**President’s Column**

‘Tis the season...

*by Harsha Gangadharbatla (University of Colorado Boulder)*

Season’s greetings and happy holidays, dear AAA members. I hope all your fall semesters are wrapping up nicely and that you have something exciting and/or relaxing planned with your loved ones. This year I am thankful to our wonderful executive committee members (pictured below) who are working tirelessly to make our St. Petersburg conference a memorable and successful one. We just concluded our fall EC virtual all-day meeting, and I am excited to report that our conference planning is going swimmingly.

St. Petersburg Conference

Our annual conference will be held March 24-27, 2022, at the Bayfront Hilton Hotel in St. Petersburg, Florida. We have two exciting pre-conference sessions scheduled this year. A full-day pre-conference on Diversity, Equity, and Inclusion in Advertising Research, Teaching, and Practice, and a half-day session on Advertising in the Metaverse. Both sessions include a mix of academic and professional experts, and they promise to be excellent. Please plan your trip to arrive in St. Petersburg on Wednesday so you can attend these pre-conference sessions. I hope you will all register to attend in-person as soon as registration opens in the new year.

Updates

The inaugural AAA doctoral student symposium was a grand success by all counts. A total of 170 graduate students participated in the virtual symposium. The ad-hoc graduate student interest committee recommended making this an annual event and the EC agreed that this event would add more value to our members. Thank you to all the committee members and its chair, Jameson Hayes, for their work making this event a huge success. Next, the ad-hoc DEI committee had several great recommendations for the EC to consider at our fall meeting including but not limited to our organization adopting a DEI statement to be included in our policy manual, and the creation of a general DEI award to individuals and/or programs who do exemplary work to promote diversity, equity, and inclusion in our field. Thank you to the committee members

Continued on page 6...
My first study on children and advertising was conducted in 1998 funded by the Hong Kong Baptist University. A quota sample of 448 Hong Kong children with equal numbers of boys and girls from kindergartens and grades 1-6 were interviewed face-to-face. Nearly all the questions were open-ended. We asked questions about the understanding of advertising, commercials that they liked or disliked, perceived truthfulness of advertising in general, recalling brand names from slogans, as well as what parents told them about advertising. We used snapshots of commercials as visual prompts in identifying the comprehension of key messages of two commercials and two public service advertisements. Though coding of answers took us much time and effort, we established a baseline of findings and solid experience of researching children.

When I was a Fulbright scholar at Bradley University, I made a call to late Professor James U McNeal. He was interested in applying for government funding with me on children and advertising in China. With the award of US$40,000, we hired a market research company to videotape a week of children’s TV programs in national and provincial TV stations. Based on the taped materials, we conducted a content analysis study on children’s TV commercials in China and discourse analysis on children’s TV programs. Many of these programs put encouraged competition and promoted scientific knowledge. They assembled educational videos with so little fun. With the help of Professor Hongxia Zhang of Peking University, we conducted focus group interviews of parents and children in Beijing. Our funding enabled us to collect quantitative data of children and advertising among 1,600 children and their parents from three cities with different advertising development. We also conducted secondary data analysis of regulations of advertising to children and interviewed creative directors as well as regulators on dos and don’ts in advertising creativity. For example, Santa Claus would not be allowed to appear in children’s commercials because of his “religious” origin. Our work resulted in several journal articles and a research monograph “Advertising to children in China” (Chinese University of Hong Kong Press, 2003). The book manuscript was prepared in the SARS period when classes were suspended. Professor McNeal shared with me many behind the scene knowledge of academic publishing. He complimented my energy and productivity.

We continued this research agenda and completed studies on children’s consumption behavior, children’s materialistic orientation, and its relationship with advertising exposure. After taking Russell Belk’s intensive course on videography, we interviewed children in Shanghai and rural Chengdu and produced two teaching/research videos. Inspired by McNeal’s study of asking children to draw “what comes to your mind about shopping” as well as Chaplin and John’s brand collage study, I experimented with a research method that asked children to complete a drawing followed by face-to-face interviews. I asked children to draw their imagined children without or with many new toys. I asked adolescents to draw their imagined young person without or with many branded goods. These pictures together with the narration provided rich and vivid details that expressed their complex perception of personality traits linked with material possessions. More collaborative researchers and postgraduate students were on board collecting qualitative and quantitative data about materialism in rural and urban

Kara Chan Bio:
Dr. Kara Chan (PhD in psychology; City University of Hong Kong) worked in the advertising profession and as a statistician for the Hong Kong Government before she joined the academia. Her research areas include advertising and children/youth, as well as cross cultural consumer studies. She is the editor-in-chief of Young Consumers. She has published eight books as well as over 170 journal articles and book chapters. She was a Fulbright Scholar at Bradley University. Her journal articles won five Emerald Literati Network Awards for Excellence. She received Outstanding Performance in Scholarly Work at Hong Kong Baptist University in 2006 and 2014 and a Knowledge Transfer Award in 2016. She was the recipient of President’s Award of Outstanding Performance in Research Supervision in 2018, General Education Teaching Award 2020/21, and the Finalist for the 2020 University Grants Committee Teaching Award. She served as the editor-in-chief of Young Consumers since 2020.
China, Macao, as well as Singapore. All the datasets were documented and shared in the digital humanities platform.

The research agenda continued to develop, with projects on promoting healthy eating among young persons, advertising appeals on food and beverages, discourse analysis of children’s popular TV programs in China, gender portrayals of women in advertising, as well as young consumers’ response to advertisements using traditional and non-traditional gender images. When I visited late Professor Birgitte Tufte of Copenhagen Business School in 2006, we came up with the idea of asking tween girls aged 10-12 to take pictures for a week from the media they used that were about what girls should do or should not do, and what girls should be or should not be. It was at that time a pioneer visual method as digital cameras provide a powerful way to study media content exposure and audience’s interpretation. Unfortunately, this cross-cultural study did not generate much output as Birgitte’s health deteriorated.

The research agenda introduced me to scholars, including Professor Dafna Lemish, founding editor of the Journal of Children and Media, and Maya Gotz. They formed a research team with over twenty scholars to conduct a multi-country content analysis of gender portrayals in children’s TV programs and discussed the findings physically at the University of South California. I connected with the Children and Teens Consumption research network and met many scholars at the two conferences in Angouleme, France. I was invited to contribute to book chapters, present our works in specialized conferences, review journal manuscripts, serve as external examiners for doctoral dissertations, and invited to be the editor-in-chief of Young Consumers.

I designed a special topic course titled “Children as consumers: Marketing to the youth”. It started as an elective course at the communication program, and now became an interdisciplinary general education course as well as an elective postgraduate course. As a firm believer in research-informed teaching and learning, our undergraduate and postgraduate students conducted over ten course-based research projects on children/youth and marketing communication using both qualitative as well as quantitative methodologies. Many of them were published as journal articles and book chapters. The most recent published work was on children’s understanding of online influencers as a new form of advertising. Students gained qualitative interviewing skills, appreciated how knowledge was constructed through empirical studies, and identified the ethical considerations in research on children.

Looking back, the research journey has been enjoyable and rewarding. It also nurtures a few talented graduate students including Fanny Fan Yee Chan, and Fei Fan. Children nowadays are exposed to new forms of advertising and commercial content. There is an urgent need to update the research agenda to benefit marketers for responsible communication, policy-makers, parents, and educators. It is hoping that more empirical studies will be conducted to develop theories that can explain how children’s understanding and responses to advertising differ by different variables, including age, gender, parental socialization, peer communication, culture, and media contexts.

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Have Items for the Newsletter?

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

Send your news items to the Editor, Joonghwa Lee, by January 15, at joonghwa.lee@und.edu.
Teaching Feature

Advertising and Story-telling
by Samuel M. Tham (Colorado State University)

My contribution to this issue’s teaching feature goes back to my time before academia, in my roles as an entrepreneur, account executive, and leader of a corporate communications team. My foray in advertising has provided me with a bountiful collection of tales that has strengthened my pedagogy. Storytelling is the lifeblood of advertising, and I am honored to share some of my favorite stories that have helped me in the classroom with the hope that in the future, they may also help yours.

Team Projects and Timelines
Team projects are often a bane for even the best of students. A story that I like sharing is about a co-worker with whom I never got along. Let’s call him Bart. We shared an office and often had “thermostat wars.” Being from the north, Bart liked it a little chilly, while I, hailing from Singapore, liked it a little more toasty. After months of warring over the thermostat with both of us cranking up and down the temperature, I finally realized we needed to talk. Bart nonchalantly responded, “What is there to talk about? You can always put on more clothes, I cannot take off more.” And that was it.

