American Academy of Advertising

Newsletter

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The President's Column
Season's Greetings!
by Kelly Chu (DePaul University)

Happy Holidays, dear AAA family! I hope your fall semester went well and that you have planned something fun and/or relaxing for this holiday season. I would like to take this opportunity to thank our wonderful executive committee members who are working hard behind the scenes to make our Portland conference a successful one. These members are Sela Sar (Past President), Sigal Segev (President-Elect), Hye Jin Yoon (Vice President), Courtney Childers (Secretary), Robyn Goodman (Treasurer), and Debbie Treise (Executive Director). We just met in November for our virtual all-day Fall EC meeting. As you start to plan your trip to Portland for the AAA 2024 conference, I am excited to share some updates.

Kelly Chu

Portland Conference in 2024

Our annual conference will be held March 14-17, 2024, at The Nines Hotel in Portland, Oregon and will be held in-person only. We have two exciting half-day pre-conference sessions this year. One is titled "Opportunities, Challenges, and Ethical Implications of Generative Artificial Intelligence in Advertising and Mass Communication." This session addresses the key issues surrounding the use of generative Artificial Intelligence (AI) in advertising and mass communication and includes a wonderful mix of academics and professionals. The other is titled "How to Develop a Successful Journal Submission: Advice from Editors and Leading Experts." This session aims to help doctoral students and junior faculty navigate the academic publication process and provides researchers with advice and tips on successful journal submission. Both pre-conference sessions will be valuable to all members. Please plan your trip to arrive in Portland on Wednesday so you can attend these sessions. I encourage programs to sponsor your graduate students' registration fee for the pre-conference sessions or even pay for an extra night, as there is strong value in each session.

Updates:

The third AAA Graduate Student Symposium on September 15, 2023, was a great success. Thanks to the Chair of the Ad-Hoc Graduate Student Interest Committee, Jameson Hayes from the University of Alabama, and his

members. This all-day virtual symposium included 7 sessions, including, for example, "Navigating the Academic Job Market" and "Doctoral Students on Being a Doctoral Student." A total of 118 registrants (51 master's students, 67 doctoral students) and more than 25 faculty from several universities participated in the symposium, where they gained valuable information. I'm grateful to the committee and presenters for their hard work in making this event a huge success. The Graduate Student Interest Committee also launched the 2023-2024 AAA Graduate Student Lookbook, which introduces AAA members and member institutions to the next generation of advertising scholars on the job market. Here is a photo from the AAA graduate student symposium:
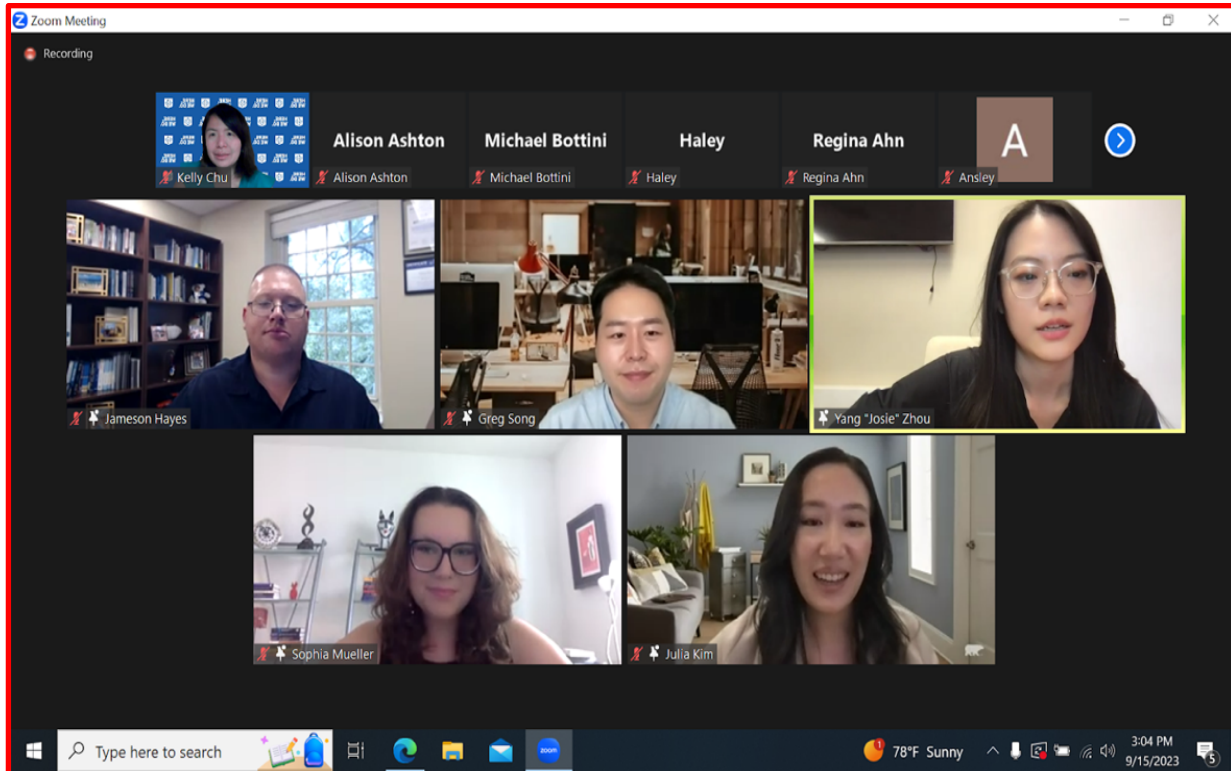
Panel: "Doctoral Students on Being a Doctoral Student"- Moderator: Yang "Josie" Zhou (University of Alabama), Panelists: Greg Song (University of Texas – Austin), Hyehyun (Julia) Kim (University of Florida), and Sophia Mueller-Bryson (University of Miami)

