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President's Column

AAA President's Report

by Karen W. King (University of Georgia)

AAA is a place where we examine, celebrate and critique all things advertising. And what an interesting year for ads 2020 promises to be.

With two presidential candidates spending over \$10 million on ads in the national broadcast of the Super Bowl, the election year ads are in full swing even in typically non-competitive states. It will be interesting to watch how the various social media outlets end up handling the seemingly inevitable fake news and dubious campaign claims on their sites. In addition, the 32nd modern summer Olympics (July 24-August 6 in Tokyo) offers the opportunity for some fun commercials. Perhaps some of the Olympic advertisers will release their commercials early as Under Armour successfully did with, my personal favorite, the much-awarded Michael Phelps commercial "Rule Yourself" in 2016. I sure hope that the Olympics will be able to be held as planned.

The annual AAA Conference in San Diego is just around the corner. It looks like a thought-provoking group of papers and special topics sessions. Don't forget to register for the pre-conference sessions. I hope you are planning to come to town a little early so that you can catch one of them on Thursday, March 26th:

- *Artificial Intelligence for Advertising Research*, 1:00 pm - 5:00 pm
- *Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching, and Practice*, 8:00 am - 5:00 pm

They are followed by the Opening Reception from 6:00 pm - 7:00 pm and a graduate student reception from 8:30 pm - 9:30 pm.

Please join us for a toast to our retiring long-time AAA Executive Director, Pat Rose, on Friday night following the introduction of the new officers. While we look forward to working with the new Executive Director, Ginger Phillips, any of you who have worked with Pat know how much her leadership will be missed.

The Off-site on Saturday night will be at the Maritime Museum of San Diego. This venue is not far from the hotel. We hope you will enjoy exploring the museum and catching up with your AAA friends.

Continued on page 3...



Karen W. King

Research Feature

The Science of Creativity (Relativity Speaking)

by Gayle Kerr & Hyun Seung Jin (Queensland University of Technology, Australia)

One of the best understandings of creativity comes from one of humanity's greatest scientists. Albert Einstein suggested that "Creativity is intelligence having fun". And the most efficient way to do this is through combinatorial play (or what we might call Associative Thinking), which he considered to be essential to productive thought.



Gayle Kerr

While Einstein used creativity to imagine the Theory of Relativity, we have explored it somewhat differently in the advertising discipline. In this article, we will briefly summarize the research that has been done on advertising creativity. The commonalities and the new surprises in our research. Further, we propose that creativity should be the process, as well as the subject, of our research.

Understanding Creativity

Creativity in advertising has been defined and redefined in many academic studies by many of our AAA members (Ang and Low 2000; Ang et al. 2007; Chen et al. 2016; Koslow 2015; Koslow et al. 2003; Pieters et al. 2002; Smith and Yang 2004; Stone et al. 2000; Yang and Smith 2009).

Most definitions of creativity identify two constructs. The first is about originality and ideas that are new, unexpected and different from the norm. But when applied to advertising, creativity also has to be appropriate or relevant to hold meaning for its audience.

While creativity in advertising has been consistently defined in the literature, it is not always interpreted in the same way by different people. For example, West et al. (2008) found that advertising practitioners define creativity in terms of its

relevance, originality, and being goal-directed (much like the academic definition). But consumers defined creativity by what they see – by its execution or tactics.

Earlier research by Kover et al. (1997) also showed different interpretations. Creative professionals responded positively to award-winning commercials, while consumers responded positively to advertising that generated feelings of personal enhancement (regardless of whether the ads were award winners or not). This is important to note when conceptualizing creative advertising research. Don't just take an award-winner from Cannes and label it creative. Test it on consumers as well (Jin, Kerr and Suh 2019).

The Creativity-based Facilitation Effect

Of course, creative advertising does not just win awards. It wins hearts and minds too. A wealth of academic research shows that creative advertising facilitates memory. Creative ads are positively associated with the ability to recall (Ang et al. 2007; Baack et al. 2008; Pieters and Bijmolt 1997; Till and Baack 2005; Smith et al. 2008). Creativity is linked to increased attention, motivation to process the advertisement, and depth of processing (Pieters et al. 2002; Smith and Yang 2004; Smith et al. 2007). It is also more quickly remembered and not as easily forgotten (Chen et al. 2016). We called this the Creativity-based Facilitation Effect (catchy, huh?). Creativity facilitates memory.

The Impairment Effect

But if creativity facilitates or strengthens our memory, does it make other regular ads less memorable?

Certainly, the Memory Impairment Theory suggests that strengthening the memory of some items impairs our memory of other non-strengthened items. Evidence from list strength effects, part-list cueing and retrieval inducing effects supports this premise. This research used manipulations to strengthen memory such as repetition and increasing the

Gayle Kerr Bio

Gayle's passion for advertising began as a copywriter working in the industry for more than a decade. She shifted from writing advertising to teaching and researching it as a Professor at the Queensland University of Technology, Australia. Gayle's PhD was first in Australia in the area of IMC. Since then, she has published over 80 peer-reviewed articles and conference papers in the area of digital media, advertising regulation, advertising avoidance and IMC. Gayle was the founding President of the Australia and New Zealand Academy of Advertising and served on the Executive Committee of the AAA as Secretary and Treasurer. She is also Deputy Editor of the Journal of Marketing Communications. Her passion for advertising continues to grow.

length of exposure. But what if advertising creativity is also a means of strengthening memory – as the research suggests – then should we also find impairment of memory?

So we tested it across three experiments. The results confirmed that creativity has both a facilitation and impairment effect. When the ads were 27% more creative, they were recalled 50% more often. That's facilitation. Similarly, when viewed alongside creative rather than regular ads, brand recall for identical ads fell by 63%. That's impairment.



Hyun Seung Jin

We also found that creative ads are recalled earlier than regular ads. And perhaps importantly for advertising practice, creative ads impair the recall of competing brands even more than non-competing brands. We called this the Creativity-based Impairment Effect.

This research has two important implications for advertising practice. Firstly, advertisers should invest in creativity – but also test that creativity to make sure their customers actually think it is creative. And secondly, if the advertising is not creative, then it should not be placed alongside other creative ads, especially those of competitors.

The Einstein Effect

Another important takeout of our research is to think creatively about research. If we had not used associative thinking to connect memory impairment theory with the effect of creative advertising, then what would we write in this column? Another example of creativity facilitating memory? Maybe on social media this time?

How many papers you have reviewed lately that take a well-known theory, apply it to some new context, use a well-cited scale, send it out to an online panel and do the stats? Boring ideas beautifully executed making marginal contributions to our discipline. Where is Einstein when we need him?

