If my advisor hadn't given me a gentle nudge into the deep end, I would not have learned to swim as quickly. You just have to immerse yourself in research; read it, write it, do it, and it gradually begins to come more naturally.

2. You will fail and get rejected — and it's OK.

Amanda S. Bradshaw Bio:

Amanda S. Bradshaw is a second-year doctoral student in the Department of Advertising at the University of Florida, with research interests in childhood vaccine hesitancy and how social network interactions impact maternal health decision making. Amanda is originally from Meridianville, Alabama and received her B.A. in Journalism from the University of Alabama and her M.S. in Integrated Marketing Communications from West Virginia University.

As most Ph.D. students will attest, having come thus far in our academic careers, we are go-getters, A-students, used to success and gold stars. In this new world, your hard work is as likely to be rewarded by a desk rejection or mocked by a condescending Reviewer # 2 as it is to be published right away. Rejections still sting, but I've come to expect – and handle them. The best advice I have received is to put a rejection aside for a few days and then read it carefully so that you can fully appreciate the valuable feedback. Remember just because one conference or journal doesn't like your work doesn't mean another won't love it.

3. Find your happy place, and incorporate it into your regular routine.


Whether it is going to church, spending time with a spouse or child, frolicking with a pet outdoors, or grabbing dinner with the girls, find a life outside of school. Read books for pleasure. Netflix, and don't feel guilty. For me, the beaches are in close proximity, and I enjoy nothing more than feeling the sand between my toes and breeze in my hair. The work will always be there. I like to think of it as job security; you will never be fully done, as one project simply segues into the next. You will be a happier, healthier, more productive scholar if you prioritize time for yourself.

4. Don't look left or right.

One of my best friends in my program is crushing it; hands down she has more publications than some assistant professors. I could choose to be intimidated by this because I am not quite there yet; I could be inspired by it. Or, I could simply ignore it, and focus on my own journey. Comparison is an innately human temptation exacerbated by social media. However, it does not do you any favors in graduate school. Celebrate your victories. Set and achieve your goals at your own pace. Tunnel vision is truly your best friend.

5. Seek opportunities.

This last year I have presented my research internationally. I applied for and was awarded two small grants. I got to design and pilot a branding class for the advertising department. And, I signed up to serve as the co-chair of the graduate student interest group affiliated with AEJMC. I do not share these things to brag or point to my own achievements but rather to emphasize the countless

opportunities that await doctoral students inside and outside the walls of your own university. That seemingly outlandish goal you have? Don't be afraid to go for it! 

Continued from page 3 by Sela Sar & Taylor Jing Wen.

emotional states that can also be related to how consumers interpret their product usage experiences and communication relationships with sellers of products.

Present and Future: What We Would Like to Know about the Effects of Mood and Emotion in Advertising?

Mood, emotions, and digital media. Digital media environments could provide a good venue of data to test and predict the effects of discrete emotions on consumer's behavior. Since each discrete emotion has different appraisal tendencies that can facilitate people's behavior online, it is fruitful to study how they can affect people's behavior toward digital ads. However, few studies have looked at how mood or emotions influence consumers' actual behavior in the digital world, such as searching for information online, sharing information on social media, attending and/or avoiding ads online, etc.

Mood, emotions and new emergent media AR, VR, and MR. The richness of augmented reality (AR), virtual reality (VR) and mixed reality (MR) technology augment the vicarious affective experiences and can serve as a valuable vehicle to study consumers' emotional responses to ads.

Mood, emotions and native ads. The recognition and evaluation of native ads may depend on individuals' mood and emotional states. Also, eliciting different emotions through manipulating the content of native ads may result in varied attitudinal and behavioral responses to the ads.

Mood, emotions, and big data. Many previous studies on mood and emotions in advertising were mainly conducted through small-scale lab experiments. Big data have made available to study how emotional ads are shared and how they affect consumers' online behavior, which could be best studied by developing more advances in computational models that enable researchers to more precisely measure consumers' behavior and reaction to ads. Other big data techniques, such as text mining, topic modeling, deep and machine learning, can also be applied to investigate the effects of mood and emotions on advertising effectiveness.

Mood, emotions, and fake news. Mood and emotions may influence people's selective exposure to and information processing of misinformation and fake news. Future studies may also examine if different mood and emotions influence

the way in which fake news is disseminated through big data analysis.

Mood, emotions, and biometric research. Most of the current research on mood and emotions in advertising relies on self-report, which could tap into cognitive activity and bias the affective response. Biometric research, such as eye tracking, facial expression, skin conductance and brainwave measurement can be incorporated to the current verbal and visual measures of mood and emotions to facilitate our understanding of a more genuine effect.


Mixed emotions. Individuals usually do not experience one singular emotion at a time while being examined by researchers in studies of emotions in advertising. Rather, emotions are associated with each other. For example, when you feel hope, you might also feel warmth etc.; loss of hope (when you feel loss of hope you may also feel fear etc.), and other emotions. These emotions do not exist as independent from each other, but rather connected with each other. Understanding the complex structure of mixed emotions could be another direction for future research in advertising.

