

Teaching Advertising in the Age of Social Media, Generative AI, and Corporate Apocalypse



Advertising Division's Teaching Pre-Conference

Association for Education in Journalism and Mass Communication

The New Orleans Marriott | 555 Canal Street | August 4, 2026



ABOUT THE EVENT

Generative AI, algorithmic omnipresence, influencer economy, and attention-grabbing content production have forever changed the meaning of the advertising profession worldwide. By extension, the nature of advertising education in the United States and other countries is also changing. However, this is happening at a slower pace. While traditional career pathways (e.g., The “Big Six” agency roles, corporate advertising and brand management) remain relevant, many advertising graduates increasingly envision their professional futures in entrepreneurial or content-creation areas.

Advertising education faces accelerating pressures to adapt as national and international communications industries demand new skills, students expect practical, future-oriented preparation, and instructors must navigate rapidly evolving technologies reshaping knowledge production.

This pre-conference brings together internationally recognized educators and researchers, advertising professionals, and students to explore how advertising education can respond—strategically, ethically, and creatively—to the realities of social media ecosystems, generative AI tools, and broader societal transformation. We invite pre-conference attendees to participate in conversations and workshops with and learn from industry professionals, scholars, education influencers, and undergraduate and graduate students to facilitate educational innovation.

OUR SPONSORS



SCHEDULE AT A GLANCE

8:00 AM - 8:30 AM

Breakfast and welcome

8:30 AM - 9:50 AM

PANEL I. Big Picture: Can AI and Algorithms Do It All?

9:50 AM - 10:10 AM

Break

10:10 AM - 11:30 PM

PANEL II. Social Influence and Content Creation as Independent Careers

11:30 AM - 12:00 PM

BREAKOUT SESSION. Advertising Careers of the Future

12:00 PM - 1:00 PM

Lunch (provided at the venue)

1:00 PM - 2:20 PM

PANEL III. Transforming Advertising Curriculum to Create New Career Opportunities for Advertising Graduates

2:20 PM to 2:40 PM

Break

2:40 - 4:00 PM

PANEL IV. Saved or Doomed? Teaching with GenAI

4:00 PM - 4:30 PM

BREAKOUT SESSION. AI and Influencer Marketing Tools for Advertising Educators

4:30 PM - 5:00 PM

Closing remarks, photos, networking



MEET THE PANELISTS



Aimee Alleman, Department Chair, Mass Communication, Assistant Professor of Advertising, School of Communication and Design, Loyola University New Orleans

Aimee Alleman is Chair of the Department of Mass Communication at Loyola University New Orleans, where she teaches advertising and strategic communication while championing hands-on, industry-focused learning experiences. She serves as the College of Music and Media's AI Fellow, is a member of Loyola University's AI Fellowship Committee, and serves as faculty director of the Shawn M. Donnelley Center for Nonprofit Communication, where students work directly with nonprofit organizations to address real-world communication challenges. Before entering higher education, Alleman built a career spanning more than two decades in advertising, marketing, and business strategy. She is the founder of Hey Mae Mae Advertising, a digital marketing agency focused on the technology and home improvement industries, and FreshDripd, an innovative

coffee filter brand centered on single-serve pour-over coffee for people who want quality without sacrificing convenience. Drawing on her experience in advertising, digital marketing, and entrepreneurship, she is passionate about preparing students to become ethical, innovative communication professionals who are ready to make an impact from day one.

