Newsletter

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The President's Column *by Jameson Hayes (University of South Carolina)* *Prefer to listen this column?* 🎧 **Click here!**

Jameson Hayes

Dear AAA members,

It is that time of year again! Summer is drawing to an end, and ready or not, fall is upon us! At least, fall semester is. I hope that amidst conferences, research projects, article submissions, and class prep, everyone found time for rest and relaxation. It has been a busy summer since last time we all met in Pittsburgh for the Academy with an exciting fall on tap between planning for AAA 2026 in Austin, Texas and the fast-approaching 2025 AAA Graduate Student Symposium. Welcome back, and here is the rundown!

Get Ready for the 2026 Annual Conference
Please mark your calendars for important dates coming up in regards to our annual conference! The conference will be held March 26-29, 2026 at The Westin Austin Downtown in Austin, Texas. Look for AAA emails and social media posts highlighting fun and exciting things to do in Austin. Conference registration will open in November. The calls for pre-conference proposals, special topics, and competitive papers were announced in June and are posted on the AAA website (https://www.aaasite.org/). The deadline for competitive papers and special topics is October 1, 2025. In case you missed it, **starting this year, competitive papers can be concurrently submitted to the conference competition and one of the AAAs journals** (*Journal of Advertising, Journal of Interactive Advertising,* or *Journal of Current Issues and Research in Advertising*)!

The conference offers several opportunities for awards and grant competitions. You can self-nominate your paper for either (only one) the **Best Conference Paper Award on Access & Opportunity in Advertising** or **Best Purpose Advertising Conference Paper Competition** award when you submit your competitive paper to the annual AAA conference. Links and deadlines for these competitions and a variety of other opportunities can be found at the end of this column as well as on the AAA website.

2025 AAA Virtual Graduate Student Symposium
It is time to crank things up for a busy fall! The 2025 AAA Graduate Student Symposium will be held virtually on September 12, 2025 by the Graduate Student Interest Committee (GSIC). Please consider including the symposium in your graduate courses' syllabi! This one-day virtual event is a tremendous resource for current and potential advertising doctoral students around the world. Renowned professors from top

AAA member institutions provide insights and best practices for applying to and navigating doctoral programs for prospective doctoral students and the academic job market for current doctoral students. The symposium is free for prospective doctoral students and free with AAA student membership for current doctoral students.

Details and the call for the event were released in August and more speaker information is still to come! I encourage all current and prospective advertising doctoral students to register and attend. **The Virtual Graduate Symposium registration deadline is September 9, 2025.** Additionally, I would like to extend a huge "thank you!" to GSIC Chair, Steven Holiday, and the committee for planning and organizing this event. If you are interested in being involved in the future, there are also opportunities to sponsor this annual event. Please reach out to the Sponsorship Committee Co-Chairs, Harsha Ganga (harsha.ganga@unc.edu) and Jef Richards (jef@msu.edu).

Broadening Our Borders: Strengthening AAA's Relationship with EAA
We continued to strengthen our relationship with our European sister organization! Congratulations to now European Advertising Academy (EAA) Past President, Tobias Langner, and new President, Sandra Diehl, on a successful 23rd International Conference on Research in Advertising (ICORIA) held in Rotterdam from June 26-28, 2025. The conference theme "Advertising with a Purpose: Creating Impact through Research Excellence" spoke to the connection between academia and society wherein consumers increasingly desire meaningful connections with brands.

The conference brought together members of AAA and EAA for great dialogue, networking, and collaboration. Indeed, AAA attendance of this year's ICORIA was greater than any ICORIA in recent memory – a testament to the work that the organizations have done to strengthen our relationship. It was great to see many AAA members at ICORIA as first-time attendees and as veterans of the conference. I sincerely hope that attendees had wonderful experiences and that more AAA members will join the conference for the first time in the future.

Highlights of the conference included:

- **"Where Good Papers Begin,"** a pre-conference organized by Colin Campbell, Jisu Huh, and Charles "Ray" Taylor discussing how to identify researchable ideas, how to develop ideas into research, and how to make those ideas shine. Fifty colleagues joined as a renowned group of AAA and EAA scholars presented.
- **Joint AAA-EAA Panel Discussion:** The third AAA-EAA joint panel discussion featured a commentary on "Advertising with a Purpose" moderated by myself and President Tobias Langner from EAA. AAA members Eric
- Haley and Tyler Milfeld and EAA members Patrick De Pelsmacker and Vesna Zabkar discussed how we as academics and as practitioner "do" advertising with a purpose and how the academy and industry can move forward in conducting meaningful research on the subject in the future.
- **AAA-EAA Research Collaboration Competition:** Tobias Langner and I had the pleasure of awarding the first recipients of the AAA-EAA Research Collaboration Competition Award. This award is designed to encourage (and help fund) increased collaboration between AAA and EAA scholars. The first winners to be awarded were Steffi DeJans and Marla Stafford for their proposal "Betting on Better: How Cause Marketing Strategy by Gambling Companies Affects Consumers' Gambling, Brand and Cause Outcomes." Congratulations to Steffi and Marla; we look forward to seeing this research presented at the AAA Annual Conference or ICORIA soon. The next AAA-EAA Research Collaboration Competition Award will be given at the 2026 AAA Annual Conference in Austin. Please check out the call below or the AAA website for more information.

I want to thank EAA Past President Tobias Langner and current President Sandra Diehl for warmly welcoming AAA into their wonderful conference and the tremendous collaborations. We look forward to having many EAA members join us in Austin in March. I would also like to extend my heartfelt thanks to the hosts of ICORIA 2025: Freya de Keyzer and Kyriakos Riskos for the tremendous amount of work that goes into organizing a great conference.

Explore and Post Job Openings in AAA's Job Bank
I am excited to remind you about the AAA Job Bank, your premier resource for discovering academic job opportunities in advertising programs across the United States and beyond. Whether you are seeking new career opportunities or looking to advance in your academic journey, our Job Bank is designed to help you find the perfect fit. For job seekers, AAA's job bank can help you discover new career opportunities with the most updated list of academic job openings in advertising programs nationwide. For employers, it provides an effective way to reach qualified candidates, enhance visibility of the program, and connect with a diverse pool of talented AAA members. Visit the AAA Job Bank and take advantage of this valuable resource. (https://shorturl.at/vvLrY).
For any questions or assistance, please contact Juliana Fernandes, AAA's Secretary (juliana@jou.ufl.edu).

Important Dates/Deadlines:
AAA 2026 Annual Conference Calls
- AAA 2026 Calls for Competitive Papers and Special Topics Sessions - October 1, 2025
- AAA Best Purpose Advertising Conference Paper Award Competition - October 1, 2025
- AAA Best Access and Opportunity Conference Paper Award Competition - October 1, 2025

AAA Research Fellowship and Grant Competitions
- AAA 2026 Research Fellowship Competition - September 12, 2025
- AAA Research Fellowship Competition on Industry Self-Regulation & Socially Responsible Advertising Practices - November 1, 2025
- AAA-EAA 2026 Collaborative Research Competition – November 1, 2025

AAA Graduate Student Opportunities
- AAA Graduate Student Conference Travel Scholarships - December 31, 2025
- AAA 2026 Doctoral Dissertation Competition - November 1, 2025
- AAA 2026 Non-dissertation Research Grant for Graduate Students - November 1, 2025

- AAA 2026 Dunn Award – for Research Projects in Global Advertising by Graduate Students - November 1, 2025

Updates and Acknowledgments:
AAA 2025 Conference Proceedings: The 2025 Conference Proceedings are now available online via the AAA website. I would like to give a big thanks to Chang Dae Ham, previous Vice President and Editor of the 2025 Conference Proceedings for the hard work in putting the proceedings together. Click here to access the proceedings by year. Thank you, Chang Dae!

