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## The President's Column

### Recharged. Ready for the New School Year?

by Kelly Chu (DePaul University)

I hope you all had a wonderful summer. It went by too fast. While summer seems to be a great time to relax, reflect, and recharge, I know many of you were probably still busy with research, teaching summer school or study abroad (I saw many amazing photos shared by members), reviewing manuscripts, attending conferences, preparing tenure and promotion materials, advising grad students, and being involved with service and administrative activities. I hope you were able to take some time off and do some things you enjoy. I wish all of you a great start to the new academic year. May all your goals be reached!

The 2024 Annual Conference is in planning. Please mark your calendar for **March 14-17, 2024**. The conference will be at The Nines Hotel in the heart of downtown Portland, Oregon. The calls for pre-conference proposals, special topics, and competitive papers were announced in May and are posted on the AAA website (<https://aaasite.memberclicks.net/annual-conference>). The deadline for pre-conference session proposals was August 31, and the deadline for both competitive papers and special topics is October 1, 2023. I can't wait to see you next March at the 66<sup>th</sup> annual conference. As mentioned in our last newsletter, AAA has launched the Best Diversity, Equity, and Inclusion (DEI) Conference Paper Award this year. You may self-nominate for this award when you submit your competitive paper to the annual AAA conference. Thanks to the Ad Hoc Committee on Diversity and Inclusion for their efforts to develop the call. For more information about the Best DEI Conference Paper Award, please visit <https://www.aaasite.org/conference>.

This is going to be another busy year. The Ad Hoc Graduate Student Interest Committee (GSIC) will hold the 2023 AAA Graduate Symposium virtually in September. Details about the event were announced in early August. A big thanks to GSIC Chair Jameson Hayes and the committee for planning and organizing this event. The Graduate Symposium will be targeted to current and potential advertising doctoral students around the world. It not only provides current doctoral students a forum to gain insight about doctoral programs and the academic job market, but also offers opportunities for Master's students to learn about what doctoral programs are at top advertising programs, find out how to apply, and gain an understanding of what it is like to be a doctoral



Kelly Chu

student. I encourage everyone to participate. There are also opportunities for programs to sponsor in order to be more involved. If you are interested in being involved in the symposium, please reach out to the Sponsorship Committee Chair, Karen King.

### Some Updates:


Congratulations to the European Advertising Academy (EAA) for their successful 21<sup>st</sup> International Conference on Research in Advertising (ICORIA) in Bordeaux, France. To continue our partnership with the EAA, some AAA members were able to attend this year's ICORIA in late June. AAA's *Journal of Advertising* was able to partner with ICORIA, along with the *Journal of Advertising Research*, and the *International Journal of Advertising* to host a Writer's Workshop on Crafting Industry-Relevant Research during the conference. I hope we will continue to participate in ICORIA and hope to see our friends from EAA in Portland next March as well.

Also, I am sure you have received emails from our calls for research grant proposals: AAA Research Fellowship Grants (Deadline: Friday, September 15, 2023), AAA Doctoral Dissertation Grant Competition (Deadline: Friday, November 3, 2023), and S. Watson Dunn Memorial Fund Grant (Friday, November 3, 2023). A special thanks to Research Committee Chair Mark Yim and the committee for taking care of the submission and review process. You should also have received announcements for our journal's special issue calls and the *Journal of Advertising's* Student & Junior Faculty Reviewer Training (SRT) Program. Please see the calls on <https://www.aaasite.org> for details. Finally, if you are a graduate student, don't forget to apply for the Grad Student Conference Scholarships, which will be provided to help cover conference registration. The announcement was sent out in August.

As a reminder, all AAA members have access to all three journals as well as the proceedings and newsletters online. I would like to give a huge thanks to Martin Eisend, Vice President and Proceedings Editor for 2023, for his hard work putting together the 2023 AAA Annual Conference proceedings. It is now available online via the AAA website. Click [here](#) to access. Thank you, Martin.

### Special Initiative:

In the June newsletter, I mentioned a new initiative: "Caffeine with the President." I want to focus on transparency and accountability. I encourage new ideas and suggestions from each member and value equity and inclusion. If you would like to schedule a "Caffeine with the President" Zoom session during the year, please reach out to me at [schu7@depaul.edu](mailto:schu7@depaul.edu). We will find a time to chat and enjoy a cup of coffee or whatever you like in front of our computers. I hope this is a fun and productive way to connect with AAA members from around the world beyond the annual conference.

I am really looking forward to seeing you all in person at next year's conference. I hope you are ready for the new school year! 

#### 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.

## Featured Research

### *Experimenting with Integrating Computational & Biometrics Methodologies to Fully Understand Social Media Advertising*

by Jameson Hayes (University of Alabama)

There is little question that technology has fundamentally changed the practice and study of advertising over the last two decades. From a research perspective, social media advertising presents unique challenges and great opportunities. Understanding how, why and with what impact brand communication flows through social networks can provide tremendous insight into the roles brands and advertising play in consumers' lives. Conversely, two key challenges that social media advertising presents are the need (1) to wrangle massive amounts of data and (2) to assess varieties of brand communication formats across platforms to generate insights that contribute to our theoretical and practical understanding of advertising.

While in nascent stages, two computational social science methodologies have gained popularity that show great potential for helping us meet these challenges and more fully understand not just social media advertising, but advertising processes in general: biometrics and social media data mining. Through initiatives such as the Minnesota Thought Leadership Forum on Computational Advertising and targeted special issues (e.g., Huh, 2023), scholars are working to advance computational advertising research, and research involving biometrics has grown at an even greater pace in recent years (Stafford et al., 2023). Primary barriers such as cost, portability, and lack of skills have greatly diminished, making these approaches more accessible.

Though the two have emerged separately as novel tools for examining advertising processes, integrating these approaches offers a tremendous opportunity to more fully understand advertising processes and outcomes. Biometric



**Jameson Hayes**

measures such as eye tracking, facial expression analysis, galvanic skin response, and electroencephalography provide insights into psychological and physiological consumer responses to ads that may not be reliably accessible via self-report data (Harris, Ciorciari, & Gountas, 2019). Biometrics, though, must be triangulated with other data sources outside of the lab in order to scale and comprehensively understand relationships between cognition, attitude, and behavior. Conversely, social media data mining's strength is in analyzing patterns in social media interactions on a large-scale to gain insights into the behavioral dynamics of consumers, commercial users (brands, influencers) and their networks. Advances in text, image, and network analysis has made social media data mining a particularly fruitful endeavor. However, data mining struggles with measuring cognitive and emotional processes (Hayes et al., 2020) and short-term effects that can then map onto long-term effects, which is the ultimate goal of observation behavioral data (Araujo et al., 2020).