Why mood and emotion matter in advertising?

As mentioned above, mood and emotions are essential components of human experience. They can directly influence our decision-making process. Also, effects of mood and emotions are latent and complicated. Thus, understanding how they affect individuals in regard to their decision making and ad effectiveness could have both theoretical and practical implications.

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Continued from page 4 by Tae Hyun Baek.

students monitor their own progress toward the digital campaign goals and figure out how to turn data into actionable insights from multiple perspectives. Along the way, I offer constructive feedback in a timely manner using a clear rubric.

To supplement the simulation project, I walk through the ins and outs of various social media analytics tools using Facebook, Twitter, and YouTube analytics; sentiment analysis using Python; and social network analysis. I also require students to pass the Google Analytics Individual Qualification (IQ) exam for certification. In turn, they gain qualification in search, email, social media, mobile marketing, and digital analytics. Understanding digital and social media analytics helps students stay open-minded when making career decisions.

Mindful learning implies awareness of shifting contexts and multiple perspectives. My students gain this awareness through experience. At the same time, the simulation project through which I guide them has fundamentally shifted my understanding of how to shape students into mindful learners.



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Langer, Ellen J. (1997), *The Power of Mindful Learning*,
Reading, MA: Addison-Wesley. 

2019 AAA Conference Special Events

Thursday Pre-Conference

- 8:00AM-12:00PM – Big Data for Social Media Advertising Research (\$40)
- 1:00PM-5:00PM – Tim’s Up™/Advertising Education (\$40)

Thursday Evening Opening Reception

Friday Academic-Industry Panel & Luncheon

Friday Evening AAA President’s Reception

Saturday Awards Luncheon

Saturday Off-Site Social Event

- Billy Bob’s Texas at the Fort Worth Stockyards - A real Texas Honky Tonk!

Get online and use #AADallas19 during the conference. Live tweet. Share videos, photos, and other relative content. Let’s get trending!!



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

AAA Notes

Awards and Honors



Saleem Alhabash A [research study](#) co-authored by Dr. Saleem Alhabash (Michigan State University) and economists Jay R. Corrigan (Menyon College), Matthew Rousu (Susquehanna University) and Sean B. Cash (Tufts University) recently was selected for an 'Albie' award by The Washington Post as one of "the best works on political economy in 2018." The researchers carried out non-hypothetical second-price (Vickery) auction where they asked participants in multiple studies about the amount of money they would need to get paid to give up Facebook, which came to at least \$1,000 on average across four different experiments.



Dmitry Senderov Dmitry Senderov (STRONG advertising Group, Russia) was awarded in the Kremlin as the Best Speaker of the Year. The Synergy award ceremony was held in the Kremlin Palace. The best speakers were awarded for their contribution to the development of business, marketing and advertising education in Russia. Dmitry is CEO of STRONG advertising Group - one of the biggest independent agencies in Russia. Also, he is teaching advertising in Business Schools and MBA programs.

Grants and Fellowships



Kara Chan

Dr. Kara Chan and Dr. Jolie Shi of Hong Kong Baptist University received a Faculty research grant of HKD60,000 (USD7,700) to work on the project, "A Regulatory Fit Model to Predict Attitudes toward Public Services Advertising (PSA) among Adolescents".



Soojung Kim

Dr. Soojung Kim at the University of North Dakota received the Early Career Award (\$19,482.50) and Undergraduate Research/Creative Activity Award (\$3,500) from the University of North Dakota.



Yang Feng

Dr. Yang Feng from San Diego State University (SDSU) received a grant from the University Grants Program (UGP) in the amount of \$10,000 for the project entitled "Understanding Consumer Responses to Femvertising in a Web 2.0 World". Funded through the California State University Chancellor's Office, the SDSU Provost's Office, the SDSU Research Foundation, and the Adams Humanities Endowment, the UGP supports faculty scholarly research.

Job Changes, New Hires, and P&T



Karen Mallia

Karen Mallia has been promoted to Full Professor at the School of Journalism and Mass Communications at University of South Carolina.

Dr. Matthew Pittman will move from Rowan University to the School of Advertising & Public Relations at the University of Tennessee at Knoxville as an Assistant Professor in Fall 2019.

Dr. Alexander Tevi moved from Macquarie University in Australia to the Nottingham Business School at the Nottingham Trent University in UK as a lecturer in Fall 2018.

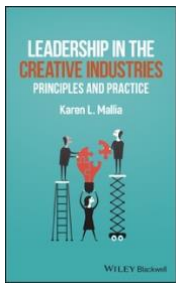



John B. Ford

Dr. John B. Ford (Old Dominion University) has been appointed for another three-year term as the Editor-in-Chief for the Journal of Advertising Research.

Dr. Kara Chan (Hong Kong Baptist University) was appointed as the Honorary College Advisor of Hong Kong Police College for two years and the Advisor Board member of Ray Bakke Centre for Urban Transformation, Bethel Bible Seminary for three years from 2019. She also served as a member of the Graduate Programs Advisory Council of the Rockbridge Seminary from October 2018.

