THURSDAY, March 23

8:30am Executive Committee Meeting Copley

PRE-CONFERENCE SESSIONS
(Requires separate registration)

8:00am-1:00pm Pre-Conference Registration Adams A

Pre-Conference #1 (8:30am-12:15pm) – Adams A
Market Research, Consumer Insight, and Creativity

Chairs: Seounmi Youn and Thomas Vogel, Emerson College

8:30-8:45am Welcome Remarks, Coffee and Introduction

8:45-10:00am Session 1: The Market Research Industry
Trends in the Market Research Industry
Julie Ruiz, C Space

Challenges and Opportunities in the Market Research Industry and Skills Students Need to Learn from Research Methods Courses
Luke Hansford, MaPS Millward Brown

10:00-11:15am Session 2: Research’s Integrative Role in Creativity and the Problem-Solving Process, and What Professionals Expect from Graduating Students

Moderators: Seounmi Youn and Thomas Vogel, Emerson College

Panelists: Ben Jones, Google, Unskippable Lab
Ilya Verdrashko, Hill Holiday
Kenneth R. Cabell, Hill Holiday
11:15am-12:15pm
Session 3: Pedagogical Directions for Marketing Research Education

Panelists: Doug Quintal, Emerson College
Sun-Young Park, U of Massachusetts - Boston

Pre-Conference #2 (1-5:30pm) – Adams B
Toward a New Discipline of Computational Advertising

Chair & Moderator: Hairong Li, Michigan State University

1:00-1:15pm Welcome Remarks, Coffee and Introduction
*Sponsored by Michigan State University*

1:15-3:30pm
Session 1: Conceptualization of Computational Advertising

- Historical Perspective of Computational Advertising
  Martin Block, Northwestern University

- Getting from There to Here
  Don E. Schultz, Northwestern University

- Dexter, Meet Sinister: Using Data to Create Engaging Messages that Drive Business Growth
  Kartik Pashupati, Epsilon

- Beyond Targeting: Teaching Dynamic Ad Creative at Iowa State
  Jay Newell, Iowa State

- Applying Computational Advertising Tools in the Classroom
  Brad Best, Missouri

3:30-3:45pm  Coffee Break
*Sponsored by Michigan State University*

3:45-5:00pm
Session 2: Computational Advertising and Digital Analytics

- The Illinois Story of Social Media Listening and Analytics
  Joseph T Yun, Illinois

- Measuring Digital Display Advertising Effectiveness: The Case for Incrementality
  Natalie Brown Devlin, Texas

- Social Media Text Mining and Advertising Research
  Jooyoung Kim, Georgia

- X-Screen Digital Advertising Measurement and ROI Optimization
  Peking Tan, Xinsight & Miaozhen

- The Use of Analytics to Drive Advertising for Mobile Engagement
  Marci Troutman, SiteMinis
Pre-Conference #3 (1-5:30pm) – Adams A
The AAA/EAA Joint Doctoral Colloquium
Sponsored by the University of Georgia

Chairs: Sara Rosengren, EAA and Charles R. Taylor, AAA

12:45-1:00pm Pre-Session Coffee Break
Sponsored by Villanova University

1:00-1:15pm Greetings and Introduction

1:15-2:15pm Session 1: Multi-Methods Research in Advertising

Moderators: Sara Rosengren, EAA
Charles R. Taylor, Villanova University

Panelists: Jeremy Kees, Villanova University
Martin Eisend, European University Viadrina
Patrick De Pelsmacker, University of Antwerp
Kim Sheehan, University of Oregon

2:15-3:30pm Session 2: Career Planning and Research Networking Across Boarders

Moderators: Sara Rosengren, EAA
Charles R. Taylor, Villanova University

Panelists: Edith Smit, Universitat von Amsterdam
Jooyoung Kim, University of Georgia
Patrick Vargas, University of Illinois

