

Asian Advertising Scholar Forum 2018

Distinguished Keynote Speakers:

ALL ARE WELCOME

Thur 19 April 2018 | 9:15 am – 10:15 am (Day 1)

“The Strategic Directions of the Journal of Advertising: Current Status and Future Challenges”

Professor Shintaro Okazaki

King's College London, UK

Editor-in-Chief, *Journal of Advertising*



Thur 19 April 2018 | 1:45 pm – 2:45 pm (Day 1)

“Big Event Advertising Effectiveness: Can it Still Impact Brands? Evidence from Super Bowl Advertising”

Professor Charles R. Taylor

Villanova University, USA

Editor-in-Chief, *Journal of International Advertising*

Fri 20 April 2018 | 8:45 am – 9:45 am (Day 2)

“Methodological Mistakes Made in Cross-Cultural Advertising Studies”

Professor John B. Ford

Old Dominion University, USA

Editor-in-Chief, *Journal of Advertising Research*



Insights from Asian Scholars

Session 1 | Thur 19 April 2018 | 10:30 am – 12:00 noon (Day 1)

“#Me and Brands: Brand-selfie and New Form of eWOM” | *Yongjun Sung, Korea University, S. Korea*

“Translational Research in Advertising Space: Experiences from the Health Arena” | *May Oo Lwin, Nanyang Technological University, Singapore*

“Bank Advertising and Youth in China” | *Kara Chan, Hong Kong Baptist University*

Session 2 | Thur 19 April 2018 | 2:45 pm – 4:25 pm (Day 1)

“Media Exposure, Perceived Efficacy and Protective Behaviors in a Public Health Emergency” | *Xigen Li, City University of Hong Kong*

“Exploring the Social Fractal Theory for Social Networking Sites” | *Annisa Lee Lai, The Chinese University of Hong Kong*

Eye-tracking Workshop | *Terri Chan, Hong Kong Baptist University*

Industry Talk | Thur 19 April 2018 | 4:40 pm – 6:00 pm (Day 1)

“C-All-Likes : Social Media Communications Trends in 2018” | *Ralph Szeto, Director of CMRS Group*

“The New Era of TV Audience Measurement in Hong Kong” | *Vicky Ng, Head of GroupM Knowledge*

Panel Discussion on High Impact Asia-Relevant Research | Fri 20 April 2018 | 9:45 am – 11:15 am (Day 2)

Chaired by: Prof. Charles R. Taylor, Villanova University

Session 3 | Fri 20 April 2018 | 11:30 am – 1:00 pm (Day 2)

“Examining Young People’s Responses to New Media Advertising and the Role of Socialization Agents: Challenges and Opportunities” | *Wonsun Shin, The University of Melbourne*

“Integrating the Theory of Planned Behavior and Risk Perception Attitude Framework to Predict Mental Health Promotion Behaviors” | *Jolie Shi, Hong Kong Baptist University*

“Gaining Support for Exploitative Actions and Sustainable Performance in Host Markets: Impacts of Firm Competences and CSR Efforts” | *David K. C. Tse, University of Hong Kong*

Asian Advertising Scholar Forum 2018

19th – 20th April, 2018
HKSAR

Programme

Organizer: Communication Studies Department,
School of Communication,
Hong Kong Baptist University

Venue: Hong Kong Baptist University
Room 1022, Communication and Visual Arts Building
5 Hereford Road, Kowloon Tong
Kowloon



Asian Advertising Scholar Forum 2018

Venue: Rm. 1022, Communication and Visual Arts
Building, 5 Hereford Road, Kowloon Tong

Day 1 (Thursday 19 April 2018)