Book Releases



Karen Mallia (University of South Carolina) published [*Leadership in the Creative Industries: Principles and Practice*](#) with Wiley. The book fills a void, synthesizing knowledge on creativity and leading creative people as never before. Twelve chapters flow from three sections: I. Creativity and creative people: what you need to know about how they work; II. From creative staffer to creative leader; and III. Leading for creativity and better creative work. Topical contributions from 21 thought leaders from the academy and throughout various creative industries are included. 

AAA Communication Channels

Facebook:

www.facebook.com/AmericanAcademyOfAdvertising



Twitter: @AdScholar



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) 

Announcements (Call for Papers)

Journal of Current Issues and Research in Advertising **Special Issue on Tales from the File Drawer: Papers They Said I Would Never Publish**

Editor

Barbara Phillips, *University of Saskatchewan*

Submission Deadline: June 1, 2019

We all have them—papers that are good, that are interesting, that are insightful. We love these papers. And we can't get them published. Anywhere. But we hold onto them. Keep them in file folders and computer folders and in our hearts. We take them out every now and then and linger over them. The reviewer comments sting. "Interesting idea, but needs another study." "Good study, but needs a moderating variable." "Novel, but needs more data." "Too challenging." "Too unusual." "Too odd."

JCIRA seeks these papers. The papers should focus on the topic of advertising and brand communication, broadly defined as persuasive stories brands tell about themselves. This persuasive communication can occur in any marketplace situation, including traditional media, digital media, games, sponsorships, product placements, or cobranding partnerships. Brands can include products and services, but also corporations, people, places, and ideas.

This special issue is more concerned with theory-building than theory-testing. We are looking for novel, unique, and quirky ideas. Papers should be "curious and interesting" as fits the aims of the journal. Curiosity is intense, arousing, and pleasurable—so should be your paper. All sound methods are acceptable for this special issue. We prefer empirical papers, but are open to conceptual papers with a new point of view.

Submission Guidelines:

Submissions should follow the manuscript guidelines for JCIRA, available at: <https://www.tandfonline.com/loi/ujci20>. The submission deadline is June 1, 2019. All manuscripts should be submitted through JCIRA's online submission system, ScholarOne, at: <https://mc.manuscriptcentral.com/ujci>. Authors should select SPECIAL ISSUE as the manuscript type.

For additional information, please contact Barbara Phillips, JCIRA's editor, at bphillips@edwards.usask.ca. 

Announcements (Call for Papers)

European Journal of Marketing **Special Issue on The Janus Face of Customer Service**

Guest Editors

Philip J. Kitchen, *University of Salford, UK*
Charles (Ray) Taylor, *Villanova University*

Submission Deadline: July 1, 2019

The main focus of the issue is on the fact that in spite of there being high recognition within organizations as to the importance of marketing, customer service often lags behind the lofty goals suggested by the marketing concept. Weak customer service is manifest in many ways – difficulties in consumers being able to contact organisations save by labyrinthine methods, a disinterest and disinclination by businesses to treat consumers with respect, products that do not deliver proclaimed benefits, services that do not match expectations, and products that while they satisfy needs also damage consumers and the environment.

There are now many consumer watchdog programs that all too often reveal the inability of companies (often large branded, self-proclaimed consumer oriented businesses) who only respond to complaints when under the all-seeing eye of media exposure. And, in the international/global arena, globalisation and the activities of multinationals support the nagging doubt that service for customers are noticeable more in the breach than in the observance.

So, there is something of a conundrum. There is no doubt of the success of marketing. It is a powerful and dynamic force. Yet, it does have weaknesses and problems associated with the lack of customer services or support, despite online and offline rhetoric to the contrary. Customer services seem to worsening across the Western world, with many companies using websites, telecommunication systems and email to - in effect - almost hide behind an electronic firewall which insulates the company to avoid human contact with customers and to a significant degree, disables consumers from needed interaction with businesses they have done business with. We believe that this disconnect between marketing philosophy and the customer service practices of many companies warrants academic discussion that is designed to inform and influence managerial practice. To that end, we need the contribution of outstanding academics to explore this issue holistically.

This special issue aims at opening the debate on the meaningfulness of, and challenges pertaining to customer service in the context of marketing.

We will welcome in this issue open-minded, provocative, multi-disciplinary and eclectic perspectives that would assist in unraveling and understanding customer services.

We welcome papers with original ideas and advanced thinking concerning the subject. All papers will be subject to a double-blind peer review process. They should offer innovative insights based on rigorous and thoughtful conceptualization, literature review, empirical evidence and/or case studies. Below are a list of potential areas of contribution, but these are not necessarily prescriptive


- Typology of harmful customer service practices
- Assessment of negative impact of specific customer practices on ROI
- Assessment of negative impact of specific customer service practices on ROI
- Exploration of the issue of “high priority” vs. “low priority” customers and whether there should be a basic level of service that can be expected.
- Short-term vs. long-term trade-offs in profitability as a result of poor customer services
- Recommendations for consumers for addressing customer service issues
- Recommendations for best practices that can be implement without incurring excessive costs
- Assessment of company goals (e.g., average revenue per customer) and their impact on customer service level.