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). Special thanks go out also to HoYoung (Anthony) Ahn for his wonderful work editing the AAA Newsletter!

For more information about AAA's events, calls, and deadlines always visit our website or stay connected via our social media sites (follow @AdScholar on X, and Instagram). Have a wonderful fall! 🖋️

Missed the podcast? 🎧 Click here!

Bio: Jameson Hayes (Ph.D., University of Georgia) is Professor in the School of Journalism and Mass Communications and Director of the Social Media Insights Lab (SMIL) at the University of South Carolina. 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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"*Echoes of Identity: Social Dynamics Between Consumers and Conversational AI*" *by Weizi Liu (Texas Christian University)*

*Click <u>here</u> to watch the video presentation

Weizi Liu

It was my great honor to receive the *2025 Research Award* from the American Academy of Advertising. This is an encouraging milestone in my transition from doctoral student to faculty member. My project, titled "Does Gender Matter? Exploring the Dynamics Between Consumers and AI Chatbots in Product Recommendations," is a natural extension of my doctoral dissertation and lies at the intersection of my main research lines. I appreciate the AAA Newsletter for the opportunity to share more about the story behind this work.

My interdisciplinary research program involves consumer behavior, communication technology, and human-computer interaction. Since 2017, regarded as "the year of the smart home," I have been drawn to technologies such as smart speakers, chatbots, and recommendation systems. As a master's student in advertising at the time, I was fascinated by how these human replicas mimic human identities, communicate with natural language, and mirror social norms and cultural values. Throughout my doctoral studies, my research program gradually took shape, focusing on trust, acceptance, privacy, and social dynamics in interactions between humans and emerging technologies within strategic communication contexts. The debut of ChatGPT in 2022 marked a new era of generative AI and large language models, making the relevance of my work even more apparent, as my research questions align closely with the challenges and opportunities introduced by this technological shift.

My primary line of research examines how users and consumers interact with conversational agents, with a particular focus on how social identities shape the dynamics of these interactions. My dissertation explored how gender-coded AI agents, often designed as "female," may reinforce societal biases. This raises concerns about gender biases, systemic inequality, and power imbalance. Inspired by these critical discussions, I decided to conduct empirical studies to investigate how such "gendered" designs truly influence consumer communicative behavior. To guide my investigation, I revisited classic interpersonal communication theories such as social role theory (Eagly, 1987), gender schema theory (Martin & Halverson, 1981), and communication accommodation theory (Giles & Ogay, 2013). Using a mixed-methods approach that combined observations, experiments, and computational analysis, I examined both user perceptions and language use in interactions with AI agents. My findings show that even subtle design features related to an agent's gender can shape user evaluations and behaviors. Users tend to transfer their "gendered" communicative habits into interactions with AI; for instance, female participants exhibited greater cooperation with Alexa, while male participants paired with a male agent reported the most favorable perceptions and interaction dynamics (Liu & Yao, 2023). Building on these initial findings, I am now exploring emerging communicative patterns and applications that are unique to generative AI, with a special focus on consumer-AI conversations.

My second line of research explores how communication and explanation strategies for intelligent systems influence user trust, especially in systems designed to guide or shape consumer decision-making. When interacting with lay users, how AI and technologies are labeled and communicated matters. I have conducted a series of collaborative studies that examine how different ways of framing product recommender assistants impact consumers' anthropomorphism perceptions, agency attribution, trust, adoption, and privacy decisions (Hamilton et al., 2020; Liu & Wang, 2024; Wang et al., 2024).

My awarded proposal bridges my two core research lines. It reflects the evolving role of conversational AI with human identities, as it becomes as influential in people's lives as human counterparts. In this project, I explore the role of AI as brand advisors -- how do gender identities assigned to AI agents influence consumer trust, brand attitudes, and purchase intentions? As always, I draw inspiration primarily from interpersonal communication theories (i.e., similarity attraction; Byrne, 1971),

combining perspectives in human-computer interaction (i.e., "Computers Are Social Actors"; Nass & Moon, 2000). Besides the risks associated with gendered design, I examine how consumer–chatbot gender alignment influences persuasion. Building on existing research on gender effects in AI recommenders, I further examine the interplay between consumer and chatbot gender. I focus on how shared identities foster connection, trust, and rapport in human-AI interaction. I also seek to test these effects in real user-chatbot exchanges powered by generative AI. A mixed-design online experiment will be conducted to evaluate these dynamics across stereotypically feminine and masculine products, incorporating measures of trust, perceived homophily, and interaction satisfaction. I hypothesize that gender-congruent interactions enhance trust and engagement, while the chatbot's gender influences effectiveness based on product type. This work informs chatbot design strategies, balancing functionality with ethical considerations.

As AI systems become increasingly integrated into everyday life, understanding their social and psychological implications is essential for brands and organizations to responsibly develop and apply technology that enhances rather than undermines human communication. In this evolving landscape, consumer experiences are becoming more personalized and idiosyncratic. My work is dedicated to introducing an interpersonal communication perspective into the study of strategic communication. I continue to investigate how consumers' pre-existing attitudes, biases, and perceptions of AI agents' roles shape their communication behaviors and experiences. I ask questions such as, if we grow accustomed to AI assistants being obedient and attractive women, how might this influence our expectations and interactions with real women? Or should consumer-facing AI be universally identity-free? And what would that mean for advertising and marketing? I aim to distinguish humanlike designs that support personalization and inclusion, and those that reinforce harmful stereotypes.

Gender is only a starting point. AI systems embody increasingly diverse human social roles, many of which are amplified by generative AI. Ultimately, my goal is to develop frameworks for designing AI systems that meet consumer expectations, promote prosocial human–AI relationships, and preserve human agency and originality. These insights carry important implications for strategic communication, ethical advertising, and consumer empowerment in an AI-mediated world. I am grateful for the support from AAA and look forward to sharing more about my research with the community. 🔺

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Bio: Weizi Liu (Ph.D., University of Illinois at Urbana-Champaign) is an Assistant Professor of Strategic Communication in the Bob Schieffer College of Communication at Texas Christian University. Her research examines how consumers interact with emerging media technologies (e.g., conversational AI, voice assistants, and recommendation systems) with a focus on social dynamics, trust, and privacy management. She employs mixed-methods approaches, including surveys, experiments, observations, and computational techniques in her research. Her work contributes to the fields of strategic communication, communication technology, and human–computer interaction. She teaches courses on introduction to advertising, consumer insights, and special topics in AI.

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"Teaching Advertising in Rapidly Changing Times"
by Brian Hemsworth (Pepperdine University)
*Click here to watch the video presentation

This year, I completed 20 years teaching advertising at the university level, and just over 40 as a working practitioner. Upon revealing those numbers at a recent industry event, I was asked if and how big changes in advertising have caused changes in how we teach it. That discussion caused me to focus on a few key areas.

Brian Hemsworth

#1 – The Shift from Traditional Silos in Agency Function and Learning

In my earliest days of working at advertising agencies (the 1980s), everyone worked in their own lanes, or a silo if you will. Copywriters were writers. Art directors directed the visuals. Media departments planned, bought, and tracked media placement. Broadcast producers did TV and radio, while print production specialists did magazines, newspapers, out of home, and direct mail. As a result, advertising classes had similar lanes: Copywriting, graphic design for print, broadcast production, media planning and buying, account management, etc.

Today, agencies have countless subspecialties with hybrid job titles and agency functions. These job titles and functions include digital advertising production, computer graphics (e.g., Photoshop) specialists, motion graphic (e.g., After Effects) specialists, digital media planners, etc. So, we have seen the need for universities to mirror these agency functions with college-level classes teaching subspecialities and blended skills.