In an effort to (1) maximize the advantages and mitigate the drawbacks of the two novel methodologies and (2) address the two key challenges presented by social media advertising, my colleagues and I have begun early work experimenting with integrating social media data mining and biometric approaches. In the hopes of sparking more work in this area, the below the initial published work. In closing, I will briefly discuss ongoing efforts in this vein in collaboration with Dr. Steven Holiday, Dr. Brian Britt, Dr. Rebecca Britt, and Dr. Glenna Read and offer some thoughts on moving forward with biometrics and social media data mining in the field.




### The First Attempt

Our collaboration is working on several fronts experimenting with approaches to integrating the two novel computational methods. The first attempt has recently been published in *Journal of Interactive Marketing* in an article titled “A Multimodal Emotion Perspective on Social Media Influencer Marketing: The Effectiveness of Influencer Emotions, Network Size, and Branding on Consumer Brand Engagement Using Facial Expression and Linguistic Analysis” (Holiday et al., 2023). In designing the study, my coauthors and I were interested in understanding how influencers’ use of emotion, network size and branding impact consumer brand engagement on Instagram. Previous influencer advertising work largely used network size as a delineator of different influencer types, and our own previous studies using computational methods indicated that emotional communication differs based upon network size (Britt et al., 2020). Further, little extant research actually looked at branding’s role in effects.

The difficulty in comprehensively assessing each of these variables in the Instagram context illustrates well the need to explore integration of biometric and social media data mining approaches. A video post on Instagram contains text captions, video content, and user data. Network size could easily be measured using number of followers as the time of each post provided by CrowdTangle, the platform used to gather posts for analysis. Branding, or lack thereof, was likewise available in the social analytics data. Emotion, however, is much more difficult to assess. Computational psychometric textual analysis (LIWC) was employed to measure volume of overall emotion and discrete emotions present in text captions, but Instagram is a visual medium. The emotion expressed in the videos had to be measured in order to provide a fuller picture. Thus, facial expression analysis (FEA) via AFFDEX was used to examine the emotion expressed by influencers in posts. Data generated via FEA was, then, merged with LIWC and the original social media engagement data for each post for analysis. By integrating biometrics and social media data mining, the study identifies that the amount and type (facial v. textual) of emotion and specific discrete emotions

significantly influence consumer brand engagement with influencer posts; further, these effects shift based on network size and branding.

### Next Steps

This initial study is a first step in exploring integration, but it is certainly just a start. Follow up studies in the biometrics lab are focusing on consumer psychological and physiological responses to the posts examined above – preliminary results are promising! Further, exploration of how computational measures can be designed to supplement biometric measures at scale is needed and underway. Like computational advertising research in general, though, biometrics and social media data mining guidelines and best practices are needed to ensure more theoretically and methodologically rigorous work. With initiatives such as the current *Journal of Advertising* special issue call on computational advertising research methodology, the future promises to be exciting for development in these areas. My hope is that the above serves as food for thought. 

#### Jameson Hayes Bio:

Jameson L. Hayes (Ph.D., University of Georgia) is an Associate Professor in the Department of Advertising + Public Relations in the College of Communication & Information Sciences at the University of Alabama and Director of the Public Opinion Lab. His research interests include consumer-brand relationships and consumer engagement, the application of computational social science to advertising, and advertising field development.



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## Featured Teaching

### *Blending Theory and Practice: Igniting Curiosity and Enhancing Learning in Social Media Advertising Analytics through Cutting-Edge Tools*

by Yang Feng (University of Florida)



Yang Feng

For four years, I have been teaching a well-received elective course entitled “Social Media Analytics & Strategy” at two universities: the University of Florida and San Diego State University. The course, attracting a diverse mix of undergraduate and graduate students majoring in mass communication, advertising, public relations, journalism, and marketing, is devised to impart two crucial elements: 1) a conceptual understanding of the algorithmic social media environment, and 2) practical skills in data mining from social media, and the consequent dissection of this data predicated on the students' conceptual comprehension.

To cultivate students' conceptual comprehension of social media's algorithmic nature (Petrescu & Krishen, 2020), I employ various pedagogical strategies, including lectures, reading reflections, as well as online and in-person discussions. The subject matter covers the nature of algorithms and the different types of algorithms (e.g., recommendation algorithms, comment ranking algorithms) utilized by various social media platforms, as well as the impact of these algorithms on marketing communication. For example, when comment ranking algorithms elevate certain popular comments, these top comments may influence subsequent viewer opinions (Feng, Chen, & Ahn, 2021). Attaining this conceptual knowledge of the algorithmic environment is crucial for students to interpret communication patterns manifested through disparate forms of social media data, such as images, text messages, and videos. Beyond theoretical understanding, the course

incorporates numerous mini Python workshops to help students develop practical data mining skills. These interactive exercises guide students in sanitizing and scrutinizing data, extracting key topics, and discerning emotions.

Given that most students in the mass communication field lack prior coding experience, they face two main challenges: 1) they often lack confidence in handling Python coding, and 2) they may not understand the importance of learning Python coding for their majors in mass communication.

Addressing the first challenge involves building confidence by starting with simple coding examples and gradually progressing. Offering practice exercises that mirror shown examples can be effective in familiarizing students with Python syntax. Encouragement is also essential, reassuring students that mistakes are part of the learning process. To this end, I provide numerous non-graded in-class exercises for practice without the pressure of losing credits. I also recommend using an accessible and user-friendly Python coding editor, such as Google Colab, which requires no software download, just a Gmail login.


To overcome the second challenge – students questioning the relevance of Python coding – it is vital to demonstrate Python's practical applications in social media analytics at the beginning of the semester to boost their motivation. Throughout the term, I incorporate projects allowing students to apply their Python coding skills to real-world issues. Many of these projects are adapted from my own research work. Here is one example.

## Sample Sentiment Analysis Project

In this project, students will collaborate in teams to locate a sponsored video on YouTube and procure all the public comments, alongside their metadata (such as the number of likes, upload date, etc.). They will then be tasked with scrutinizing the sentiments of these comments using a dictionary-based sentiment analysis tool known as VADER, executed within a Python coding environment. In addition to delineating the sentiments of all the comments, they will juxtapose these sentiments to those of the top ten most-liked comments (which are presumably ranked as the top comments by the comment ranking algorithm) to investigate any correlation between the sentiments of these highly ranked comments and the aggregate comments.