<http://www.coms.hkbu.edu.hk/events/aasf18/>

Morning Session

8:30-9:00	Tea Reception
9:00-9:15	Opening Speech <i>Prof. Huang Yu, Dean of School of Communication, Hong Kong Baptist University</i>
9:15-10:15	Distinguished Keynote 1 “The Strategic Directions of the Journal of Advertising: Current Status and Future Challenges” <i>Shintaro Okazaki, King's College London, UK</i> Moderator: Kineta Hung, Hong Kong Baptist University
10:15-10:30	Coffee Break
10:30-11:00	Insights from Asian Scholars Session 1 “#Me and Brands: Brand-selfie and New Form of eWOM” <i>Yongjun Sung, Korea University</i>
11:00-11:30	“Translational Research in Advertising Space: Experiences from the Health Arena” <i>May Oo Lwin, Nanyang Technological University Singapore</i>
11:30-12:00	“Bank Advertising and Youth in China” <i>Kara Chan, Hong Kong Baptist University</i> Moderator: Vivienne Leung, Hong Kong Baptist University

Afternoon Session

1:45-2:45	Distinguished Keynote 2 “Big Event Advertising Effectiveness: Can it Still Impact Brands? Evidence from Super Bowl Advertising” <i>Charles R. Taylor, Villanova University, USA</i> Moderator: Terri Chan, Hong Kong Baptist University
2:45-3:15	Session 2 “Media Exposure, Perceived Efficacy and Protective Behaviors in a Public Health Emergency” <i>Xigen Li, City University of Hong Kong</i>
3:15-3:45	“Exploring the Social Fractal Theory for Social Networking Sites” <i>Annisa Lee Lai, The Chinese University of Hong Kong</i>
3:45-4:25	Eye-tracking Workshop at CVA519 <i>Terri Chan, Hong Kong Baptist University</i> Moderator: Vivian Sheer, Hong Kong Baptist University
4:25-4:40	Coffee Break
4:40-5:20	Industry Talk “C-All-Likes : Social Media Communications Trends in 2018” <i>Ralph Szeto, Director of CMRS Group</i>
5:20-6:00	“The New Era of TV Audience Measurement in Hong Kong” <i>Vicky Ng, Head of GroupM Knowledge</i> Moderator: Angela Mak, Hong Kong Baptist University

Asian Advertising Scholar Forum 2018

Venue: Rm. 1022, Communication and Visual Arts
Building, 5 Hereford Road, Kowloon Tong

Day 2 (Friday 20 April 2018)

<http://www.coms.hkbu.edu.hk/events/aasf18/>

Morning Session

8:15-8:45	Tea Reception
8:45-9:45	<p>Distinguished Keynote 3 “Methodological Mistakes Made in Cross-Cultural Advertising Studies” <i>John B. Ford, Old Dominion University, USA</i></p> <p>Moderator: Kara Chan, Hong Kong Baptist University</p>
9:45-11:15	<p>Panel Discussion on High Impact Asia-Relevant Research <i>Chaired by: Prof. Charles R. Taylor, Villanova University</i></p> <p><i>John B. Ford, Old Dominion University, USA</i> <i>Shintaro Okazaki, King's College London, UK</i> <i>Yongjun Sung, Korea University, S. Korea</i> <i>May Oo Lwin, Nanyang Technological University, Singapore</i> <i>Kineta Hung, Hong Kong Baptist University</i></p>
11:15-11:30	Coffee Break
11:30-12:00	<p>Session 3 “Examining Young People’s Responses to New Media Advertising and the Role of Socialization Agents: Challenges and Opportunities” <i>Wonsun Shin, The University of Melbourne</i></p>
12:00-12:30	<p>“Integrating the Theory of Planned Behavior and Risk Perception Attitude Framework to Predict Mental Health Promotion Behaviors” <i>Jolie Shi, Hong Kong Baptist University</i></p>
12:30-1:00	<p>“Gaining Support for Exploitative Actions and Sustainable Performance in Host Markets: Impacts of Firm Competences and CSR Efforts” <i>David K. C. Tse, University of Hong Kong</i></p> <p>Moderator: Regina Chen, Hong Kong Baptist University</p>
1:00	<p>Closing <i>Kineta Hung, Hong Kong Baptist University</i></p>