- Evolution of customer service, current relevance, status and application
- Connections between customer service, marketing and communications in increasingly interconnected and interactive marketplaces/spaces.
- The impact of customer services (positive and negative) on branding
- Customer service and social media

Informal enquiries are welcome to Phil or Ray at: P.J.Kitchen@Salford.ac.uk or charles.r.taylor@villanova.edu

Submission information

Prior to submission please visit the author guidelines on the journal home page at www.emeraldinsight.com/ejm.htm From the author guidelines you will find an option to submit to the journal through the Scholar 1 submission system. Please ensure you select this special issue from the drop down menu provided during the submission procedure. The guidelines indicate the required length of manuscripts and the format in which they should be submitted. These are the standard requirements for the journal.

The deadline for paper submission is July 1st 2019. Accepted papers will be published in early 2020. 

Announcements (Call for Papers)



IMC KREMS – SERVUS IN AUSTRIA CALL FOR PAPERS

The Institute International Business of the Department of Business at the **IMC University of Applied Sciences KREMS** will be hosting the 16th International Conference on Research in Advertising (ICORIA) from June 27, 2019 to June 29, 2019 in the historical city center of KREMS, Austria. ICORIA is the annual conference of the **European Advertising Academy (EAA)** whose objective it is to promote, disseminate and stimulate high quality research in the field. ICORIA offers a small and interactive setting and provides excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research and present their cutting edge research from the advertising and communication realm.

2019 conference's theme **"Designing Experiences"** invites advertising and communication researchers alike to investigate the multitude of experiences (digital, classic, sensory, emotional, social, packaging, POS communication etc.). You may focus on the creative aspects of experiences how people and companies share them in traditional and new media, and how experiences influence people and customers. Other foci might be experiences of the interaction with media and how experiences get more and more digital as well as their measurement.

The ICORIA will start on June 27, 2019 with the 6th doctoral colloquium and a welcome reception. On Friday June 28 and Saturday June 29, 2019, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner highlighting the local wine and apricots, two products the famous Wachau valley is renowned for as well as a cultural social event allow further networking.

The venue will be the IMC University of Applied Sciences KREMS. The city of KREMS is the entrance of the UNESCO World

Heritage of the Wachau Valley. Surrounded by vineyards and apricot orchards the medieval city of KREMS is one of the oldest metropolitan areas in Austria and was over centuries a stronghold of the ruling Babenberg and Habsburg families to cultivate the area today known as Austria. Today KREMS is the cultural and educational centre of the province of Lower Austria with various sights, music and art attractions as well as hosting five Universities. KREMS will charm you with the rich heritage, the closeness to the Danube river and the excellent local wines you can enjoy in one of the many "Heurigen", a typical Austrian wine pub. KREMS is located in the larger metropolitan area of Vienna, which you can visit within an hour.

SIXTH ICORIA DOCTORAL COLLOQUIUM

The aim of this colloquium is to provide PhD students with professional skills needed for their academic career. A selection of renowned scholars from the fields of advertising, marketing, and branding will give interactive lectures and workshops on various topics, including how to publish your work in top academic journals, how to manage your supervisors, the do's and don'ts of peer reviewing and career advice.

Active participation and some preparation are expected from the participants. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Moreover, PhD students will meet their peers from different countries and be able to build their international network that will become valuable throughout their academic career. Please visit www.icoria.org for further information.



SUGGESTED TOPICS (but not limited)

Advertising

Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-cultural issues, Special target groups, Non-for-Profit Advertising, Privacy & Ethics

Branding and Brand Management

Models of Brand Communication, Brand Communication & Brand Equity, Branded Experiences, Sensory Branding, POS Communications, Communications with Labels & Packaging.

Consumer Behaviour

Emotions & Engagement, Neuroscience & Communication, Relationship Building, Sensory Experiences & Embodiment, Consumer Perception of Designs, Personalization & Microtargeting, Consumers in Digitalization

Communication Management

Integrated Marketing Communication, Public Relations, Product Placement, Branded content, Content Marketing, Sponsorship & Events, Influencer Marketing, Omni-channel Communication

Digital Media

Social Media, Mobile Media, User Generated Content, Touchpoints and their Experience, Virtual, Augmented & Mixed Reality, Data & Communications, Privacy & Data Security

Mass Media

Channel & Multi-Media Management, Convergence Management, Cross-media strategies, Media Management, Trends in Mass Media

Methodological Issues

Data Science in Advertising & Communications, Artificial Neural Networks, Machine Learning and AI in Communication Research, Neurophysiological Methods in Communication Research, Text, Data, Image Analytics & Intelligent video analytics

Public Policy

Corporate social responsibility, Ethics, Marketing in restricted industries, Political Communication, Stakeholder Advertising, Promotion of Sustainable Behaviour, Communication of Healthy Behaviour

PAPER SUBMISSIONS

Please submit a ten-page summary of your paper as soon as possible (but **no later than March 15, 2019**). Please use the submission procedure for your paper summaries provided on EasyChair.