Students are also impelled to employ Python coding to devise charts that graphically depict the sentiment results, thereby elucidating consumer sentiments within the algorithmic social media environment. They will further dissect the sentiment results to critique VADER's efficacy. For instance, several teams have discerned that VADER fails to detect sarcasm and have ruminated on its limitations, such as its substantial reliance on an internal dictionary to assign each word's sentiment devoid of considering the broader context. Consequently, students are encouraged to select a sampling of comments and juxtapose VADER's coding results with those from ChatGPT. Through these comparisons, students will discern the coding disparities among diverse AI-assisted sentiment analysis tools and apprehend why a particular tool may not be suitable for specific scenarios, epitomizing the student-centered constructivism learning theory (Bada & Olusegun, 2015). Moreover, through this experiential data analysis, they will further hone their Python coding skills and apprehend the necessity of mastering this programming language.

## Conclusion

In this project In teaching this course, it's hard to avoid topics like algorithms and data mining. At times, we may need to exert effort to counter students' biases, such as the belief that only STEM students should learn programming languages. This is because cutting-edge technology is a pivotal instrument in tackling a multitude of practical quandaries associated with social media advertising. Consequently, an approach amalgamating both conceptual knowledge and hands-on skills is aptly tailored for a course designed for both undergraduate and graduate scholars. 

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### Yang Feng Bio:

Dr. Yang Feng (Ph.D., Southern Illinois University Carbondale) is an Advertising Associate Professor in Artificial Intelligence at the University of Florida. She has served as the Chair of the Membership Committee for AAA. Her research has been published in journals such as JA, IJA, JIA, and JCIRA, among others. Furthermore, her research has been featured in mainstream media outlets, including the Washington Post and Good Morning America.



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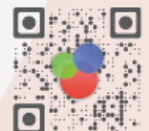


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# Graduate Student Spotlight

## Media Industry Innovation

by Colin Piacentine (University of Tennessee)

I spent several years in the media industry building my career. I began as a marketing producer and then became an advertising account executive for network affiliates and one of the largest media conglomerates in the US. As such, it definitely was not easy to make the choice to leave my full-time career and go back to being a graduate student. It was even less easy trying to convince my friends and family that it made sense. But, having been involved in the professional media advertising working environment I knew it was the right choice. I saw changes happening in the industry and witnessed first-hand how corporate structures were adapting to those changes. I knew that I could better serve the broader scope that lay at the intersection of the media and advertising industries by putting my efforts into research. I would let my industry experiences guide my research and teaching efforts.

I like to take a *stand on the shoulders of giants* approach in both my teaching and research. As an instructor, I encourage and challenge my students to be mindful not only of the current changes occurring in the media advertising landscape, but also the legacy media structures that have gotten the industry to this point. To fully understand the complexity of the media advertising industry is to understand more than just the difference between *old* and *new media*. One of my favorite topics to discuss is media innovation. As the media landscape continues to become more fragmented and new digital media entities arise, innovation must become the key for both legacy and new media in their strategic approach. It is also becoming ever more important for media organizations to become cross-industrial and break down walls that ones stood between industries. The future of the media landscape is one of convergence.

As a researcher, my area of interests are new media technology & industry innovation,



Colin Piacentine

message processing, and consumer responses. I am especially interested in how consumers processes messages in newer media formats, and how what responses occur as the result of that message processing.

Much of my doctoral research focuses on consumer responses to podcasts and podcast advertisements. I find this area fascinating because of the rapid growth of podcasts in general, podcast listeners, and amount of revenue being generated by the medium. Furthermore, we are seeing dominant figures from other forms of media (TV actors, radio hosts, movie stars, journalists, etc.) willingly chose to move from their once primary media platforms to the podcast format. It is an incredible phenomenon and I believe warrants much further academic investigation as we have barely even scratched its surface.

Another project I am working on involves gaining a better understanding of how consumers respond to the programmatic advertising process. Consumers may be aware that digital ads are targeted to their specific consumer profile, but how does the context of where that ad reaches them influence its effectiveness? Yes, it may be the right ad for the right consumer, but to what extent does the publisher (website, app, etc.) serving the ad influence how the consumer responds to it? The current project seeking to answer these questions involves utilizing biometric data to better understand arousal and valence levels as the result of programmatic targeting. I hope to continue this research into a much larger project by collaborating with scholars from the STEM and Business fields. I am very thankful to have the support and resources of the

AAA and my advisor Dr. Linwan Wu in helping me succeed this far as a PhD candidate. ~~AA~~

#### Colin Piacentine Bio:

Colin Piacentine ([colinfo@email.sc.edu](mailto:colinfo@email.sc.edu)) is an Assistant Professor of Practice in the Tombras School of Advertising and Public Relations at The University of Tennessee. He holds a Ph.D. in the School of Journalism and Mass Communications at the University of South Carolina, a M.B.A. in Innovation and Entrepreneurship from the Darla Moore School of Business at the University of South Carolina, an M.A. in Communication from the College of Charleston, and a B.A. in Communication Management from Saint Leo University. He is a recipient of the 2023 AAA Dissertation Award. His current research involves message processing of and consumer responses to podcast advertising. His other research focuses on the correspondence of audience and media frames in influencing the third-person effect.

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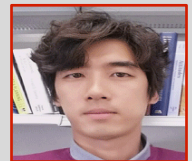
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- Job announcements
- Calls for papers
- Announcements about awards
- Names of graduate students to be featured
- Photos for the Photo Gallery

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





## The Hubbard School is proud to host the 2nd Computational Advertising Thought Leadership Forum

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The event brings together scholars to examine the most critical methodological developments and issues in the advertising research field in connection to the rise of programmatic advertising, data-driven targeting and personalization, and AI advertising and to develop a special issue of the **Journal of Advertising** dedicated to Computational Advertising Research Methodology.