3:30-4:00pm Coffee Break
Sponsored by Villanova University

4:00-5:30pm Session 3: Meet the Editors Unplugged

Moderator: Sara Rosengren, EAA

Panelists: Shintaro Okazaki, Editor, Journal of Advertising
Charles R. Taylor, Editor, IJA
John Ford, Editor, Journal of Advertising Research
Eric Haley, Editor, JCIRA
Terry Daugherty, Editor, JIAD

AAA 2017 CONFERENCE BEGINS

4:00-6:30pm Conference Registration Hotel Lobby

6:30-7:30pm Opening Reception Pre-Assembly and Westminster
Sponsored by Michigan State University and the University of Georgia
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
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<tbody>
<tr>
<td>7:30 – 8:30am</td>
<td><strong>First Timers’ &amp; Mentors’ Breakfast   Belvidere, Salon B</strong>&lt;br&gt;If this is your first AAA Conference, please join us for a complimentary continental breakfast to meet some of your colleagues and learn more about the association.&lt;br&gt;<em>Sponsored by the University of Florida</em></td>
<td>Belvidere</td>
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<tr>
<td>8:30am – 5:00pm</td>
<td><strong>Exhibits &amp; Registration</strong>&lt;br&gt;<strong>Pre-Assembly</strong>&lt;br&gt;<strong>Publications Committee Meeting</strong>&lt;br&gt;(For Committee Members Only)</td>
<td>Copley</td>
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<td>8:30 – 10:00am</td>
<td><strong>Session 1.1:</strong>&lt;br&gt;<strong>Out-of-Home Advertising</strong>&lt;br&gt;Advertising to the Masses: The Effects of Crowding on the Attention to Place-based Advertising&lt;br&gt;  Rick T. Wilson, Texas State University&lt;br&gt;  Taewon Suh, Texas State University&lt;br&gt;  Won-Seop Shim, Dovetorabbit&lt;br&gt;  Hyeong-In Gim, Dovetorabbit&lt;br&gt;Brand Implications for Where Outdoor Advertising is Placed: A Replication and Extension in Iran&lt;br&gt;  Mirahmad Amirshahi, Alzahra University&lt;br&gt;  Samira Jafari, Alzahra University&lt;br&gt;  Rick T. Wilson, Texas State University&lt;br&gt;Outdoor Advertising and Visual Search&lt;br&gt;  Brittan Duff, University of Illinois, Urbana-Champaign&lt;br&gt;  Zongyuan Wang, University of Illinois, Urbana-Champaign&lt;br&gt;Demystify Novelty Effects: An Analysis of Consumer Responses to Augmented Reality Out-of-home Advertising&lt;br&gt;  Yang Feng, San Diego State University&lt;br&gt;  Quan Xie, Bradley University&lt;br&gt;<strong>Moderator:</strong> Chang-Dae Ham, University of Illinois, Urbana-Champaign</td>
<td>Adams A</td>
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<td><strong>Session 1.2:</strong>&lt;br&gt;<strong>Message Appeals</strong>&lt;br&gt;<strong>Adams B</strong>&lt;br&gt;Saving Behavior Messaging in the United States: Gain-Loss Framing, Self-Family Orientations, and Individual Differences in Collectivism&lt;br&gt;  Hye Jin Yoon, Southern Methodist University&lt;br&gt;  Carrie La Ferle, Southern Methodist University</td>
<td>Adams B</td>
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</table>
How Does Authentic or Hubristic Pride Induced by Flattery Advertising Shape Consumers' Responses at Different Construal Levels (Feasibility/Desirability)?
   Ji Mi Hong, University of Texas at Austin
   Yongwoog Jeon, University of Texas at Austin
   Calandra Lindstadt, University of Texas at Austin

   Jung Min Hahm, University of Georgia
   Bartosz Wojdynski, University of Georgia
   Un Chae Chung, University of Georgia

The Joint Impact of Mood and Message Appeal on Elaboration Types and Evaluation: The Moderating Role of Need for Affect
   Jing (Taylor) Wen, University of Florida

