



AMERICAN ACADEMY
OF ADVERTISING

July 6 – 8, 2017
Waseda University • Tokyo, Japan

THURSDAY, July 6

4:00-5:30pm Conference Registration

4:30 – 6:00pm

Session 1.1:
Transformation of Advertising in Japan—Changes in the Industry, Corporate Strategies and Consumer Behavior

Chair: Nobuko Kawashima, Doshisha University
Panelists: Shizue Kishi, Tokyo Keizai University
Hiroshi Tanaka, Chuo University
Tatsuro Sato, Tama Art University

Session 1.2:
**Leveraging the Olympic and Paralympic Games:
Building Brand Equity for All**

Chair: P. Monica Chien, University of Queensland
Panelists: Masahiko Sakamaki, Tokyo Organizing
Committee of the Olympic and Paralympic
Games
Shiro Yamaguchi, Wakayama University
Naoki Motohashi, Mitsubishi UFJ Research &
Consulting
T. Bettina Cornwell, University of Oregon
Sarah Kelly, University of Queensland

6:30 – 8:00pm

Opening Reception

Rihga Royal Hotel

FRIDAY, July 7

9:00 – 10:30am

Session 2.1:

2017 AAA ThinkubAAAtor Series: The Citizen Scholar

Chairs: Louise Kelly, Queensland University of Technology
Gayle Kerr, Queensland University of Technology
Sheila Sasser, Eastern Michigan University

Panelists: Alice Kendrick, Southern Methodist University
Jami Fullerton, Oklahoma State University
Marla Royne Stafford, University of Memphis
Jef Richards, Michigan State University

Session 2.2:

Brand-Consumer Relationship and Consumer Engagement

The Dynamic Interrelationship between Brand Actions,
Customer Engagement Behaviors and Consumption

Vijay Viswanathan, Northwestern University
Edward Malthouse, Northwestern University
Ewa Maslowska, University of Amsterdam
Steven Hoornaert, Ghent University
Dirk Van den Poel, Ghent University

Consumer's Willingness to Engage in a Social Media
Context: A Brand Preference Analysis in China
Terri Chan, Hong Kong Baptist University

What Features of Brands' Postings Induce Virality and
Consumer Engagement on Facebook?: A Study Using
Regression and Computational Analysis Approaches

Taemin Kim, Fayetteville State University
Hyejin Kim, University of Minnesota
Yunhwan Kim, Hankuk University of Foreign Studies

The Impact of Brand Personality Self-Congruity on Brand
Engagement and Purchase Intention: The Moderating
Role of Self-Esteem in Facebook

Jin Kyun Lee, Hongik University
Sara Hansen, University of Wisconsin Oshkosh
Shu-Yueh Lee, University of Wisconsin Oshkosh

Moderator: Gordon E. Miracle, Michigan State University

**Session 2.3:
CSR Communication and Effects**

Event Social Responsibility: Positive Outcomes for Marketers and Consumers

Russell Lacey, Xavier University
Minette Drumwright, University of Texas
Angeline Close Scheinbaum, University of Texas

The Effects of Incongruence on CSR Advertising

Hyunsang Son, University of Texas at Austin
Soyoung Lee, University of Texas at Austin
Jimi Hong, University of Texas at Austin
Minette (Meme) Drumwright, University of Texas

Corporate Social Responsibility and Marketing Performance: Moderating Role of Advertising Intensity

Mahabubur Rahman, Rennes School of Business

Doing Right Matters in Doing Good: The Role of CSR Fit on Building Company Credibility and Reputation Through Consumer Attributions

Cen Wang, Florida State University
Jaejin Lee, Florida State University

Moderator: Herb Rotfeld, Auburn University

10:30 – 11:00am

Coffee Break

11:00am – 12:00pm

Keynote Session

Speaker: Mr. Yoshito Maruoka, President and COO of Dentsu Digital Inc.

12:00 – 1:00pm

Lunch

1:00 – 2:30pm

Session 2.4:
Digital Analytics: Perspectives of Practitioners and Academics

Chair: Hairong Li, Michigan State University
Panelists: Jingtao Ji, Google
Morikazu Hirose, Tokyo Fuji University
Keigo Suda, Future Architect
Hairong Li, Michigan State University

Session 2.5:
Content Analysis of Ads around the World

Gender Representation in Cambodian Television Advertisements
Michael Prieler, Hallym University
Vannak Dom, Hallym University

Do Advertisers Looking at Older Consumers? A Content Analysis of Older Adults in Malaysian Television and Print Advertising
Izian Idris, Liverpool University

Images of Foreign Countries in Television Commercials in Asia: A Comparison of Japan, China, Korea, Thailand and Singapore
Piya Pongsapitaksanti, University of Nagasaki

