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The President's Column

by Jameson Hayes (University of Alabama)

Jameson Hayes

Dear AAA members,

I hope that the end of your spring semester was smooth and that our annual conference in Pittsburgh energized and inspired you to do amazing research over the summer that we will get to see in Austin next March – while getting some much-deserved rest as well. It is truly an honor to be trusted to step into the role of President of the American Academy of Advertising (AAA), and I look forward to collaborating with you to further our mission and impact on advertising scholarship, practice, and education. Thank you for entrusting me with this task. Along with a strong commitment to uphold AAA's values and traditions, I look forward to focusing on three key areas to enhance our impact on advertising research, continue our legacy of leadership in our field, and further fortify connections within our AAA family.

Enhancing the Value of AAA Conference and Journals

It is important that we incentivize top advertising scholars to choose our annual conference as a venue to share their research and our journals as outlets for publication. Historically, policy prohibited concurrent submissions of papers to the annual conference until a decision was reached on the conference submission. With time being a concern, especially for junior researchers and students, this often resulted in foregoing submitting some of the best advertising research to the conference in order to more quickly get it under review at a journal or send the research to non-AAA journals to avoid reviewer overlap.

Working with the Publications Committee and the Executive Committee, I am happy to report that scholars can now concurrently submit to the annual AAA conference paper competition and any AAA journal (i.e. *Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of Current Issues & Research In Advertising*). We hope that this policy is more friendly to scholars and will encourage high-quality research submissions to our conference and increase and strengthen submission to AAA journals.

Continuing to Nurture the Next Generation of Advertising Scholars

In recent years, AAA has made it a priority to invest in the future of our field by enhancing our commitment to support graduate students. Immediate Past President, Sigal Sigev, collaborated with the Graduate Committee and the Research Committee to develop more initiatives and research competitions to help graduate student members achieve their goals and continue growing within the Academy. Continuing this commitment, I will work with the Graduate Student Interest Committee to identify new opportunities to invest in and serve graduate student members as the future of AAA.

Strengthening Connection with Our Extended Family

As announced at the 2025 annual conference in Pittsburgh, a new collaboration with our sister AAA at the International Conference on Research in Advertising (ICORIA) in Rotterdam this month, I will join EAA President Tobias Langner in announcing the winners of the first AAA-EAA Collaborative Research Competition award. This new award seeks to engender greater international collaboration in advertising scholarship through the constitution of new international research teams and supporting international travel to the AAA annual conference and ICORIA to share the fruits of those collaborations.

The call for the next round of the AAA-EAA Collaborative Research Competition is out now! The winners will be announced at the 2026 AAA annual conference in Austin, Texas from March 26-29. So, please work on building your international teams and submit a proposal for consideration.

2025 Conference, Pittsburgh

As always, it was wonderful to see so many of you at our annual conference in Pittsburgh. There were 136 competitive papers and 19 special topics session proposals submitted for this year's conference. The event's success is owed to the hard work of many people. Special thanks to Eric Haley, our Executive Director, and Michael Bottini from AMC Source for your tremendous efforts in organizing a wonderful conference and off-site event.

Additionally, thank you, outgoing Vice President Chang-Dae Ham for overseeing the paper competition and crafting a rich and insightful program as well as to Immediate Past-President, Sigal Sigev, for leading us so well throughout the year culminating in a great conference. We also greatly appreciate all of our AAA sponsors for the generous support of the conference with special appreciation going out to Karen King for her tireless work with our sponsors. Finally, thank you, members of the Academy for attending the conference; it is the people that make this organization and bring people back to our conference year after year.

Much More than Just A Conference

AAA offers its members various benefits and opportunities to explore, research, develop, and connect all year round.

- Members have access to AAA owned journals (*Journal of Advertising*, *Journal of Current Issues and Research in Advertising*, and *Journal of*

organization, the European Advertising Academy has been initiated. Representing

Interactive Advertising) as well as to Journal of Advertising Education through AAA's website.
- The Graduate Student Interest Committee is planning a Graduate Symposium in the Fall. More information about this event will be shared soon.
- As you are getting ready for the summer, keep in mind **some important deadlines** for research grants and awards that Academy members are eligible to apply for:
  o **August 31, 2025: Pre-conference Proposals**
  o **September 12, 2025: AAA Research Fellowship Award**
  o **October 1, 2025: Papers and Special Topics Proposals**
  o **November 1, 2025: Doctoral Dissertation Proposal Award**
  o **November 1, 2025: The Dunn Award for International Advertising Research**
  o **November 1, 2025: Non-dissertation Research Grant for Graduate Students**
  o **November 1, 2025: AAA 2026 Temerlin Advertising Institute Grant for Industry Self-regulation & Socially Responsible Advertising Practices**
  o **December 31, 2025: Graduate Student Travel Scholarships**

AAA is a volunteer organization, and its success and strength depends on the great work and commitment of so many members. This is an opportunity to thank the three editors of AAA journals, Jisu Huh (JA), Sukki Yoon (JCIRA), and Jooyoung Kim (JIA) for their time, efforts, and dedication, to advance advertising knowledge and theory, and inform advertising education and practice.

Finally, I look forward to working with AAA's Executive Committee and all Committee Chairs: Karen M Lancendorfer (Awards), Jorge Villegas (Finance), Alyse Lancaster (Publications), Mark Yim (Research), Osnat Roth Cohen (Membership), Sydney Chinchanachokchai (Global and Multicultural), Regina Ahn (Communication), Steven Holiday (Graduate Student Interest Committee), and Ed Timke (Ad Hoc on Access & Opportunity). For more information about AAA's events, calls, and deadlines always visit our website (https://www.aaasite.org/) or stay connected via our social media sites (follow @AdScholar on X and Instagram). Have a wonderful summer!

Bio: Jameson Hayes (Ph.D., University of Georgia) is an Associate Professor in the Department of Advertising + Public Relations at the University of Alabama. His research focuses on the intersection between consumer-brand relationships and consumer engagement. His work has been published in the *Journal of Advertising*, the *International Journal of Advertising*, the *Journal of Interactive Advertising*, the *Journal of Current Issues and Research in Advertising*, the *Journal of Interactive Marketing*, the *Journal of Computers in Human Behavior*, the *Journal of Health Communication*, *Journal of Public Relations Research, and Social Media + Society*, among others. Jameson has been an active member of the American Academy of Advertising (AAA) since 2010 serving in different roles, including AAA's President-elect, Secretary, chair of the Communications Committee, chair of the Graduate Student Interest Committee, and Associate Editor of *Journal of Advertising*.

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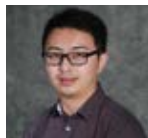- and other psychophysiological devices

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Dr. Linwan Wu
Associate Dean for Research

Focus: advertising psychology, communication technology and consumer responses to AI advertising

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Senior Instructor

Focus: advertising and public relations law and the role of visual communications in shaping public policy

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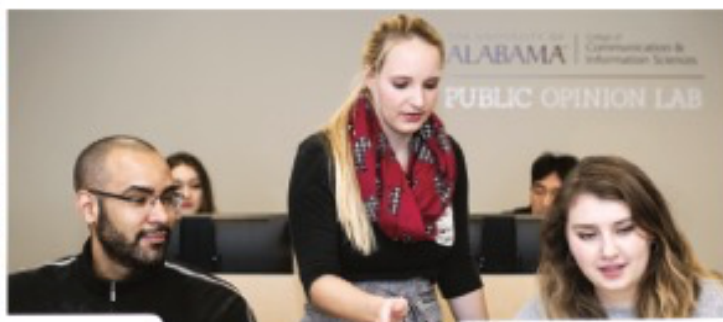COMPUTATIONAL ADVERTISING
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"*How to Accurately Measure Attention to Video Advertising*"
by Nicole Hartnett (University of South Australia)

Attention is an increasingly scarce resource, which advertisers are paying a lot of money to measure. Attention goes beyond media ratings to assess advertising exposure *quality*. Media publishers can use this quality dimension to inform prices and advertisers can use it to judge the relative value of their media choices.

Nicole Hartnett

A common assumption is that 'high' attention is better than 'low' attention, even though famous studies have shown positive effects of low attention. For example, consumers reported being unaware of French background music in a supermarket, but it increased sales of French wine (North, Hargreaves, and McKendrick 1999). Some even argue that low attention is better for video advertising, particularly emotive advertising, to inhibit counter-argument (Heath 2009; Heath, Nairn, and Bottomley 2009). Importantly, valid measures of attention should be able to delineate high from low attention, which is an empirically understudied area.

Memory measures were traditionally used to measure attention paid to advertising, such as Starch scores for print ads and day-after recall for TV ads. But newer measures, like eye-tracking, which are continuous measures, are gaining popularity because they can identify the moments or parts of an ad that gain or lose attention. Most commercial attention measurement suppliers today favour eye-tracking measures, however, there are other literature-supported physiological measures that could prove useful for measuring attention to advertising (e.g., heart rate, skin conductance).

Previously my colleagues and I have applied several biometric measures of attention to varied advertising questions, exploring links to sales effectiveness (Bellman et al. 2017), responses to different creative devices (Bellman et al. 2019; Simmonds et al. 2020), and dynamic advertising elements (Wooley et al. 2022). In our most recent research (Hartnett et al. 2025), we sought to establish which biometric measures of attention could best separate low from high attention as a validation exercise.

We used a lab-based experiment, manipulating attention levels to video ads, to comprehensively compare the accuracy of eight potentially *scalable* biometric attention measures. Scalability was important to our research because only measures that can be collected with large samples at comparatively low costs would be used for a media currency. Historically, biometric measures were constrained to the lab, but this is no longer the case. Artificial intelligence developments have made measures like eye-tracking, facial coding, and skin conductance scalable for advertising measurement by reporting the data from webcams or wearable devices (e.g., TVision, Lumen, Affectiva, Mediaprobe).

The eight biometric attention measures were also compared to a 'gold standard' non-scalable neuro measure, electroencephalogram (EEG), and a survey-based self-reported attention measure. Self-reported attention is blind to stimuli below awareness but has high face validity for measuring conscious high attention. We used a 0 to 100% attention scale to measure self-reported attention, which was previously validated with eye-tracking data (Segijn et al. 2017), in a pre-test of 100 ads, to identify five ads with significantly higher attention than the others, and five with significantly lower.

For our main experiment, these 10 ads, along with 20 filler ads between these extremes were randomly allocated across six commercial breaks in a one-hour (42-minute) TV program. We recruited 250 participants who watched the content individually, on a large computer screen, sitting at a desk in labs owned by our partner MediaScience. While they watched the content, electrodes placed on their head and non-dominant hand measured EEG, heart rate, and skin conductance.

