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## President's Column

### AAA President's Report

by Karen W. King (University of Georgia)

#### Summer

It was a busy summer for AAA activities. As those of you who attended can attest, the 2019 AAA Global Conference, "Smart Communication for a Digital World" in Beijing, was a success. Special thanks to Jisu Huh for her tireless efforts to organize this conference with our partners, Professor Chen from Peking University and the Chinese Advertising Association. There were interesting papers, some on-site tech company visits and opportunities to visit historic sights. Did I mention that the food was amazing? Thanks also to Hairong Li for his help with the conference.



**Karen W. King**

Some of our AAA members were able to attend the June ICORIA Conference in Austria, "Designing Experiences." We appreciate our continued partnership with the European Advertising Academy (EAA).

#### AAA Journals

All three of our journals have new editors for the upcoming year. Thank you to our three past editors, Eric Haley on the *Journal of Current Issues and Research in Advertising*, Terry Daugherty on *Journal of Interactive Advertising* and Shantaro Okazki on *Journal of Advertising*. All three of the journals improved under the leadership of these three. In particular, it was great to see the impact factor for *JA* continue to climb. I look forward to seeing the rankings of our three journals continue their upward trajectory under their new leadership.

#### On Another Note

Diversity and Inclusion were prominent themes at the Cannes Lion Festival of Creativity again this year. As you know, our industry has made strides in diversity efforts for several decades now. For example, the AAF MAIP talent pipeline has been in existence for 40 years. I first encountered this program as a new research project director at FCB in Chicago. It has been rewarding to watch it develop and evolve over the years. While the advertising industry and advertising education still have a way to go, the increased emphasis on inclusion as well as diversity holds promise for moving the needle.

An initiative born out of the AAA Global and Multicultural Committee, the *Journal of Advertising Education* has a special issue in the works featuring Cases in International and Multicultural Advertising. The issue will focus on teaching cases in international

**Continued on page 11...**

# Research Feature

## Telling Tales in Advertising

by Jennifer Ball (Temple University)

I recently watched a documentary on memory champions—individuals who compete against others from around the world to memorize vast amounts of information in short periods of time. These memory masters attributed their cognitive feats to the use of a “mind palace.” A mind palace is the visualization technique of transforming new information into unique



Jennifer Ball

images or personas engaging in idiosyncratic actions placed in specific locations of a familiar or imaginary place. Later, a person can journey back through that place to the location of that memorable image to recall the information. It struck me that such use of characterization and vivid imagery connected in meaningful ways encompassed the building blocks of stories. The impressive effectiveness of the mind palace as a mnemonic tool is a fitting illustration of the argument that story structures are a natural and preferred mode for understanding, storing, and recalling information.

The implication for advertising, of course, is that consumers will be more likely to remember information if it is embedded within a story. Additionally, substantial evidence supports the persuasive power of narrative ads. Several theoretical explanations have been applied to account for the way narrative advertising works including transportation into the story (Green and Brock 2000), identification with the characters (Boller and Olson 1991), and enhanced processing fluency (Chang 2013). As attention to this topic continues to grow, one challenge is to determine how these diverse and overlapping explanations can be integrated, as illustrated by Kim et al. (2017).

### Connection to My Work

I became particularly interested in the use of narratives in advertising when considering the divergent ways benefits and risks are communicated in the prescription drug ads that air so frequently on American television. Casual observation suggested stories were a common tactic for conveying the benefits of a medication. A seemingly prototypical script involved actors depicting harrowing experiences with symptoms or worries about coping with the health condition until a prescription from their doctor ushered in a new life of gardening, parties, and walks on the beach. This series of events perfectly exemplifies the rising and falling action of Freytag’s pyramid, the model originated by Aristotle and adapted by playwright Gustav Freytag to describe the arc of dramas. By contrast, the mandated risks were rattled off as a list in lackluster fashion, typically by a faceless voiceover and tiny text overlay. I wondered how much this disparity in format may contribute to differential attention to and evaluation of drug benefits versus risks, and I pondered the potential for integrating the risk disclosure into the narrative.

Those questions led me, in collaboration with colleague Janelle Applequist at the University of South Florida, to design a multi-step research project. The first step was to employ a quantitative content analysis of broadcast prescription drug ads to more systematically document the presence (and relative absence) of narratives in association with benefits and risk information. Initial results have recently been published in the [Journal of Health Communication](#). Indeed, results showed nearly all the sixty-six ads in the sample employed one or more narrative styles when communicating drug benefits while only one ad incorporated any of the risk disclosure within the narrative. A secondary analysis employing a mapping technique is underway to more fully capture the sequence and duration of narrative and non-narrative styles paired with information type. In addition, we are in the process of executing qualitative interviews utilizing a modified

Continued on page 12...

### Jennifer Ball Bio

Jennifer Ball is an Assistant Professor in the Department of Advertising & Public Relations at Temple University. Her research interests involve a psychological perspective on advertising with a specific focus on trust, the interplay of emotion and cognition, and information processing. To date, she has implemented these interests through a steady stream of research investigating the effects and perceptions of direct-to-consumer pharmaceutical advertisements. She has published her work in both health communication and marketing communication journals including the *International Journal of Advertising*, *Journal of Health Communication*, *Journal of Current Issues and Research in Advertising*, *Journal of Consumer Affairs*, and *Health Marketing Quarterly*.

# Teaching Feature

## Teaching to the Test: Bringing to Bear Student Knowledge and Skills in a National Advertising Competition

by Scott Hamula (Ithaca College)

One of the most exciting, stressful, rewarding, time-consuming, and worthwhile experiences in higher education is fielding a team in the American Advertising Federation (AAF) National Student Advertising Competition (NSAC). I've been fortunate to work with our teams for 20 years as an advisor, teacher, and mentor. Let's take a closer look at the details of and school preparation for the NSAC as well as the outcomes.



Scott Hamula

Each year AAF secures a national client sponsor for the NSAC. Approximately 150+ schools around the country create AAF student chapters, submit their Intent to Participate forms, and receive a case study written by the sponsor. Teams are divided across 15 AAF districts plus a virtual district for which schools may opt-in if travel and expenses are too prohibitive for them to compete in their regions. Teams submit their 21 page campaign plans book online and then meet in their districts for their 20 minute presentation and 10 minute Q&A in front of judges. Approximately 16-19 schools win at the district level (several mega-districts have two winners). District winning teams enter the semifinal round where they are judged by their recorded 20 minute presentation and 15 minute Q&A teleconference call with judges. From this round, eight finalists are chosen to move on to nationals which takes place during the AAF ADMERICA Conference. There teams are scored on their plans book, 20 minute presentation, and 10 minute Q&A. Typically at nationals the judges are C-level people from the sponsor and advertising agency-of-record

representatives. The first, second, and third place teams are announced and monetary prizes are awarded during the NSAC luncheon. The winning team then presents live to the audience, which is recorded by AAF and offered for sale online.

Schools that field an NSAC team typically do so in one of two ways: as part of a class or as a club. Each team needs an advisor, and all students who have access to the case and work on the project must be dues-paying members of AAF. While team sizes range anywhere from eight to 50 students, our Ithaca teams are typically 18-25. We have a three-credit senior capstone course in our Integrated Marketing Communications (IMC) major, Ad Lab, which focuses solely on the NSAC. Many schools begin work immediately after receiving the case in late August or early September. For decades Ithaca did not work on the case until spring when Ad Lab is offered. However, in fall 2018, we introduced a one-credit strategic planning course to do most of our preliminary NSAC case research.



increase primary demand and consumption of hot dogs through all distribution points including restaurant, grocery, etc. Key to achieving this was overcoming a negative perception caused by three consumer misconceptions.

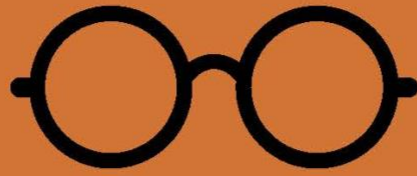
This year Wienerschnitzel, the world's largest hot dog chain, charged teams with elevating the image of the hot dog in order to

Schools in the competition usually set up their teams to operate like an advertising agency.

Continued on page 9...

### Scott Hamula Bio:

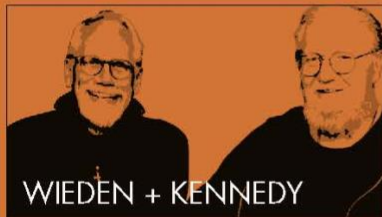
Scott Hamula is an Associate professor of Integrated Marketing Communications (IMC) and Chair of the Department of Strategic Communication at the Roy H. Park School of Communications at Ithaca College. He co-founded the IMC major in 2003. His research interests are branding strategies in higher education and electronic media, brand activation, and experiential marketing. He is the faculty advisor for the AAF student chapter and its award-winning NSAC team. He serves as a District 2 representative on the AAF National Education Executive Committee (NEEC) and as a panel chair for National Advertising Review Board (NARB), the appellate body for advertising industry self-regulation. Hamula received the 2019 AAF Distinguished Advertising Educator (DAE) Award. He teaches Introduction to Strategic Communication, Advertising, and Ad Lab. Outside of the academy he likes to visit craft breweries and spend time with his family.



stan  
**TALKS**  
Lessons from Luminaries

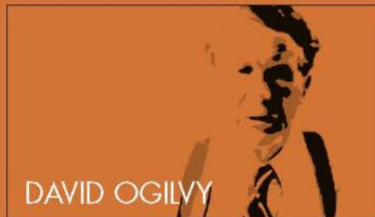
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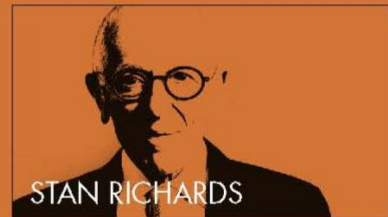
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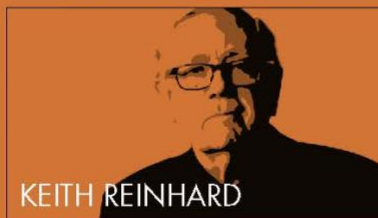
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# Special Topic I

