

**In this Issue:**

President's Column.....1  
 Featured Research.....6  
 Featured Teaching.....10  
 Special Issue.....15  
 Graduate Student Spotlight...18  
 AAA Notes.....20  
 Announcements.....21  
 Advertising Policy.....33

**Executive Committee:**

**President**

Sigal Segev  
 Florida International University  
[segevs@fiu.edu](mailto:segevs@fiu.edu)

**President-Elect**

Jameson Hayes  
 University of Alabama  
[hayes@apr.ua.edu](mailto:hayes@apr.ua.edu)

**Vice President**

Chang-Dae Ham, University of  
 Illinois at Urbana-Champaign  
[cdham317@illinois.edu](mailto:cdham317@illinois.edu)

**Secretary**

Joonghwa Lee  
 University of North Dakota  
[joonghwa.lee@und.edu](mailto:joonghwa.lee@und.edu)

**Treasurer**

Heidi Hennink-Kaminski  
 University of North Carolina at  
 Chapel Hill  
[h2kamins@email.unc.edu](mailto:h2kamins@email.unc.edu)

**Immediate Past-President**

Shu-Chuan (Kelly) Chu  
 DePaul University  
[SCHU7@depaul.edu](mailto:SCHU7@depaul.edu)

**Executive Director**

Debbie Treise  
 University of Florida  
[dtreise@jou.ufl.edu](mailto:dtreise@jou.ufl.edu)

**Visit the AAA Website at:**

<http://www.aaasite.org>

## The President's Column

### *Happy Holidays to You and Yours!*

*by Sigal Segev (Florida International University)*



**Sigal Segev**

Dear AAA members,

I hope that your Fall semester, with all its classes and

projects, has gone smoothly. As 2024 comes to a close and the holiday season begins, I hope this message finds you well and in good spirits. Whether you are planning a well-deserved rest, cheerful gatherings, or adventures near and far, may this season bring you joy, relaxation, and time spent with loved ones. Here's to a holiday season filled with warmth and cheer and a happy, healthy new year!

I want to thank the AAA Executive Committee (EC), whose members have been working tirelessly to make our Pittsburgh conference a successful and memorable event, ensuring that AAA continues to bring valuable benefits and opportunities to its members. Thank you, Kelly Chu (Past President), Jameson Hayes (President-Elect), Chang-Dae Ham (Vice President), Joonghwa Lee (Secretary), Heidi Hennink-Kaminski (Treasurer), Eric Haley (Executive Director) and Debbie Treise (AAA's Immediate Past Executive Director). Special thanks to Pat Rose (Executive Director Emerita) for her ongoing guidance and support of the EC.



*Thank you, Debbie, for your hard work and dedication to AAA and best of luck!*

Early this fall, our beloved Debbie Treise stepped down as AAA Executive Director (ED), and we welcomed Eric Haley on board after several months of service as Executive Director-in-Training. Since joining AAA about 35 years ago, Debbie has been a dedicated member and an exceptional leader. Over the years, she has served in various roles, including as a committee member and chair of various committees such as the Publications Committee, the Membership Committee, and the Ad-Hoc Professionals Committee. She served two terms as AAA's Secretary and became AAA's President in 2012.

Since becoming AAA's Executive Director in 2020, Debbie has successfully guided the AAA, overseeing its daily operations, organizing conferences, and leading the work of the EC teams throughout this period. Few have had such a lasting impact on AAA, and we all thank Debbie for her service, hard work and dedication. Be sure to thank her for all she has contributed to our AAA at the Pittsburgh conference.

Let's extend a warm welcome to Eric as AAA's ED. Eric has been a dedicated member of the AAA since 1992, contributing to numerous leadership and



*Welcome aboard the Executive Committee, Eric, and best of luck!*

research roles across different AAA's avenues. He served on the Research Committee for over 16 years, both as a member and as chair on three separate terms, where he played an instrumental

role in shaping the AAA's research programs and awards. Eric also served for two years on the Membership Committee and chaired the AAA's International Conference in Milan, Italy. His leadership extended to executive roles, including Vice President, President in 2020, and Immediate Past President of AAA. Eric has been an active member of the Nominating Committee and collaborated with Debbie Treise and Pat Rose on the Search Committee for a new association management company. He is the author of seven Best Articles of the Year in various leading advertising journals, including JA, JIA, JCIRA, and JEA, and was honored with the Ivan L. Preston Outstanding Contribution to Advertising Research Award. His editorial influence includes seven years as editor of JCIRA, and he currently serves as a Senior Associate Editor for JA. Eric is an invaluable member of the AAA, and I am confident he will continue leading the Academy with vision and excellence. Please join me in wishing him great success in this important role.

We have just met in early November for our virtual all-day Fall EC meeting. As you start planning your trip to Pittsburgh for the AAA 2025 conference, I am excited to share with you some important updates:

### **Pittsburgh Conference 2025**

Our annual conference will be held March 6-9, 2025, at the Omni William Penn Hotel Pittsburgh, Pennsylvania. The conference will be held in person only. For information about the conference, hotel, registration, and vibrant Pittsburgh, please visit: <https://aaasite.memberclicks.net/annual-conference>

Pittsburgh is an incredible venue for us to come together. Known for its vibrant arts, tech scene, and rich history, Pittsburgh is one of the coolest cities you've probably never thought about! Be sure to check out our website's conference page at <https://aaasite.memberclicks.net/annual-conference> for more details about the conference, our off-site event at the Andy Warhol Museum and don't miss the chance to explore this exciting city with your fellow AAA members.



*Explore Pittsburgh with its beautiful riverside views, rich industrial history, famous museums, and a thriving food scene*

We have two exciting half-day pre-conference sessions this year. One is titled **“Challenges and Directions for Advertising Research in Multicultural Settings.”** This session addresses the challenges and future directions of advertising research in multicultural contexts by bringing together scholars from diverse cultural and national backgrounds to share their experiences and insights about conducting research in multicultural environments. The other session, titled **“Working in Academia: Building an Academic Reputation and Successful Career,”** is designed especially for early-career faculty (tenure-track) and Ph.D. students. This session offers career guidance from those who have successfully navigated the challenges and demands of the academic profession. Topics include practical advice on job searching or transitioning within academia, selecting research topics and building a research pipeline, networking and forming research collaborations, developing a teaching portfolio, identifying resources for effective college teaching, strategizing and navigating service work, and managing time, people and life-work balance—along with many other topics relevant to tenure-track faculty and Ph.D. students. I invite you to join these highly valuable discussions and learn from the best! Plan to arrive in Pittsburgh by Wednesday to attend these

sessions. I also encourage programs to consider sponsoring the registration fee for their graduate students to attend the pre-conference sessions or even covering the cost of an additional night, as each session offers significant value.

Additionally, at this conference, Tobias Langner, President of the European Advertising Academy (EAA), and I will co-host the 2nd Joint AAA-EAA Discussion Panel, titled “Advertising for Social Good: Harnessing the Power of Advertising to Promote Societal Well-Being.” This panel will bring together leading scholars and industry experts to delve into the challenges, opportunities, and various aspects advertisers encounter in their commitment to promoting social good through branding and marketing communication. Building on the success of the inaugural AAA-EAA Discussion Panel at ICORIA in summer 2024, we hope this initiative will not only highlight the strong collaboration between the AAA and EAA but also establish a lasting tradition and partnership for years to come.

### **Graduate Student Symposium 2024:**

The fourth AAA Graduate Student Symposium on September 20, 2024, was a great success. Thanks to the Chair of the Graduate Student Interest Committee, Kevin Wise from the University of Illinois Urbana-Champaign and members of the committee for organizing such an insightful event for AAA’s graduate student members. This full day virtual symposium included seven highly informative panels such as “Being a Successful Doctoral Student,” which discussed the process from putting together a successful application to navigating the doctoral course work, as well as “Ask the Search Committee / Chairs,” in which program chairs shared with participants what they look for when they recruit new faculty. A total of 74 registrants (31 current doctoral students, 43 prospective doctoral students) and more than 30 faculty from several universities participated in the symposium. I’m grateful to the committee and presenters for their hard work in making this event a huge success.


### **AAA-EAA Research Collaboration**

Recently we have announced the American Academy of Advertising – European Advertising Academy Research Fellowship Competition. This initiative intends to promote collaborations between AAA and EAA scholars and advertising professionals, offering

funding for research and travel to international conferences to present research resulting from those collaborations. This project represents another significant step in fostering closer ties between the two organizations. Through these research partnerships, we also aim to advance advertising research, knowledge, and practice, connecting scholars and professional experts from around the world to forge new insights, introduce innovative ideas and build a globally engaged advertising research community. I wish to thank Jameson Hayes, AAA President-Elect, who was the driving force behind the award concept; the EAA President, Tobias Langner, and our colleagues at the EAA and AAA, whose efforts and support helped us turn this project from an idea into reality. I also extend my heartfelt gratitude to the Temerlin Advertising Institute for Education and Research at Southern Methodist University (SMU) for its generous support of the AAA portion of this joint project funded by AAA and EAA.

### **AAA New Home Page**

By now, you are probably aware of AAA’s new homepage! With its refreshed design, updated content, and engaging visuals, our new homepage captures the essence of AAA and the various opportunities available to our community of faculty-scholars, educators, graduate students, and advertising professionals. I hope the new, user-friendly navigation will encourage you to explore the resources, news, events, and networks that AAA offers to its members. Special thanks go to Michael Bottini and Eva Bracciale from AMC Source for their creative design work, and to AAA’s ED, Eric Haley, and AAA’s Secretary, Joonghwa Lee, for their dedication, auditing, copywriting, and creative contributions. Our joint efforts have created a homepage that truly reflects the mission and unique spirit of AAA!

In closing, I want to express my gratitude to our officers, committee chairs, and members who have dedicated their time and effort to the AAA organization. As a volunteer-driven organization, I deeply value the commitment of each member who has contributed to make sure our conference will proceed smoothly. I hope you’ll be able to join us for the upcoming conference and I look forward to seeing everyone in Pittsburgh in 2025! Wishing you and yours a happy and healthy new year! 