We need to not only research creativity, but to empower our

Hyun Seung Jin Bio

Hyun Seung “HS” Jin is a Senior Lecturer at the QUT (Queensland University of Technology) Business School, Australia. Prior to joining QUT, HS taught advertising at Kansas State University and marketing at the University of Missouri at Kansas City in the United States. He has published articles in *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *European Journal of Marketing*, *Psychology & Marketing*, *Journal of Business Research*, *Journal of Consumer Affairs*, *Tourism Management*, *Journal of Strategic Marketing*, and others.


research with creativity. Great scientific papers begin with creative thinking. Pulling together what we already know, with new changes in people or technology or business or governance, to produce monumental shifts in thinking. To reframe our discipline and our practice: the Einstein effect. Where we not only research creativity, we think, imagine and research creatively.

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Continued from page 1 by Karen W. King.

AAA will not have a separate international conference in 2020. However, AAA members are encouraged to join our colleagues at the EAA at the June ICORIA conference in Bordeaux, France.

Thanks to all of you that served the Academy this year as committee members or chairs, editors, authors or reviewers of our journals and newsletter, as advisors or in numerous other volunteer capacities. A special thank you to our AAA officers, and most of all to Pat Rose.

It has been an honor to serve as AAA president this year. I look forward to seeing all of you in San Diego! 

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Have Items for the Newsletter?

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

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

Teaching Feature

Tips to Teach Basic Undergraduate Research Courses in Advertising

by Fang (Faye) Yang (Grand Valley State University)

I am an Assistant Professor in Advertising and have been teaching undergraduates for about ten years in America. In today's rugged advertising landscape, which has been restructured by technology, economy, and politics, I am passionate about serving as the expedition leader to help my students explore how and where we can connect with consumers and in what ways the terrain of the advertising business can be reimagined. In this short article, I have highlighted three of my major takeaways based on my bitter-sweet experience.



Fang (Faye) Yang

As a junior faculty member, teaching one or multiple basic undergraduate research method classes can be a challenge. The course is usually required for the major and you probably will have half of the students in your class who don't think research is relevant to their careers in copywriting or design. The question is how you can get the creative students interested and involved in the course content that they did not choose to learn.

My approach to teaching basic research class is project-based. Research skills cannot be learned simply by reading textbooks or listening to lectures. My goal is to create an environment for the students to "learn by doing," where they can receive instructive feedback.

First, it is an effective method to break up major research projects into small exercises and assignments. For instance, in order to finish a secondary research project, my students first needed to complete four small exercises: a problem statement, a library research piece, a reference list, and a

syndicated database exercise. Similarly, to complete a primary research project, my students first needed to complete an interview guide, an interview training exercise, and a qualitative data analysis workshop. By scaffolding the small assignments required for the research project, my students were helped through the process step-by-step and were given multiple opportunities to apply what they were learning.

Second, it is essential that the instructor can help the students to create connections between research and their everyday life. In my class, I utilize a blend of lectures and discussions based on real-life examples. I purposefully connect course content to real-life situations that make the content clearer and understandable. Making connections also can stimulate student interest by engaging them in critical thinking and problem solving. For instance, when we discussed the concept of Integrated Marketing Communication (IMC), we compared the cases of Bath & Body Works and McDonald's and analyzed the importance of consistency of "brand touch points." The students were asked to search for their own brand cases after class and critically evaluate the effectiveness of the branding strategies.

Thirdly, the sharing of thoughts and feelings is valuable in the exploration process. For my research classes, I ignited my students' curious minds by engaging them with class exercises and group discussions. For example, when we talked about interviewing as a qualitative research method, I broke the students into small groups and asked them to conduct mock interviews about Snapchat and Instagram uses for advertising purposes. After the mock interviews, I asked the students to write down and share their reflections of their experiences. For instance, how did your interview go in general? How comfortable were you as an interviewer? Did you have any difficulties to get the subjects to answer your questions? What do you plan to do differently next time? In this way, the students can substantially benefit from their own sense of wonder and look at research **Continued on page 10...**

Fang (Faye) Yang Bio:

Fang (Faye) Yang is an Assistant Professor at Grand Valley State University (GVSU). Faye received her Ph.D. from Michigan State University and M.A. from the University of Alabama. At GVSU, she teaches undergraduate research method courses, advertising principles, advertising management and case studies. Faye's research explores nontraditional advertising's role in the integrated marketing communication strategy and the diversity issues in the ad industry. Her research articles about the impact of movies on city images were published in *the International Journal of Advertising* and the book *Shaping International Public Opinion: A Model for Nation Branding and Public Diplomacy*. Her recent article "Pro tips for advertising educators: How ethnic diversity can solve creative problems" was featured in *the Journal of Advertising Education*. Before starting her academic career, Faye worked as a marketing communications consultant, college English teacher, and freelance translator.

Special Topic

“
Pat Rose has been the AAA Executive Director since 2008, which was my first AAA conference. She poured her heart and soul into AAA so that we can enjoy every AAA conference. Especially, her sincere care for graduate students has helped them grow as scholars and teachers within the AAA family just like me. We thank you and sincerely appreciate your dedication to AAA, Pat! – Editor –
”

Pat Rose and Her Love Affair

by Pat Rose (AAA Executive Director, Florida International University)

My thirty-year love affair with the American Academy of Advertising is about to enter a new phase. I joined the academy in 1990, and attended my first AAA Conference in 1992. Having chaired an international conference as well as an annual conference, I went on to become the academy's President in 2006. Just as I was about to retire from FIU, the AAA needed a new Executive Director. For someone who has never liked to sew, knit, make pottery, etc. – it seemed perfect. It meant continuing to have a “job” – and working with genuinely good people. What in retrospect seems like a wink stretched for 12 years. What a great retirement position: the opportunity to impact an organization that I love, work with people I like, and do the fun academic things – write only what I wanted to write, be a guest editor, and not have to grade!



Pat Rose

At that juncture, past ED's and past and current officers all sensed that the organization had grown to a transition point. I am immensely grateful to them for being accessible to me as I grappled with moving forward on four fronts: consolidate AAA's finances; formalize policies and procedures; incorporate new vehicles for communication and transactions; and at the same time, maintain a flow of communication to members AND be accessible and responsive to you, the members who are the ultimate reason for the AAA's existence. As a past officer and past President,

I saw the role of the ED as providing the support needed, normally behind the scenes, so that others could be good at what they did and would be perceived as good in their roles. It's important to always keep in mind that your officers are faculty members who have to teach, research, and do “service” that university administrators do not always fully recognize or reward. The ED job was never about me – it was about making the AAA viable, professional, and a collegial, nurturing home for members.