For each measure, we identified a significant change from a person's resting baseline as a sign of high

attention, which controls for differences between individuals, and is applicable to all measures. Each participant's resting baseline was established when they watched a four-minute Zen video prior to commencing the program containing the ads. Both EEG Alpha and heart rate decline from resting baseline levels when people are paying attention to external stimuli. Software decomposed the raw skin conductance data into two measures, tonic skin

because participants were aware of paying more conscious attention. EEG, the gold-standard validation measure, was 90% accurate at separating high from low attention ads. Of the other measures, heart rate proved best at this discrimination task, also achieving 90% accuracy. Blink duration, which is already measured widely to detect driver drowsiness, was only 60% accurate, no better than chance. Individual attention dispersion (IAD) was also only 60% accurate.

Table 3. Percentage correct classification rates for 10 video ads.						
	Classification vs resting baseline*			Classification vs 'average ad'**		
Measure	Correct Low Attention	Correct High Attention	Overall Accuracy	Correct Low Attention	Correct High Attention	Overall Accuracy
BPM	80	100	90	100	80	90
IAD	20	100	60	80	60	70
Blink Dur.	60	60	60	100	0	50
Smiling	0	100	50	100	80	90
FPS	0	100	50	80	60	70
EOS	0	100	50	100	20	60
SCL	80	20	50	80	0	40
Phasic SC	20	20	20	80	0	40
Average	33	75	54	90	38	64
EEG Alpha	80	100	90	80	80	80

Note: Table is ordered first by overall accuracy against resting baseline, then average ad baseline.
*Resting baseline = spent 4-min watching a Zen relaxation video prior to watching the program containing ads.
**'Average Ad' = average for measure over all 30 ads seen during the session.
BPM: beats per minute; IAD: individual attention dispersion; FPS: fixations per second; EOS: eyes on screen; SCL: skin conductance level; Phasic SC: phasic driver component of skin conductance, EEG: electroencephalogram.

conductance level (SCL) and phasic skin conductance response (SCR). SCL measured sympathetic nervous system (SNS) arousal, a sign of emotional intensity that theoretically corresponds with heightened attention. SCR measures short-term peaks in sweating, caused by orienting (i.e., attention) responses to survival- or task-relevant stimuli. A high-quality video camera (not a webcam) measured eyes-on-screen (EOS) and facial expression, specifically smiling; a key positive-emotion response to advertising. Infra-red eye-tracking equipment measured fixations (where participants looked on the screen) and blink duration. Fixations per second (FPS) measures visual-information intake, while shorter blink durations (cf. when resting) indicate alertness. Fixation locations were also measured to calculate individual attention dispersion (IAD), where low dispersion represents concentrated, higher attention.

The findings suggested that eye-tracking measures have problems distinguishing low from high attention, as fixations occur in both states. EOS and FPS measures consistently misclassified all low attention ads as high attention. However, high attention ads were rated higher on the self-reported attention scale

Additionally, we explored the potential of a data-driven baseline that compared each ad's mean with the individual's average attention to all 30 ads shown during the program. An attention measurement supplier might update this mean, after every ad view, for every individual in a consenting sample. Compared with this "average ad" baseline, smiling was just as accurate as heart rate at separating high from low attention ads (both scored 90%). Also, FPS and IAD performed significantly better than chance (both scored 70%).

The main implications for theory and practice were that since attention is a conscious process, measures of attention need to measure cognitive processing, as well as just sensory processing, which can be unconscious. Heart rate does that as accurately as EEG and is potentially scalable and applicable to audio advertising attention.

How to accurately meaWe strongly encourage further exploration of attention measures for advertising. Our study needed to be lab-based to measure EEG but a legitimate concern here is that exposure to ads in this context received heightened attention because

respondents were constrained in their movements and mostly looked at the screen (for about 90% of the viewing session). Future studies would ideally be conducted in real-world viewing environments. These studies could explore the prevalence and effects of varied distractions (e.g., co-viewing and multi-screening) and how different attention measures respond. Moreover, we tested 30-second video ads, which is a traditional TV format, where future studies might explore alternative formats (e.g., shorter-form video ads) and compare different media (online, radio, cinema, outdoor) because there may be systematic differences in attention levels with different types of avoidance behaviours. As attention measurement is becoming increasingly common with literally dozens of commercial suppliers, there will be increasing scope for industry collaboration, where agencies and advertisers want to explore the value of attention measurement added to other media and effectiveness metrics. Recent initiatives by the *Journal of Advertising Research* calling for academics to propose research questions for datasets made available by TVision and Mediaprobe are positive steps in this direction. 🖎

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Bio: Dr Nicole Hartnett (Ph.D., University of South Australia) is a Senior Research Fellow at the Ehrenberg-Bass Institute, University of South Australia (soon to be Adelaide University). She is an Associate Editor for the *Journal of Advertising Research* and serves on the editorial boards of *Journal of Advertising, International Journal of Advertising,* and *International Journal of Market Research*. Her research predominantly focuses on adverting measurement and creativity. Nicole also works closely with Ehrenberg-Bass Institute sponsors, helping marketers to be evidence-based in their decision-making and conducting funded consumer research projects on buyer behaviour patterns, branding, and advertising effectiveness.

WELCOMES NEW FACULTY

OLIVIA BULLOCK
Assistant Professor, Department of Advertising

Dr. Bullock's research examines how persuasive message design in health, science, and technology contexts can reduce barriers to information processing and enhance persuasion.

JEONGMIN HAM
Assistant Professor, Department of Advertising

Dr. Ham's research explores how virtual humans and emerging media technologies influence consumer perceptions through digital narratives, media psychology, and human-computer interaction in advertising.

JIAWEI LIU
Assistant Professor, Department of Advertising, STEM Translational Communication Center

Dr. Liu's research focuses on health communication, using empirical methods to examine how mass media, social media, and AI-mediated messages influence public health and policy outcomes.

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"Learning with Purpose: Blending AI and Real-World Experience in Advertising Education" by Vivienne Leung (Hong Kong Baptist University)

Imagine being a student tasked with solving real-world problems for a client whose mission is to support middle-aged, full-time working caregivers, a group often overlooked in society. That is exactly what advertising and branding majors at Hong Kong

Vivienne Leung

Baptist University's School of Communication took on in a Service-Learning Campaign Course. As an educator, I have always believed that integrating cutting-edge technologies into their education is the best way to prepare students for the ever-changing advertising landscape. In this course, students did not just learn theory. They dove headfirst into research, strategy, and creativity to design a strategic communication campaign for a real-world client, 60-60, a digital

platform dedicated to empowering caregivers. What unfolded was an inspiring journey, blending AI tools and personal insights to equip students for the complex challenges of modern advertising.
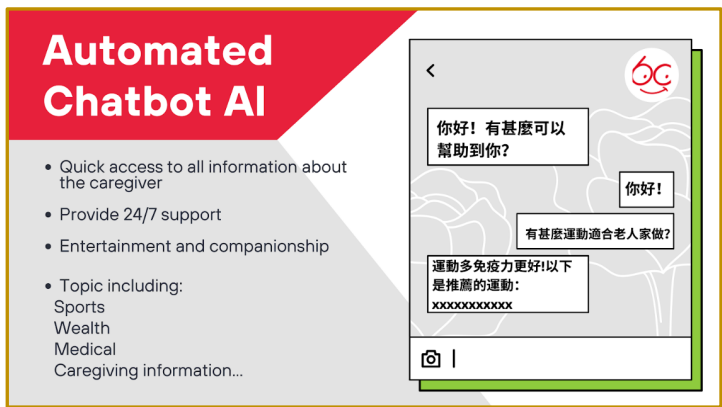
A central aspect of my campaign course design was incorporating a research-led approach to understanding consumer insights. To facilitate this, I subscribed to BrandWatch, an AI consumer intelligence platform that provided the entire class access to their Enterprise Digital Consumer Intelligence platform. This tool enabled students to analyze online data and extract quantitative insights regarding caregivers' experiences. Students set up BrandWatch to track specific keywords such as "caregiver," "challenges," "support," and "Hong Kong." This allowed them to capture the frequency, sentiments, and context of discussions surrounding these topics across various online platforms, establishing a quantitative baseline for significant issues faced by caregivers. The data collected from BrandWatch was meticulously analyzed. This approach offers three essential benefits to students' learning. Students can: First, identify key issues. The AI data revealed patterns and sentiments

highlighting the mental health struggles and work-life conflicts that caregivers encounter; second, develop targeted strategies: the analytical insights assisted students in designing precise marketing strategies tailored to the needs of caregivers; and third, engage with real-world contexts: by applying their findings to actual campaigns for the 60-60 platform, students connected their learning to meaningful and actionable outcomes.
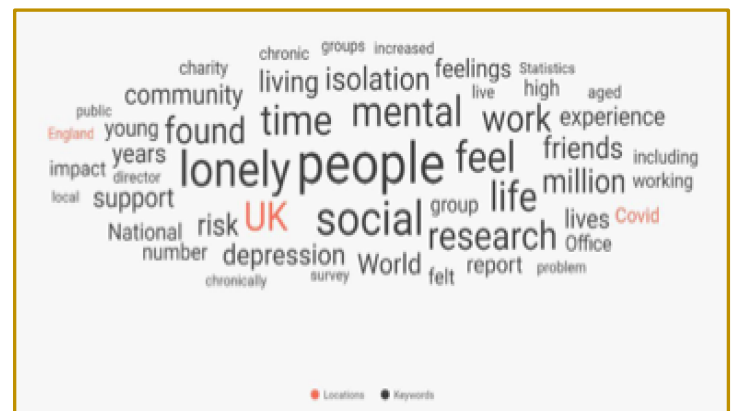
After reviewing the initial insights from the BrandWatch data, each student group conducted thorough interviews with at least one caregiver to gather detailed qualitative insights. The reasons for having students conduct qualitative research in addition to using BrandWatch are twofold. First, AI-generated findings via BrandWatch could be compared with qualitative data collected through in-depth interviews with local caregivers. This validation process provides deeper context and meaning through personal stories and experiences. This dual approach enriched students' understanding of caregiving challenges, fostering active engagement, critical thinking, and experiential learning. Second, conducting interviews adds a human touch for students, who may not have firsthand experience as full-time caregivers. Interacting with genuine caregivers helped students develop empathy and a stronger sense of commitment and inspired them to give back to society through service-learning. This experience allows students to understand the challenges faced by different age

groups and teaches them to be more patient and compassionate.