Watch for the **Journal of Advertising** special issue in Winter 2024



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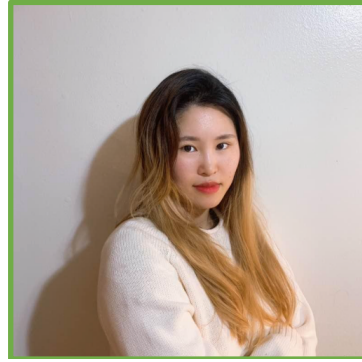
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# Graduate Student Spotlight

by Jinhee Seo (University of Oklahoma)

Growing up in the age of the internet, this first-hand experience has not only made me a “digital native,” but has also shaped my research interests. Being closely tied to the digital world has honed my understanding and intuition of digital platforms, and this has greatly influenced my research pursuits. Today, my interest drives me deep into the exploration of how consumers interact with brands, how innovative advertising formats and content leave an impact, and how the role of brand communicators has evolved in our dynamic media ecosystem. These factors, prevalent in the new media environment, significantly shape the ways brands cultivate connections with consumers. My curiosity was piqued watching brands employ creative techniques to resonate with diverse consumers, leading to key questions: Do these practices work effectively, and how can brands continue to employ them successfully?

A substantial part of my research explores the influential role of brand communicators, notably social media influencers. Their strong bonds with followers make them potent engagement agents on digital platforms. Unique brand communicators play a critical role in this equation, and studying their impact is a significant part of my research journey. Delving into the realm of virtual influencers, my doctoral dissertation, recognized by the American Academy of Advertising (AAA), investigated their efficacy in impacting consumer behavior. The experimental study examined the effects depending on expectancy violation valences on attitudes and behavioral intention, revealing that initial expectations are critical factors influencing the overall evaluation of virtual influencers and purchase intention. This exploration offers a fresh perspective on brand communicators, providing practical guidelines for decision-making processes concerning virtual influencer marketing.




Jinhee Seo

To truly understand consumer engagement in the emerging media environment, it is essential to investigate the influence of new advertising formats and the creative content they deliver. I explored how product/brand attribute congruence can impact consumer attitudes and behaviors, offering insights into the intricate interplay of product type, and message attributes in consumer responses to sponsored ads.

My background in psychology serves as a significant asset in my research, equipping me with the necessary lens to understand the intricate psychological processes behind consumer responses. Beyond exploring consumer behavior, I have expanded my interest in public health messaging, focusing on how varied message types affect cognitive and emotional processing. In specific, my interest was expanded to examining how different message types influence cognitive and emotional processing in public health campaigns. My work spans various themes, including anti-smoking, e-cigarette use, and cannabis campaigns, seeking to reveal the cognitive/emotional processes that shape responses to public health messaging by adopting psychophysiological methods. In addition, a current project explores climate change communication, examining how lexical complexity, regulatory focus, and construal level impact the reception and processing of climate change messages. This project bridges theory and practice in communication, with the potential to enhance message receptiveness, heighten public awareness, and encourage behavioral change in response to the global climate crisis.

My research mission continues to elucidate the complicated dynamics of consumer-brand relationships, the evolving landscape of advertising formats, the role of innovative content, and the impact of unique brand communicators. As I stand at the point of the next stage in my academic career, I am actively seeking a role that aligns with my established research trail. It will grant me the privilege of guiding and inspiring



future scholars, imparting to them the knowledge and curiosity that fuel this evolving field. 

**Jinhee Seo Bio:** Jinhee Seo, a Ph.D. candidate at the University of Oklahoma's Gaylord College, specializes in strategic communication (advertising). Her research encompasses consumer-brand relationships, influencer marketing, and consumer engagement. Beyond commercial landscapes, as the OU PRIME (psychophysiology) lab's manager, she applies her expertise to public health and environmental communication. This comprehensive approach earned her the 2023 AAA Dissertation Award.

## *AAA Grants for Research*

### **AAA Research Fellowship Grants** - [Winners](#) ([Detailed Instructions](#))

Members of the Academy are eligible to apply for annual research fellowship grants offered by the AAA. Grants are available to both junior and senior faculty members, and submissions are evaluated by the AAA Research Committee. Winners are expected to grant the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIAD) the right of first refusal on the primary paper resulting from the research. Recipients will receive half of the award at the time of selection and the other half when the paper is submitted to the JA, JCIRA, or JIAD.

Proposals must be submitted to the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions by fax or regular mail will not be accepted. Winners will be notified in early 2024. The awards will be announced at the 2024 AAA Conference. The AAA Research Fellowship Grants deadline is 5 pm EST on Friday, September 15, 2023.

### **AAA Doctoral Dissertation Grant Competition** - [Winners](#) ([Detailed Instructions](#))


The American Academy of Advertising Doctoral Dissertation Grant Competition exists to promote doctoral research in advertising. Any topic in advertising may be addressed. Winners are expected to grant the Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA), or Journal of Interactive Advertising (JIAD) the right of first refusal on any papers resulting from the dissertation. Recipients will receive half of the award at the time of selection and the other half when the dissertation is defended successfully.

The submission package – including the proposal and letter of endorsement - must be received by the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions by fax or regular mail will not be accepted. Winners will be notified in early 2024. The awards will be announced at the 2024 AAA Conference. The 2024 AAA Doctoral Dissertation Grant Competition deadline is 5 pm EST on Friday, November 3, 2023.

### **S. Watson Dunn Memorial Fund Grant** - [Winners](#) ([Detailed Instructions](#))

This award, established in memory of S. Watson Dunn, is intended to fund future graduate student research projects in the area of global advertising. The Research Committee reviews competitive research proposals submitted by AAA members.

Proposals must be received by the Chair of the Research Committee. Receipt of submissions will be confirmed via email. Submissions by fax or regular mail will not be allowed. Winners will be notified in early 2024. The awards will be announced at the 2024 AAA Conference. The 2024 S. Watson Dunn Memorial Fund Grant deadline is 5 pm EST on Friday, November 3, 2023.

Please email your submission materials and all questions to the Chair of the AAA Research Committee, **Dr. Mark Yim**. Email: [mark\\_yim@uml.edu](mailto:mark_yim@uml.edu) 



## JOIN ADPR GRADUATE PROGRAMS

The MSU Department of Advertising + Public Relations boasts two advanced degree programs.

The department offers a **Masters of Arts in Advertising and Public Relations**. The program provides intensive professional preparation for careers in these fields. A flexible curriculum allows students to design a custom program to meet their career goals or to focus on one of four rapidly growing areas of Advertising and Public Relations: digital and social media; health, science and the environment; social impact; or research and analytics for advertising and public relations.

MSU College of Communication Arts and Sciences offers an interdepartmental **Information and Media Ph.D.** program in a field of study at the intersection of the social sciences, media and socio-technical systems. The academic training in the program draws from three highly ranked academic units including the Department of Advertising + Public Relations, the School of Journalism and the Department of Media and Information. The program engages students to become scholars, teachers and leaders in academia, government and industry.