Looking at that list of responsibilities, we can see that they fall into two categories: the tick marks of “what” needs to be done, and “art of how”: the subtle elements of creating, maintaining, and enhancing the “culture of the organization.” The former is, to an extent, the readily visible tip of the iceberg; the latter is what keeps it afloat. I saw the ED's job about ensuring a continuity of leadership, facilitating the transition from one group of officers to the next, nurturing the collegiality that is a hallmark of AAA, occasionally gently nudging officers about tasks and deadlines, stepping in to make others look good, even if not “my job”, and letting policy come from the officers who represent you, with the ED's role to suggest ways to make those policies workable; to suggest – not to vote or determine.

In a nutshell, throughout my tenure, I saw the ED role about making AAA grow and prosper, making everything go smoothly, and ensuring that the AAA, its officers and its members, looked professional. And, no, I did not know absolutely everything about being an executive director when I started – but being 100% qualified has never stopped me from doing anything during my life. One of my favorite sayings: “you-got-to-want-to”, somehow inspired me to go

Pat Rose Bio:


Pat Rose, AAA Executive Director and professor emerita at Florida International University, is a past president of the AAA, the 2004 VP and conference chair, and proceedings' editor of AAA's second Asia-Pacific Conference. She served as head of the advertising division of AEJMC, editor of the Journal of Advertising Education, president of the Miami Advertising Federation, and on the executive board of the Florida IAA chapter. Rose came to academe after 25 years in the profession. She was the first female vice-president in account management at N.W. Ayer where her clients included AT&T, the Bahamas Ministry of Tourism, and Pan American Airways. Her areas of expertise are account management, IMC, Hispanic and Latin American Communications.

on. And, I was never afraid to get in over my head. Nor did I ever take myself too seriously. We can talk sometime about my stint as nurse for LBJ – the first civilian ever admitted to Bethesda Hospital – and having tea with Rachel & Moshe Dayan. All are long stories...

Did I make some mistakes along the way? Of course! As many of you experienced, getting a “My bad” note from me was not uncommon. Hopefully it made it easier for you – knowing that this was a group in which one did not have to be perfect. Indeed, those who know me well know that the only “perfect” in my life was a six lb. cat that slept on me for years. But, as aptly put by one of our past presidents, I would have taken the sword for AAA.

With the work of your officers and the members, past and present, during those 12 years: we have more than doubled our assets; we now publish three journals; we’ve increased our research funding; we’ve added student travel grants; we continue to add programs and socials to mentor our students; we have policies and procedures for most everything, resulting in a 53-page policy manual.

I am immensely grateful to all of you for the opportunity given me. Through it, I gained many new friends; learned a lot of new things; and saw many young students and assistant professors learn new responsibilities, grow, and coalesce. I have learned to try to remain “young”; it helps to have you as my friends. Yes, there have been headaches and setbacks. – But somehow we all pulled through, with grace.

And, now, I am actually going to try to retire – from this job anyway. I’ve already re-started piano lessons (last time was 60+ years ago), I am attempting to sing, I’m finally reading non-advertising books again – and waiting for what next comes down the road. I’m actually going to spend more time with my loving and supportive husband. But – as he dreads – have no fear, too much of my life has involved AAA for me to disappear – so, you’ll continue to see me – same time next year. 

Continued from page 3 by Gayle Kerr & Hyun Seung Jin.

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Graduate Student Spotlight

Chris Vardeman (University of Colorado, Boulder)

Graduate school is tough. It is intellectually demanding, time-consuming, and contains a dizzying number of constantly moving parts. Raise your hand if you didn't already know this. Anybody?



Chris Vardeman

That's what I thought. I am preaching to the choir. Still, it behooves all of us—from students to faculty and beyond—to not lose sight of these basic truths of our profession and to constantly refine our strategies for staying happy, healthy, and productive. Some colleagues recently asked me about how I go about maintaining this balance, and I thought this would be a good space to share those insights.

Accept that you cannot do everything.

Especially for A-students who are used to being at the head of the class, this may be the hardest aspect of academia to adjust to. The aforementioned moving parts are so numerous that there is a necessary tradeoff between what can be accomplished ideally and what must be accomplished satisfactorily. No matter how hard we work, there are still only 24 hours in a day and we need to be judicious about where and how we direct our energy. In stressful times, put out the closest fire first—then worry about the rest.


Budget your time.

This follows from the first point. Everyone has their own work styles and structural needs, but in a field as kinetic and sometimes unpredictable as academia, we all need some form of routine and time allocation to help get us to the finish line. Make time to write. Make time to read. Make time to plan lessons. But just as importantly, make time to not do any of those things. Make time to watch Netflix, to go to the gym, to spend time with friends and family. Learn to ignore the Jiminy Cricket conscience that tells you to keep working

when you need to take a break. Remember, you cannot do everything. Trying to while paying short shrift to your own personal needs is a bullet train to serious burnout.

Have fun.

It may seem simplistic or naïve to say so, but the bottom line is that enjoyment is fundamental. To have a bad day is normal; to have a bad day every day is not. Feeling oneself slip into that malaise is a sure sign that something needs to change. The work may be hard and the hours may be long, but the ensuing sense of fulfillment should justify the means. If this is not the case, do some introspection. Talk with others who work both inside and outside of academia. Try to identify the source of the discomfort and take the necessary steps to turn it around. Figuring out how to make our jobs fun for ourselves *and* for those around us (from the undergraduate student body all the way up the chain) is often an uphill climb, but the view from the top can be majestic.

Of course, there are books and seminars that unpack these basic tenets in much greater detail, but at the end of the day all three remain vital for maintaining a healthy work-life balance and performing our best on a regular basis. Every day is a new challenge—one which I believe we do best to greet with open arms—and as long as we keep our heads clear and our feet on the ground, we can all look forward to long and illustrious careers. 

Chris Vardeman Bio:

Chris Vardeman is currently a second-year doctoral student in Advertising, Public Relations, & Design at the University of Colorado in Boulder. Broadly, his research interests include the social psychological and cognitive factors underlying mediated message processing, the use of social media as a persuasive tool in advertising and mass communication, and the interconnected influences of new and traditional media outlets on public opinion formation and decision making.

Xiaohan (Catherine) Hu (University of Illinois at Urbana-Champaign)

Recently I played a digital game named Sighchology Research Lab. This game caught my attention because it simulates the life of a graduate student. In this game, you play as a student in the Sighchology Research Lab doing research day and night. With the goal of publishing a paper, you need to read literature, recruit participants, conduct experiments, and write the paper.




