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## President's Column

### AAA – Adding Value All Year Long

by Eric Haley (University of Tennessee)

**W**e made history! Thank you to all our AAA family members who stuck by us as we moved our 2020 conference on-line. I know we missed seeing each other in person and the beautiful California coast, but the AAA leadership knew we had to deliver our members an opportunity to connect, share their scholarship and develop their research and teaching despite the circumstances. While there are many people responsible, I especially want to thank Sela Sar, our VP who was in charge of the competitive papers and Karen King, our immediate Past-President who led our efforts to make the conference happen for all of us. Thanks, too, to our sponsors who supported the move to a virtual conference. These sponsors help us to keep the conference fees reasonable and support several of our member awards.



Eric Haley

While the conference is our marquee annual event, I hope you are taking advantage of the various ways the American Academy of Advertising brings value to its members all year long. Here are a few things to note:

Our AAA journals are growing! We have expanded the number of issues for each journal to give you more opportunities to publish your scholarship. *Journal of Advertising* now publishes 5 issues a year, *Journal of Interactive Advertising* now has 3, and starting in 2021, *Journal of Current Issues and Research in Advertising* reaches a new milestone with 4 issues per year. Your AAA membership gives you access to each of these AAA journals via the AAA website members-only portal. You also get access there to the *Journal of Advertising Education*.

Check our podcasts from *Journal of Current Issues and Research in Advertising*, written and narrated by our amazing JCIRA Editor, Barbara Phillips. You can access them from the JCIRA page on the AAA website. More efforts to publicize the scholarship in our AAA journals are on the way.

Interested in global and cultural aspects of advertising? Explore the excellent research and teaching resources compiled for you by the AAA Global and Multicultural Committee accessible via the AAA website.

AAA members have access to the AAA Job Bank which gives members a forum to post job openings and search for their next academic home. This is an especially important resource for our student members.

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# Research Feature

## *From Pigtails to Corn Rows: The Evolutionary Process of Weaving Experiences, Approaches, and Interest into Research*

by Sally J. McMillan (University of Tennessee)

When I was young, I wore my hair in two braids that my mother called pigtails. I remember her gathering up three sections of hair on each side of my head, pulling them tight, and weaving them together. The process was sometimes uncomfortable, but my wild hair was efficiently tamed.



Sally J. McMillan

Pulling together wild strands has been a life theme for me. I did not come straight to either advertising or academia. Rather, I've woven together strands of experiences, approaches, and interests.



By the time I began my doctoral work in the mid-1990s, I had already worked for more than 15 years in a variety of practitioner roles. Most recently, I'd been directing marketing for a company that manufactured modems and I had a hunch that this "internet thing" was important. I'd also worked for

health-focused nonprofits and for media organizations. These three strands of experience with technology, health communication, and media shaped my dissertation.

I also brought three strands of research approaches to that dissertation work. I began by doing an historical analysis of how the advertising trade press had covered the emergence

of radio in the early part of the 20<sup>th</sup> century (McMillan, 1998a). I then examined the content of health-related web sites at the dawn of the internet age (McMillan, 2000b) and surveyed creators of content for those sites (Sheehan & McMillan, 1999). All of this was in the quest to understand what funding models might look like for this new medium (McMillan, 1998b).

Interactivity emerged as a potentially important factor in my dissertation research (McMillan, 1999). But despite several attempts at trying to define it during my time as a doctoral student, I began my academic career still baffled by what interactivity really was. I continued to work on that puzzle using multiple methods and approaches to understanding interactivity (Downes & McMillan, 2000; McMillan, 2002a, 2002b, 2007, 2019; McMillan & Hwang, 2002).

This work on interactivity grew from my early interest in technology, and I was also able to continue to build on my interests in health communication and media. I conducted applied research related to both how senior citizens use the internet for health-related information gathering (Macias & McMillan, 2008; McMillan, Avery, & Macias, 2008; McMillan & Macias, 2008) and how Appalachian women process information about breast health screening (Haley, Avery, & McMillan, 2011; McMillan et al., 2007). I continued to examine the evolution of media from multiple perspectives including how young people came of age with the internet (McMillan & Morrison, 2006) and how the field of internet advertising evolved (Childers, Haley, & McMillan, 2018; Kim & McMillan, 2008; McMillan, 2007, 2010; McMillan & Childers, 2017).

I also had a long-standing interest in pedagogy (McMillan, 2000a, 2016). In the middle of my career, I shifted to administrative work where I was able to focus on facilitating

### Sally J. McMillan Bio

Sally J. McMillan, Interim Director of the School of Advertising and Public Relations, is a professor at the University of Tennessee Knoxville. She has also served UT as Associate Dean for Academic Affairs in the College of Communication and Information and as Vice Provost for Academic Affairs. She teaches both Advertising and Public Relations courses and also teaches college-wide graduate courses. Her research explores the impact of new communication technologies on individuals, organizations and society; evaluates approaches to health communication among underserved populations; and examines factors that lead to academic success for students from diverse backgrounds. McMillan has a bachelor's degree in English from Southern Adventist University and a master's degree in journalism and public relations from the University of Maryland. She has a doctorate in communication and society from the University of Oregon. Before earning her Ph.D., she worked for 15 years as a communication practitioner and technology executive.

teaching as well as other key components of academic affairs. This led to new research interests in student success (McMillan & Matsunaga, 2017; McMillan, Matsunaga, & Parker, 2018) and structural changes to higher education (McMillan, Hardey, Smethers, & Connor, 2013; Shivers & McMillan, 2013).

Clearly, the original three strands of experiences, approaches, and interests can no longer be neatly woven into two pigtailed. New experiences, such as academic affairs administration, have led to new interests. Working with multiple co-authors, I have adopted many new research approaches (e.g., grounded theory, structural equation modeling, and bibliometrics). And within every interest area, I have found many overlapping strands of research (e.g., health communication and evolving uses of media technology among senior citizens). The pattern of the weave, if there is one, would now look more like corn rows than pigtailed. But now that my hair is silver, I'm doing less to try to tame it. When ideas run free, they can lead to very interesting research projects.

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# Teaching Feature

## Game Shows, Push-Ups and Lollipops

by Shelly Rodgers (University of Missouri)

As far as teaching goes, I consider myself a chameleon. I like to try new tools and learn new tricks. It's rare that I use the same presentation twice because I know that if I'm excited about the material, that excitement transfers to my students. In the classroom, if I see students aren't responding to what I'm teaching, I'll switch my approach on the fly. If I try something that flops, I'm the first to laugh about it and move on. The goal, at the end of the semester, is for my students to come away from class feeling respected, appreciated, supported, and accountable for their own success.



