

**AMERICAN ACADEMY OF ADVERTISING
Sheraton Burlington Hotel
Burlington, Vermont
April 12 - 15, 2007
CONFERENCE PROGRAM**

PRE-CONFERENCE SESSION
Hot Topics in International Advertising
(Emerald II) - (separate registration)

THURSDAY April 12

8:00-8:15 AM

Opening Remarks: Barbara Mueller, San Diego State
University

8:15-8:45

Recent Trends in International Advertising Research:
Current State of Knowledge and Where We Need to Go
Charles R. Taylor, Villanova University

8:45-10:15

Session 1: Hot Topics in Cross-Cultural Research

IMC: A Response to the Need for In-Company
Developments

Philip Kitchen, University of Hull, UK

A View From Two Continents: Consumer Perceptions
Of Pharmaceutical Advertising

Ralf Terlutter, University of Klagenfurt,
Austria

Sandra Diehl, Saarland University,
Germany

Barbara Mueller, San Diego State
University

Rethinking Cross-Cultural Comparisons In International
Advertising Research

Wei-Na Lee, University of Texas-Austin

Sejung Marina Choi, University of Texas-
Austin

Yongjun Sung, University of Texas-Austin

Measuring The Return On Corporate Advertising Campaigns

Manfred Schwaiger, Munich School of Management, Germany

Moderator: Jorge Villegas, University of Florida

1015-10:30 Coffee Break

10:30-12:00

Session 2: Hot Topics in the Asia Pacific Region

A Cross-Cultural Comparison Of Attitude Toward The Internet: Empirical Evidence From Japan, Korea, China, Taiwan, And The US.

Morikazu Hirose, Tokyo Fuji University, Japan

A Comparative Analysis Of Values Reflected In Japanese And American Advertising

Shintaro Okazaki, Universidad Autónoma de Madrid, Spain

Barbara Mueller, San Diego State University

Marketing Social Causes In India

Jyotika Ramaprasad, Southern Illinois University

Effects Of Advertising On Consumer Decision-Making

Kishi Shizue, Tokyo Keizai University, Japan

Moderator: Ralf Terlutter, University of Klagenfurt, Austria

12:00-1:00 Lunch - On Your Own

1:00-3:00

Session 3: Hot Topics in Communication Effects and Advertising Issues

The World Championship Soccer 2006 As Advertising Platform: The Impact Of Team Identification, Team Success And Event Involvement On Sponsorship And Advertising Effects

Peter Neijens, University of Amsterdam,
The Netherlands

Edith G. Smit, University of Amsterdam,
The Netherlands

Marjolein Moorman, University of
Amsterdam, The Netherlands

Emotional Measures Of Advertising Effect

Fleming Hansen, Copenhagen Business
School, Denmark

Do The New Branding Concepts Add To The Prediction Of Brand-Loyal Behavior And Heavy Usage Of The Brand?

John R. Rossiter, University of
Wollongong, Australia

Steven Bellman, Murdoch University,
Australia

Being There Or Being Lost: How Do Viewers Process Advertising Stimuli On Interactive Digital Television?

Patrick De Pelsmacker, Universiteit
Antwerpen, Belgium

Verolien Cauberghe, Universiteit
Antwerpen, Belgium

Moderator: Gordon Miracle, Michigan State University

3:00-3:15 Coffee Break

3:15-4:45

Session 4: Meet the Editors

Journal of Advertising

Marla Stafford

Journal of Consumer Affairs

Herbert Jack Rotfeld

Journal of Marketing Communications

Philip J. Kitchen

Journal of Public Policy and Marketing

Charles R. Taylor

Moderator: Shintaro Okazaki, Universidad Autónoma
de Madrid

4:45

Closing Remarks: Barbara Mueller, San Diego State
University

AAA CONFERENCE BEGINS

THURSDAY

April 12

Executive Committee

4:00-6:30

Registration

5:30-6:30

Opening Reception

Diamond

Sponsored by Sheraton Burlington
Hotel and Conference Center

FRIDAY

April 13

7:30-9:00 AM

First Timers' Breakfast

G's Restaurant-North Terrace
Sponsored by VCU Adcenter

Publications Committee Meeting

Carlton Boardroom

8:30-10:00

Session 1.1:

Information Processing

Emerald I

The Role of Mood and Advertising Message
Presentation on Consumer Information Processing
Sela Sar, Iowa State University

Different Roles of Advertisement Involvement in
Corporate Advertising: A Path Analysis of the
Relationships Between Involvement Types and
Attitude/Behavioral Intentions

Sora Kim, University of Tennessee
Gi-Yung Koo, University of Tennessee
Eric Haley, University of Tennessee

The Role of Organizational Perception, Perceived
Consumer Effectiveness and Self-Efficacy in Advocacy
Advertising Effectiveness

Yoon-Joo Lee, University of Tennessee
Eric Haley, University of Tennessee

The Role of Animation in a Classical Conditioning
Mechanism; Exploring its Implications in the Tripartite
Attitudinal Model

ChangHyun Jin, University of Florida
Jorge Villegas University of Florida
Jon Morris University of Florida

Moderator: Darrel Muehling, Washington State
University

Session 1.2: Advertising Tactics and Appeals
Emerald II

The Relative Influence Of Fear Appeals On Consumer
Responses In Commercial Product Campaigns
Olaf Werder, University of New Mexico

Behavior Really Does Matter: An Investigation of the
Impact of Spokescharacter Behavior on Children's
Purchase of Food and Beverage Products
Courtney Childers, University of Tennessee

Background Music as a Retrieval Cue: Effects of
Congruency and Familiarity on Memory Performance
Insuk Wang, Kwangwoon University
Byung Kung Lee, Kwangwoon University
Taiwoong Yun, North Dakota State
University

Message Strategy and Executional Element
Associations in Television Commercials from EFFIE
Award Winning Campaigns from 1999 to 2004
Steve Marshall, University of Florida
Marilyn Roberts, University of Florida
John Sutherland, University of Florida

Moderator: Avery Abernathy, Auburn University

**Session 1.3: Special Topics - Advertising in
Consumer Generated Media: Issues,
Theories, and Research Directions**
University Amphitheater

Chair: Hairong Li, Michigan State University

Panelists: Steve Edwards, Michigan State University
Sally McMillan, University of Tennessee
Shelly Rodgers, University of Missouri
Kim Sheehan, University of Oregon

10:00-10:30 Coffee Break & Meet the Editors Table
Diamond
Sponsored by Texas Tech University,
Department of Advertising

10:30-12:00
Session 2.1: Decisions in Media Planning and Buying
Emerald I

Media Selection Considerations In A Global
Marketplace: A Survey Of U.S. Advertising Decision
Makers

Ali Kanso, University of Texas-San
Antonio
Richard Nelson, Louisiana State University

Advertiser-Supported Media Displacement And
Saturation

Jay Newell, Iowa State University
John C. Thomas, Iowa State University

Three Ads in a Pod: The Impact of the Length of the Immediately Surrounding Commercials on Advertising Effectiveness

Yongick Jeong, University of North Carolina-Chapel Hill

Joe Bob Hester, University of North Carolina-Chapel Hill

In Search of More Efficient Data Integration for Television Media Selection: Evaluating the Adjusted Demographic Profiling Approach

Hugh Cannon, Wayne State University

Alexander Smith, St. Louis University

Dave Williams, Wayne State University

Moderator: Terry Daugherty, University of Texas-Austin

Session 2.2: Brands and Branding

Emerald II

Consequence Of Brand Personality

Yongjun Sung, University of Texas-Austin

Jooyoung Kim University of Georgia

The Effects of Audio Placement on Joint Advertising

Alex Wang, University of Connecticut

In Search of Lovemarks: The Semantic Structure of Brands

Samuel Bradley, Texas Tech University

Wendy Maxian, Texas Tech University

Timothy Laubacher, Buchanan and Associates

Monica Baker, Ohio State University

Self-Congruity Versus Situation Congruity

Yongjun Sung, University of Texas-Austin

Spencer Tinkham, University of Georgia

Moderator: Deb Morrison, University of Oregon

**Session 2.3: Special Topics - Once More with
Feeling: Reconsidering the Role of
Emotion in Advertising**
University Amphitheater