#2 – The Shift to Rapid Response Research, Strategy, and Tactics

As late as the 1990s, advertising response times were not lightning fast. Advertising in print and out-of-home required long lead times to create ads, deploy and track campaigns, and to change them. Television and radio research typically happened a bit quicker, but to go

from research to strategy to tactics was still a long process.

As we began seeing the shift to digital media and use of digital databases, the speed of research increased. Data moved from slow legacy technologies such as books, journals, reports, and print databases, to readily and rapidly accessible digital files. As account teams and strategists saw this, the need for speed continued to increase. We formerly looked at just a few key metrics such as CPM (cost per thousand), CPP (cost per point), CDI (category development index), rating and share, circulation and passalong. Then we saw the explosion of digital metrics and now employ metrics such as CPC (cost per click and cost per conversion), open rates, CTR (click-through rates), ROAS (return on ad spend), CTOR (click-to-open rate), and many others. And of course, this means even more reliance on teaching "media math" and digital research at the university level.

#3 – The Shift to A Homogenized View of Media and Marketing

In the 1980s and '90s, students still focused on an advertising "vertical." It might have been as simple as account management vs. creative. In time, students would require a slightly more defined area such as account management, media, or research, or copywriting, graphic design or production.

By the "great recession" of 2008, we saw a much greater seismic shift to digital media. Titles of internships and jobs our students were getting began having "digital" in the title. Now, some 15 or so years since the recession, students themselves are driving much of the homogenization. Today's students see marketing, advertising, and media in a much more homogenized way. Advertising, PR, marketing, events, collabs, influencers, content marketing, SEO, SEM, creative and media are now intertwined in most students' view. And while advertising is a now often "digital first," it also more often than not blended with

traditional media. We now buy broadcast, satellite, cable or streaming television, as well as web-based video outlets such as YouTube, Vevo, Meta (Facebook and Instagram), Google, TikTok and LinkedIn, just to name a few. Magazine and newspaper advertising can be in print, online, or a hybrid of both, often with options for direct mail and email marketing.

What We Can Learn from 25 Years of Rapid Change

Today, the rate of change is lightning fast, dramatically faster than even a decade or two ago. The time between no social media, MySpace's rise and fall, and the creation of Facebook are measured in months, not decades. Ad formats are changing just as rapidly, in size, length, and technological ability. Monitoring and measuring is in a constant state of flux resulting in more consumer and media insight. Media planning and buying have gone from armies of estimators to the use of computational advertising for integrating big data and analytics to programmatic advertising which ushered in lightning-fast media planning, buying and campaign deployment. AI will surely have a just as profound effect as we go forward.

Most importantly, today's advertising instructors must be ready, willing, and able to change information, teaching methods, and curricula not on five-year assessment cycles, or year-to-year, but at minimum from one semester to the next. We're lucky if a textbook edition stays current for more than a year.

Additionally, advertising faculty need to face and embrace these changes. We can't hold on to our media biases from our years as practitioners, educators, or even as consumers of media. Students are hungry for what's new, what's effective, and what's "coming soon." Students today are more entrepreneurial, so they look to advertising not just as a profession, but as a tool for their own business success.

Finally, I believe we need to remember that the tools of advertising change rapidly, the fundamentals of advertising communication remain relatively unchanged—strategic thinking, creativity, consumer insight, appeals, motivation, persuasion, competitive advantage, value propositions, and unique selling propositions are as relative today as 30+ years ago. We, the educators of advertising, owe it to our students to blend theory, critical thinking skills, and applied practices and right alongside new technologies.

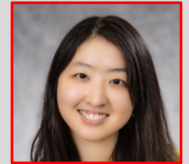**Bio:** Brian Hemsworth (MBA, California Lutheran University) has more than four decades of marketing, advertising, and branding experience. He is a Visiting Professor of Advertising at Pepperdine University in Malibu, having served on their faculty for 20 years, and has taught more than 80 sections of advertising and integrated marketing communication.

He is the president of Newman Grace Inc., an advertising and marketing boutique located in Los Angeles, California. He has worked with a variety of clients in professional services, health & fitness, and entertainment.

He is the creator of F.O.C.U.S. Branding™, and has authored more than 100 magazine articles. A "renaissance man" of marketing and advertising, he has won awards as a commercial director and producer, a magazine editor, and as a marketing professional.

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Dr. Ivanov brings an outstanding blend of academic leadership, innovative research, and real-world consulting experience.

His research focuses on strategic communication, persuasion, and message design, with a particular emphasis on inoculation theory. His work spans commercial, health, political, and crisis communication and has been widely published in leading journals such as *Communication Monographs*, *Journal of Communication*, and other top outlets in the field.

A former Professor of Integrated Strategic Communication and Associate Dean at the University of Kentucky, Dr. Ivanov has also consulted for global organizations like the *United Nations High Commissioner for Refugees*.

We are thrilled to have him join our community of scholars and practitioners.

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"Research in Advertising: Musings from an Emeritus Professor"
by Russell N. Laczniak (Iowa State University)
*Click here to watch the video presentation

I will begin this brief essay by once again expressing my deep appreciation for being named as a *Fellow of the American Academy of Advertising*. While I never dreamed of receiving such an honor as a young researcher in the 1980s/1990s, I must admit that I idolized those who had received the Fellow designation back then. I do remember seeing Kim Rotzoll and Ivan Preston named as Fellows and quickly tried to make their acquaintance in order to glean advice on how to carve out an academic career. I was particularly impressed with the research that these icons published because they did work in the area of "advertising and society," a sub-discipline that I was particularly interested in. So, I talked to both of them extensively (likely to their collective annoyance) about how to approach academic research. Thus, much of what I have to say in this article can be attributed to these gentlemen and I want to give them the credit for it.

Russell N. Laczniak

Work on what you love

First and foremost, I tried to do research on topics with which I had a deep interest. This observation may seem trite, but from my perspective it is of the utmost importance. Especially during my formative years as a researcher, I was told (by many people) what topics to, and more often what topics not to, focus on. Interestingly, I was told that topics broadly dealing with advertising and society probably fit in the "don't-waste-your-time-on-that" category. Perhaps it's just my odd set of interests, but I heard similar negative reactions to other areas of interest that I had. For example, early in my career I was interested in how attitude-toward-the-ad affected the persuasion process. A prominent scholar told me that the concept had already "been studied to death." Yet, I was able to publish a modest number of papers on the topic. So, I focused on topics that interested me

and worked hard to gain new insights on them. I do not believe that researchers should only work on topics that were "hot" at the time.

Incremental contributions are still contributions

Related to the observation that I noted above, a common theme of the reviewers of my submissions during much of my career was that my papers were similar to those that had already been completed and published. In other words, many reviewers felt that my work was not novel enough to warrant publication. In retrospect, I believe that a large cause of this reaction stemmed from my lacking the ability to properly "position" a paper (i.e., to identify its unique contribution to the advertising literature). So, yes, I was forced to believe that "selling" a paper (in its introductory section) is critical to getting it published. This is a skill that can be learned and refined over a person's career. However, for me this was a difficult skill to develop. But, based on a number of conversations with colleagues at Iowa State University and my attendance at numerous AAA conferences, I discovered how to best position research in a way that would be of interest to academic journals. Specifically, I began to think about how advertising had moved forward as an academic discipline.