Moderator: Leonard Reid, University of Georgia

Session 1.3:
Body-Image Content and Effects

A Myth of "Thinness Sells": A Direct Effect Moderation Model of the Model-Viewer Body Gap
   A-Reum Jung, Louisiana State University
   Jun Heo, Louisiana State University

Visual Representation of Latina and Asian Women in Beauty Magazine Advertising
   Katy Snell, University of Miami

Mixing Sex with Politics: Sexy Stimuli Shift Political Ideology
   Eugene Chan, University of Technology Sydney

The Role of Perceived Authenticity of a Model's Image in Social Media Ad Campaign on Body Image, Social Media Engagement
   Heather Shoenberger, University of Oregon
   Nicole Dahmen, University of Oregon

Moderator: Sun Joo (Grace) Ahn, University of Georgia

Session 1.4:
Teaching Advertising Design in the Traditional University Setting: Goals, Obstacles, and Opportunities

Chair: Eric Haley, University of Tennessee
Panelists: Ross Chowels, Michigan State University
   Robyn Blakeman, University of Tennessee
   Robyn Goodman, University of Florida
   Glenn Griffin, University of Alabama
   Kim Sheehan, University of Oregon
   Willie Baronet, Southern Methodist University
10:00 – 10:30am

Coffee Break
Pre-Assembly
*Sponsored by Routledge, Taylor & Francis Group*

10:00 – 11:00am

**Journal of Advertising Editors' Meeting**  
*Sponsored by Journal of Advertising Editor-in-Chief and Associate Editors only*

10:30am – 12:00pm

**Session 1.5:**

*Corporate Social Responsibility*  
**Adams A**

- **Effect of Value Orientations on Consumer Responses to CSR Advertising across Generations**
  - Yoon-Joo Lee, Washington State University
  - Eric Haley, University of Tennessee

- **Enhancing CSR Advertising Effectiveness: The Role of Fit between Regulatory Focus Frame and Construal Levels in the Persuasiveness of CSR Advertising**
  - Xinyu Lu, University of Minnesota, Twin Cities

- **Social Exclusion and Consumer Boycotting**
  - Xiaoqi Han, Western Connecticut State University
  - Wanhsiu Sunny Tsai, University of Miami

- **The Effect of Brand-issue Fit on Corporate Health-promotion Campaigns: A Comparison of Elaborational and Relational Advertising Strategy**
  - Hanyoung Kim, University of Georgia
  - Jooyoung Kim, University of Georgia

**Moderator:** Ilwoo Ju, Saint Louis University

**Session 1.6:**

*Creativity, the Profession & the Academy*  
**Adams B**

- **Exploring the Curiosity-Creativity Connection**
  - Kim Sheehan, University of Oregon

- **The Advertising Industry as a Dynamic Environment: The Historiography of the Israeli Advertising Industry**
  - Osnat Roth-Cohen, Ariel University
  - Yehiel Limor, Bar Ilan University

- **Toward Bridging the Advertising Academician-Practitioner Gap**
  - Nancy Howell Brinson, University of Texas at Austin
  - Melissa Adams, North Carolina State University

- **The Economic Value of Launching a Twitter Channel: An Event Study Analysis**
  - Chan Yun Yoo, University of Kentucky
  - Tae Hyun Baek, University of Kentucky

**Moderator:** Robyn Blakeman, University of Tennessee
Session 1.7: Food and Health Advertising

Jefferson

Hojoon Choi, University of Houston
Leonard Reid, University of Georgia

Consumer Responses Toward Cosmeceutical Advertising: Roles of Regulatory Fit and Implications for Skin Cancer Prevention
Jhih-Syuan Lin, University of Georgia
Jooyoung Kim, University of Georgia
Juan Meng, University of Georgia
Hanyoung Kim, University of Georgia