Xiaohan (Catherine) Hu

Some people comment that this game is as depressing as graduate life. As the player, you can encounter problems in every step of accomplishing your goal as in real life: the literature you read may be unrelated to your research; recruiting participants is hard and takes time; the result of your study is never significant; your manuscript gets rejected and you need to modify the paper again and again. Above all, you complete each of the tasks at the cost of losing your precious hair, which is one of the most realistic aspects I find in this game.

Life never follows the linear logic of a video game. Being a graduate student is more challenging than surviving in a video game. However, life is also much richer than a video game. It offers more possibilities than the pain of doing research and publishing a paper. In pursuing my academic goals, life rewards me with many sparkling moments that I've never experienced before. Receiving emails beginning with "Congratulations!" always makes my day. Encouragement from my colleagues and my advisor constantly light me up. Attending conferences and meeting new people are always fun and feel like recharging myself.

Sometimes it is easy to get stuck in negative feelings as a graduate student. This is common and even theoretically supported as scholars studying emotions have posited the law of hedonic asymmetry. This may be why to many people's graduate life is represented by stress and frustration. Nevertheless, I think it is important to recognize

and celebrate cheerful accomplishments. Because the positive feedback is the source of our motivation to face all the difficulties and move forward. So whenever someone asks me how my graduate life is, I would say "Yeah it is hard, but so far I enjoy it". 

2020 AAA Conference Special Events

Thursday Pre-Conferences

- 8:00AM-5:00PM – Diversity, Equity, & Inclusion in Action: Advertising Research, Teaching, and Practice (\$90)
- 1:00PM-5:00PM – Artificial Intelligence for Advertising Research (\$40)

Thursday (6:00PM-7:00PM)

- Opening Reception

Thursday (8:30PM-9:30PM)

- Graduate Student Reception

Friday (7:30AM-8:30AM)

- First-Timers and Mentors Breakfast

Friday (6:45PM-7:45)

- AAA President's Reception

Saturday (12:30PM-2:15PM)

- Awards Luncheon

Saturday (5:30PM-7:00PM)

- Off-Site Social Event: [Maritime Museum of San Diego](#)

Xiaohan (Catherine) Hu Bio:

Xiaohan (Catherine) Hu is a Ph.D. candidate in Communications and Media at University of Illinois at Urbana-Champaign. She earned her M.S. in Advertising at University of Illinois at Urbana-Champaign in 2016 and B.A. in Advertising at Wuhan University in Wuhan, China in 2010. Her research interests include interactive and digital advertising, media psychology, and consumer behavior. Her current research projects investigate the role of user control in affecting digital advertising effectiveness.

Dongjae (Jay) Lim (University of Georgia)

As I face the end of my academic career as a doctoral student, I cannot help but reflect on my personal and academic progress throughout the past few years. There were days in the beginning when I was full of uncertainties and insecurities. But you know what they say: the weaker the beginning, the greater the possibility for improvement. As I struggled to rise above and beyond my limitations, I've learned a few important lessons along the way. These are the lessons and advice I wish I knew back then, that I believe may help guide you throughout your academic journey as well:



Dongjae (Jay) Lim

1. Be proactive in your academic pursuits.

Although knowing when to ask for help is crucial in academic success, there is still no one else who knows more about your research than yourself. Others may offer secondary help, but at the end of the day, you are responsible for your studies. This means you should not rely on nor wait for other people's directions. Do not wait for your advisor, other faculty members, friends, or family to tell you what to do next. Practice thinking for yourself and your studies. Learn to take charge of your research, make your own informed decisions, and become proactive in your learning.


2. Don't be afraid to face what you do not already know.

"The more I learn, the more I realize how much I don't know". Guess who said this? It's Albert Einstein. Even a genius like him encountered things he did not know on a daily basis. Einstein also elaborated that people never conduct research on things that they already know clearly, that there must be room for further study that needs to be conducted. The purpose of the scholarship is not to merely memorize and absorb information, but to produce a meaningful scholarly contribution in forms of new ideas and discoveries. And the birth of new ideas requires first the acceptance of what we

do not know and the willingness to expand our knowledge, despite how little we may seem to know at the moment. Stay intellectually curious. Be thirsty for knowledge. Continue to ask questions, so you may one day provide answers to the questions that have yet been solved.

3. Learn to ask for help when necessary.

Many of us often try to go through our struggles alone. It is often the last of our desires to make our loved ones go out of their way to help or worry about us. However, we must always remember that it is okay to stop and ask for help in times of need, because we truly are never alone in this journey. It is easy to think that struggling in solitude signifies our independence and inner strength. However, true strength is when you can let down your barriers and muster up the courage to be able to share your struggles and troubles to those in whom you confide. Be humble, acknowledge your weaknesses, and ask for help. And someone in your support network- whether it is your advisor, a family member, or a friend- will always be there for you. Remember, no one has gone through this alone. Also, keep in mind that it is okay to stop and smell the roses occasionally. Take a rest if you need to, because proper rest will give you the energy to be able to continue further.

Being a graduate student is like traveling through the road not taken, to pioneer a path that has never been. I meditate on this metaphor when at times I feel doubts about my trails past and present. It is then that I am reminded of my mission and responsibility as a scholar in my discipline. And so, I offer this advice of my own in wish that you, too, may be reminded of our mission as scholars, despite how long and arduous our academic journeys may be. 

Have Items for the Newsletter?

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

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

Dongjae (Jay) Lim Bio:

Dongjae (Jay) Lim is a doctoral candidate in Grady College of Journalism and Mass Communication at the University of Georgia. His research interests pertain on how consumers access their persuasion knowledge and evaluate emerging advertising trends - including online behavioral advertising, native advertising, sponsored contents, and green advertising.

Eunah Kim (University of Minnesota)

Moving into the final year of my graduate program, I sometimes think back on how I got here and where I am heading to. As I try to understand what has led me to where I am now, I realize that none of my past experiences were ever wasted, but they taught me many things that have helped me improve and things that I need to know to move forward.



Eunah Kim

When I started my Ph.D. work after working many years in the advertising industry, everything in academia seemed so challenging, and it seemed like I had been away too long to come back. However, after re-adjusting to academic work, I realized that those professional years were hugely beneficial for my effectiveness as a teacher. As I had a good understanding of the skills and knowledge that are essential for the students who want to pursue their careers in strategic communication, this enabled me to teach classes with more confidence and to give students helpful advice about career paths. In addition, the real-world examples and case studies that I provided were effective in attracting students' interest. That is, through my professional experience, I gained the tools necessary to tailor the instruction to my students' needs.