For more information and to apply, visit [this page](#).

## ADPR FACULTY ACHIEVEMENTS

### Holtz, Bree

In May 2022, Associate Professor, Bree Holtz, spoke at the London School of Economics. The title of the talk was: *"Reimagining of a Research Agenda: AI in Health viewed through Structuration Theory"*. Bree Holtz also received the Teacher-Scholar Award in 2022 and was named the Brandt Fellow.

### Besley, John

Professor, John Besley, published a book: Besley, J. C., & Dudo, A. (2022). *Strategic Science Communication: A Guide to Setting the Right Objectives for More Effective Public Engagement*. Johns Hopkins University Press.

### Wahl, Tiffany

In December 2022, Assistant Instructor, Tiffany Wahl, was voted Favorite College Instructor by the City Pulse/Fox 47 Top of the Town Awards.

### Meshi, Dar

Co-written with Associate Professors, Allison Eden and Ralf Schmaelzle from the Department of Communication, Assistant Professor, Dar Meshi, wrote a paper titled: *"Marr's Tri-Level Framework Integrates Biological Explanation Across Communication Subfields."* The paper won the NCA Communication and Social Cognition Division's Distinguished Article Award.

### Timke, Ed

Assistant Professor, Ed Timke, has been working with SeeHer, the Advertising Educational Foundation, and a team of interdisciplinary professors to develop a peer-reviewed online certificate focused on gender equality and equity in advertising. The certificate is anticipated to launch in Fall 2023. It is an open-access certificate designed for students about to graduate or recent graduates (may also be used as a training tool by companies). Ed Timke moderated a panel on this certificate (and the importance of addressing gender equity in advertising) that appeared in the [Association of National Advertisers'](#) free DEIB Global Day of Learning.

### Vasas, Amanda

Assistant Instructor, Amanda Vasas, reported that the number of PR Majors has nearly doubled since spring 2022 (from 89 to 164) and the **PR Field Experience Program** has supported current students in completed 8,680 hours of field experience to date! The program's weekly email newsletters are connecting students with part- and full-time positions; virtual, in-person and hybrid experiences with BIPOC- and women-owned organizations, PR agencies nationwide of all sizes, nonprofits and cultural institutions, government agencies and corporations, DEI-related positions and/or organizations, not to mention a plethora of MSU student organizations and departments. We're forging industry partnerships and have even introduced student-to-student peer mentoring.

### WHAT OUR STUDENTS ARE SAYING ABOUT THEIR PR FIELD EXPERIENCE:

*"I felt that I truly made a change in breaking the stigma and stereotypes associated with DEI, mental health and body positivity. It has laid the groundwork of what I aspire to do in the future."*

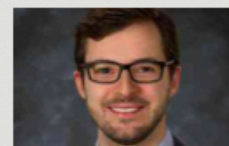
-Becca "B" Wyne, Senior MSU PR Major

*"[This experience] has overall helped me tremendously prepare for a career in PR simply because I was not sure going into this major how much I wanted to really make it my career choice one day. After this internship, I now am sure and know I want to continue PR after college. This experience allowed me to find my true passions."* -Keely Zeigler, Senior MSU PR Major

## FEATURING PH.D. CANDIDATE

### Santos-Muraro, Iago

Iago S. Muraro is a Ph.D. candidate graduating in Spring 2023. Since September 2022, he also is a postdoctoral researcher and lecturer at the Institute for Media and Communications Management at the University of St. Gallen in Switzerland.



## WELCOMING NEW FACULTY



### McFarlane-Alvarez, Susan

Susan McFarlane-Alvarez (Ph.D., Georgia State University) is a Professor in the Department of Advertising and Public Relations at Michigan State University. With nearly three decades of experience spanning academia and the professional advertising and PR industries, Susan has worked as a creative director in Hernandez/Foote, Cone & Belding, then as an independent consultant. Her research uses critical-cultural and postcolonial theory to examine racial and ethnic representations in advertising and public relations, and more recently, the responses of these industries in times of racial reckoning. McFarlane-Alvarez also explores corporate and pedagogical strategies that foster diversity, equity, and inclusion, including affordable learning and community engagement as ways to transcend inequalities in both academia and the strategic communication profession.



### Timke, Ed

Ed Timke (Ph.D., University of Michigan) is an industry- and community-engaged scholar who preserves and shares histories of diversity, equity, inclusion, and belonging (DEIB) in advertising. His current research focuses on how disabilities are represented in ads within and beyond the US, how the ad industry includes and excludes disability in its creative and business practices, how the intersection of identities is represented in advertising, and effective practices in teaching about DEIB in advertising and PR.



Department of Advertising  
and Public Relations  
MICHIGAN STATE UNIVERSITY

## Awards and Honors



Joonghwa Lee

**Joonghwa Lee** has been selected as the 2023 recipient of the Itterman Faculty Professional Development Award from the College of Arts and Sciences at the University of North Dakota. The Itterman Faculty

Professional Development Award (\$4,000) is given annually to one or more faculty members within the College in recognition of their exemplary teaching while maintaining excellence in research and service. The Awardee was selected from a competitive pool of nominees by the College's Executive Committee.

## Job Changes, New Hires, P&T



Rick T. Wilson

**Rick T. Wilson** (Texas State University) has been promoted to full professor effective on September 1.

## Other News



Jameson Hayes

**Frauke Hachtmann** (MBA, Ph.D., Professor and William H. Kearns Chair in Journalism) has a new book coming out. The book focuses on advertising practice during the first 15 months of the COVID-19 pandemic from the

perspective of advertising practitioners. It falls into the broader scholarship of crisis communication, specifically crisis response advertising.

*About the book:*

### **Crisis Response Advertising: Insights and Implication from COVID-19 (Routledge/Taylor & Francis Group)**

Using a grounded theory research design, the book takes readers through different levels of data analysis from the exploration of broad categories to the development of a new Complex Crisis Response Advertising (CCRA) model. It includes theoretical propositions for researchers and numerous practical applications for advertising and marketing professionals. The COVID-19 health crisis accelerated trends that were already in motion and ushered in a new era, marked by an increasingly digital market environment and an elevated role of brands in society. Suited for upper-level undergraduate and postgraduate courses in advertising and marketing, this book will be useful as a reference for researchers and is practical enough for practitioner use as well.