Shelly Rodgers

These broad ideas make up some of the framework for my overall teaching philosophy. However, for this article, I wanted to provide some action steps that could be used by any teacher to connect to the modern student and keep the teaching environment both fun and educational. Without further ado, here are six steps that I use that I hope can help.

### 1. Ready. Set. Go.

The first week of class is the most important. It sets the tone for the rest of the semester. I define expectations the first day and ask students to email me about their interests, backgrounds, and experiences. I then use this information to personalize course presentations, discussions, and activities. For instance, I might find an example for the student who is a concert pianist, an advertisement for the student whose dad collects antique cars, or a campaign for the student who interns at The Humane Society. I then call on students

during class to share their experiences and ideas. This allows me to talk with, not at, my students, creating a comfortable and supportive environment. I have yet to meet a student who doesn't like to talk about themselves and share their personal experiences. And this technique works for small and large classes of both undergraduate and graduate students.

### 2. Family Feud.

I take challenging topics and simplify them so they are easier to digest. For example, I created a game "Who Wants to Be an 'A' Student?" which is fashioned after the game show "Who Wants to Be a Millionaire?" to help students understand how digital environments are changing advertising. On the graduate level, I developed hands-on techniques to explain literature reviews step-by-step, and visualizations that help students understand difficult topics like explication. In all of these instances, students are encouraged to give input and develop their own voice. Ironically, as we learn together, my students take on a teaching role to other students. This "shared" learning environment helps to foster trust, engages students, and prepares them to become good professionals and team players in the real world.

### 3. Tactile Learning.

A lesson I have learned is that being a good teacher requires versatility and patience. I "read" my students and react to their reaction to me. If students look bored, I draw them back in by getting them out of their seats. One semester, I encountered a really challenging group of students. No matter how much excitement I exuded or how hard I tried to teach the subject matter, they never seemed to get into it. I decided one day to switch things up and make learning a tactile experience. I asked for four volunteers to come to the front of the classroom for a push-up competition. The goal was to have one student do as many push-ups as they could in one minute while the

#### Shelly Rodgers Bio:

Dr. Shelly Rodgers is a Professor of Strategic Communication in the Missouri School of Journalism. Rodgers is recognized for exceptional research productivity and impact in top advertising and health communication journals and is ranked as one of the most prolific scholars during the past 20 years based on her publication activity. She is an award-winning educator, honored with the American Academy of Advertising's Charles H. Sandage Excellence in Teaching award in 2020 and the University of Missouri's William T. Kemper Fellowship for Teaching Excellence in 2018. She received the 2019 SEC Faculty Achievement Award and was featured for her outstanding record of research and scholarship in *Time Magazine* and *Chronicle of Higher Education*. For nearly two decades, Dr. Rodgers has successfully led interdisciplinary teams of researchers, educators, practitioners, and everyday citizens on health and science communication initiatives, garnering and overseeing nearly \$30 million in grant funding. Dr. Rodgers is only the third female to serve as Editor-in-Chief of the *Journal of Advertising*, and was the elected 2010 President of the American Academy of Advertising.



other student counted the number of push-ups. As each student finished, I recorded their totals on the board. By the end of the exercise, the entire class was standing on their feet and cheering for one another. We applauded students who volunteered and everyone got lollipops. We then calculated the push-up mean, median, and mode. We brainstormed other ways to analyze the data, e.g., average push-ups by males vs. females, and created bar charts. We discussed implications of the data and how these findings might be used in the real-world. The activity was so successful, I now have an arsenal of tactile activities at my beck and call.

#### 4. Virtual Virtuoso.


I've been teaching online for nearly two decades, long before "online pedagogy" or COVID-19. It's tricky teaching online students, especially those who live in different parts of the U.S. or world. I have come up with different ways to make the class feel like a cohort group. For example, I regularly: 1) Give updates about what is happening on the MU campus; 2) Require "face-to-face" check-ins that consist of phone calls, Skypes, or Zooms; and, 3) Ask students to share what's happening in their country, state, or hometown. These steps serve as the glue that helps to bind students together and replicates the personal touch that students get from faculty in the in-person environment.

#### 5. Just Do It.

I have never been one to sit around and wait for others to tell me what to do. When I see a problem, I find ways to fix it. If I don't have the ability to fix it myself, I find people and bring them on board toward a common goal. This "can do" attitude has been instrumental in helping me to create nine classes. I have also contributed to an online MA program and dual MA/MPH degree in journalism and public health. Bottom line: Take Nike's advice and "Just Do It."

#### 6. Beyond the Classroom.


The more I teach, the more I am convinced that advertising has utility far beyond the classroom and offers something for every discipline. For example, I have partnered with colleagues on a series of funded multidisciplinary grant projects. One project sought to empower the "voice" of youth and young adults to advance tobacco control policies in Missouri communities. Another project used advertising principles and measures to create and evaluate a graduate student education training for STEM (science, technology, engineering, math). Students and community members came away feeling more confident in being creative and innovative. I believe this work is crucial to giving back and to upholding perceptions that university faculty are relevant and responsive to local communities and needs of the state and nation.

Through the teaching experiences outlined in these six steps, I have seen how tools and tricks are important but equally (or perhaps more) important is that students find their way and come up with their own definition of success. This process is both repetitive and time-consuming, but extremely rewarding. When my students succeed, I celebrate in their success and am reminded of why teaching is the best gig on planet Earth. 

**Continued from page 1 by Eric Haley.**

Start preparing your submissions for various AAA members-only grants and awards such as the Research Fellowship Award, Doctoral Dissertation Proposal Award and the Dunn Award for international advertising research. We also have conference travel grants for graduate students. The deadlines for these opportunities are in the fall. Information on each of these is available in our website.

Finally, we are planning to meet in person next March for our 2021 annual conference in St. Petersburg, Florida! Calls for competitive research papers and special topics sessions will be coming out in June, 2020, so you can use some of your summer to prepare those submissions.

Make sure you're staying connected with the AAA via our website and social media accounts. If you have questions or ideas, please reach out to any of our officers or committee chairs. We're glad you are part of the AAA family, and we want to be of value to you. 

### **Newsletter Staff**

#### **AAA Newsletter Editor**

Joonghwa Lee  
University of North Dakota  
joonghwa.lee@und.edu

#### **AAA Communication Committee (Newsletter)**

Anna McAlister (Chair), Endicott College

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

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

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

# Special Topic

## Experience about First Virtual AAA Conference



Due to the COVID-19 situation, we had our first virtual AAA conference. Although some of us were initially worried about the virtual format, it was successful with a significant number of participants coming in each session, even in Sunday sessions! Some members shared their virtual conference experiences. Thank you AAA members for your support for the virtual conference! – Editor –



Getting ready to present my research at AAA 2020 conference.