The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Please refer to ICORIA 2019 Submission Instructions when preparing the paper and title page. Papers must be prepared using the **layout** and **reference** guidelines of the International Journal of Advertising.

All submissions will be blind peer reviewed. Please ensure your submission applies a correct academic style and authors are not to be identified in the text.



SPECIAL SESSIONS

Proposals for a Special Session (SS) should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

The aim of Special Sessions is to stimulate discussion and set up new insights or domains. Special session proposals are peer reviewed based on the relevance of the topic, innovative approach, and the quality of the content.

All guidelines and criteria for regular submissions apply too for submissions of a Special Session (length is limited to two pages per paper plus a separate cover/title page).

The summary of each contributor must include an Abstract, Introduction, Discussion and/or Conclusion and a short list of references. Also a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/ title page should include for all the manuscripts: Title, Author(s) names, Affiliations, and Contact Details.

PUBLICATIONS

All accepted papers will be published in the Conference Proceedings that will be provided on a USB drive. Authors can choose to publish either a ten-page summary or a one-page extended abstract for the proceedings. A selection of extended papers will be invited for publication in the official European

Advertising Academy, Advances in Advertising Research Vol. XI. At the Gala dinner, the "Best Paper Award" and the "Best Student Paper Award" will be announced. Papers, which received high reviewer scores, will be considered for a special issue of the International Journal of Advertising.

REGISTRATION

At least one of the authors of a paper that is accepted needs to register and attend the conference. The conference fee for registration before May 24, 2019 is €375, while the conference fee for registration after May 24, 2019 is €450. The fee includes admission to all sessions, lunches, and refreshments, the welcome

reception, the gala dinner, a social event, the conference proceedings and the €30 annual membership fee of the European Advertising Academy (EAA). Participants can also become a joint AAA-EAA member. The doctoral colloquium is free of charge for PhD students registered for the conference.

ICORIA GRANT

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly

research grant by waiving the conference fee of 375 EUR for three selected researchers. For further information, please refer to the EAA's website at www.europeanadvertisingacademy.org/.



MORE INFORMATION

Please frequently visit our conference website at www.icoria.org for more information. On the website you will find more details about travel and accommodation, impressions and tips are furthermore provided on the 2019 ICORIA Facebook page (ICORIA 2019), Twitter as well as Instagram (both @ICORIA2019). Please contact the organizers for any questions about paper submission or other matters.

The conference chair:

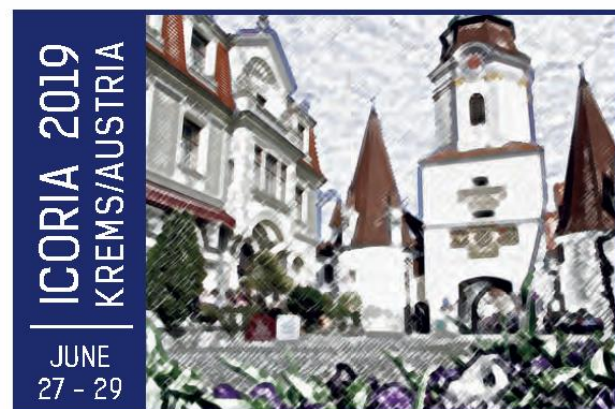
Martin K.J. Waiguny
martin.waiguny@fh-krems.ac.at

Organizing committee at the IMC University of Applied Sciences Krems:

- | | | | |
|----------------------------|------------------------|--------------------|-----------------|
| ■ Christian Maurer | ■ Alina M. Schoenberg | ■ Klaus Kotek | ■ Theres Auer |
| ■ Christopher Schwand | ■ Roger Hage | ■ Albert F. Stöckl | ■ Tina Weiss |
| ■ Claudia Bauer-Krösbacher | ■ Doris Berger-Grabner | ■ Denise Kleiss | ■ Andrea Hirsch |

We are already looking forward to your submissions and to welcoming you in beautiful Krems.

OUR PARTNER



Announcements (ICORIA Grant & Call for EAA Award Nominations)



ICORIA Research Grant to Encourage High-Quality Advertising Research, First for ICORIA 2019

Deadline: March 31, 2019

Grant criteria

Any researcher, who submitted an original research paper to the yearly ICORIA meeting and plans to present the paper if accepted, is eligible. Applicants who received an ICORIA Grant in previous years will not be funded again and should not apply. Applicants must agree to attend the conference to receive the research grant and present the paper cited in the application proposal and accepted for presentation. Recipients are expected to acknowledge the ICORIA Grant if required by a publication outlet.