Automated Chatbot AI

- Quick access to all information about the caregiver
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  Wealth
  Medical
  Caregiving information...

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Implementing an AI-driven experiential learning model in advertising education that combines real-world data analysis with qualitative research presents several significant challenges. Below, I share my observations and recommendations for educators facing these complexities.

1. Technological Proficiency: One primary hurdle is ensuring all students acquire the necessary skills to utilize AI tools effectively. In my project, students participated in an online self-learning course using BrandWatch. However, feedback revealed a strong preference for additional practical case studies or a separate training session to demonstrate the tool's real-world applications better. To address students' varied levels of technological expertise, educators should consider offering customized training sessions, which, though valuable, can be resource- and time-intensive.
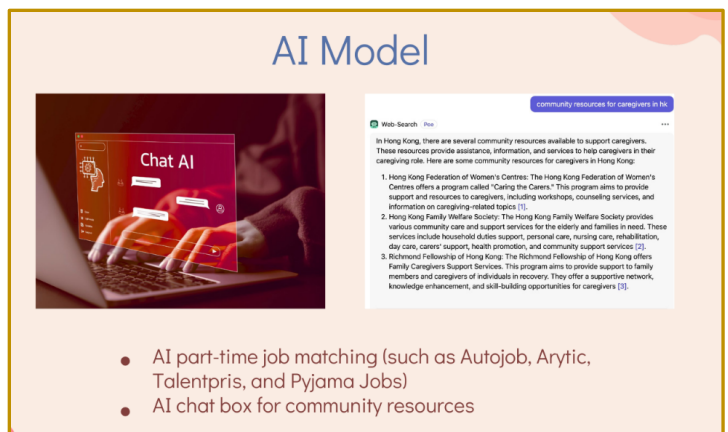
2. Balancing Qualitative Insights and Ethical Considerations: Blending AI-driven quantitative analysis with qualitative insights from interviews presents challenges in curriculum design. Educators must develop strategies that enable students to integrate these diverse data sources effectively, requiring technical proficiency and a nuanced understanding of qualitative research methodologies. Moreover, integrating AI tools into educational frameworks introduces ethical concerns, such as data privacy, informed consent, and potential algorithmic biases.

In my project, I addressed these issues by guiding students in designing interview questions and crafting consent statements. I also oversaw the participant selection process to ensure an accurate representation of the caregiver community. Educators should prioritize teaching students how to navigate these ethical complexities while designing projects and analyzing data.

3. Fostering Student Engagement: Engaging students is critical in AI-enhanced advertising education. Collaborating with real-world clients, such as 60-60, provides students hands-on experience. This enables them to apply theoretical knowledge in practical settings and receive valuable feedback. This approach helps students refine their strategic and creative skills while aligning with professional standards (Li et al., 2023). For example, the client attended the final presentation in this project to offer authentic feedback. However, managing such collaborations requires careful planning and communication. Institutions should select partners that align with course objectives and establish clear agreements to avoid misunderstandings. Educators should also manage client expectations to ensure a balanced partnership that supports academic outcomes.

4. Resource and Manpower Limitations: Another significant challenge is developing effective methods to assess students' proficiency in AI tools and qualitative analysis. Providing timely and meaningful feedback can also strain institutional resources and impact the learning experience. To address this issue, I applied for a teaching development grant, which allowed me to hire a project assistant to manage coordination tasks between clients and students. I also scheduled at least two consultation sessions with students during the semester to ensure their projects stayed on track and addressed any concerns.

AI Model

Chat AI

- AI part-time job matching (such as Autojob, Arytic, Talentpris, and Pyjama Jobs)
- AI chat box for community resources

Witnessing students grow through the service-learning campaign course has been truly inspiring. By combining AI-driven insights with qualitative research, they learned about advertising and developed empathy for middle-aged caregivers, creating impactful

campaign ideas that address societal needs. This journey transcended research and strategy, shaping socially responsible and ethical future professionals. As the advertising landscape evolves, these students are equipped to lead with creativity, collaboration, and community advocacy. Integrating AI as a research tool into experiential learning offers a promising glimpse into the future of advertising, which appears bright, thoughtful, and purposeful.

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Bio: Vivienne Leung (Ph.D. Hong Kong Baptist University) is the Senior Lecturer and Programme Director of the Advertising and Branding Concentration at Hong Kong Baptist University. She was previously a strategic planner at Grey Advertising and Fallon Asia/Hong Kong, working with clients like United Airlines and McDonal's. Her research interests include advertising, celebrity culture, health communication, and social service marketing. She authored the book "Celebrity Culture and the Entertainment Industry in Asia," and has published in various academic journals. Vivienne has received multiple awards for her teaching and service, including the Outstanding Performance in Teaching and the Student Service Award from her university, and she obtained a Professional Diploma in Digital Marketing in 2018. In 2022, she received the Senior Fellowship (SFHEA) by Advance HE, and in 2024, she was recognized with merit for the Exemplary Teaching and Learning Award at the eLearning Forum Asia 2024.

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- Influencer Secrets: How Expertise and Playfulness Drive Engagement
- Metaphorically Speaking: Visual Advertising Insights
- Woke or Broke? Why Social-Issue Ads Trigger Toxic Talk
- Who Do You Trust? Consumer Voices in Digital Branding
- Humanizing Brands: Boosting Eco-Friendly Choices

Each episode is an open-access, two-minute, layman's language summary of a paper to be published in JCIRA in the first issue of 2025.
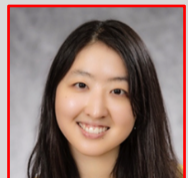
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AAA Communication Committee Chair
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- Job announcements
- Calls for papers
- Announcements about awards
- Names of graduate students to be featured
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Send to the Editor, **Anthony Ahn** at **hoyoung.ahn@pepperdine.edu**, **by no later than July 15**.

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"AAA Conference Paper Round Up"

by *Chang-Dae Ham (University of Illinois Urbana-Champaign)*

Chang-Dae Ham

Campbell's Soup Cans, Marilyn Monroe, and Jacqueline Kennedy……. Members of AAA would still remember fascinating experiences and fun times at Andie Warhol Museum, the Off-Site Event of the conference, after having a series of presentations and meetings, making unforgettable memories and sharing excellent research experiences in March 2025.

The 2025 American Academy of Advertising (AAA) Annual Conference was held in Pittsburg, Pennsylvania, from March 6th to 9th. In this year, AAA received record high numbers of submissions after pandemic, with 136 competitive research papers and 19 for special topics proposal (a 7.8 percent increase in submissions from last year). Among them, 92 competitive research papers (67.6% acceptance rate) and 10 special topic sessions (52.6% acceptance rate) were accepted. The competitive research papers and special topics were organized into 33 sessions with diverse themes including Artificial Intelligence, Virtual and Social Influencers, Sustainability, DEI, agency issues, teaching data ethics, social media privacy concerns, and so forth.

The conference kicked off with two pre-conference sessions being coordinated by AAA's President Sigal Segev (Florida International University) – "Challenges and Directions for Advertising Research in Multicultural Settings" and "Working in Academia: Building an Academic Reputation & Successful Career."

In this year, we have inaugural AAA-EAA (European Advertising Academy) Discussion Panel Session organized by two presidents, Tobias Langner (EAA President; University of Wuppertal) and Sigal Segev (AAA President). Members actively participated in discussing the topic of "Harnessing the Power of Advertising to Advance Social Good."

Following last years, members also enjoyed "Meet the Journal Editors Session," where they had a chance to hear about current interest, editorial direction, and future plan of the seven advertising journals - *Journal of Advertising, International Journal of Advertising , Journal of Advertising Research, Journal of Current Issues & Research in Advertising, Journal of Interactive Advertising, Journal of Advertising Education, Advertising & Society Quarterly*.

Chang-Dae Ham presents the Best Conference Paper Award to Sitan (Stan) Li (University of Tennessee)

During the award lunch on March 8th, members celebrated award winners. The Best Conference Paper Award went to Sitan Li (University of Tennessee) and Matthew Eastin (University of Texas at Austin) for their paper, "Virtual Influencers' Emotional Voices: Effects of Voice Type and Message Appeal on Consumer Engagement and Brand Choice Behavior," The Best Student Paper Award went to Jeewon Kim (University of Texas at Austin), Matthew Eastin (University of Texas at Austin), and Laura Bright (University of Texas at Austin) for their paper, "AI Anxiety and Consumer Experience: Defining

Consumer AI Anxiety through Scale Development and Validation."

Chang-Dae Ham and Jameson Hayes present the Best Student Paper Award to Jeewon Kim (University of Texas at Austin)

The best Purpose-driven paper award went to Xuan Zhou (Nanyang Technological University), Chen Lou (Nanyang Technological University), and Xun (Irene) Huang (Nanyang Technological University) for their paper, "Emotion Expression in Online Brand Activism:

Chang-Dae Ham and Jameson Hayes present the Best Purpose-Driven Award to Xuan Zhou (Nanyang Technological University)

Gender Stereotyping, Political Ideology, and Pathways to Persuasion."

The Best DEI Paper Award went to Quan Xie (Southern Methodist University), Sidharth Muralidharan (Southern Methodist University), Joe Phua (Southern Methodist University), and Shivani Kosuri (Southern Methodist University) for the paper "How Women Respond to Computer-Generated Inclusive Advertising: Advocating for Body Positivity in the Age of AI,"
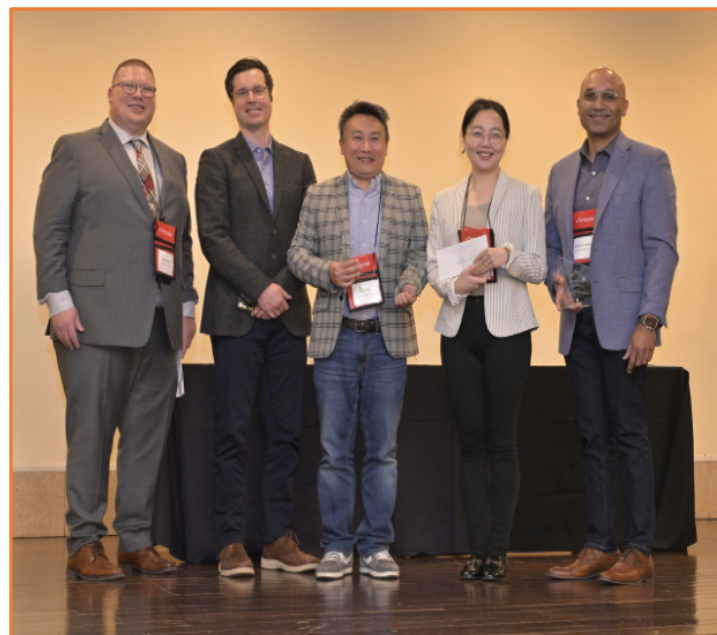
Edward Timke (DEI committee chair) and Jameson Haye presents the Best DEI Paper Award to Joe Phua , Quan Xie, and Sidharth Muralidharan (Southern Methodist University)

Lastly, I wanted to express my sincere appreciation for those who worked hard to make this conference successful.