- I will be offering workshops on this topic and am happy to speak in classes this coming academic year (contact me at [fhachtmann@unl.edu](mailto:fhachtmann@unl.edu))
- The book is now available for pre-order and will be shipped after July 31, 2023
- Use promo code EFL02 for 20% off (valid until September 30, 2023)
- <https://routledge.pub/Crisis-Response-Advertising>



Kibum Youn

**Kibum Youn**, Ph.D Candidate at the Tombras School of Advertising and Public Relations at the University of Tennessee and AAA member, became the school's inaugural Future Educator Fellow. Here is a story on the website,

<https://cci.utk.edu/2023/07/05/first-tombras-adpr-future-educator-fellow-learns-from-tombras-agency>



# Announcements (Faculty Positions)



## Department of Advertising & Public Relations

*Grady College of Journalism  
and Mass Communication*

**UNIVERSITY OF GEORGIA**

### **Faculty Position**

**Karen W. and Daniel J. King**

### **Distinguished Associate or Full Professor in Advertising**

The Department of Advertising and Public Relations (AdPR) in the Henry W. Grady College of Journalism and Mass Communication at the University of Georgia invites applications for one tenured position in Advertising as the Karen W. and Daniel J. King Distinguished Associate or Full Professor in Advertising to begin August 2024.

Joining the AdPR Department at Grady College means being part of a dynamic program at a Research 1 university with an award-winning faculty, high-achieving students, many industry partners, along with the Center for Health and Risk Communication, a virtual reality lab, a social media monitoring lab, a psychophysiology lab, and several faculty-led research groups working on interdisciplinary research projects. The proximity to metropolitan Atlanta, a major media market and technology community, is a plus. Grady College recognizes that diversity empowers excellence in our core missions of teaching, research and service and that it is supported by actively ensuring underrepresented voices are heard and varied experiences are valued.

### **Academic Rank/Salary**

The hiring rank will be [Associate or Full Professor](#). Salary will be commensurate with the candidate's qualifications and experience. UGA offers many benefits, including those offered to qualified employees through the Family & Medical Leave Act.

### **Job Responsibilities**

The successful candidate will teach two courses a semester from a range of undergraduate and graduate courses in advertising and related topics such as media strategy and activation, digital advertising, social media analytics, advertising research/brand planning, advertising management, and/or campaigns. They will also conduct a rigorous research program in advertising and continue to lead their international reputation for their work, as well as provide service to the department, college, and university through performance on committees and graduate student supervision. The successful candidate will also contribute to our ongoing efforts to advance diversity, equity, and inclusion in the department and college.

### **Required Qualifications**

The person named should be qualified for tenure on appointment at the full professor level. Highly experienced associate professors will also be considered. All hires, including the first recipient of the King Distinguished Professorship are subject to the approval of the Provost. For information about the requirements for the Associate or Full Professor rank, please see the UGA Guidelines for Appointment, Promotion and Tenure as well as the Grady College Guidelines for Promotion and Tenure. To be eligible for tenure upon appointment, candidates must currently be appointed as Associate or Full Professor, have been tenured at a prior institution, and bring a demonstrably national reputation to the institution. Candidates must be approved for tenure upon appointment before hire.



### **Relevant/Preferred Qualifications**

Candidates should have a track record of a committed research focus in advertising and an outstanding record in externally funded research and/or scholarly advertising publications. Candidates should have a teaching and research concentration in and commitment to advertising as an academic enterprise. A successful candidate will have a thorough grounding in theory, research, and practice as well as the ability and commitment to mentor, develop and direct a diverse group of graduate students.

### **Application Deadline**

The review of applications will begin on August 31, 2023 and will continue until the position is filled. Early applications are strongly encouraged to be fully considered. Applicants should submit a letter of application, a curriculum vita, and the names, addresses and phone numbers of three references to:

<https://www.ugajobsearch.com/postings/316298> Applicants should direct questions to Dr. Nathaniel J. Evans, King Professorship Search Committee Chair, at [nevans4@uga.edu](mailto:nevans4@uga.edu).

### **About the Department, College, and University**

[The Department of Advertising and Public Relations](#) is a Top-5 nationally ranked program with award-winning teachers and internationally and nationally recognized researchers. AdPR is home to [the Brain, Body, and Media \(BBAM\) Lab](#), [the Center for Health and Risk Communication](#), [the Games and Virtual Environments Lab](#), and [the SEE Suite for Social Media Engagement & Evaluation](#). A new research center, the Center for Advanced Computer-Human Ecosystems is under development to continue advancing AdPR as a preeminent center for interdisciplinary research and professional development in advanced human-computer interactions. AdPR is the proud home of [The Talking Dog](#), a student-led full-service advertising and public relations agency that fosters growth for both clients and members through next-generation perspectives.

UGA's College of Journalism and Mass Communication celebrated its 100th anniversary in 2015. The college offers M.A., M.F.A., and Ph.D. degrees, and it offers undergraduate degrees in advertising, entertainment and media studies, journalism, and public relations. The college hosts student chapters of the Public Relations Student Society of America (PRSSA), the American Advertising Federation (AdClub), the National Association of Black Journalists, the National Association of Hispanic Journalists, Women in Media, the Online News Association, the National Press Photographers Association, the Society of Professional Journalists, and the Association for Women in Sports Media. Learn more about the Department of Advertising and Public Relations and the Grady College at [www.grady.uga.edu](http://www.grady.uga.edu).

Georgia is well known for its quality of life, and for outdoor, urban, cultural and arts activities ([www.exploregeorgia.org](http://www.exploregeorgia.org)). Athens, the home of UGA, is consistently rated as one the nation's best college towns and is a vibrant, diverse place to live ([www.visitathensga.com](http://www.visitathensga.com)). The University of Georgia is a land/sea grant institution located approximately 65 miles northeast of Atlanta, in close proximity to major media outlets, global agencies, national and international government and nonprofit organizations, Fortune 500 companies, and the world's busiest international airport. More information about UGA is available at [www.uga.edu](http://www.uga.edu).

The University of Georgia is an Equal Opportunity/Affirmative Action employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, ethnicity, age, genetic information, disability, gender identity, sexual orientation or protected veteran status. Persons needing accommodations or assistance with the accessibility of materials related to this search are encouraged to contact Central HR ([hrweb@uga.edu](mailto:hrweb@uga.edu)).



## Grady College of Journalism and Mass Communication UNIVERSITY OF GEORGIA

### Department of Advertising and Public Relations

#### Faculty Position in Advertising

The Department of Advertising and Public Relations at the University of Georgia's College of Journalism and Mass Communication invites applications for **two full-time, tenure-track faculty positions in advertising** to begin in August 2024.