## AAA Global and Multicultural Committee NEWS



The AAA Global and Multicultural Committee (GMC) is dedicated to fostering research, teaching, and industry exchange about global and multicultural advertising. As a committee, we seek to develop and maintain relationships with scholars, educators and practitioners from around the world, gather relevant resources that will support scholars', educators', and practitioners' work. Lately, we have been working on developing a *teaching database* with example syllabi of courses related to global and multicultural advertising. This and our other databases are available for FREE at the [GMC website](#) (for an overview click [here](#)). In addition, we asked two of our committee members, Juan Mundel and Shu-Chuan (Kelly) Chu from DePaul University, to talk about their experiences this summer with study abroad programs (see below). We hope these resources will inspire you to include international, global, and multicultural elements in your curriculum! – Claire M. Segijn, Chair of the Global and Multicultural Committee –



### **DePaul goes Global: Teaching Advertising in a Digital and Globalized Age** by Juan Mundel and Shu-Chuan (Kelly) Chu (DePaul University)

The trend of consolidation within the global advertising and public relations landscape requires students to be prepared to operate within a challenging global market. Big media groups (e.g., WPP, Publicis) have acquired a number of smaller agencies to allow for the creation of full service ad agencies that include an array



**Juan Mundel**



of services (e.g., strategic planning, digital buying, among others) all over the world. For future advertising professionals, international competence is increasingly important to operate in a globalized market. At DePaul University, it has become a priority for the university and the program to internationalize our curricula to serve advertising and public relations students. We have developed three short-term faculty-led study abroad programs for students in the Public Relations and Advertising program:

*France, Netherlands, and Spain: Creativity and Portfolio Building Abroad; Taiwan and Japan: Advertising and Branding in Asia; Argentina: International Social Marketing; and an additional study away (i.e., a program similar to study abroad where students travel to another city in the same country) 4-day program to New York City. In this article, we cover the first two.*

The Creativity and Portfolio Building Abroad program teaches students about the complexity and nuances of marketing communications in the global marketplace, while allowing them to produce high-quality campaigns to include in their portfolios. This traveling program explores the factors affecting the processes of brand globalization, cultural dimensions differentiating various regions and peoples, and the execution



Students of the Creativity and Portfolio Building Abroad program attended the Cannes Lions International Festival of Creativity in France!

of advertising campaigns in different countries. We combine classroom lectures with professional visits. While in Amsterdam and Barcelona, students have classes in the morning. During the afternoon, the program visits major global and local advertising and

#### **Juan Mundel Bio:**

Juan Mundel is an assistant professor of advertising at DePaul University, where he teaches courses in ethics, creativity, insights, and media psychology. He has designed and leads two study abroad programs (Argentina and Europe), and has extensive experience with international programs. Along with Profs. Maria DeMoya and Esther Quintero, Mundel discusses internationalization of strategic communication and gives tips on building study abroad programs in a chapter in the forthcoming book "Internationalizing the Communication Curriculum in an Age of Globalization."

marketing agencies and media companies (i.e., newspapers and television stations, among others) to learn about practices and challenges associated with the development of global campaigns. In France, students take advantage of the Cannes Lions International Festival of Creativity, where they attend talks by leading advertising professionals and network with possible employers.



**Shu-Chuan (Kelly) Chu**

Throughout the program, students work in small groups in the development of city-specific campaigns. While the academic load is high, students gain a better understanding of their future profession in just three weeks.

The Public Relations and Advertising program also launched its Advertising and Branding in Asia program this summer. Led by Kelly Chu and Maria De Moya, this study abroad program to Taiwan and Japan is designed to introduce



DePaul students visited Dentsu Taiwan and received a master class in branded storytelling and explored the differences in ads in other Asian nations.


students to the rapid changes taking place in the two countries. Through the lens of globalization and global consumer culture, students gain a better understanding of advertising and branding strategies for local or multinational corporations in Asia and learn to effectively communicate brand messages in different countries. Advertising and marketing is different in Asia. This two-week abroad program consists of classroom lectures, design thinking workshop, and professional visits. While in Taipei, students participated in an international design thinking workshop and competition with students from other three universities (Taiwan, Germany, and USA). Throughout the program, students

students to the rapid changes taking place in the two countries. Through the lens of globalization and global consumer culture, students gain a better understanding of advertising and branding strategies for local or multinational corporations in Asia and learn to effectively communicate brand messages in different countries. Advertising and marketing is different in Asia. This two-week abroad program consists of classroom lectures, design thinking workshop, and professional visits. While in Taipei, students participated in an international design thinking workshop and competition with students from other three universities (Taiwan, Germany, and USA). Throughout the program, students

worked on a team-based project and developed an advertising and branding campaign for a local client, RoastTing Coffee. This study abroad program also includes meetings with advertising scholars and professionals, marketers, representatives from media companies and organizations. For example, students visited UUUM, Japan's largest YouTube influencer network with 2.5 billion views a month and more than 4,500 creators - including Japan's No.1 YouTube talent HIKAKIN, Hajime, and Fischer's. Through the insightful company visit, students learned about influencer



DePaul's Advertising and Branding in Asia program visited Tokyo to learn about insights on the intricacies of advertising and consumer behavior in Japan.

marketing, creator management and original video content production. This intellectually stimulating and interdisciplinary, global learning experience allows our students to contrast with their own experience of the U.S. 

#### Tips for Building Study Abroad Programs:

- Selecting the location: Emerging markets are an attractive spot for study abroad. Leading countries in Latin America (Mexico, Brazil, and Argentina), and smaller European locations (Croatia, Czech Republic, and Hungary) draw the students' attention and allow for an affordable program fee.
- Academics: Step up your game by inviting guest speakers from the host country, and use the city as your classroom. Students look for a different experience from a class at their home institution.
- Travel arrangements: While having faculty work on the arrangements can make the program fee smaller, working with a travel agency will ensure the itinerary flows easily. Some of the most common agencies include STA Travel and Seminars International.
- Recruitment: Visiting relevant courses to speak directly to students is key for recruitment. It helps put a face to the program director and allows for doubt clarification.

#### Shu-Chuan (Kelly) Chu Bio:

Shu-Chuan (Kelly) Chu is an associate professor and program chair of the Public Relations and Advertising program at DePaul University. Her research interests include social media, electronic word-of-mouth, and cross-cultural consumer behavior. She was chair of the International Advertising Education Committee (now the Global and Multicultural Committee) at the American Academy of Advertising from 2011-2015. She organized and co-chaired a pre-conference and special topics sessions on international advertising speed dating, new research agenda for international advertising and integrated marketing communications, and globalization of advertising education. In addition, she chaired the 2013 AAA Global Conference in Hawaii. Kelly was the director of a 6-week study abroad program in Shanghai, China in summer 2016.

# Special Topic II

## Looking Back at ICORIA 2019

by European Advertising Academy

157 Advertising scholars presented and discussed their cutting edge research at this year's ICORIA in Krems Austria, at the IMC University of Applied Sciences Krems. Besides the interesting talks, participants had a multitude of options to seeing old and new friends, to work on collaborative research, and network.



Conference Chair Martin Waiguny and his Team: Bettina Buhl, Theres Auer, Sandra Luftensteiner, Sabine Slaby and Elisabeth Jilka created some unique experiences related to Austrian hospitality.



Highlights were the welcome reception at a traditional Austrian Heurigen – which is a wine pub where you enjoy local wines and some hearty dishes followed by a tour through the old town of Krems. In their Keynotes Simona Botti and Georg Jeitler addressed the conference with research and professional topics. Simona Botti showed how our decisions shape our experiences and expectations and Georg Jeitler demonstrated the investigative work court experts are doing when determining corruption fraud in communication services.

The highlight of Friday was the floating dinner on the MS Wachau – upstream towards Spitz in the beautiful Wachau Valley. But what would be ICORIA without celebrating research success? Freya De Keyzer, Nathalie Dens and Patrick De Pelsmacker won this year's Student Paper award, and Camille Singh and Lawrence Ang ICORIA's Best Paper award. Special congratulations to Peter Neijens who received the Flemming Hansen Award for his academic achievements and contribution to the advertising research community.

Participants were busy in their presentations in the PhD Colloquium, and the parallel sessions, and the Editors and Associate Editors of major journals provided an outlook and


tips for publishing in these outlets. A special Experience during the conference was IMC Universities eVRyLab where you could delve into the space of virtual reality.

In addition, the breaks with traditional Austrian savoury and sweet treats allowed to rest or maybe just reading a poem in Julius Meini's poetry corner or enjoying a cup of coffee like Austrians would do. Saturday closed the conference with visiting Vienna the old imperial but vibrant city persuading with its charm and beauty.



Peter Neijens received the Flemming Hansen Award for his academic achievements and contribution to the advertising research community.

Martin Waiguny and his team want to say thanks to everyone for visiting Krems and IMC University of Applied Sciences, hope you enjoyed ICORIA, and is happy to pass on ICORIAS flag to Bordeaux.

**SAVE THE DATE:** ICORIA 2020, June 25-27 in Bordeaux  
Call for papers will follow in due time. 

### Newsletter Staff

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

# 2019 AAA Global Conference

## AAA Global Conference Report: Smart Communication for a Digital World

by Jisu Huh, Past President and 2019 Global Conference Co-Chair (University of Minnesota)

The American Academy of Advertising has partnered with premier universities and academic associations around the world for its biennial Global Conference since 2001. This year's conference, hosted by Peking University and the China Advertising Association (CAA), was especially meaningful as it coincided with the 40<sup>th</sup> anniversary celebration of modern advertising in China.



Jisu Huh



Group photo of the conference attendees in front of the Yingjie Center at Peking University.

The conference was held at Peking University in Beijing for three days, from July 12<sup>th</sup> to 14<sup>th</sup>, followed by an off-site social event on the 15<sup>th</sup>. The conference kicked off with the Opening Reception, where attendees enjoyed refreshments while reconnecting with old friends and colleagues and making new connections with scholars from around the world. The first full day of the conference was filled with eight research paper sessions and panel sessions, a keynote session, and a



Opening remarks by Jisu Huh, Co-chair of the conference.