Thank you to all the paper submitters and presenters for their excellent research. Regardless of whether it is accepted or not, your research contributed to the advertising disciplines' future.
Thank you to all the session moderators. With your voluntary services, we had all the organized presentations and productive discussions.

Thank you for all the paper reviewers. While anonymous, all the members would appreciate your productive comments and evaluations. I particularly appreciate, Martin Eisend, Hye-Jin Yoon, Mark Yi-Cheon Yim, Edward Timke, the Research Committee, and the Diversity and Inclusion Committee members for their help selecting the top paper award winners.

Thank you to all the sponsors for providing financial support to ensure the best conference experience for our members. Special thank you, Temerlin Advertising Institute at Southern Methodist University, for sponsoring the Best Conference and Student Paper Awards, University of Tennessee - Knoxville, for sponsoring the Best Purpose-Driven Paper Award, University of Georgia, for sponsoring the Best DEI Paper Award.

Thank you to Eric Haley, Director of AAA, Michael Bottini and everyone at AMC Source for organizing and executing the excellent conference. Thank you to all present and past members of the Executive Committee for your guidance, support, encouragement, and aid throughout every step. It was an honor to serve as the Vice President and 2025 Proceedings Editor. We are looking forward to seeing you in Austin, Texas, next year!

Bio: Chang Dae Ham (Ph.D., University of Missouri) is a Professor, Associate Head of Graduate Studies, and Charles H. Sandage Scholar in the Department of Advertising at the University of Illinois Urbana-Champaign. His research focuses on how consumers cope with various persuasion tactics, a topic he explores through his leadership of CTRL^2 (Communication Technology Research Lab for Literacy), which he founded at the university. Before entering academia, he spent a decade in the advertising industry as an Account Executive and Planner. Currently, he serves as Associate Editor for the *International Journal of Advertising*, Guest Editor for special issues in IJA (Political Advertising) and JIA (Artificial Intelligence in Advertising), Editorial Board for the five advertising journals, and Graduate Student Chair for the AEJMC Ad Division. At AAA, he has served as Chair of the Research Committee (2021–2023) and Vice President (2024–2025).

AAA 2025 Conference Award Winners

Award Name	Winners and Affiliations
Ivan L. Preston Outstanding Contribution to Research on Advertising Award	▪ Marc Weinberger (University of Massachusetts & University of Georgia)
Billy I. Ross Advertising Education Award	▪ Michael Devlin (Texas State University)
Charles H. Sandage Award for Teaching Excellence	▪ Jooyoung Kim (University of Georgia)
Mary Alice Shaver Promising Professor Award	▪ Zeph van Berlo (University of Amsterdam)
2025 AAA Fellow	▪ Russell (Russ) Laczniak (Iowa State University)
2025 Research Award	▪ Anan Wan (Kansas State University) and Weilu Zhang (University of Kentucky) ▪ Yang Feng (University of Florida) ▪ Eunseon Kwon (Texas Christian University) and Liang (Lindsay) Ma (Texas Christian University) ▪ Weizi Liu (Texas Christian University) ▪ Mengqi (Maggie) Liao (University of Georgia) and Joshua Cloudy (University of Georgia)
2025 Dissertation Award	▪ Emily Shuo Zhan (Michigan State University), (Advisor) Esther Thorson (Michigan State University) ▪ Mark Heisten (University of Colorado Boulder), (Advisor) Erin Schauster (University of Colorado Boulder) ▪ Ja Kyung Seo (University of Georgia), (Advisor) Hye Jin Yoon (University of Georgia) ▪ Chung In (Hazel) Yun (University of Texas Austin), (Advisor) Kathrynn Pounders (University of Texas Austin)

2025 Non-dissertation Student Award	▪ Hui Shi (University of Miami) ▪ Yan Wang (Hong Kong Baptist University)
AAA Graduate Student Conference Travel Scholarship	▪ Abdolai Mortazavi (Old Dominion University) ▪ Md Shahedur Rahman (University of Colorado Boulder) ▪ Xuan Zhou (Nanyang Technological University, Singapore) ▪ Alice Ji (University of Illinois at Urbana-Champaign) ▪ Jiacheng Huang (University of Minnesota) ▪ Bahareh Amini (University of Alabama) ▪ Haoyue Xiang (University of Georgia) ▪ Simona Rivero (University of Florida) ▪ Busayo Anthony Olarotimi (Newcastle University) ▪ Hui Shi (University of Miami)
Best Conference Paper	▪ Sitan Li (University of Tennessee) and Matthew Eastin (University of Texas at Austin)
Best Student Paper	▪ Jeewon Kim (University of Texas at Austin), Matthew Eastin (University of Texas at Austin), and Laura Bright (University of Texas at Austin)
Best Purpose paper	▪ Xuan Zhou (Nanyang Technological University), Chen Lou (Nanyang Technological University) and Xun (Irene) Huang (Nanyang Technological University)
Best DEI Paper	▪ Quan Xie (Southern Methodist University), Sidharth Muralidharan (Southern Methodist University), Joe Phua (Southern Methodist University), and Shivani Kosuri (Southern Methodist University)
Arnold Barban Award for Most Impactful Article in American Academy of Advertising Journals	▪ Hilde A. M. Voorveld (University of Amsterdam), Guda van Noort (University of Amsterdam), Daniel G. Muntinga (University of Amsterdam), and Fred Bronner (University of Amsterdam)
JIA Best Article Award	▪ Yang Feng (University of Florida), Huan Chen (University of Florida) and Quan Xie (Southern Methodist University)
JIA Outstanding Reviewer	▪ Quan Xie (Southern Methodist University)
JCIRA Best Article Award	▪ Pam Richardson-Greenfield (Clark Atlanta University), Carrie LaFerle (Southern Methodist University), Yashar Dehdashti (Texas Wesleyan University), and Steve Edwards (Southern Methodist University)
JCIRA Best Reviewer	▪ Patrick de Pelsmacker (University of Antwerp)
JA Best article award	▪ Zeph M. C. van Berlo (University of Amsterdam), Colin Campbell (University of San Diego), and Hilde A. M. Voorveld (University of Amsterdam)
JA Best ERB Reviewer	▪ Edward Malthouse (Northwestern University)
JA Best Ad Hoc Reviewer	▪ Joseph Yun (University of Pittsburgh)
JA Best SRT Reviewer	▪ Julian Kopka (University of Wuppertal)

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ANDREW ELLIOTT

With over 20 years of leadership experience, Andrew Elliott is a seasoned brand strategist known for delivering global integrated marketing communications plans. He has held senior roles at Nokia, Microsoft, ZTE USA, and Distribion, where he delivered highly effective marketing plans and built high-performance teams. His approachable style has helped him build trusted relationships with executives and key stakeholders.

Elliott holds an MBA from the Middlebury Institute of International Studies, specializing in Chinese Business and Mandarin, and a BA in East Asian Studies from Wittenberg University. He previously taught Data Analytics at Montana State University and now brings his expertise to Southern Methodist University, inspiring future business leaders.

Outside of work, Elliott enjoys traveling with his family and playing ice hockey for two North Texas championship teams.

COREY JONES

Corey Jones (B.A. '98) returns to the Hilltop and joins the faculty of the Temerlin Advertising Institute. Jones is Co-Founder and CEO of PrismWork, a consultancy focused on workplace leadership development, and co-authored the book Intentional Power: The 6 Essential Leadership Skills for Triple Bottom Line Impact.

With a career path that spans production, creative, strategy, and executive leadership, Jones brings over 25 years of advertising experience to the Meadows School of the Arts. Through his time at local agencies like AMS Pictures and global firms like Golin, he built diverse teams that flourished by focusing on cultures of empowerment and belonging. His insights give leaders the tools to connect cultural relevance to the decisions their brands make today with a vision of impact on tomorrow. Jones helps brands and individuals understand modern leadership and how to create environments of belonging that allow everyone to participate and thrive.

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"Teaching as a Creative Act: Passion, Philosophy, and Purpose in Advertising Education" by Mike Devlin (Texas State University)

Teaching was never part of my career plan. I never imagined myself as an educator—let alone being honored with the prestigious Billy I. Ross Advertising Education Award. If you asked my undergraduate professors, they'd probably be as surprised as I am to find me among their ranks. Even now, I still question whether teaching was simply an unexpected opportunity or something deeper—a true calling. Regardless, it is where I enthusiastically find myself today.

Mike Devlin

After completing my MA, I worked in-house as a junior art director and multimedia design specialist at a Forbes Top 100 company. The economic crash of 2008 drastically limited opportunities in advertising, creating a climate of uncertainty. A chance encounter with the late Dr. Bryant Jennings—whose influential work underpinned my Master's thesis—led me to pursue a Ph.D. at the University of Alabama.

My original plan was straightforward: earn my Ph.D., ride out the recession, and return to the industry I knew. Teaching a summer class was simply a practical decision—a way to earn some extra cash. But something unexpected occurred in that classroom: I discovered not only a passion for research but a deep fulfillment from working directly with students. That summer changed my trajectory completely.

I am confident my teaching journey is not entirely unique. However, the way I have approached the classroom in ever-changing era is, and I implore my colleagues to consider these changes for the benefit of education and advertising.

The Monopoly Analogy

I've always believed that teaching advertising is a lot like hosting a game of Monopoly. Picture it: The gameboard represents a typical college journey. Each side represents an academic year. The stakes get higher as students move around the board—picking up internships, landing real-world experience, and occasionally landing on Boardwalk, only to find it occupied by someone else's hotel—leaving them wondering how they'll ever catch up.

But unlike Monopoly, our students don't all start at 'GO'—and as educators, it's crucial we remember that. Some start the game with scholarships, industry connections, and money in the bank. Others don't even have a token on the board yet and are working twice as hard just to play.

And that's where we come in as educators.

We're here to ensure they understand the rules, recognize the best strategies, and learn how and when to wisely take risks and invest in themselves.

We help them do more than just pass GO. We make sure they collect way more than $200 when they get around the board. Here are my three recommendations to assist my students in navigating the board.