Chair: Patricia A. Stout, University of Texas at
Austin

Panelists: Jennifer Ball, University of Texas at Austin
Carrie La Ferle, Michigan State University
Jorge Villegas, University of Florida
Wendy Macias, University of Georgia

12:00-1:30 Luncheon and Awards Ceremony
Emerald III

1:30-3:00

Session 3.1: Innovative Advertising Media
Emerald I

Hey Ya-Shake It Like a Polaroid Picture: Product
Mention in Popular Music Genres

Coy Callison, Texas Tech University
Sufyan Mohammed-Basin, Texas Tech
University

Assessing the Value of Product Placement from the
Consumer's Perspective

Terry Daugherty, University of Texas-
Austin
Harsha Gangadharbatla, Texas Tech
University
Yeo Jung Kim, University of Texas-Austin
Kelty Logan, University of Texas-Austin

Consumers' Perception and Acceptance of Mobile
Advertising

Jun Kyo Kim, University of Alabama

Active Versus Passive Gamers: A Comparison Of
Recall, Attitudes And Purchase Intentions Of Brands
Placed in Video Games

Harsha Gangadharbatla, Texas Tech
University

Moderator: Steve Edwards, Michigan State University

Session 3.2: Audiences and Messages

Emerald II

Politicizing the Polysemy of Gay Window Advertising
Wan-Hsiu Sunny Tsai, University of Texas-
Austin

The Presence and Portrayal of Racial Minorities in
Magazine Advertising

Hyejin Yoon, University of Georgia
Karen King, University of Georgia

The Moderating Effects of Interactivity on Social
Stereotype Change

Hyojin Kim, University of Florida

The Influence of Context on College Students'
Perceptions of Advertising Offensiveness

Timothy Christy, University of Oregon
Eric Haley, University of Tennessee

Moderator: Seounmi Youn, Emerson College

**Session 3.3: Special Topics - A Comparison between
European and US Advertising Research
Paradigms**

University Amphitheater

Chairs: Edoardo Brioschi, Catholic University of
the Sacred Heart
Gordon Miracle, Michigan State University

Panelists: Leonard Reid, University of Georgia
Arthur Kover, Fordham University
(Emeritus)
Rossella Gambetti, Catholic University of
the Sacred Heart, Italy
Elisabeth Tissler-Desbordes, ESCP-EAP
(Ecole Supérieure de Commerce de Paris),
France
Wolfgang Seufert, Friedrich Schiller
University, Germany

3:00-3:30 Coffee Break & Meet the Editors Table
Diamond
Sponsored by M.E. Sharpe, Inc.

3:30-5:00
Session 4.1: Advertising Agencies and Professionals
Emerald I

An Exploration into the Representation of Female
Creatives in Today's Advertising Agencies
Kasey Windels, University of Texas-Austin
Wei-Na Lee, University of Texas-Austin

Myers-Briggs Type Indicator and Advertising Agency
Professionals
Brian Till, St. Louis University
Srdan Zdravkovic, St. Louis University
Robert Morrison, The Project Group

Complex Dynamics in Advertising Creativity: An
Agency View of How Passion Trumps Expertise
Sheila Sasser, Eastern Michigan University
Scott Koslow, University of Waikato

How Brief? A Content Analysis of Creative Briefs from
153 of the Top US Agencies
Lisa Cornell, University of Florida
John Sutherland, University of Florida
Avery Abernethy, Auburn University
Ghanimi Ziad, University of Florida

Moderator: Pat Rose, Florida International University

**Session 4.2: Information Processing and Internet
Effects**
Emerald II

Adaptation and Application: Hierarchy of Effects
Models and Internet Advertising
Cong Li, University of North Carolina
Chapel Hill