Sharing this tale with students has helped them understand the necessity and perils of teamwork. This extends beyond the classroom and into the working world. Students need to realize that it is likely they will work with people who have completely different personalities and work styles from them. They may even end up working with coworkers that annoy them. Thus, communicating expectations beforehand provides a good starting point.

To communicate expectations, I assert that students create a timeline for team projects. Students in each group create a shared timeline to show the flow of their work. By having them solidify deadlines and the person responsible, it helps track where the proverbial buck has stopped and who is accountable. While not always a perfect solution, it has helped mitigate conflict.

Expect More, Demand More
I always hope to instill resilience in my students. One story I use as a reminder of resilience is from a client project that went through 18 rounds of revisions for a logo design. At one point in the process, the creative director quit both the project and agency, because he could not creatively comply with the client’s request. It was heartbreaking, but the rest of us came out stronger.

There is an illusion that advertising is nothing but a creative stroke of genius, yet this is a fallacy we tell ourselves. It takes a good deal of hard work with many revisions to produce quality advertising. Often my students believe that their first work is their best work. I try to adapt and change this mindset with how I coordinate client projects. Instead of having the clients view students’ final project at the end of the semester, I invite them to preview the students’ work around the semester’s midpoint. During this time, students show their mockups, receive constructive criticism, and spend the rest of the semester working on revisions. It becomes a process of building up, tearing down, and building back up better than before. Quality is forged by fire, so this is one way we can demand more from our students to do better.

Marginal Utility
We all have our stories about terrible supervisors. Mine goes like this: it was a Friday afternoon, and I was heading out for the weekend. My supervisor beckoned me into his office. Guess what? He had “homework” for me. He wanted me to be the canine maven for a client meeting (pet-food company) the following Monday. He handed me a dog book. The assignment: memorize all the different types of hunting dogs in the book so I can impress the client with my knowledge.

I thought then, and still agree this very day, that it was an exercise of futility. There is a sense of
During these recent times of restricted travel and health precautions, we as advertising educators may be especially missing travel (especially international travel) in part due to learning about other cultures and the inspiration we get in experiencing other countries and their advertising and integrated brand promotion. Some of the best examples of advertising and marketing communications or branding are often outside those environments we regularly are exposed to or interact with. One of our favorite aspects of being a professor and working in a university setting is the diversity and getting to know and learn from international students and colleagues who bring such wonderful and needed perspectives to our field and our research — and especially to our teaching.

The purpose of this article is twofold: 1) to spark or reignite our purpose as advertising educators and suggest that we more purposely spark a global mindset in advertising and integrated marketing communications education and 2) to introduce or remind you of the AAA’s international ads database as a teaching resource. This call and challenge are especially for those of us who do not regularly teach a course on international or global advertising/marketing or such. We hope we can inspire our peers (and remind ourselves) how much better our courses can be when we as educators and influencers adopt a way of thinking about our field as truly international in nature. We also hope we can help you out by showing you a great resource because we understand the life of an active faculty member is often constrained among our research, teaching, service, and caretaking.

A lot of us, as educators, already know how crucial and fantastic diverse and international mindsets are and how they sincerely improve the educational landscape. A mindset is defined as “the beliefs people have about the nature of human characteristics” (Murphy and Dweck 2016). In the advertising education context, we define a global mindset as “a set of beliefs and perspectives about global and international subject matters”. It is congruent with the notion of a “fresh start mindset”, that was proposed by professors as a “belief that consumers are able to generate a new beginning and map a new course in their life despite past or current circumstances” (Price et al. 2018). But sometimes our students, especially our undergraduate students, have not yet had the spark or “disorienting dilemma” (Mezirow 1993) to realize that there is a great big world of advertising and marketing out there that is not necessarily in line with how it is done in their home culture.

Many of our students have not had the opportunity to travel abroad in their short lives, and for them advertising and marketing examples are limited to what they have seen at home or in textbooks — which don’t always do the best job showcasing international and diverse examples outside of textbooks devoted to international/global advertising. In fact, a recent exploratory content analysis of marketing textbooks finds that many marketing undergraduate textbooks mythologize marketing by not placing enough emphasis on a balanced perspective of the field–largely neglecting the “dark side” of marketing and unintended consequences of marketing on various stakeholders (Bottini et al. 2022). Similarly, it is plausible that textbooks in the fields of marketing and advertising could do more to emphasize international and diverse examples of ads, sponsorships, and other forms of integrated marketing communications to help propagate and inspire a more global perspective of the field.

Angeline Close Scheinbaum (Clemson University) & Sydney Chinchanachokchai (University of Akron):

Angeline Close Scheinbaum is the Dan Duncan Professor of Sports Marketing and Associate Professor of Marketing at The Wilbur O. and Ann Powers College of Business at Clemson University. Her research is in consumer behavior with a focus in contexts of sport and e-commerce/social media. Within sport, she measures event sponsorships and their economic impact, fanbase demographics and behavior, consumer brand perception and the role of branded events. She’s worked with sport events sponsored by AT&T, Ford, Dodge, Volkswagen, Suzuki, Mazda, and Lexus. In online consumer behavior, she is continuing work on consumer online shopping cart abandonment and online word-of-mouth. Scheinbaum has co-authored impactful journal articles, book chapters and books including Advertising and Integrated Brand Promotion. Before joining Clemson, Scheinbaum was Associate Director for Research at the Center for Sports Communication & Media at the University of Texas at Austin and associate professor in the Stan Richards School of Advertising & Public Relations. Her degrees are in advertising and marketing from The University of Georgia.
mindset in students.

How can we as advertising educators include more examples of international or global ads in our classrooms, books, and in our research? Instead of international travel, which may be on pause for many of us lately, we aim to help bring international ads examples to you, so you don’t need to travel abroad to gleam the inspiration. We are excited to introduce or reintroduce AAA's Global Ad database and show appreciation to the AAA Global and Multicultural Committee (GMC) and its members who are passionate about creating an online information resource center for all things related to global and multicultural advertising.

First is the Global Ad Database with sample ads. This shared document contains examples of advertisements from different countries around the world. It provides advertising educators with various ad examples from different countries to be incorporated into their classes on various advertising topics. In addition to the advertisements, the authors also give detailed explanations and context information about the campaigns in the notes section.

Second is the Advertising in Different Countries and Cultures document. This document contains more in-depth information about a specific country and its culture, and the cultural influences on the local advertising campaigns. The detailed description helps readers understand global ads from a cultural and/or socioeconomic lens and can be easily integrated into teaching preparations or a potential research pitch. The GMC committee started with the Advertising in Asia document. Currently, the committee is building more databases from different continents around the world, such as Europe and Africa.

In addition, the GMC provides teaching resources for advertising educators who are interested in teaching classes related to international and global advertising. These resources include course syllabi and pedagogical research articles related to multicultural/ international/ cross-cultural advertising. To view and download the documents mentioned above, you can visit the GMC advertising resource page on the AAA website ([LINK]).

Despite the impact of the COVID-19 pandemic that has put the world, particularly international travels, on hold, advertising educators can still introduce and plant the global mindset seed in their students and expose them to international and multicultural advertising in the classroom. The mission of the GMC committee is to promote and facilitate the AAA’s role as a leading forum for sharing knowledge about scholarship, education, and practice in global and multicultural advertising.

References

Continued from page 1 by Harsha Gangadharbatla.

and its chair, Marla Stafford, for their work on this important initiative.

In Closing
I’d like to thank all our officers, committee chairs, and committee members who continue to work tirelessly for our organization. We are a volunteer organization, and I am amazed at the number of people who put in so many hours of service to ensure our organization continues to thrive. Have a great start to the new year and I hope to see you all in person in 2022.

Sydney Chinchanachokchhai Bio: Sydney Chinchanachokchhai is an Assistant Professor of Marketing at the University of Akron. She received her Ph.D. from the University of Illinois at Urbana-Champaign. Her primary research interests are in the areas of distractions, ad avoidance, cross-cultural consumer behavior, diversity in advertising, and advertising effectiveness. She has previously published articles that appeared in the International Journal of Research in Marketing, Journal of Business Research, International Journal of Advertising, and Computers in Human Behavior among others. At the University of Akron, she teaches Integrated Marketing Communications and Digital Marketing.
The ANA Educational Foundation (AEF) has provided the AEF Visiting Professor Program (VPP) for the current ad professors who would like to enhance their understanding of ad industries. The AEF also provides the AAA–AEF Visiting “Future” Professor Program for current Ph.D. students. Some of AAA faculty and student members who participated in this year’s programs would like to share their experiences. We hope many AAA members will benefit from these programs. – Editor –

by Frauke Hachtmann (University of Nebraska-Lincoln)

When Joonghwa asked me to write a special topic feature about the ANA Educational Foundation’s Visiting Professor Program (VPP), I enthusiastically accepted the invitation. Why? Because participating in the program is hands-down the best professional development opportunity for advertising and/or marketing faculty. The VPP’s purpose is to provide faculty with practical and innovative developments in the profession and so far, more than 800 professors have participated in the program over the years. At the heart of the program are the AEF’s strong partnerships with the top advertising agencies across the country and in the world, who freely and openly share their wisdom with participating faculty.