Command of the Subject Matter

We don't teach algebra—we teach in an ever-evolving field shaped by technology, culture, and economics. We simply cannot afford to remain idle, clinging to outdated theories simply because *that's how we were taught*.

We must relentlessly pursue command of our subject matter, because if we don't stay ahead of industry trends, and rely on outdated texts, our students will never realize the full potential of this field. Generation Alpha will soon be entering our classrooms. They're the first generation raised entirely with constant internet access, growing up fully immersed in a digital world. This will have huge implications not only on *how* they learn, but also on how the advertising industry reaches these prized-consumers. We shouldn't be surprised when they come into the class and already

know more about advertising trends than we do – so how do take advantage of this?

Encourage Students to 'Operate in the Grey'

This brings me to my second point – encourage students to operate in the grey. Bullet-point lectures won't suffice in an AI-driven era where information is readily accessible. Instead, educators should foster an environment that encourages students to 'operate in the grey'—to think creatively, challenge norms, and embrace ambiguity. That gives us space as educators to spend more time crafting challenging and thought-provoking assignments. This approach will also help counter the fear we all face about rampant cheating in classes due to AI. Rather than continue to be inundated in an era of rubrics and objective check-boxes, find ways to encourage novel and unique work to solve advertising problems. Traditional essays and tests alone are insufficient for today's challenges. When given the space for creativity, students consistently exceed expectations, surprising even themselves.

People often appraise creative work as more appealing and engaging, which is why I approach course instruction creatively by introducing new methods of teaching and using a variety of tactics. I challenge students to work beyond rubric-level objectives by encouraging them to 'operate in the grey' and push underdeveloped ideas.

To do this, I assign low-stakes assignments prior to major projects, allowing students to practice new skills to complete a minor learning objective before completing high-stakes assignments. I tell them I *want* them to fail, because that means they are taking risks that will surprise them. Low-stakes assignments create a safe environment for experimentation, innovation,

and productive failure without negative consequences to their grades. This practice builds confidence and fosters genuine creativity, turning passive learners into proactive thinkers. Repeated exposure to these opportunities helps students embrace critical thinking and step confidently outside traditional norms.

Acknowledge Students as Individuals in an Algorithmic World

Finally, students are part of a generation accustomed to algorithms delivering content perfectly tailored to their preferences. As educators, we must break through this personalized media bubble, showing them why our content deserves their attention. Our challenge as educators is helping students see our lessons as valuable contributions, worthy of inclusion in their carefully curated, algorithm-driven worlds.

In doing so, we carry an immense responsibility—not just to educate, but to guide students toward becoming thoughtful, inclusive, and innovative industry leaders. We need to continue to be dynamic, integrate industry trends, debate real-world campaigns, and challenge norms. In a climate where diversity, equity, and inclusion face growing challenges, it is crucial we advocate for representation and diverse voices within our classrooms. Advertising cannot thrive if we produce messages intended for audiences that aren't authentically represented by their creators.

Advertising and education share a common heartbeat: both exist to creatively and effectively solve real-world problems. Education, however, goes beyond big ideas—it's measured by the tangible impact we have on students' lives. The true joy of teaching is not only in sharing knowledge but in watching our students succeed and knowing we played a part in sparking their journeys.

Bio: Mike Devlin (PhD, University of Alabama) is a Professor and Regent's Teacher of advertising at Texas State University. Dr. Devlin's research culminates at the intersection of marketing, communication. He has authored over 30 peer-reviewed publications in nationally recognized, peer-reviewed journals, over 50 national and international conference proceedings, and several book chapters. He is also the author of the textbook Creative Thinking and Concepting in Advertising. His work has been featured on CNN and he has earned top paper awards from the International Communication Association, National Communication Association, and AEJMC. In 2018 he was awarded the NCA Communication and Sport Division's Emerging Scholar Award and the Early Career Teaching Award from AEJMC's Advertising Division. He was named Texas State University System Regent's Teacher in 2022 and in 2024 was awarded the Billy I. Ross Advertising Education Award from the American Academy of Advertising.

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- AAA CONFERENCE 2026 Call for Competitive Papers and Special Topics Proposals - Deadline October 1, 2025
- AAA CONFERENCE 2026 Call for Best Purpose Advertising Conference Paper - Deadline October 1, 2025

Research Fellowships and Funding Opportunities 2026

- AAA 2026 Research Fellowship Competition on Industry Self-Regulation & Socially Responsible Advertising Practices - Deadline November 1, 2025
- AAA 2026 Research Fellowship Competition - Deadline September 12, 2025

Journal Special Issue Calls

- New Challenges to Advertising: A Call for Transformation, Well-Being, and Positive Social Change - JA (Deadline: June 30, 2025).
- The Evolution of Influencer Marketing: Examining How Artificial Intelligence, Prosocial Influencers, Brand Collaboration and Ethical Issues Are Causing a Revolution - IJA (Deadline, August 31, 2025).
- Stand on the shoulders of giants: Building on classic theories for new advertising research - IJA (Deadline: September 15, 2025).
- AI-Enabled Brand Touchpoints - JCIRA (Deadline: October 31, 2025).
- Generative AI and Advertising: Building New Theoretical Frontiers - JA (Deadline: January 6, 2026)

Have Items for the AAA Newsletter?

- Job announcements, Calls for papers, Announcements about awards, Job changes, New hires, and P&T, Names of graduate students to be featured, or Photos for the Photo Gallery
- Send your items to the AAA newsletter Editor, **Anthony Ahn (hoyoung.ahn@pepperdine.edu) by no later than July 15.**

"Looking to Bridge Human Insight and Machine Innovation: Exploring Consumer Experience in the Age of AI"

by Jeewon Kim (University of Texas at Austin)

Advertising research has always thrived at the crossroads of disciplines—drawing from psychology, technology, and business to illuminate the evolving landscape of consumer experience. This interdisciplinary perspective has shaped both my academic and professional journey, guiding me toward questions at the intersection of advertising, consumer behavior, and artificial intelligence.

Jeewon Kim

My initial exposure to the complexities of consumer behavior came through industry roles at global consulting firms, where I observed firsthand the importance of understanding why people choose, buy, and believe as they do. While these experiences provided valuable strategic and analytical skills, they also revealed that consumer decisions are influenced by factors far more nuanced than data alone can capture. This realization inspired me to pursue graduate study, first in Korea and now at The University of Texas at Austin, where I am able to explore the deeper psychological and social dynamics underlying consumer responses to emerging technologies.

The years in academia have led me to witness how the rapid advancement of AI—and, more recently, the emergence of generative AI—has introduced a new dimension to the field of advertising. Today, AI is not only used for data analysis and automation, but is also capable of generating text, images, videos, and even entire conversations and advertising campaigns. As generative AI becomes increasingly integrated into brand communications, the proliferation of machine-generated content is transforming the advertising ecosystem and challenging traditional notions of originality, creativity, and authenticity. These developments have prompted me to explore more deeply on how consumers interpret, evaluate, and respond to content whose origins may be ambiguous or unknown.

In response to these ongoing advancements, my research has increasingly focused on how consumers perceive and adapt to the expanding role of AI in advertising. I am particularly interested in the underlying dynamics that shape these perceptions and responses. In my recent work—which was recognized with the Best Student Paper Award at the 2025 AAA Conference in Pittsburgh—I explored the concept of consumer AI anxiety, aiming to unpack the complex emotional reactions that emerge as AI becomes more deeply embedded in everyday brand communications. Rather than focusing solely on the advantages of technological progress, I seek to understand the full spectrum of consumer responses, from anticipation to resistance and discomfort, that can often accompany these shifts. Building on these insights, my ongoing work aims to identify the factors that foster or undermine consumer trust and engagement, as well as to examine how these evolving interactions shape perceptions of authenticity, creativity, and trust in advertising.

Ultimately, I hope my work can contribute to the development of human-centered AI systems and advertising strategies—approaches that are not only technologically advanced, but also attuned to the nuanced and evolving needs of consumers. As the boundaries between human and machine creativity continue to blur, I believe it is essential as an advertising scholar to engage thoughtfully with these changes, ensuring that technological innovation enhances, rather than diminishes, the authenticity and meaning of advertising communications.

Looking ahead, I am eager to participate in ongoing conversations within the advertising research community, exploring how AI will shape the future of consumer experience and theory. Through interdisciplinary collaboration and empirical inquiry, I hope to help advance both our understanding and the practice of advertising in this transformative era.

Bio: Jeewon Kim is a second-year doctoral student in the Stan Richards School of Advertising and Public Relations at The University of Texas at Austin. Her research focuses on the intersection of advertising, emerging media technologies, and consumer psychology, with particular interest in how artificial intelligence shape consumer behavior and advertising effectiveness. Prior to her doctoral studies, Jeewon accumulated over five years of industry experience as a research analyst and consultant at multinational consulting firms, and as a community marketing specialist at the Seoul office of a global sportswear retailer. Before joining the Stan Richards School, she earned her BSc in Economics and Mass Communication and Journalism, and MAs in Consumer and Advertising Psychology. Jeewon's current work aims to advance understanding of the psychological and social dynamics that underlie consumer interactions with technology-driven advertising.

AAA Special Opportunities for Graduate Students

- AAA Graduate Student Conference Travel Scholarships - Deadline December 31, 2025
- AAA 2026 Doctoral Dissertation Competition - Deadline November 1, 2025
- AAA 2026 Non-dissertation Research Grant for Graduate Students - Deadline November 1, 2025
- AAA 2026 Dunn Award – for Research Projects in Global Advertising by Graduate Students - Deadline November 1, 2025

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"From Childhood Curiosity to Cutting-Edge Research: Exploring AI, Ethics, and Impact in Advertising" by Jie Chen (University of Tennessee)

My interest in advertising began in childhood, inspired by a small ice cream shop near my school that used colorful posters and cheerful music to create a joyful atmosphere. While I was initially drawn to the treats, I later realized that this experience was my first encounter with how media elements can shape perception and emotion—an early and intuitive understanding of effective advertising.

Jie Chen

Throughout my academic journey, collaboration and a continuous search for new research ideas have been central to my growth. During my master's program at the University of Tennessee, I served as a graduate research assistant, marking my first formal engagement with academic research. Under the mentorship of Dr. Matthew Pittman, I was encouraged to think creatively and pursue research ideas. With his support, I published my first journal article on green advertising on social media. The study found that low-information, high-fear appeals are particularly effective in encouraging non-green consumers to adopt environmentally responsible behaviors. I was also fortunate to receive mentorship from Dr. Moonhee Cho. Her encouragement played a key role in my decision to continue in academia. Later, as a doctoral student, I found further guidance and support from my academic advisor, Dr. Eric Haley, who helped refine my research interests and guided me from the refinement of a survey to manuscript construction. These supportive mentors have not only inspired my research but also cultivated my professionalism, confidence, and overall well-being.