Welcome remarks by Gang Chen, Co-chair of the conference.

Meet-the-Editor session. The keynote session was a panel discussion featuring two prominent speakers from the CAA and the digital media technology industry. Guohua Zhang, President of the CAA, spoke about new



Keynote speech by Guohua Zhang, President of the China Advertising Association.

opportunities for the advertising industry brought by digital technology and three specific challenges including privacy invasion, inappropriate content, and fraud. Ray Hao of



Karen W. King, President of the AAA, speaking to the attendees at the gala dinner.

Ocean Engine discussed latest innovations in the digital media technology industry in China and showcased the evolving business model of ByteDance, the company behind

the popular TikTok mobile video app. Attendees also had a chance to meet with editors of the three AAA journals, and learn about each journal and its review process. The day ended with fabulous gala dinner generously sponsored by the conference host.

The conference continued with 12 more research and special topic panel sessions on the third day, and closed with a full-day off-site social event touring various Chinese technology companies, including ByteDance, Weibo, and MI, in the morning and



Conference attendees visiting ByteDance, one of the main sponsors of the conference.

visiting the beautiful Summer Palace in the afternoon. Many of our attendees also enjoyed an extra day in Beijing after



the conference, exploring the Mutianyu Great Wall, the Forbidden City, and Tiananmen Square.



Conference attendees visiting MI.

We have received numerous extremely positive comments about the conference organization and experience and the quality of sessions. My heartfelt thanks go to all of our session presenters, panelists, moderators, and participants for their outstanding contributions, and our members who volunteered to review papers. I'd also like to express my deep appreciation to AAA Executive Director Pat Rose, Executive Manager Ginger Phillips, Administrative Assistant Jennifer Bijaczyk, for their invaluable input and help throughout the planning process. Most importantly, I must thank our Chinese Co-Chair, Professor Gang Chen, his assistant Jing Dong, and many student volunteers. I owe them my deepest gratitude for their devotion and tireless work providing warm hospitality and making this conference a successful event.



Conference attendees visiting Weibo.

The conference was a great success indeed with over 160 advertising scholars attending, 42 research papers presented, and 7 special topic panel sessions offered. The conference provided a great opportunity for the attendees to reflect on the recent transformation of advertising practice and research around the world and to look toward the future of advertising characterized by Smart Communication. Top



Tour of the Summer Palace.

the *JlAD* special issue! 

papers presented at the conference have been invited to be considered for publication in the *Journal of Interactive Advertising* Special Issue. Stay tuned for



The Summer Palace.

**Continued from page 3 by Scott Hamula.**

For example, my students elect two co-chairs and department directors for research, media, creative, brand activation, and production. Once set up, the team then follows our agency process: further define the problem and discover a key insight through research, conceive a big idea, consistently and creatively execute the message through advertising and experiences, devise an effective and efficient media plan, and incorporate analytics to measure results.

Our creative strategy journey was not a smooth one. We initially chose to not directly address key hurdles presented in the case because we believed them to be unchangeable. That led us down the path of weak, off-case creative ideas. Fortunately we came back to the original ask and said, "This client really is serious about improving the image of hot dogs by addressing those three misconceptions. We need to shift gears and focus on them." By then, however, we were running out of time. Our creatives pitched their final potential ideas. Just as we were about to somewhat reluctantly agree to one, a team member spoke up, "Hey, I was just thinking here... What about placing the hot dog on trial?" That was it! I always tell students you'll know when you've hit upon the big idea: it's on-brief and has legs. There's a very special energy about it. Accordingly, a constant flow of ideas were coming from team members for advertising executions and marketing experiences. It was now full speed ahead to pull it all together before the upload deadline.

Ultimately, the Ithaca College "Defend the Dog" campaign made it through the district and semifinal rounds, and went on to win the 2019 AAF National Student Advertising Competition. I've seen hundreds of impressive teams present from schools across my district and the country, and I've seen close scores at all levels of the competition. I believe this strong scoring is a testament to the amazing student talent that is brought to bear every year. If you are interested in starting an AAF student chapter or learning more about the NSAC, please contact me for assistance:

[shamula@ithaca.edu](mailto:shamula@ithaca.edu). 

# Graduate Student Spotlight

**Xiaowen Xu** (University of Connecticut)

*Live Curiously, Think Practically, Communicate Simply*

The more time I spend on my doctoral journey, the more I recognize the ways in which we can accelerate knowledge gained from academic research and demonstrate its usefulness in the real-world.



**Xiaowen Xu**

## Live Curiously

Good research stems from intellectual curiosity. Plus, the academic journey is challenging and laborious, so ask questions that intrigue you enough to sustain this long journey. I feel inspired by Care and Kim's assessments of 21<sup>st</sup> century skills—including problem solving, collaborative problem solving, information and communication technology (ICT) literacy, and global citizenship. They argue that “if high-tech environments and ivory tower research is to be useful, it needs to think about what is ‘authentic.’”

Another heuristic I always use to help inform my theory building is what I call “user-media-content-context system.” Media message effectiveness is contingent on these four different categories of factors. Checking through these aspects can help us identify factors to include in—or remove from—a specific model. For example, my current research studying interaction with digital advertisements centers around user factors (e.g., consumer motivations), media factors (e.g., technology affordances) and content factors (e.g., personalization).

## Think Practically

The theory may be sound in every facet, but to make an impact, one has to overcome more practical challenges. Who is your target group? What is their social and cultural background? Does your message make sense to them?


I once designed a social marketing campaign to reduce single-use bottled water consumption. To my surprise,

college students had insufficient knowledge about the environmental consequences of bottled water production and consumption, despite their high education level. A scientific education message may be powerful to warn this group of concerns about the environment; but the same message may not work for another demographic group who cares nothing about the globe, or is clueless of the scientific language being used.

## Communicate Simply

“Now that you have a solid framework and some promising results, try if you can explain it to your grandpa or grandma.” This is an important lesson that I have learned from a graduate course. To me, the ultimate goal of research involves translating theory into understandable narratives that help make a difference.

Part of this perception is actually attributed to my teaching of a Research Methods course. The task of introducing complex statistical concepts and formulas to students in a succinct yet systematic way is never an easy one. Two heuristics that I find rather useful include: story and relevance; that is: 1) use stories as examples, and, 2) connect concepts to your audience's personal experiences or interest. Research even shows that introducing specific examples *before* abstract concepts is more efficient for stimulating engagement.

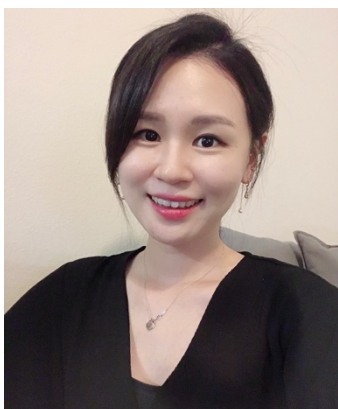
If you consider doing research as transforming a box of baking mix into a successfully baked cake, then intellect is the cake mix, a practical mindset is the user-friendly home-baking procedure, and communication is the easy-to-follow instructions on the package. Ready for some academic “food for thought”? 

### Xiaowen Xu Bio:

Xiaowen Xu is a PhD candidate in the Department of Communication at the University of Connecticut. Her research interest involves examining consumers' motivation and perceptions through the adoption of new media technology and processing of persuasive messages. She has been working on projects that address cognitive, emotional and behavioral responses in consumer, health and environmental behavior contexts. She has published articles in such journals as *Journal of Broadcasting & Electronic Media*, *Internet Research*, etc.

## Taeyeon Kim (University of Georgia)

**W**rapping up the third year of my Ph.D. program in advertising at the University of Georgia, I can confidently say that the experience has brought about huge changes in my life. Several years ago, I was a student studying psychology who didn't know how to cook. Now, I am a Ph.D. candidate studying advertising who bakes delicious chocolate brownies!



**Taeyeon Kim**


People say that change is an exciting but difficult part of living. As a Ph.D. candidate who is about to move on to the next academic stage, I look at the changes I have already moved through as blessings and signs of promise for what is to come. My optimism is the result of having a clear goal that I hope to achieve. Accepting changes and overcoming challenges is precisely how I will earn my doctorate and start contributing valuable work to my community as an academic scholar.

The most obvious benefit that an academic scholar can provide is teaching students who will become professionals in a chosen field. I vividly remember the faces of my first students. At first, I was very nervous standing in front of them, delivering a lecture. After a frightening first month of teaching, I realized that I had forgotten how privileged I was to be in that role, and the potential I had to influence learners. I changed my mindset. My goal in teaching changed from "giving a lecture" to "making students love what they study." To achieve the goal, and following the suggestion of my advisor, Dr. Karen Whitehill King, I provided hands-on examples to help them understand what was really going on in the field. Also, I tried to be an instructor whom students could approach and ask questions. The change in my mindset made a difference. Students came to have more passion for the course. One student expressed increasing interest in doing advertising research. On my course evaluation, I read the following comment: "She cares a lot about her students and encourages us to do as well as possible in our field." Humbled and grateful, I have learned how meaningful my task of teaching is, and I am strongly motivated to keep improving.

### **Taeyeon Kim Bio:**

Taeyeon Kim is a Ph.D. candidate at Grady College of Journalism and Mass Communication at the University of Georgia. Her research takes a social psychological approach to social media advertising that includes hashtag advertising, influencer advertising, and CEO presence on social media. Her dissertation research is funded by the AAA Doctoral Dissertation Grant.

Another benefit I look forward to contributing is a practical outcome of scholarship. Academic research generates meaningful insight not only for other scholars but also advertising practitioners. From the beginning of my undergraduate study, a double major in psychology and new media, to the present, the question I have continually asked is "What kind of social media advertising can make both consumers and brands happy?" Despite the curiosity that makes me eager to study advertising, I sometimes feel like I am failing to fulfill the expectations I have set for myself. However, I keep reminding myself how meaningful research can be for society. For example, findings from one of my studies offered companies insight into the value of CEO presence on social media. Recently, Dr. Joe Phua and I examined hashtag advertising that empowers women on social media, extending academic discourse on current advertising issues. I feel grateful for the opportunity to contribute to academia and the advertising industry.