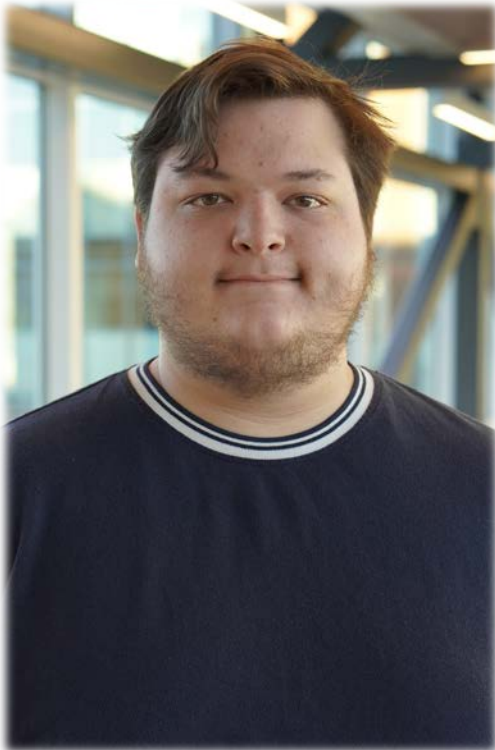


Huan Chen, Ph.D., Professor and Chair, Department of Advertising, College of Journalism and Communications, University of Florida

Huan Chen is Professor and Chair of the Department of Advertising in the College of Journalism and Communications at the University of Florida. Her research focuses on AI in advertising, consumer behavior and digital marketing, cultural and social media dynamics, and AI in education and learning. She has published nearly 100 peer-reviewed articles and has received multiple research awards, including the University of Florida Research Foundation Professorship, the Emerald Literati

Outstanding Paper Award, and best paper awards from leading advertising journals and conferences. She serves as Associate Editor for the *Journal of Advertising Research* and the *Journal of Interactive Advertising* and on the editorial boards of several major journals in advertising, communication, and qualitative research. As department chair, she has led curriculum innovation, supported the launch and growth of advertising certificates, and worked closely with faculty, students, and industry partners to prepare students for the rapidly changing advertising profession.

MEET THE PANELISTS



Matthew Conway, Master's Student, College of Communication and Information, University of Kentucky

Matthew Conway is a current communication master's student at the University of Kentucky focused on environmental and risk messaging. He is specifically interested in how individuals holding various social identities influence their attitudes and behavioral intentions toward climate change, environmental risk, and clean energy. His research also examines the potential cognitive dissonance that audiences may experience in response to certain message features (e.g., source political affiliation) and its relation to pro-environmental attitudes and/or behaviors. In addition, Conway worked on research exploring social identity within sports advertising as well as the potential use of AI for real-time targeting strategies. Conway is a Debate Coach at the University of Kentucky. He earned his B.S. in Public Policy and Administration from James Madison University.



Thomas Dadourian, Lecturer, Business of Innovation, Lovine and Young Academy, University of Southern California

Thomas Dadourian is a founder, educator, growth strategist, and advisor specializing in venture validation, brand strategy, and social media-driven growth. As a professor at the USC Lovine and Young Academy, he helps founders and students use content, community, and emerging technologies to validate ideas, acquire customers, and build businesses before investing heavily in development. Thomas combines qualitative research, audience insights, and quantitative experimentation to help organizations find product-market fit and scale. His work spans startups, enterprise brands, and higher education, with experience generating over \$100 million in crowdfunding and pre-sale revenue, managing millions in paid media spend, and leading campaigns that have generated more than 1 billion organic social views. Through his teaching and advisory work, Thomas focuses on preparing the next generation of entrepreneurs, marketers, and creators to navigate the rapidly evolving intersection of AI, social media, advertising, and innovation.

MEET THE PANELISTS



Will Fisicaro, Master's Student,anship School of Mass Communication, Louisiana State University

Will Fisicaro is currently pursuing a Master's degree in Mass Communication at Louisiana State University while serving as a Graduate Assistant with the LSU Soccer program. Through his roles in collegiate athletics, public service, and sports marketing, Fisicaro developed skills in communication, leadership, problem-solving, and team collaboration. He is excited to continue to grow at the intersection of sports and strategic communication while contributing to high-performing organizations.