Moderator: Jami Fullerton, Oklahoma State University

Session 2.6:
Social Media for Communication and Commerce

We're Friends, Right? How Using Dialogue on Facebook Effects the Perceptions of Trust and Authenticity by Consumers
Casey McDonald, University of Florida

The Power of Like: Predicting Corporate Revenue by Using Facebook Activities
Gunwoo Yoon, University of Miami
Cong Li, University of Miami
Yi (Grace) Li, University of Miami
Jiangmeng Liu, University of Miami
Cheng Hong, University of Miami
Michael North, Central Connecticut State University

A Cross-Cultural Study of Applying TAM to Examine
Consumers' Innovativeness in Accepting Brand Pages
Alexander Muk, Texas State University-San Marcos
Christina Chung, Ramapo College of New Jersey
Jonghoon Kim

Moderator: Eunice Kim, University of Florida

2:45 – 4:15pm

Session 2.7:
**Advertising Law and Regulations in Asia Pacific:
Australia, China, Japan, and South Korea Compared**

Chair: Kyu Ho Youm, University of Oregon
Panelists: Michael Douglas, University of Sydney
Mariko Morimoto, Sophia University
Yik Chan Chin, Hong Kong Baptist University
Minjeong Kim, Hankuk University of Foreign
Studies

Session 2.8:
Persuasion Effects of the Message Factors

Advertising Feasibility or Desirability Attributes? The Role
of Counterfactual Thinking in Persuasion after Negative
Consumption Episodes

Kai-Yu Wang, Brock University
Guangzhi Zhao, Loyola University

When Two Worlds Collide - The Dark Triad Personality
and the Humor in Comedic Violence Ads

Hye Jin Yoon, Southern Methodist University
Hongmin Ahn, West Virginia University

Comparing Typical or Atypical Attributes? The Role of
Comparison Valence and Relative Market Share in
Comparative Ad Persuasion

Kai-Yu Wang, Brock University
Ying-Ching Lin, National Chengchi University
Wei-Ting Chang, National Dong Hwa University

Effects of Construal Level and Need for Cognition on
Consumers' Responses to Temporally Framed Benefits

Seounmi Youn, Emerson College
Hyuksoo Kim, Ball State University

Moderator: Jisu Huh, University of Minnesota

**Session 2.9:
Online Consumer Reviews and eWOM**

“This Reviewer Receives Free Product in Exchange for His/Her Honest Opinions.” How Sponsored Reviews Differ from Organic Reviews

Su Jung Kim, Iowa State University
Ewa Maslowska, University of Amsterdam

Driving Positive Spoken and Online Word of Mouth

Steve Oakes, University of Liverpool
Helen Oakes

What Drives Perceptions of Review Trustworthiness in Electronic Word-of-Mouth: An Experimental Study of Tripadvisor

Constantinos Coursaris, Michigan State University
Wietske van Osch, Michigan State University

Predictors of Electronic Word-of-Mouth Behavior on Social Networking Sites in the United States and Korea: Cultural and Social Relationship Variables

Kyung Yul Lee
Hojoon Choi, University of Houston

Moderator: Wonsun Shin, University of Melbourne

4:15 – 4:30pm

Coffee Break

4:30 – 6:00pm

**Session 2.10:
Advertising for Better and Healthier Society**

The Role of Matching Mindset and Social Distance in Anti-Texting while Driving Advertising

DongJae (Jay) Lim, University of Georgia
Jih-Syuan Lin, University of Georgia
UnChae Chung, University of Georgia

Exploring the Role of Regulatory Focus and Processing Fluency in the Effectiveness of Narrative versus Non-narrative Advertising: A Study about Sugar Intake in the USA

Kang Li, United International College

The Effectiveness of Guilt and Shame Appeals on Health Communications: The Role of Coping Response, Self-Constraint and Personal Cultural Orientation

Nguyen Hoang Sinh, Victoria University of Wellington
Daniel Laufer, Victoria University of Wellington
Jayne Krisjanous, Victoria University of Wellington

Study on Green Advertising in “Nikkei Ecology” Magazine — Trial by a Quantitative Content Analysis and the Qualitative Semiotics

Yanyan Liu, University of Nagoya

Moderator: Guang-Xin Xie, University of Massachusetts Boston

**Session 2.11:
The Influence of Culture in Advertising**

The Influence of Cultural Individualism and Collectivism on Motivations Underlying Consumers’ Online Brand-Related Activities

Pitiporn Kitirattarkarn, University of Amsterdam

When Marketing Strategy Meets Culture: The Role of Culture in Product Evaluations

Reo Song, California State University, Long Beach

Globalization and “Jahmerican” Food Advertising in Jamaica

Michelle Nelson, University of Illinois at Urbana-Champaign
Regina Ahn, University of Illinois at Urbana-Champaign
Cagla Giray, University of Illinois at Urbana-Champaign
Gail Ferguson, University of Illinois at Urbana-Champaign