One of the most valuable lessons I've learned is that effective advertising must be rooted in real-world application. The UTK program placed a strong emphasis on bridging theory and practice, providing opportunities to collaborate with university

departments, such as the Office of Sustainability, on campus-wide campaigns. I also gained industry experience at iHeartMedia, where I managed cross-platform advertising campaigns tailored to diverse audience segments. This position gave me insight into the operational challenges of advertising and demonstrated how ad performance varies significantly across platforms and audiences. At the Tombras School, I was honored to receive the Future Educator Fellowship and complete an internship with the Tombras agency. There, I worked directly on AI-powered advertising strategies, helping tailor campaigns to client needs. These experiences have enriched my understanding of the evolving advertising landscape.

Currently, I am a doctoral candidate at the Tombras School of Advertising and Public Relations at UTK. My research explores how artificial intelligence (AI) is transforming consumer experiences and disrupting traditional advertising models. One of my research projects investigates the impact of disclosure statements on consumer trust in AI-generated advertisements, especially given the current lack of clear regulatory standards. Another project explores public discourse surrounding generative AI tools such as Sora, analyzing their implications for advertising creativity, ethics, and audience perception. My dissertation aligns closely with this agenda, focusing on how social norms embedded in AI-generated content influence consumer attitudes and decision-making.

Passionate about teaching, I also integrate my research into the classroom by designing course content that introduces students to AI-assisted advertising tools, strategic planning frameworks, and ethical issues tied to emerging technologies. My goal is to prepare students to navigate the rapidly evolving marketing landscape with both critical thinking and practical skills.

Bio: Jie Chen (jchen109@tennessee.edu) is a Doctoral Candidate in Advertising at the Tombras School of Advertising and Public Relations, University of Tennessee, under the mentorship of Dr. Eric Haley. She anticipates graduating in May 2026. With industry experience at iHeartMedia, her research explores the artificial intelligence (AI) in advertising, green advertising, and strategic communication. At UTK, Jie has taught courses such as Advertising Principles, and her research has been published in journals including the *Journal of Current Issues & Research in Advertising* and *Public Relations Review*. Please feel free to connect with Jie on LinkedIn.

"The Moral Qualities of Decision-Making in Brand Activism Campaigns"
by Mark Heisten (University of Colorado Boulder)

When I started working in strategic communications, it seemed apparent that what was good for business was good for society. During the first few formative years, I worked as an account executive at an agency based in Chicago, which had a reputation for conceiving and implementing cause-related marketing programs.
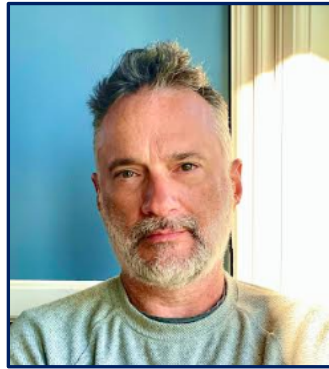
Mark Heisten

It was a simple idea: do good works for the community and, as a byproduct, accrue benefits to the brand. Throughout my career, I have had the good fortune to work with many outstanding brands, including Adobe, Apple, Chicago Bulls, FedEx, HP, Intuit, Microsoft, Midas, Nestlé, the US Army, and Visa. My work earned recognition, such as the PRSA Silver Anvil and several DMA ECHO awards

Those professional experiences sparked an enduring interest in understanding how businesses can influence awareness of, attitudes toward, and action on sociopolitical issues, and in the process, burnish their brand reputations. However, recent regressive stances and gaffes by major brands regarding LGBTQ+ and DEI initiatives raise many questions for scholarship and practice.

My research focuses on the moral obligations of brands engaging in socially responsible advertising and marketing efforts, addressing two significant issues in strategic communications: ethical decision-making and sociopolitical engagement. More pointedly, I focus on the decision- making of elite leaders – senior creative and strategy executives in advertising as well as their counterparts, such as CMOs, at client companies. My emphasis on leaders is because, though many stakeholders attribute sociopolitical stances to the brands, it is the collective reasoning among executives that gives birth to such messages. Thus far, this research is yielding surprising findings regarding the factors that influence decision-makers and their ultimate decisions to embark on potentially risky brand activism.

My dissertation research, for example, examined the moral profiles of elite advertising and marketing executives and the moral qualities of the decisions they make regarding brand activism. It integrates concepts and theories, including emergent research on brand activism, moral psychology, media ethics, organizational culture and behavior, and builds on legacy research from corporate social responsibility. Relatedly, my work continues to explore the media ethics of AI use in strategic communication and journalism fields.

Fortunately, my professional background and academic interests found philosophical collaborators among the faculty in the departments of Advertising, Public Relations, and Media Design (APRD) and Journalism as well as the Leeds School of Business at the University of Colorado Boulder. I look forward to partnering with the faculty at Marist University in New York to expand my scholarship and share my research and professional experience with the students starting this fall.

Since Milton Friedman's doctrine that profit should be a business's sole objective, institutions such as the World Economic Forum and the Business Roundtable have adopted neoliberal ideas, intending to promote socioeconomic change globally. My research critiques and explores those assumptions to help both scholars and practitioners consider the win-win model I believed in during my early career.

Bio: Mark Heisten is a Ph.D. candidate in the Department of Advertising, Public Relations, and Media Design at the University of Colorado Boulder. Mark earned his MBA in Marketing and Management from Santa Clara University's Leavey School of Business and his BA in English from the University of Missouri. His research focuses on brand activism, moral psychology, and media ethics with an emphasis on ethical leadership among advertising and marketing executives. He will be an Assistant Professor of Communication (Advertising) at Marist University

Promotion and Tenure

Jameson Hayes

Dr. Jameson Hayes (Ph.D., University of Georgia), proud Bulldog and distinguished teacher and scholar, will be promoted to Full Professor this fall. Dr. Hayes is deeply grateful to the many wonderful people who have supported and inspired him throughout his journey. He credits their encouragement for fueling his passion and dedication every step of the way.

Dr. Hye Jin Yoon (Ph.D., University of Georgia) will be promoted to Professor in the Department of Advertising and Public Relations at the University of Georgia this fall! This milestone marks the culmination of a long and meaningful journey.

Hye Jin Yoon

Dr. Yoon extends heartfelt thanks to her mentors, colleagues, students, friends, and family for their unwavering encouragement and support.


Quan Xie

Dr. Quan Xie (Ph.D., Ohio University) has been promoted to Associate Professor with tenure at the Temerlin Advertising Institute, Meadows School of the Arts, Southern Methodist University. She extends her heartfelt gratitude to her mentors, colleagues, students, friends, and family for their unwavering support. Dr. Xie looks forward to the journey ahead, continuing to teach, research, and empower the next generation.

New Hires

Mark Heisten (Ph.D. candidate at the University of Colorado Boulder) will join Marist University as an Assistant Professor of Communication
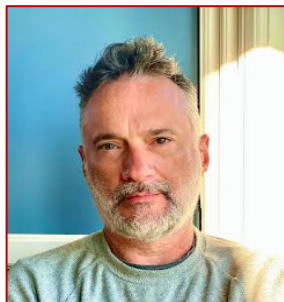
Mark Heisten

(Advertising) beginning in Fall 2025. Mark is currently a Ph.D. candidate in the Department of Advertising, Public Relations, and Media Design at the University of Colorado Boulder. His expertise and research interests align closely with the evolving landscape of advertising and media communication.

Grants
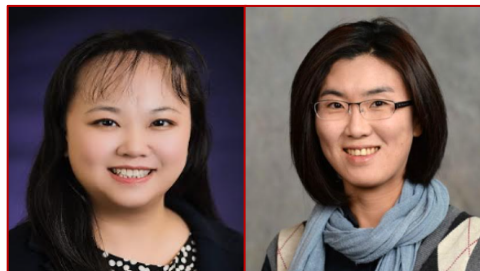
Huan Chen **Yoon Joo Lee**

Dr. Huan Chen (Ph.D., University of Tennessee) as Principal Investigator and Dr. Yoon Joo Lee (Ph.D., University of Tennessee) as Co-Principal Investigator have been awarded a $100,000 grant from the Honda USA Foundation to support their project on AI-human collaboration in creating public service announcements (PSAs) aimed at promoting safe driving among Latino and Hispanic teens.

HoYoung (Anthony) Ahn

Dr. HoYoung (Anthony) Ahn (Ph.D., University of Tennessee) has been awarded a $15,000 Keck Scholars Fellowship (KSF) summer grant, funded by the W. M. Keck Foundation. His research will explore the innovative and ethical use of AI deepfake technology in advertising campaigns for health promotion, specifically aimed at encouraging sunscreen use and fostering positive health behaviors among young people.

Awards

Dr. Claire M. Segijn (Ph.D., University of Amsterdam) has been awarded the Career Readiness Teaching Award by the College of Liberal Arts at the University of Minnesota. This award honors her leadership in helping students reflect on their academic and personal growth and articulate the value of a liberal arts education.

Claire Segijn

Routledge
Taylor & Francis Group

JOURNAL OF ADVERTISING
CALL FOR PAPERS
Generative AI and Advertising: Building New Theoretical Frontiers
Editors:
Colin Campbell, University of San Diego (Guest Editor)
Jisu Huh, University of Minnesota — Twin Cities (Editor-in-Chief)
Submission Deadline: January 5, 2026

Manuscripts are currently being solicited for a Themed Issue of the *Journal of Advertising* (*JA*) dedicated to Generative AI and Advertising: Building New Theoretical Frontiers.

Fittingly for a call on Generative AI, we asked ChatGPT to help envision a future where AI-generated ads are pervasive. Here's an edited version of its response:

It's several years from now. You receive a campaign brief, but not from a creative team. It comes from a system trained on billions of consumer signals, cultural shifts, and behavioral triggers. There's no big idea, no storyboard, no unified message. Just an archive of thousands of generative outputs—images, scripts, video snippets, simulated conversations—most of which were never seen by more than a few dozen people. Some of it is strange. Some is beautiful. Some is tough to categorize. None of it was human-made.

Consumers engaged in unexpected ways. They lingered, skipped, reacted, shared, or ignored. Some recognized the content as AI-generated. Others didn't. Many weren't sure. It mattered for some. It didn't for others.

Now you're asked to evaluate the campaign. To explain what happened. To say why it worked - or why it didn't.