The Communication Committee has been actively promoting various AAA CFPs, calls for grant proposals, and events. They also created a series of interview videos for the AAA Award winners. Here is one of the interview videos, which features Dr. Eric Haley (University of Tennessee), the recipient of the 2023 Ivan L. Preston Outstanding Contribution to Research in Advertising Award: https://www.instagram.com/p/Cw8IqVVrFCi/. Many thanks to the Chair of the Communication Committee, Matthew Pittman from the University of Tennessee, and his members for their outstanding work.

As for Diversity, Equity, and Inclusion (DEI)-related initiatives, the Ad-Hoc Committee on Diversity and Inclusion suggested that AAA develop and adopt a DEI statement to be included in our policy manual. We also successfully launched our Best DEI Conference Paper competition for next year's conference in Portland. I am happy to report that the DEI statement was included in our policy manual in August. The principles of DEI guide members of the AAA and promote a culture of collegiality and inclusivity. Thanks to the committee members and chair, Edward Timke from Michigan State University, for their work on this important initiative.

In closing, I would like to thank our EC members, committee chairs, and committee members who dedicate their time and effort to our organization. AAA is a volunteer organization, and I am grateful for each of you who work tirelessly to ensure that it runs smoothly. Have a great new year, and I am looking forward to seeing everyone in Portland in March! 🔺🔺

Kelly Chu Bio:
Shu-Chuan (Kelly) Chu (Ph.D. University of Texas at Austin) is a Professor and Program Chair in the Public Relations and Advertising Program at the College of Communication at DePaul University. Her research interests include social media, electronic word-of-mouth (eWOM), cross-cultural consumer behavior, and corporate social responsibility. Her work has been published in the *Journal of Advertising, International Journal of Advertising, Journal of Interactive Advertising, Journal of Interactive Marketing, Journal of Business Research, Advertising & Society Quarterly, and Journal of Marketing Communications*, among others. Kelly and her colleagues have also edited a book, Electronic Word of Mouth as a Promotional Technique: New Insights from social media. She is an award-winning teacher and researcher, having received the 2020 AAA Billy I. Ross Advertising Education Award. She is associate editor for *the Journal of Interactive Advertising, International Journal of Advertising, and Chinese Journal of Communication*. Kelly received her B.A. in Advertising from the National Chengchi University in Taiwan and her M.A. and Ph.D. in Advertising from the University of Texas at Austin.

Invitation to Participate in the 2024 AAA Mentoring Program!

Kelly Chu

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 Kelly Chu at schu7@depaul.edu.

Featured Research

Most Everything New is Probably Old, or Something Like That
by Eric Haley (Professor, Tombras School of Advertising and Public Relations, University of Tennessee)

Back in my doctoral student days, I recall my major professor, Len Reid, scoffing over contentions that new media and the like were really "new." He would say something like, "just because something is happening on the web doesn't' mean that it's new." Thirty-two years later, I realize more than ever he was right (about that and many other things).

As I work with graduate students exploring their research interests, I hear Dr. Reid in my head. It seems that many young scholars think that happenings within social media (for example) represent phenomena never known to scholars. Let me illustrate with one example.

Yes, the technology amplifies our abilities to connect and share, but at the core is the basic human need to connect and share. We've long wished to connect with celebrities in parasocial relationships. Kids in the 1950s may have written to Fess Parker, joined the Davy Crockett fan club and received a letter back from Mr. Parker or a signed photo. Cable TV brought us home shopping and many home shoppers desired to connect with shopping program hosts through phone calls, letters, emails (and, of course, the home shopping program hosts knew the value of that connection and nursed it along by sharing details of their lives, photos of their kids, and stories to make us feel part of their families). Now we have people we official call influencers, yet Mr. Fess Parker, our home shopping channel hosts, and a myriad of other people with whom we only had a mediated relationship influenced our thoughts, feelings, beliefs, and purchases as well. The phenomenon is not new. New media platforms give us new avenues to experience that phenomenon. Now, as we venture into parasocial relationships with computer-created personas via AI, remember that that the "Silly Rabbit" got us to buy Trix, the Flintstones sold lots of Fruity

Eric Haley

Pebbles and Mickey Mouse is the consummate influencer spanning generations across the world.