I am lucky to have been an AEF visiting professor not once, but twice! Prior to the pandemic, the VPP was a two-week in-person immersion program. Almost a decade ago, I applied for the program because I teach a wide variety of advertising and public relations courses and my professional experience was in sports marketing and not in an agency setting. I was thrilled when I learned that I had been accepted into the program and that I would be paired with J. Walter Thompson (now Wunderman Thompson), New York.

In June of 2012, I spent two weeks at JWT headquarters in New York City, and became part of two account teams: one for a global bank and another one for a rheumatoid arthritis drug. JWT treated me as if I were a permanent part of the team. I was invited to briefings, status updates, meetings with legal, and receptions with clients. In return, I was able to contribute to the two account teams by providing research and I also gave a couple of talks to the agency about advertising education. As part of the in-person immersion program, the VPP fellows also visited other agencies and exchanged experiences with each other.

As a result of COVID-19, the VPP moved from an in-person immersion program to a virtual program and so I participated in the program again this past summer. Over the course of five days in June, participating faculty had the opportunity to attend cutting-edge presentations by executives from IBM, McCann, Ogilvy, R/GA, and Publicis Media. The presentations were thought-provoking and led to even deeper discussions in Zoom breakout rooms around topics like classroom teaching challenges, potential partnerships between the industry and academia, and the impact of technology. A strong focus of this year’s program was on diversity in advertising and what the industry is doing to build a more inclusive community, while advancing dialog around important social issues and affecting change.

Both of my VPP experiences were incredibly valuable for my personal and professional development. Here are five ways

Frauke Hachtmann Bio:
Frauke Hachtmann is a professor at the University of Nebraska-Lincoln College of Journalism and Mass Communications, where she holds the William H. Kearns Chair in Journalism. Her most recent research explores the impact of global crises on advertising practice as well as the strategic use of emerging media in sports media and communication. She has published in the Journal of Digital and Social Media Marketing, the International Journal of Sport Communication, the Journal für Sportkommunikation und Mediensport, the Journal of General Education, Advertising & Society Review, the International Journal of Learning, and the Journal of Advertising Education. A former media coordinator and sports marketing professional, Hachtmann holds a Ph.D. in educational studies, an MBA, an MA in journalism, and a bachelor’s degree in advertising. She is a board-certified life coach working with people in higher education as well as a certified online instructor.
in which my involvement in the VPP has impacted my growth as a faculty member:

1. **Lasting connections with industry.** After completing the VPP, I stayed in touch with people I met at JWT, including the agency’s Director of Research. My college had some funding available and we invited him to speak to our students about market research and how it informs strategy in practice. I also partnered with a JWT account executive on an awareness campaign around mental health on campus and he became our client for the semester.

2. **Innovative case studies.** All of the sessions I attended provided food for thought around teaching innovation and ideas for current case studies that are not available in textbooks.

3. **Ideas for research.** My industry connections led to a new research project about the impact of COVID-19 on advertising practice. I was able to rely on several connections I made during the VPP to recruit participants.

4. **Curricular change.** Participating in the program sparked discussions about our curriculum and how to integrate current changes in the industry, including media, technology, and diversity.

5. **It’s fun!** Taking time out of our busy schedules to learn new insights and connect with industry executives and fellow faculty at other institutions is priceless!

by Courtney Bosworth (Radford University)

Many years ago, when I first started teaching advertising, I heard of this event in the summer called the VPP, or Visiting Professor Program, operated by the ANA Educational Foundation. Let’s just say this is not something you should wait for – it’s too good and will change the way you teach. This past June, the VPP program was a virtual affair during five weekly afternoon sessions.

On Monday, representatives from McCann Worldgroup approached the topic of how everything about advertising is now different – it’s no longer your parent’s advertising anymore. From big data and social media, to streaming television and mass personalization, the entire concept of advertising is changing. It’s no longer about exposing as many eyeballs as possible to your message and brand but engaging your customer and audiences with your brand. The goal is about “helping brands earn a meaningful role in people’s lives.” The afternoon session then discussed how diversity, equity, and inclusion comprise the foundation of this relationship. The brand world is demanding that not only their messages and communication be inclusive, but the agencies and suppliers also be diverse and inclusive.

Tuesday had Ogilvy representatives discussing how the change being driven by people is impacting how brands need to communicate. You cannot simply talk to people the way we have in the past because people have taken control of the narrative of society. The last shred of idea that you can market to everyone the same across the country is dead. You must market down to the local level. People are also simplifying their lives and letting things go that are not essential or bring them joy. Your brand must demonstrate it belongs in people’s lives. And Gen Z is not impressed with how the world is being run. They want change.

Wednesday was a very informative day with Raja Rajamannar, the CMO of MasterCard speaking about how the new marketing mindset is going to require us to deal with more change than we have ever experienced at one time. In the 1990s it was database marketing. In the 2000s, it was the first wave of digital, leading to the transformation of marketing over the Internet in the 2010s. The 2020s will see us dealing with concepts of artificial intelligence and NFTs and digital currency all at the same time. Representatives from R/GA expanded on this and how brands can use innovation to lead in this new economy.

Thursday’s presentation demonstrated how advertising is not...
your old print and broadcast world anymore. Representatives from IBM Watson discussed how the Watson project is intimately involved in the world of advertising from targeting audience through weather forecasts to helping brands selection social media influencers or be able to predict target audiences not on how they look but based on how they behave, doing this all through analyzing billions of data points and delivering higher engagement. Friday continued down this line of thinking with Wavemaker talking about the new media world.

As good as all the presentations from the agencies and suppliers were, the real benefit were the discussion sessions between all the faculty participants. You make a lot of acquaintances and develop opportunities for research or expand teaching capabilities with guest lecturers. To me, this was the real benefit of the VPP – meeting new people I can call colleagues and friends. My one suggestion is to not wait ten or twenty years to apply for the Visiting Professor Program. Do it this year.

by Saima Kazmi (University of Colorado Boulder)

This summer, I had the opportunity to participate in the virtual Visiting Future Professor Program organized by the AAA and AEF. The program provided an excellent opportunity for doctoral students in advertising and marketing fields to get acquainted with the recent industry developments with the objective of application of these skills as future professors.

This year, the program was organized virtually due to the Covid-19 pandemic. Despite the constraint of virtual modality, the organizers were successful in making it an interactive event through thoughtful design and engaging domain–experts and thought–leaders from industry. The five-day schedule was packed with presentations by senior executives from organizations such as IBM, Mastercard, McCann Worldgroup and Oligivy, each with an opportunity for live chat, breakout rooms and Q&A sessions.

The program kicked off with a warm welcome from the organizers and an overview of the contributions that AEF is making in promoting research and internship opportunities. The presentation by McCann Worldgroup discussed how advertising is helping brands earn a meaningful role in people’s lives. AEF also led a discussion on diversity, equity, and inclusion in these unprecedented times. Olgivy shared their marketing campaigns that facilitated innovative brand engagements during the pandemic. The following sessions were focused on the current practices in advertising using technology by IBM, R/GA’s innovations in the new economy and the changing landscape of media with Wavemaker. The live conversations in the chat box and the Q&A session with the presenters brought in diverse perspectives from scholars and the industry experts elaborated on their brand strategies through their recent case studies. I found this exchange of ideas insightful and thought-provoking. Additionally, there were two breakout sessions moderated by professors that allowed for us to connect with the academia. The discussions in the breakout rooms was stimulating and covered current advertising practices, technological disruptions and reflections on our takeaways from the sessions that we can apply to the academic setting.