But the models you've used to define persuasion, attention, trust, and recall don't quite hold. Metrics flicker. Effects ripple across time. Patterns emerge, but not always in ways you can map. The familiar frameworks strain under the weight of content that adapts too fast, hides in plain sight, and behaves more like a system than a message.

So you pause. And ask: What exactly are we looking at? How are consumers interpreting and responding to AI-generated content? Especially when they're unsure who, or what, created it? What new heuristics are people developing to navigate a flood of generative content? And as these shifts unfold, what still holds in our existing theories? And what must we now rethink?

Rethinking the Foundations and Future of Advertising Theory in the Era of Generative AI

We seek scholarship that doesn't just explore how generative AI fits into existing advertising frameworks, but reimagines what advertising is, how it works, and what it could become. This themed issue invites scholars to explore, challenge, and reimagine advertising theory in light of generative AI's rise. Rather than assuming a single path forward, we encourage diverse perspectives that embrace this era's uncertainty, complexity, and potential.

Generative AI has already begun to revolutionize content production for brands and agencies, offering the ability to produce vast amounts of personalized and dynamic content at scale. However, this also raises critical questions: Is generative AI enhancing creativity, or will it commoditize content into homogeneous, algorithm-driven outputs? Can generative AI capture the emotional nuance and originality that resonate with audiences, or does its reliance on

patterns and data make content feel generic and impersonal? Understanding the dynamics that lead to such different perceptions is essential for advertising scholars and practitioners alike.

Consumers, too, are encountering generative AI in unprecedented ways. From hyper-personalized advertisements to interactions with virtual influencers, digital clones, and AI-generated avatars, the boundaries between the real and the artificial are blurring. How do consumers process these interactions, and what are the implications for their perceptions of authenticity, trust, and personalization? Furthermore, as personalization reaches new extremes, how might consumers react when ads feel "too perfect" or uncomfortably personalized?

Generative AI is also reshaping how consumers search and retrieve information. The rise of AI-generated summaries and zero-click searches is disrupting traditional SEO strategies and revenue models. Gen AI is also pushing the industry closer to a voice-based future, potentially altering how consumers engage with brands and evaluate information. At the same time, these shifts prompt new concerns about consumer reliance on generative AI: Are people becoming overly trusting or dependent on AI-driven content? Or will increasing awareness of AI biases and motives lead to a broader skepticism of AI-generated information and generalized distrust?

This evolving landscape also underscores the need to reexamine key advertising concepts like authenticity, originality, and creativity. Generative AI has the ability to flood content ecosystems with reams of AI-created material, leaving consumers to navigate and filter this overwhelming volume of information. What heuristics and mechanisms are consumers developing to manage this deluge, and how do these processes influence their decision-making and attributions? Will generative AI drive a further erosion of trust in information, intensifying issues already seen in the social media era? Or might it spark the development of new filters and frameworks to guide how people assess the credibility of content? Parallel to the concept of persuasion knowledge, might a "generative AI persuasion knowledge" emerge among consumers? If so, what triggers this awareness, and what are its effects?

Generative AI also raises ethical and policy challenges that require attention. As AI-generated content becomes more common, questions about who owns the output and how it affects copyright and intellectual property arise. Additionally, the integration of generative AI into social media platforms could amplify existing issues, such as mental health struggles, body image concerns, and the spread of misinformation. These risks underscore the importance of understanding generative AI's effects so that responsible frameworks and policies can be developed for its use.

At a broader societal level, generative AI's potential to democratize content creation and access to information presents both opportunities and challenges. Will this lead to greater inclusivity and innovation, or will the sheer volume of AI-generated material foster apathy, paralysis, or a general distrust of information? And as generative AI facilitates cognitive offloading for both consumers and advertising practitioners, how might reliance on these tools shape decision-making, creativity, and critical thinking? Exploring these broader effects is essential for understanding how generative AI will shape not only advertising but also the cultural, social, and ethical landscape in which it operates.

This Call Focuses on Theory Development

This Themed Issue places a strong emphasis on advancing novel advertising theory in the context of generative AI. Whether empirical, conceptual, qualitative, quantitative, or mixed-method, all rigorous approaches are encouraged provided they contribute to the development of new theoretical insights. By spurring the development of a deeper understanding of generative AI, we aim to equip advertisers, advertising practitioners, and scholars with insights needed to navigate the generative AI advertising era.

Suggested Topics

Authors are encouraged to review the following *Journal of Advertising* editorial on generative AI and advertising to get a sense of the suggested topics and the types of articles we are aiming to publish:

Huh, Jisu, Michelle R. Nelson, and Cristel Antonia Russell (2023), "ChatGPT, AI Advertising, and Advertising Research and Education," *Journal of Advertising*, 52(4), 477-482, DOI: 10.1080/00913367.2023.2227013

Submission Guidelines

Submissions should follow the manuscript format guidelines for the *Journal of Advertising (JA)*. The word count should be no longer than 12,000 words for Original Research Articles and Literature Reviews, and 6,000 words for Research Notes (including references, tables, figures, and appendices).

The submission deadline is January 6, 2026.

All manuscripts should be submitted through the *JA* Submission Site. The link to the submission site can be found at this link ("Submit an article"). Authors should select "Article Type" (e.g., research article, literature review) on the first page of the submission website. On the second page, authors will be asked if this is for a specific special issue or article collection. Select "Yes" and select "Generative AI and Advertising" from the drop-down menu. Please also note in the cover letter that the submission is for the Themed Issue on Generative AI and Advertising: Building New Theoretical Frontiers.

- To ensure timely decisions and respect reviewers' time, only promising submissions will be sent for review. All articles sent for review will undergo blind peer review by at least two reviewers.

- Authors will be notified no later than March 2026 on the preliminary decision over their manuscript for the next round of review.

- The anticipated date for publication of the Themed Issue is October/December 2026 (Vol 55 No 5).

Any questions about the Special Issue can be sent to the JA's editor-in-chief: Dr. Jisu Huh at jaeditor@umn.edu.

International Journal of Advertising

Special Issue: New Evidence and Perspectives on Media Planning

Manuscript deadline: 15 October, 2025

Special Issue Guest Co-Editors:
- Professor Rachel Kennedy, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Rachel.Kennedy@marketingscience.info
- Dr. Nicole Hartnett, Ehrenberg-Bass Institute for Marketing Science, University of South Australia, Nicole.Hartnett@marketingscience.info

Summary: Providing practical knowledge for effective media usage. Calling media researchers to share new evidence on media planning, buying, and evaluation.

Details: Media is a significant investment for many firms and is expected to contribute to brand growth, or at least brand maintenance. It also underpins social and political campaigns affecting every household. Advertisers, often partnered with agencies, must decide where, when, and how often to communicate with audiences, across the many media options that are available. Those decision-makers are increasingly expected to demonstrate the effectiveness and/or efficiency of media selections and laydowns to achieve marketing and broader business objectives (e.g., recently discussed by Marc Pritchard, CMO P&G). Impartial, evidence-based principles can help to inform decisions for improved outcomes. Academic research and review brings objective, analytic rigour that is valued when connected with industry needs and well communicated (see Ang, et al. 2023; Nyilasy and Reid 2007).

Given the enormous change in the global media environment, coupled with calls for more media-focused research (see Taylor 2024; Koslow and Stewart 2022), it is timely to revisit fundamental media knowledge, principles and practices, and extensively document evidence relevant to media planning.

This special issue will look to comprehensively cover a range of topics related to media planning, buying and evaluation, as well as investigations into different media types (e.g., television, streaming video/audio, outdoor, social media, print, cinema, and radio). Empirical and conceptual works are welcome. Priority will be given to submissions that provide practical knowledge for effective media use now and into the future.

Key topics of interest include but are not strictly limited to:
- Effectiveness of competing media strategies and tactics (e.g., targeting, scheduling, continuity, recency, addressable media) across different conditions (e.g., services vs durables, emerging vs developed markets);
- Media selection and performance, looking at different media and channel choices, and any combinations;
- Media measurement, particularly cross-media, including validations or comparisons across measurement approaches (e.g., experiments, marketing mix modelling, single-source data, attention, biometrics);
- What metrics should be used across or in specific conditions (e.g., reach, frequency, impressions, engagement, conversions, ROI, attention);

- Media technologies, tools and automation, providing transparency to programmatic buying, algorithms and Artificial Intelligence (AI) applications in media;
- Best practice data usage (first, second and/or third-party data) for responsible media planning (e.g., ensuring privacy while leveraging consumer data);
- Applications for business-to-business media planning as an under-researched area;
- Approaches for setting media budgets and/or allocating spending across markets, brand and product portfolios, ideally linked to outcomes;
- How media planning and buying processes have evolved for brands and agencies;
- Evidence-based media theory, including managers' mental models for media decision-making and/or consumer responses;
- Insights from newer or emerging media and technologies (e.g., retail media, influencers as media, connected TV); and
- Media trends and usage patterns (e.g., advertisers' expenditures, audience behaviour, advertising formats and related interactions).

References

- Ang, L., C. Buzeta, M. Hirose, M. J. C. Van Loggerenberg, G. Van Noort, R. Uribe and H. A. M. Voorveld. 2023. An international perspective of the academic-practitioner divide in advertising: An exploratory study into its causes and solutions. *International Journal of Advertising 42*, no 1: 181-200.
- Koslow, S. and D. W. Stewart. 2022. Message and media: The future of advertising research and practice in a digital environment. *International Journal of Advertising 41*, no 5: 827-49.
- Nyilasy, G. and L.N. Reid. 2007. The academician-practitioner gap in advertising. *International Journal of Advertising 26*, no 4: 425-45.
- Taylor, C. R. 2024. How much do attention levels in advertising matter? A call for more research. *International Journal of Advertising 43*, no 8, 1313-14.

Submission instructions

Submissions should follow the manuscript format guidelines for IJA at
http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions.

- Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time.
- Manuscripts should be submitted in Times New Roman 12-point font, double-spaced with one-inch margins. Full manuscript submissions should have page numbers and be limited to 20 pages of text in length. The manuscript's title page should include the corresponding author's name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. Information identifying the submission authors should only be listed on the title page.
- All manuscripts should be submitted through the IJA online editorial management system at **http://www.edmgr.com/i-j-a/default.aspx**, during the period of April 1, 2025 through October 15, 2025.
- Authors should select "Special Issue: New Evidence and Perspectives on Media Planning" as the "Article Type". Please also note in the cover letter that the submission is for the Special Issue on New Evidence and Perspectives on Media Planning. Manuscripts will go through a double-blind peer review process, and the Special Issue is planned to appear in 2026.