Moderator: Sangruo Huang, Zhejiang University

**Session 2.12:
Meet Journal Editors**

6:30 – 8:00pm

Reception Dinner

SATURDAY, July 8

9:00 – 10:30am

**Session 3.1:
Media Context Effects**

When and Where Should I Place My Ad? The Effects of Cognitive Load and Ad-context Congruence on Memory and Persuasion for Advertisements in Blogs
Pei-ju Lee, University of Illinois at Urbana-Champaign

A Meta-Analysis of the Impact of Media Context on Ad Attitudes
Eun Sook Kwon, Rochester Institute of Technology
Gergely Nyilasy, Melbourne University
Leonard Reid, University of Georgia
Karen King, University of Georgia

Ad Evolution: Discovery, Processing and Identification of Native Advertising in Social Media Environments
Lance Porter, Louisiana State University
Kasey Windels, Louisiana State University
Rui Wang, Louisiana State University

A Content Analysis of Placement Strategies Employed by Different Product Class
Fanny Fong Yee Chan, Hang Seng Management College

Moderator: Edith Smit, University of Amsterdam

**Session 3.2:
Consumer Perception and Effects of the Endorser Factor**

I Am Ugly, but I Am Tender: The Dominance of Moral Character and Warmth
Joseph Chang, University of Massachusetts - Dartmouth

Attractiveness or Expertise: Entertainment Consumption of Sports Celebrity in China
Ke Zhang, Hong Kong Baptist University

Effects of Narrowed Distances on Celebrity-Endorsed Advertisement Attitudes
Dave Centeno, University of the Philippines
Jeff Jianfeng Wang, City University of Hong Kong

“My Celebrities” Are Not Like “Others’ Celebrities” College Students’ Perception of In-Group Celebrities and Out-Group Celebrities

Jung-Sook Lee, Towson University

Lingling Zhang, Towson University

Hua Zhang, Towson University

Moderator: Hui Gao, South China University of Technology

**Session 3.3:
Advertising in the Mobile Context**

The Role of Socialization Agents in Adolescents’ Responses to App-based Mobile Marketing

Wonsun Shin, University of Melbourne

May Lwin, Nanyang Technological University

Examining Mobile Advertising in China and the U.S.: An Integrated Model

Ying Wang, Youngstown State University

Jing Jiang

The Role of Gamification in Enhancing Intrinsic Motivation to Use a Loyalty Program

Kyongseok Kim, Towson University

Sun Joo (Grace) Ahn, University of Georgia

Moderator: Alexander Muk, Texas State University

10:30 – 11:00am

Coffee Break

11:00am – 12:15pm

**Session 3.4:
Advertising Creative**

Handle With Care: Personalisation Technologies in the Creative Process

Richie Barker, Deakin University

The Use of Experimental Technologies in Award-Winning Work: A Comparison of Asian versus Western Creative Strategies

Glenn Griffin, University of Alabama

Fei Qiao, University of Alabama

Advertising Creatives' Knowledge and Use of Theories and Constructs

Katharine Hubbard, Sanders\Wingo

Moderator: Fanny Fong Yee Chan, Hang Seng Management College

**Session 3.5:
New Technologies and Advertising Implications**

Is Augmented Reality Advertising a Cure-all? An Empirical Investigation of the Impact of Innovation Resistance

Heejun Lee, Yonsei University

Chang-Hoan Cho, Yonsei University

The State of Augmented Reality Advertising Around the Globe: A Multi-Cultural Content Analysis

Yang Feng, San Diego State University

Barbara Mueller, San Diego State university

The Future is Here: How the Internet of Things is Changing Consumer Journey

Yulia Lutchny, Microsoft Research

Moderator: Su Jung Kim, Iowa State University

**Session 3.6:
Practitioners' and Educators' Perspectives of Contemporary Advertising and Business**

Our Fearless Leaders: How Agency Leaders in America Perceive the 21st Century

Padmini Patwardhan, Winthrop University

Hemant Patwardhan, Winthrop University

How Marketers View Contemporary Marketing Communication: The MaC Model

Gerard Prendergast, Hong Kong Baptist University

Douglas West, King's College London

Ka Wai Yip

Understanding Thai Academics' Viewpoints on Integrated Marketing Communications

Saravudh Anantachart, Chulalongkorn University

Papaporn Chaihanchai, Chulalongkorn University

Moderator: Beth Egan, Syracuse University

12:15 – 1:15pm

Lunch

1:30 – 7:00pm: Off Site Events

1:30-5:00pm **Edo-Tokyo Museum**

5:00-7:00pm **Buffet Dinner**

AAA 2017 GLOBAL CONFERENCE ADJOURNS

MARK YOUR CALENDARS NOW!

2018 AAA Annual Conference

March 22 – 25, 2018

Marriott Downtown • New York City, NY

2019 AAA Annual Conference

March 28 – 31, 2019

Dallas Marriott City Center • Dallas, TX