Unconscious Processing of Web Advertising
Chan Yoo, University of Kentucky

Communication Dilemma and Virtual Communities as
an Advertising Environment

Dongyoung Sohn, University of South
Florida

John Leckenby University of Texas-Austin

Information Processing of Internet Ads

Cong Li, University of North Carolina
Chapel Hill

Bob Meeds, Kansas State University

Moderator: Doyle Yoon, University of Oklahoma

**Session 4.3: Special Topics - Beyond Obligation: A
Shared Mission of Industry and
Education**

University Amphitheater

Chairs: Glenn Griffin, Southern Methodist
University

Deb Morrison, University of Oregon

Panelists: Brian Hurewitz Greenteam Advertising,
New York

Linda Kaplan Thaler, The Kaplan Thaler
Group, New York

Kevin Tuerff, Enviromedia, Austin

4:00 *Journal of Advertising* Editorial Review
Board Meeting

5:00 **AAA Members' Meeting**
University Amphitheater

6:00-9:00 Reception (Sponsored by Clemson
University) and Dinner
Emerald III

SATURDAY **April 14**

7:30 AM **Past-Presidents' Breakfast**
G's Restaurant-South Terrace

8:00-9:30

**Session 5.1: Crossing Cultures: Views on
International Advertising**

Emerald I

Culture and Its Influence on Advertising: A Critical
Assessment of Comparative Advertising Research

Tsan-Kuo Chang, University of Minnesota

Jisu Huh, University of Minnesota

Kristi McKinney, University of Minnesota

Sela Sar, Iowa State University

Wei Wei, University of Minnesota

Adina Schneeweis, University of

Minnesota

Country-Of-Origin Effects on Consumer Product
Evaluation and Purchase Intention: The Moderating
Role of Objective versus Subjective Knowledge

Jin Kyun Lee, University of Texas-Austin

Wei-Na Lee, University of Texas-Austin

Attitudes toward Internet Advertising: A Cross-cultural
Analysis of Koreans and Americans

Daechun An, University of North Texas

Sang-Hoon Kim, Inhuk University

Yongick Jeong, University of North

Carolina, Chapel Hill

Ethnicity, Philanthropy and Communication Appeals: A
Cross-Cultural Study Comparing Anglo and Asian
Americans

Yeo Jung Kim, University of Texas-Austin

Wei-Na Lee, University of Texas-Austin

Moderator: Padmini Patwardhan, Winthrop University

**Session 5.2: Perceptions of Sponsorships and
Political Advertising**

Emerald II

Understanding the Impacts of Sponsorship-Induced Beliefs on Corporate Credibility and Attitude Toward the Sponsor

Kihan Kim, University of Hartford
Sejung Marina Choi, University of Texas-Austin

Assessing Voter Reaction to Different Kinds of Political Attack Advertising

Kelty Logan, University of Texas-Austin

Advertising Message and Media Strategies as Predictors of Vote in State Legislative Races

Elizabeth Johnson Avery, University of Tennessee
Heidi Hennink-Kaminski, University of North Carolina
Ruthann Lariscy, University of Georgia
Spencer Tinkham, University of Georgia

Sporting-Event Personality: Scale Development and Sponsorship Implications

Hyung-Seok Lee, University of Florida
Chang-Hoan Cho, University of Florida

Moderator: Karen Lancendorfer, Western Michigan University

Session 5.3: Special Topics - Practicum Based Curriculum

University Amphitheater

Chair: Bruce Bendinger, The Copy Workshop

9:30:-10:00: Coffee Break

Diamond
Sponsored by Creative Circus

10:00-11:30

Session 6.1: Anti-Smoking Advertising Initiatives

Emerald I

Smoking Cessation Strategies That Work: How College Students Quit Smoking

Joyce Wolburg, Marquette University

Up in Smoke: The FTC's Role in Ending Tobacco Advertising

Elizabeth Crisp Crawford, University of Tennessee

Veni, Vidi, Vici: How Truth Fought Big Tobacco
Jensen Moore, University of Missouri

Cross Cultural Comparison of Interactivity and Promotional Appeals in US and Korean Anti-Smoking Ads

Hyunjae Yu, University of Georgia
Hyejin Paek, University of Georgia
Bumjun Bae, University of Georgia

