THURSDAY, July 6

3:15-4:30pm  Conference Registration  Lounge

4:30 – 6:00pm

Session 1.1: Transformation of Advertising in Japan—Changes in the Industry, Corporate Strategies and Consumer Behavior  Room #903

Chair: Christopher Pokarier, Waseda University
Panelists: Nobuko Kawashima, Doshisha University  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  Room #907

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

6:30 – 8:00pm

Opening Reception  Rihga Royal Hotel

Sponsored by ASATSU-DK
**FRIDAY, July 7**

**8:30 – 9:45am**

**Session 2.1: Advertising in the Mobile Context**

**Conference Room 1**

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, Renmin University of China

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

**Session 2.2: The Influence of Culture in Advertising**

**Conference Room 2**

The Influence of Cultural Individualism and Collectivism on Motivations Underlying Consumers’ Online Brand-Related Activities
- Pitiporn Kitirattarkarn, University of Amsterdam

The Effect of Culture on 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 2.3:  
CSR Communication and Effects

Conference Room 3

Event Social Responsibility: Positive Outcomes for Marketers and Consumers
   Russell Lacey, Xavier University  
   Minette (Meme) 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

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

9:45 – 10:00am

Coffee Break  
Main Conference Room
Sponsored by DENTSU INC.

10:00 – 11:15am

Session 2.4:  
Content Analysis of Ads around the World

Conference Room 1

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

Do Advertisers Look 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 Pongsapatiksanti, Kyoto Sangyo University

Moderator: Jami Fullerton, Oklahoma State University
Session 2.5: Social Media for Communication and Commerce
Conference Room 2

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, Incheon National University

Moderator: Eunice Kim, University of Florida

Session 2.6: Online Consumer Reviews and eWOM
Conference Room 3

“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, Keele 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, Hanyang University
Hojoon Choi, University of Houston

Moderator: Wonsun Shin, University of Melbourne

11:15 – 11:30am

Coffee Break
Main Conference Room
Sponsored by DENTSU INC.
11:30am – 12:30pm

Keynote Session: Dentsu’s Strategies and Challenges in the Changing Landscape of the Japanese Marketing/Advertising Market

Main Conference Room

Speaker: Mr. Yoshito Maruoka, Head of Dentsu Innovation Institute

12:30 – 1:30pm

Lunch

Main Conference Room

Sponsored by Dentsu Digital Inc.

1:30 – 2:45pm

Session 2.7:
Meet Journal Editors

Main Conference Room

Moderator: Jisu Huh, University of Minnesota

Panelists:
- Shintaro Okazaki, King’s College London (Editor-in-Chief, Journal of Advertising)
- Michelle Nelson, University of Illinois (Associate Editor, International Journal of Advertising)
- Hairong Li, Michigan State University (Past Editor, Journal of Interactive Advertising)
- Gayle Kerr, Queensland University of Technology (Deputy Editor, Journal of Marketing Communications)

2:45 – 3:00pm

Coffee Break

Room #914

Sponsored by INTAGE HOLDINGS Inc.

3:00 – 4:30pm

Session 2.8:
Advertising Law and Regulations in Asia Pacific: Australia, China, Japan, and South Korea Compared

Room #902

Chair: Kyu Ho Youm, University of Oregon

Panelists:
- Mariko Morimoto, Waseda University
- Yik Chan Chin, Hong Kong Baptist University
- Minjeong Kim, Hankuk University of Foreign Studies
Session 2.9:
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 of Maryland

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
   Ying-Ching Lin, National Chengchi University
   Kai-Yu Wang, Brock University
   Wei-Ting Jhang, 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: Gordon E. Miracle, Michigan State University

Session 2.10:
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: Jisu Huh, University of Minnesota

4:30 – 4:45pm
Coffee Break
Room #914
Sponsored by INTAGE HOLDINGS Inc.

4:45 – 6:00pm

Session 2.11:
Advertising Creative
Room #902
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
Fei Qiao, Guangdong University of Foreign Studies
Glenn Griffin, University of Alabama

Advertising Creatives’ Knowledge and Use of Theories and Constructs
Katharine Hubbard, State University of New York, Buffalo

Moderator: Fanny Fong Yee Chan, Hang Seng Management College

Session 2.12:
New Technologies and Advertising Implications
Room #903
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 2.13:**
Practitioners’ and Educators’ Perspectives of Contemporary Advertising and Business  Room #908

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, Nature’s Parlour

Understanding Thai Academics’ Viewpoints on Integrated Marketing Communications
Papaporn Chaihanchanchai, Chulalongkorn University
Saravudh Anantachart, Chulalongkorn University

Moderator: Beth Egan, Syracuse University

6:30 – 8:00pm

**Reception Dinner**  Rihga Royal Hotel
*Sponsored by Japan Academy of Advertising*

**SATURDAY, July 8**

8:30 – 10:00am

**Session 3.1:**
2017 AAA ThinkubAAtor Series: The Citizen Scholar  Room #901

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
Jef Richards, Michigan State University
Session 3.2: Advertising for Better and Healthier Society
Room #913

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

A Study of Green Advertising in “Nikkei Ecology” Magazine: A Quantitative Content Analysis and Qualitative Semiotic Approach
Yanyan Liu, University of Nagoya

Moderator: Guang-Xin Xie, University of Massachusetts Boston

Session 3.3: Media Context Effects Room #819

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

10:00 – 10:15am

Coffee Break
   Room #904
   Sponsored by Nikkei Advertising Research Institute

10:15 – 11:45am

Session 3.4:
Digital Analytics: Perspectives of Practitioners and Academics
   Room #901

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

Session 3.5:
Consumer Perception and Effects of the Endorser Factor
   Room #913

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

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
11:45am – 1:00pm

Lunch
Room #904
Sponsored by Hakuhodo Incorporated

1:30 – 7:00pm: Off Site Events

1:30-5:00pm  Edo-Tokyo Museum
(Board the bus at the Okma Kaikan Parking at 1:30pm)

5:00-7:00pm  Buffet Dinner
Sponsored by The Nikkan Kogyo Shimbun

AAA 2017 GLOBAL CONFERENCE ADJOURNS

MARK YOUR CALENDARS NOW!

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<th>2019 AAA Annual Conference</th>
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