Beyond professional experiences, my hobbies have also found their way into my work in unforeseen ways. A few semesters ago, when I learned that anyone can build a mobile app from scratch, I taught myself how to use the development environment for mobile app building. It was just for my interest, and it was not likely that I would ever use that skill in the near future. Not long after that, however, I conducted a research study about mobile video ads. The skills I gained from my interest came in handy in that project — I was able to create mobile apps myself. Creating this app allowed me to better study people's reactions when exposed to apps because I could create a realistic situation. This ability to better create test scenarios not only improved my current research but opened up potential avenues for future research.

Eunah Kim Bio:

Eunah Kim is a Ph.D. student in the Hubbard School of Journalism and Mass Communication at the University of Minnesota. Her research interests focus on attention and information processing in digital ads, especially on mobile devices. Her recent projects explored the effectiveness of mobile autoplay video ads and personalized mobile banner ads. Prior to starting her Ph.D. program, Eunah pursued her career in the advertising industry for eight years as an account planner and an account executive.

Moreover, even my parenting experience has helped me by teaching me to focus on my own growth and development rather than compare my performance to others. I think it is normal for graduate students to be tempted to compare themselves to others and feel frustrated with their progress. I also used to be quite a competitive person, who wanted to excel and surpass others. However, when I returned to academia, I was able to avoid this negativity because of what I learned from raising my child and observing him growing up. Being a parent made me understand that every individual is unique and at different stages of life, and therefore, it is not worth comparing myself to someone else. Although challenging research problems sometimes frustrate me and make me feel that I am behind others, the lesson that I gained from my parenting experience has helped me move forward at my own pace, which has led me to where I am now.

As such, my past experiences gave me more opportunities and shaped who I am. While I am not sure where my future will bring me, I believe what I am doing now will guide me to my future even in unexpected ways. We all learn and grow through experience. What matters is staying optimistic and dedicated every moment of our days. *AA*

Continued from page 4 by Fang (Faye) Yang.
in completely new ways.

In a word, I love to share my knowledge of advertising research techniques with my students. I push my students into the territory of uncertainty and encourage them to follow the adventures to the point of making discoveries. As the African proverb says, "If you want to go fast, go alone; if you want to go far, go together." From my perspective, each student has a unique background, which can be beneficial to the class as a whole. I strive to equip my students with the skills to ask meaningful questions, think critically, and look for resources to identify effective answers. I also encourage my students to accept ambiguity during the exploration process, just as they will have to endure it in the real world. *AA*

AAA Notes

Grants and Fellowships



Yang Feng

Dr. Yang Feng from San Diego State University (SDSU) received a grant from the University Grants Program (UGP) in the amount of \$8,200 for the project entitled "Understanding Consumer Responses to Sponsored Posts on Instagram". Funded through the California State University Chancellor's Office, the

SDSU Provost's Office, the SDSU Research Foundation, and the Adams Humanities Endowment, the UGP supports faculty scholarly research.



Dr. Kara Chan, Dr. Lei Huang, Dr. Lennon Tsang, Dr. Benjamin Cheng, and Ms. Fei Fan of Hong Kong Baptist University together with five faculty members from other Hong Kong higher education

institute formed a Community of Practices titled "Sharing good practices in teaching and learning of advertising and public relations" and was awarded USD46,000 to develop a teaching and learning resources archive with teaching videos, sample teaching assignments, and student project ideas for the teaching and learning of advertising and public relations.

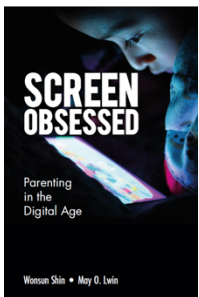
Job Changes, New Hires, and P&T



Kara Chan

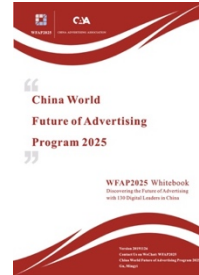
Dr. Kara Chan (Hong Kong Baptist University) was appointed as the Editor-in-chief of *Young Consumers*, a refereed journal published by Emerald.

Book Releases



Dr. Wonsun Shin (The University of Melbourne) and Dr. May O, Lwin (Nanyang Technological University) published [Screen-Obsessed: Parenting in Digital Age](#) with World Scientific. It is the first book solely focusing on parental supervision of children's media use and discussing diverse theories and topics

pertinent to it. The book contains four parts: Introduction to media and children as users of media; Parental mediation research, theory, and engagement; Important areas of study; Social and policy initiatives, implications, and future research.



Dr. Mingyi Gu (Shanghai International Studies University) Published *China World Future of Advertising Program 2025: A current survey on 130 digital marketers and 70 leading professors on forecasting the advertising changes*. This White paper is cobranded with China Advertising Association, and referred by National

Advertising Research Institute as well as China Advertiser Association. It contains four chapters including the Revolution of Advertising, Survey on Future of Advertising (Seven new discoveries), Advancing models on brand and marketing, and industrial solutions. As an extensive work on the provoking Wharton Future of Advertising 2020 by Dr. Yoram Wind (University of Pennsylvania), this report presented local market voice independently is widely acknowledged through Chinese academy and leading industry.

Other News



Drs. Harsha Gangadharbatla and Chris Vargo at University of Colorado Boulder have launched their Coursera specialization: "[Digital Advertising Strategy](#)." This specialization takes a critical look at digital advertising tactics, with a focus on smaller businesses.

Students will learn how to generate and launch ad campaigns on small budgets with limited-to-no design skills. These courses include: 1) An Introduction to the digital landscape 2) search (Google Ads), 3) social media (Facebook, Instagram and Twitter) and 4) native advertising (Taboola). Students who complete our search course will also gain a résumé credential through the official Google Ads Search Certification and a certification through programmatic advertising leader, The Trade Desk.