People say that Ph.D. students will come across many changes and obstacles as they pursue their degrees. I somewhat agree with that assessment. However, if we embrace the challenges and cultivate gratitude for the opportunity to confront them, we will not feel overwhelmed. Instead, we will find a path to success. Indeed, "success is determined not by whether or not you face obstacles, but by your reaction to them." 

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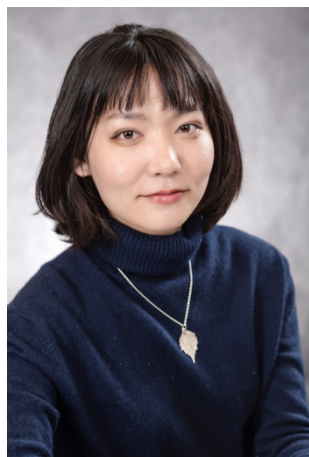
### **Continued from page 1 by Karen W. King.**

and multicultural advertising and will include a teaching note for each case published that can be used in the classroom. Co-edited by former AAA GMC chair Juliana Fernandes (University of Florida) and Craig Davis (Ohio University), the call for papers is set to come out during Fall of 2019. More details will be announced soon.

### **Annual Conference in San Diego**

The call is out for the spring 2020 conference in San Diego. Our new in-coming Executive Director, Ginger Phillips, and her team in consultation with our Executive Director, Pat Rose, to line up a fun venue. The conference dates are March 26-29, so please mark your calendars. I hope you are planning to submit a paper and/or a special topics session for consideration. 

**W**hen I am writing this article, I am thinking about the first time that I went to the AAA conference in 2016. The first thing that comes to my mind is the food in the reception at the Space Needle; it was so great! The next thing is the encouraging smile from my mentor Dr. Kevin Wise and the moderator Dr. Karen King when I was doing my first presentation at AAA. Even before I went to the AAA conference, I've heard from different people that it's a family-like conference because the atmosphere is quite supportive, and you will see your academic friends year after year. I had many great conversations about research (e.g. the differences between tasking switching and multitasking, how mind wandering plays a role when people consume media content, how information processing differs when people use mobile devices, etc) with scholars that I met in the conference, and collaborated with people from different universities! I guess that's how we make academic friends at the conference.



**Yilin Ren**

Most of my research projects come from very practical questions that can be applied to industry. For example, I've pondered whether individuals would respond to identical banner ads (i.e., external distractors) differently if they were consuming media content on a large mobile device vs. a small one. If so, we can offer suggestions to use different advertising strategies when a company decides to insert their ads on mobile apps. I was part of a research team that used eye-tracking to investigate how different mobile device screen sizes affect users' attention patterns and their memory of the advertisement during reading, as well as their comprehension accuracy for reading materials. We found that participants looked at the ads more frequently but spent less time when they read on a large screen compared with a small screen. Other ongoing projects explore individuals' responses to not only banner advertisements (external distractors), but also mind-wandering thoughts (internal

distractors) when they were bored (i.e. information overload). Since mind-wandering is a common thing in daily life, I'm interested in individuals' attention pattern when they have multiple media contents and internal thoughts competing for attention.

I started teaching in my fourth year, and my approach is to stimulate students' interest in a specific area and equip them with knowledge of basic theories and tools that they feel confident to use and learn more about after they walk out of my class. I talked about my own teaching experiences with faculty members that I met in conference and exchanged ideas about how to prepare undergraduate students for the changing advertising industry after they graduated. These conversations are so great because they give me a sense of what's happening in other class settings, and various things that I can incorporate in my class. Some junior faculty members also shared their current faculty life experiences, which reveals the path in front of me. These are great experiences for me and contribute to the awesome feeling that AAA is like a supportive family. *AA*

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**Continued from page 2 by Jennifer Ball.**

"think aloud" technique to gauge real-time processing of narrative and non-narrative portions of the ads. That will be followed by a set of experiments testing for effects of embedding benefits and risk information within a narrative versus non-narrative structure.

### **The Next Chapter**

In working on this project, we were confronted with several gaps and conflicts in the broader literature on narratives in advertising.

**What is a narrative?** Rarely, if ever, does a concept have a universally agreed upon definition. Accordingly, definitions of "narrative" abound. There is general consistency that a narrative consists of a character involved in concrete events that have a specific chronological order. However, scholars differ in whether or not the events need to be causally related, or whether multiple events are even necessary. In some cases, the terms "story" and "plot" are used to distinguish these possibilities, but that is far from consistent. Delving further into

#### **Yilin Ren Bio:**

Yilin Ren is a fourth-year Ph.D. student in Communication and Media at the Institute of Communication Research at the University of Illinois at Urbana-Champaign. Her broad interest falls in media psychology and her current research interests explore the processing of and responses to advertisements viewed on mobile devices during different tasks. Yilin earned her M.S. in Advertising at University of Illinois at Urbana-Champaign in 2015 and B.A. in Advertising at Jinan University in Guangdong, China in 2013. Her doctoral supervisor is Dr. Kevin Wise.

minimal conditions necessary to generate narrative processing from a consumer perspective may lend clarification.

**What type of narrative?** Beyond the basic definition and terminology, there is a profuse and overlapping catalog of specific narrative types: classic drama, vignette, testimonials, slice-of-life, first person, second person, third person, before-after appeal, edutainment, etc. While some work suggests each style has nuanced implications for message responses, more comprehensive and systematic work is needed to distinguish the categories, conceptual boundaries, and effects of narrative styles relevant to advertising.

**What about hybrid ads?** The seminal works of Deighton, Romer, and McQueen (1989), Wells (1989), and Stern (1991) acknowledged the existence of narrative and non-narrative hybrid advertisements. These authors encouraged scholars to further investigate the nature and effects of such hybrid ads, but those calls have largely gone unanswered. While existing theory and research suggest narrative content is processed quite differently from non-narrative content, researchers have yet to elucidate the manner in which individuals process concurrently narrative and non-narrative messages.

### Final Thoughts

The phenomenon of storytelling has become such a juggernaut of the ad industry, it is bordering on cliché. Although narratives in advertising are hardly new (see [this 1917 ad](#) for Lux laundry detergent), the concept has proliferated into the quintessential “brand story” that epitomizes the brand’s promise and heritage, the ubiquitous requests for consumers to share their stories via social media, and the innovative forms of experiential marketing coveted as a way to create new consumer-brand stories. Advertising scholars will likewise need to consider how theoretical conceptualizations of narratives should stretch and adopt to accommodate the wide-ranging ways in which advertisers are telling stories.

### References

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- Stern, Barbara B. (1991), “Who Talks Advertising? Literary Theory and Narrative ‘Point Of View,’” *Journal of Advertising*, 10 (3), 9-22.
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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 **October 15**, at [joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

# AAA Notes

## Awards and Honors



Aidin Namin

Dr. Aidin Namin (Loyola Marymount University) has received the Ascending Scholar Award which is given from LMU President to a tenure-track faculty for Excellence in Research, and the Paul R. Lawrence Fellowship Award from the Case Research Foundation. He also received the Palgrave Macmillan Best Paper Award for Analytics and Big Data from the Journal of Marketing Analytics and the Marketing EDGE Best Paper Award in Analytics from the Society for Marketing Advances.



Mark Yi-Cheon Yim

Dr. Mark Yi-Cheon Yim has been selected as the 2019 recipient of UMass Lowell Award for Excellence in Innovative Teaching at the University of Massachusetts Lowell. The Excellence in Innovative Teaching award (\$1,000) is designed to honor individual early career faculty members who exemplify a deep commitment to excellence in teaching.



Claire Segijn

Dr. Claire Segijn (University of Minnesota) was awarded with the Biennial Best Dissertation Award of the Mobile Communication Interest Group at the annual conference of the International Communication Association (ICA). She completed her dissertation, entitled "Everyday Multiscreening. How the simultaneous usage of multiple screens affects information processing and advertising effectiveness" in June 2017 at the University of Amsterdam under supervision of Prof. Edith G. Smit and Dr. Hilde A. M. Voorveld.

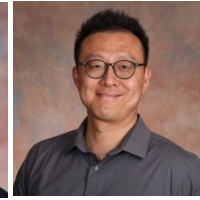


Carolyn A. Lin

Dr. Carolyn A. Lin (University of Connecticut) has received an NSF grant as Co-Principal Investigator (\$500,000, 2019-2021) to work on the project, "Developing a Configurable Real-time High-speed Wireless Communication Platform for Large-scale Industrial Control Systems". Professor Lin is the editor of *Journal of Broadcasting & Electronic Media*; she also serves on the editorial boards of *Journal of Advertising* and *Journal of Interactive Advertising*.



Kacy Kim



Sukki Yoon

Dr. Kacy Kim (Bryant University) has received the Outstanding IB Research Award 2019 for outstanding international business research at Bryant

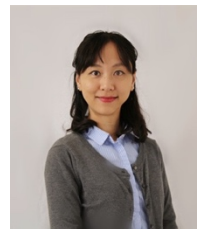
University with her IJA publication with Dr. Sukki Yoon (Bryant University), entitled "Text versus Picture in Advertising: Effects of Psychological Distance and Product Type."



Scott Hamula (Right)

Scott Hamula, Associate Professor and Chair of the Department of Strategic Communication at the Roy H. Park School of Communications at Ithaca College, received the 2019 American Advertising

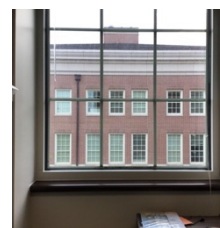
Federation (AAF) Distinguished Advertising Educator (DAE) Award. This award honors an educator who has been a consistent mentor to students, has supported the success of the advertising industry through research, teaching and advocacy, and has been engaged in the advancement of the mission of the AAF through activism within the organization.



Xiaowen Xu

Xiaowen Xu (University of Connecticut) has received the Top Paper in Advertising Division of the Annual Conference of AEJMC with Dr. Carolyn A. Lin (University of Connecticut), entitled "Exploring the Effects of Facebook-Use Fluidity, Flow and Motivations on User Interaction with Newsfeed Advertising."