Many scholars (e.g., Ron Faber, Esther Thorson and Shelly Rodgers) reinforced a notion that many of us knew (but failed to truly grasp), which is that advertising is an applied discipline. Based on this realization, I was able to deduce that research contributions in such a field rarely make advances that completely change the nature of the discipline (what some of my Iowa State colleagues referred to as "big theory"). Rather, researchers in applied disciplines (such as advertising) tend to make advances that move the discipline forward in a more incremental or contextual manner. For example, my work (with various co-authors, including AAA

Fellow, Les Carlson) suggests that not all parents view advertising targeted at children in a uniform manner. Parental views on child-directed advertising (and advertising regulation) tend to depend on the consumer socialization style that they employ in their household. This research suggests that contributions derived from much of my research on this topic would be considered to be incremental. In sum, I do believe that scholarly works need to contribute to advertising theory in a meaningful way. However, I note that any specific contribution is likely to be incremental in nature and that this needs to be clearly articulated in published manuscripts.

Good co-authors
Finally, I believe the key for scholars is to find and work with good co-authors. Indeed, virtually all of my academic papers have been authored with other people. Early in my career, Darrel Muehling, Les Carlson and I published many papers as a team. We published together so often that Ivan Preston referred to us the "Three Amigos," a title that had much more relevance in the 80s and 90s than it does in 2025 (for those who don't know what this title means, I refer you to search the IMDB app). We worked together well and I believe that this was the case since our

skills were somewhat complementary. One of us focused on conceptualization, another on study execution, while the other mainly focused on articulating the contributions and implications of our work in writing. I once had a dean tell me (as a Department Chair), "don't be afraid to hire people that are smarter than you." I feel the same is true when seeking out co-authors – find someone to work with who is smarter than you – at least with aspects of the research process where your own skills might be limited.

Concluding comment
Over my years as a University Professor, I found the pursuit of publication in academic journals to be a fascinating, exhausting, frustrating, and rewarding process. But I found that working on topics that were of interest to me and sharing research tasks with trusted co-authors that centered on topics that advanced advertising theory (albeit in an incremental manner) helped make the work worthwhile and valuable enough to warrant publication. Hopefully, the simple and hopefully practical ideas that I have shared in this essay will be of value to at least one aspiring scholar.

Bio: Russell Laczniak (Ph.D., University of Nebraska-Lincoin) is the John and Connie Stafford Professor of Business and Professor of Marketing in the Debbie and Jerry Ivy College of Business at Iowa State University. Russ formerly served as editor of the *Journal of Advertising* and was president and treasurer of the American Academy of Advertising. His research deals with the interface of marketing communication and public policy/societal issues. Currently, his work focuses on issues relating to parents' and children's interactions about the media including advertising. Moreover, he has recently begun studying the interface of supply-chain activities and consumer decision making. When not working, Russ enjoys sharing time with his family often watching movies, listening to music or riding his bicycle. Few know that Russ has completed 14 marathons and still currently runs, though far shorter distances than 26 miles.

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"Turning Setbacks into Starting Points"

by Zeph M. C. van Berlo (University of Amsterdam)
*Click here to watch the video presentation

It is truly an honor to have received the *Mary Alice Shaver Promising Professor Award*—and to be given this opportunity to reflect on the path that led here. If you had told me during my PhD that I would ever be writing something like this, I probably would have raised an eyebrow. Because my path into academia was far from a straight line and people who know me, know that it has been anything but conventional. This reflection is about what that kind of path teaches you. It is about learning through exploration, collaboration, and persistence. About how challenges shape not just your work, but how you approach it—and how setbacks often open the door to new directions and more creative outcomes.

Zeph van Berlo

Some Context

My academic journey as a graduate student began with a research master's in communication science in Amsterdam. Excited about a career in academia, and eager to contribute to the field, I applied for several funded PhD positions (which is the norm in the Netherlands). However, like most great stories, there was a challenge—despite all the effort, no position came through.

And that could have been the end of my academic adventure (and had I given up there, I probably would have ended up working in advertising or PR). But it wasn't—it became the start of a different one. I knew what I wanted: to learn from the best, to pursue a PhD at ASCoR. I just had to find a way to make that happen. So, in the evening hours, I began a self-funded PhD trajectory while working full-time as a junior lecturer by day.

There was no funding for studies or conferences, no initial clear roadmap—just a lot of coffee, a healthy dose of stubbornness, and supportive promotors. With no budget for participants, I invested in learning low-cost research methods, such as meta-analysis, and

collaborated wherever possible. I was flexible. I began writing grant proposals—most were rejected (of course). But luckily, along the way I learned how to be a better writer, structure ideas more clearly, and (most importantly) to be resilient.

This Philosophy in Action

Those early constraints became a training ground. With no access to the beaten path and very few resources, I carved my own way. And this resourcefulness has become one of the most valuable tools in my work as both a researcher and a teacher. For me, challenges are not detours; they are often catalysts for more collaborative, more creative work.

And this does not only apply to research, the same philosophy can be applied to teaching. As coordinator of our programme's honors program, I bring this belief in productive constraints into the classroom. As the inaugural course of the program, students participate in a two-day pressure cooker event—consisting of a series of sprints where they develop a solution for a real-world client under tight time pressure. Before the event, they dive into the client's broader challenge and make sure they are fully read up on the topic. Then, over two intensive 12-hour days (during which we give them pizza), they brainstorm, build, and refine their ideas, while we keep introducing challenges and restrictions, such as budgetary limits, specific target audiences, and of course the client's feedback. With this course, the aim is not to teach new content, it is about how to create under constraints, how to collaborate effectively, and how to reflect critically on the process and outcomes.

From Playful Persuasion to Mediated Realities and Emerging Technologies

One of the first areas I explored in my research was gamification. This is a topic I still regularly revisit, because I am fascinated by the tension inherent in

using playfulness to engage audiences, while simultaneously concealing the persuasive intent behind the message. This includes work on advergames and in-game advertising. From this work emerged our MEGA model (the model of effects of gamified advertising) which helps explain why gamified advertising works and what factors contribute to its effectiveness. Over time, my interest in playful and often immersive experiences expanded into a broader focus on mediated realities. This includes work on virtual and augmented reality, avatars, and most recently virtual influencers. Also, I have been exploring how artificial intelligence (particularly generative AI) is changing the way we design, deliver, and study advertising experiences. To help improve the quality and rigor of advertising research involving these emerging technologies, I recently co- developed the MADE framework. It offers practical guidance for using generative AI in experimental advertising research, with a focus on creating transparent, ethical, and replicable stimuli.

Looking Ahead

Whether I am tackling a new research idea, experimenting with emerging technologies, or rethinking how I design a course, I keep coming back to the same principle: learning and innovation thrive when we leave space for exploration and iteration. What began as a personal necessity—finding creative ways to move forward when plans fell through—has become a broader philosophy: that making progress often means building as you go, staying open to what you do not yet know, and embracing the work of figuring things out together.

I know I am not alone. Many of us have taken roundabout paths, faced limited resources, or had to change plans along the way. That is what makes this community so vibrant. So, if any of this resonates with you—the journey, teaching, or research—I would love to hear from you. Feel free to reach out!

Bio: Zeph M. C. van Berlo (PhD., University of Amsterdam) is an Assistant Professor at the Amsterdam School of Communication Research (ASCoR), University of Amsterdam. His research explores how technological innovations, such as immersive technologies and artificial intelligence, shape consumer perceptions and behavior change. He has published 30 peer-reviewed articles, with much of his work appearing in leading journals, including the *Journal of Advertising, Journal of Interactive Marketing*, and *Journal of Business Research*. His research has earned multiple awards, including the Best Article Award from the *Journal of Advertising* for his work on AI in stimulus development, as well as recognition from the International Association of Immersive Technology Innovation (IAITI) and the European Advertising Academy (EAA). He has also received several teaching awards. This year, in recognition of his early-career excellence and innovation in advertising teaching and research, he received the Mary Alice Shaver Promising Professor Award from the AAA. Zeph serves on the review boards of the *Journal of Advertising, Journal of Advertising Research*, and *International Journal of Advertising*, and is Associate Editor at the *Journal of Interactive Advertising*.