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

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Announcements (Call for Papers)

Journal of Interactive Advertising **Special Issue on Digital and Interactive Marketing Communications in Sports**

Guest Editors

Kevin Byon, *Indiana University - Bloomington*
Joe Phua, *University of Georgia*

Submission Deadline: April 15, 2020

Sport communication is defined as “a process by which people in sport, in a sport setting, or through a sport endeavor, share symbols as they create meaning through interaction” (Pedersen, Miloch, and Laucella 2007. p. 196). Over the past two decades, research in sport communication has grown significantly as the size of the sport business industry has risen sharply, from \$213 billion at the end of the 1990s to approximately \$600 billion in 2018 (Plunkett Research 2019), resulting in the creation of discipline journals (e.g., *International Journal of Sport Communication, Communication & Sport*), textbooks (e.g., *Strategic Sport Communication* (Pedersen, Laucella, Kian, and Geurin 2017), *Sport Public Relations* (Stoldt, Dittmore, and Branvold 2012), and theory/review papers (e.g., Abeza, O’Reilly, and Nadeau 2014; Filo, Lock, and Karg 2015; Hambrick 2017; Pedersen 2013; Pedersen, Laucella, Miloch, and Fielding 2007). The importance of sport communication is also evident as the Commission on Sport Management Accreditation, a specialized accrediting body in the field of sport management, lists sport communication as one of the four core functions of sport management along with sport marketing, sport finance/economics, and sport operations (COSMA 2019). Pedersen (2013) asserts, “sport cannot exist without communication” (p. 57). Communication in sports is indeed a unique and essential aspect of sport industry as business entities involving in the sport industry utilize marketing communication via varying mechanisms (e.g., mass media, social media, public relations) to promote products/services, share information, repair organizational image, etc.

Thus far, considerable knowledge has been developed. For instance, Pedersen and his associates (2007) defined the field of sport communication in their position paper. Pedersen (2013) also reflected on how communication interplays within the sport environment. Soon after, a series of theoretical papers were published to propose future scholarly directions by integrating previous studies related to marketing communications in sports (e.g., Abeza, O’Reilly, and Nadeau 2014; Abeza, O’Reilly, Seguin, and Nzindukiyimana 2015; Filo, Lock, and Karg 2015). Most recently, Hambrick (2017) investigated the evolution of sport communication studies via social network analysis. Although concerted research efforts have advanced scholarly inquires in this discipline, the pace of evolution of marketing communications due to technological advancement requires further attention to the digital and interactive nature of marketing communications in sports. Thus, there is a particular need to explicate complex phenomena as they pertain to marketing communications in sports. Consistent with the aims and objectives of JIA, this special Issue intends to seek contributions that critically examine, debate, and shed light on new perspectives in digital and interactive marketing communications in sports. We are especially interested in theoretical, empirical, and critical analyses focusing on a wide spectrum of issues regarding interactive communication issues in sports:

Suggested Topics: Potential research topics may include, but are not limited to:

- The impact of new technologies on sport marketing activation (e.g., digital and social media, mobile, virtual, augmented or mixed reality, big data, machine learning, artificial intelligence, wearable devices)
- Cross-platform sport marketing via technology
- Sports analytics and interactive advertising
- eSports marketing
- Experiential marketing in sports
- Sport consumer and fan behavior via technology
- Athletes as media
- Digital engagement in sports

- Use of sport celebrities and influencers in advertising
- Cause-related marketing via sports
- Sport sponsorship and event marketing
- Digital content marketing in sports
- Digital representations of race, gender and social class in sport marketing
- Virtual sport betting and fantasy sport leagues
- Native and covert advertising in sports
- Regulations and policies related to sport marketing and their impacts on sponsoring brands and consumers
- Digital sport marketing in the broader sport industry context: professional sports, interscholastic/intercollegiate athletics, international governing federations (e.g., IOC, FIFA) community, under-represented groups (e.g., female-oriented sports, adaptive sports)

Submission Guidelines

All manuscripts for the special issue should follow [JIA instructions for authors](#) at: <https://www.tandfonline.com/action/authorSubmission?journalCode=ujia> and be submitted via the [JIA ScholarOne online system](#) at: <https://mc.manuscriptcentral.com/ujia>

The deadline to receive manuscripts is April 15, 2020. Authors should select “SPECIAL ISSUE: Digital and Interactive Marketing Communications in Sports” as the manuscript type. Please note in the cover letter that the submission is for the special issue.

All articles will undergo blind peer review. Authors will be notified by June 30, 2020, on first-round editorial decisions.

For questions or additional information regarding the special issue, please contact the guest editors, Dr. Kevin Byon (kbyon@indiana.edu) or Dr. Joe Phua (joephua@uga.edu). ✂

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. 

Announcements (Call for Papers)

International Conference on Research in Advertising (ICORIA) 2020

Submission Deadline: March 15, 2020

International Conference on Research in Advertising (ICORIA) 2020

The 19th International Conference on Research in Advertising 2020 will be held in **Bordeaux (France)**. Formerly known as the Sleeping Beauty, Bordeaux has completed its transformation: beyond vineyards and beaches, Bordeaux is an amazing city with its famous “Water Mirror”, the 229 steps of the Pey-Berland Tower and the longest shopping street in Europe (rue Sainte Catherine). Listed as a “World Heritage Site” by UNESCO, Bordeaux has been awarded the European Best Destination (2015) and the 2nd city in the world one should visit according to the New York Times (2016).

The ICORIA will start on June 25, 2020 with the 7th doctoral colloquium and a welcome reception. On Friday June 26 and Saturday June 27, 2020, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner will give you the opportunity to discover or rediscover the local authenticity and history of Bordeaux, and as usual this cultural event will allow further networking.

Call for papers

Please submit a **ten-page summary** of your paper as soon as possible (but no later than **March 15, 2020**). The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

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

A selection of extended papers will be invited for publication in the official European Advertising Academy, Advances in Advertising Research Vol. XI. At the Gala dinner, the “Best Paper Award” and the “Best Student Paper Award” will be announced. Papers, which received high reviewer scores, will be considered for a special issue of the International Journal of Advertising.

Doctoral colloquium & research grants

Graduate students also consider applying for the doctoral colloquium, which covers strategies for research collaborations as well as insider tips and career advice from Europe’s leading advertising researchers. More information can be found [here](#).

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly **research grant by waiving the conference fee** of 375 EUR for three selected researchers. For further information, please refer to the [EAA's website](#).

To support researchers to conduct innovative, excellent research into advertising, the European Advertising Academy announces the first call for a yearly **EAA Research Grant**. The total awards are € 3,000 each year. Applicants can apply for a maximum of €1,500. If multiple researchers request a smaller amount, more than two grants may be awarded. The lead applicant of the project must be EAA or EAA/AAA joint member. All EAA or EAA/AAA joint members are eligible to apply as leading or as co-applicant for one grant each year. The funding (up to € 1,500) must be used for research-related expenses. Applications should be submitted via email to info@icoria.org, no later than **March 15, 2020**. The EAA Research Grants will be awarded during ICORIA.

Contact info

Please check out the website for more information: www.icoria.org. You can follow the conference on Twitter (2020Icoria), Instagram (icoria_2020) or on Facebook (Icoria_2020). 