During summers while I was teaching Strategic Thinking to advertising and public relations students at CU Boulder, I was able to incorporate my learning from the AEF–VPP into the course. The industry insights and case studies were invaluable. Not only could I offer a fresh perspective to the content, but also the students found the projects more engaging and relevant. In sum, this program has immensely enriched my learning. I will be taking this knowledge to benefit my research and teaching. I would highly recommend this program to graduate students who want to do research and teach in this field.

by Ellie Yang (University of Wisconsin-Madison)

This early June, I attended the virtual Visiting Future
Professor Program organized by AAA and AEF. The five-day program focused on the theme “Before and after: Marketing and advertising in the age of Coronavirus," which was designed to connect researchers and professionals to share insights about the advertising community. This virtually online program attracted more than 150 faculty and students and consisted of interactive sessions for keynote speeches from well-known companies such as Ogilvy, IBM, Facebook, and McCann. The program was full of thoughts that helped pave the way for future advertising research and teaching.

I was intrigued most by the conversations about the intersectionality of media technology and advertising. The Ogilvy team shared their experiences on their marketing strategies for millennials through harnessing social media trending and video techniques, which echoed my research interest in digital advertising for niche markets. The AI tool developed by IBM was fascinating as it provided an efficient way for small marketing agencies to integrate massive online data for strategy making at less expense. Raja Rajamannar, the Chief Marketing Officer of Mastercard, shared his forward thoughts about business tactics in the ever-evolving industry, which initiated a lively discussion about technology disruption for marketing practices. Those novel techniques I learned from them could not only spark my research ideas but also assist in curriculum development on teaching cutting-edge media technologies in advertising.

Apart from gaining knowledge in technology, I was also touched by the diversity, equity, and inclusion (DEI) values the program advocated. The McCann Worldgroup presented the project “Diversity, Equity & Inclusion in Advertising: The Business Imperative in Our New Normal," aiming to raise the awareness of inclusiveness and diversity for marketing growth was convincing and compelling. The value of DEI is particularly essential for brand image building during an ongoing global pandemic.

Last but not least, I enjoyed very much the breakout session and sharing of key take-aways the program designed. Such interactive activities connected me with other attendees; we learned about some exciting computational advertising projects together. We also exchanged opinions about establishing an engaging classroom, keeping pace with technology innovation, and reflecting DEI values in research, along with opportunities for collaboration in the near future. As a graduate student on the job market, I was excited to learn about some emerging job openings in the fall. In all, I appreciated the AAA–AEF organizers very much for providing us with a great digital space to bond and network in a scholarly community. I highly encourage peers and fellows to join this event next year!

Ellie Yang

Bio:
Ellie Yang is a Ph.D. candidate at the University of Wisconsin–Madison. Her research focuses on optimizing digital media and message effects for strategic communication. By applying computational and conventional approaches, she observes digital communication patterns among the targeted populations and provides insight into communication strategies tailored for behavior change. She also specializes in social and mobile media analytics. Her work has been published in the International Journal of Communication, Journal of Health Communication, Chinese Journal of Communication, Journal of Geovisualization and Spatial Analysis, and Journal of General Internal Medicine, among others. Prior to joining the Ph.D. program, she worked as an online video editor in a media agency in Hong Kong.

Have Items for the Newsletter?

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

Send your news items to the Editor, Joonghwa Lee, by January 15, at joonghwa.lee@und.edu.
Slightly older and a bit wiser, I am confident in my advice to future students when recommending that they make time for the American Academy of Advertising as a professional network worth joining. AAA not only opens doors to a tight knit network, but also provides friendships accompanied by invigoration for the advertising industry. It’s because of AAA that I’ve had the opportunity to collaborate as an ad hoc graduate student committee member. It was just recently when I was joined by fellow advertising graduate students from across the country on a Zoom call. Likely to “break the ice”, Dr. Jameson Hayes asked if we had ever attended an AAA conference. After a few moments of fondly recalling back to an in-person conference (and all the fun culture that came with it), I was taken back to a time when I presented my first academic work. AAA had been hosted that year in Arizona before the current unprecedented times of a global pandemic. Then, a seemingly meek master’s student with big dreams to open a social media marketing agency and no idea that I would later return to pursue an academic career. Being the best advisor and mentor, Dr. Gary Wilcox had enlisted me to present our work as we explored the ROI of social media. Somewhat novel at the time, the social media performance model employed time series analysis to understand how behavioral measures associated with social media related to purchase intent and website visits. Almost a decade later after a successful run as an entrepreneur and advertising practitioner, I found myself back on the 40 acres at The University of Texas in the Stan Richards School of Advertising and Public Relations. Life had changed in more ways than professionally, but it was the immersion in social media data and the hundreds of thousands, if not millions of conversations that I had seen that beckoned me to inquire about the larger implications of social media. It was then when I realized that academia was once again calling me back.

Now three years into the program, I’ve had the pleasure of continuing to work with social media and consumer behavior data. A social media researcher now considering artificial intelligence and machine learning, I’m working toward contributing as a computational advertising scholar. Wilcox is my dissertation co-chair joined by Dr. Laura Bright, fellow AAA member. Bright introduced me to Hayes who is leading the graduate student committee and kindly included me in the coordination of the first inaugural graduate student symposium that was hosted in September. The network, fellow academics and friends that have engendered from the AAA continue to provide a valuable support system for my academic pursuit. The people I’ve met are also some of the most enjoyable and inspiring colleagues. Beyond friendship, I’m inspired by the women who have paved the way for future scholars like myself. Some of whom (thank you!!) were so gracious with their time and service, joined as speakers at the recent symposium and offered tips and advice for future young scholars. In reflection, I am happy to advocate on behalf of the AAA organization. You never know when a future student may find the timing is just right to submit their doctoral application.

Kristen Leah Sussman Bio:

Kristen Leah Sussman is a doctoral candidate and social media researcher who studies people and their behaviors using behavioral trace data. She employs quantitative and computational methods to examine research questions with an advertising perspective. Broadly, her work studies media effects relating to digital consumer engagement. She works as a teaching assistant and grant-funded graduate research assistant in the Stan Richards School of Advertising and Public Relations at The University of Texas at Austin. Sussman also draws upon her professional expertise having owned and founded one of the first social media agencies in Austin, TX.
I remember my first time attending AAA in 2016 as a senior in college. Dr. Hoyoung Ahn, my university professor who knew I was interested in the Advertising master’s program, asked me if I was interested in going to the conference. At the conference dinner, I coincidentally sat next to Dr. Tom Kelleher, who later became my master’s and Ph.D. advisor. Back then, I never saw myself as a Ph.D. student, and it proved to be a stressful role with numerous time-sensitive tasks. Looking back, there are a number of things I wish I knew as a first year, which I’ve listed out below:

1. **Maintain work-life balance.** My first year in the program, I did not rest. I worked during the weekends and failed to find a balance that allowed me to take breaks. You need to find a daily routine that works for you. Look after yourself, or you will eventually burn out.

2. **Communicate with your advisor.** I constantly communicate with my co-advisors, Dr. Benjamin Johnson and Dr. Tom Kelleher. I update them about my current research, future research plan, teaching, job searching, and other aspects of daily life. Their guidance and courage keep me going. Communicate with your advisor and it will ensure a successful graduate training experience.

3. **Organize your work.** I’m not one to care about document titles. However, once I started writing many papers for class assignments and personal research, I realized that it became gradually more difficult for me to find a document. Organizing your work early by using meaningful labels will save you time later on.

4. **Don’t be afraid to teach.** I remember the very first day of class as a first-time instructor for the Media Planning. I was nervous and scared because I doubted my ability as an instructor and consulted several faculty members for advice. Talk to advisors and instructors and ask for detailed feedback from your students to improve your skills as a teacher. Now, I’m in my fourth year of teaching and it is one of my greatest joys.

5. **Start your dissertation early.** I was naive to think that selecting my dissertation topic would be a seamless and simple decision. The dissertation requires a lot of effort, and you will be making countless revisions. Start early on and you won’t regret it.

6. **Back up your work.** Why do bad things always happen to me? I screamed at the top of my lungs when my laptop just blacked out without any warning. Always back up your work unless you want to experience what I went through.

7. **Socialize with your cohorts.** Now that I’m on the job market, I get caught up in negativity and worrying about my future. My cohorts and I constantly encourage one another and keep our mental health in check.

8. **Participate in lab groups.** I was given an opportunity to participate in various lab groups, including Dr. Robin Goodman’s, Dr. Benjamin Johnson’s, and Dr. Tom Kelleher’s. Research collaboration increases our research competence and productivity.

9. **Publish your research.** I always tried to publish work I wrote during graduate courses. Don’t hold onto your work. Try to furbish it and publish it. It might not always work out at once, but it will eventually find the right journal.

10. **Tell yourself you are the best.** Don’t ever compare yourself with others. Cast a spell over yourself and tell yourself that you are the best!