Isabella Amani Foley, Vice President and Chief Communications Officer of Corporate Communications, Southern California Edison

Isabella Amani Foley, EdD, is vice president and chief communications officer of Corporate Communications at Southern California Edison, one of the nation's largest electric utilities, and its parent company, Edison International. Foley's portfolio includes enterprise advertising and complementary functions. Before joining Edison, Foley held senior leadership roles at Eversource Energy, Michael Baker International, where she was the firm's first female C-suite officer, PG&E, GSI Commerce, Radian Group, Progress Energy and PJM Interconnection. Foley serves on the board of advisors for the Center for Public Relations at USC Annenberg and on the board of directors for the American Red Cross Los Angeles

Region. She is a Policy Volunteer Leader for the Humane Society of the United States. Foley earned an executive MBA from Villanova University and a master's degree from La Salle University. She earned her doctorate from USC, where her research focused on CEO adaptation in a changing workforce. She has taught graduate-level communications courses at the University of New York in Prague, La Salle University and Point Park University.

MEET THE PANELISTS



Hannah Istre, B.A., Manship School of Mass Communication, Louisiana State University

Hannah Istre is a recent graduate of the Louisiana State University Manship School of Mass Communication, where she earned a Bachelor of Arts in Mass Communication with a concentration in Digital Advertising and a minor in Analytics. Her passion for digital advertising began in high school through an entrepreneurship course, where the students developed and marketed their own food truck business. The semester-long project sparked her interest in branding and graphic design, which ultimately shaped her academic and professional journeys. During her time at LSU, Hannah gained experience in digital marketing, graphic design, audience research, and web development through coursework with real clients and internships. She currently works as a UX Designer at Louisiana Blue, where she conducts user and market research to better understand customer needs and industry

trends. She uses these insights to design intuitive digital experiences, especially regarding improvements to the LA Blue website and the MyLABlue app. Hannah's favorite aspect of digital advertising is the design process. She often finds herself getting lost in the details, perfecting elements that are often overlooked, but really help bring a project together.



Heijin Lee, Ph.D., Assistant Professor of Advertising, Pepperdine University

Dr. Heijin Lee teaches Influencer Marketing and Digital Strategy in Advertising, integrating communication theories with practical industry skills and AI tools. Her research focuses on influencers' roles in international strategic communication and creator and consumer well-being. Drawing on her experience as a content creator with over 500,000 followers and as a global marketing professional at TikTok, she examines how influencers and digital creators shape consumer behavior, public perceptions, and social outcomes across cultures and platforms. Her work explores strategic communication practices that foster meaningful relationships between organizations and publics, promote

responsible digital engagement, and support the well-being of consumers and content creators. She is currently collaborating with Los Angeles-based content creators and the American Influencer Council on a grant-funded research project. Through her scholarship and teaching, she seeks to bridge theory and practice while advancing understanding of communication in the rapidly evolving digital media landscape.

MEET THE PANELISTS



Chen Lou, Ph.D., The Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore

Dr. Chen Lou is an Associate Professor at the Wee Kim Wee School of Communication and Information, Nanyang Technological University, Singapore. Her research focuses on consumer psychology and advertising effects, particularly on how consumers process information and how marketing communications (e.g., influencer marketing, AI advertising) shape behavior. Dr. Lou received the 2021 Mary Alice Shaver Promising Professor Award from the American Academy of Advertising (AAA), along with Best Article Awards from the *Journal of Advertising* (JA, 2022), among other honors. She serves as Associate Editor for both the International Journal of Advertising and Journal of Interactive Advertising.



Christy Rowley, brand manager at Intralox (manufacturing and technology company headquartered in New Orleans)

Christy Rowley is a forward-thinking business leader who helps drive organizational growth through the thoughtful integration of emerging technologies, operational excellence, and people-centered leadership. With deep expertise in business transformation, she focuses on aligning strategy, technology, and talent to create scalable solutions that deliver meaningful results across a global organization. As a member of Intralox's AI committee, Christy plays a key role in guiding the company's global approach to artificial intelligence and technology adoption. She works at the intersection of innovation and implementation, helping identify and deploy tools that increase productivity, improve efficiency, and strengthen decision-making, while ensuring that technology enhances, rather than diminishes, the human experience at work. Her

perspective emphasizes that successful innovation is not simply about automation; it is about empowering people to do their best work.