Announcements (Call for Papers)

Journal of Advertising Education **Special Issue on Cases in International and Multicultural Advertising**

Guest Editors

Juliana Fernandes, *University of Florida*
Craig Davis, *Ohio University*

Submission Deadline: October 15, 2020

Teaching cases are currently being solicited for an upcoming special issue of the *Journal of Advertising Education* (JAE) dedicated to ***International and Multicultural Advertising***. A teaching case “encourages discussion and investigation, and is always accompanied by an instructors’ manual to guide the user in leading the case in the classroom” (Vega, 2017, p. 2). A special issue on international and multicultural advertising will satisfy a need among scholars and instructors in advertising and related fields for readily available resources that they can use in the classroom. We welcome classroom cases that meet the following criteria, developed from secondary or primary sources.

- Relates to the “International and Multicultural” theme
- Includes teaching notes containing student questions and answers
- Is categorized as either be a “decision” case or a “descriptive” case. A “decision” case requires students to make a decision based on the information in the case. A “descriptive” case requires students to assess the actions of a company and make recommendations to improve a theory, process, or decision, etc.
- Provides intellectual richness by demonstrating applications of theory
- Is written in an easy to follow narrative featuring characters and conflict

The structure of the special issue articles will be similar to the general case study format. The article should contain an introduction, literature review and/or background, research questions, methods, results, and references. In addition, the author(s) will need to provide a detailed teaching note describing how to use the case study in the classroom, with examples of discussion questions, assignments, learning objectives, etc. For more information about the structure, please see the templates below:

Suggested Case and Teaching Note Template

Case (a minimum of 1500 words and maximum of 5000 words including references)

- I. Introduction and Opening Hook
- II. Industry Background
- III. Company Background
- IV. Key Products and Services
- V. Management Background
- VI. Conclusion and Closing Hook
- VII. References

Teaching Note (length at author’s discretion)

- I. Case Overview
- II. Research Method
- III. Learning Outcomes (LO)
- IV. Discussion Questions
- V. Answers to Discussion Questions
- VI. Handouts (Optional)
- VII. General Discussion

- VIII. Epilogue
- IX. References
- X. Additional Pedagogical Materials (Optional)

The submission deadline is October 15, 2020.

This issue is being created in cooperation with the Global and Multicultural Committee (GMC) of the American Academy of Advertising (AAA). Manuscripts from authors new to the *Journal of Advertising Education* are welcome. All manuscripts should be submitted through the *JAE* online peer-review submission system at <https://journals.sagepub.com/home/adv>. Authors should select "SPECIAL ISSUE: Cases in International and Multicultural Advertising" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Cases in International and Multicultural Advertising.

For additional information regarding the Special Issue, please contact the guest editors at juliana@jou.ufl.edu and/or davisc7@ohio.edu

References and Supporting Materials for Case Writing

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The Case Studies in Strategic Communication (<http://cssc.uscannenberg.org/>) and the Harvard Business Cases are also excellent sources for case writing. 

Announcements (Call for Papers)

Journal of Global Marketing

Special Issue on Ethical Issues in Pharmaceutical Marketing from an International Perspective

Guest Editors

Yam B. Limbu, *Montclair State University*
Bruce Huhmann, *Virginia Commonwealth University*

Submission Deadline: December 31, 2020

Pharmaceutical marketing has long been a subject of criticism and controversy. Due to the societal problems resulting from ethical lapses in the marketing of pharmaceutical products, researchers in several fields have explored ethical issues in pharmaceutical marketing. However, global aspects of pharmaceutical marketing have been almost completely ignored, whereas other research on ethical issues in pharmaceutical marketing was primarily conducted during the 1990s and early 2000s and mostly outside of marketing and business. Also, this research has tended to focus almost entirely on ethical issues with direct-to-consumer advertising (DTCA) and pharmaceutical salespeople's influence on and gifts to physicians.

Although open to investigations into all areas of marketing, this special issue strives to encourage more research on mostly ignored or under-researched ethical implications of marketing practices and consumer behavior or misbehavior with regard to pharmaceuticals in a variety of international contexts. While DTCA is currently allowed only in the United States of America and New Zealand, pharmaceuticals are marketed in diverse ways in nations across the globe. Thus, research into pharmaceutical marketing ethics from any nation, including ones in addition to the USA or New Zealand, is also encouraged.

Research in any of a wide range of theoretical and methodological perspectives is welcomed as is research that helps create a theory-based foundation for this growing field of inquiry. The application of novel or multiple methodologies to expand on findings from surveys or content analyses found in prior research would make a useful contribution.

This special issue is envisioned to highlight the best emerging research on ethical issues in pharmaceutical marketing from across the globe in an effort to aid health service providers, pharmaceutical manufacturers and marketers, regulators, advocacy groups, and policymakers to ameliorate negative effects of unethical practices. Therefore, diverse topics are suitable for the special issue. Topics include, but are not limited to, the investigation of ethical issues related to the following possibilities:

- Direct-to-consumer advertising (DTCA)
 - Traditional DTCA (e.g., broadcast or print)
 - eDTCA, an electronic form of DTCA (e.g., social media marketing, drug websites, mobile marketing)
 - Influence on consumers' knowledge, perceptions, attitudes, and behaviors
 - Impact on drug and healthcare cost
 - Impact of eDTCA on the health and safety of global consumers
 - Spillover effects from eDTCA to untargeted consumers in other countries.
- Detailing (promotion to physicians) and trade advertising to physicians
 - Drug samples and gifts to providers
 - Sponsorship of research seminars, events, continuing medical education (CME)
 - Medical journal advertising
- International comparisons of ethical issues arising from regulatory regimes
 - Cross-cultural differences in marketing practices considered to be ethical
 - Regulatory and ethical challenges worldwide
 - Ethical issues with economic liberalization or government versus private ownership of manufacturing, distribution channels, or healthcare systems
 - Pharmaceutical lobbying and its impact on consumers and society

- Best (and worst) practices revealed by a comparative marketing systems approach
- Societal repercussions of overly aggressive marketing of pharmaceuticals that lead to overuse or addiction
 - Marketing of opioids and marijuana
 - Use of public nuisance versus product liability laws by governments to fight pharmaceutical marketing practices and sales in court
 - Pharmaceutical lobbying and its impact on consumers and society
 - Health costs and externalities related to over-prescribed and/or addictive pharmaceuticals
- Pricing of pharmaceuticals
 - Price discrimination between countries or groups of patients within a country
 - Exorbitant pricing or price gouging with life-saving drugs
 - Price fixing of pharmaceuticals
 - Dumping of pharmaceuticals at a below-market or below-cost price internationally
 - Pharmaceutical pricing hidden from consumers/hospital patients until after use
- Distribution and supply chains of pharmaceuticals
 - Cross-border purchases by consumers
 - Online drug retailing
 - Grey marketing by distributors or internet sellers
 - Unfair and imbalanced distribution or drug availability across countries or consumer populations
 - Pharmaceutical pricing hidden from consumers/hospital patients until after use
- Counterfeit drugs
- Marketing by and regulation of marketing practices of compounding pharmacies
- Corporate social responsibility and social marketing by pharmaceutical companies

Authors are invited to submit papers that may have substantial practical, theoretical and/or social implications. Both quantitative and qualitative (empirical and conceptual) studies, including marketing and consumer behavior models, experiments, correlational studies, causal studies and meta-analysis are all welcome.