Journal of Global Marketing

Special Issue: Medical Tourism: Global Services Marketing Perspectives

Deadline: Mar 30, 2026

Special Issue Guest Co-Editors:
- Yam B. Limbu, Montclair State University, limbuy@montclair.edu
- Bruce A. Huhmann, Virginia Commonwealth University, bahuhmann@vcu.edu
- Marla Royne Stafford, University of Nevada, Las Vegas, marla.stafford@unlv.edu

Details:
The emergence of medical tourism as a global phenomenon has given rise to a rapidly expanding industry where patients seek medical services across international borders, often for reduced costs, specialized expertise and technology, or timelier service. With international tourism returning to 96% of pre-pandemic levels according to the World Tourism Barometer (UN Tourism, 2024), medical tourism has resumed its exponential growth as patients seek medical services that are unavailable, illegal, less expensive, require a substantial waiting period, or lower quality in their home country.

As healthcare services expand beyond national boundaries, the medical tourism industry raises significant concerns. Medical tourism providers face the complex task of marketing their services to a diverse and often vulnerable patient population. Unlike other industries, the marketing of medical tourism services involves practices that directly impact patient trust (Xu *et al*., 2020), data privacy (Nouhaila *et al*., 2024), cultural sensitivity (Xu *et al*., 2020), and respect for diverse patient values (Ekiyor & Gök, 2022). Medical tourism also poses a serious threat to patient safety and public health. Destination countries may find that medical tourism reduces access to care for residents or diverts healthcare resources from local populations. Moreover, medical tourism, by nature, combines healthcare services with travel, drawing patients from varying cultural and socio-economic backgrounds having limited familiarity with the healthcare provider's practices and the medical standards of the destination country (Kemppainen *et al*., 2021; Zhang *et al*., 2022; Isabel & Zizaldra-Hernández, 2024). As such, providers face the challenge of marketing services transparently and responsibly while acknowledging and accommodating these cultural differences. Issues in customer service, consumer decision-making, and ethical concerns in medical tourism marketing are multi-dimensional, as patients rely heavily on clear, accurate, and accessible information to make well-informed choices regarding their health (Kelly, 2023). At the same time, global marketing practices need to balance the drive to attract international patients with a commitment to responsible advertising, patient data security, and respect for cultural diversity.

Therefore, this special issue is dedicated to the services marketing perspective in medical tourism, offering actionable strategies for healthcare providers and marketing professionals to adopt effective, patient-centric, ethical, and culturally sensitive practices. It aims to address fundamental aspects of marketing in medical tourism, such as advertising transparency, handling of sensitive patient data, and the imperative for culturally informed marketing strategies. Subsequently, focusing on these essential areas, the issue seeks to:

1. equip healthcare providers with the knowledge needed to successfully and responsibly promote their services within an increasingly competitive and complex global medical tourism marketplace,
2. help tourism marketers consider the implications of promoting travel to receive medical services, and
3. provide public policymakers with insights needed to deal with the challenges and dilemmas of protecting patient safety and public health while encouraging beneficial outcomes arising from medical tourism.

Objectives include helping medical tourism providers effectively and responsibly market their services. The special issue will primarily explore how to improve the customer experience and service delivery in medical tourism (e.g., relationship marketing, effective communication, informed decision-making, and patient satisfaction and loyalty). This issue should also empower patients to make better healthcare choices and safeguard their health, rights, and well-being.

Healthcare information is one of the most sensitive forms of personal data. Medical tourism providers, who collect and manage vast amounts of patient information, face challenges in data security, global data transfers, and compliance with varying national data protection regulations. Therefore, another objective of this special issue is to examine the services marketing implications of transparency in storing, processing, and protecting patient data in cross-border medical tourism, ensuring that patients understand and trust how their information is managed.

Additionally, this special issue will explore cultural sensitivity in medical tourism marketing, recognizing that its global nature demands a nuanced approach to a diverse patient base. Patients have varying cultural backgrounds, healthcare expectations, and health beliefs and values. Thus, marketing practices should reflect this diversity and promote cultural sensitivity, which involves creating communication strategies that respect and align with the cultural norms of various patient groups while avoiding stereotypes or misrepresentations (Anjum & Aziz, 2024). Improved cultural competence should enhance the quality of care and health outcomes in medical tourism; bolster patient trust and satisfaction; and reduce racial, ethnic, and geographic health disparities. Fundamentally, culturally respectful marketing supports the sustainability and reputation of medical tourism providers and strengthens their operations in international markets.

Proposed Themes for the Special Issue
Potential topics include, but are not limited to, the themes and examples listed below:

Issues in Medical Tourism Services Pricing
- Understanding the impact of pricing strategies on patients' evaluations and behaviors
- Unethical pricing practices (e.g., kickbacks, cost discrepancies, hidden costs, fraud, information asymmetry regarding medical costs)

Transparency Issues with Medical Tourism Services Marketing

- Pricing transparency; candid information about treatment options, post-procedural care, and travel logistics; and service quality disclosures in global medical tourism marketing and its implications for patient experience, trust, and satisfaction
- Transparency issues in information on medical equipment, physical aspects, healthcare providers, and procedures

Medical Tourism Advertising and Promotion
- Evaluating advertising effectiveness and impact on patient decision making
- Exploring ethical concerns related to exaggeration and deceptive advertising and the potential exploitation of vulnerable patients in promotional materials
- Exploring issues related to promotional strategies (e.g., discount, cost-saving, payment assistance, deceptive promotions, unrealistic service promises) and message strategies (e.g., message source, message appeal, message structure)

Marketing Strategies for Global Medical Tourism in the Age of Digital Platforms
- Exploring issues in the cross-border digital promotion of medical tourism, particularly concerning influencer endorsements, reviews, and social media advertising

Equity and Access in Host Country: Impact of Medical Tourism on Local Healthcare Systems
- Analyzing how the promotion of medical tourism affects access to healthcare for local populations and the issues around prioritizing tourists over residents
- Assessing the impact of diverting health resources to medical tourists on medical cost and quality

Equity and Access in Global Distribution of Healthcare Services
- Equitable availability of medical tourism services to those with limited access to healthcare, without adequate insurance coverage, with lower socioeconomic status, or without modern medical facilities available in their home countries or geographic regions

Cultural Sensitivity and Patient Communication in Medical Tourism
- Examining how medical tourism providers navigate cultural diversity, respect religious beliefs, address language barriers, and communication practices when marketing to an international clientele

Regulatory Variability and Service Standards in Medical Tourism
- Examining the challenges of differing regulations and standards across countries and how medical tourism marketers should address this variability
- Investigating issues with service quality standards, service failure, complaint handling, and service recovery process

Patient Privacy and Data Security in Cross-Border Medical Tourism
- Examining how medical tourism providers safeguard sensitive patient data and the challenges of maintaining privacy and ensuring confidentiality of medical records in the international healthcare services context

Patient Consent in Medical Tourism
  - Investigating how informed consent is handled across cultures and languages and the challenges in ensuring patients understand the benefits and risks of treatments and procedures

Legal and Ethical Accountability of Medical Tourism Providers for Managing Post-Care Complications and Treatment
  - Examining the legal and ethical responsibilities of medical tourism providers to manage complications and follow-up care and the impact on patient welfare once they return home

Consequences of Medical Tourism in Patients' Home Countries
  - Investigating the impact of resources used to treat postoperative complications on the healthcare system
  - Assessing potential risks to the public due to exposure to infectious diseases from medical tourism destinations

Medical Tourism and the Challenges of Outsourcing Healthcare
  - Investigating the implications of patients traveling abroad for affordable healthcare and its effect on quality perceptions and trust in healthcare services

The Role of Intermediaries in Medical Tourism Referrals
  - Assessing the practices of agencies and intermediaries in directing patients to specific destinations, hospitals, or healthcare providers and their impact on patient autonomy

Balancing Profit with Patient Well-Being in Medical Tourism Business Models
  - Analyzing the tension between profit motives and quality of care provided to patients and strategies for fostering patient-centric marketing

Implications of Medical Tourism for High-Risk Procedures
  - Investigating the concerns of promoting and offering high-risk or experimental procedures to international patients who may lack other options

Patient Safety
  - Patient safety concerns due to medical malpractice or complications without appropriate follow-up care, inadequate infection control practices, falsified medications, and inadequate screening and treatment

Environmental Issues in Medical Tourism Development and Promotion
  - Analyzing the environmental impact of developing infrastructure for medical tourism and how sustainability concerns are addressed

Medical Tourism for Cosmetic vs. Essential Procedures
  - Examining the distinctions between medical tourism for elective cosmetic surgeries versus essential or life-saving procedures

Regulations and Enforcement
- Developing or assessing standardized international guidelines and regulations for medical tourism marketing
- Evaluating the performance of regulatory and enforcement bodies with regard to protecting consumer welfare and ensuring that medical tourism providers adhere to ethical and legal guidelines.

Patient Decision Making
- Examining the drivers of patient choice of medical tourism providers and destinations
- Exploring influences of patient journey on patient decision making

Other Issues Related to Any of the 7 Ps (product, price, place, promotion, people, process, physical evidence) of Services Marketing

Authors are invited to submit studies that make substantial practical, theoretical, methodological, or public health advances. While this special issue is primarily open to quantitative studies, we welcome systematic reviews/meta-analyses. Studies that take an interdisciplinary approach are also of interest for this special issue.

Important Dates:
- **Call for Papers Announcement:** October 1, 2025
- **Manuscript Submission Deadline:** March 30, 2026
- **Initial Review and Feedback to Authors:** Rolling
- **Manuscript Revisions Deadline:** Rolling
- **Final Recommendations for Acceptance/Rejection:** Rolling
- **Final Decisions and Notifications to Authors:** Rolling
- **Publication Date:** *Likely in late 2026 or early 2027*

The authoritative version of this call can be found here.

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

- A Full Page Ad: 8.5 inches x 11 inches
- A Half Page Ad: 8.5 inches x 5.5 inches (portrait) or 5.5 inches x 8.5 inches (landscape)

As a service to AAA members, the Newsletter will continue to feature job listings free of charge, along with other types of announcements such as calls for papers, academic or advertising conferences, etc. Below is a list of organizations for which we post conference information.

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

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

See past issues of the Newsletter (https://aaasite.memberclicks.net/newsletters-access) for samples on other ads that have run. Contact the Editor of the Newsletter, **HoYoung (Anthony) Ahn at hoyoung.ahn@pepperdine.edu** for additional questions or comments.

Deadline for submitting ads to the AAA Newsletter
- AAA Newsletter Published on: March 1, June 1, September 1, December 1
- **Ad(s) is due by: January 15, April 15, July 15, October 15**