AAA Newsletters

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SeeHer Education is a free, professional certificate program combining academic theory with industry practices on how to eliminate gender bias in advertising.

Learn more at aef.com/seeher-education/

Special Research Funding Opportunity for AAA Members
Proposal Deadline: September 12, 2025

- The deadline for AAA Faculty Research Fellowship proposals is September 12, 2025.

- Each year, the American Academy of Advertising offers AAA faculty and professional members the opportunity to submit research proposals to be considered for the AAA annual awards. (Doctoral students - while this one isn't for you, check out the many special opportunities for AAA graduate students [HERE].)

- Awards are typically in the range of **$1,000 to $3,000**. Any topic appropriate for potential publication in the *Journal of Advertising (JA), Journal of Current Issues & Research in Advertising (JCIRA),* or *Journal of Interactive Advertising (JIA)* is eligible for consideration.

- For full details, click HERE to view the official call for proposals.

- You can't win if you don't submit!

"The Power of Pride and the Rise of AI: My Path in Advertising Research"
by Chung In (Hazel) Yun (University of Texas at Austin)
*Click here to watch the video presentation

My academic journey has been guided by a fascination with how advertising can shape the way people think, feel, and act. I've been drawn to questions about why certain messages resonate more than others and how advertising can be used not just to sell products but to promote socially desirable actions.

Chung In (Hazel) Yun

I began this path at Emory University, where I studied Economics. My undergraduate training gave me a strong foundation in analyzing consumer decision-making and market dynamics. I later pursued a master's degree in communication at Yonsei University in South Korea, where I developed a deeper interest in media influence and persuasive messaging. These experiences, bridging economics and communication, led me to my doctoral work in Advertising at the University of Texas at Austin.

At UT, my research has focused on examining psychological processes behind advertising effectiveness. One area I explore is **pride** as a persuasive emotion. Two different facets of pride have been identified: authentic pride, which is elicited due to one's accomplishment and effort, and hubristic pride, which is elicited when one is proud of an innate trait (such as intelligence). My dissertation investigated how these distinct forms of pride interact with **goal framing** (intrinsic vs. extrinsic) in health advertising. Drawing from **Self-Determination Theory**, I examined how the alignment of emotional appeals and goal orientation shapes whether people feel motivated due to personal values and goals or external pressure, and ultimately how this impacts their intentions to engage in healthy behaviors.

Another research stream that I am pursuing is the effectiveness of **AI-generated advertising messages**. With AI increasingly used to create content, I am interested in how consumers respond to advertising content created from AI versus humans. My research considers **processing fluency**, the ease with which messages are understood, to explore whether AI-

generated advertising messages can achieve, or even surpass, the persuasive power of human-generated advertising messages.

Methodologically, I often create message stimuli tailored to different emotional and motivational conditions to test their effects through online experiments. I also plan to analyze behavioral data, such as click-through rates, time spent on content, and engagement in simulated social media settings, to draw broader insights. This approach will allow me to link theoretical contributions to actionable strategies for advertisers and health communicators.

As I graduate this summer, I aim to expand this work by exploring how emotional and motivational appeals can be tailored across contexts such as prosocial campaigns, environmental initiatives, and health advertising. I am also particularly interested in applying these insights to the emerging field of AI-generated advertising messages, examining how emotional and motivational strategies can be effectively designed and delivered by AI systems. Through this line of work, I hope to contribute to both academic scholarship and practical implications to ensure that advertising research informs strategies that make a positive difference in people's lives.

Finally, I am excited to connect with advertising scholars who share similar research interests in consumer psychology, emotional appeals, and AI-driven advertising messages with the goal of advancing our understanding of how advertising can meaningfully influence behavior in today's rapidly changing media landscape.

Bio: Chung In (Hazel) Yun is a doctoral candidate at the Stan Richards School of Advertising and Public Relations at the University of Texas at Austin. Her research centers on consumer behavior in the context of persuasion, with a particular focus on how consumers process and respond to advertising across diverse platforms. She investigates the psychological and social factors that shape consumers' decision-making processes.

AAA Special Opportunities for Graduate Students

- **ADVERTISING GRADUATE STUDENTS - THESE PROGRAMS ARE JUST FOR YOU**
  Each year, the American Academy of Advertising has special opportunities for graduate students. Here are some coming up this semester:

- **AAA Virtual Graduate Student Symposium - September 12**
  Is a doctoral student looking for an academic job? Or a master's student looking for a great place to get your Ph.D.? Then this special program is just for you. **Register by September 9.**

- **AAA Graduate Student Best Conference Paper Award**
  Did you know the AAA has a special conference research paper award just for student-led papers? Yep, we do. And you could be the next winner. But you can't win if you don't submit your work. The deadline for **AAA Conference 2026 Competitive Research Paper is October 1**.

- **AAA Student Conference Travel Scholarships**
  Could you use some help getting to the AAA 2026 Conference in Austin? The AAA offers multiple student conference travel scholarships. To be eligible, you must have an accepted conference paper. Priority is given to first authors and those who have not received a travel scholarship from AAA in the past. Watch for more details coming soon.

- **AAA Doctoral Dissertation Proposal Awards**
  Who needs some extra money to help with their dissertation? Everyone, right? Here's a chance to get some support. The AAA offers multiple awards for excellent dissertation proposals. **Submit yours for consideration by November 1**. Awards will be given at the 2026 Annual Conference.

- **AAA Graduate Student Non-Dissertation Proposal Awards**
  The AAA also offers support to students for projects other than their dissertations. Check out one of our newer awards just for grad students. **Submit your proposal for consideration by November 1**. Awards will be given at the 2026 Annual Conference.

- **AAA Dunn Award for Research Projects in Global Advertising by Graduate Students**
  Do you have a special project in mind focusing on global advertising? There may be funding for you through the AAA Dunn Award. **Submit your proposal by November 1.** Awards will be given at the 2026 Annual Conference.

- Attending the AAA conference and getting involved with the AAA as a graduate student is an important step in your professional development. The AAA is a great community of scholars and educators, and welcomes students to become part of the AAA family.

- Remember, the deadline for **AAA 2026 Conference papers is October 1**. Click **here** for the official call for papers. So be brave and submit your work! We look forward to seeing you in Austin, March 26-29, 2026.

"From the Newsroom to the Classroom: Finding My Voice in Academia"
by Simona Rivero (University of Florida)
*Click here to watch the video presentation

I never envisioned entering a doctoral program until a mentor saw something in me that I did not see in myself. I barely thought a master's degree was achievable, let alone a terminal degree. Sometimes one person seeing your hidden potential is all it takes to change your future.

I originally attended college to become a journalist, going on to do an internship with NBC and earn a bachelor's degree from the University of Florida. As was the case for many, graduating in Spring 2020 led to a change of plans but also time for reflection. I took a gap year, and during this time I decided to explore other paths in hopes of finding a true calling.

I was grateful to land a position in higher education as an academic advisor. I enjoyed the student interaction and counsel, but I wanted to put my communications background to use. During my off hours, I was a social media strategist for a 3D printing startup while pursuing a master's degree in mass communication through the University of Florida. I loved the fields of higher education and communication, but I was conflicted about how I could merge them in a sustainable way. That was when my dear mentor, Dr. Mark McKinney, opened my eyes to the idea of pursuing a Ph.D. and becoming a tenure-track professor.

Getting accepted to the University of Florida as a doctoral student was a dream come true because the "Gator Nation" always felt like home. I was also fortunate enough to become a McKnight Doctoral Fellow, which has a decades-long legacy of retaining underrepresented students.