Our challenge as scholars is to truly figure out what is new and what is not. It may very well be that most of what we are curious about isn't new. One of the first lessons creative writing teachers will share is the fact that there are very few new stories in the world, only new expressions of old stories. To discern new from old, we must figure out what is the core phenomenon, what is the context, and how the two interact.

Why do we often miss this distinction? Part of it has to do with the way we search for information now as we do background reading and put together our literature reviews. Key word searches only turn up what we ask for. If we only search for social media studies, then we get only social media studies. Key word searches discourage us from reading beyond our key words. Key word searches are efficient, but the tradeoff of that efficiency is increased difficulty seeing relationships of the phenomenon we are studying to other ideas in the literature that may be related but go by different terms. We also have a bias in our value system as reviewers, editors, and journal metric systems to discount older articles in favor of the past five years. I mean, there's just no way that Hovland's ideas on source credibility from 1951 could in anyway be relevant today, is there?

The history of ideas is important. It tells us what is timeless about human communication and persuasion, and how human communication is manifest from person-to-person and through media systems of all kinds. To make these connections that will better inform our work and bring new ideas to energize our field, we must do a few things better. First, as teachers, we must teach the history of ideas. We need to provide germinal readings about communication, media, and persuasion along with contemporary

applications to help our new scholars make connections across time. Second, we must read outside our key words. Read the journals cover-to-cover (physically or virtually). Learn what other ideas are out there beyond your research stream. Read back in time mas well. Read work from disciplines and paradigms other than our own. The field can advance by bringing in new ideas from the outside. Third, learn as much as you can about the history of communication, media, and popular culture across time. Fourth, study humans in their complexity as both psychological and sociological beings, as both rational and emotional beings, as hopeful and fearful, certain, and conflicted, etc. so that you can understand how communication and persuasion, whether advertising or other) fit into their lives and co-creates their beings. In short, be curious about what is truly new and which tales are as old as time.

Eric Haley Bio:
Eric Haley (Ph.D. University of Georgia) is the recipient of the AAA 2023 Ivan L. Preston Award for Outstanding Contribution to Research. He is the former editor of JCIRA and a past president of the AAA. He's presently a professor at the University of Tennessee's Tombras School of Advertising and Public Relations

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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,
no later than January 15

THE ANA EDUCATIONAL FOUNDATION

MADE Internship Program – Application Open Until January 26!
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/

Visiting Professor Program (VPP) – 2024 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 2024 VPP will take place the week of June 3 in New York City. Learn more at aef.com/vpp-fact-sheet/

Campus Speakers Program – Start Planning for Spring 2024
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/

Featured Teaching

Nurturing Creative Minds through an Immersive Learning Journey at the Cannes Lions Festival of Creativity 2023

by Jing Yang (Loyola University Chicago)

Introduction

In the summer of 2023, I brought 11 students (nine undergraduates and two graduates) from Loyola University Chicago on a two-week immersive journey along the beautiful French Riviera. The course title is "Digital Innovations in Advertising" and the theme for this year's program is "AI in Advertising". In the first week, we stayed in Nice to focus on the technological advancement in artificial intelligence (AI) and its potential implications in advertising, which included lectures, case studies of the Cannes Lions Awards, group discussions, and group projects. In the second week, we attended the Cannes Lions Festival of Creativity, which is the "Oscar Award" in the advertising and marketing communication industries.

The Cannes Lions Festival of Creativity is a week-long celebration of global creative brilliance, strategists, and creative technological solutions in the field of advertising and marketing communications. Initially commenced in 1954 in Venice, Italy, it was originally known as the Interactional Advertising Festival. After many years of development, it got settled in Cannes in 1984. With its evolution over the years, the festival now celebrates talents and top creative works from around the globe in various areas, such as print, digital, design, film, media, PR, and strategies. Specifically, technological advancement in media and content creation has always been a significant topic over the years, from metaverse technologies to human-computer interaction design, and this year—mostly about AI.

Prior, During, and After the Festival

Prior to attending the festival, students were given background information about the evolution of AI technologies and their implications

Jing Yang

in the field of advertising, including several case studies, such as Henz: AI Ketchup campaign. In addition, students were given orientation on the festival agenda, with specific sessions highlighted for attendance, such as "ChatGPT, DALL-E and Future of Creativity" from OpenAI, "AI Unleashed: How AI is Revolutionizing How We Live, Work, and Create" from NVIDIA, "Unboxing" from Apple, and many other thought leaders' talks on how AI will impact creativity and our industry from various perspectives. Students were also encouraged to research any speakers they are interested in and identify potential companies or people they'd like to relate to.

During the festival, students were given a level of independence to explore the festival and engage with the offerings of this festival. Besides attending the highly recommended AI sessions, they were also free to attend any other topics that were aligned with their academic and professional aspirations, such as DEI-related sessions, health communication, social impact, and virtual influencers, among many others. They were also encouraged to attend networking events, such as "networking on the terrace". Throughout the whole festival, there were also private networking events and talks hosted by tech companies such as Meta, Spotify, Google, Amazon, Pinterest, TikTok, LinkedIn, and Comcast in their own booths. Moreover, through personal connections, I was also able to arrange a private meeting for our students to meet with TikTok's head of ad creative and global creative and monetization director, among several other events that were geared towards students during the festival. Most importantly, students were asked to observe the adjudication process for the awards and learn about the industry's standards of excellence. Such exposure is indispensable for advertising

students, as they were able to discern the nuanced attributes that contribute to a standard of excellence. Furthermore, they could integrate this new knowledge to augment their academic and practical comprehension of advertising efficacy. As one student put it, she would pursue a new form of "ROI" after viewing the adjudication process, from "return-on-investment" to "return-on-impact.".