The department and college are dedicated to maintaining an inclusive environment for teaching and learning, and they value diversity in experience, background, and research perspectives.

#### Academic Rank/Salary

Assistant Professor. Appointment will be commensurate with qualifications and experience. Salary competitive.

#### Responsibilities

Candidates must have a strong record of teaching and research in advertising and the capability to teach a range of undergraduate and graduate courses across our curriculum that includes but are not limited to advertising management, media planning, advertising campaigns, digital and social media strategies, sports and advertising, and digital and social communication strategies. Mentoring graduate students is expected. The successful candidate will also contribute to our ongoing efforts to advance diversity, equity, and inclusion in the department and college.

#### Required Qualifications

A Ph.D. in mass communication or a related field is required. ABD candidates will be considered but must provide additional documentation per [Academic Affairs Policy 1.09-12](#), Limited-term Faculty Appointment Pending Award of Terminal Degree, before hire.

#### Preferred Qualifications

The successful candidate will have an active research agenda and a proven strong research record/potential in advertising. Candidates with active and strong research programs in digital advertising, analytics, technology and advertising, artificial intelligence, and/or computational advertising are preferred, as are those whose research and teaching reflect experience, training, and a focus on the discipline of advertising. Experience in online instruction is also preferred. A minimum of 3-5 years of industry experience is also a plus, as is expertise in grants writing and seeking external funding.

#### Application Deadline

Screening of applications will begin on August 31, 2023, and continue until the position is filled. Applicants should submit a cover letter, a curriculum vita, up to two academic writing samples, and the names, emails, and phone numbers of three references to: <https://www.ugajobsearch.com/postings/266748> Applicants should direct questions to Dr. Glenna Read, search committee chair, at [glenna.read@uga.edu](mailto:glenna.read@uga.edu).

#### About the Department, College, and University

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THE ANA  
EDUCATIONAL  
FOUNDATION

### **MADE Internship Program – Apply This Fall for 2024!**

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. MADE places upperclassmen in an intern program at marketing, advertising, or media companies nationwide.

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

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



### **SeeHer Education Certificate Program – Launching this month!**

In a collaborative effort with AEF, SeeHer Education brings together top professors and practitioners who are leading efforts to eliminate gender bias in marketing and advertising from the outset.

The SeeHer Education Gender Equity Certificate program is an on-demand foundational certificate course for students. It includes modules for in-classroom use by professors such as Historical Representations of Gender, Intersectionality, Societal Impacts, and more.

Learn more at [aef.com/seeher-education](https://aef.com/seeher-education)

[#LearnWithAEF](#)

# Announcements (Calls for Papers)

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

### Guest Editors

Shintaro Okazaki, King's Business School, Yiping 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 at the moment. Launched by the software company OpenAI, this chatbot is capable of generating 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). The table below lists select generative AI applications that have been developed.

**Selected Applications of Generative AI**

Year	Application Type	Platform/Software	Company
2014	Chatbot	Alexa	Amazon
2016	Music	AIVA	Aiva Tech
2017	Chatbot	Lex	Amazon
2018	Chatbot	XiaoIce	Microsoft
2020	Chatbot	Meena	Google
2020	Music	Jukebox	OpenAI
2021	Code	CodeGPT	Microsoft
2021	Code	Codex	OpenAI
2021	Art	Craiyon	OpenAI
2022	Chatbot	BlenderBot	Meta
2022	Chatbot	ChatGPT	OpenAI
2022	Code	CodeParrot	CodeParrot
2022	Code	CoPilot	Microsoft
2022	Art	DreamStudio	Stability
2022	Art	Imagen	Google
2022	Education	Minerva	Google
2022	Algorithm	AlphaTensor	DeepMind

Source: Cao et al. (2023, p. 111:22)

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 very 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 educators 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](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](mailto:jppmSIgenerativeAI@gmail.com).

### References

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## **INTRODUCING YUAN SUN!**

The University of Florida College of Journalism and Communications is delighted to welcome Dr. Yuan Sun as an Assistant Professor in the Department of Advertising. With a Ph.D. from Penn State and a wealth of industry experience, Dr. Sun brings a research focus on the impact of AI in strategic communication and the effects of social media on prosocial behaviors. Her impressive contributions include authoring ten peer-reviewed articles and receiving prestigious awards for her outstanding work. Join us in extending a warm welcome to Dr. Yuan Sun as she enhances our academic community at UFCJC.

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# INTRODUCING JINPING WANG!

The University of Florida College of Journalism and Communications is thrilled to welcome Dr. Jinping Wang as an Assistant Professor in the Department of Advertising. With a Ph.D. from Penn State and previous experience as an assistant professor at the Chinese University of Hong Kong and Duquesne University, Dr. Wang's research expertise lies at the intersection of psychological effects of new media and persuasive communication. With nine peer-reviewed articles to her credit and prestigious awards for her outstanding research, we invite you to join us in warmly welcoming Dr. Jinping Wang to UFCJC as she enriches our academic community..

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# The 28th International Conference on Corporate and Marketing Communications

March 26-27 2024, University of Vienna, Austria



## Valuing Diversity in Corporate and Marketing Communications: Towards an Inclusive Corporate and Market Environment

Valuing diversity in corporate and marketing communications is crucial in today's globalized and interconnected world. Companies promoting diversity and inclusion in their communication with stakeholders not only demonstrate a commitment to social responsibility; they also benefit in terms of brand reputation, customer loyalty, and employee engagement. In marketing communications, diverse representation and inclusive messaging can help to build stronger connections with a wider range of customers, which may ultimately lead to increased sales and market share. By also acknowledging and valuing diversity in their corporate communications with employees, companies can foster a positive and inclusive work culture in which each individual is respected, thereby creating a sense of belonging. Overall, incorporating diversity into corporate and marketing communications is not only a responsible approach but also a smart business strategy.

As more companies integrate diversity and inclusion in their business and communication strategies, we see an increasing amount of research on this topic, shedding light on the most effective approaches and best practices for promoting diversity and inclusion in the corporate world. Researchers are exploring various aspects of diversity and inclusion, such as the representation of diverse groups in advertising and marketing campaigns, the impact of inclusive messaging on customer perceptions and behaviour, and the effects of diversity and inclusion on employee engagement and organizational performance. While there is still much to learn about diversity and inclusion in the corporate and marketing environment, research already underscores the importance of corporate and marketing communications when it comes to diversity and inclusion as key aspects of business success and sustainability.