Application

Each application should include:

- A "Statement of Purpose" (max 1 page) that makes the case for the applicant's need of the research grant. The statement should highlight the applicant's economic situation as a researcher and explain why the applicant requires additional funding to attend ICORIA. The statement needs to indicate the title of the paper that has been submitted to ICORIA.
- A current CV.

Applications should be submitted via email to info@icoria.org once the applicant has submitted a research paper to ICORIA, but no later than March 31. Award recipients will be notified in May at the time the decision about the conference paper is out.

Selection

The grant decision will be made by a committee of members of the EAA board. The committee selects up to three applicants based on two evaluation criteria:

1. Research quality (i.e., reviewer scores received for the research paper submitted to ICORIA) and
2. Applicant's need (i.e., arguments outlined in the application letter). ~~AA~~

EAA Flemming Hansen Award 2019

Nomination Deadline: April 1, 2019

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 2019 recipient will be announced at the Gala Dinner of the 18th International Conference on Research in Advertising (ICORIA).

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. Please send nominations and any questions related to this award to the EAA Award Manager, Tobias Langner, at langner@wiwi.uni-wuppertal.de. 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 2019 award must be received by April 1, 2019.** ~~AA~~

Announcements (JCIRA)



Curious & Interesting: New Directions for JCIRA

By: Barbara J. Phillips, Editor

As the incoming editor of the *Journal of Current Issues and Research in Advertising (JCIRA)*, I'd like to (re)familiarize you with the scope and aims of the journal, share new initiatives, and encourage you to submit your papers to us.

The scope of *JCIRA* is ABC: advertising and brand communication. Whenever brands tell persuasive stories about themselves, we consider that advertising. These stories can be told in traditional media, digital media, advergames, sponsorships, product placements, or cobranding partnerships. Brands can include products and services, but also corporations, people, places, and ideas. Our scope is broad and all encompassing to follow new definitions of advertising proposed and debated by the field.


The aim of *JCIRA* is to explore current issues. We are a journal focused more on theory-building, than theory-testing. That means we are looking for novel, unique, and even quirky ideas. When you think of "current issues," think of 'curious and interesting.' Curious means inquisitive, eager to learn and know, and arousing speculation. If a research question is interesting and makes us curious to read more, the paper is perfect for *JCIRA*.

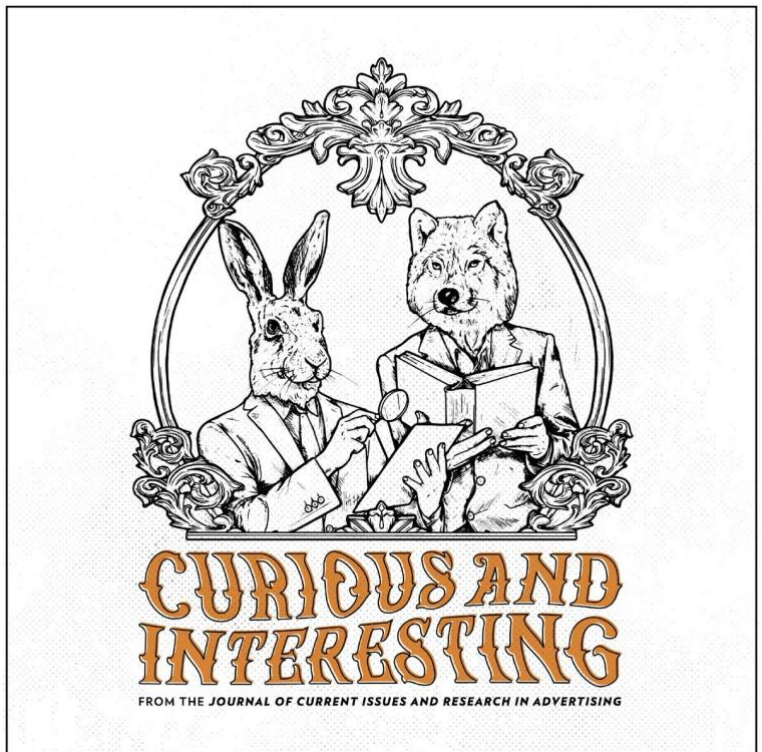
We accept papers using all methods. We prefer empirical papers, but are open to conceptual papers and reviews with a new point of view as well. Most of our empirical papers use quantitative methods, but we are actively seeking more qualitative research and papers that use different methods, such as textual analysis.

An exciting new initiative for *JCIRA* is the launch of our **podcast**, "Curious and Interesting." Each paper published in *JCIRA* receives a two-minute podcast outlining the unique findings of that study. These podcasts are open-access and can be used to keep up with new developments in advertising research and shared with students and colleagues. The podcast can be found at the AAA website starting in 2019.

In addition, *JCIRA* now accepts **graduate student reviewers**. Graduate students are the reviewers of the future, and learning to review is an important skill in academia. If you are reviewing a paper for *JCIRA* and would like your student to be added as a reviewer, just let me know by e-mail. It's that simple.