This is the first time I participated in a virtual conference. I was a bit skeptical about the flow of the presentation, but it went a lot better than I expected. I was able to use my laptop and headphones without any issues. I was further able to move around different sessions without any problems. I noticed a good number of audience members other than the presenters, which was very encouraging.

-Nazmul Rony (Faculty, Slippery Rock University)-

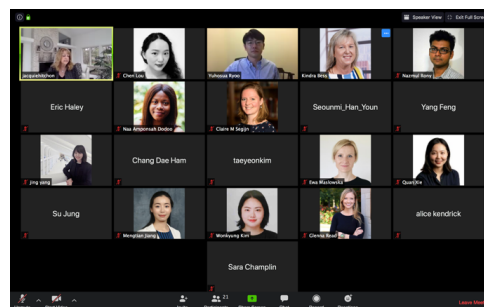
I thought the virtual conference went well, but it did come with a set of unique challenges! Although I practiced on Zoom, when I actually presented, I accidentally clicked a button that made the square where I could see myself disappear, so I had to do the entire presentation without knowing what I looked like or if I was even in the camera view. I could also hear my husband on the other side of our office door trying to listen to me present the entire time. It was definitely an experience I won't forget!

-Emily Gibbens-Buteau (Doctoral Student, University of North Dakota)-



This was my first participation at the AAA Conference. My colleague Dr. Meda Mucundorfeanu and I were very happy when we received the acceptance. The AAA team did a great job of organizing the online conference. We followed very interesting presentations. From this point of view, there were no differences between face-to-face participation and the online one. What we do miss was the

interpersonal interaction, the networking component, that was not possible under these circumstances. Congrats and I hope to see you at AAA 2021. -Delia Cristina Balaban (Faculty, Babes-Bolyai University, Romania)-



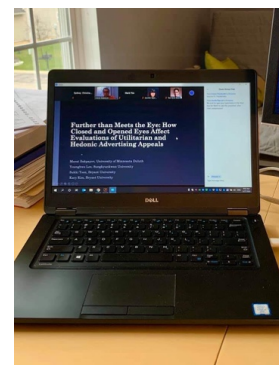
Presenting on the last day of the conference with the theme of "Digital/Online, Cause-Related Ads, and Attitudes."

Before the virtual conference, I was prepared to experience internet lag, discontinuous presentations, or difficulties in raising questions during the Q&A sessions. But none of these actually occurred. I would say I enjoyed most of the virtual conference. The virtual conference actually made the presentation easier to follow and take notes, and you could even engage in some backstage small group chatting or discussion of the ongoing topic. The only thing that I missed from the regular conferences is that you get to catch up with some old friends, coauthors, and mentors once a year. I sincerely wish this could happen next year.

-Chen Lou (Faculty, Nanyang Technological University, Singapore)-

Overall, I think the AAA virtual conference exceeded my expectation. It was the first time I attended a virtual conference so I did not know what to expect but the committee and everyone involved did an excellent job organizing the virtual event. The good thing about a virtual conference this year is that I was able to go out and hike with my husband on Sunday afternoon without worrying about catching the flight home. Of course, I missed my AAA friends and colleagues. Thank you, AAA committee, for making it happen. See you next year!

-Sydney Chinchanchokchai (Faculty, University of Akron)-



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# 2020 AAA First Virtual Annual Conference

## AAA Conference Paper Round Up

by Sela Sar (University of Illinois at Urbana-Champaign)

Due to the unexpected pandemic, this year's AAA conference was held virtually for the first time and it was a big success. Members presented high quality work with topics ranging from attitudes and information processing, social media, social media buying, health in digital and social media, brand placement, privacy and ad disclosure, children in ads, gender in ads to big data methods and AI in advertising.



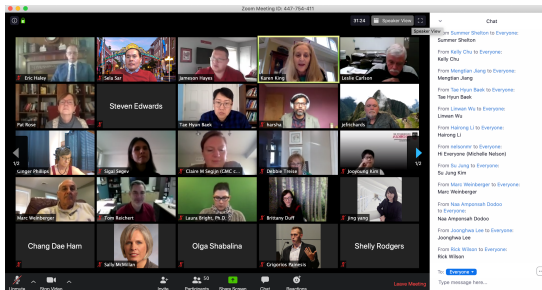
Sela Sar



Overall the papers and special topics panels were exceptional. There were more than 157 competitive research papers and 15 special topics

proposals submitted for double-blind review. A total of 80 papers (51%) and 8 special topics sessions (53%) were accepted. Competitive papers were organized into 20 thematic sessions. The special topics sessions were well coordinated by the AAA President Eric Haley of the University of Tennessee. The 2020 Proceedings will contain summaries and abstracts of the pre-conference, special topics sessions, and competitive research abstracts and full papers.

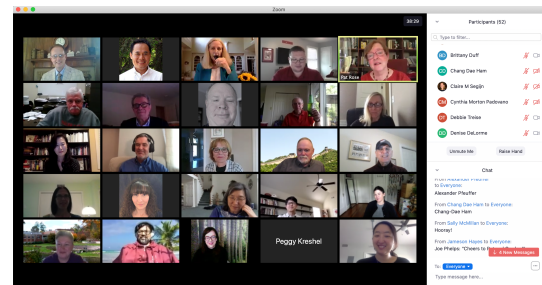
Speaking of quality, two competitive research papers won top conference awards.



One paper won a top student competition award and one paper won the best conference paper award. The top student paper was coauthored by Khalid Alharbi, Joon Kyoung Kim, Chris R. Noland and Jackson Carter: "When Cause-Related Marketing Meets Controversy: The Role of Consumers-Brand Congruence and Consumers-Celebrity Congruence." All

authors are from University of South Carolina. The best conference paper award went to Yang Feng (San Diego State University), Huan Chen (University of Florida) and Hoyoung Anthony Ahn (Pepperdine University): "Consumer Responses to #Me-Too Inspired Advertising: Real Social Media Data and Self-Report Data." This year the top paper awards included a cash prize sponsored by Southern Methodist University.

I would say that this first virtual conference would not have been possible without the efforts of volunteer reviewers, session chairs, moderators and authors who submitted their papers and who were willing to virtually present them live during the virtual conference. I offer sincere thanks to those of you who dedicated your time and expertise for this first virtual conference. Additionally, I would like to acknowledge the sponsors who provided financial support and our



Conference Manager Arden Solutions that helped with moving all programs and sessions

to the virtual conference. I would like to thank the AAA Executive Committee and Pat Rose who were constant sources of support throughout the entire process of organizing the conference. Finally, I would like to especially thank the AAA Past-President Karen King and current President Eric Haley for their help, support and guidance during the entire conference submission process.