**Susanna S. Lee Bio:**

Susanna S. Lee (sslee@ufl.edu) is a Ph.D. candidate at the University of Florida’s College of Journalism and Communications. She has repeatedly taught two undergraduate courses: Digital Insights and Media Planning. Her research goals are directed to understand how consumers process strategic communication on social media and the effects of media usage on emotions and well-being.
“What motivates you in your life?” I was asked this question in a job interview. I don’t quite remember exactly how I responded to the question “during” the interview, but since then my train of thought traced back to the very first moment when I decided to study abroad in the United States – with sparkling motivations to be an aspiring advertising scholar and educator. It all started from my undergraduate studies when I majored in English with none of the academic background in advertising. In 2015, I got a chance to visit the University of North Dakota as an exchange student without knowing that this would be one of my life-changing events. It was one of those common days as a student waiting for my friend in front of the Merrifield building on campus until I ran into Dr. Joonghwa Lee who kindly approached me and started conversations. He invited me to his office, introduced career opportunities available in the U.S., and most importantly, what it is like to study communication as a scholar. Then, he handed me an article written by Dr. Kelly Chu and Dr. Sejung Marina Choi (2011) about electronic word-of-mouth in social networking sites. It took me quite a bit of time to read and understand at least half of it, but as I kept trying, I realized that exploring the field of communication and advertising could be something I can truly enjoy. Since that moment I still cherish to this date, my curiosity and motivation to understand and solve problems in advertising sparked, and brought me to continue graduate studies conducting meaningful research that may contribute to advancing the field.

Currently, as a doctoral student at the University of Alabama, I study how consumers view brands as relationship partners, and what contributes to sustainable consumer-brand relationship building through networked communication on various emerging digital platforms. With my area of expertise, I’m passionate about teaching my students to learn how to bring the importance of building relationships among consumers and brands in the campaign planning process. At the University of Alabama, I’ve been lucky enough to meet and work with Dr. Jameson Hayes who has not only put tremendous time and effort serving as my doctoral advisor but has also become one of my biggest supporters academically and mentally, among all the other outstanding and supportive faculty members (calling Dr. Nancy Brinson and Dr. Steven Holiday here!). Following Dr. Hayes’ scholarship and mentorship, I have realized what motivates me as a scholar and educator – growth in perseverance. It was hard getting through cloudy times when I couldn’t see immediate positive outcomes from my continuous endeavors in research and teaching. Nevertheless, although it may sound too cliché, I learned that believing in what I do and keeping the faith would ultimately help me grow, and results will follow. Growing aches indeed, but it’s bearable when you have this little piece of motivation you keep carrying, and a group of people supporting you on the way.

As I get closer to the end of my graduate career, writing this column has been very joyful and reminiscent of all the good people and times spent in North Dakota and Alabama as a graduate student; along with the two extreme kinds of weather, yes. I hope you also enjoyed a little bit of my personal story as a graduate student and a hopeful educator!

Haseon Park Bio:
Haseon Park (M.A., University of North Dakota) is a 3rd-year doctoral student at the University of Alabama. Her research interests include examining how consumers build sustainable relationships with brands through networked communication in emerging digital platforms, particularly looking at the influence of unique communicators, advertising format, and creative content/network characteristics. Her work has been presented at the annual conferences of American Academy of Advertising and Association for Education in Journalism and Mass Communication, and published in peer-reviewed journals including the Journal of Interactive Advertising, Journal of Marketing Communications, and Computers in Human Behaviors among others. Along with the research program, her teaching interests lie primarily in channel planning, advertising campaigns, and quantitative research methods.
After working in the strategic communications industry for eight years, I accepted an offer to become a Doctoral Roy H. Park Fellow at the University of North Carolina at Chapel Hill in 2019. I was eager to pursue a career in academia that would allow me to examine the political, social, cultural, and ideological concerns affecting the advertising industry. While attending an academic conference, I first became aware of the 3% Movement, which is an advocacy organization focused on closing the gender gap among advertising leaders in creative departments. In 2020, the Movement had reported that the number of women who held the title of creative director in the advertising industry had increased from 3% to 29% in only eight years.

This was a watershed moment for me. As an advertising practitioner, I had become disillusioned with the “bro culture” prevalent at the agencies where I had worked. The critiques of inequity that were repeatedly featured in trade publications, as well as conversations with my peers about their experiences at agencies, certainly didn’t quell my concerns. However, learning that an advocacy organization like the 3% Movement not only existed, but offered resources to women navigating their career paths in a male-dominated space shifted my perspective regarding the possibility of affecting industry-wide change.

In the months (now years) that followed after being introduced to the 3% Movement, I nurtured a general curiosity about the Movement and stayed current on its outcomes. I knew that the Movement would have a lasting impact on me and the type of work I would pursue as a scholar. I wanted to better understand the 3% Movement’s role in helping women (like me) navigate a career path toward leadership. Engaging with the 3% Movement helped me to develop research questions largely shaped by my own experience in the advertising industry, which led to my dissertation project.

Broadly, my dissertation explores the tension between the professionalization of activism (e.g. advocacy organizations and corporate social advocacy) and industry outcomes (e.g. women creatives (not) working in leadership roles). Through the lens of feminist perspectives, I draw theoretical and practical conclusions regarding how gender bias has produced inequities at the creative department leadership level in advertising agencies, which created an opportunity for industry-wide professionalization of activism. I use qualitative research methods to examine the career paths of women creative directors in advertising agencies to determine whether advocacy organizations, such as the 3% Movement, and corporate social advocacy initiatives communicated on behalf of creative agencies, helped creative directors to engage in problem recognition on their path toward leadership in male-dominated creative departments. My unique contribution is developing a holistic understanding of the professionalization of activism across the advertising industry, not only a single organization, as well as understanding the motivations and communicative actions displayed during problem solving as related to broader industry outcomes and individual outcomes for practitioners.

Teresa Tackett Bio:
Teresa Tackett is a doctoral candidate and Roy H. Park Fellow in the Hussman School of Journalism and Media at the University of North Carolina at Chapel Hill. Her research agenda explores the political, social, cultural and ideological concerns affecting the advertising industry. She is particularly interested in studying how gender bias has produced inequities at the leadership level in creative departments, which created a space for the professionalization of activism across the advertising industry. Teresa has eight years of professional experience working for full-service public relations, advertising, and marketing agencies where she led cross-functional teams in conceptualizing, launching and measuring the effectiveness of multi-platform campaigns for both U.S.-based and global clients.
Grants and Fellowships

Professor Kara Chan (Hong Kong Baptist University) led a program planning team and was awarded a funding of US$8,000,000 from the Hong Kong Jockey Club Charities Trust for a five-year CLAPTECH project on developing a 180-hour Multimedia storytelling course offered to high school students and a two-year higher diploma program on creative media offered to high school graduates. The funding will support five headcount, equipment, mentorship from industry partners, and oversea trips for students. Other team members include Andrew Ho, Dr. Kimmy Cheng, and Dr. Florin Serban.

Professor Kara Chan (Hong Kong Baptist University) was awarded a special virtual teaching and learning development grant of US$30,000 to build the capacity of research-informed teaching and learning at the undergraduate level as a platform to promote course-based undergraduate research experience in the communication, business, and social sciences disciplines. Other team members include Professor Noel Siu and Professor Gina Lai.

Job Changes, New Hires, and P&T

Dr. Anastasia G. Kononova received Tenure and Promotion to Associate Professor in the Department of Advertising and Public Relations at Michigan State University.

Dr. Mingyi Gu (Shanghai International Studies University) newly published China World Future of Brand Program 2025: A current survey on 200 digital marketers and professionals on forecasting the brand changes. This White paper is co-branded with China Advertising Association and referred by National Advertising Research Institute. It contains four chapters including the Revolution of Brand, Survey on Future of Brand (Eight new discoveries) in 2025, the Matrix of Future Brand Value, and Industrial Leading to Intelligent Brand Future. As an extensive work on the last year published WFAP2025, this report is contributed in memory of Northwestern University Professor Don E. Schultz for his pioneering work and in-person instructions on the future of advertising. Mrs. Heidi Schultz has reviewed and wrote the preface for the report. It offers local knowledge and vision with helps of Chinese academy and industry, corresponding to the post-epidemic turbulence.

Continued from page 4 by Samuel M. Tham.

preparedness that we all need, but after a certain point, it becomes marginal utility. I often ask myself if I do this with my students. Do I make them do “busy work” just for the sake of it or do they really grow from the assignments? The big picture has changed as technology has rapidly evolved over the last few decades, providing us with a lot of information at our fingertips. Thus, we, too, should ask ourselves, every semester, how much are students gaining from the past assignments we have used.