How the Use of Health and Nutrition-Related Claims in Magazine Food Advertising Has Changed over Time: A Longitudinal Content Analysis
Jung Min Hahm, University of Georgia
Hojoon Choi, University of Houston
Un Chae Chung, University of Georgia

Content Marketing and E-WOM: The New Prescription for Pharmaceutical Advertisers?
Marjorie Delbaere, University of Saskatchewan
Erin Willis, University of Colorado

Moderator: Jeong Yeob Han, University of Georgia

Session 1.8: Why We Need Data: The Importance, the Access, and the Barriers to Marketing Data in a Digital World

Washington

Chair: Adam Wagler, University of Nebraska-Lincoln
Panelists: Valerie Jones, University of Nebraska-Lincoln
Jen Grygiel, Syracuse University
Rishad Tobaccowala, Publicis Groupe
Leo Morejon, Sysmos

12:00 – 1:30pm

Industry Luncheon Belvidere & Pre-Function

Keynote Speaker: Rishad Tobaccowala
Strategy and Growth Officer
Member of Directoire + at Publicis Groupe

1:30 – 3:00pm

Session 1.9: Mobile and Social Advertising

Adams A

Why Do Consumers Use Branded Mobile Apps? A Structural Equation Model Examining Motivations and Concerns Influencing Consumers’ Branded Mobile App Usage
Jihoon (Jay) Kim, University of Georgia
Joe Phua, University of Georgia
Branded App Usability: Conceptualization, Measurement, and Prediction of Consumer Loyalty
    Tae Hyun Baek, University of Kentucky
    Chan Yun Yoo, University of Kentucky

Weather-Dependent Framings Make Advertising Messages More Effective
    Felix Weißmüller, Ludwig-Maximilians-Universität München

Culture vs. Media Usage: The Impact of Psychological Distance on Ad Effectiveness on Social Networking Sites (SNSs)
    Yoon Hi Sung, University of Texas at Austin
    Dong Hoo Kim, University of North Carolina at Chapel Hill
    Dongwon Choi, University of Georgia
    Soyoung Lee, University of Texas at Austin

Moderator: Jhih-Syuan (Elaine) Lin, University of Georgia

Session 1.10: Celebrity Effects

Bidirectional Effects of Celebrity Endorsement Advertising
    Chunsik Lee, University of North Florida
    Hyojin Kim, University of Florida

The “Rich and Famous” of Social Media: Understanding Social Media Celebrities as Brand Endorsers
    Jin-A Choi, University of Texas
    Wei-Na Lee, University of Texas
    Wanhsiu Sunny Tsai, University of Miami

Electronic Cigarette Brand Posts on Instagram: Influence of Endorser Type, Perceived Source Credibility, and Social Identification on Young Adults’ Attitudes towards E-Cigarettes and E-Cigarette Smoking Intentions
    Joe Phua, University of Georgia
    Jung Min Hahm, University of Georgia

Rumor Transmission in the Twittersphere: Effects of Source Type and Hedging Communication Style
    Hyegyu Lee, Handong University
    Nora J. Rifon, Michigan State University

Moderator: Jim Pokrywczynski, Marquette University

Session 1.11: Agency & Practice

New Advertising Agency Roles in the Ever Expanding Media Landscape
    Kasey Windels, Louisiana State University
    Mark Stuhlfaut, University of Kentucky

What Creative Teams Want Account Service to Know About the Creative Process: Voices from the Agency
    Robyn Blakeman, University of Tennessee
    Maureen Taylor, University of Tennessee
Insights in Account Planning - A Creative Process Overlooked
John Parker, Macquarie University
Scott Koslow, Macquarie University
Lawrence Ang, Macquarie University

Professional Perspectives on the Integration of Advertising and Public Relations: A Qualitative Approach to the Relationship between the Fields
Dustin Supa, Boston University
Tobe Berkovitz, Boston University

Moderator: Dawn Pysarchik, Michigan State University

Session 1.12:
Big Plans and Small Tweaks: Planning, Executing and Sustaining Academic Assessment of Curricula in Advertising Washington