**Sigal Segev's Bio:** Sigal Segev (Ph.D., University of Leicester, UK) is an Associate Professor in the School of Communication at Florida International University. Her research focuses on green advertising, social media influencers, and cross-cultural consumer behavior. Her work has been published in the *Journal of Advertising*, the *International Journal of Advertising*, the *Journal of Current Issues and Research in Advertising*, the *European Journal of Marketing*, the *International Journal of Consumer Studies*, and the *Journal of Computers in Human Behavior*, among others. Sigal is a former Associate Director of Programming and Research at the Lillian Lodge Kopenhaver Center for the Advancement of Women in Communications. She has been an active member of the American Academy of Advertising (AAA) and served in different roles, including AAA's President-Elect (2023), Vice President (2022), and chair of the Research Committee (2018-2021).

## Invitation to Participate in the 2025 AAA Mentoring Program!




*Sigal Segev*

I am happy to announce that we will continue the AAA's Mentoring Program this year and I hope you will participate!

If you are a **doctoral student** or a **new assistant professor**, this program will pair you with an experienced professor and member of the Academy at the conference. This relationship will help you learn more about the organization and ways to be successful in your academic career. If you are a more seasoned member, serving as a mentor will introduce you to a new AAA member and help strengthen our organization and build relationships among our members.

**If you are interested in having a mentor assigned to you or serving as a mentor, please indicate your interest by checking the appropriate box on the conference registration form.** Please also include your main research interests, which will be considered for mentor-mentee pairing. We will send you the pairing information prior to the conference, and the list of all mentors and mentees will be available upon check-in at the conference. There will also be an established meeting point where contact can be initiated.

During the conference, all mentoring program participants are invited to the **First Timers' & Mentors' Breakfast**, where they will have an additional designated time to meet with each other. We hope you choose to participate in this wonderful program. If you have any questions, please contact Sigal Segev at [segevs@fiu.edu](mailto:segevs@fiu.edu). 



School of  
Communication

#FIUCOMMUNICATION

READY TO TAKE YOUR CAREER TO THE NEXT LEVEL?  
EMBARK ON AN ACADEMIC JOURNEY WHERE YOU WILL DARE TO BE  
FORWARD-THINKING, INNOVATIVE, AND UNSTOPPABLE.

#1

Best Communication &  
Media Studies Schools for  
Non-Traditional Students

[collegefactual.com](http://collegefactual.com)

#5

Best Value Master's  
Degree Colleges for  
Communication  
& Journalism

[collegefactual.com](http://collegefactual.com)



## CREATIVE FORCES AT WORK

Florida International School of Communication is led by accomplished faculty and scholars. It's a place where students are thought leaders in a multicultural and digital world. Through immersion in communication hubs such as BOLD, a student-run strategic communication agency, you will learn skills that will take your career to the next level.

LEARN MORE TODAY: [communication.fiu.edu](http://communication.fiu.edu)

 [@fiucommunication](https://www.instagram.com/fiucommunication)

## “Advertising and Well-Being: Helping the Consumer Make Positive Choices” by Marla Royne Stafford (University of Nevada, Las Vegas)

Advertising is just one aspect of marketing and as a (sub)discipline of its own, it is immensely powerful, with significant potential to influence individual decision-making and well-being in many ways. As an advertising and marketing scholar -- and one who believes in the power of advertising -- I have been fortunate to work in key areas related to consumer well-being. Hence, much of my research focuses on how advertising can be used to promote and educate consumers to make positive choices that affect their individual well-being.



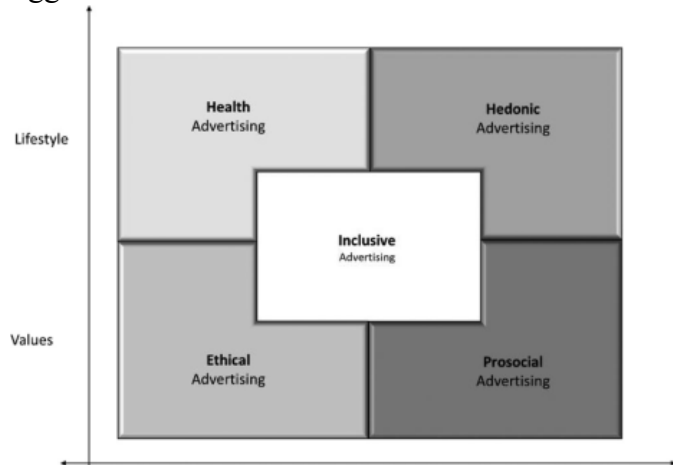
Marla Stafford

Public health is generally considered the science of protecting and improving the health of populations overall. Former US Surgeon General C. Everett Koop once stated, “Health care is vital to all of us some of the time, but public health is vital to all of us all of the time.” As such, his words emphasize the need to ensure proper health decisions that have a positive outcome for individuals and society as a whole. The American Public Health Association notes “Health is a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity.” The inter-relationship between well-being and health is clear.

My personal research interests currently focus on the environment, responsible gambling, cannabis messaging, health issues, and other controvertible topics. I am particularly interested in advertising’s capacity to influence individuals in making positive choices regarding these topics, and specifically, how to develop appropriate and effective message strategies. In doing so, one must acknowledge advertising has the potential to both help and harm consumers. This recognition of the “good and bad” of advertising for well-being is discussed in a particularly, meaningful

co-authored paper, “The dance between darkness and light: a systematic review of advertising’s role in consumer well-being (1980–2020),” published in the *International Journal of Advertising* in 2021. This paper reports a systematic literature review that specifically examined articles on advertising that positively or negatively affects consumer well-being. Our research categorized all identified articles into five categories (see below), that help understand the nature of the different topics affecting well-being, while simultaneously identifying important gaps in the literature to provide a framework for future research.

One important issue this review identified is that while all included papers integrate the concept of well-being into their articles, the construct of well-being itself is rarely measured. In fact, the typical approach utilized other variables that may or may not be correlated with well-being or may simply affect well-being. We suggest that to further research on advertising and this topic, well-being as a construct must be clearly defined, even if it is orthogonal from related variables such as quality-of-life. The article acknowledges another challenge is understanding the potential multidimensionality and multiple temporal components of the well-being construct. This is important because advertising itself will rarely change well-being over the long term. Rather, to achieve lasting effects, personal lives must change in an impactful way that will likely require other important factors. Hence, longitudinal research in this area is suggested.



Reprinted from the *International Journal of Advertising*, 2021

This systematic literature was based on the recognition of many existing papers on the effects of advertising in decision-making that influenced consumer choice related to well-being. While a key goal of advertising is, of course, to influence behaviors, not all behaviors affect well-being. Hence, my research goal is to focus on topics affecting at least one aspect of well-being. For example, a 2011 paper in the *Journal of Consumer Affairs*, “The Public Health Implications of Consumers’ Environmental Concern and Their Willingness to Pay for an Eco-Friendly Product,” tied environmental concern and willingness to pay for a green product directly to public health. Findings from this research found people in different demographic groups as well those who rate environmental concerns differentially, spend “green dollars” differently, potentially resulting in different health outcomes for different groups. Hence, advertising has a role to play to ensure a healthier environment not just for all current individuals, but future generations as well.

Also tied to physical and mental health is my work on DTC advertising (Royne et al 2016; Myers, Royne and Deitz 2011) which explores issues consumers face in deciding on the type of “product” to use or request. This decision is not easy given the complexity of the laws surrounding DTC advertising, and consumers may experience negative effects based on their choice. Past research, including our systematic literature review, reveal both positives and negatives for DTC advertising and although opinions are strong in both directions, the argument is not yet settled, leaving consumers still unsure of the best decision for the personal well-being.

Other research related to health decisions include co-authored on emotional appeals such as guilt, shame and pride (e.g. Pounders, Royne and Lee 2019; Pounders, Lee and Royne 2018; Coleman, Royne and Pounders 2020). Often, these self-conscious emotions generate compatibility effects, so when implemented with congruent factors such as temporal perspective and regulatory focus, ads utilizing these emotional effects on individual behavioral intention can increase positive health behaviors and contribute to well-being. Humor as an emotional appeal also has an effect on positive health outcomes (Lister, et al 2015).


In contrast, facts and basic information also have the potential to influence positive food-related decisions. For example, work on Facts up Front found understanding nutritional information can help inform

healthy eating choices (Kees, Royne and Cho 2014). Hence, as with typical consumer products, appeal types will differ in their effectiveness of health-related decisions.

Currently, I’m working on how advertising messages can be effective in harm reduction and responsible gambling; the American Gaming Association recently released a co-authored scale (RG-IES) that assesses effective responsible gambling (RG) measures. Although numerous definition of RG exist, it can be defined as “exercising control and informed choice to ensure that gambling is kept within affordable limits of money and time, is enjoyable, in balance with other activities and responsibilities, and avoids gambling-related harm” (Stafford et al. 2024). RG is distinct from problem or disordered gambling, and messages geared toward RG are often ignored because of a gambler’s tendency to engage in selective attention (Stafford et al 2024; Stafford 2024A). With gambling considered a public health problem (Blaszczynski et al 2004), RG is an issue I am passionate about. It is important to note problems associated with disordered gambling focus primarily on mental health and well-being, emphasizing the need for RG messages, and reiterating the importance of both physical and mental health and well-being on overall health as identified earlier by the American Public Health Association.

I am also engaged in cannabis-related research, with a focus on ensuring cannabis is marketed and advertised appropriately and protects vulnerable groups. At the Cannabis Research Conference earlier this year I presented “Cannabis Advertising and Children: Protecting the Vulnerable Young from Marketers” (Stafford 2024b). The presentation focused on how children are attracted to certain types of cannabis advertising (even though they are not the target audience), and how illegal packaging is used to simulate candy and other related products to get the attention of youth.

Conducting research on advertising and well-being is gratifying. Not only does it help advance advertising knowledge, but it has significant and practical implications that affect people’s lives. During her speech at the conference in 2024, AAA President Sigal Segev noted, “Advertising research has significant potential to drive societal change, providing insights that can guide effective socially responsible campaigns. By doing so, researchers not only analyze trends and consumer responses to advertised brands

but also actively participate in shaping a future where advertising transcends pure commercial interests and becomes a vital force in fostering more informed, compassionate, connected, and equitable societies.” Overall, conducting research on physical and mental health that integrates with well-being allows the advertising discipline to contribute to society as a whole. And as President Segev also noted, “Let’s be at the forefront of advertising for social good and lead the change.” 