It was an honor to serve AAA as Vice President and Proceedings Editor for 2020. Serving in this role is a privilege and I would like to thank the AAA members for entrusting me with these responsibilities. Overall, I was impressed by the quality and research productivity of the AAA members. I look forward to hopefully seeing all of you in person (not virtually) next year in Saint Petersburg, Florida.

### AAA Research Awards:

The American Academy of Advertising awarded four research fellowships and four Doctoral Dissertation Competition awards. The recipients of the research fellowship this year include Ye Wang, (University of Missouri); Huan Chen, (University of Florida): "Veracity and Value of Big Data and



Trust in Interdisciplinary Research on Content-Based Metrics for Advertising.” Ewa Maslowska, (University of Illinois at Urbana Champaign); Su Jung Kim, (University of Southern California): “Which leads to better political advertising experiences in social media? The role of personalization, context, and source in social media political advertising.” Ji Yoon (Karen) Han, (Ball State University) “Moderating roles of trust and privacy control on native ad reactance.” Wanhsiu Sunny Tsai, (University of Miami) Yu Liu, (Florida International University); Ching-Hua Chuan, (University of Miami): “Interpersonal Communication with Consumers via Humanized Chatbots: Perspectives from China and the U.S.A.” The recipients of Doctoral Dissertation Award are Amelie Joassard, IAE school of management, University of Lyon, France, Advisor: Dr. Sonia Capelli “Advergaming Legitimacy: An Investigation of The Effects of Brand-Game Congruence on Attitudes and Behaviors Before Playing The Game.” Nadine Elisa van der Waal Msc, Tilburg University, Amsterdam Advisor: Dr. Marjolijn Antheunis “Immersive Health Advertising: Antecedents and Persuasive Effects of Virtual Body Ownership.” Nah Ray Han, University of Georgia; Advisor: Dr. Karen Whitehill King “The Influence of Digital Crowding and Perceived Privacy on Advertising with Anthropomorphic Characters on Social Media.”

**Best Conference and student paper awards** (Please see above).

**Ivan L. Preston Outstanding Contribution to Research Award:**



**Sally J. McMillan** Recipients are honored with \$1,000 and a plaque. This year’s award recognized Dr. McMillan’s contributions to advertising research.

Sally J. McMillan, University of Tennessee, received The American Academy of Advertising’s Ivan L. Preston Outstanding Contribution to Research Award. This award is based on the recipient’s sustained and systematic contribution to advertising research.

**American Academy of Advertising Fellow:**



**Pat Rose**

Pat Rose, a former AAA Executive Director, was honored as a Fellow of the Academy. The Fellow Award is the most prestigious award given by the Academy. The designation of Fellow is for a lifetime of achievement in the advancement of advertising scholarship, education, and service to the discipline. Thus, the Fellow is the Academy’s broadest and most prestigious award.

**Charles H. Sandage Award for Teaching Excellence:**



**Shelly Rodgers**

Shelly Rodgers, University of Missouri, was honored with the Charles H. Sandage Award for Teaching Excellence. This award is not given each year and it is among the most prestigious teaching awards given by the Academy. The award recognizes outstanding contributions to advertising teaching.

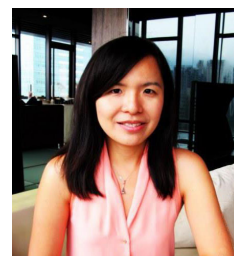
**Mary Alice Shaver Promising Professor Award**



**Claire M. Segin**

Claire M. Segin, University of Minnesota, was honored with the Mary Alice Shaver Promising Professor Award. This award honors a junior faculty member who has demonstrated excellence and innovation in advertising teaching and research. The award is given to full-time faculty who have taught no more than four years and who are members of the American Academy of Advertising.

**Billy J. Ross Advertising Education Award**



**Shu-Chuan (Kelly) Chu**

Shu-Chuan (Kelly) Chu, DePaul University, was honored with The Billy J. Ross Advertising Education Award. This award recognizes innovative work that advances the field of advertising education. It is given to people who have completed projects or other innovative efforts in teaching.

**Journal of Advertising (JA) Best Article Award:**

The *Journal of Advertising* Best Article Award was instituted in 1988 to honor the best article published each year. The 2019 article award went to Edward C. Malthouse (Northwestern U), Yasaman Kamyab Hessary (Northwestern U), Khadija Ali Vakeel (Northwestern U), Robin Burke (Northwestern U), and Morana Fudurić (U of Zagreb) “An Algorithm for Allocating Sponsored Recommendations and Content: Unifying Programmatic Advertising and Recommender Systems.” One runner-up included: Brittany R.L. Duff (University of Illinois) and Claire M. Segijn (University of Minnesota) “Advertising in a Media Multitasking Era: Considerations and Future Directions.” Also, each year, the *JA* recognizes “outstanding reviewers” for their contributions reviewing manuscripts. This year, the award went to Tina M. Lowrey (HEC Paris) and best PhD student reviewer went to Sisi Hu (University of Missouri).

### Journal of Current Issues & Research in Advertising (JCIRA) Best Article Award:

This year's Best *JCIRA* article award went to scholars from Belgium. The authors are Brahim Zarouali (University of Antwerp), Pieter de Pauw (Ghent University), Koen Ponnet (Ghent University), Michel Walrave (University of Antwerp), Karolien Poels (University of Antwerp), Verolien Cauberghe (Ghent University) & Liselot Hudders (Ghent University), "Considering Children's Advertising Literacy From a Methodological Point of View: Past Practices and Future Recommendations" The Best Reviewer Award went to Cynthia Morton Padavano (University of Florida).

### Journal of Interactive Advertising (JIA) Best Article Award:

This year's Best *JIA* article award went to Chen Lou (Nanyang Technological University, Singapore) and Shupeiyuan (Northern Illinois University), "Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media." The Best Reviewer Award went to Jameson Hayes (University of Alabama). ~~AA~~

## The Privilege of Teaching International Advertising

by Sun-Young Park (University of Massachusetts Boston)



Sun-Young Park

In the Communication Department at University of Massachusetts Boston, I have been teaching a new, senior capstone course, with an emphasis on international advertising. UMass Boston has students from all over the world, such that in fall 2019, international students from 144 countries were enrolled. So, of particular interest is to offer this course to students coming from the City of Boston, the Commonwealth of Massachusetts, the nation, and the world.

For this class I believe that my responsibility as a teacher is to plant the seeds of intellectual curiosity that motivate students to seek out more knowledge in the area of international advertising. With this in mind, I help students bring their worksheets reflecting careful reading of the articles published in advertising journals to every class and discuss key concepts and strategies with their classmates in

this seminar class. I provide individual and general feedback to students, while making sure to balance between the theoretical and practical concepts that scholars/advertisers must consider in the global marketplace.