During my first year of the doctoral program, I co-authored a paper with my advisor, Dr. Kasey Windels, which I presented at the last AAA conference in

Simona Rivero

Pittsburgh, Pennsylvania. The paper, which explored how educators can implement best practices from the world's best strategists, was accepted to the *Journal of Advertising Education* and became my first publication.

I also spent my first year as a member of the Media Experiences and Social Selves lab under Dr. Benjamin Johnson. A research project I had worked on that came out of the lab was accepted to the D.C. Health Communication Conference (DCHC) where I presented it during the poster session. Another recent paper I worked on with Dr. Juliana Fernandes and her research team was presented at the International Conference on Research in Advertising (ICORIA).

In terms of teaching, I became an Instructor of Record in the advertising department this past spring semester. My class, taught primarily to upper-division students, centers around branding from an advertising and business perspective. I have fallen in love with teaching and am eager to start another semester filled with learning, growth, and, most importantly, fun.

As I step into my second year of the doctoral program, I look forward to collaborating with fellow students and faculty on advertising research that advances the field. And to all the special individuals that have played a role in my journey up to this point, a heartfelt thank you.

Bio: Simona Rivero is a 2nd-year doctoral student in the College of Journalism and Communications at the University of Florida. Her research interests include media psychology, social media effects, and health communication. Simona graduated from the University of Florida with a Bachelor of Science in Telecommunication (Magna Cum Laude) and a Master of Arts with Distinction in Mass Communication, making her a soon-to-be "Triple Gator." Simona is also a McKnight Doctoral Fellow and Alpha Epsilon Lambda Honor Society member.

Promotion and Tenure

Congratulations to Dr. **Huan Chen**, who has been promoted to Full Professor and continues to serve as Chair of the Department of Advertising at the University of Florida College of Journalism and Communications. Dr. Chen has published more than 90 peer-reviewed manuscripts exploring technology, culture, and consumer behavior, with a special focus on AI in advertising. Her leadership, scholarship, and mentorship have advanced both the department and the field.

Huan Chen

Juliana Fernandes (Ph.D., University of Florida) has earned tenure and been promoted to Associate Professor in the Department of Advertising at the University of Florida, effective Fall 2025.

Juliana Fernandes

Emily Zhan (Ph.D., Michigan State University) has joined North Dakota State University as an Assistant Professor in the Department of Communication. She teaches Media Planning and Video Production, drawing on her industry experience in digital media marketing, e-commerce entrepreneurship, and strategic communication. Her research explores how individuals perceive and interact with emerging technologies such as AI influencers and virtual agents, with a focus on social psychological perceptions of AI agents.

Emily Zhan

Job Changes

Dr. **Jameson Hayes**, current AAA President, has embarked on a new adventure accepting a role as Professor and Social Media Insights Lab (SMIL) Director in the School of Journalism and Mass Communications and College of Information and Communications at the University of South Carolina. Dr. Hayes is excited about the opportunity to contribute to and growth with an already stellar program at USC and to unite with tremendous AAA colleagues on the faculty. He looks forward to collaborating with new colleagues and old friends in making the program a premiere adverting program and AAA contributor for years to come.

Jameson Hayes

New Hires

Ja Kyung Seo (Ph.D., The University of Georgia) is an Assistant Professor in the Department of Advertising and Public Relations at the University of Alabama. Her research focuses on how interactive technologies—such as AI chatbots, AI agents, and social robots—can be used in advertising campaigns to empower consumers and improve society. Through experimental methods, she investigates the psychological mechanism under which such technologies influence individuals' cognitive and emotional processing of social marketing messages.

Ja Kyung Seo

Have Items for the AAA Newsletter?

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

AAA - EAA 2026 Collaborative Research Competition

Submission Deadline: November 1, 2025

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

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

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

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

Requirements for Submission of Proposals

ALL SUBMISSIONS SHOULD BE SENT ELECTRONICALLY in MS Word format.

Submissions must include the following:

- A cover email, including the proposal's title, with the names and addresses (including email addresses) and affiliations of all authors. This cover email is for record-keeping only and will be removed before submissions are sent out for review.
- Please designate a single contact person and provide a phone and email address for that person as well.
- Proposals are double-blind reviewed, so the researcher's name, geographic location, or affiliation should not be revealed in the body of the proposal.
- To ensure that your paper is blind-reviewed, do not include a title page with your proposal (your cover email will serve as your title page). Additionally, per the instructions below, you must delete all properties from your proposal.

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

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

- Click the Microsoft Office Button and point to Prepare.
- Click Inspect Document, and in the Document Inspector box, be sure that the Document Properties and Personal Information are checked.
- Click Inspect and then select Remove All for Document Properties and Personal Information.
- Save the document.

    (For other versions (e.g., Word 2016), refer to the Microsoft Office website: https://support.office.com/en-us/article/Remove-hidden-data-and-personal-information-by-inspecting-documents-356b7b5d-77af-44fe-a07f-9aa4d085966f)

The body of the proposal shall include:

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

Proposal Format Requirements:

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

Proposals must be received by the Chair of the Research Committee, Dr. Kasey Windels, **no later than November 1, 2025.** Receipt of submissions will be acknowledged via email. Fax or postal mail submissions are not accepted. Winners will be notified in early 2026. The award will be announced at the conference awards luncheon on March 28, 2026 at AAA 2026 in Austin, Texas.

Researchers who previously have received an AAA-EAA Fellowship are eligible for the award upon completion or termination of the previous award. Researchers who have submitted proposals that have not been awarded in the past may resubmit proposals for similar projects.

Please email your materials and all questions to:

Dr. Kasey Windels
Associate Professor, University of Florida
Email: kwindels@ufl.edu

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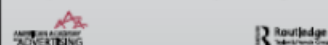Colin Campbell, University of San Diego (Guest Editor)
Jisu Huh, University of Minnesota – Twin Cities (Editor-in-Chief)
Submission Deadline: January 5, 2026

Journal of Advertising

Official publication of the American Academy of Advertising

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 s. 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.

University of Kentucky

Special Title Assistant Professor
Department of Integrated Strategic Communication
College of Communication & Information

The Department of Integrated Strategic Communication in the College of Communication and Information at the University of Kentucky invites applications for a nine-month, tenure-track, special-title assistant professor whose primary responsibility is to teach theoretical and practical courses in creative strategy, visual communication, and multimedia. The anticipated start date is Aug. 16, 2026.

Qualifications & Responsibilities:

Special-title faculty members in the College typically teach three courses per semester (six per academic year) at the undergraduate and graduate levels. The person chosen for this assistant professor position will be expected to be a dedicated and successful teacher, perform service functions at all levels of the University, develop and maintain ties to the professional community, and carry out a program of research and/or creative activity commensurate with the percentage of time assigned to scholarship. This position will have typical distribution of effort of 70% teaching, 20% scholarship, and 10% service, although faculty workload is evaluated annually. Opportunities exist to work with doctoral students in the College's interdisciplinary Ph.D. program.

We are seeking candidates with substantial professional and/or teaching experience in integrated strategic communication, particularly in creativity, visual communication, multimedia and design. Qualified candidates will understand visual communication theory, possess highly developed visual communication skills in the persuasive communication context, and demonstrated advanced understanding of creative strategy. The faculty member must have a strong background in technologies and practices used by current professionals in the field. Candidates also will be encouraged to develop new courses in their areas of expertise.

In addition to professional experience in integrated strategic communication, qualified candidates also must have teaching experience at the university level. A Ph.D. in communication or mass communication or an MFA with an emphasis in integrated strategic communication, advertising, visual communication, graphic design or related area, is preferred. In lieu of a Ph.D. or MFA, candidates without a terminal degree can be considered as long as they hold a master's degree in a related field and exceptional professional experience. Exceptional professional experience is defined as 10 or more years of full-time work in an appropriate ISC field, with a record of increasing job responsibility and career advancement.