## References

Blaszczynski, A., Ladouceur, R., & Shaffer, H. J. (2004). A science-based framework for responsible gambling: The Reno model. *Journal of Gambling Studies*, 20, 301–317.

Coleman, Josh, Marla B. Royne (Stafford) and Kathryn Pounders, (2020), “Pride, Guilt, and Self- Regulation in Cause-Related Marketing Advertisements,” *Journal of Advertising*, 49 (1), 34-60.

Gilbert, Jonathan Ross, Marla Royne Stafford, Daniel Sheinin, and Kathryn Pounders (2021), “The Dance Between Darkness and Light: A Systematic Review of Advertising’s Role in Consumer Well-Being (1981- 2020),” *International Journal of Advertising*, 40 (4), 491-528

Kees, Jeremy, Marla B. Royne and YoonNa Cho (2014), “Regulating Front-of-Package Nutrition Information Disclosures: A Test of Industry Self-Regulation versus Other Popular Options,” *Journal of Consumer Affairs*, 48 (1), 147-174.

Lister, Cameron, Marla B. Royne, Hannah Payne, Ben Cannon, Carl Hanson, and Michael Barnes (2015), “The Laugh Model: Reframing and Rebranding Public Health through Social Media,” *American Journal of Public Health*, 105 (11), 2245–2251.

Myers, Susan D., Marla B. Royne and George Deitz (2011), “Direct to Consumer Advertising: Exposure, Behavior, and Policy Implications,” *Journal of Public Policy & Marketing*, 30 (1), 110-118.

Pounders, Kathryn, Marla B. Royne and Seungae Lee (2019), “The Influence of Temporal Frame on Shame and Guilt Appeals,” *Journal of Current Issues & Research in Advertising*, 40 (3), 245-257.

Pounders, Kathryn, Seungae Lee and Marla B. Royne (2018), “The Effectiveness of Guilt and Shame Ad Appeals in Social Marketing: The Role of Regulatory Focus,” *Journal of Current Issues & Research in Advertising*, 39 (1), 37-51

Royne, Marla B., Jennifer Martinez, Jared Oakley, and Alexa Fox (2012), “The Effectiveness of Benefit Type and Price Endings in Green Advertising,” *Journal of Advertising*, 41 (4), 85-102.

Royne, Marla B., Marian Levy and Jennifer Martinez (2011), “Public Health Implications of Environmental Concern and Willingness to Pay for an Eco-Friendly Product,” *Journal of Consumer Affairs*, 45 (2), 329-343.

Royne, Marla B., Susan D. Myers, George Deitz and Alexa Fox (2016), “Risks, Benefits, and Competitive Interference: Consumer Perceptions of Prescription Drug vs. Dietary Supplement Advertising,” *Journal of Current Issues & Research in Advertising*, 37 (1), 59-79.

Stafford, Marla Royne, Anastasia Hronis, Alan Feldman and William T. Hartwell (2024), “Evaluating Language and Communication Surrounding Responsible Gambling,” *UNLV Gaming Research and Review Journal*. Vol. 28.

Stafford, Marla Royne (2024a), “Cannabis Advertising and Children: Protecting the Vulnerable Young from Marketers,” Presented at the Cannabis Research Conference, August 2024. Denver, CO.

Stafford, Marla Royne (2024b), “ Using Creative Advertising to Overcome Selective Attention in Responsible Gambling Messages,” 7th Annual Nevada State Conference on Problem Gambling, May 2024.



**Bio:** Dr. Marla Royne Stafford is Professor of Marketing in the Lee Business School at University of Nevada-Las Vegas. She is also a Faculty Scholar with the UNLV International Gaming Institute and Director of Research for the Cannabis Policy Institute. Dr. Stafford is a member of the Board of Advisors for the Nevada Council on Problem Gambling. In addition to her work with the UNLV IGI, Marla's research in gaming has been funded by AMZC Ltd and the American Gaming Association. Dr. Stafford has published more than 100 refereed journal articles and she has presented at numerous conferences including the 2024 Nevada Conference on Problem Gambling and the 2024 Cannabis Research Conference where she also served as a track chair.

Dr. Stafford is an elected Fellow and Past-President of the American Academy of Advertising (AAA). She is the recipient of the AAA's 2024 Kim Rotzoll Award for Ethics and Social Responsibility in Advertising and the 2016 Ivan Preston Award for Outstanding Contribution to Advertising Research. She is a graduate of Leadership Las Vegas 2023 and was recognized as a 2019 Memphis Business Journal Superwoman in Business.

Prior to joining UNLV, Marla was Interim Dean and Great Oaks Professor of Marketing at the Fogelman College of Business & Economics at the University of Memphis, as well as Chair of the Department of Marketing and Supply Chain Management. Marla is past Editor-in-Chief of the *Journal of Advertising*, and current associate editor for the *Journal of Public Policy & Marketing*. She received her Ph.D. from the University of Georgia, her MBA from Rollins College, and her BA from the University of Arizona. Prior to joining academia, Dr. Stafford worked for Philip Crosby Associates and Tupperware Worldwide.

## AAA 2024 Sponsorships

### Platinum Sponsor

Florida International University  
University of Tennessee  
University of Florida

### Gold Sponsors

University of Texas at Austin  
University of South Carolina  
Routledge Taylor & Francis  
Southern Methodist University

### Silver Sponsors

University of Minnesota

### Bronze Sponsors

DePaul University  
University of North Carolina  
University of Georgia  
University of Oregon  
University of Miami  
Michigan State University  
University of Illinois  
University of Alabama  
Stukent

## Newsletter Staff

### AAA Newsletter Editor

HoYoung (Anthony) Ahn  
Pepperdine University,  
Malibu



### AAA Communication Committee Chair

Matthew Pittman  
University of Tennessee,  
Knoxville



### Please send us your:

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

Send to the Editor, **Anthony Ahn** at:  
[hoyoung.ahn@pepperdine.edu](mailto:hoyoung.ahn@pepperdine.edu),  
**No later than January 15**

### “Advertising Ethics Certifications – Upskilling for Current and Future Ad Practitioners” by Anna R. McAlister (Endicott College)

“Please tell me how you would rate the honesty and ethical standards of people in these different fields -- very high, high, average, low or very low? How about... [advertising] practitioners?”

This question was asked as part of a 2023 Gallup poll on perceptions of honesty and ethics in various professions. Nurses, engineers, and veterinarians all ranked highly (60+% of respondents rated them above average). However, ad practitioners were near the bottom of the barrel. Only 8% of respondents rated ad practitioners above average. This was on par with ratings of car salespeople and senators (each at 8%). The only industry ranking lower was members of congress (6%).

It seems advertisers are struggling with an image problem! Perhaps this poor image is earned. After all, ad practitioners have contributed to issues such as greenwashing, the opioid crisis, falsified data, issues with consumer data privacy, etc. What steps might be taken to improve ethical standards within the industry?

As educators, we can teach our students about the importance of ethical conduct. Many universities teach ethics somewhere in their curriculum (e.g. in an Advertising & Society course), however, discussions of ethics should not be relegated to just one course or one module in a program. Consideration of ethics should be an ongoing conversation, infused throughout the curriculum. The law is often fairly “black and white” but ethics often involves “grey areas”. So it is important for practitioners (and future practitioners ... ie. our students) to be open to difficult conversations. Inquiring minds can challenge the status quo and ask if there are better ways of doing things. Having a community of people committed to *wanting* to do the right thing – even if it’s not always clear what that is – is a good starting point. Once a community of likeminded folks is established, it may create the momentum needed to effect change.



Anna McAlister

For the past year, I have been working with the Institute for Advertising Ethics (shoutout to [Jef Richards](#) for introducing me to the organization). The Institute for Advertising Ethics offers certifications that can be incorporated into the curriculum to teach students about advertising ethics. I have incorporated two of these certifications into my own teaching, with great success. Here, I provide a brief description of each. For more information, check out <https://www.iaethics.org/>.

#### Certified Ethical Advertising Executive (CEAE)

The CEAE is the first and only ethical certification for advertising industry practitioners and future practitioners (i.e. students). It is a fully online certification that takes 2-3 hours to complete. Learners watch short videos and each video is followed by a quiz. Learners can re-take quizzes multiple times until they earn the passing grade to move forward in the course. The course teaches 9 principles of ethical advertising (see Figure below).

A free inspection copy is available for instructors (email me for a free copy: [amcalister@iaethics.org](mailto:amcalister@iaethics.org)). The CEAE course costs \$25 per student (<https://www.iaethics.org/institute-of-advertising-ethics/p/student-course>). This is a steep discount, compared to the \$350 price tag for industry professionals. Students experiencing financial hardship can request a “scholarship” and will always be provided with free access (email [scholarship@iaethics.org](mailto:scholarship@iaethics.org)).

I have incorporated the CEAE course as a required assignment in my undergraduate Marketing course at Endicott College. I have also used it as a required assignment in my online graduate Persuasion course at Michigan State University. The course has been well-received by students.

# Principles of Ethical Advertising

## Principle 1

Advertising, public relations, marketing communications, news, and editorial all share a common objective of truth and high ethical standards in serving the public.

## Principle 2

Advertising public relations, and all marketing communications professionals have an obligation to exercise the highest personal ethics in the creation and dissemination of commercial information to consumers.

## Principle 3

Advertisers should clearly distinguish advertising, public relations and corporate communications from news and editorial content and entertainment, both online and offline.

## Principle 4

Advertisers should clearly disclose all material conditions, such as payment or receipt of a free product, affecting endorsements in social and traditional channels, as well as the identity of endorsers, all in the interest of full disclosure and transparency.

## Principle 5

Advertisers should treat consumers fairly based on the nature of the audience to whom the ads are directed and the nature of the product or service advertised.

## Principle 6

Advertisers should never compromise consumers' personal privacy in marketing communications, and their choices as to whether to participate in providing their information should be transparent and easily made.

## Principle 7

Advertisers should follow federal, state and local advertising laws, and cooperate with industry self-regulatory programs for the resolution of advertising practices.