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



This is the view from Lower Hall, the College of Business building.



This is the view to the side of my desk in Hargis Hall, where the Graduate School is located.

Herbert Jack Rotfeld has left the College of Business but not Auburn University, accepting a position as an Administrative Fellow where he'll be working with the Dean of the

Graduate School. Along with the change of job, moving to a

corner office in one of the oldest buildings on campus provides a change of scenery viewed from his office window. It's often said that change of view says a lot about a change in jobs. He says he finds the change "interesting."



**Hong Cheng**

Dr. Hong Cheng, Professor and Director of the Richard T. Robertson School of Media and Culture at Virginia Commonwealth University, assumed a new position as Professor and Dean of the School of Communication at Loyola University Chicago on July 1, 2019.



**Marla Royne Stafford**

Dr. Marla Royne Stafford has been named Executive Associate Dean of Academic Affairs and the William F. Harrah Distinguished Chair at the Harrah College of Hospitality at the University of Nevada-Las Vegas.



**Tom Kelleher**

Dr. Tom Kelleher has been named University of Florida College of Journalism and Communications Associate Dean for Graduate Studies and Research. He succeeds Dr. Debbie Treise, who will step down from the position this fall after 16 years. Both will continue to serve as faculty in the Department of Advertising.



**Jeffrey Williams**

Jeffrey Williams has been named the Chair of the advertising sequence at the University of South Carolina School of Journalism and Mass Communications.



**Ode Amaize**

Dr. Ode Amaize has been named the Head of the Department of Communication and Media at the Canadian University Dubai.



**Robyn Goodman**

Dr. Robyn Goodman has been appointed the Interim Chair of the Department of Advertising at the University of Florida.



**Jay Newell**

Dr. Jay Newell, editor of the *Journal of Advertising Education*, was promoted to professor in the Greenlee School of Journalism and Communication by Iowa State University.



**Erin Willis**

Dr. Erin Willis received Tenure and Promotion to Associate Professor in the Department of Advertising, Public Relations, & Media Design at the University of Colorado Boulder. She also has been named the Director of Graduate Studies for her department.



**Hojoon Choi**

Dr. Hojoon Choi received Tenure and Promotion to Associate Professor in the Jack J. Valenti School of Communication at the University of Houston.



**Huan Chen**

Dr. Huan Chen has been granted tenure and promoted to the rank of Associate Professor in the Department of Advertising, College of Journalism and Communications, at the University of Florida.

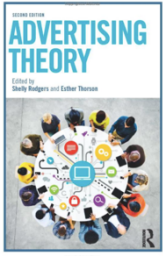
Dr. Katharine Hubbard moved from the Buffalo State College to the Mass Communication Department at the Sam Houston State University as an Assistant Professor in fall 2019.

Dr. Laura Bright moved from the Texas Christian University to the Stan Richards School of Advertising and Public Relations at the University of Texas at Austin as an Associate Professor of Media Analytics in fall 2019.

Dr. Juliana Fernandes moved from the University of Miami to the Department of Advertising at the University of Florida as an Assistant Professor in fall 2019.

Dr. Summer Shelton started as a tenure-track assistant professor in the Department of Communication, Media, & Persuasion at the Idaho State University in fall 2019.

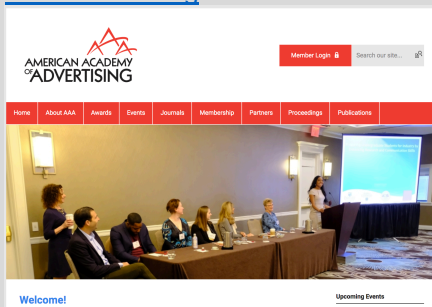
## Book Releases



The 7<sup>th</sup> Drs. Shelly Rodgers (University of Missouri) and Esther Thorson's (Michigan State University) (co-editors) 2nd edition of *Advertising Theory* is recently released. The book chapters, written by the world's leading advertising scholars, updates the 1st edition and further advances thinking to stay ahead of the fast-paced field. The ambitious theoretical foundation outlined in the 1st edition was retained and new chapters make an important contribution to understand how advertising works. AA

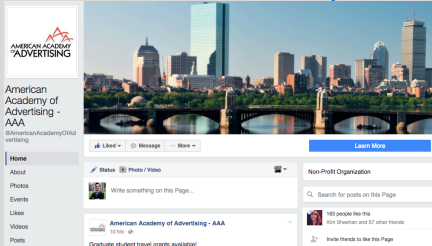
## AAA Communication Channels

Website: [www.aaasite.org](http://www.aaasite.org)

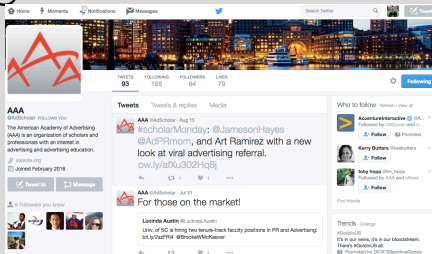


Facebook:

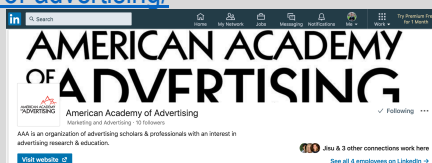
[www.facebook.com/AmericanAcademyOfAdvertising](http://www.facebook.com/AmericanAcademyOfAdvertising)



Twitter: @AdScholar



LinkedIn: <https://www.linkedin.com/company/american-academy-of-advertising/>





# **Announcements** (Call for Papers & Proposals)



## **Call for Conference Papers and Proposals for Special Topics Sessions**

American Academy of Advertising 2020 Annual Conference

March 26-29, 2020

Hilton San Diego Resort & Spa

*Online submission opens September 1, 2019*

**Submission Deadline: October 1, 2019**

### **TRACK 1: COMPETITIVE RESEARCH PAPERS**

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising in consideration for presentation at the 2020 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising will be considered.

Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online Proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Fit with the Mission and Vision of the Association
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete all identification of the authors in the file properties, and track changes functions prior to submission. Use *Journal of Advertising* style to format citations. Submit your paper in Word format only; do not submit a PDF.

To be considered for the Best Student Paper Award, papers must be authored by one or more students and not co-authored with a faculty member(s). Faculty help, however, may be listed in the acknowledgements.

When you upload a paper submission you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit.

### **TRACK 2: SPECIAL TOPICS SESSIONS**

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information, but also to stimulate discussion and debate among panelists and audience

members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session. Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in sessions that focus solely on refereed research. As such, the Academy is willing to provide “waivers” for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. If you would like to use one of these waivers, please provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:

- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings. A sample summary can be found on the AAA website.

When you upload the special topics session proposal, you will see a statement specifying that all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal.


## REQUIREMENTS

- All submissions are to be submitted here: <https://proposalspace.com/calls/d/989>.
- Submissions for both Competitive Research Papers and Special Topics Sessions will be submitted in the same ProposalSpace online form, but you will check a box to indicate which type of session you are submitting. The lead author on each submission should create and submit the entry, not someone else.
- ProposalSpace is a user-friendly portal, but was new to AAA last year. Please go to <https://ProposalSpace.com> and create a free account, if you do not already have one. Please take note of your password. Then log out and back in, click on your name, and add relevant profile details. You may edit your profile at any time.
- AAA has tutorials on how to use ProposalSpace and you will find this at <https://www.aaasite.org/instructions-to-submit-papers>.
- **Electronic submissions must be received no later than MIDNIGHT EDT, October 1, 2019.**

## Questions? Please direct them to the appropriate person, as follows:

- Competitive Research Papers:
  - Professor Sela Sar
  - University of Illinois at Urbana-Champaign
  - [selasar@illinois.edu](mailto:selasar@illinois.edu)
- Special Topics Proposals:
  - Professor Eric Haley
  - University of Tennessee
  - [haley@utk.edu](mailto:haley@utk.edu)

- General questions about the conference:
  - Professor Karen King
  - University of Georgia
  - [kwking@uga.edu](mailto:kwking@uga.edu)
- ProposalSpace submission system:
  - Dr. Ginger Phillips
  - AAA Executive Manager
  - [support@aaasite.org](mailto:support@aaasite.org)

We look forward to your submissions and hope that you will be able to attend the 2020 Conference of the American Academy of Advertising. 

# **Announcements** (Call for Papers)

## ***Journal of Advertising*** **Themed Issue on Advertising in Hospitality, Tourism and Travel**

### **Guest Editor**

Marla B. Royne (Stafford), *University of Nevada – Las Vegas*

**Submission Deadline: February 29, 2020**

### **BACKGROUND**

Advertising is critical to building a brand, attracting new customers, and maintaining loyalty, yet no systematic effort has brought together advertising as an integral part of hospitality, tourism, and travel (HTT) scholarship even though connections could serve to strengthen existing research.

The HTT industry is one of the largest industries in the world, and dominates the service arena. In fact, in the U.S. alone, the travel and tourism industry generated more than \$1.6 trillion in economic output in 2017. According to projections by the U.S. Department of Commerce, the U.S. expects to welcome 95.5 million international visitors annually by 2023. In the European economy, travel and tourism contributed about 782 billion euros to the GDP in 2018, and in Asia, there were more than 323 million international tourists in the Asia-Pacific region.

The HTT industry includes a range of subsectors such as hotels, restaurants, events, theme and amusement parks, airports, car rental companies, travel agencies and tourist information centers, museums and art galleries. Hospitality itself is the relationship between a host and a customer, and is generally used by businesses to enhance the customer experience and ensure customer loyalty. Hospitality provides key services for both vacation and business travelers, and is, therefore, essential to individual customers and businesses.

HTT has become an important part of the health care industry because it plays a key role in the relationship between the health provider and the patient. In fact, hospitality is important to any business that relies on creating and maintaining positive relationships with its customers.

With this Special Section, we will extend the subject of advertising to HTT, and explain, in theoretical and practical terms, what it is and what it means for the HTT industry. As the name indicates, we are interested in a cross-fertilization of research in advertising and HTT in the broadest sense. By “advertising,” we mean “a message from an advertiser” with the “intention to remind, inform or persuade.”