Moderator: Shelley Rodgers, University of Missouri

Session 6.2: Cause Related Marketing and Social Responsibility of Advertising
Emerald II

Consumer Responses to Cause-Related Marketing: The Effects of Donation Size Claim Objectivity and Corporate Social Responsibility

Yeo Jung Kim, University of Texas-Austin
Wei Na Lee, University of Texas-Austin

Consumer Responses to Corporate Social Responsibility Initiatives

Xiali Nan, University of Wisconsin-Madison
Kwangjun Heo University of Wisconsin-Madison

Responses to Cause-Related Marketing Campaigns in India and the USA

Carrie LaFerle, Michigan State University
Gayatri V. Kuber, Michigan State University
Steve Edwards, Michigan State University

Antecedents of Consumer Attitudes for Cause Marketing: A Psychographic Approach

Seounmi Youn, Emerson College
Hyuksoo Kim Emerson College

Moderator: Nora J. Rifon, Michigan State University

**Session 6.3: Special Topics - The Roles and Misdeeds
of Peer Review in Advertising**
University Amphitheater

Chair: Samuel Bradley, Texas Tech University

Panelists: Harsha Gangadharbatla, Texas Tech
University
Bob Meeds, Kansas State University
Jef Richards, University of Texas-Austin
Russell Lacznik, Iowa State University
Herbert Jack Rotfeld, Auburn University

11:30 Luncheon
Emerald III

Key Note Speaker:

A. Neill Cameron Jr., Vice President for
Advancement, Clemson University

1:00-2:30

Session 7.1: Legal and Public Policy Issues
Emerald I

Childhood Obesity and Advertising Regulation: A
Historical, Public Policy and Legal Analysis
Joshua Godwin, University of North
Carolina-Chapel Hill

Food Advertising to Children: Quest for the Right
Regulatory Recipe
Jef Richards, University of Texas-Austin
Catharine Curran-Kelly, University of
Massachusetts, Dartmouth

Beef: It's What Your Government Wants You to Have
for Dinner
Ron Taylor, University of Tennessee

Advertising Control With Emphasis on Advertising
Self-Regulation and Internet Advertising
Jean Boddewyn, Baruch College (CUNY)

Moderator: Eric Haley, University of Tennessee

Session 7.2: Research and Links with Industry

Emerald II

Conflicts-of-Interest in Advertising Research: A Study
of Research Journals' Disclosure Requirements

Lawrence Soley, Marquette University

Does (Stronger Links With) Practice Make Perfect? A
Survey of Advertising Scholars

Federico de Gregorio, University of
Alabama

I-Huei Cheng, University of Alabama

Privacy Policies: Not Just for the Internet Anymore!

JoAnn Atkin, Western Michigan University

Bonnie Reece, Michigan State University

The Commercialization Of Local Television News

David Koranda, University of Oregon

James Upshaw, University of Oregon

Gennadiy Chernov, University of Regina

Moderator: Sejung Marina Choi, University of Texas-

Austin

**Session 7.3: Special Topics - Brand America: Can
Advertising Help Improve America's
Image Abroad?**

University Amphitheater

Chair: Jami Fullerton, Oklahoma State University

Panelists: Nancy Snow, California State University

Alice Kendrick, Southern Methodist
University

Geoff Freeman, Discover America
Partnership

Patricia Alvey, Southern Methodist
University

**3:00 Departure for "Introduction to
Vermont" Tour and Dinner Event.**

SUNDAY April 15

8:00-9:30 AM

**Session 8.1: Emerging Interactive Issues in Trust
and WOM**

Emerald I

The Impact of Offline Advertising on Initial Trust
Formation of Dot-Com Websites

Chunsik Lee, University of Minnesota,
Jisu Huh University of Minnesota,

Wouldn't They Love to Know: What Makes Consumers
Trust Web Sites Enough to Disclose to Them?