Me and We

The final story comes by way of my first ever client meeting. I was accompanied by my supervisor who introduced me as the new account manager. Wanting desperately to impress, I spoke about all the wonderful work that “I” had done. After the meeting, my supervisor pulled me aside and told me that I should never use “I” but “We.”

In this, I embraced the philosophy of community. As a recent graduate, it is not hard to retrace my steps and I have nothing but gratitude for the mentors, scholars, and friends that have supported me through the years. I would encourage you to share what you have discovered and also be not afraid to ask for help, because our academy is a “We” and not “Me” community.

Share your Stories

In the classroom, I sometimes share a story from the week or from my past. On the surface, these seem like inconsequential tales. Yet, I am oddly surprised that at times, these are what my students remember. People yearn for stories. A lot of our most powerful and impactful stories come from our rich and sometimes embarrassing experiences of our lives. I challenge you to think about your stories and reflect on how they can help your students. After all, stories remind us that all humans make mistakes and that all teachers are human. The beauty of life is not through the mask of hubris but rather through our stories of imperfection.
DIVERSITY, EQUITY, & INCLUSION IN ACTION: ADVERTISING RESEARCH, TEACHING, AND PRACTICE

Preconference Organizers:
Salem Alhabash, Teresa Mastin, & Gordon Miracle, Michigan State U.,
Karen Mallia, U. of South Carolina, Cynthia Frisby, U. of Oklahoma, &
Wei-Na Lee, U. of Texas at Austin

Amid ongoing sociocultural reckoning, brands are in the midst of a “branding crisis” as they navigate response strategies and commitment to advance social justice. Are we, as advertising scholars, educators, and practitioners, ready to “decolonize” advertising? This full-day pre-conference offers the opportunity to start a much-needed dialogue on how to advance DEI at advertising programs, in advertising research, and through advertising practice.

SESSIONS

Theoretical and Conceptual Foundations for DEI in Advertising
Wei-Na Lee
U. of Texas at Austin

Wan-Hsiu Tsai
U. of Miami

Gigi Taylor
Indeed

Sydney Dillard
Depaul U.

Carl W. Jones
U. of Westminster

Teaching and Training for Diversity, Inclusion, and Equity
Salem Alhabash
Michigan State U.

Joel Geske
Iowa State U.

Karen Mallia
U. of South Carolina

Anastasia Kononova
Michigan State U.

Carrie La Ferle
Southern Methodist U.

Engineering Culture Change
Elliott Lum
ANA’s Educational Foundation

Roger Tremblay
PointClear Search

Candace D. Queen
Tabernacle

Teressa Mastin
Michigan State U.

Hong Cheng
Loyola U. Chicago

Un-Conference: Bringing Experiences to the Front
Cynthia Frisby
U. of Oklahoma

Leo Song
U. of Oklahoma

Juan Mundel
Arizona State U.

Ava Francesca Battocchio
Michigan State U.

Metaverse Industry Professionals
Ronald Baez
Creative Producer, Yellow Wood Immersive

Rosario Casas
Co-founder, XR Americas

John A. Cunningham
Head of Government Solutions, Unity Technologies

Dr. Charlotte Vinkers
Lead Behavioral Scientist, Magic Leap

Metaverse Academics
Dr. Carolina Cruz-Neira
U. of Central Florida

Dr. Jooyoung Kim
U. of Georgia

Dr. Daniel Pimental
U. of Oregon

Dr. Valerie Jones Taylor
Lehigh U.

Dr. Gregory Welch
U. of Central Florida

ADVERTISING IN THE METAVERSE

Preconference Chair:
Sun Joo (Grace) Ahn, U. of Georgia

What is the Metaverse and how close are we to its realization? What will advertising look like in this virtual space and what role will it play in the transformation of communication norms? For advertising scholars and practitioners to become active participants in making critical decisions that help shape the future of advertising in virtual worlds, it is imperative that we ask these questions and discuss our responses before the rules of advertising are decided for us. Complex questions require intricate answers; one that the advertising discipline may not be able to address alone. Initiating the discourse on transformation of advertising will require content expertise from engineering, computer science, media psychology, and the advertising industry. The pre-conference includes panels, workshops, and demonstrations that will offer hands-on experience with state of the art VR and AR systems.
Announcements (Call for Editor Applications)

Call for Editor Applications
Journal of Advertising

Application Deadline: January 15, 2022

The American Academy of Advertising seeks an editor for its flagship publication, Journal of Advertising, published five times per year by Routledge-Taylor & Francis, starting with volume #52. Editorship is a three-year appointment, with possibility of renewal for an additional term. Along with decisions on JA’s content, the editor appoints associate editors and members to the Editorial Review Board, works with the publisher to ensure a timely production process, and provides reports to the AAA Publications Committee regarding past activities and future plans.

Candidates should provide evidence of demonstrated excellence in research and publication in the field of advertising. Preference is given to candidates whose background, experience, and research accomplishments indicate their ability to provide leadership for the journal and direct its future development. The Editor is expected to attend the AAA annual conferences to report to the Publications Committee and is required to be an AAA member during the period of Editorship.

Finalists will be interviewed during the first days of the 2022 AAA Annual Conference in St. Petersburg, Florida, March 24-27.

To Apply: Submit your current vita highlighting editorial experience, plus a letter of interest stating:
(1) Why you are interested and qualified to be editor;
(2) Your editorial philosophy;
(3) What you like best about the journal’s current practices;
(4) Your ideas for maintaining, and possibly increasing, the number of high quality manuscripts submitted to JA, as well as enhancing citations and the visibility of the journal; and
(5) How the work as editor would fit with all of your other work assignments.
An optional additional document for submission is a statement from your academic unit’s director, chair, or dean indicating any promises to you for support as editor (release time from other duties, summer funding, student assistants, etc.).

Submit all documents via email (as PDF formatted attachments) to:
Herbert Jack Rotfeld, AAA Publications Committee Chair
e-mail: rotfehj@auburn.edu
In the email subject line, write “JA Editor Application.”
Contact the committee chair if you have any additional questions about your application.

**Announcements (Call for Papers)**

*Journal of Interactive Advertising*

Special Issue on Untapped and Understudied Issues in Influencer Advertising

**Guest Editors**

Chen Lou, *Nanyang Technological University*, [chenlou@ntu.edu.sg](mailto:chenlou@ntu.edu.sg)

Venus Jin, *Northwestern University in Qatar*, [Venus.Jin@northwestern.edu](mailto:Venus.Jin@northwestern.edu)

**Submission Deadline: April 30, 2022**

Scholarly research on influencer advertising has grown explosively over the past few years. Vloggers, YouTubers, Instafamous, or bloggers, all describe social media influencers who create valuable content and/or narrate their personal lives on social media platforms to connect with followers and thus attract sponsorships from brands (e.g., Jin, Muqaddam, and Ryu 2019; Lou and Yuan 2019). Influencer advertising is quintessentially interactive, which relies heavily on the bond between influencers and followers and capitalizes on the persuasive appeal of influencers. As an evolving form of interactive advertising, influencer advertising serves as a new means for brands to efficiently ramp up return-on-investment, especially during the pandemic (Taylor 2020).

Extant research on influencer advertising has paid due attention to the role of sponsorship disclosure (e.g., Evans et al. 2017), the impact of AI influencers (Thomas and Fowler 2021), the appeal of influencers among children (Boerman and van Reijmersdal 2020), influencer-follower relationship (Lou 2021), and the effect of consumers’ characteristics (e.g., social comparison tendency, compulsive buying tendency, and materialistic envy) (Jin and Ryu 2020). Recent review articles have also summarized the current themes in influencer advertising and bibliometric analysis for practical implications (e.g., Hudders, De Jans, and De Veirman 2021; Ye et al. 2021). Yet, there are still untapped or understudied issues in influencer advertising pertaining to the broad context of interactive advertising, for instance, analysis from the perspectives of influencers and/or advertising agencies, the impact of influencers in promoting prosocial behavior (e.g., mask wearing during the pandemic, getting vaccines), the effect of virtual influencers, pet influencers, children influencers, and so on. Therefore, we invite original manuscripts for this upcoming Special Article Collection of the Journal of Interactive Advertising (JIA) dedicated to Influencer Advertising, within the broader domain of interactive advertising.