### **TOPICS**

In addition to research investigating specific challenges and opportunities in advertising and HTT areas, we are particularly interested in interdisciplinary papers that offer strong theoretical foundations to help guide professionals in developing appropriate and effective messages. Papers may include conceptual frameworks, experiments, surveys, content analysis, narrative analysis, case studies, and other qualitative and quantitative approaches, to name a few. Topics include (but are not limited to):

- Advertising and consumer attention, cognition and behavior in HTT
- Advertising and the consumer experience in HTT
- Advertising effectiveness and HTT
- Advertising’s role on HTT sustainability during economic recessions
- Building the HTT brand
- Contemporary challenges of advertising and sustainable tourism consumption
- Cultural diversity and advertising in HTT
- Effective use of sales promotions in the HTT industry

- Emotional appeals of advertising in HTT
- Ethical and legal issues associated with the advertising of HTT
- eTourism and internet applications related to advertising
- Electronic word-of-mouth (eWOM) in HTT
- HTT and advertising creativity and the creative process
- HTT and experiential advertising
- Promoting HTT experiences through advertising
- Rewards programs in hotels, restaurants, and airline industries
- The impact of event promotion on consumer choice
- The role of advertising in hospitality firm performance
- The role of hospitality in health care and how advertising can affect consumer health choices
- The role of social media advertising in HTT
- The role of technology in advertising of HTT services
- The use of digital media in creating effective HTT messages
- Virtual experience and location-based advertising as it relates to HTT

### **GUIDELINES FOR SUBMISSIONS**

Submissions should follow the manuscript format guidelines for the *Journal of Advertising* found at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no longer than 12,000 words (including references, tables, figures, and appendices).

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during February 1-29, 2020. Authors should select "SPECIAL SECTION: ADVERTISING IN HOSPITALITY, TOURISM AND TRAVEL" as "Manuscript Type." Please note in the cover letter that the submission is for the Special Section. Also note that:

- All articles will undergo blind peer review by at least two reviewers.


The anticipated date for publication of the Special Section is Fall 2020; therefore, tight turn around (about 30 days) is anticipated for any revisions.

### **CONTACT**

For additional information, please contact the JA Special Section guest editor at: [marla.stafford@unlv.edu](mailto:marla.stafford@unlv.edu) or [JASl.Hospitality@gmail.com](mailto:JASl.Hospitality@gmail.com)

Dr. Marla B. Royne (Stafford)

William F. Harrah Distinguished Chair and Executive Associate Dean Harrah College of Hospitality

University of Nevada – Las Vegas 

# **Announcements** (Call for Papers)

## *Journal of Advertising*

### **Themed Issue on Promises and Perils of Artificial Intelligence in Advertising**

**Submission Deadline: March 15, 2020**

#### **BACKGROUND**

Artificial intelligence (AI) research is gaining momentum in many fields such as marketing, communication, psychology, technology, and health, but research on AI and advertising research is limited, suggesting significant opportunities. Consider that:

- Global digital advertising spend is expected to reach \$517.51 billion by 2023 (Enberg 2019) and AI is predicted to take up to 80 percent of this (AdExchanger 2019).
- Over 50 percent of advertisers are already leveraging AI (Business Insider Intelligence 2018).
- Over 75 percent of consumers use an AI-powered service or device (Adobe 2018).

AI is changing the very nature of advertising. For example:

- AI is transforming the advertising industry at every level, from ad creation and testing to audience targeting to ad buying.
- AI touches on nearly every context in advertising including business, cultural, economic, ethical, historical, and legal to name a few.
- AI already shows promise of transforming leading industries such as retail, automotive, entertainment, healthcare and pharmaceutical, telecommunications, and financial services.

Despite presumed advantages, the concept of AI and advertising is introducing new concerns and challenges. For example, AI-inspired targeting on social media platforms has already led to a number of embarrassing and detrimental cases (e.g., Faggella 2019; Korolov 2018). If significant progress is to be made, advertising research must develop understanding of the efficiency, effectiveness, and safety of how and why AI operates and does not operate in advertising.

As the name implies, this Themed Issue aims to bring together high-quality research that explores benefits and potential drawbacks of AI in advertising. According to Li (2019), intelligent advertising is defined as “consumer-centered, data-driven, and algorithm-mediated brand communication” (forthcoming). Our intention with this Themed Issue is to stimulate interdisciplinary research leading to papers that have a substantial impact on current thinking on AI and advertising.

#### **TOPICS**

We welcome a diversity of theoretical and methodological approaches that examine “promises and perils” of AI in advertising. Scholars from advertising, marketing, communication, and related disciplines are invited to submit, as are interdisciplinary teams of scholars. Empirical and conceptual papers are welcome. Topics include (but are not limited to):

- AI and advertising creativity and the creative process
- AI and advertising planning and buying
- AI and advertising in social media and omnichannels
- AI and consumer attention, cognition, and emotion
- AI and personalization of advertising
- AI and social robots, chatbots and anthropomorphism for advertising
- AI-assisted search and voice search advertising
- AI-assisted segmentation for consumers including diverse and at-risk populations
- AI-based systems and advertising tailored in real-time
- AI-inspired solutions to create and test advertising
- AI-powered ad targeting and algorithm solutions
- Advertising as it relates to consumer mood and machine learning

- How brands can protect themselves from legal ramifications over AI privacy
- How brands can use AI to actively engage with consumers
- How brands use AI to talk to consumers (e.g., facial and speech recognition software)
- Motivations of applying AI and advertising in healthcare and other industries
- Social listening and sentiment analysis for advertising
- Use of image recognition and voice assistance (e.g., Siri, Alexa) for advertising
- Use of AI to advance ethics in advertising research

## GUIDELINES FOR SUBMISSIONS

Submissions should follow the manuscript format guidelines for the Journal of Advertising found at <http://www.tandfonline.com/toc/ujoa20/current>. The word count should be no longer than 12,000 words (including references, tables, figures, and appendices).

All manuscripts should be submitted through the JA online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during March 1-15, 2020. Authors should select "THEMED ISSUE: Promises and Perils of AI in Advertising" as "Manuscript Type." Please note in the cover letter that the submission is for the Themed Issue. Also note that:

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than May 2020 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Themed Issue is Winter 2020.

For additional information regarding the Themed Issue, please contact the incoming Editor-in-Chief (starting January 1, 2020), Dr. Shelly Rodgers at: [jaeditor@missouri.edu](mailto:jaeditor@missouri.edu)

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# **Announcements** (Call for Papers)

## ***Journal of Current Issues and Research in Advertising*** **Special Issue on Devil or Angel on My Shoulder? Vice and Virtue in Advertising**

**Submission Deadline: June 1, 2020**

Since the dawn of the advertising age, society has grappled with advertising's role as a force for good or for ill. In 1925, Albert Lasker, head of Lord & Thomas agency, said advertising was such a powerful agent, "if you use it the least bit wrong, it will kill, it will kill, it will blight" (72); luckily, he also estimated that "80% of advertising is good" (95).

In 1963, James Webb Young, director of J. Walter Thomson agency lamented most ads "violate good taste, good sense, good manners, and the rules of good advertising" (44). At the same time, he questioned the validity of criticisms directed at the advertising industry: "Such indictments arise from the common human tendency to generalize, and to animate the inanimate into a whipping boy or villain, often in order to assuage the critics own prejudices or frustrations" (95).

David Ogilvy devotes the first chapter of *Confessions of an Advertising Man* to explaining he wrote the book to attract clients and boost share price, and the last chapter to exploring the question "should advertising be abolished?"

**So is advertising good or bad?** When it perches on society's shoulder, is it sporting horns and a tail, or wings and a harp? Does it promote vice or virtue?

**JCIRA seeks papers that explore the complicated best or worst inherent in advertising.**

Suitable research topics may include specific types of advertising or advertising appeals, advertising for particular products, services, or brands, advertising's impact on society, or advertising research itself.

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. Papers should be "curious and interesting" as fits the aims and scope of the journal. All sound methods are acceptable for this special issue. We prefer empirical papers, but are open to theoretically-grounded conceptual papers with a new point of view.

### **Submission Guidelines**

- Submissions should follow the [manuscript guidelines](#) for JCIRA
- Authors will be instructed to designate the paper for the special issue during the fifth step in the submission process
- The submission deadline is June 1, 2020
- All manuscripts should be submitted through JCIRA's online submission system, [ScholarOne](#)
- For additional information, please contact the editor, Barbara Phillips, [bphillips@edwards.usask.ca](mailto:bphillips@edwards.usask.ca).



# **Announcements** (Call for Papers)

## ***International Journal of Advertising*** **Special Issue on Advertising & Corporate Social Responsibility**

### **Guest Editors**

Jameson L. Hayes, *University of Alabama*  
Brittany R.L. Duff, *University of Illinois at Urbana-Champaign*

**Submission Deadline: March 1, 2020**

We are soliciting manuscripts for an upcoming special issue of the *International Journal of Advertising* (IJA) dedicated to advertising and corporate social responsibility (CSR). This special issue addresses broad questions regarding CSR from an advertising perspective. Recent academic and industry research suggests that globally consumers prefer, if not demand, companies that strive to positively impact society. For example, 87% of American consumers cited shared values and responsible business practices as reasons for purchasing a product while 88% would boycott companies for irresponsible actions (Cone Communications 2017). Communicating social responsibility is important; nearly three quarters of respondents say they do not believe companies are making an effort until positive efforts are communicated to them; further, CSR commitments are more trusted when shared across multiple channels. With the growing importance of companies communicating CSR, recent calls for academic research on CSR and advertising (e.g., Taylor 2014, 2018) are not surprising, however, most extant research is grounded not in advertising, but in management, business ethics, and public relations.