## Principle 8

Advertisers and their agencies, and online and offline media, should discuss privately potential ethical concerns, and members of the team creating ads should be given permission to express internally their ethical concerns.

## Principle 9

Trust between advertising and public relations business partners, including clients, and their agencies, media vendors, and third party suppliers, should be built upon transparency and full disclosure of business ownership and arrangements, agency remuneration and rebates, and media incentives.



Get certified: <https://www.iaethics.org/get-certified>

Its content has been a conversation starter! When students complete the course, they have the option to self-enroll in special interest councils where they can engage in conversation and network with others who are interested in similar topics (e.g. greenwashing, gender in advertising, advertising to children, AI, etc.). I witnessed several of my undergraduate students discussing ethics as part of their presentations at DECA competitions this past year. The content certainly seems to stick!

Together with my colleagues, [Jef Richards](#) and [Aileen Torrance](#), I have recently published an article on the effectiveness of the CEAE certification. Our data show the significant impact of the certification on undergraduate students' perceptions advertising ethics (McAlister, et al, 2024).

### **Green Shield**

Green Shield is another online certification course offered by the Institute for Advertising Ethics (<https://www.iaethics.org/greenwashing>). There is no cost for students to complete this certification. The course teaches students about greenwashing and how to avoid it. It takes approximately 45 minutes to complete.

I have required students in my undergraduate Consumer Behavior course at Endicott College to complete Green Shield as a mandatory course assignment. Because access to this certification is free, it is also suitable to use for an extra credit assignment. At Michigan State University, I have granted extra credit to more than 200 students for completing this certification.

### **Benefits of Both Certifications**

What I like about both of these certifications is that students are awarded badges for their completion. These badges can easily be displayed on LinkedIn, so they enhance the students' online profiles and also signal to future internship sites and employers that the students care about important issues.

The certifications are blockchain enabled, which means they cannot be forged and can easily be verified. When I assign these certifications (either as required assignments or for extra credit), I have students share their certification with me. I can then easily click on the certification to verify the student has completed the work.

I have noticed my students proudly posting their badges on LinkedIn and have also heard favorable feedback from internship sites where employers state that they love seeing students learning about such important topics. Hopefully these certifications will go some way toward shifting the behavior of future practitioners and, in turn, the reputation of the industry! ~~AA~~

### **References**

Gallup (2023). Honesty/Ethics in Professions. <https://news.gallup.com/poll/1654/honesty-ethics-professions.aspx>.

McAlister, A.R., Richards, J.I., & Torrance, A.T. (2024). Certified Ethical Advertising Executive: An online tool for teaching advertising ethics. *Journal of Advertising Education*. <https://doi.org/10.1177/10980482241285007>

**Bio:** Anna R. McAlister is Professor of Marketing in the Gerrish School of Business at Endicott College in Beverly MA. She teaches undergraduate courses in Consumer Behavior and Research Methods. She also teaches in the online Strategic Communication MA program at Michigan State University. McAlister's research focuses on application of theories of developmental psychology to the study of children's consumer behavior. Her work is largely policy-oriented, with an interest in children's knowledge of food brands, their responses to food advertising, and their resulting formation of food preferences. She is Deputy Editor for *Journal of Marketing Communications* and serves on the Editorial Review Boards of *Journal of Advertising*, *Journal of Interactive Advertising*, and *Journal of Advertising Education*. Anna has 20 years' experience teaching undergraduate and graduate students. She has won various teaching and research awards. <https://www.linkedin.com/in/anna-mcalister/>  
[https://scholar.google.com/citations?user=4YYIK\\_YAAAAJ&hl=en](https://scholar.google.com/citations?user=4YYIK_YAAAAJ&hl=en)

## Platinum Sponsors

Florida International University



University of Tennessee



University of Florida



## Gold Sponsors

University of Texas at Austin



University of South Carolina



Routledge Taylor & Francis Group



Southern Methodist University



## Silver Sponsors

University of Minnesota



UNIVERSITY OF MINNESOTA

## Bronze Sponsors

DePaul University



University of North Carolina



University of Georgia



University of Oregon



University of Miami



University of Miami  
Department of Strategic Communication

Michigan State University



University of Illinois



University of Alabama



Stukent




# Special topic: AAA 2024 Graduate Student Symposium



*Kevin Wise*

On Friday, September 20, more than 100 advertising scholars convened for the 4th AAA Graduate Student Symposium. Participants included nearly 75 graduate student registrants and 32 faculty and doctoral student panelists representing approximately 20 different

graduate programs. The day kicked off with welcomes from AAA President Sigal Segev and AAA Membership Chair Regina Ahn. Seven panels covered topics ranging from doctoral program applications to negotiating faculty job offers. Each panel featured a range of presentations focused on a particular topic, followed by an interactive question and answer session. Among the many highlights of the day was the final panel which featured current doctoral students

sharing their experiences and wisdom with the next generation of AAA student scholars. The student panelists discussed challenges they've faced during their doctoral program, shared things they wished they'd known before they started their scholarly journey and provided insights on developing a research and teaching path. I am grateful for the contributions of all the panelists, student participants, and the Graduate Student Interest Committee. We hope to see many of you again at next year's Symposium! 

Bio: Dr. Kevin Wise is the Chair of the AAA Graduate Student Interest Committee. He is a Professor in the Charles H. Sandage Department of Advertising at the University of Illinois Urbana-

## *Building Bridges: Insights and Lessons from the 4th AAA Graduate Student Symposium (2024)* by Bahareh Amini (Doctoral candidate, The University of Alabama)

**E**mbarking on an academic career blends intellectual rigor with strategic planning. The *AAA Graduate Student Symposium 2024* serves as a guiding light for graduate students, offering practical insights, mentorship, and strategies for transitioning into professional academia. Attending the *4th AAA Graduate Student Symposium*, I experienced its transformative impact, addressing key challenges while fostering a sense of community among aspiring scholars. This article explores lessons learned from the symposium, including impactful panels, networking opportunities, and practical advice that resonated with participants, including myself.

### **Transitioning to Academic Professional**

A central theme of the symposium was transitioning from graduate student to academic professional. As someone nearing the end of my Ph.D. journey, this topic resonated deeply. The panel "*Navigating the Academic Job Market*" provided actionable advice on preparing applications, crafting research narratives, and tailoring materials to align with institutional missions. One significant realization from the panels was the importance of storytelling in academic



*Bahareh Amini*

applications. Just as storytelling is vital in advertising, it is equally powerful in presenting a cohesive academic narrative. Candidates should articulate their academic journey and demonstrate how their

research contributes to their discipline. Reflecting on my work, particularly on trust in anthropomorphic AI, I considered how to present it compellingly to hiring committees. As an ABD (All But Dissertation) student, the session on navigating Ph.D. programs reminded me of my early graduate years. Professors emphasized balancing coursework with research, setting clear goals, and seeking guidance, inspiring me to support new graduate students facing similar challenges.

### **Balancing Simultaneous Panels**

A challenge during the symposium was choosing between two simultaneous sessions: "*Ask the Search Committee/Chairs*" and "*The On-Campus Interview*." Both offered essential insights—one from experienced search committee members and the other on preparing for academic interviews and teaching demos.

I prioritized the "Ask the Search Committee/Chairs" panel knowing it would provide immediate value for my job market preparations. However, the overlapping schedule meant missing nuanced perspectives from the search committee panel. While I later gathered secondhand insights from peers, I hope future symposiums separate such high-value sessions to maximize attendee benefits. This experience underscored a key lesson: academia often requires prioritizing between significant opportunities, and effective decision-making is crucial to growth.

### **Networking as a Central Theme**

Networking emerged as a recurring theme throughout the symposium. Beyond panels, informal interactions offered a platform to connect with peers and faculty. Networking is about building authentic relationships through curiosity and idea exchange, fostering meaningful connections and collaboration. This approach shifted my perspective on networking, transforming it from a transactional activity to a collaborative exchange. Conversations allowed me to share my questions, learn from others, and build relationships that may lead to future collaborations.

### **Enhancing Application Materials**

The panel "Applying for Jobs" provided actionable advice on academic applications, covering CVs, research statements, cover letters, and teaching philosophies. A key takeaway was the importance of clarity and coherence. A CV should not only highlight achievements but also tell a cohesive story of academic growth. Inspired by this session, I revised my CV to reflect my expertise in Human-AI interaction and computational advertising while aligning these strengths with broader disciplinary goals. Similarly, the discussion on teaching philosophies reminded me to articulate my impact as an instructor. As someone who teaches Advanced Digital Marketing, I aim to foster an engaging learning environment, and the session encouraged me to highlight this in my applications.

### **Empowering Contract Negotiation**

During the panel "Ask the Search Committee/Chairs," a discussion on contract negotiation provided empowering insights into an often-intimidating topic. Speakers encouraged attendees to advocate for their needs, whether it be research funding, teaching load adjustments, or professional development opportunities during negotiations. This session reinforced the importance of preparation and confidence in these

discussions. Advocating for yourself is not about being demanding but about ensuring you have the resources to succeed.

### **A Community of Growth and Support**

The AAA Graduate Student Symposium was more than a professional development event; it was a community experience. It reminded me that the questions and struggles I face are shared by many, and the solutions often come through collaboration. One panelist's advice on perseverance stood out: "The academic job market is competitive, but every rejection is a step closer to the right fit." This perspective reframed my anxiety into resilience, inspiring me to approach my job search with renewed determination. The symposium reinforced that success in academia isn't just about knowledge or skills; it's about connection, storytelling, and the courage to advocate for yourself.

### **Looking Ahead**

The lessons from the symposium extend far beyond the event itself. Moving forward, I am committed to staying engaged with the AAA community, attending conferences, contributing to panels, and mentoring others. I encourage graduate students to seize opportunities like this symposium. Whether it's attending panels, joining mentoring programs, or presenting your work, every step brings you closer to your goals. What's your next step? Maybe it's refining your profile as a graduate student, reaching out to a mentor, or attending an event like the AAA Graduate Student Symposium. Remember, you're not alone. The challenges you face are shared by others, and the solutions often come from community and collaboration. Let's continue building a supportive academic network where every scholar has the opportunity to thrive. ✨

Bio: Bahareh Amini is a Ph.D. candidate in Communication and Information Science at The University of Alabama, specializing in Human-AI interaction, anthropomorphism, and computational advertising. Her research explores trust in anthropomorphic AI, social media analytics, and emerging technologies. Her research achievements include winning the *AEJMC Ad Division's Graduate Research Award* for her proposal, *Building Trust in Chatbots: The Roles of Anthropomorphism, Technology Readiness, and Brand Perception*. She has publications in journals such as *Cyberpsychology: Journal of Psychosocial Research on Cyberspace and Corporate Communications: An International Journal*.