Chair: Tom Kelleher, University of Florida
Panelists: Michael Weigold, University of Florida
Harsha Gangadharbatla, University of Colorado
Jef Richards, Michigan State University
Sela Sar, University of Illinois, Urbana-Champaign
Maureen Taylor, University of Tennessee

Coffee Break
Pre-Assembly
Sponsored by the University of Texas at Austin

3:00 – 3:30pm

Session 1.13:
Affect & Emotion Adams A

The Underlying Mechanisms of Sequential Mixed Emotions: Matching Regulatory Focus and Goal-Oriented Processing
Jing (Taylor) Wen, University of Florida
Naa Amponsah Dodoo, University of Florida
Linwan Wu, University of South Carolina

Understanding the Influence of Context-Induced Affect on Effectiveness of Comparative Advertisements
Linwan Wu, University of South Carolina
Jing (Taylor) Wen, University of Florida

Self-threat Magnifies the Choice of Prevention Hope
Tae Rang Choi, University of Texas at Austin
Yongjun Sung, Korea University

Unintended Negative Effects of the Warmth Advertising Appeal on Brand Competence and Perceived Product Quality: A Compensation Effect between Brand Warmth and Competence
Taemin Kim, Fayetteville State University
Jennifer Ball, Temple University

Moderator: Kacy Kim, Elon
Session 1.14:  
Children & Young Adults  Adams B

Mom, Can I Read This Star Wars Book? Exploration of How Parents Mediate Preschool Children's "Adverbook" Reading
Regina Ahn, University of Illinois, Urbana-Champaign

How and Why Parents Talk to Children about Television, Internet, and Mobile Advertising
Wonsun Shin, University of Melbourne

Parental Mediation in the Digital Era: Increasing Children's Critical Thinking toward Pro-Alcohol Messages May Help Decrease Alcohol-Related Behaviors
Marie Louise Radanielina-Hita, HEC Montreal
Ioannis Kareklas, SUNY Albany
Bruce Pinkleton, Washington State University

The Role of Matching Construal Level and Social Distance in Young Drivers' Changes of Attitude and Behavior toward Texting While Driving
Dong Jae Lim, University of Georgia
Jhih-Syuan Lin, University of Georgia
Un Chae Chung, University of Georgia

Moderator: Anna McAlister, Endicott College

Session 1.15:  
Branded Content & Social Viewing  Jefferson

An Application of Brand Personality to Advergames: The Effect of Company Attributes on Advergame Personality
Heejun Lee, Yonsei University
Chang-Hoan Cho, Yonsei University

Mobile Game Users' Evaluations of In-Game Advertising: Role of Multitasking and Persuasion Knowledge
Yoori Hwang, Myongji University
Joonghwa Lee, University of North Dakota
Soojung Kim, University of North Dakota
Se-Hoon Jeong, Korea University

Resurrecting Zombie Brands: Lessons from Analyses of "The Walking Dead" Social TV Conversation
Jameson Hayes, University of South Florida
Geoffrey Graybeal, Texas Tech University
Alon Friedman, University of South Florida

Dialogic Engagement with Product Placement in Virtual Reality Films: Qualitative Insights
Huan Chen, University of Florida
Ye Wang, University of Missouri-Kansas City

Moderator: Joe Phua, University of Georgia
Session 1.16:
Using Virtual Reality to Tell Brand Stories: The State of the Art and Future Directions
Washington

Chair: Karen Whitehill King, University of Georgia
Panelists: Sun Joo (Grace) Ahn, University of Georgia
Michael Hanus, University of Nebraska-Lincoln
John Rich, Moxie
Jessica Lauretti, RYOT Studio

4:00 – 5:00pm
Journal of Advertising ERB Meeting
Lincoln

5:00 – 6:00pm
AAA Members’ Meeting
Washington

6:00 – 8:00pm
President’s Reception
Westminster, Pre-Function
Sponsored by the University of Illinois, Urbana-Champaign
Dessert Table sponsored by the University of Colorado