Lara Zwarun, University of Texas-
Arlington

Does It Matter Where eWOM is Posted? The
Moderating Role of eWOM Valence

Mira Lee, Michigan State University
Seounmi Youn, Emerson College
Sungmi Lee, Michigan State University

eWOM: The Effect Of Individual Level Factors On
Viral Consumers' Email Pass Along Behavior

Harsha Gangadharbatla, Texas Tech
University
Jodi Smith, University of Texas-Austin

Moderator: Sally McMillan, University of Tennessee

**Session 8.2: Page Turners: Research Regarding
Magazine Advertising**

Emerald II

The Synergy Effect of Print and Web Advertising: A
Field Experiment

Guohua Mark Wu, California State
University

The Effects of Task Involvement and Format Relevancy
on Magazine Ad Exposure

Alex Wang, University of Connecticut
James H. Leigh Texas A&M

The Influences of Consumer Processing Style and
Headline Execution on Visual Metaphor Advertisement

Jun Myers, University of Minnesota

Ron Faber, University of Minnesota

Brittany Duff, University of Minnesota

Yuliya Lutchyn, University of Minnesota

Gender Role Portrayals in Mainstream and Minority
Magazine Advertisements

Roxanne Hovland, University of Tennessee

Emma Wright, University of Tennessee

Carolynn McMahan, University of North
Florida

Tiffany Shoop, Shenandoah University

Guiohk Lee, University of Tennessee

Jang-Sun Hwang, University of Tennessee

Juran Kim, University of Tennessee

Moderator: Lance Kinney, University of Alabama

**Session 8.3 Special Topics: Physiological Measure of
Emotion and Cognition in Advertising and
Marketing Communications**

University Amphitheater

Chair: Jon Morris, University of Florida

Panelists: Joel Geske, Iowa State University
Paul D. Bolls, PRIME Lab University of
Missouri

9:30-10:00 Coffee Break
Outside Emerald I & II

**Session 9.1: Understanding Health Related
Advertising**
Emerald I

Content Elements of DTC Advertising for Anti-
Depressants and Perceived Lifetime Risk of Clinical
Depression

Jin Seong Park, University of Florida

Jennifer Lee Lemanski, University of
Florida

Building and Testing a Model for Direct-to-Consumer
Pharmaceutical Advertising Effectiveness

Rick Wilson, St. Louis University
Brian Till, St. Louis University

Operationalizing the Second-Person Effect and Its
Relationship to Behavioral Outcomes of DTC
Advertising

Jisu Huh, University of Minnesota
Denise DeLorme, University of Central
Florida
Leonard Reid, University of Georgia

A Tool to Clear Interactive Deadwood: Coding
Interactivity at Health-Related Web Sites

Sally McMillan, University of Tennessee
Mariea Hoy, University of Tennessee
Juran Kim, University of Tennessee
Carolynn McMahan University of North
Florida

Moderator: Wendy Macias, University of Georgia

10:00-11:30

Session 9.2: Topics in International Advertising

Emerald II

Consumer Responses to Sex Appeal Advertising: A
Study of Australia, China, and the United States

Fang Liu, UNSW Asia
Hong Cheng, Ohio University
Jianyao Li, UNSW Asia

Cross-Cultural Comparisons of U.S. and Chinese
Corporate Websites

Jie Zhang, University of Texas-Austin
Wan-Hsiu Sunny Tsai, University of Texas-
Austin
Wei-Na Lee, University of Texas-Austin

Promoting Consumerism in Western Germany During
the Cold War: An Agency Perspective

Frauke Hachtman, University of Nebraska-
Lincoln

Information Content of Indian Television Commercials
Padmini Patwardhan, Winthrop University
Hemant Patwardhan, Winthrop University

Moderator: Seounmi Youn, Emerson College

**Session 9.3: Special Topics - The Branding of Higher
Education: The Great Awakening in the
Hallowed Halls of Academia**
University Amphitheater

Chair: Karen Lancendorfer, Western Michigan
University

Panelists: Elizabeth Scarborough, President and
Partner Simpson Scarborough
Bruce Vanden Bergh, Michigan State
University
Voltaire Santos Miran, mStoner
Bonnie B. Reece, Michigan State
University

CONFERENCE ENDS

**See you next year, March 27-30, at AAA's 2008
Annual Conference, San Mateo Marriott Hotel, San
Mateo, California**