THE ANA  
EDUCATIONAL  
FOUNDATION

### **Visiting Professor Program (VPP) – 2025 Application Open**

The VPP enhances professors' understanding of current practices and developments in advertising and marketing to inform your teaching and research. The curriculum will focus on the broader themes of Society & Sustainability, Brand & Creativity, Data & Technology, and Talent & DEI. The 2025 VPP will take place the week of June 2 in New York City. Learn more at [aef.com/vpp-fact-sheet/](https://aef.com/vpp-fact-sheet/)

---

### **MADE Internship Program – Application Open Until January 24!**

The Marketing and Advertising Education (MADE) internship is a development program for students interested in becoming the future leaders of the marketing and advertising industry. The MADE internship places upperclassmen in an intern program at one of more than 85 marketing, advertising, or media companies nationwide.

Positioned as the “common app” for internships, this paid program is designed to provide students with the skills, mentors, and training that will help them thrive in the industry. Applications are reviewed on a rolling basis so encourage your students to apply now!

Learn more at [aef.com/made-students/](https://aef.com/made-students/)

---

### **Campus Speakers Program – Start Planning for Spring 2025**

A powerful partnership between industry and academia, AEF's Campus Speakers Program invites advertising and marketing practitioners onto college campuses nationwide to engage with students and faculty, in-person or virtually. Learn how you can sign up for marketing/advertising speakers at [aef.com/campus-speakers/](https://aef.com/campus-speakers/)

# Graduate Student Spotlight

## *"Looking Back and Bridging the Future: How Emerging Technologies Are Transforming Advertising Research and Consumer Experience" by Rongjin(Jinny) Zhang (University of Minnesota)*

Advertising research is inherently interdisciplinary, developing naturally through expertise from various fields that serve as valuable intellectual resources. This belief drives my current research interests at the intersection of advertising and emerging technologies, investigating how AI, surveillance, virtual reality, and facial morphing technology are transforming contemporary advertising theory and practices. I also see the rise of big data and computational tools as essential in shaping the future of advertising research, offering more precise, data-driven approaches to understanding consumer experiences.



**Rongjin(Jinny)  
Zhang**

My journey in advertising research began with my undergraduate study at the University of Amsterdam. During that time, I was exposed to various subfields under the communication umbrella. Among them, I found persuasive communication most appealing as its multidisciplinary nature combines psychological principles and technological affordances as powerful tactics in shaping the consumer experience. This initial interest in how technology and psychology intersect to shape persuasion ultimately inspired me to pursue graduate study at the University of Minnesota, where I have benefited from exceptional resources in computational methods, interdisciplinary coursework, and laboratory experiences.

My current research agenda draws methods from social and computer science to explore several scholarly topics, with my main interest being how people perceive, respond to, and cope with artificial intelligence, particularly AI chatbots. Specifically, my thesis research explores how consumers weigh the benefits and costs of handing decisions over to AI, while simultaneously being influenced by cognitive machine heuristics that frame AI as an objective agent. Such agency perception can reduce social judgment concerns in certain interactive contexts, offering

insights into when and why people might prefer machines over human interactions, and vice versa. In fact, existing research largely indicates that consumers tend to prefer human agents over AI chatbots, often viewing chatbots as lacking empathy and understanding. However, effective human-computer interaction for user experience relies not just on the user and system but also on the context of interaction. Therefore, my research aims to address the role of context in human-computer interaction, exploring how AI chatbots might be more effective than human agents in certain psychological and emotional contexts. This study will provide a better understanding of consumer responses and coping mechanisms when interacting with chatbots. Ultimately, these insights will support the development of context-aware, human-centered chatbot designs that adapt to users' emotional and contextual needs, enhancing both the usability and acceptance of AI in various real-world applications.

This year, my intrinsic motivation for advertising research has inspired me to pursue doctoral studies, where I am excited to deepen my research interests and contribute to the advancement of the field. With my educational background in both U.S. and European communication studies, I look forward to continuing my engagement with dynamic academic communities like the European Advertising Academy (EAA) and the American Academy of Advertising (AAA), fostering the exchange of innovative insights within the global landscape of advertising research.



**Bio:** Rongjin (Jinny) Zhang is a second-year master's student in Mass Communication at the Hubbard School of the University of Minnesota. Her research focuses on the intersection of advertising, emerging technologies, and psychology, with a special interest in computational methods. Her previous research has been accepted at conferences including NCA, IAMCR, and ICORIA. Before joining the Hubbard School, she earned her BSc (Honors) in Communication Science from the University of Amsterdam, complemented by a minor in Data Science and Artificial Intelligence. Jinny is currently applying to Ph.D. programs for this application cycle, with a focus on further exploring the role of emerging technologies in advertising and consumer behavior.

# Graduate Student Spotlight

## “Bridging Knowledge and Emotion: Navigating The Complexities of Research” by Alexandra Frank (University of Georgia)

In the fall of 2015, I stepped into my first class at the University of Oklahoma, becoming the first person in my family to walk onto a college campus as a student rather than just a die-hard football fan. I’ve carried that seemingly mundane yet momentous moment with me throughout my undergraduate and graduate studies, serving as a constant reminder to be grateful and to work hard. Navigating academia as a first-generation college student has not always been easy, but I’ve been fortunate to learn from exceptional professors along the way. The first of these, Dr. Katerina Tsetsura, not only introduced me to strategic communication research but also inspired me to apply to graduate school.

I entered graduate school at the University of Georgia with the sole goal to never stop learning. I subscribed to the old adage “knowledge is power,” and as a first-year master’s student, I naively believed that increasing the public’s knowledge was the key to changing their behaviors. I imagined that if we presented people with risk information, they would accept it and take action to mitigate it. However, I quickly learned that I had vastly underestimated the role emotions play in human behavior. This realization became the foundation of the focus of my master’s thesis that sought to examine how individuals responded to the presence of political satire in climate change communication.


During my three years as a doctoral student, I have had the opportunity to work with several excellent research labs. These labs, along with the faculty who lead them, have allowed me to broaden my initial research focus. I have led projects that use biometrics to better understand the underlying mechanisms at play when people experience and process advertisements, part of which was presented at the 2023 AAA Annual Conference. Additionally, I have worked with virtual and augmented reality technologies that provide consumers with a near first-hand experience of risky scenarios, without exposing them to real-world dangers. However, the most impactful research



**Alexandra Frank**

experiences I have had are those that transcend universities and disciplines, engaging directly with communities whose lives are affected by the topic of study. These experiences have been the most rewarding.

My journey as a doctoral student has been a rich exploration of learning. Yet, my research remains grounded in exploring how individuals respond to complex emotional appeals and how these responses can shift attitudes and behavior. For my dissertation, I will integrate biometrics and virtual reality to deepen our understanding of how consumers interact with virtual possessions and process emotions such as fear and loss in the context of hurricane risk prevention communication. My goal is to provide insights into how emerging technologies can enhance the effectiveness of traditional risk communication methods.

As I begin to wrap up my graduate education, I reflect on the invaluable lessons learned, the relationships built, and the challenges overcome. I am eager to contribute meaningfully to the field of strategic communication research, providing both practical and theoretical insights into how emotional appeals and emerging media can be integrated to enhance the effectiveness of risk communication. Armed with the insights gained from my experiences, I look forward to exploring new avenues for collaboration and innovation while continuing my commitment to lifelong learning. 

**Bio:** Alexandra Frank is a fourth-year Ph.D. student in the Department of Advertising and Public Relations at the University of Georgia. She earned her M.A. in Public Relations from the University of Georgia and her B.A. also in Public Relations from the University of Oklahoma. Her research focuses on science, environmental, and risk communication, with a particular emphasis on the interplay of emotion, humor, and emerging technologies.

# Announcements (AAA Notes)

## Job Changes, New Hires, P&T

### *"Michigan State University Welcomes New Faculty"*




**Mariah Wellman**

Mariah Wellman (Ph.D., University of Utah) is Assistant Professor in the Department of Advertising and Public Relations at Michigan State University. She studies social media influencers and wellness. Her current projects include investigating the intersections of wellness and politics and analyzing influencers as health authorities.



**Juan Mundel**

Juan Mundel (Ph.D., Michigan State University) is Associate Professor in the Department of Advertising and Public Relations at Michigan State University. He studies consumer behavior and media effects. He has published in leading journals and books, serves as editor of the *Journal of Advertising Education*. He's the recipient of the 2024 AEJMC Ad Division's Distinguished Excellence in Teaching Award. 

Luke Capizzo (Ph.D., University of Maryland) is Assistant Professor in the Department of Advertising and Public Relations at Michigan State University. He is a researcher, educator, and practitioner who studies public relations and contentious issues management, applied social impact—activism, DEI, dialogue, organizational listening, and sustainability/environmental justice, and scholarship related to improving the profession and pedagogy toward stronger organizations and communities.



**Luke Capizzo**

## AAA Special Issue Calls

- Special Issue Call for Papers: Interactive Advertising Strategies in the Metaverse – JIA (Deadline: December 31, 2024). [Click here.](#)
- Special Issue Call for Papers: Political Advertising: Issues, Opportunities & Challenges Across the Globe - IJA (Deadline: February 15, 2025). [Click here.](#)
- Special Issue Call for Papers: New Challenges to Advertising: A Call for Transformation, Well-Being, and Positive Social Change – JA (Deadline: March 31, 2025). [Click here.](#)
- Special Issue Call for Papers: Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents - JIA (Deadline: April 30, 2025). [Click here.](#)

## Have Items for the Newsletter?

- Job announcements
- Calls for papers
- Announcements about awards
- Job changes, new hires, P&T
- Names of graduate students to be featured
- Photos for the Photo Gallery

Send your items to the AAA newsletter Editor, **Anthony Ahn** at:  
[hoyoung.ahn@pepperdine.edu](mailto:hoyoung.ahn@pepperdine.edu),  
**No later than January 15**

# Announcements (Calls for Proposals)

## AAA - EAA 2025 Collaborative Research Competition

**Submission Deadline: March 1, 2025**

The American Academy of Advertising – European Advertising Academy Research Fellowship Competition intends to promote collaborations between the American Academy of Advertising (AAA) and European Advertising Academy (EAA) scholars and advertising professionals, offering funding for research and travel to international conferences (AAA, ICORIA) to present research resulting from those collaborations.