Also, for the final project, I ask students to complete a research proposal which covers the fundamentals of cross-cultural advertising, research design, and project conceptualization and execution. Their research topics have spanned business, politics, advocacy, social media, entertainment, public health, the environment, popular culture, and other societal sectors in the context of international advertising. Through the writing project, students are expected to gain a deeper scholarly and professional understanding of the field of advertising, and demonstrate a mastery of relevant theoretical concepts/professional principles, research methods, and writing approaches, based upon their cross-cultural studies.

Indeed, it is a unique chance for undergraduate students to focus on a specialized topic, deepening their understanding of an area they are passionate about and that aligns with their career/academic goals. As a teacher, I do my best to enhance the student learning experience by holding meetings tailored to a specific research or writing stage relative to the student's capstone. I also enable students to develop their ideas through active engagement with their classmates and via peer feedback.

Through this intellectually stimulating and global learning experience, I believe students can expand the scope of inquiry/discussion to international and global markets from both "inside-out" and "outside-in" perspectives. And of course, as a teacher, I always learn from my students with different cultural backgrounds. Teaching international advertising, particularly on a globalized campus, is a privilege.

Are you inspired by this part and want to develop your own international advertising class or incorporate it as a topic in a general advertising class? Please check out the FREE resources (e.g., sample syllabi) at [the website of the Global and Multicultural Committee](#). ~~AA~~

# Graduate Student Spotlight

**Kelli S. Boling** (University of South Carolina)

Admittedly, I did not factor a global pandemic into my academic job search.

However, I did practice a Zoom interview, give a mock research presentation, have others proof my cover letters, work to get various publications, earn several awards, spotlight my industry experience on my CV, and successfully defend my dissertation. Alas, the rumors that I heard going into the job search process were correct; it is entirely out of our control.



**Kelli S. Boling**


As graduate students, we learn that if you perform at or above par, you are rewarded (with grades, publications, awards, and ultimately, with graduation and job offers). However, the reality is, the academic job search is much more unpredictable than any hypothesis we've ever tested, with or without a pandemic variable.

Speaking as one graduate student to another, I'm not an expert, but I can tell you what I've learned about the academic job market this year and what I wish I had done differently. First, prepare. The time I spent practicing interviews, presentations, and talking to gainfully employed academics was not time wasted. It all made me more confident and equipped for the job market. Second, be strategic with your applications. Applying to every available job dilutes your ability to craft a custom application for your favorite positions. Third, highlight what you offer. We are all unique individuals with unique life experiences. You will be an ideal fit for some and a total stretch for others. Clearly illustrate why they should hire you.

Finally, speak directly and specifically to the school you're addressing. When I entered the job market, I crafted a cover letter that I thought was solid. It was just under two pages long, mentioned my accomplishments, described plans, and

about 10% of it was customizable for the job posting. This is the most valuable lesson I learned – completely customize the letter for the job position. Speak to the posting. If they want someone to teach a specific class, talk about why you are qualified to teach that class. If they want someone researching a particular area, explain why your research aligns with their needs. If they need someone with industry experience, showcase your work outside of academia. Take the time to write a unique and personalized cover letter for every application.

While this might seem obvious, when you begin applying for jobs, it is very tempting to apply to all openings, or copy/paste paragraphs because you're also writing a dissertation and teaching classes. I gave in to this temptation because my "solid" letter gave me a sense of security. However, it was not unique. I didn't stand out among hundreds of applicants. I wasn't allowing them to see me, as a human, and I was only giving them the highlight reel of me as a scholar. That letter is their first introduction to you, and it should ooze humanity, not formality.

In the end, you must also accept the fact that this process is out of your control. Don't spend time second-guessing everything when you get a rejection notice, it will only shake your confidence in future applications. Much like journal publications, rejections are part of the process. Find a way to shake them off and move on quickly. In the immortal words of Steve Perry, "Don't stop believin'." You are already a scholar. You are already an instructor. Fight for the finish line, and don't let anything (including a global pandemic) derail your ambitions. Academia will be forever changed because of Covid-19, and so will the graduating class of 2020. Be the academic you want to be. Be you. 

## **Kelli S. Boling Bio:**

Kelli S. Boling (howardk2@email.sc.edu, kelliboling.com) is a Ph.D. Candidate at the University of South Carolina in the School of Journalism and Mass Communications. She has 12 years of industry experience in corporate marketing and advertising. She is currently teaching Women, Minorities and Mass Media as well as Creative Strategy in Advertising at UofSC. Her research focuses on audience reception and representation in the media, especially genre-specific media and traditionally marginalized audiences based on gender or race.



Reflecting upon the past three years in my Ph.D. program, I had a few thoughts to share on what I learned to live a healthy Ph.D. life.




Shuoya Sun

Good research takes practice and time. Early in my Ph.D. program, I was overambitious about the number of research publications I desired to obtain before graduation. However, as I move further into the program, I realize research is never as easy as I thought, instead, it takes practice and time. Putting theories aside, the most frequent difficulty I encountered seemed to revolve around statistical analysis. I felt secure when I learned the interpretation of a sophisticated moderated mediation model, but only recently found myself in need of new knowledge absorption because the moderator in a recent study became multicategorical than numeric. Such “troublesome” issues seem to exist from time to time. Cracking them takes time and effort for sure, but successful resolutions will not only hone your skills but also instill a feeling of joy and pride.

Friends are great sources of mental support. Coming out of a non-thesis M.A. program, I often felt stressed in my first, even the second semester of coming up with good research ideas. The biggest challenge then was on how to communicate like an academic researcher. Deep inside, I felt the lack of theories to use for my thoughts and speculations. Gladly, I had colleagues to talk to. One of them, who has been my good friend since then, possessed a solid background in certain mass communication and psychology theories. We would share and discuss research ideas together, through which I found a better version of myself with a theory-driven mindset and critical thinking. Though she selected a different major concentration, I know she can be my reliable source of help and more importantly, a friend to keep in both academic and personal life.

Embrace teaching as it may bring you surprise and inspiration. I have never imagined that I could enjoy teaching

so much until after my second time teaching Media Strategy and Activation. Personally, I loved the subject of media planning while in school, became a media strategist right after graduation, and fortunately, have been assigned to teach the subject on my assistantship. Teaching has trained me to form well-organized thoughts of the topics I’m about to cover. The process to me is similar to research writing in a simple sense. An instructor needs to have a clear mind with adequate knowledge and understanding of a concept before verbally explaining it. An author may undergo the same process but differ in the end result of a written piece. It provides me with a new direction in writing that whenever I write a manuscript now, I always wonder will people understand if I explain in this way, which is the exact question I ask when preparing for a lecture.