Submission Guidelines

All manuscripts should be submitted electronically to the *Journal of Global Marketing* via the [online submission system](#).

The first page must contain the title, author(s) and contact information of the corresponding author. For author guidelines, please see ['Instructions for Authors.'](#)

All manuscripts will be subjected to double-blind peer review and should follow the general guidelines for authors of the *Journal of Global Marketing*.

Time Frame

- Full paper submission deadline: **December 31, 2020**
- Feedback from reviewers and revisions on a rolling basis during **January – April, 2021**
- Possible publication in 2021

Special Issue Guest Editors

Dr. Yam B. Limbu, *Montclair State University*, USA. Email: limbuy@montclair.edu

Dr. Bruce Huhmann, *Virginia Commonwealth University*, USA. Email: bahuhmann@vcu.edu 

Announcements (ANA Educational Foundation)



New – Original Qualitative Research Study

In 2017, the AEF published the first ever study – "Bridging the Talent Disconnect: Charting Future Pathways to Growth" – that captured the perspective industry, academia, and talent. In 2019, the AEF followed up with "Bridging the Diversity Disconnect: Charting More Inclusive Pathways to Growth" capturing the same perspectives but with diversity – specifically racial diversity – as the key lens. The AEF has undertaken a similar initiative looking at where the analytic disconnects are across all stakeholders and will attempt to uncover industry-wide solutions that address these problems. The qualitative study is due to be released March 2020.



The marketing and advertising industry is facing an analytics crisis. The disconnect is that organizations lack the analytical talent to develop the systems to structure data and to turn this data into actionable insight that drives growth for the business. This study will look at how the industry can collaborate with academia to build a richer, more diverse pipeline of analytical talent into the industry.

Learn more at aef.com/talent-research/

Alfred J. Seaman Award – Best Undergrad Paper

The Student Award is given for an original essay on Advertising and Society, named for AEF's Founder and Chairman, Alfred J. Seaman. A panel of professors and advertising/marketing professionals will select the winner of the competition. Each paper should address aspects of the relationship between advertising and society. The paper should promote one or more theses or hypotheses and should set out to support the perspective the paper is trying to prove with original research, although secondary research is acceptable. The 2020 award, including a \$1,000 cash prize for the student, will be presented at the AEF annual Honors Night gala on Monday, June 1, 2020.

Learn more at aef.com/alfred-j-seaman-award/

#LearnWithAEF 

Announcements (Job)



University of Kentucky College of Communication and Information

Senior Associate Dean

The College of Communication and Information at the University of Kentucky invites applications for the position of Senior Associate Dean. This is a full-time, 12-month faculty appointment at the rank of Associate Professor or Professor with tenure. The anticipated start date is July 1, 2020.

The Senior Associate Dean reports directly to the Dean and will primarily serve in an administrative role, although the successful candidate will teach at least one course per year in one of the academic units in the College. Administrative responsibilities include oversight of undergraduate advising, recruitment and retention, student success initiatives, assistance with curricular development and review, and strategic initiatives related to academic programs. As such, this position also serves as the liaison with university initiatives related to Undergraduate Affairs and enforces university academic policies. The Senior Associate Dean serves as the second ranking administrative official in the College, providing back-up and assistance to the Dean in other collegewide administrative duties as assigned. The Senior Associate Dean is part of an academic administrative team that includes an Associate Dean for Graduate Studies and an Associate Dean for Research, as well as four academic unit heads (see below).

The successful candidate must hold a terminal degree and be eligible to be a tenured faculty member in one of the academic units in the College. In addition, the successful candidate must have academic administrative experience, preferably at the department or program head level. Candidates also must possess strong management skills and have supervision experience in an academic setting. Previous experience overseeing advising and student success initiatives is a plus. Candidates must demonstrate an ability to work collaboratively across units and a commitment to engaging with and strengthening college-wide and university-wide initiatives. Excellent organizational and communication skills are required.

The College of Communication and Information is composed of two schools (The School of Journalism and Media, School of Information Science), two departments (Department of Communication, Department of Integrated Strategic Communication) and an interdisciplinary graduate program. The College serves more than 1,900 undergraduate majors and minors and nearly 350 graduate students. More than 85 faculty teach in our programs and also play a leading role in the university's core curriculum and serve students pursuing minors and certificates in the College. The College also houses UK's independent student newspaper, The Kentucky Kernel, and the defending national championship Intercollegiate Debate Team.

Located in the vibrant city of Lexington, the [University of Kentucky](#) is a public, land-grant institution that plays a critical leadership role in promoting diversity, inclusion, economic development, and human well-being. The campus is home to 30,277 students, 2,586 instructional faculty, 852 non-instructional faculty and 14,167 full-time staff. The University is one of just eight in the country with a major academic health center and a full spectrum of academic colleges and professional schools on one contiguous campus. As such, UK is an incubator for multidisciplinary research. These collaborations allow researchers to address the rapidly changing needs of a global society.

The [City of Lexington](#) is a great place to live, work, and study. It recently appeared on USA Today's list of the top cities to live in. With a population of roughly 320,000, Lexington offers both the warmth – and lower cost of living – of a small city, along with some of the amenities found in a larger city, including the arts, cultural events, and a thriving dining scene.

The University of Kentucky offers a comprehensive benefits package. For more details please visit www.uky.edu/HR/benefits

To apply, please visit the UK Jobs site [here](#). Application materials should include a letter of application, a curriculum vita, and contact information for three references when prompted in the application. Please note that references will not be contacted without prior consent.

Application review will begin March 4 and continue until the position is filled.

Questions regarding the position may be directed to Search Committee Chair, Dr. Chike Anyaegbunam, via email at chike.anyaegbunam@uky.edu.

The University of Kentucky is an Equal Opportunity Employer and encourages applications from veterans, individuals with disabilities, women, African Americans, and all minorities. 

Newsletter Advertising Policy

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

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

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

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

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

Deadline for submitting ads to the AAA Newsletter

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