Each award is 3,000 € (\$3,250). Any topic that is appropriate for potential publication in the *Journal of Advertising* (JA), the *International Journal of Advertising* (IJA), *Journal of Current Issues & Research in Advertising* (JCIRA), or *Journal of Interactive Advertising* (JIA) is eligible for the competition.

Awards are based on a competitive review of research proposals. While members can submit as many single or joint proposals as desired within a given year, authors cannot receive funding for more than one proposal. Based on the reviews, should more than one paper containing an author's name receive high rankings, only the highest-ranking one will be funded. Winners must comply with the following requirements:

- Submitting research teams must be comprised of at least (1) one current member of the AAA whose home conference is the AAA annual conference and (2) one current member of the EAA whose home conference is the International Conference on Research in Advertising (ICORIA). If funded, membership must also be maintained until the project is presented at the annual conference of AAA or at ICORIA.
- The lead AAA and EAA investigators must be regular, non-student members of their respective organizations.
- Funding can be used for research-related costs or travel costs to present the resulting research at either the AAA conference or ICORIA.
- At least one member of the team must travel to their non-home conference to present the resulting research (EAA member to AAA conference or AAA member to ICORIA).
- Research fellows receive the first half of the award at the time of selection and the other half of the award when the completed paper is submitted to AAA or ICORIA.
- Winners must grant JA, IJA, JCIRA, or JIA right of first refusal on any papers resulting from the funded research.
- Winners must complete the awarded research project within three years from the date the award is granted. Funds will be made available upon the acceptance of a resulting paper to either the AAA annual conference or ICORIA.
- Winners must acknowledge that the project was funded by an AAA-EAA Collaborative Research award in all publications resulting from the project. Winners are also asked to publicize the award on their campuses, in their communities, etc., attaining as much publicity as possible.
- Winners cannot apply for additional EAA or AAA grants or awards during the three-year period wherein their award is active nor can submissions be simultaneously submitted for other EAA or AAA grants or awards. Awards are active until winners complete the Fellowship by (a) submitting a manuscript to the annual conference of the AAA or ICORIA and (b) submitting a manuscript to one of the above listed journals within the three-year time limit.

### Requirements for Submission of Proposals

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

- A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. This cover email is for record-keeping only and will be removed before submissions are sent out for review.
- Please designate a single contact person and provide a phone and email address for that person as well.

- Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal.
- To ensure that your paper is blind-reviewed, do not include a title page with your proposal (your cover email will serve as your title page). Additionally, per the instructions below, you must delete all properties from your proposal.

Submitters will receive an email acknowledgment shortly after submitting their material.

#### **Procedure for deleting properties for e-mail submission (in MS Word):**

- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box, be sure that the Document Properties and Personal Information are checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document. (For other versions (e.g., Word 2016), refer to the Microsoft Office website: <https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f>)

#### **The body of the proposal shall include:**

- The body of the proposal should be no more than 10 pages, excluding tables, figures, budgets, and timetables (see details Proposal Format Requirement below).
- A literature review, including a statement of the substantive contribution and importance of the proposed research, and ending with relevant research questions or hypotheses.
- A methods section that succinctly outlines the research design, including the subjects (if any) and procedure. If relevant, please identify dependent and independent variables, treatment manipulations, experimental design, data analysis techniques, statistical models, etc., in this section.
- A conclusion, including expected results and implications.
- References

#### **Proposal Format Requirements:**

- 10-page limit, including references. Figures, tables, budgets, and timetables should be placed in an appendix and do not count toward the 10-page limit.
- Contents must be double-spaced
- 12-point Times New Roman font (or equivalent)
- One-inch margins on all four sides
- Title of proposal at the top of page one
- Page numbers
- An appendix that includes:
  - A timetable for completion of the research
  - A proposed budget, which should be both realistic and adequately detailed.
- In addition to the proposal, each author's resume/curriculum vitae must be submitted.

Proposals must be received by the Chair of the Research Committee, Patrick De Pelsmacker, **no later than March 1, 2025**. Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified by April 30, 2025. The award will be announced at the conference dinner of ICORIA 2025. Researchers who previously have received an AAA-EAA Fellowship are eligible for the award upon completion or termination of the previous award. Researchers who have submitted proposals that have not been awarded in the past may resubmit proposals for similar projects.

Please email your materials and all questions to: Dr. Patrick De Pelsmacker, Professor of Marketing

Email: [Patrick.depelsmacker@uantwerpen.be](mailto:Patrick.depelsmacker@uantwerpen.be) 

# Announcements (Calls for Papers)



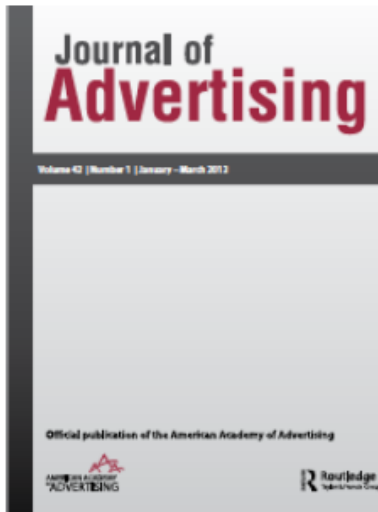
## JOURNAL OF ADVERTISING CALL FOR PAPERS

**New Challenges to Advertising: A Call for Transformation,  
Well-Being and Positive Social Change**

Guest Editors:

Drs. Linda Tuncay Zayer, Catherine Coleman, Shu-Chuan Chu & Verena Gruber

**Submission Deadline: March 31, 2025**



Manuscripts are currently being solicited for a special issue of the *Journal of Advertising* (JA) dedicated to New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change

### BACKGROUND

With people around the world facing complex challenges amidst increasingly uncertain futures (Willige 2024), advertising scholars have renewed interest in social and well-being impacts (e.g., Royne-Stafford and Pounders 2021; Zayer, Coleman, and Gurrieri 2023), focused on identifying problems and seeking transformative outcomes. This special issue invites scholarship with the lens of advertising as an institution and focuses on how a systems perspective can illuminate macro-social issues. Specifically, we call for research that explores how transformation, well-being or social change can be fostered or hindered through the power of advertising.

Prior scholarship highlights advertising as an important social institution (Sandage 1972; Gurrieri, Zayer, and Coleman 2022). Institutions can be defined as “symbolic and behavioral systems,” that provide a “common meaning system” (Scott and Meyer 1994, p. 68). Accordingly, Transformative Advertising Research, a subfield of advertising inquiry proposed by Gurrieri, Zayer, and Coleman (2022) in the 50th anniversary issue of the *Journal of Advertising*, offers a framework, rooted in institutional dynamics (Coleman, Zayer and Karaca 2020; Zayer and Coleman 2015) to illustrate how advertising can foster well-being outcomes, as well as galvanize multiple stakeholders to bring about social good. However, in an era of rapid technological, socio-cultural, and environmental change and uncertainty, understanding how to engage in advertising efforts that are responsible, ethical, and inclusive is challenging (e.g., Verlegh *et al.* 2021); thus, more research is needed to advance a transformative and multi-stakeholder perspective in advertising.

Fast-moving technological change has presented numerous opportunities and challenges for positive social change, well-being, and advertising (Chu, Yim, and Mundel 2024). Recent research (Coffin 2022; Huh and Malthouse 2020; Huh, Nelson, and Russell 2023; Rodgers 2021) illustrates the transformations driven by AR, VR, metaverse, and AI enabled environments and emerging problems, including algorithm bias (e.g., Schroeder 2021). The widespread effects of social media and video games, particularly on the mental health of teens and children, is another worthy area of investigation, as is the role of digital platforms, affordances, and the business models driving media environments.

Recent years have also been marked by numerous global social and political movements, highlighted through campaigns such as #MeToo, #BlackLivesMatter, and #FridaysForFuture, suggesting deeper socio-cultural shifts in how people think about issues such as identities, marginalization, social (in)justices, and consumer practices, which warrant attention (Fletcher-Brown *et al.* 2024). Advertising plays an important role in these macro social problems. Research on a range of issues related to identity (e.g., Harrison, Thomas, and Cross 2017; Timke 2019; Tsai 2010) have provided insight into opportunities for greater inclusivity, moving beyond visual representation to more systems-based accounts; yet backlash continues to emerge. Further, as demographics shift, the social impacts of changes such as aging populations bring attention to issues such as care work, mental health and wellbeing, and more.

Advertising as an institution also faces important challenges related to environmental sustainability as it shapes cultural narratives regarding climate change, and sustainability beliefs eventually inform perceived quality of life (Leonidou, Gruber, and Schlegelmilch 2022). Prior scholarship has highlighted the function of advertising as an ‘indispensable tool of capitalism’ (Park 2021) but also its role in the promotion of sustainable practices (Rathee 2024) and climate protection (Hartmann *et al.* 2023). As the world is ‘woefully off track’ to meet the Sustainable Development Goals (SDGs) by 2030, organizations are called to develop ambitious strategies to enact change (United Nations News 2023), and advertising arguably plays a key role in this endeavor. Looking ahead, research on the role of advertising as a social institution and as a force for social good remains vitally important as society faces the multi-faceted and sticky problems of today.

## POTENTIAL TOPICS

We welcome submissions using diverse theoretical, conceptual, and methodological perspectives, and empirical approaches. We encourage prospective authors to review recently published papers in the *Journal of Advertising* to understand the Journal’s rigor and style.