Advertising as communication is a critical component of CSR, however, advertising as a process is also deeply implicated in many current social issues and controversies. Advertising is the primary source of revenue for companies such as Google and Facebook and is at the core of controversies around consumer data (e.g. Cambridge Analytica), privacy, and illegal or unethical ad targeting practices. However, advertisers also prompt action that affects policy and content, such as YouTube hiring moderators for video content to ensure that ads are seen in a “brand safe” context. In conceptualizing CSR, corporate social action for social good versus profitability are often seen as being at odds (e.g., Bronn and Vrioni 2001; Perks et al. 2013). In this special issue, the two are not viewed as mutually exclusive. Corporate social responsibility is broadly defined as the extent to which a company’s actions and outcomes align with society’s values and expectations (Lerner and Fryxell 1988). Practicing and/or communicating CSR through advertising can be a cause-related marketing (CRM) activity designed to provide the company with revenue generation opportunities (Mullen 1997). We welcome studies that advance our understanding of corporate social responsibility from an advertising perspective.

**Suggested Topics:** For this special issue, possible topics include but are not limited to:

- Antecedents & consequences of brand and company engagement in CSR
- Advertising communication strategies and appeals
- Responsible practices in data, including issues related to targeting and consumer privacy
- Conceptualizing and measuring CSR performance
- Advertising disclosure
- Affective and cognitive effects on the overall view of the brand and company
- Communication channels and effectiveness
- Novel theoretical approaches to CSR
- CSR segment characteristics (e.g., demographics, psychographics, and behaviors)
- Brand-cause fit
- Cross-national issues with communicating CSR
- Positive and negative brand consequences of association with controversial causes
- Balancing social good and profit
- Emerging issues in advertising and CSR

## Submission and Review Process:

Submissions should follow the manuscript format guidelines for IJA at <http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>. Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time. Manuscripts should be submitted in Times New Roman 12-point font, double-spaced with one-inch margins. Full manuscript submissions should have page numbers and be limited to 20 pages of text in length. The manuscript's title page should include the corresponding author's name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. Information identifying the submission authors should only be listed on the title page.


All manuscripts should be submitted through the IJA online editorial management system at <http://www.edmgr.com/i-j-a/default.aspx>, during the period of January 15 through March 1, 2020. Authors should select "Special Issue: Advertising & Corporate Social Responsibility" as "Article Type". Please also note in the cover letter that the submission is for the Special Issue on Advertising & Corporate Social Responsibility. Manuscripts will go through a double-blind peer review process, and the Special Issue is planned to appear in 2020.

## Special Issue Guest Editors:

Dr. Jameson Hayes, Assistant Professor of Advertising + Public Relations & Director of the Public Opinion Lab, Department of Advertising + Public Relations, College of Communication & Information Sciences, University of Alabama, e-mail: [hayes@apr.ua.edu](mailto:hayes@apr.ua.edu).

Dr. Brittany R.L. Duff, Associate Professor of Advertising, Charles H. Sandage Department of Advertising, and the Institute of Communications Research, College of Media, University of Illinois at Urbana-Champaign, e-mail: [bduff@illinois.edu](mailto:bduff@illinois.edu).

## References

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# **Announcements** (Call for Papers)

## ***Journal of Broadcasting & Electronic Media*** **Special Issue on Uses and Effects of Smart Media: How AI Impacts User Experience**

**Special Issue Editor**  
S. Shyam Sundar, *Pennsylvania State University*

**Submission Deadline: November 15, 2019**

The increasing integration of artificial intelligence (AI) into digital media technologies has provided additional affordances and altered the nature of user experience, providing new audience engagement and gratification opportunities that meet human needs for information, communication and entertainment in a variety of innovative ways.


These AI-driven smart media have helped usher in a new media environment where social bots are used to spread false information, a 360-degree view provides a panoramic look of a natural disaster event – and augmented reality is used to aid strategic communication objectives – including both commercial and prosocial campaigns. Likewise, from personalized movie offerings on Amazon and Netflix to digital virtual assistants such as Siri and Alexa, a number of new AI-based tools, mobile apps and devices have changed the nature of our media consumption and habits.

To date, the social and psychological effects of these developments have yet to be fully understood. Therefore, we have dedicated a special issue of the journal to probe into cognitive, affective and behavioral aspects of user engagement with AI-enabled media technologies.

For this special issue, we invite submissions that empirically investigate the uses and effects of AI-based media from communication, psychology, marketing, computer science, information science, and other fields. Interdisciplinary research is particularly welcome.

**For questions, please contact:**

**Special Issue Editor: S. Shyam Sundar ([sss12@psu.edu](mailto:sss12@psu.edu)), Pennsylvania State University**

To submit a manuscript to this special issue call, please visit: <https://www.tandfonline.com/toc/hbem20/current>. 

# **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: December 31, 2019**

### **Introduction**

For decades, marketing orientation or 'satisfying the needs, wants and desires of customers profitably' is an oft-repeated mantra. In fact, before and after 2000, marketing is a powerful economic and social force just about everywhere. It is entrenched in almost every aspect of organisational behaviour – in businesses of all kinds, in non-profit organisations such as religions and local authorities, and politics via parties and candidates. Surely, never before has marketing enjoyed such intensive diffusion and adoption. There is one facet of marketing which has, however, received little attention in recent years and this is customer service.

The papers sought seek to unveil, debate, critique, and reveal the challenges and issues in marketing and customer service. We seek to attract open-minded, multi-disciplinary and heterogeneous perspectives.

Spanning either side of 2000, 'Marketing' was and is a dynamic force in all economies. The same applies for many (not all) businesses in the 20<sup>th</sup> and 21<sup>st</sup> century as they transitioned from production, product, and sales orientation toward marketing and even societal orientation which corresponds to customers and their needs. As we approach 2020, there are few corners of the planet where marketing has not made inroads, and where its influence is not manifest.

Underlying marketing is the notion of a market transaction or exchange of money for some product or service which appears to offer at least at face value to satisfy some perceived need. A transaction can also be an exchange of values.

Marketing has become the dominant connecting mode of expression between business and non-business organisations of all types and sizes, and customers and consumers are continually informed that marketing is *in their interest*, seeks to *fulfil their needs*, and changes are invariably presented in a way that are *supposedly beneficial to target audiences*. But, it may not be seen in these ways by everyone.

Yet, despite the positive expressions on marketing, there is disquiet in some areas. It seems evident that in the area of customer service – which is inherent in online and offline materials – many organisations (business or otherwise) simply do not deliver satisfactory after sales services.

This 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 and perhaps are incapable of so doing, services that do not match expectations, and products that while they satisfy needs also damage consumers and the environment. And, despite the vaunted advent of customer services in many organisations, these – at times – seem purposely designed to keep customers away from influencing marketing in any way. The Internet which supposedly opens up connectivity, interaction and two-way communication is often used as a firewall literally to avoid customer interaction via real people in real time.

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. 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 be 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. Perhaps, marketing and promotion are now seen as sales attractors/exchange enablers for customers to buy or engage and then customer service (which could lead to loyalty and future sales) effectively serves to disengage customers from any fruitful or worthwhile interaction.

We plan to adopt a somewhat different strategy in attracting papers for the special issue by inviting papers on the topic from some leading 'minds'. However, papers submitted will be double-blind reviewed.

- Enquiries: To Phil Kitchen or Ray Taylor
- Deadline: 31<sup>st</sup> December 2019
- EJM website open for submissions: 1<sup>st</sup> November 2019

About the Editors:

**Philip J. Kitchen** is Professor of Marketing at Salford University, United Kingdom and Affiliated Professor at ICN Business School, Nancy, France. He received his PhD from Keele University. His research interests lie in the fields of marketing communication, corporate communication, branding, globalisation and marketing theory. He is the Editor of the *Journal of Marketing Communications*. He has taught courses in France, Canada, New Zealand and the UK, and served as Visiting Professor at several Universities around the world. He has published over 200 articles in leading academic journals including *European Journal of Marketing*, *Journal of Business Research*, *Journal of Advertising Research*, *Psychology and Marketing*, *International Journal of Advertising*, *International Journal of Human Resource Management* among others. He has published 20 books, and many learned papers in academic and practitioner conferences.

**Charles R. "Ray" Taylor** is the John A. Murphy Professor of Marketing at the Villanova University of Business and Senior Research Fellow at the Center for Marketing and Consumer Insights. He received his Ph.D. from Michigan State University. His research interests are in the area of marketing and society issues, including advertising regulation. Professor Taylor is Past-President of the President of the American Academy of Advertising. He is also current Editor in Chief of *International Journal of Advertising*. In 2012, Taylor received the Ivan L. Preston Award for Outstanding Lifetime Contribution to Advertising Research. Taylor has served as a Fulbright Senior Specialist and has taught courses in Germany, Korea, Austria, China, and the Czech Republic and has given lectures at many locations throughout the world.

Please follow EJM formatting guidelines (viewable on the journal's web site: [www.emeraldinsight.com/ejm.htm](http://www.emeraldinsight.com/ejm.htm)). The manuscripts submitted to the EJM special issue must not exceed 4,500 words in length (including references). Deadline for submission 31<sup>st</sup> December 2019.


All manuscripts will undergo a double blind peer review process involving a specialist review panel. We hope to notify authors of the first round outcome in March 2020. Manuscripts should be submitted only in electronic format to Manuscript Central (<http://mc.manuscriptcentral.com/ejm>). Specific details are given below.

We look forward to your participation!

[Submitting your paper electronically to Manuscript Central](#)

To submit your paper online you must create an author account at: <http://mc.manuscriptcentral.com/ejm> then follow the on-screen guidance which takes you through the submission process. Manuscript Central is an intuitive and author-friendly interface for submitting articles to Emerald journals over the internet.

Submit your manuscript. Please contact: [manuscriptcentral@emeraldinsight.com](mailto:manuscriptcentral@emeraldinsight.com) if you require any assistance.

After you have submitted your paper you will receive an e-mail indicating that your paper has been received together with its unique identity number. This means that not only will the Editor, Publisher, and Reviewers be able to process your paper but also you will be able to track your paper at each stage of the publishing process. 