SATURDAY, March 25

7:30 – 8:30am
Past-Presidents’ Advisory Board
Jefferson
Sponsored by the University of Minnesota

8:30am – 1:00pm
Exhibits & Registration
Pre-Assembly

8:30 – 10:00am
Session 2.1:
Visual Elements & Construal
Adams A

The Interplay between Visual Metaphor and Verbal Message in Advertising
Yuhosua Ryoo, University of Texas at Austin
Yongwoog Jeon, University of Texas at Austin
Tae Rang Choi, University of Texas at Austin

The Moderating Role of Consumers' Accessible Self-Construal
on the Impact of Goal Framing
Seungae Lee, Oakland University
Kate Pounders, University of Texas at Austin
Slow versus Fast: How Speed-Induced Construal Affects the Perception of Advertising Messages
Sukki Yoon, Bryant University
Hyejin Bang, University of Georgia
Dongwon Choi, University of Georgia
Kacy Kim, Elon

Understanding of Time-Restricion: The Role of Construal Level and Countdown Timer
Hyuksoo Kim, Ball State University
Jee Young Chung, University of Arkansas
Michael Lee, Ball State University

Moderator: Linwan Wu, University of South Carolina

Session 2.2: Social Media

#Hashtag: Attention Seeking and Self-expression in Social Media
Jung Hwa Choi, University of Texas at Austin
Eunji Lee, Korea University
Tae Rang Choi, University of Texas at Austin

Exploring the Impact of Individuals' Image-Sharing Social Network Sites Uses on their Self-Monitoring Levels and Advertising Effectiveness
Dong Hoo Kim, University of North Carolina at Chapel Hill
Natalee Seely, University of North Carolina at Chapel Hill
Jong-Hyuok Jung, Texas Christian University

The Impact of Twitter Social Marketing and Advertising Communications (SMACs) on Users’ Emotional Responses, Relevance, Source Credibility, and Intrusiveness
Yunmi Choi, University of Florida
Jon Morris, University of Florida
Ilyoung Ju, University of Florida
Wonseok Jang, University of Florida

Attracting Comments: A Knock-on Effect of Electronic Word-of-Mouth in Facebook on Firm Revenues
Gunwoo Yoon, University of Miami
Cong Li, University of Miami
Michael North, Central Connecticut State University
Yi Ji, University of Miami
Cheng Hong, University of Miami
Jiangmeng Liu, University of Miami

Moderator: Itai Himelboim, University of Georgia
Session 2.3:
Heaven Sent or the Devil's Candy? An Examination of Amazon's Mechanical Turk for Advertising Research
Washington

Chair: Kim Sheehan, University of Oregon
Panelists: John Ford, Old Dominion University
Ioannis Kareklas, SUNY Albany
Eric Haley, University of Tennessee
Matthew Pittman, University of Oregon

10:00 – 11:00am
Coffee Break
Pre-Assembly
Committee Meetings
- Awards
- Communication
- Finance
- International Advertising Education
- Membership
- Research
- Strategic Planning
(All meetings for both incoming and outgoing members)

11:00am – 12:30pm
Session 2.4:
Native Advertising
Adams A

Going Native (or not): Antecedents of Consumer Avoidance of Native Advertising on Social Networking Sites
Yoo Jin Chung, University of Florida
Eunice Kim, University of Florida
Hongmin Ahn, West Virginia University

Are Native Ads on Online News Media Effective? Examining Advertising's Dual Mediation Hypothesis in Contexts of Native Ads
Rahnuma Ahmed, University of Oklahoma
Doyle Yoon, University of Oklahoma
Seunghyun Kim, University of Oklahoma
Nazmul Rony, University of Oklahoma