Topics may include:

- Representational harms caused by technologies and environments such as AI, metaverse, augmented reality, virtual reality, and gaming
- Negative impacts of social media algorithms on consumer experiences, representation and well-being, particularly of vulnerable groups and marginalized communities
- The role of digital platforms, regulators, standards bureaus, activist groups, and other entities in fostering inclusion and well-being
- How new media environments are perpetuating extremism, violence, and threats to equality and equity
- Research on impactful and cutting-edge efforts illustrating inclusive, responsible, and ethical representation amidst disruptive environments
- Socio-cultural shifts impacting inclusion and well-being in advertising among different audiences, such as aging audiences and children
- How advertising can advance environmental sustainability and combat climate change
- How advertising can promote accurate healthcare information, and positive health practices and combat health misinformation
- Uses and influences of advertising addressing (over)consumption or promoting demarketing



## SUBMISSION GUIDELINES

Submissions should follow the manuscript format guidelines for JA found at <https://www.tandfonline.com/action/authorSubmission?show=instructions&journalCode=ujoa20>. The word count should be 12,000 words maximum (including references, tables, figures, etc.).

**The submission deadline is March 31, 2025**

All manuscripts should be submitted through the JA Submission Site. [The link to the submission site can be found at this link](#) (“Submit an article”). Authors should select “Article Type” (e.g., research article, literature review) on the first page of the submission website. On the second page, authors will be asked if this is for a specific special issue or article collection. Select “Yes” and select “New Challenges to Advertising” from the drop-down menu. Please also note in the cover letter that the submission is for the Special Issue on New Challenges to Advertising: A Call for Transformation, Well-Being and Positive Social Change.

- All articles will undergo blind peer review by at least two reviewers.
- The anticipated date for publication of the Special Issue is **February 2026**.

Any questions about the Special Issue can be sent to the guest editors: Drs. Linda Tuncay Zayer, Catherine Coleman, Shu-Chuan Chu, and Verena Gruber at [NewChallengesJA@gmail.com](mailto:NewChallengesJA@gmail.com). 

## REFERENCES

Chu, Shu-Chuan, Mark Yi-Cheon Yim, and Juan Mundel (2024), “Artificial Intelligence, Virtual and Augmented Reality, Social Media, Online Reviews, and Influencers: A Review of How Service Businesses Use Promotional Devices and Future Research Directions,” *International Journal of Advertising*, <https://doi.org/10.1080/02650487.2024.2325835>.

Coffin, Jack (2022), “Asking Questions of AI Advertising: A Maieutic Approach,” *Journal of Advertising*, 51 (5): 608–623.

Coleman, Catherine, Linda Tuncay Zayer, and Özlem Hesapçı Karaca (2020), “Institutional Logics, Gender, and Advertising within a Culture in Transition: Examining Strategies of Advertising Professionals in Turkey for Managing Institutional Complexity,” *Journal of Macromarketing*, 40(4), 510-527.

Fletcher-Brown, Judith, Karen Middleton, Helen Thompson Whiteside, Sarah Turnbull, Annamaria Tuan & Linda D. Hollebeek (2024), “The Role of Consumer Speech Acts in Brand Activism: A Transformative Advertising Perspective,” *Journal of Advertising*, <https://doi.org/10.1080/00913367.2023.2288828>.

Gurrieri, Lauren, Linda Tuncay Zayer and Catherine Coleman (2022), “Transformative Advertising Research: Reimagining the Future of Advertising,” *Journal of Advertising*, 51(5), 539-556.

Hartmann, Patrick, Aitor Marcos, Juana Castro, and Vanessa Apaolaza (2023), “Perspectives: Advertising and Climate Change—Part of the Problem or Part of the Solution?,” *International Journal of Advertising*, 42 (2), 430-457.

Harrison, Robert L., Kevin D. Thomas, and Samantha N. N. Cross (2017), “Restricted visions of multiracial identity in advertising,” *Journal of Advertising*, 46 (4), 503-520.

Huh, Jisu and Edward C. Malthouse (2020), “Advancing Computational Advertising: Conceptualization of the Field and Future Directions,” *Journal of Advertising*, 49 (4), 367-376.

- Huh, Jisu, Michelle R. Nelson & Cristel Antonia Russell (2023), "ChatGPT, AI Advertising, and Advertising Research and Education," *Journal of Advertising*, 52 (4), 477-482.
- Leonidou, Constantinos N., Verena Gruber, and Bodo B. Schlegelmilch (2022), "Consumers' Environmental Sustainability Beliefs and Activism: A Cross-Cultural Examination," *Journal of International Marketing*, 30 (4), 78-104.
- Rathee, Shelly, (2024), "Introduction to the Special Issue on the Role of Sustainability in Advertising," *International Journal of Advertising*, 43 (1), 1-6.
- Rodgers, Shelly (2021), "Themed Issue Introduction: Promises and Perils of Artificial Intelligence and Advertising," *Journal of Advertising* 50 (1), 1–10.
- Royne Stafford, Marla and Kathryn Ponders (2021), "The power of advertising in society: Does advertising help or hinder consumer well-being?" *International Journal of Advertising*, 40(4), 487–490.
- Schroeder, Jonathan (2021), "Reinscribing Gender: Social Media, Algorithms, Bias," *Journal of Marketing Management*, 37( ¾), 376-378.
- Scott, W. Richard. and John W. Meyer (1994), *Institutional Environments and Organizations*. Thousand Oaks, CA: Sage Publications.
- Timke, Edward (2019). *Disability and Advertising*. *Advertising & Society Quarterly*, 20 (3), <https://doi.org/10.1353/asr.2019.0024>.
- Tsai, Wan-Hsiu Sunny (2010), "Assimilating the Queers: Representations of Lesbians, Gay Men, Bisexual, and Transgender People in Mainstream Advertising," *Advertising & Society Review*, 11 (1), <https://doi.org/10.1353/asr.0.0042>.
- United Nations News (17 July 2023), "Halfway to 2023, World 'Nowhere Near' Reaching Global Goals, UN Warns" available at <https://news.un.org/en/story/2023/07/1138777>
- Verlegh, Peeter W.J., Stefan F. Bernitter, Verena Gruber, Noud Schartman, and Francesca Sotgiu (2021), "'Don't Worry, We Are Here for You': Brands as External Source of Control During The Covid-19 Pandemic," *Journal of Advertising*, 50 (3), 262-270.
- Willige, Andrea (2024), Building trust amid uncertainty – 3 risk experts on the state of the world in 2024," World Economic Forum, Davos Agenda, March 27, <https://www.weforum.org/agenda/2024/03/state-of-the-world-2024-uncertainty-trust-radio-davos/>
- Zayer, Linda Tuncay and Catherine Coleman (2015), "Advertising Professionals' Perceptions of the Impact of Gender Portrayals on Men and Women: A Question of Ethics?" *Journal of Advertising*, 44 (3), 264-275.
- Zayer, Linda Tuncay, Catherine A. Coleman and Lauren Gurrieri (2023), "Driving Impact through Inclusive Advertising: An Examination of Award-Winning Gender-Inclusive Advertising," *Journal of Advertising*, 52 (5), 647-665.

## CALL FOR PAPERS

# International Journal of ADVERTISING

SPECIAL ISSUE

## Political Advertising: Issues, Opportunities & Challenges Across the Globe

Deadline: February 15, 2025

### Special Issue Guest Editors:

Drs. Eric Haley, Michelle R. Nelson, and Chang-Dae Ham

### Deadline for submissions:

Feb 15, 2025

2024 is a Super Election Year – with national elections in more than 60 countries, including those with large populations (India, Indonesia, Mexico, United States). More than 2 billion people (about 25% of the world population) are heading to the polls (Bucholz, 2024). At the same time, record-level advertising spending could mean new ways to reach voters with information to help them make decisions. However, the potential for technology to positively or negatively impact targeting, messaging, and dissemination through Generative AI –leads to new research questions, new ethical and regulatory challenges, and new considerations for efficacy. There is also opportunity to better understand traditional and new forms of political advertising and message persuasion, to understand audience perceptions of political advertising, and to investigate the ways in which audience characteristics or political affiliations relate to advertising effects and efficacy.

Despite calls for research on political advertising nearly 15 years ago (Taylor, 2010) and a review with research directions in 2015 (Van Steenburg 2015), there remains ample opportunity for scholars across fields (e.g., advertising, communication, marketing, media studies, political science) and around the world to contribute their expertise to the political context. There is some evidence that people may not know much about political advertising or the way that it is regulated (e.g., Haley 2020; Nelson et al. 2021) and may question targeted or mistargeted ads, especially on social media (e.g., Binder et al. 2022; Hirsch et al. 2023). There is also concern over gender stereotypes in political advertising (Lee 2014), the way that algorithms classify and target people (Cotter et al. 2021) and suggestion that the narrative style of political advertising may relate to efficacy (McLaughlin et al. 2019). Yet, we don't fully know how or if (or why) political advertising works in the contemporary landscape or around the world.

This special issue calls for papers on political advertising. We encourage a wide range of topics and issues – across methods (qualitative, quantitative, empirical, historical, theoretical, computational, case study, etc.)– for this special

issue on political advertising. Comparative studies across countries or studies within a singular cultural context are welcome.

Research topics may address (but are not limited to):

- Misinformation, disinformation, and deep fakes in political messages
- Social media and political advertising
- Local geotargeting
- AI and political advertising
- Big data and targeting political advertising
- Local vs. National political advertising
- Efficacy in political advertising
- Classic political advertising campaigns
- Communication patterns in political advertising
- Political persuasion knowledge, interest, and behaviors in advertising campaign
- Social issues in political advertising campaigns
- Political engagement and disengagement among voters and advertising
- Political parties and advertising
- Segmentation and targeting in political advertising
- Gender and Diversity, Equity, and Inclusion in political advertising
- Ethics and Regulation in Political Advertising
- Message Content and Effects (Narrative, Valence, Emotions, Image, etc.)
- Measuring effects of political advertising
- Interpretations of political advertising
- Issues with negative political advertising
- News, media and political advertising

#### **Submission Window:**


- Deadline for submissions - Feb 15, 2025
- First review letters complete – July 15, 2025
- Revision deadline - Oct 15, 2025
- Second review deadline Jan 15, 2026
- Any final minor revisions as asked for by editors Feb 15, 2026

#### **Special Issue Guest Editors**

Eric Haley, Professor, University of Tennessee, Knoxville: [haley@utk.edu](mailto:haley@utk.edu)

Michelle R. Nelson, Professor, University of Illinois Urbana-Champaign: [nelsonmr@illinois.edu](mailto:nelsonmr@illinois.edu)

Chang-Dae Ham, Professor, University of Illinois Urbana-Champaign: [Cdham317@illinois.edu](mailto:Cdham317@illinois.edu)

References: available upon request due to space limitation. Contact the guest editors. 