To help students consolidate the knowledge they acquired amidst the intensive week of Cannes Lions, students were asked to engage in daily reflective writing exercises. These reflections encompassed the talks and sessions attended each day, with a focus on delineating the key takeaways and personal analysis of the new insights. As the festival approached its end, we also hosted a collaborative debriefing session with all students and faculty members. This meeting aimed to foster a collective learning milieu through the communal exchange of experiences and inspirations derived from the festival.

A Special Note on Networking Anxiety

As the students took tentative steps into the networking events, I could sense their silent remorse of anxiety. I, too, was not immune to the networking jitters that often accompany the endeavor of forging new professional relationships. In our field of academia, though we provide fertile ground for students to learn about best practices and theoretical discussions, seldom are they prepared for unscripted dialogues with seasoned industry professionals in such networking arenas. Reflecting on the days spent at the festival, the festival emerged as more than just a field of profound knowledge but also a great platform for students to practice professional networking, overcome their fear of

striking conversations, present themselves in the professional world, and build meaningful connections. The secret that I've learned to overcome my networking anxiety is to be 1) "thick-skin"; 2) have a short list of questions to start the conversations, and 3) be a good listener.

Conclusion

The summer program for the Cannes Lions Festival of Creativity is beyond a mere academic endeavor. Students were exposed to real-world insights, professional networking, and a fortified aspiration towards achieving high-level work in the advertising and marketing communication realms. One additional salient outcome of this program was the conspicuous enhancement of motivation among the students. Motivated learning usually results in more energized learning behaviors and a higher chance of reaching learning goals (Steinmayr et al., 2019). Through intense exposure to exemplary works of creativity and interaction with industry top-leaders, students showed more desire for mastery and excellence in the industry after the festival. As we bid farewell to the captivating ambiance of Cannes, we carry with us not merely beautiful memories but also a rich treasure of knowledge, inspirations, and a renewed mindset to explore, learn, and excel in our future works and teaching. ⋏⋏⋏

References

Steinmayr, R., Weidinger, A. F., Schwinger, M., & Spinath, B. (2019). The importance of students' motivation for their academic achievement–replicating and extending previous findings. Frontiers in psychology, 10, 1730

Jing Yang Bio:
Dr. Jing Yang (Ph.D., Michigan State University) is an Associate Professor of Digital Advertising in the School of Communication at Loyola University Chicago. She teaches and develops graduate and undergraduate courses about digital advertising and emerging technologies (e.g., social media advertising, mobile advertising, search and display advertising, and AI in advertising). Her ongoing research focuses on the impact of generative AI, algorithm transparency, virtual humans, and computational analytical methods within the advertising domain. Her works have been published in JA, JIA, JCIRA, among many others. She is the recipient of the "Best Conference Paper" award and the "Research Fellowship" at AAA 2021. She has also been recognized with the "Outstanding Teacher Award" at her own institution.

Graduate Student Spotlight

Exploring the Intersection of Sustainability and Advertising
by Kyeongwon Kwon (Ph.D. Candidate in the School of Communication at Florida State University)

Kyeongwon Kwon

My initial research question emerged while I was working in the automobile industry in South Korea. As an assistant project manager, I was involved in managing the production schedule for both domestic and international exportation of electric vehicles by coordinating with internal and external stakeholders. This was a time of significant change in the industry, making a shift towards more environmentally sustainable practices, mirroring the rising consumer interest in hybrid and electric vehicles. During this period, I found myself questioning the real advantages of those cars over traditional ones. Despite my extensive involvement in the process, I was left wondering: What truly drives consumers to choose electric cars? Is it genuine environmental concern, or perhaps social or peer pressure nudging them towards more eco-conscious choices?

This curiosity led me to return to the States to pursue a master's degree in integrated marketing communications, with a focus on advertising and consumer behavior. As my curiosity and research interests grew, my initial two-year plan for a master's degree naturally transitioned into a doctoral program. My professional background guided me towards a research focus on sustainability in advertising and advertising message design within social media.

As a researcher, I see advertising as more than just marketing; it's a bridge that brings together consumers, brands, and the wider community. When we use advertising wisely, it can push forward sustainability and spark the kind of change that benefits us all. As a researcher, I am trying to find the ways that advertising can be utilized "wisely" to make contributions to society.