Product Type and Spokespersons in Native Advertising - The Mediating Role of Acceptance of Native Advertising
Jihye Kim, University of Florida
Jaemin Lee, Florida State University
Yoo Jin Chung, University of Florida

Native Advertising Acceptance or Avoidance: The Effects of Personalization and Trust
Karen Han, Ball State University
Minette Drumwright, University of Texas at Austin

Moderator: Nathaniel Evans, University of Georgia
Session 2.5: Video Advertising: Online and TV

Psychological Reactance to Online Video Ads and Potential Mitigating Effects of the Ad Skip Option
Soojung Kim, University of North Dakota
Jisu Huh, University of Minnesota

Fast Forward It for You: How Ad Incompleteness Reduces Ad Intrusiveness
Dongwon Choi, University of Georgia
Hyejin Bang, University of Georgia
Kacy Kim, Elon
Sukki Yoon, Bryant University

Certain Effects of Uncertain Duration of In-Stream Commercials: Interactive Effects of Ad Length, Timer, and Skip Button on Viewer Irritation
Yongwoog Jeon, University of Texas at Austin
Hyunsang Son, University of Texas at Austin
Arnold Chung, University of Texas at Austin

Advertising-Driven Interpersonal Influence: An Exploration
Jose Domingo Mora, University of Massachusetts Dartmouth

Moderator: Sally McMillan, University of Tennessee

Session 2.6: Using Advertising Theory and Practice to Improve Healthcare Delivery and Quality of Life

Chair: Joyce Wolburg, Marquette University
Panelists: Glen Nowak, University of Georgia
Ronald Taylor, University of Tennessee
Marli Mesibov, Mad*Pow

12:30 – 2:00pm
Awards Luncheon Belvidere & Pre-Function

2:30 – 3:30pm
Session 2.7: Content, News, and Reviews

Sponsorship Transparency as a Mediator of Negative Effects of Covert Ad Recognition
Nathaniel Evans, University of Georgia
Bartosz Wojdynski, University of Georgia
Mariea Hoy, University of Tennessee
Wait, It's Not Relevant! How the Probability of Seeing Congruent vs. Incongruent Ads in Paginated Online Stories Affects Brand Recognition and Ad Clicking Intentions
  Anastasia Kononova, Michigan State University
  Eunsin Joo, Michigan State University
  Kristen Lynch, Michigan State University
  Wonkyung Kim, Michigan State University

Consumer Responses to Facebook Newsfeed Ads: Psychological Reactance and Ad Avoidance
  Seunghyun Kim, University of Oklahoma
  Seounmi Youn, Emerson College

Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews
  Ismail Karabas, Washington State University
  Ioannis Kareklas, SUNY Albany
  Darrel Muehling, Washington State University
  TJ Weber, Washington State University

Moderator: Minette Drumwright, University of Texas at Austin

Session 2.8: Persuasion
Adams B

Skepticism as Status Quo: Philosophical Considerations on Why Consumers Suspend Judgment
  Astrid Van den Bossche, University of Oxford

I See Myself in Use: Measuring the Strength of Consumption Vision (CV)
  Mark Y. Yim, University of Massachusetts Lowell
  Paul Sauer, Canisius College
  Tae Hyun Baek, University of Kentucky

Is Competitive Interference Harmful? The Role of Brand Familiarity in a Cluttered Ad Environment
  A-Reum Jung, Louisiana State University

Revisiting an Advertising Theory: The FCB Grid in the 21st Century
  Hyuk Jun Cheong, University of Scranton

Moderator: Jooyoung Kim, University of Georgia

Session 2.9: Programmatic Everything: Is This the Future of Advertising?
Washington

Chair: Harsha Gangadharbatla, University of Colorado
Panelists: Heather Prince, Cadreon
  Dan Ligon, University of Colorado
  Senthil Govindan, Datawrkz
  Alex Paramithioti, Magnetic Media
4:30 – 7:00pm: Off Site Events