About the Department:

The Department of Integrated Strategic Communication offers a Bachelor of Arts, Bachelor of Science, a minor, and a graduate certificate in Integrated Strategic Communication. The department has 700 majors, 15 full-time faculty, an award-winning National Student Advertising Competition (NSAC) Team, and is home to student organizations such as the Public Relations Student Society of America (PRSSA) and the American Advertising Federation's student Ad Club. The department has full national accreditation by the Accrediting Council on Education in Journalism and Mass Communications (ACEJMC). For information, visit https://ci.uky.edu/isc/

About the College:

The College of Communication and Information is composed of two schools (School of Information Science and School of Journalism and Media), two departments (Department of Communication and Department of Integrated Strategic Communication), and interdisciplinary master's and PhD programs. Nearly 100 full-time faculty lead 2,300 undergraduate majors and 350 graduate students while also teaching in the university's core curriculum and serving students pursuing minors and certificates in the college. The college also houses University of Kentucky's independent student newspaper, The Kentucky Kernel, and the championship-winning Intercollegiate Debate program.

About the University:

Located in the vibrant city of Lexington, the University of Kentucky is a public, land-grant institution that plays a critical leadership role in economic development, human well-being, and educating Kentuckians and beyond. The campus is home to 35,000 students, more than 2,500 faculty members, and nearly 14,000 staff members. The university is one of just eight in the country with a major academic health center and a full spectrum of academic colleges and professional schools on one contiguous campus. As such, the University of Kentucky is an incubator for interdisciplinary research. These collaborations allow researchers to address the rapidly changing needs of a global society.

Employment at UK is subject to fund availability and comes with diverse rewards, focusing on your total well-being and career development, with leadership striving to provide a strong work-life integration. The University generously contributes to employees' retirement plans, medical coverage, and life insurance. In addition, UK offers optional benefits such as dental and vision insurance, additional retirement plans and much more. To learn more about these benefits, please visit: www.uky.edu/HR/benefits.

About Lexington:

The City of Lexington is a great place to live, work, and study. It recently appeared on USA Today's list of the top cities to live in. With a population of roughly 320,000, Lexington offers the warmth and lower cost of living of a small city, along with many of the amenities enjoyed in a larger city, including the arts, cultural events, and a thriving dining scene.

To apply, please visit the UK Jobs site: https://ukjobs.uky.edu/postings/592747. Application materials should include (1) a letter of application that briefly summarizes background, qualifications, and interest in the position (attach as Cover Letter); (2) a curriculum vita; (3) evidence of teaching excellence (attach as specific request); (4) examples of creative and/or research activities; and (5) contact information for three references when prompted in the application.

For full consideration, apply by Oct. 1, 2025; application review will continue until the position is filled. Questions regarding the position may be directed to Search Committee Co-chair Jihye Kim at jihye.kim@uky.edu.

The University follows both the federal and state Constitutions as well as all applicable federal and state laws on nondiscrimination. The University provides equal opportunities for qualified persons in all aspects of institutional operations, and does not discriminate on the basis of race, color, national origin, ethnic origin, religion, creed, age, physical or mental disability, veteran status, uniformed service, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, social or economic status or whether the person is a smoker or nonsmoker, as long as the person complies with University regulation concerning smoking.

Michigan State University
Department of Advertising and Public Relations
Tenure System <u>Associate Professor</u>

The Department of Advertising + Public Relations in the College of Communication Arts and Sciences at Michigan State University invites applications for a tenure-system associate professor position in Advertising or Public Relations. We seek a scholar whose research either complements existing areas of departmental expertise or brings new perspectives and innovative directions to our program. This position will be supported by the Ellis N. Brandt endowment, which recognizes exceptional teacher-scholars and provides ongoing funding for innovative research in advertising, public relations and strategic communication.

Qualified applicants should have a Ph.D. in Communication, Mass Communication, Mass Media, Information and Media, Advertising, Public Relations, Strategic Communication, or a related field. In addition, applicants should demonstrate strong qualitative and/or quantitative methodological expertise and possess a clearly defined, active research trajectory that reflects a consistent, empirical approach to studying communication in areas relevant to advertising. Applicants should also display evidence of external funding; the ability to teach core and elective courses in advertising; and a commitment to mentoring undergraduate and graduate students.

We seek candidates whose research focus complements and/or strengthens the department's existing expertise in psychological, social, and cultural approaches to advertising. We also welcome applicants whose innovative research expands the department's scholarly reach and opens new avenues for inquiry in advertising and public relations. We also encourage applications from scholars whose work explores the intersection of artificial intelligence (AI) and advertising, including its implications for communication strategies, consumer outcomes, and media effects.

Example areas of existing expertise include (in alphabetical order): Artificial Intelligence and Emerging Technologies in Communication; Artificial Intelligence and Consumer Behavior; Augmented Reality (AR) and Virtual Reality (VR) in Advertising; Consumer Privacy; Community Engaged Learning; Data Analytics and Consumer Insights; Inclusive Excellence in communication; Digital and Social Media Strategy; Ethics in Communication; International/Multicultural Communication; Message Processes and Effects; User Generated Content.

Candidates will be evaluated based on the minimum requirements and desired qualifications, using a holistic review approach across different stages of the candidate review process.

Apply at: https://careers.msu.edu/jobs/associate-professor-tenure-system-east-lansingmichigan-united-states-5cb12a33-6010-4412-afcc-46d42b1b85b2

Michigan State University
Department of Advertising and Public Relations
Tenure System <u>Assistant Professor</u>

The Department of Advertising + Public Relations in the College of Communication Arts and Sciences at Michigan State University invites applications for a tenure-system assistant professor position in Public Relations or Advertising. We seek a scholar whose research either complements existing areas of departmental expertise or brings new perspectives and innovative directions to our program.

Qualified applicants should have a Ph.D. in Communication, Mass Communication, Mass Media, Information and Media, Advertising, Public Relations, Strategic Communication, or a related field. In addition, applicants should demonstrate strong qualitative or quantitative methodological expertise and possess a clearly defined, active research trajectory that reflects a consistent, empirical approach to studying communication in areas relevant to public relations. Applicants should also display evidence of, or potential for external funding; the ability to teach core and elective courses in public relations; and a commitment to mentoring undergraduate and graduate students.

Ideally, candidates will have a research focus that complements and strengthens the department's existing expertise in psychological, social, and cultural approaches to public relations. However, we also welcome applicants whose innovative research expands the department's scholarly reach and opens new avenues for inquiry in advertising and public relations. We also encourage applications from scholars whose work explores the intersection of health communication and public relations, including its implications for communication strategies, stakeholder relationships, and media effects.

Example areas of existing expertise include (in alphabetical order): Advocacy and Activism Communication; Corporate Social Responsibility / Environmental, Social, and Corporate Governance (ESG); Crisis Communication; Inclusive Excellence in Communication; Digital and Social Media Strategy; Environmental Communication; Ethics; Health Communication; Issue Advocacy; International and Multicultural Communication; Message Processes and Effects; Misinformation and Disinformation; Political Communication; Public Relations (including measurement and evaluation); Public Relations and Advertising History; Science Communication; Strategic Communication.

Candidates will be evaluated based on the minimum requirements and desired qualifications, using a holistic review approach across different stages of the candidate review process.