Though a Ph.D. life can be stressful with various tasks to be achieved within a limited timeframe, it is important to know that at the end of the day, it is *you* that matters most. Go out for a walk if your body is calling for a thriving scenery, watch some programs if your brain is asking for a rest, play some Animal Crossing if your mind misses the peaceful time in the game... The list can go on, but the core remains the same – it is imperative to take good care of yourself. 

### Have Items for the Newsletter?

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

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

### Shuoya Sun Bio:

Shuoya Sun ([shuoyasun@uga.edu](mailto:shuoyasun@uga.edu)) is a Ph.D. candidate at the Grady College of Journalism and Mass Communication at the University of Georgia. She is interested in how media context and contextual factors (e.g., online motives and multitasking) influence cognitive processing and evaluation of digital advertisements. She earned her B.A. in English / Journalism at the Communication University of China and M.A. in Journalism and Mass Communication at UGA. Prior to joining the Ph.D. program, she worked at an ad agency in New York.

# AAA Notes

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



**Terry Daugherty** selected as the new Dean of Indiana State University's Scott College of Business starting on July 1.

Dr. Terry Daugherty, former Editor-in-Chief of the *Journal of Interactive Advertising* and the Associate Dean at the University of Akron's College of Business Administration, has been

Xiaowen Xu (ABD, University of Connecticut) will start a tenure-track assistant professor in the Department of Strategic Communication of Butler University in Fall 2020.

## Book Releases



Ximena Ferro, MA (Universidad San Francisco de Quito, Ecuador) published *Hace FUU... Historia de la Publicidad en Ecuador* (History of Advertising in Ecuador). The book is the result of 60 interviews with professionals

of the advertising industry in the country and how the industry developed in the last fifty years. The book is divided in decades to show the evolution of media, agencies and tools in advertising and how the economical and political situation of the country was reflected on the most popular ads.

**Continued from page 3 by Sally J. McMillan.**

McMillan, S. J., & Macias, W. (2008). Strengthening the safety net for online seniors: Factors influencing differences in health information seeking among older internet users. *Journal of Health Communication*, 13(8), 778-792.

McMillan, S. J., & Matsunaga, S. (2017). Leavers, stayers and contemplators: Understanding the drivers of success for low-income students. In S. Whalen (Ed.), *Proceedings of the 13th annual national symposium on student retention* Jacksonville, FL: University of Oklahoma.

McMillan, S. J., Matsunaga, S., & Parker, E. (2018). It takes a family: Balancing the role of families across the student success life cycle. In S. Whalen (Ed.), *Proceedings of the 14th annual national symposium on student retention*. New Orleans, LA: University of Oklahoma.

McMillan, S. J., & Morrison, M. A. (2006). Coming of age with the internet: A qualitative exploration of how the internet

has become an integral part of young people's lives. *New Media & Society*, 8(1), 73-95.

Sheehan, K. B., & McMillan, S. J. (1999). Response variation in e-mail surveys: An exploration. *Journal of Advertising Research*, 39(4), 45-54.

Shivers, M., & McMillan, S. J. (2013). Collaborating on assessment of the undergraduate student experience. In J. H. Schuh (Ed.), *Selected contemporary assessment issues* (pp. 49-59). San Francisco: Jossey-Bass.

**Continued from page 6 in Special Topic.**

I initially wasn't sure about going virtual, and I'm sure we all missed the face-to-face time, but there were some definite benefits, too. You can hop around to different rooms without feeling disruptive, and when you have a question or want to connect with someone, you can private chat with them immediately instead of waiting till the end of all the presentations.

-Matthew Pittman (Faculty, University of Tennessee)-



It exceeded my expectations and I believe it was a very successful conference, which they turned around in a few weeks only!

-Claire Segijn (Faculty, University of Minnesota)-

# **Announcements** (Call for Papers)

## ***Journal of Advertising*** **Special Section on Religion, Spirituality and Advertising**

### **Guest Editors**

David Waller, *University of Technology Sydney, Australia*  
Riza Casidy, *Macquarie University, Australia*

**Submission Deadline: December 15, 2020**

Manuscripts are currently being solicited for an upcoming special section of the **Journal of Advertising** dedicated to *Religion, Spirituality and Advertising*.

### **Background**

Religion and spirituality play an important role in influencing individuals' thoughts and behaviours (Laurin, Kay, and Fitzsimons 2012). Eighty four percent of the world's population identify with a religion, while those who do not identify with any particular religion still have a strong sense of spirituality (Sherwood 2018). For example, 27% of religiously-unaffiliated Americans are 'absolutely certain' and a further 22% are 'fairly certain' that they believe in God (Pew Research Center 2015). Because of the critical role of religion in today's society, years of scholarships have attempted to examine the effects of religion and spirituality on consumer behavior (Mathras et al. 2016). Nevertheless, the topic of religion and spirituality in the advertising domain remains largely under-researched. For example, over the past decade, *JA* has published only a few papers that have focused on the topic (Minton 2015; Taylor, Halstead, and Haynes 2010).

Studies have demonstrated evidence for the powerful effects of religious and/or spiritual appeals on consumer attitudes towards advertising. For example, Taylor et al. (2010) found that the use of Christian symbol improved advertising evaluations among evangelical Christians. In social advertising context, Muralidharan, La Ferle, and Pookulangara (2018) found that the use of religious symbols in advertising activated religious values among individuals, which in turn generates positive attitudes towards the advertising message, and a stronger intention to report domestic violence. Yet, our understanding of the effects of religion and spirituality in the advertising domain is still very much limited. This is because the majority of existing studies have largely examined the topic from a cultural perspective, without fully considering the complexities of religion and spirituality in an advertising context. Indeed, "the concept of spirituality has not received enough attention in advertising research" (Marmor-Lavie, Stout, and Lee 2009, p.1) and, until recently, "there is much to learn about using religion for enhancing messaging" (Muralidharan et al. 2018, p.628).

The special section invites submission for manuscripts that focus on cutting edge and highly-relevant research on the topic of the influence of religion and spirituality on advertising. Multi-disciplinary submissions from across different academic fields are encouraged. Papers may include conceptual / theoretical development works and empirical works using experiments, surveys, and/or qualitative methods. Topics may include (but are not limited to):

- The influence of religion and spirituality on attitudes towards advertising
- Religious themes/cues in advertising and their impact on behaviour
- Religious symbols in advertising
- Religion and controversial advertising
- Religion and advertising ethics
- Religious stereotypes in advertisements
- Religion, spirituality and attitudes toward celebrity endorsers
- Cross-cultural religious issues in advertising
- Role of religious media in influencing consumption
- Advertising of religious-affiliated organisations



## Submission Guidelines

Submissions should follow the manuscript format guidelines for *JA* at <https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=ujoa20>. The word count should be no greater than 12000 words for Original Research Articles and Literature Reviews and 6000 words for Research Notes.