We consider *JCIRA* to be less traditional and more open than many other marketing journals. Check out our Special Issue Call for Papers in this newsletter. The special issue is entitled, "**Tales From the File Drawer: Papers They Said I Would Never Publish.**"

If you have any questions about the journal or our new initiatives, contact me by e-mail and I'd be happy to tell you more:
bphillips@edwards.usask.ca 



Announcements (ANA Educational Foundation)



THE ANA
EDUCATIONAL
FOUNDATION

New - Original Qualitative Research Study

In 2017, the study “**Bridging the Talent Disconnect: Charting Pathways to Future Growth**” identified significant structural disconnects between academia and industry. The follow-up 2019 qualitative study “**Bridging the Diversity Disconnect: Charting More Inclusive Pathways to Growth**” uncovered the same structural disconnects when analyzing this issue through a diversity lens, specifically racial diversity.



What the study uncovered was a fundamental disconnect between the resources being invested in diversity initiatives and the lack of belonging which diverse students and new hires felt in their respective environments.

Instead the focus must now shift to how we can be more inclusive as an industry, both to attract and retain outstanding diverse talent. Greater inclusivity is the key to improving diversity, and it has been demonstrated more diverse teams drive business growth. Inclusivity also signals to our next generation of talent that their voices truly matter, that they belong in the marketing and advertising industry, and that their talent is sorely needed.

Learn more at aef.com/diversity-disconnect/

#LearnWithAEF 

Announcements (Job)



**University of Kentucky
College of Communication and Information**

Dean of the College of Communication and Information

The University of Kentucky is seeking applications and nominations for the position of Dean, College of Communication and Information.

About the University of Kentucky, College of Communication and Information

The College of Communication and Information is comprised of two schools, the School of Journalism and Media and the School of Information Science, and two departments, the Department of Communication and the Department of Integrated Strategic Communication. Additionally, there is the Graduate Program in Communication that spans the College.

The School of Journalism and Media offers majors and minors in Journalism and Media Arts and Studies. Related to that, the school newspaper, the *Kentucky Kernel*, has been consistently regarded as one of the top five college daily newspapers in the country; since 2001, the *Kentucky Kernel* has twice won the national Pacemaker award—considered the Pulitzer Prize of college journalism. It has been a finalist for the award six of the last eight years.

For more information about the College, visit <https://ci.uky.edu/ci>

The Position

As the chief academic officer of the College, the Dean of Communication and Information reports directly to the Provost of the University and is responsible for the overall strategic direction of the College of Communication and Information. A key member of the University's leadership, the Dean must be an internal advocate for the College within the University of Kentucky and have the ability to work across disciplinary and college boundaries. The next Dean will bring a strong commitment to the recruitment, retention, and post-graduate placement of a diverse group of excellent students, as well as the recruitment and retention of diverse faculty and staff. Finally, the Dean will encompass a strong research background and the ability to successfully network with alumni.

The next Dean will join the University and the College at a pivotal time. The College has been nimble and responsive to the ever-changing marketplace, meeting the need for flexible degree programs by offering online courses, certificate programs and online degree completion programs for students who are unable to complete their degree in a traditional on-campus format. Likewise, the College is one of only a few institutions that offer an ALA-accredited program with a fully online Master of Science in Library Science. These online opportunities offer students scheduling flexibility in addition to in-state/resident tuition rates for online learners, significantly cutting the cost of obtaining a graduate degree.

In short, the Dean of the College of Communication and Information will have overall responsibility for defining the College's strategic priorities and securing resources to deliver these priorities; delivering educational programs and research of the highest quality; and attracting outstanding students.

Pivotal Experience & Expertise:

The academic credentials and record of scholarly achievement that merit the rank of a Professor with tenure in the College of Communication and Information.


- Strong leadership and administrative management skills; demonstrated ability in management including strategic planning, program development and evaluation, and budgetary and operational management.
- Experience in developing methods to recognize and support excellence in teaching and a proven track record of research. Broad interest in achieving exceptional standards in undergraduate, graduate, and doctoral education.
- Cooperative relationship-building and fundraising skills; a leader who can create new partnerships while maintaining and strengthening existing ones.
- Demonstrated ability to advocate for the College's needs and priorities internally and externally. Ability and commitment to develop and expand private funding for the college.
- Experience in leading/managing diverse groups of professional staff and complex, cross-organizational projects. Ability to build, nurture, support, and retain a strong team of professionals.

Nomination/Application Information:

Review of candidates will begin immediately. Applications and nominations can be sent to kentuckycomminfodean@heidrick.com.

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. 

Announcements (Job)



University of Florida
Department of Advertising

Advertising Lecturer (Non-Tenure-Track Faculty)
Position URL: apply.interfolio.com/58585

The Department of Advertising in the College of Journalism and Communications (CJC) at the University of Florida invites applications for three full-time (nine- or twelve-month) Lecturer positions.