# Announcements (Call for Papers)



## CMC 2020

25th International Conference on  
Corporate and Marketing Communications

CALL FOR PAPERS

Omni-Channel communication: Delivering unified communications across all branded touch-points

Hosted by University of Granada. Faculty of Economics and Business, Granada April 22-24, 2020

## AGENDA

In today's globalized, digital world, firms strive to attract consumers and keep them engaged online, along with other stakeholders. To achieve this, organizations need to practice *unified* communication between all branded touch-points, which is the premise of omni-channel communications. There is some way to go before firms fully implement the omni-channel approach, as it demands significant effort in terms of integrated communications to achieve truly personalized omni-channel content across apps, the Web, print, and so on. Many firms are still operating from the phase that precedes multichannel communications, in which they seek to engage stakeholders by using multiple touch-points such as the Web, apps, social networking sites, email, and mass media. However, this approach presents a risk, in that it can give rise to a lack of consistency in the messages communicated by the firm due to the differing nature of the various channels used. Other firms follow a *cross-channel* communications strategy, designed to ensure that stakeholders regard multiple touch-points as part of the same brand. But even though this conception of marketing communication seeks to unify the messages across different channels and thus also achieve a unified view of stakeholders for the firm, each channel nevertheless still operates as an independent silo. By contrast, an omni-channel communications strategy is designed to overcome such drawbacks, by positioning stakeholders at the heart of all communication efforts and enabling them to enjoy a seamless brand experience. This means firms must deliver an identical experience across all touch-points.

Therefore, the topic of CMC 2020 focuses on the challenges firms and organizations face in implementing a genuine omni-channel communications strategy. This topic goes a step further in addressing the issues examined in previous editions of the conference. It raises a number of interesting questions including: how firms might make the shift from a multichannel or cross-channel communications strategy to omni-channel communications; how consumer engagement and profitability are influenced by the diverse customer touch-points in an omni-channel environment; how to create immersive consumer experiences; the role of mass media in an omni-channel environment; how off- and online consumer-brand touch-points may enhance engagement and profitability; the role that integrated marketing communications (IMC) should play in an omni-channel context; and, what next for omni-channel IMC?

## GRANADA

**University of Granada (UGR), an international and multicultural university**

Since its founding, the UGR has expanded on a par with the city, with educational centres distributed throughout the metropolitan area. Indeed, given its increasingly growing role in the life of the city over the last 500 years, the University has come to define the city architecturally, culturally and economically. Approximately 80,000 individuals – students, researchers, lecturers, and administrative and service staff are directly linked to the UGR, making it the 4th largest university in Spain. This university community has turned Granada, with its 240,000 inhabitants, into a lively, vivacious and culturally rich city. Every year the UGR receives more than 2,000 Erasmus students. As such, it is the most popular Erasmus destination in Europe. We also send more Erasmus students to foreign universities than any other European higher education institution.

National and international ranking agencies collectively indicate that the UGR continues to make strides as a higher education institution, including it among the top 3% of universities worldwide. The 2018 edition of the Academic Ranking of World Universities (ARWU) places the University of Granada in 278th position in the world and as the third-highest ranked university in Spain, reaffirming its position as an institution at the forefront of national and international research. The UGR vows to remain a university open to all, regardless of culture, creed or personal beliefs, and is fully committed to pioneering research, innovation, and delivering world-class education.

The 25th International Conference on Corporate and Marketing Communications is for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue, and set trends in the fields of marketing and corporate communication as well as brand creation and management.

**Submissions:** This conference will consider both theoretical and empirical papers, working papers, and extended abstracts for review. In addition, ideas for special session proposals are welcomed. Successful authors will present their papers at the conference and all competitive papers accepted for the conference will be reviewed by the Editor for consideration to be submitted to the Journal of Marketing Communications (JMC). Prizes will be awarded for the best competitive paper and for the best working paper as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications, subject to requested editorial revisions.

Furthermore, selected competitive papers, subjected to double-blind review process, will be considered for publication in the special issue of the Spanish Journal of Marketing-ESIC (SJME).

## CONFERENCE TRACKS

### CORPORATE COMMUNICATIONS

- Corporate identity, image, reputation
- Integrated marketing communications
- Corporate branding and corporate online communities
- Corporate reputation in social media sites (SNS)
- Communication to stakeholders
- Internal communications and branding
- Public relations perspectives
- Organizational, Business and Management Communications
- Non-profit and voluntary sector organizations and branding
- Place marketing communications and branding

### MARKETING COMMUNICATIONS

- Integrated marketing communications (IMC) campaigns and its dimensions
- Promotional mix offline-online issues including: advertising, marketing public relations (MPR), native advertising (and other forms of paid content), direct marketing, sales promotion, events, sponsorship and other promotional elements
- Owned earned and paid media
- Online marketing communications
- Marketing communications efficacy and effectiveness
- Measuring attitudinal/behavioral response
- Marketing communications in non-profit sector
- Political marketing communications
- Tourism communications

### INTERACTIVE AND MULTICHANNEL COMMUNICATIONS

- Brand touchpoints
- Viral marketing and eWOM
- Mobile marketing communications
- Native advertising (NA) on social media sites (SNA)
- The consumer decision journey
- Digital web advertising conversion funnel
- Building customer relationship online
- Content management

### RELATED AREAS

- Ethical issues of marketing communications
- Cultural issues of marketing communications
- Marketing communications research methods
- Rhetoric, semiotics in communication
- Knowledge management and communication
- Organization culture and communication
- Marketing communications in times of economic crisis
- Cross-cultural analysis
- Leadership, networks, trust-building and communication
- Marketing communications theory
- Communication management
- Marketing communications agencies in the digital age

### DEADLINES

Submission of proposals: December 15, 2019  
Early registration: February 15, 2020

### FURTHER INFORMATION

Conference website: [www.ugr.es/local/cm2020](http://www.ugr.es/local/cm2020)  
Conference e-mail: [cm2020@ugr.es](mailto:cm2020@ugr.es)

### Conference Chairs:

Dr. Lucia Porcu / Dr. Salvador del Barrio-García  
Faculty of Economics and Business,  
University of Granada, Spain  
[luciapor@ugr.es](mailto:luciapor@ugr.es) / [dbarrio@ugr.es](mailto:dbarrio@ugr.es)

Fees	Early registration fee in Euro. Registration by February 15, 2020	Late registration fee in Euro. Registration after February 15, 2020
Presenter	475	575
Non-presenter	600	650
PhD student	300	400

# **Announcements** (Journal of Advertising)



## ***Journal of Advertising* Impact Factor has increased to 3.518**

Clarivate Analytics has just released the 2018 Journal Citation Index. JA's 2-year Impact Factor has increased to 3.518.

- 2-year Impact Factor: 3.518 (up from 2.880)
- 5-year Impact Factor: 4.279 (up from 3.846)

I sincerely appreciate your continuous and consistent support for the Journal!

Shintaro Okazaki  
Editor-in-Chief, *Journal of Advertising*

## ***Journal of Advertising* Themed Issue on Future Directions in Advertising Research**

JA has just released a themed Issue on **Future Directions in Advertising Research**.

In this issue, internationally-renowned leading scholars offer critical reviews of the relevant literature and identify important gaps that remain unfulfilled in major subject areas, such as online advertising, social media, media multitasking, environmental advertising, celebrity endorsement, sponsorship, product placement, advertising creativity, gender, public policy, the role of emotions, and cross-cultural issues.

Here is the link: <https://www.tandfonline.com/toc/ujoa20/48/1?nav=toCList>

Shintaro Okazaki  
Editor-in-Chief, *Journal of Advertising* 



## **Announcements** (ANA Educational Foundation)



THE ANA  
EDUCATIONAL  
FOUNDATION

### **Campus Speakers Program – Request Form Now Open!**

AEF's Campus Speakers Program sends advertising and marketing practitioners onto college campuses nationwide to engage with students and faculty.

AEF speakers cover such topics as multicultural advertising, advertising ethics, digital, gender, and data/analytics. Speakers are carefully chosen, and programs customized to meet mutual objectives. It is a rare opportunity for students to ask questions and it opens the eyes of those who may have never considered advertising or marketing as a career.

Learn more at [aef.com/campus-speakers](http://aef.com/campus-speakers)

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## **ASQ** ADVERTISING & SOCIETY QUARTERLY

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AEF's online peer-reviewed scholarly journal distributed by the Johns Hopkins University Press (JHUP) Project MUSE. Ranked in the top 6% of all MUSE online journals, ASQ includes materials exploring advertising and society with original articles by academicians and in interviews, roundtables and panel discussions with participants from industry and academia. And, we are always looking for submissions!

Learn more at [aef.com/asq](http://aef.com/asq)

#LearnWithAEF 

# **Announcements** (Job)



**Pepperdine University**

## **Assistant Professor of Integrated Marketing Communication**

The Communication Division of Pepperdine University's Seaver College of Letters, Arts, and Sciences invites applications for a tenure-track appointment as an Assistant Professor of Integrated Marketing Communication to begin August 2020.

The successful candidate must have a commitment to excellent teaching at the undergraduate level, a clear research agenda, and be actively involved in a Christian faith community. Candidates must have significant professional experience in developing and implementing marketing strategies as part of IMC campaigns. They must demonstrate expertise in using digital and traditional media channels. In addition to expected teaching and scholarly responsibilities, candidates who seek to advise students, supervise internships, enrich curricula, and advance the university, college, division, and program through service are especially desired. Documented teaching and research expertise in one or a combination of the following areas is required: Advertising, Marketing, Public Relations. Coursework integrating the three areas is also required. Candidates must have an earned doctorate in Communication, Marketing or a related field.

Pepperdine's undergraduate Seaver College is a residential liberal arts college of more than 3,400 students situated in Malibu, California. It is affiliated with the churches of Christ and the Restoration tradition within Protestant Christianity. All applicants must have an active commitment to the Christian values of the University and the mission of Seaver College and reflect on their willingness to support the mission in their application materials. We encourage applications from persons with diverse backgrounds and cultural experiences.

Review of applications will begin September 16, 2019 and will continue until the position is filled. Please submit application materials at: [apply.interfolio.com/65941](https://apply.interfolio.com/65941)

Link to job description: <https://seaver.pepperdine.edu/about/administration/dean/facultyemployment/> 

# **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](mailto:joonghwa.lee@und.edu), for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

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