## The submission deadline is December 15, 2020

All manuscripts should be submitted through the *JA* online submission system, ScholarOne, at <http://mc.manuscriptcentral.com/ujoa>, during December 1-15, 2020. Authors should select "SPECIAL SECTION: Religion, Spirituality and Advertising" as "Manuscript Type." Please also note in the cover letter that the submission is for the Special Section on Religion, Spirituality and Advertising. Manuscripts will go through a peer review process, and the Special Section is planned to appear in 2021.

- All articles will undergo blind peer review by at least two reviewers.
- Authors will be notified no later than February 2021 on the preliminary decision over their manuscript for the next round of review.
- The anticipated date for publication of the Special Section is Fall 2021.
- For additional information regarding the Special Section, please contact the guest editors at: [jareligionspecialissue@gmail.com](mailto:jareligionspecialissue@gmail.com).

## References

- Laurin, Kristin, Aaron C Kay, and Gráinne M Fitzsimons (2012) Divergent Effects of Activating Thoughts of God on Self-Regulation. *Journal of personality and social psychology*. 102(1):4-21.
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- Taylor, Valerie A, Diane Halstead, and Paula J Haynes (2010) Consumer Responses to Christian Religious Symbols in Advertising. *Journal of Advertising*. 39(2):79-92. ✖✖

# **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](mailto:juliana@jou.ufl.edu) and/or [davisc7@ohio.edu](mailto:davisc7@ohio.edu)

**References and Supporting Materials for Case Writing**

- Borchers, A., & Foust, K. (2019). Going beyond student exercises: Writing engaging case studies, *The Business Case Journal*, 26 (1), 30-40.
- Cellucci, L. W., Kerrigan, D., & Peters, C. (2012). Case writing matters, *Journal of Case Studies*, 30(1), 1-7.
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- Naumes, W., & Naumes, M. J. (2011). *The art and craft of case writing*. NY: Routledge.
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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 Consumer Affairs*** **Special Issue on Pandemics and Consumer Well-being**

### **Guest Editors**

Elizabeth A. Minton, *University of Wyoming, USA*, [eminton@uwyo.edu](mailto:eminton@uwyo.edu)  
Debasis Pradhan, *XLRI-Jamshedpur, India*, [debasis@xlri.ac.in](mailto:debasis@xlri.ac.in)  
Arindam Das, *Alliance University-Bangalore, India*, [arindam.das@alliance.edu.in](mailto:arindam.das@alliance.edu.in)  
Himadri R. Chaudhuri, *XLRI-Jamshedpur, India*, [himadri@xlri.ac.in](mailto:himadri@xlri.ac.in)

### **Submission Deadline: October 31, 2020**

The *Journal of Consumer Affairs* (JCA) invites papers for a special issue on pandemics and outcomes influencing consumer well-being. The unprecedented COVID-19 pandemic has affected millions of people across the world both in terms of physical existence and livelihood. As consumption is now centered more around ensuring daily survival, extravagant materialism may take a back seat (Kotler 2020). Consumers may also exhibit anti-consumption (Kotler 2020), voluntary simplicity, and brand avoidance behaviors (Kuanr, Pradhan, and Chaudhuri 2020), as well as buying cheaper products and more do-it-yourself options. Services are now likely to be delivered digitally (Eckholm and Rockstrom 2019) and AI-driven “liquid consumption” (Bardhi and Eckhardt 2017) to become the standing norm with consumers further fashioning their coping strategies to deal with digital goliath (Mick and Fournier 1998). Consumers may also turn to various coping mechanisms during this time to manage stress and anxiety, such as religion, food, or exercise. Research needs to investigate these avenues to inform marketers, policy makers, and consumer advocacy groups as to how to encourage consumer well-being.

While much of the literature about consumer well-being explores such conditions under ‘normal’ situations (e.g., Hill 2002; Martin and Hill 2012; Farrell and Hill 2018; Jagdale, Chaudhuri, and Kadirov 2020), pandemics (particularly COVID-19) offer a fresh look at a new normal. For example, consumers’ perception of scarcity can be influenced by not only the unavailability of products and services but also by paucity of time (Inman, Peter, and Raghurir 1997). Limited resources and supply may also encourage more socially responsible consumption behavior (Webb, Mohr, and Harris 2008) as well as motivate consumers to recycle, reuse, repair, and share. Additionally, the current situation resonates and possibly further inhibits the conditions of poor and marginalized consumers who are already living in the harshest of conditions (Žižek 2020).

Even though academia is replete with research on epidemics and pandemics, not much is known about whether and how such situations influence consumer behavior and well-being (Xu and Peng 2015). Therefore, theoretical-based conceptual and empirical investigations are needed. More specifically, in this call for papers, we encourage research on consumer behavior and its influence on consumer well-being at the intersection of markets, society, governance, and existence. Possible research topics include but are not be limited to:

- Policy directions and consumer well-being during a pandemic
- Vulnerability of marginal consumers in the time of a pandemic
- Mindfulness and resilience for consumer well-being during a pandemic
- Religion’s influence on consumers’ pandemic coping behaviors
- Powerlessness of consumers during a pandemic and their access to resources
- Pandemic-influenced deviant and prosocial consumer behavior
- Compulsive buying and hoarding during a pandemic
- Influence of scarcity of products and limited information on consumer well-being
- Role of digital marketing on consumer well-being during a pandemic
- Consumer precarity during a pandemic
- Influence of a pandemic on subsistence marketplaces
- Eating and exercise changes before, during, and/or after a pandemic

- Anti-consumption and sustainable consumption during a pandemic
- Research methods for examining consumer well-being during a pandemic

Researchers in all relevant fields are encouraged to submit their work. Manuscripts may be submitted online through Scholar One Manuscripts at <http://mc.manuscriptcentral.com/joca>. Style guidelines and publishing requirements can be viewed online at [wileyonlinelibrary.com/journal/JOCA](http://wileyonlinelibrary.com/journal/JOCA). Manuscripts should be at max 8,000 words all inclusive. The expected publication date is October 2021. Please contact the special issue editors for further information about the issue or the Editorial office at [joca@consumerinterests.org](mailto:joca@consumerinterests.org) for questions about the submission system.