I started exploring how corporations address social issues and communicate their initiatives through advertising. One of my recent research projects analyzed environmental advertising messages (often referred to as green advertising) on Instagram. The study, which has been published in the *International Journal of Advertising*, revealed that most environmental claims in advertising lacked substantial evidence of corporations' actual environmental practices. This finding highlights the need for more authenticity in sustainability advertising. Expanding beyond environmental aspects, I plan to conduct research that explores the social dimension of sustainability in advertising. This research idea originated from my prior study, which found that over half of sustainability advertising addressed social inequality issues. Continuing in my role as a researcher, I plan to evaluate the prevailing trends in the social dimension of sustainability advertising. My research aims to identify any potentially misleading practices by advertisers or brands, whether intentional or not, and to assist corporations in fostering authenticity.

Additionally, my research focus is on how advertising messages, especially on social media, can positively sway consumer behaviors. My research specifically delves into identifying effective message strategies that are tailored to various contexts of sustainability and the unique characteristics of consumers. The research goal is to identify advertising strategies that not only elevate consumer support for sustainable brands but also actively promote socially responsible purchasing behaviors.

As my graduate journey approaches its conclusion, I am eager to see how my ongoing research and upcoming collaborations with my future colleagues will enhance my knowledge and expand the reach of my work in the advertising field. I hope that this journey is more than academic explorations; it's a mission to create a

more socially aware advertising landscape, aiming to make meaningful contributions to society through my research endeavors, no matter how small. ⚮

Kyeongwon Kwon Bio:
Kyeongwon Kwon is a Ph.D. candidate in the School of Communication at Florida State University. Kwon earned her M.S. in Integrated Marketing Communication at Florida State University and B.A. in Communication Studies at University of Minnesota, Twin Cities. Her primary research interests lie in sustainability advertising, corporate social responsibility advertising, and prosocial consumer behavior. Her research has been published in journals such as the *International Journal of Advertising, Corporate Communications: An International Journal, Frontiers in Psychology*, and *Appetite* among others.

Graduate Student Spotlight
Media Industry Innovation
by Pooja Iyer (Doctoral Candidate at the University of Texas at Austin)

Pooja Iyer

I have always been intrigued and interested in emerging technologies and advertising, which led me to move to Syracuse University to pursue graduate studies in advertising to eventually be able to live the "Mad Men" life in New York City. So, when I graduated, I wrote to then worldwide CEO of the largest media buying agency, requesting for a job in the city. Much to my surprise, I received a response placing me in touch with HR, and the rest is history. I thrived in spending almost a decade in the advertising industry building my career in strategic media planning. As such, it was not an easy decision to let go becoming a Media Director and changing trajectory of my life – but a lot of that stems from my experience in practice. I was hired a hybrid media planner, one of the first of its kind, that integrated planning for both traditional and digital media platforms. At the forefront of watching ecommerce and social media build its platforms, I was amazed at the developments that technology brought in precise targeting as well as advanced measurement analytics. At the crossroads of these developments, I saw myself seeking more purpose in my professional endeavors, and that led me to teaching and research – my journey in academia began.

My research lies at the intersection of big data and advertising and covers digital privacy, surveillance, propaganda, and personalization by studying emerging media and consumer behavior. With the decade of industry experience, my research and teaching aims to bridge the gap between the academy and industry. Thus, my research examines both practitioner's behavior as well as policy regulations to help find a balance of power between consumers and their data. I employ a mixed methods approach, using quantitative statistical analysis on surveys, experiments including field experiments, and qualitative analysis using in-depth interviews, focus groups, and content analysis. My recent work has explored big data adoption by practitioners in advertising and marketing, necessary updates to advertising curriculum, the role of privacy fiduciaries and privacy policies in America, and a taxonomy of location-based targeting. My research work provides implications to scholars in advancing research, to practitioners in industry as well as policymakers, and finally towards pedagogical approaches.

I am most excited about my dissertation that I am working on, which is the fountainhead of

my research. This research work is built on the foundation of self-regulation of the advertising and marketing industries around consumer data privacy. Specifically, my dissertation brings together key areas of interest: consumer behavior, big data, and emerging media at the intersection of regulation and policy. This work draws on my experience from both industry and academia to drive scholarly development while providing practical implications for the advertising and marketing industry. My work aims to examine data practices that are vital to consumers in the contexts of advertising, disinformation, and surveillance tactics while also empirically evaluating the role of the advertising and marketing industries in addressing consumer needs. I believe that consumer data privacy is of growing interest and will soon become a crucial factor in maintaining brand loyalty among consumers. As state laws become rampant, a comprehensive federal regulation is not far behind. Thus, the onus of being able to maintain the digital economy with personalized advertising and marketing practices may be possible with self-regulation to help the industry while also addressing consumer concerns. I believe my dissertation will set up a solid framework for a cookie-less and AI driven future in advertising and marketing as well as establish a line of future scholarly research.

Pooja Iyer Bio:
Pooja Iyer's research is on advertising and marketing in the big data and AI eras. She strives to bridge the gap between industry and academia in both her research and teaching. Originally from India, she has almost a decade of advertising industry experience as a strategic planner and has presented at multiple academic conferences. She is currently a doctoral candidate at the University of Texas at Austin, aiming to graduate in spring 2024, and is on the academic job market.