Relevant topics and themes for the Special Article Collection might include, but are not limited to:

- The bright vs. dark side of influencer advertising
- Analysis from the perspective of influencers and/or agencies
- Prosocial influencer advertising and health marketing campaigns (e.g., charity, climate change, vaccination, anti-drug, anti-smoking, (anti-)vaping, healthy diet campaigns, etc.)
- The role of influencers in pressing social, political, and global issues (e.g., me too movement, racism, BLM, human rights issues, activism, etc.)
- The appeal of influencers in a broad range of underexplored domains, (e.g., health, education, religion, politics, entrepreneurship, etc.)
- Related ethical issues (e.g., side effects of sponsorship, dark side of parasocial interaction such as privacy invasion, and harassment via direct messaging [DM], and unrealistic expectation for influencers’ ethical standards, etc.)
- Virtual influencers, AI-based machine-based algorithm
- Research on understudied platforms, such as TikTok, Twitch, and Clubhouse
- Twitch game influencers (product placement, brand placement, and sponsored ads)
- Petfluencers
- Children influencers (e.g., ethical issues related to minors and policy implications)

**Submission Deadline: April 30, 2022.**

**Publication Schedule:** Accepted articles for this Special Issue Article Collection will be published in JIA’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.
References
Announcements (Call for Papers)

Journal of Interactive Advertising
Special Issue on AI and Social Media Advertising

Guest Editors
Huan Chen, University of Florida
Yang Feng, San Diego State University

Submission Deadline: December 31, 2022

With the constant advancement and innovation of technology, artificial intelligence (AI) has been widely adopted in the advertising industry and shaped every aspect of the advertising process (Rogers, 2021) such as consumer insight discovery, advertising creation, media planning and buying, and advertising impact evaluation (Qin & Jiang, 2019) with both short-term promotional effects and long-term brand relationships (Li, 2019). Accordingly, the number of academic research on AI and advertising has significantly increased in recent years and covers a variety of topics (Kim, 2021; Li, 2019; Rogers, 2021). Extant research has examined AI’s impact on consumer journey (Kietzman et al., 2018), AI’s prediction on consumer personality (Shumanov et al., 2021), public conversations on AI (Wu et al., 2021), AI’s role in advertising creativity (Chen et al., 2019; Vaskratsas & Wang, 2021), deepfakes and AI-generated ads (Campbell et al., 2021; Kietzmann et al., 2021), woke advertising (Feng et al., 2021), AI and influencer marketing (Feng et al., 2020; Thomas & Fowler, 2021), macro factors influencing AI advertising (Helberger et al., 2020), and methodological and technical issues of AI advertising research (Feng et al., 2019; Hayes et al., 2021; Yun et al., 2020).

A close examination of the current literature on AI and advertising suggests that scholars either examined AI as an enabling technology that brings possibilities and enhances the efficiency and effect of advertising via multiple AI-related technologies or adopted AI as a research tool that complements traditional research methods by uncovering hidden insights from a large scale of data. In order to further advance the conceptualization and theorization of AI advertising as well as promote the methodological development and diversity of AI technology in advertising research, we invite original manuscripts for this upcoming Special Issue Article Collection of the Journal of Interactive Advertising (JIA) dedicated to AI and Social Media Advertising.

The proposed special issue article collection focuses on two directions. The first direction examines the role of AI as an enabling technology in social media advertising practices, as well as its promises and perils. Relevant topics and themes for this direction might include, but are not limited to:

- The personalized advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- The role of comment ranking algorithms of social media in shaping consumer responses toward social media campaigns
- Consumers’ perceptions of chatbots used by brands on social media, and consumer-brand engagement of chatbots-enabled promotions
- The location-based advertising brought by the recommendation algorithms of social media, and its effectiveness and privacy concerns
- Consumers’ perceptions of AI-produced advertising compared to human-made advertising
- The effectiveness and efficiency of AI-assisted social media advertising plan

The second direction examines the role of AI as a research tool in social media advertising research, as well as its strengths and weaknesses. Relevant topics and themes for this direction might include, but are not limited to:

- Leverage computer vision and natural language processing to examine the visual and textual content of sponsored social media posts and identify the relationship between visual and textual content and consumers’ engagement with sponsored social media posts
- Use natural language processing to monitor consumer responses toward social media campaigns, such as sentiment analysis, topic discovery, etc.
- Leverage computer vision and/or natural language processing to extract creative ideas from user-generated posts in order to create customized brand posts for consumers
- Accuracy of AI-facilitated data analytics applied in social media advertising research
- How and when to use unsupervised vs. supervised machine learning to uncover insights from consumer-generated social media data
- How to integrate and triangulate AI-enabled methods with traditional qualitative and quantitative research methods in the context of social media advertising to generate rigorous and innovative discoveries

**Publication Schedule:** Accepted articles for this Special Issue Article Collection will be published in JIA’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.

**References:** Available upon request. Due to the space limitation, the list of cited resources cannot be provided in this announcement.
Announcements (Call for Papers)

ICORIA 2022
FRONTIERS OF ADVERTISING: RE-CONSIDERING ITS SHAPES AND FORMS

For more information: http://www.europeanadvertisingacademy.org/conference-2022/
Announcements (Call for Papers)

Call for Papers CMC2022

26th International Conference on Corporate and Marketing Communications

Digital Technologies in the light of COVID-19: a changing landscape for Corporate and Marketing Communications

April 11-13, 2022

Hosted by the University of Nicosia, Business School

Nicosia – Cyprus

Conference Chairs
Prof. Ioanna Papasolomou, University of Nicosia
Dr. Yioula Melanthiou, University of Nicosia

Further information and Contacts:

www.unic.ac.cy/cmc2022
cmc2022@unic.ac.cy

Submission Deadline: December 15, 2021

The topic of CMC 2022 looks into understanding how new technologies are challenging companies today, how new technologies have helped businesses to cope with the challenges created by the pandemic, how the pandemic has shaped the marketing and corporate communications fields, and how these new technologies could be used to offer businesses and customers a more direct and interactive way to communicate with audiences, and especially those new generation consumers who are intertwined with digital technologies.

SUBMISSIONS

The 26th International Conference on Corporate and Marketing Communications is for academic researchers and educators as well as practitioners seeking to promote knowledge, stimulate dialogue, and set trends in the fields of marketing and corporate communication as well as brand creation and management. An electronic copy in Microsoft Word should be sent to the following e-mail address cmc2022@unic.ac.cy no later than December 15, 2021, clearly indicating the track (see section “Conference Tracks”) to which the manuscript should be considered. The submitted papers will be reviewed by the Committee of the conference.

- Full-length articles of 6,000 words in total, including references and a maximum of 5 tables/figures.
- A working paper of 4,000 words.
- An extended abstract of 1,000 words excluding tables, figures, and references.

CONFERENCE TRACKS: The full list can be found at cmc2022@unic.ac.cy
- Corporate Communications: (e.g., Corporate identity, image, reputation; Integrated marketing communications; Corporate branding and corporate online communities
- Marketing Communications: (e.g., Integrated marketing communications; Promotional mix offline-online issues
- Interactive and Multichannel Communications (e.g., Brand touchpoints; Viral marketing and eWOM; Mobile marketing communications; Native advertising (NA) on social media sites (SNA)
- Related Areas: (e.g., Ethical issues of marketing communications; Cultural issues of marketing communications; Marketing communications research methods; Rhetoric, semiotics in communication; Knowledge management and communication)
DEADLINES AND FEES
Submission of proposals: December 15, 2021
Early registration: March 1, 2022

Early Registration by March 1, 2022 – Fee* in Euro
Early registration fee for presenter: €300
Early registration fee for non-presenter: €400
Early registration fee for PhD student: €150

Late Registration after March 1, 2022 – Fee* in Euro
Late registration fee for presenter: €350
Late registration fee for non-presenter: €450
Late registration fee for PhD student: €200

*The fee includes: admission to all sessions, lunches and refreshments, the gala dinner, the social event and the conference proceedings; an online subscription for one year to the Journal of Marketing Communications; An extra third day for social events will be offered with extra charge.

Note: We plan to hold the conference, preferably in situ (on the university’s grounds) but we may have to shift to a virtual form subject to the situation with regards to COVID-19 and the guidelines issued by the government.
Announcements (Call for Papers)

Journal of Sustainable Marketing (JSM)

The Journal of Sustainable Marketing (JSM, https://luminousinsights.net/journals/josm/) is a double-blind, peer-reviewed journal that publishes and actively promotes cutting-edge qualitative/quantitative research, literature reviews, and conceptual analyses in the field of sustainable marketing. Critical to achieving these objectives is guidance provided by JSM's global Editorial Review Board.