**Submission deadline: October 31, 2020**

## References

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- Kotler, P. 2020. The Consumer in the Age of Corona Virus. *Moneylife*. <https://www.moneylife.in/article/the-consumer-in-the-age-of-coronavirus/59938.html>.
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- Mick, D. G. and S. Fournier. 1998. Paradoxes of Technology: Consumer Cognizance, Emotions, and Coping Strategies. *Journal of Consumer Research*, 25 (2), 123-143.
- Webb, D. J., L. A. Mohr, and K. E. Harris. 2008. A Re-examination of Socially Responsible Consumption and its Measurement. *Journal of Business Research*, 61 (2), 91-98.
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The *Journal of Consumer Affairs* is owned by the American Council on Consumer Interests (ACCI), [www.consumerinterests.org](http://www.consumerinterests.org). 

# **Announcements** (Call for Papers)

## ***International Journal of Advertising*** **Special Issue on Future Trends in Influencer Marketing**

### **Guest Editors**

Liselot Hudders, *Ghent University, Belgium*  
Chen Lou, *Nanyang Technological University, Singapore*

**Submission Deadline: November 30, 2020**

International Journal of Advertising launches a call for papers to be included in a special issue devoted to ***Future Trends in Influencer Marketing***. The special issue will be published in 2021 and guest edited by Liselot Hudders (Ghent University - Belgium) and Chen Lou (Nanyang Technological University - Singapore).

Increasing advertising clutter and accompanying advertising avoidance have compelled advertisers to search for new advertising tactics to promote their brands to consumers. In this respect, it is important to attract consumers' attention to the brand message and reduce skepticism and irritation. The emerging popularity of bloggers and vloggers and the rise of influencers on social media platforms as Instagram, YouTube and TikTok has inspired advertisers to invest in a new, often covert, advertising tactic, called influencer marketing. This digital advertising tactic relies on popular social media users, who have built a significant and engaged follower base by frequently posting pictures and videos, to promote brands. More specifically, many followers consider a sponsored post as a genuine recommendation of the influencer, increasing the credibility of the message and positively affecting followers' attitudes towards the brand endorsed in the post (Lou and Yuan 2019; Schouten, Janssen and Verspaget 2019). Followers continuously receive updates from the social media influencer and have the opportunity to interact with him or her both online and offline. This gives followers the feeling that they have a personal bond with the influencer, even though the relationship is rather imbalanced and much more unidirectional than bidirectional, indicating more a para-social relationship rather than a real friendship.

The emerging use of influencer marketing in practice has also sparked interest in the topic among academic researchers. In recent years, a growing amount of studies were published on influencer marketing, focusing on 1) how to identify the right social media influencer to promote your brand (Khan et al. 2017), 2) examining the effectiveness of influencer marketing by focusing on the role of source credibility, para-social interaction, and congruity (De Veirman, Cauberghe and Hudders 2017; Schouten et al. 2019), 3) elaborating on the ethical use of influencer marketing and the role of advertising disclosures in this matter (De Veirman and Hudders, 2020; Evans, Hoy and Childers 2018; Stubb and Colliander 2019), 4) investigating the appeal of influencers among specific groups (e.g., adolescents) (Boerman and Van Reijmersdal 2020), and so on. However, despite the growing interest of academics in the specifics of influencer marketing, a number of questions yet remain to be explored. Accordingly, this special issue addresses the research gaps by focusing on the future trends in the use of influencers as a marketing tactic.

### **Topics**

The special issue ***Future Trends in Influencer Marketing*** invites submissions focusing on (but not limited to) the topics detailed below. We welcome original submissions, empirical research, literature reviews, or conceptual papers.

- Testing and extending extant theories related to influencer marketing
- Source effects in influencer marketing
- Content Strategies in influencer marketing
- Influencer Marketing Platforms
- Good and bad influences of influencers on consumers
  - Influencers, CSR, and prosocial advertising
  - Influencer marketing and vulnerable consumers
- Influencer marketing in COVID-19 times
- Influencer and advertising ethics

- Cross-cultural influencer marketing
- Industry perspectives and strategies
- Influencer marketing and data analytics
- Influencer marketing creativity and the creative process
- Influencer marketing, privacy, and legal ramifications

### Submission Guidelines

Submissions should follow the manuscript format guidelines for the International Journal of Advertising (IJA) at <https://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions> . Manuscripts should be limited to 9000 words, inclusive of tables, references, and figure captions.

### Submission Deadline: November 30, 2020


All manuscripts should be submitted through the IJA online editorial management system at <https://www.editorialmanager.com/I-J-A/default.aspx> during the period of November 1 through November 30, 2020. Authors should select 'SPECIAL ISSUE: Future Trends in Influencer Marketing' as 'Article Type'. Please also note in the cover letter that the submission is for the Special Issue on Future Trends in Influencer Marketing. Manuscripts will go through a double-blind peer review process.

### Special Issue Guest Editors

Dr. Liselot Hudders, Assistant Professor in Marketing Communication and Consumer Behavior, Director of the Center for Persuasive Communication, Department of Communication Science and Marketing, Faculty of Political and Social Sciences, Ghent University, Belgium, e-mail: [Liselot.Hudders@Ugent.be](mailto:Liselot.Hudders@Ugent.be).

Dr. Chen Lou, Assistant Professor in Integrated Marketing Communication and Advertising, Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore, e-mail: [chenlou@ntu.edu.sg](mailto:chenlou@ntu.edu.sg)

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# **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](mailto:limbuy@montclair.edu)

Dr. Bruce Huhmann, *Virginia Commonwealth University*, USA. Email: [bahuhmann@vcu.edu](mailto:bahuhmann@vcu.edu) 

# Announcements (Journal of Advertising Education)


## *Journal of Advertising Education* 24(1) Targets Online Ad Education



Ad courses are either online or on hold this semester. The May 2020 issue of the *Journal of Advertising Education* offers multiple articles and points-of-view on digital ad education.

– a conversation between Facebook Social Media Professors Group founder Karen Freberg and JAE's AdEd Resources editor Trish Farwell. The group has more members than the AAA and the AEJMC Advertising Division, combined. And during the COVID-19 response, it's become a semester-preserver for faculty moving their courses online.

- the move to online is also addressed in this issue's Dividing Lines. Harsha Gangadharbatla and Michael Weingold, both experienced online educators, provide opposing points of view on the wisdom of voluntarily offering fully-online ad programs.
- For educating future professional media-makers, Karen and Aneil Mishra show how they teach digital development in an article that's accompanied online with sample syllabi and assignments.
- Plus research articles from Robyn Blakeman, Sabrina Habib, Eric Haley, Padmini Patwardhan, and Maureen Taylor.
- Book reviews from Kim Sheehan, reviewing Karen Mallia's **Leadership in the Creative Industries**, and Andrea Stanaland, who discusses the third edition of Don Dickinson and Craig Davis' **The New Account Manager**.

Online access to the *Journal of Advertising Education* is available to all AAA members via the AAA website. Click on the "Journals" tab. 



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



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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 