Apply at: https://careers.msu.edu/jobs/assistant-professor-tenure-system-east-lansingmichigan-united-states-ea027a27-65ac-4aea-8fac-a9597c8f4b33

The University of Texas at Austin
Stan Richards School of
Advertising & Public Relations
Moody College of Communication

Tenure-Track Advertising Faculty Position in Strategic Communication Media & Data Analytics

Description

The Stan Richards School of Advertising & Public Relations at the University of Texas at Austin invites applications for a full-time tenure-track faculty member in Advertising at the rank of assistant professor to begin in Fall 2026. The School of Advertising & Public Relations is housed within the [Moody College of Communication](), which is ranked #2 in Communication and Media Studies in the United States and #4 in the QS World University Rankings. Moody College includes programs in Communication Studies, Journalism and Media, Radio-Television-Film, and Speech, Language, and Hearing Sciences.

The candidate should be focused on the areas of media, data analytics, and/or the utilization of AI (artificial intelligence) in strategic communication. The ideal candidate will be able to teach across various media and advertising courses including Media Planning, Digital Metrics, Advertising Intelligence, Media Management, and Advanced Research Methods. Experience in the advertising or media industries is preferred but not required.

The candidate should have a research program that displays excellence in applying advertising, strategic communication, and communication theories in the study of media and analytics. Research topics of interest for this position include interdisciplinary research areas such as human-computer interaction, artificial intelligence, B2B brand and demand analytics, social media listening, and related developments. In addition to teaching undergraduate lecture classes, the candidate should be able to teach and advise graduate students at both the Masters and Doctoral levels.

Additionally, UT Austin offers faculty opportunities to be involved in interdisciplinary Grand Challenges such as Planet 2050, Good Systems (AI for Good), and Whole Communities, Whole Health.

Qualifications

Required Qualifications
- Applicants must have completed a Ph.D. at the time of the appointment. The applicant's Ph.D. must be in advertising/communication or a related field.

Preferred Qualifications
- Experience collaborating across disciplines, especially in areas where persuasive communication intersects with other fields like business, psychology, sociology, or technology.
- Actively engage in research and scholarly activities that contribute to the academic excellence of the school.
- Ability to work closely with the professional community to provide students both theoretical and practical exposure to advertising or strategic communication.
- Professional experience working in advertising, such as within agency, corporate/in-house, or media agency settings or consulting with strategic communication functions/agencies.

Application Instructions

Applicants should submit a letter of interest, curriculum vitae, statements on teaching and research (each statement no more than 500 words) and the names and contact information for three references. Letters of recommendation will be requested of finalists.

Screening of applicants will begin October 1, 2025 and will continue until the position is filled. Applications must be made via Interfolio. If you do not have a Dossier account with Interfolio, you will be prompted to create one prior to applying for the position. If you have questions about using Interfolio, please email help@interfolio.com or call (877) 997-8807. Questions can be directed to the chair of the search committee, Dr. Gary Wilcox, at burl@mail.utexas.edu.

Equal Employment Opportunity Statement
The University of Texas at Austin, as an equal opportunity/affirmative action employer, complies with all applicable federal and state laws regarding nondiscrimination and affirmative action. The University is committed to a policy of equal opportunity for all persons and does not discriminate on the basis of race, color, national origin, age, marital status, sex, sexual orientation, gender identity, gender expression, disability, religion, or veteran status in employment, educational programs and activities, and admissions.

Assistant Professor in Advertising

The Charles H. Sandage Department of Advertising in the College of Media at the University of Illinois - Urbana-Champaign invites applicants for a full-time (100% FTE) tenure-track assistant professor position. The expected start date is August 2026. Successful applicants should demonstrate a promising record of scholarship and an eagerness to contribute to the department's research, teaching, service, and public engagement missions.

https://illinois.csod.com/ux/ats/careersite/1/home/requisition/14549?c=illinois

We are looking for an excellent scholar to build on our strengths and expand our expertise in the contemporary media and advertising landscape. Ideal candidates will have research and teaching expertise in areas such as:

- AI and advertising
- Computational social science with an emphasis on media and advertising
- Data analytics including social media analytics and an emphasis in advertising
- Social and mobile media and emergent technologies

Applicants should have a Ph.D. in hand by August 16, 2026 in a relevant field, including but not limited to: advertising, communication, mass communication, marketing, psychology, and information sciences. Teaching responsibilities will include courses in our existing undergraduate and graduate curricula, with the potential to develop new electives in areas related to advertising or public relations. Advertising faculty also actively contribute to the College of Media's interdisciplinary doctoral program in the Institute of Communications Research (ICR).

The Charles H. Sandage Department of Advertising is a global leader in advertising research and the first academic department in the country to focus on advertising education. Consistent with Sandage's vision of advertising, the Department strives to shape the future of advertising by placing more emphasis on the "why" than on the "how" of advertising activities in broader social contexts. The Charles H. Sandage Department of Advertising is highly interdisciplinary. We honor a variety of disciplinary publishing traditions ranging from scholarly books to articles in flagship journals in advertising, communication, media, marketing, and public relations, as well as in adjacent fields such as history, information and computer sciences and psychology. We are committed to strengthening, embracing, and celebrating the rich tapestry of diversity and inclusiveness at Illinois.

Appointment Information
This is a 9/12 tenure-track (100% FTE) assistant professor position. The expected start date is August 2026. The budgeted salary range for the position is $82-85k. Salary is competitive and commensurate with qualifications and experience, while also considering internal equity.

Application Procedures & Deadline Information

Applications must be received by 6:00 pm (Central Time) on October 1, 2025. Apply for this position using the Apply Now button at the top or bottom of this posting. For full consideration, application materials should include a cover letter, curriculum vitae, and contact information for three professional references. All requested information must be submitted for an application to be considered complete. Full consideration will be given to applications received by **October 1, 2025.**

Applicants may be interviewed before the closing date; however, no hiring decision will be made until after that date. The review will continue until the position has been filled.

Applications not submitted through https://jobs.illinois.edu will not be considered. For further information regarding application procedures, including requests for confidentiality of the application, please contact Dr. Chang Dae Ham at cdham317@illinois.edu. For questions regarding the application process, please contact 217-333-2137.

The University of Illinois offers a very competitive benefits portfolio, depending on the position. Visit the website for a complete list of Employee Benefits.

THE UNIVERSITY OF
TENNESSEE
KNOXVILLE

TOMBRAS SCHOOL
OF ADVERTISING & PUBLIC RELATIONS

Tenure-Track, Assistant Professor of Advertising

Tombras School of Advertising and Public Relations seeks to fill a tenure track Assistant Professor in advertising to begin August 1, 2026.

The Tombras School seeks a colleague with expertise in advertising and a contemporary understanding of the changing aspects of the field, particularly with how to best connect with audiences across diverse channels. The ability to teach in one or more of the following areas is strongly desired: creative strategy, graphic design, research, media strategy, campaigns, issues, and analytics. The salary for the position is competitive and commensurate with experience.

Qualifications
A Ph.D. at the time of the appointment in communications with a concentration in advertising, equivalent, or other relevant fields and evidence of excellence in teaching and research commensurate with appointment at a Carnegie classified Research 1 University are required. Professional experience is preferred. ABDs will be considered.

The successful candidates will demonstrate the potential to receive externally funded research. Responsibilities include maintaining an active program of research, teaching undergraduate and graduate level courses (2/2 load), and performing service to the school, college, university, and discipline.

Application Instructions
To apply, please submit a letter of application, curriculum vita or resume, and the names and contact information of at least three references on Interfolio. Additionally, if you have classroom experience, please send teaching evaluations. Submit applications on Interfolio: https://apply.interfolio.com/170176. Please email adpr@utk.edu with any questions, using the subject line: Assistant Professor Position.

Review of applications begins September 8, 2025, and continues until the position is filled.

AAA Newsletter Advertising Policy

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

- 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, **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**