We invite submissions on research discussing general aspects of communication related to diversity and inclusion, as well as on research focusing upon specific dimensions of diversity which at their core include gender, age, race and ethnicity, sexual orientation, physical and mental abilities, religion and spirituality, and socioeconomic status. Questions like the following may be addressed:

- How does the representation of diverse groups in corporate and marketing campaigns impact stakeholder perceptions and behaviour?
- How can companies authentically and effectively communicate their commitment to diversity and inclusion to important stakeholders, such as customers, employees, and investors?
- What are barriers and criticisms to diversity and inclusion and how can they be addressed?
- What role do unconscious biases play in shaping perceptions of diversity and inclusion in the workplace and in the marketplace?
- What role does communication play to foster an inclusive work environment?
- How are corporate and marketing communications on diversity and inclusion managed within companies?
- What are good and bad case examples of communication on diversity and inclusion and what can we learn from them?

The 28<sup>th</sup> International Conference on Corporate and Marketing Communications (CMC2024) is for academic researchers and educators as well as practitioners who seek to promote and advance their knowledge in the domains of corporate and marketing communications, brands, and branding.

Aside from submissions to the conference theme, CMC2024 welcomes submissions in any other area of corporate and marketing communications (please see [TRACKS](#) on the conference website).

## Organizing Committee

**Prof. Sabine Einwiller**, PhD, Professor of Public Relations Research and Head of the Corporate Communication Research Group at the Department of Communication, University of Vienna.

**Ingrid Wahl**, PhD, Senior Researcher and Member of the Corporate Communication Research Group at the Department of Communication, University of Vienna.

**Claudia Koska**, Administrator of the Corporate Communication Research Group.

Please **contact** the organizing committee at: [cmc2024@univie.ac.at](mailto:cmc2024@univie.ac.at)

Conference **website**: <https://cmc2024.univie.ac.at/>

## Submission Guidelines

The 28<sup>th</sup> International Conference on Corporate and Marketing Communications will consider both theoretical and empirical contributions. Extended abstracts (1000-1500 words), working papers (3000-4000 words), full length competitive papers (5000-6000 words) as well as special session proposals are welcomed.

An electronic copy in Microsoft Word should be uploaded to the conference online platform no later than 8<sup>th</sup> of January 2024. The submitted papers will be reviewed by the scientific committee of the conference.

Prizes will be awarded for the best competitive paper and for the best working paper, as judged by a panel of experts. The best competitive paper will receive automatic acceptance by the Journal of Marketing Communications (JMC), subject to requested editorial changes.

Upon acceptance, the authors agree to the following:

- to return an abstract of 1500 words of the manuscript in correct format to be included in the conference proceedings,
- at least one author will present the manuscript at the conference, and
- in case that an author presents more than one manuscript, each manuscript will require the registration of a different co-author.

## Special Issue in the Journal of Marketing Communications

Selected competitive papers on the theme of the conference will be considered for a special issue in the Journal of Marketing Communications, which will be guest edited by the conference organizers. Acceptance is subject to a review process by the journal.

## Key Dates

Paper submission opens: **tba**

Deadline for paper submission: **8<sup>th</sup> of January 2024**

Feedback to authors: **16<sup>th</sup> of February 2024**

Early bird registration opens: **tba**

Deadline for early bird registration: **25<sup>th</sup> of February 2024**

Deadline for conference registration: **26<sup>th</sup> of March 2024**

Fees	Early registration fee (by 25 <sup>th</sup> of Feb. 2024)	Late registration fee (by 26 <sup>th</sup> of March 2024)
Presenter	€ 490	€ 550
Non-presenter	€ 550	€ 650
PhD student	€ 250	€ 290

# New texts from Melvin & Leigh, Publishers

**New!**

## Strategic Communication Research Methods Workbook

Harsha Gangadharbatla and Toby Hopp

2023. 300 pp. Paper: 978-1-73604024-9 \$59.95

Designed to serve as an alternative (or a companion) to traditional research methods textbooks. Each chapter begins with the basic knowledge that students and professionals in the strategic communication industry must possess—then asks readers to apply this knowledge to real-world research scenarios faced by strategic communication professionals.

Among the *Workbook's* many features:

- It's one of the few research methods books specifically designed for strategic communication (advertising and public relations) students.
- It employs a hands-on, "learning by doing" approach built around the application of research tools and strategies to strategic communication problems.
- It is written in a clear and easy-to-understand manner that is appropriate for intermediate and advanced strategic communication students.
- It addresses both qualitative and quantitative research approaches.
- It includes a useful concluding chapter on presenting research, plus an exceptionally detailed glossary.



**New Edition!**

## Advertising Campaign Planning

*Developing an Advertising-Based Marketing Plan*

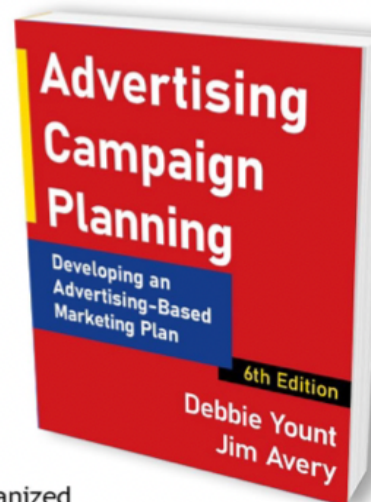
Sixth Edition

Debbie Yount and Jim Avery

2023. 276 pp. Paper: 978-1-73604023-2 \$54.95

This book, long the most widely-adopted text for Strategic Advertising Campaigns classes, offers a fresh "how to" approach for developing fully integrated advertising campaigns. The simple step-by-step practical application gives readers the entire toolbox needed to make a winning campaign and eliminates obstacles and roadblocks that can get in the way of creating great work.

The Sixth Edition has been significantly changed for the ever-changing world of communication with several sections added, others updated, and some reorganized to reflect the "real world" flow of strategic marketing communication campaign development.



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To request an examination copy, please contact [mgmt@melvinleigh.com](mailto:mgmt@melvinleigh.com) and include your name, email address, home address, course title, anticipated enrollment, and your textbook decision date.

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# AAA Newsletter Advertising Policy

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

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

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

AAA members may also run a brief (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, HoYoung (Anthony) Ahn at [hoyoung.ahn@pepperdine.edu](mailto:hoyoung.ahn@pepperdine.edu) for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter

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