Sponsored by the Shidler College of Business, University of Hawai‘i, JSM offers “open access” at no charge to researchers and others who want to download published papers. In addition, JSM articles are indexed on more than a dozen indices (e.g., CiteFactor Index, Scilit Index, Google Scholar, etc.).

Furthermore, the journal's publisher, Luminous Insights, has a very effective and active social media program. Their staff will work closely with you to increase your article’s visibility on major social media channels. The combination of “open access,” multiple index listings, and proactive promotion via social media means that, despite the journal's newness, your research will be seen by other researchers as well as managers and policymakers.

Please take a moment to look over JSM’s “Aims and Scope.” On the website, you’ll also find a link to Manuscript Manager, the journal's user-friendly manuscript submission and review system. Within that system, in addition to submitting your manuscripts, you may wish to sign up to serve as an occasional reviewer so that you can remain informed on the latest advances in the field. If you join our reviewer team, we will not flood you with review requests. We will always respect your time and other commitments.

We are truly excited about JSM's ability to disseminate high quality scholarship and make a real difference in our world's future. We hope you will join us in this important endeavor by submitting your manuscripts to the Journal of Sustainable Marketing. If you have any questions or suggestions regarding the journal, please do not hesitate to email Dana Alden, Editor-in-Chief, dalden@hawaii.edu.
Classroom-ready Case Studies in International and Multicultural Advertising Now Available

The special *Journal of Advertising Education* issue of Case Studies in International and Multicultural Advertising is now available online and in print.

Juliana Fernandes originated the special issue that responds to requests from AAA members for classroom content that addresses international advertising topics and multicultural issues. Juliana added case-study expert Craig Davis as co-editor, who worked with authors to make each article a classroom-ready case study.

The result is a full issue with three cases—two international, one US multicultural—as well as guidance from Michelle Nelson on resources for international and multicultural ad education. Teaching notes are available online for all cases.

There’s also a commentary from case study leader George Whaley on the present and future of the case study method.

AAA members can access the *Journal of Advertising Education* directly from the AAA website. AEJMC Ad Division members receive JAE in print and also via online access.

Jay Newell
Editor, *Journal of Advertising Education*
Announcements (ANA Educational Foundation)

MADE Internship Program – Application Open Until January 15!
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 a summer intern program at one of
more than 80 marketing, advertising, or media companies nationwide.

Positioned as the “common app” for summer internships, this paid
program is designed to provide young diverse talent with the skills,
mentors, and training that will help them thrive in the industry. 2021
host companies included Mastercard, IBM, The New York Times,
McCann, Publicis, L’Oréal and NBCUniversal. Encourage your
students to apply now!

Learn more at aef.com/made-students/

Campus Speakers Program – Request a Visit!
AEF’s Campus Speakers Program sends advertising and marketing
practitioners onto college campuses nationwide (virtually and in-
person) to engage with students and faculty.

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

Learn more at aef.com/campus-speakers/

#LearnWithAEF
POSITION #1
The Diederich College of Communication at Marquette University invites applications for a non-tenure track position for an Instructor of Practice beginning August 15, 2022 with a teaching and professional background in advertising. More details can be found on the full employment posting: https://employment.marquette.edu/postings/15556.

We seek an engaged teacher who can work collaboratively across departments within the college and with other related programs at the university. Candidates should have a professional and teaching background in advertising and brand management and should expect to support student engagement efforts including student recruitment, student co-curricular activities, and student advising. The ideal candidate will be active in both the profession and community. Candidates should be able to teach courses across the advertising curriculum with an awareness of industry trends and the digital innovations that permeate the field. Candidates may also teach courses in their area of expertise at both the undergraduate and graduate levels. Preferred applicants will have a strong commitment to justice, equity, diversity and inclusion, and be able to contribute to curriculum development and diversity and inclusiveness initiatives. Review of applications will begin on November 5th, 2021 and will continue until the position is filled.

For more information, contact:
Dave Wilcox
Diederich College of Communication
Marquette University
1131 W. Wisconsin Ave
Milwaukee, Wisconsin, 53233
david.wilcox@marquette.edu

POSITION #2
The Diederich College of Communication at Marquette University invites applications for a tenure-track position for an assistant professor beginning August 15, 2022, with a teaching and research specialization in corporate and organizational communication. More details can be found on the employment posting: https://employment.marquette.edu/postings/15559.

This position will be a part of a cohort hire which will contribute to a cross-disciplinary Race, Ethnic, and Indigenous Studies program. The ideal candidate will have a research and teaching focus that supports this program. Potential areas of interest include equity and inclusion initiatives in corporations, multicultural leadership, and/or the intersections of corporate communication and social justice concerns. We seek an engaged scholar/teacher who can work collaboratively across departments within the college and with other academic programs at the university (e.g., College of Business Administration). Candidates should have a research and teaching background in organizational communication, advertising, or public relations. The candidate will have the expectation of teaching courses across the corporate communication curriculum which may include consulting, corporate social responsibility, financial communication, advocacy, organizational communication, and/or other courses in their area of expertise at both the undergraduate and graduate levels. In addition to teaching, the candidate will be responsible for advising undergraduate and graduate students, serving on college and university committees, and establishing and maintaining a research agenda.
For more information, please contact:
Nathan Gilkerson, Ph.D.
Diederich College of Communication
Marquette University
1131 W. Wisconsin Ave.
Milwaukee, Wisconsin, 53233
nathan.gilkerson@marquette.edu

Review of applications will begin on November 5th, 2021, and will continue until the position is filled.
Michigan State University

Open-Rank Position (Assistant/Associate/Full Professor) – Tenure System in MSU’s Department of Advertising and Public Relations

The College of Communication Arts and Sciences at Michigan State University invites applicants for a multi-position thematic hire with a focus on race, ethnicity, gender, and/or social inequality. We seek scholars whose research, teaching, outreach and/or service seek to address systemic inequities and who will advance the College’s commitment to diversity, equity, and inclusion. The goal of the thematic hire is to grow our collaborative network of scholars focused on communication and disparities across a broad range of subdisciplines, bringing together new hires and existing faculty experts. Successful candidates will be part of a community of scholars and practitioners working to enhance social justice through research in the fields of advertising, public relations, communication, journalism studies, information science, game studies, and communicative sciences and disorders. The hiring initiative will bring in five new faculty over two years.

One open rank tenure stream faculty position will be in the Department of Advertising and Public Relations.


Minimum Requirements

Qualified applicants should:

- have a Ph.D. in Advertising and/or Public Relations or a related field.
- demonstrate solid expertise and an active research program in one or more well-defined epistemological approach to studying advertising and/or public relations, including, but not limited to, empiricism/positivism, pragmatism, realism, and interpretivism.
- demonstrate ability to teach core and elective courses in our undergraduate majors (B.S. in Advertising Management, B.A. in Advertising Creative, and B.A. in Public Relations) and graduate programs (MA in Advertising and Public Relations; Information and Media Ph.D. Program).
- show evidence of or potential for acquiring external grant funding.
- have a commitment to mentoring undergraduate and graduate students.

Desired Qualifications

- We are particularly interested in scholars who bring diversity of thought, perspectives, and approaches to understanding the role of advertising and public relations in furthering social justice and DEI using one or more epistemological approach.
- Of special interest is research on DEI issues in relation to digital advertising and/or public relations, including, but not limited to, social media advertising, digital analytics, and artificial intelligence.
- We also welcome applicants who investigate the impact of sociocultural, historical, and political influences as they relate to stereotypic portrayals of historically minoritized and marginalized groups at the psychological, social, and cultural levels.
- The optimal candidate should be able to teach courses at the intersection of advertising and public relations as they relate to issues of diversity, equity, and inclusion (DEI).
• National/international reputation or potential and industry experience in advertising, public relations, or a related field are also valued.

**Required Application Materials**

Applicants should submit electronically (1) a cover letter summarizing qualifications for the position, (2) a vita, (3) DEI statement that addresses the candidate’s philosophy and/or contributions to DEI in research, teaching, and/or service, and (4) the names and contact information of three references.

To apply, please refer to Posting #747273 and complete an electronic submission at the Michigan State University Employment Opportunities website [https://careers.msu.edu](https://careers.msu.edu).

Please direct inquiries to the chair of the search committee, Saleem Alhabash ([sa@msu.edu](mailto:sa@msu.edu)).

The search committee will begin its evaluation of applicants January 14, 2022; however, the position will remain open until filled.
Newsletter Advertising Policy

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

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

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

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

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

Deadline for submitting ads to the AAA Newsletter

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

AAA Newsletter