AAA Notes

Awards and Honors

Carolyn A. Lin

Dr. Carolyn A. Lin (University of Connecticut) has received grant funding from the Broadcast Education Association ($2,000). The title of her research project is "Antecedents and Consequences of Multimodal Misinformation Consumption: A Mixed-Methods Approach." She has received a $150,000 grant from the Connecticut State Department of Education. Her research project is titled "Evaluation of the Learner Engagement and Behavioral Health." She has also received a $10,000,000 research grant from the Environmental Protection Agency to fund a research project entitled "New England Environmental Justice Thriving Communities Technical Center."

Job Changes, New Hires, P&T

Jinhee Lee

Dr. Jinhee Lee (Central Michigan University) has been tenured and promoted to Associate professor effective on Aug. 21,2023.

College of Communication and Information

CHAIR
DEPARTMENT OF INTEGRATED STRATEGIC COMMUNICATION

The College of Communication and Information at the University of Kentucky invites applications for the position of Chair of the Department of Integrated Strategic Communication. This is a full-time, 9-month faculty reporting directly to the dean of the college with appointment expected at the rank of Associate Professor or Professor (preferred) with tenure. This position is open to both regular and special title series (for additional information on title series at UK visit https://ofa.uky.edu/policies-procedures/policies-title-series). The anticipated start date is July 1, 2024.

Qualification and Responsibilities:
The new Chair of the Department of Integrated Strategic Communication (ISC) will continue to grow, support, and nurture the collegial culture of the department while working collaboratively across programs and units in the college. This person will be a visionary who will lead with transparency and integrity, with a commitment to engaging with, and strengthening, college- and university-wide initiatives. Administrative experience and understanding of the accreditation process are advantageous. A track record of national and/or international prominence as an ISC scholar (or related field) and experience working in a cross-disciplinary environment are expected.

The successful candidate must hold an advanced degree in a related discipline (earned doctorate preferred) and be eligible to qualify for tenure at the university. The successful candidate must also be a leader with demonstrated excellence in university teaching and scholarship/creative activity and exhibit excellent organizational and communication skills.

Members of under-represented groups are highly welcome and encouraged to apply, as are those who would bring dimensions of diversity, equity and inclusion to the teaching, service and research missions of the Department of Integrated Strategic Communication, the College of Communication and Information and the University of Kentucky.

About the Department:
The University of Kentucky's Department of Integrated Strategic Communication, with 14 faculty members and more than 500 students, is a long-time, national leader in offering an integrated and strategic approach to advertising, account management, promotion, sponsorship, public relations, direct response, data analytics, social media, and interactive communications. The department offers a Bachelor of Arts, Bachelor of Science, Minor and Online Graduate Certificate in Integrated Strategic Communication. The Department of Integrated Strategic Communication is also fully accredited by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC).

Through coursework and internships, ISC students develop professional skills across a variety of ISC areas. Students can also work with Grehan Associates and The Kentucky Kernel, join active major clubs, including student chapters of PRSSA and AAF, and take advantage of local professional PRSA and AAF chapters for networking and mentorship opportunities. ISC students also compete in the National Student Advertising Competition (NSAC), recently placing 4th and 5th in the nation. For more information, visit https://ci.uky.edu/isc. ISC faculty are engaged in a robust research agenda within the ISC domain. This encompasses a broad spectrum of topics including inoculation

theory, artificial intelligence, interactive advertising, consumer behaviors, health campaigns, nonprofit promotion, social marketing, and more.

About the College:
The College of Communication and Information is composed of two schools (School of Information Science and School of Journalism and Media), two departments (Department of Communication and Department of Integrated Strategic Communication), and interdisciplinary master's and PhD programs. More than 80 full-time faculty lead nearly 2,000 undergraduate majors and 350 graduate students while also teaching in the university's core curriculum and serving students pursuing minors and certificates in the college. The college also houses University of Kentucky's independent student newspaper, The Kentucky Kernel, and the championship winning Intercollegiate Debate Team.

About the University:
Located in the vibrant city of Lexington, the University of Kentucky is a public, land-grant institution that plays a critical leadership role in promoting diversity, inclusion, economic development, and human well-being. The campus is home to more than 31,000 students, more than 2,500 faculty members, and nearly 14,000 staff members. The university is one of just eight in the country with a major academic health center and a full spectrum of academic colleges and professional schools on one contiguous campus. As such, the University of Kentucky is an incubator for interdisciplinary research. These collaborations allow researchers to address the rapidly changing needs of a global society.

According to Forbes magazine's 2022 America's Best-in-State Employers list, the University of Kentucky is the top ranked education employer in the state. In addition, for a fifth straight year, the University of Kentucky has appeared on ModernThink's list of Great Colleges to Work For. As a leader among employers, the University of Kentucky offers a comprehensive benefits package. For more details, please visit www.uky.edu/HR/benefits.

