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
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: Modering 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
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  
Jhih-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-Construal 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

Coffee Break

10:30 – 11:00am

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**

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 Lutchyn, 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 Chaihanchanchai, 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

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<td><strong>2018 AAA Annual Conference</strong></td>
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<tr>
<td>March 22 – 25, 2018</td>
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<tr>
<td><strong>2019 AAA Annual Conference</strong></td>
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<tr>
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