# Announcements (Call for Nominations)

Submit a Manuscript to the Journal

Journal of Interactive Advertising

For a Special Issue on

Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising

**Submission deadline (extended): April 30, 2025**

Special issue guest editors:

Drs. Chang-Dae Ham, Ewa Maslowska, and Leona Yi-Fan Su  
(University of Illinois Urbana-Champaign)

**The *Journal of Interactive Advertising* inform you that the deadline of the special issue is extended to April 30, 2025.** We cordially invite researchers to submit contributions to a special issue dedicated to exploring the transformative roles and impacts of Artificial Intelligence (AI) as technology empowering persuasion agents, including but not limited to, the AI-powered virtual influencers, chatbots, social bots, AI assistants, voice recognition speakers, and/or conversational agents/assistants, in the context of advertising, marketing, and strategic communication.

The rapid integration of AI technology has revolutionized various facets of human existence in the realms of advertising, marketing, and strategic communication (Huang and Wang, 2023). AI plays significant roles in these areas, particularly as persuasion agents, replacing the roles that used to be owned and fulfilled by humans. AI-powered persuasion agents are successful at taking over human roles thanks to mentalization - a phenomenon that occurs when consumers encounter a certain persuasion agent, they have an innate tendency to understand the mental state and mind of the agent (Lee and Ham 2023). Recent years have witnessed a significant surge in research attention devoted to AI, unveiling potential roles of AI for advertising (Ford et al., 2023). This accelerated growth continually reshapes the landscape of AI-powered persuasion agents, encompassing its definitions, roles, impacts, and applications in advertising, marketing, and strategic communication.

AI-powered persuasion agents adeptly recommend various products and services to their followers, as evidenced by the works of Campbell et al. (2020), Franke, Groeppel-Klein, and Müller (2023), and Thomas and Fowler (2021). For instance, AI-powered influencers, described as "digitally created artificial humans associated with Internet fame, utilizing software and algorithms to perform tasks akin to humans," have significantly bolstered opportunities for growth in influencer marketing (Thomas and Fowler 2021, 12).

The rapidly evolving phenomenon of AI-powered persuasion agents and its social and behavioral impacts necessitate a state-of-the-art overview to propel future research. This special issue aims to solicit research contributions that enhance our comprehension of the continually evolving roles of AI-powered persuasion agents in the context of advertising, marketing, and strategic communication.

## Topics:

This special issue welcomes theoretical, conceptual, empirical, and critical research that focuses on any transformative role of AI as persuasion agents in advertising, marketing, and strategic communication.

Topics of interest include, but are not limited to:

- The roles of AI empowering persuasion agents, such as AI-powered virtual influencers, chatbots, social bots, conversation assistants, and shopping assistants in advertising and marketing communications.
- Consumers' cognitive and emotional responses to AI-powered persuasion agents.
- The impact of deepfakes as persuasion agents.
- Human versus AI-powered persuasion agents and their effects on advertising and marketing communications.
- Collaboration between human and AI-powered persuasion agents in advertising and marketing campaigns.
- Impact of AI-generated advertising on creative work.
- Psychological motivations of following and interacting with AI-powered persuasion agents.
- Overview of the impact of AI-powered persuasion agents on advertising research.
- Methodological approaches for studying AI-powered persuasion agents.
- Challenges, difficulties, and opportunities in investigating the roles of AI-powered persuasion agents in advertising, marketing, and strategic communication.
- Ethical and social issues related to AI-powered persuasion agents including age, gender, ethnicity, and/or socioeconomic status.
- Addressing social and ethical concerns related to gender, ethnicity, and socioeconomic status related to AI-powered persuasion agents.
- Status and recommendations for government regulations in the roles of AI-powered persuasion agents.
- The role of AI-powered persuasion agents in social activism.
- Exploration of the roles of AI-powered persuasion agents in diverse consumers across generations, gender, culture, ethnicity, and marginalized groups.

All submission formatting should follow the author guidelines for the *Journal of Interactive Advertising*. Please send any submission inquiries to the lead guest editor, Chang-Dae Ham ([cdham317@illinois.edu](mailto:cdham317@illinois.edu)).

#### Submission Instructions

- Select the special issue title “Roles and Impacts of Artificial Intelligence (AI)-Powered Persuasion Agents in Advertising” when submitting your paper to ScholarOne.
- Full-length and Rapid Communication manuscripts are welcome.
- Publication schedule: Accepted articles for this Special Issue Article Collection will be published in the *Journal of Interactive Advertising*'s first available regular issue (i.e., rolling publication); the articles will also be added to a Special Issue Article Collection page upon publication, along with an introduction and editorial from the guest editors.

Weblink: [https://think.taylorandfrancis.com/special\\_issues/roles-and-impacts-of-artificial-intelligence-ai-powered-persuasion-agents-in-advertising/](https://think.taylorandfrancis.com/special_issues/roles-and-impacts-of-artificial-intelligence-ai-powered-persuasion-agents-in-advertising/)

References: available upon request due to the space limitation. Contact the lead guest editor, Chang-Dae Ham ([cdham317@illinois.edu](mailto:cdham317@illinois.edu)). ✉

# Announcements (Job Positions)



**Department:** Zimmerman School of Advertising and Mass Communications (ZSAMC) / 0-1247-000

**College:** College of Arts and Sciences

**Salary Plan:** Regular

**Hiring Salary:** Negotiable

## **Position Summary:**

The Zimmerman School of Advertising & Mass Communications at the University of South Florida invites applications for the Zimmerman Endowed Professor in Advertising at the rank of Associate or Full Professor. This is a nine-month, full-time position starting August 7, 2025. Salary is extremely competitive, and the position offers generous funding for research, travel and program development. We seek an innovative and distinguished scholar who will contribute directly to the mission and advancement of the Zimmerman School and enhance the School's undergraduate and graduate programs.

## **QUALIFICATIONS (Education & Experience):**

### **Minimum Qualifications:**

The successful candidate must have a terminal degree from an accredited institution in advertising or a closely related field; a clearly defined and rigorous research agenda; and an established national/international reputation as a distinguished scholar. The successful candidate must have the experience and qualifications to teach undergraduate and graduate courses and to supervise Master's theses and professional projects in the M.S. in Advertising degree program. Must meet university criteria for appointment to the rank of Associate or Full Professor.

### **Preferred Qualifications:**

Preference will be given to senior faculty members and applicants with ability and experience to teach advertising research, advertising analytics, advertising strategy/planning and/or advertising management; relevant professional experience; and a professional network to build partnerships and opportunities for student and faculty development.

### **Information for Applicants**

This position is subject to a Level 1 criminal background check. This position is subject to Foreign Influence Screening. [House Bill 7017 \("HB 7017"\)](#)

**Posting End Date: Open Until Filled with review of applications beginning on October 25, 2024**

### **How To Apply**

Click on the Apply Now button. When applying to an opening you will have the opportunity to upload a cover letter and resume.

Apply online by completing the required information and attaching your cover letter and resume. Please include your experience as it relates to the qualifications stated above. **YOUR COVER LETTER AND RESUME, PLUS ANY**

OTHER REQUESTED MATERIAL, MUST BE IN ONE ATTACHMENT. Only online applications are accepted for this position.

When applying, please attach (as a **single** combined document): a cover letter that speaks to your qualifications for the position, CV, and names and contact information for three references. More documents may be requested for short-listed candidates.

Click [here](#) for additional tutorial information.

To request an accommodation with the application or interview process, please contact Central Human Resources by telephone: 813-974-2970 or email [HR-ADA-Request@usf.edu](mailto:HR-ADA-Request@usf.edu).

### **Equal Employment Opportunity**

USF is an equal opportunity, equal access academic institution that embraces diversity in the workplace.

Conclusion of this search is subject to final budget approval. According to Florida Law, applications and meetings regarding them are open to the public. For disability accommodations, contact Dr. Gregory Perreault at [gperreault@usf.edu](mailto:gperreault@usf.edu), a minimum of five working days in advance.

The University of South Florida does not discriminate on the basis of sex and prohibits sexual harassment. Any person may report sex discrimination, including sexual harassment (whether or not the person reporting is the person alleged to be the victim of conduct that could constitute sex discrimination or sexual harassment), in person, by mail, by telephone, or by electronic mail, using the contact information listed for the Title IX Coordinator. Reports may be made at any time either online or directly to the University's Title IX Coordinator.

USF's [Equal Opportunity Affirmative Action Statement](#).

### **Federal Rights**

Applicants have rights under Federal Employment Laws: [Family and Medical Leave Act \(FMLA\)](#), [Equal Employment Opportunity \(EEO\)](#) and [Employee Polygraph Protection Act \(EPPA\)](#).

### **Work Location**


Campus map and location overview: [USF - Tampa Campus](#)

### **About USF**

The University of South Florida is a high-impact global research university dedicated to student success. Over the past 10 years, no other public university in the country has risen faster in U.S. News and World Report's national university rankings than USF. Serving more than 50,000 students on campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF is designated as a Preeminent State Research University by the Florida Board of Governors, placing it in the most elite category among the state's 12 public universities. USF is a member of the American Athletic Conference.

### **Working at USF**

With more than 16,000 employees at USF, the University of South Florida is one of the largest employers in the Tampa Bay region. At USF you will find opportunities to excel in a rich academic environment that fosters the development and advancement of our employees. We believe in creating a talented, engaged and driven workforce through on-going development and career opportunities. We also offer a first class benefit package that includes medical, dental and life insurance plans, retirement plan options, tuition program and generous leave programs and more.

To learn more about working at USF please visit: [Work Here. Learn Here. Grow Here.](#) 



# AAA 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 (one-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, HoYoung (Anthony) Ahn at [hoyoung.ahn@pepperdine.edu](mailto:hoyoung.ahn@pepperdine.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** 