About Lexington:
Featured on the U.S. News & World Report's list of best places to live in 2022, the City of Lexington is a great place to not only live, but also work and study. With a population of roughly 320,000, Lexington offers both the warmth and lower cost of living of a small city and the amenities you would enjoy in a larger city, including the arts, cultural events, and a thriving dining scene. https://www.visitlex.com/

Our Commitment to Diversity:
Experiencing a record high enrollment growth in students classified as first-generation and underrepresented minorities, the University of Kentucky is committed to creating a diverse, multicultural community of scholars and learners. It strives to be a model for the Commonwealth of Kentucky of a truly diverse society that celebrates human differences, promotes fairness and equity in policies and practices, and upholds basic principles of social justice. Our commitment applies to all candidates inclusive of race, color, creed, religion, national origin, sex, sexual orientation, gender identity and gender expression, age, marital status, disability, or status as a protected veteran.

Application:
To apply, please visit the University of Kentucky Jobs site **https://ukjobs.uky.edu/postings/493279**. Application materials should include: (1) a letter of application that briefly summarizes background, qualifications, and interest in the position; (2) a curriculum vita; (3) a statement on leadership including how teaching, research and service experience informs this perspective; and (4) contact information for three references when prompted in the application.

Application review will begin November 13, 2023, and continue until the position is filled. Questions regarding the position may be directed to Search Committee Chair: Dr. Deborah Chung via email at deborah.chung@uky.edu

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Journal of Public Policy & Marketing
Special Issue Call for Papers: Generative AI: Promises and Perils

Guest Editors
Shintaro Okazaki, King's Business School, Yuping Liu-Thompkins, Old Dominion University Dhruv Grewal, Babson College, and Abhijit Guha, University of South Carolina

Submission deadline: January 15, 2024

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Public Policy & Marketing* (*JPP&M*) dedicated to **Generative AI: Promises and Perils.**

Background
Generative artificial intelligence (AI) has received much attention in recent years. Generative AI can create large amounts of text automatically and quickly in response to human provided prompts, such as texts, codes, simulations, images, and videos (Peres et al. 2023). ChatGPT is perhaps the most well-known generative language application now. Launched by the software company OpenAI, this chatbot can generate sophisticated text indistinguishable from that produced by a human. Just two months after launch, ChatGPT attracted 100 million users in January 2023 alone, becoming the fastest-growing consumer application in history (Eysenbach 2023). Another example of generative AI is DALL-E-2, which can create unique and high-quality images by autonomously learning from textual descriptions. Generative AI is expected to have wide impact across all marketing domains, analogous to how AI is expected to broadly impact across marketing (Davenport et al. 2020; Guha et al. 2021).

Generative AI can also interact with other technologies to create new content, which may have both positive and negative consequences. For example, Moreland (2023) writes about iNFTs (intelligent NFTs), which combine NFTs with generative AI. Specifically, Moreland writes "Imagine the NFT you own is given a bunch of creative information. From there, it creates its own piece of art. Let's say you own a character that is designed as a digital creative: It writes and composes music from samples fed to it. Then, you, your community or the world in general enjoy the show that your NFT puts on. … The art created from the NFT itself brings some unique and interesting questions to the table regarding true creation and genuine ownership."

The rapid diffusion of generative AI tools has attracted attention to and provoked controversy around the ethical issues surrounding their use. As one example, generative AI can introduce and spread inaccurate, misleading, or false content. ChatGPT sometimes writes "plausible sounding but incorrect or nonsensical answers" (OpenAI 2023). Such fallacy is especially dangerous for users who are looking for accurate information and guidance. In a similar vein, generative AI can pose risks to data security and privacy. In March 2023, a bug in ChatGPT's source code led to a data breach. Some users on this chatbot saw conversation headings in the sidebar that didn't belong to them. As another example, generative AI can produce outputs that can be discriminatory to certain minority groups. In fact, ChatGPT has been found to exhibit gender and racial biases simply because it was trained by biased data. This point should not be surprising, as generative AI is subject to the same types of bias- and ethics-related concerns as AI in general (see points made in Davenport et al. 2020). The discussions about generative AI should therefore be situated within the broader discussion about concerns about AI.

Against this background, there is an urgent call for wide-ranging debate about the ethical issues associated with generative AI (Van Dis et al. 2023). This special issue intends to take part in this debate and improve our understanding of the opportunities and limitations of generative AI, with an emphasis on marketing, public policy, and societal implications.

Topics

We welcome studies that address the promises and perils relating to the use of generative AI in marketing from multidisciplinary perspectives. This may include new developments, theories, models, methods, and frameworks. Potential research questions that may be addressed include (but are not limited to):