4:30  Meet in Lobby

5:00-7:00  Cheers at Faneuil Hall
*Sponsored by Emerson College, Southern Methodist University, University of Minnesota, and University of South Florida*
*Dessert Table Sponsored by the Creative Circus*

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**SUNDAY, March 26**

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**8:15 – 10:15am**

Morning Coffee  Third Floor Foyer

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**8:30 – 10:00am**

**Session 3.1:**
**Green & Environmental Advertising**  Adams A

Learning to Spot Deception in Green Advertising: Testing a Literacy Intervention to Combat Greenwashing
  Juliana Fernandes, University of Miami
  Sigal Segev, Florida International University
  Joy Kathleen Leopold, University of Miami

The Influence of Presumed Influence on Consumer Responses to Green Advertising on Facebook
  Yang Feng, San Diego State University
  Jiwoo Park, Northwood University

The Effect of Animal Spokescharacters and Attribute Framing on Green Product Evaluations
  Jiyoon An, University of Rhode Island

The Congruence Effect of Environmental Issue and Product Category and the Moderation Effect of Green Reputation of a Product Category on Green Advertising Effectiveness
  Sumin Shin, University of Alabama
  Eyun-Jung Ki, University of Alabama

Moderator: Tom Reichert, University of Georgia

**Session 3.2:**
**International Advertising: China**  Adams B

Corporate Social Responsibility (CSR) Communication in Social Media in China: The Role of Identification with the Company and Brand Trust
  Shu-Chuan (Kelly) Chu, DePaul University
  Hsuan-Ting Chen, Chinese University of Hong Kong
Americanized or Localized: A Qualitative Study on Chinese Advertising Professionals' Perceptions on Creativity and Strategy in the Digital Era
   Huan Chen, University of Florida
   Xuan Liang, University of Florida
   Rang Wang, University of Florida

"Like Ad, Like Content?": The Use of Content-based Advertising in China's Social Media - A Content Analytic Study
   Qixing Li, City University of Hong Kong
   Wenyu Dou, City University of Hong Kong

First- and Third-Person Effects of Alcohol Advertising on Chinese College Students
   Scott Liu, University of South Florida
   Dong Xue, University of South Florida
   Yan Tang, University of South Florida

Moderator: Seounmi Youn, Emerson College

Session 3.3: Corporate Communication Washington

Surviving a Crisis: How Crisis Type and Psychological Distance Can Inform Corporate Crisis Responses
   Soyoung Lee, University of Texas at Austin
   Yoon Hi Sung, University of Texas at Austin
   Dongwon Choi, University of Georgia
   Dong Hoo Kim, University of North Carolina

The Effects of CEOs' Self-Disclosure on Consumer-Brand Relationships
   Taeyeon Kim, University of Georgia
   Yongjun Sung, Korea University

Hybrid Happening: The Role of Dual Corporate Reputations in Time of Corporate Crisis
   Soyoung Lee, University of Texas at Austin
   Rachel Lim, University of Texas at Austin
   Minette Drumwright, University of Texas at Austin

Ruby-Red with Banana-Yellow Stripes: Semantic Precision, Attitudes, and Conversation Cooperativeness in Advertising
   Ann Kronrod, Boston University
   Vincent Xie, University of Massachusetts at Boston

Moderator: Jun Heo, Louisiana State University

10:15 – 11:45am

Session 3.4: Visual Elements & Effects Adams A

Using Hindu Religious Symbol in Print Advertising: Impact on Brand Affect and Brand Trust
   Ridhi Agarwala, Indian Institute of Management Calcutta
The Influence of Package Design and Image Quality on Brand Attitudes: Mediating Effects of Perceived Product Quality and Seller Credibility
Sann Ryu, University of Illinois, Urbana-Champaign
Patrick Vargas, University of Illinois, Urbana-Champaign
Sang Ryu, University of Edinburgh

Validating a Modified Typology of Visual Metaphor Structure through Elaboration and Attitude toward the Ad
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