Lecturer faculty expectations include teaching 3-4 courses per semester (depending on service assignments), either online or face-to-face; collaborating in the development and update of undergraduate curricula; bolstering advertising, branding, or promotions course offerings that would appeal across departments; and being a dedicated participant in department-related faculty activities. Additional responsibilities may include advising student-related professional activities (including the Ad Society), acting as a liaison between the department and the industry, professional development facilitator and mentor to student-immersion programs (e.g., MAIP, AEF student competition, The Agency), and building on the momentum to improve diversity in the department and across the industry. Candidate applications will be reviewed for, but not limited to, the following lecturer descriptions.

Lecturer in Multicultural Advertising Insights: Lecturer to develop and revise advertising courses for our new curriculum with emphasis on multiculturalism, account planning with a focus on multicultural markets, cross-cultural research and insights, advertising strategy, and media planning. The successful candidate is charged with raising the profile of the advertising major through recruiting, teaching, and other student engagement activities intended to build the analytical thinking underlying audience selection with consideration to multicultural and cross-cultural strategy and planning.

Lecturer in Brand Strategy and Digital Media: Lecturer to teach core advertising courses in the new curriculum including branding, data science, digital media, and immersion experience courses. The successful candidate will teach 3-4 classes per semester, continuously assess and update curriculum to incorporate emerging digital trends and tools for advertising, advise a student organization, coach students in producing award-winning work, and serve as a bridge to the industry.

Lecturer in Cultural Engagement: Lecturer to specialize in monitoring trends and opportunities for advertising's role in shaping the cultural, social, political, and ethical trust between institutions and audiences. The person should be a trend analyst with the ability to nurture entrepreneurial and relationship-building skills with societal segments.

About the Institution

The College of Journalism and Communications is accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC) and is home to four departments – Advertising, Journalism, Public Relations, and Telecommunication. The Department of Advertising's curriculum is designed to provide a foundation for problem-solving, strategic thinking, and persuasion skills needed for the development and production of audience-centered marketplace communications. The department has more than 600 majors served by 14 full-time faculty and 14 adjunct faculty. Visit the [Department of Advertising](#) website for more information about the department.

The University of Florida is a member of the Association of American Universities, is categorized in the Carnegie Commission's top tier of research universities, and is ranked #8 among public universities by U.S. News and World Report. UF has a student body of over 55,000 who come from all 50 states in the United States and more than 100 countries. The university and greater

Gainesville communities enjoy a diversity of cultural events, restaurants, year-round outdoor recreational activities, and social opportunities.

Qualifications

Minimum qualifications for the positions include a bachelor's or master's degree in advertising, marketing, art direction, or related area. Recent established advertising work experience with major brands a plus.

Preferred qualifications include the ability to teach project management, branded content, native advertising, experiential advertising, data science, social marketing, or emerging advertising technology.

Applicants should demonstrate a commitment to working with diverse student and community populations and supporting a climate of inclusion with respect to race and ethnicity, gender identity, sexual orientation, disability, class, culture, and religion.

Application Instructions

For full consideration, applications must be submitted online and must include:

- a) A letter of interest summarizing the applicant's qualifications and suitability for the position,
- b) A resume or curriculum vitae,
- c) A statement on a commitment to diversity in teaching and mentoring, and
- d) Names, titles, and email addresses of three references.


In their letter of interest, applicants should indicate the lecturer position(s) for which they wish to be considered. Applications from women, ethnic minorities, persons with disabilities, and all veterans are encouraged. The salary is competitive and commensurate with qualifications and experience and includes a full benefits package. Applicants should direct questions to Dr. Cynthia Morton, advertising lecturer search committee chair, at cmorton@ufl.edu.

After an initial review of the applications, applicants who are chosen to receive further consideration will be asked to show evidence of teaching ability. Degrees earned from an educational institution outside of the United States are required to be evaluated by a professional credentialing service provider approved by the National Association of Credential Evaluation Services (NACES), which can be found at <http://www.naces.org/>.

The application packet will be submitted as one PDF file through the UF Jobs website at <https://jobs.ufl.edu/>. If an accommodation due to disability is needed to apply for this position, please call (352) 392-2477 or the Florida Relay System at (800) 955-8771 (TDD).

The search committee will begin review of the application pool on February 18, 2019, and will continue to accept applications until the positions are filled. The position start date is August 2019.

All candidates for employment are subject to a pre-employment screening, which includes a review of criminal records, reference checks, and verification of education. The selection process will be conducted in accord with the provisions of Florida's 'Government in the Sunshine' and Public Records Laws. Search committee meetings and interviews will be open to the public, and applications, resumes, and many other documents related to the search will be available for public inspection.

The University of Florida is an equal opportunity institution dedicated to building a broadly diverse and inclusive faculty, staff, and student community. The CJC also is committed to a diverse and inclusive environment, preeminent scholarship, cross-disciplinary education, superior skills development, and collaboration spanning the science and practice of communication to produce a significant societal impact on a local, state, and global scale. We celebrate diversity and encourage people with disabilities, minorities, women and members of the LGBTQ community to apply. 

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)
- AEF – ANA Educational Foundation
- 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
- IJA – International Journal of Advertising
- 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, 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 