- What are the major opportunities and threats of generative AI in marketing?
- What are the opportunities and potential backlashes from AI-generated personalized ads? How can we increase consumer trust toward these ads?
- Noting that generative AI can be used to create deepfakes, which marketing domains will be most impacted, and how should policy makers react?
- How can generative AI influence consumer shopping behavior? What concerns does it raise?
- How generative AI can inform consumers? What should policy makers do to protect consumers from misinformation and bias associated with generative AI?
- What is the impact of generative AI on the compliance with major data protection laws such as the General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA)?
- How can marketers and policy makers combat against data/security/privacy breach by generative AI?
- What is the potential impact of addiction to or excessive reliance on ChatGPT and other generative AI tools on users' social well-being? Is there (negative) impact beyond well- being in domains like (1) problem solving ability, (2) creativity, and (3) grit?
- What are the roles of policy makers, businesses, educators, training providers, and technology developers in educating and preventing the abusive use of generative AI? How should policy makers consider the trade-off between freedom for technological advance and experimentation versus control needed for limiting potential harm?
- What are the legal implications of generative AI in terms of intellectual property, copyright, and patent? These points are valid not only across business domains but also in creative domains such as art, music, etc.
- How can marketing educators preserve students' honesty and integrity in the face of potential misuse of ChatGPT for student learning and coursework? How should marketing educator's tradeoff between suitably training students to use generative AI (as employers want job candidates who already know how to use generative AI) versus ensuring that students submit responses that truly reflect their own knowledge and learning, and not responses that incorporate expert support from generative AI?

A variety of perspectives such as psychological, ethical, sociological, economic, legal, political, and critical approaches are welcome. Multidisciplinary collaboration between marketing scholars and scholars from other disciplines is especially encouraged. We are also open to a wide variety of methods, including experiments, surveys, qualitative methods, conceptual development, meta-analysis, bibliographic study, and text mining, among others.

Submission Guidelines

Submissions should follow the manuscript format guidelines for *JPP&M* at https://journals.sagepub.com/author-instructions/PPO. The manuscript length should not exceed 50 pages, properly formatted and inclusive of title, abstract, keywords, text, references, tables, figures, footnotes, and print appendices (web appendices do not count toward the page limit). **The submission deadline is January 15, 2024.**

All manuscripts should be submitted through the *JPP&M* online submission system at https://mc.manuscriptcentral.com/ama_jppm, from October 15, 2023, to January 15, 2024. Authors should select "Special Issue Submission" as the "Manuscript Type." Please also note in the cover letter that the submission is for the Special Issue on Generative AI: Promises and Perils.

- All articles will undergo double-anonymized peer review by at least two reviewers.
- Authors will be notified the first round of decision on their manuscript no later than March 15, 2024.
- The anticipated publication date for the special issue is 2025.
- For additional information regarding the special issue, please contact the guest editors at jppmSIgenerativeAI@gmail.com.

AMA CFP website: https://www.ama.org/journal-of-public-policy-marketing-call-for-papers-generative-ai-promises-and-perils/

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International Journal of Advertising – Special Issue
Diversity and Inclusion in Advertising: A Non-Western Perspective
Manuscript deadline: 30 June 2024

In recent years, the advertising industry has witnessed a growing emphasis on diversity and inclusion. In turn, this has led to increased interest in the topic among advertising researchers (for a recent review, see Eisend, Muldrow, & Rosengren 2023). Scholars from Western regions, including Australia, Canada, the U.S., and Western Europe, often study diversity and inclusion through the lens of Western consumers considered to be a part of either a majority group or specific minority groups (i.e., LGBTQ+ identifying individuals, women, and racial minorities). Diversity and inclusion have become synonymous with the "Western" understanding, seeking to achieve greater diversity and inclusion in advertising and society at large. This has resulted in a relatively narrow understanding of diversity and inclusion, as non-Western perspectives have been largely muted.

There is an apparent need to explore and understand diversity and inclusion in advertising from a non-Western point of view. This special issue aims to shed light on the unique challenges, opportunities, and cultural nuances associated with diversity and inclusion in advertising either within non-Western countries (i.e., Africa, Asia, Eastern Europe, the Middle East, and South America), or contexts in which the predominant perspective does not necessarily strive for "more" diversity and inclusion. In doing so, this special issue hopes to contribute to more diverse and inclusive research on diversity and inclusion in advertising.

We invite scholars to contribute their original and innovative research to this special issue of the International Journal of Advertising, and we are keen to hear from diverse voices. Topics of interest include, but are not limited to:

- Consumer perceptions and responses to diversity and inclusion in advertising in non-Western cultures and developing countries.
- Minority group representations and stereotypes in non-Western advertising.
- Differences in the use and effectiveness of diversity and inclusion in advertising between Western and non-Western countries and/or developed and developing economies.
- Ethical considerations in representing diversity in advertising in non-Western contexts.
- Challenges and opportunities for minority groups in non-Western advertising industries.

Submission Instructions

Manuscripts can be conceptual or empirical (based on qualitative, quantitative, or mixed methods). If the work is empirical, data should be collected in a non-Western and/or developing country, either exclusively or in comparison with data from Western and developed countries. Exceptions can be made for manuscripts working exclusively with datasets from Western regions if they provide a novel, non-Western perspective on diversity and inclusion in advertising. For example, a study that assesses under-researched non-Western groups in advertising, including immigrants or refugees, in a Western country.

Manuscripts must be prepared according to the journal's formatting style. All submissions will undergo a rigorous peer-review process. Please select "Diversity and Inclusion in Advertising: A Non-Western Perspective," to be found under the Special Issue tab, when submitting your paper to ScholarOne.

Please direct any inquiries related to this special issue to the guest editors (see emails). We look forward to receiving your contributions exploring diversity and inclusion in advertising from non-Western perspectives.

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- 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

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