MEET THE PANELISTS



Heather Shoenberger, Ph.D., Associate Professor of Advertising, College of Communications, The Pennsylvania State University

Dr. Heather Shoenberger is a Donald P. Bellisario Career Advancement Professor, and Associate Professor of Advertising in the Donald P. Bellisario College of Communications at Penn State University. Her research examines the intersection of artificial intelligence, advertising, and strategic communication, with a particular focus on how emerging AI technologies influence consumer behavior, relationships, and communication ethics. She leads initiatives focused on AI literacy and faculty development. She has developed a general education course called Generative AI for All and

actively integrates generative AI to enhance student learning while emphasizing critical thinking, ethical reasoning, and responsible AI use in advertising education.



Yulenda Timothy, Account Coordinator, Spears Group and Festivals for Good

Yulenda Timothy is a strategic communications professional and experiential marketer with a passion for building meaningful connections between brands and communities. She specializes in creating purpose-driven campaigns that blend storytelling, community engagement, and brand strategy. Her work spans event marketing, digital communications, and audience development, with a particular focus on helping organizations foster authentic relationships with their audiences. With expertise in social media strategy and influencer partnerships, Yulenda understands how to leverage creators and digital communities to amplify brand messages and drive engagement. She has worked at the intersection of content, culture, and communication, helping brands connect with consumers through thoughtful influencer collaborations and impactful social campaigns. Her approach combines strategic insight with creative execution, making her a dynamic voice in today's evolving marketing landscape.

MEET THE PANELISTS



Ting-Hao Tsou, Ph.D., Assistant Professor of Digital Advertising, Manship School of Mass Communication, Louisiana State University

Dr. Ting-Hao Tsou, Ph.D., is an Assistant Professor of Digital Advertising in the Manship School of Mass Communication at Louisiana State University. He earned his Ph.D. in Strategic Communication from the Missouri School of Journalism and his M.A. and B.A. in Public Relations and Advertising from Shih Hsin University in Taipei, Taiwan. Prior to entering academia, Dr. Tsou spent five years in the advertising and marketing industry, working as a store manager, marketing supervisor, copywriter, and graphic designer. His research and teaching focus on the intersection of emerging technologies and strategic communication, with interests in augmented and virtual reality, artificial intelligence, digital advertising, and health communication. He examines how these technologies influence audience engagement, message processing,

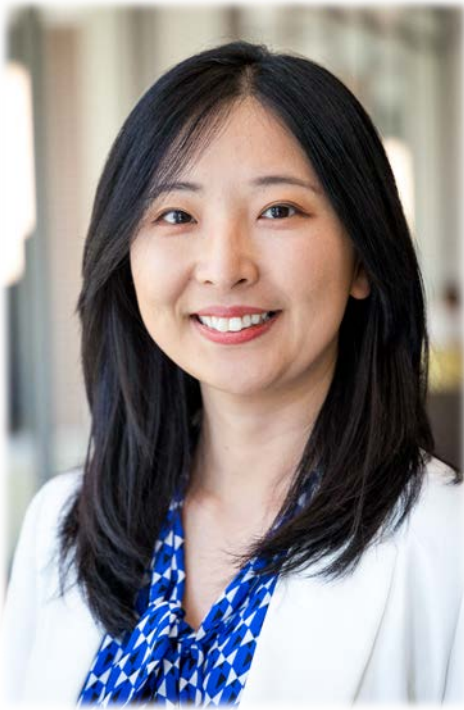
and persuasive outcomes. His work has appeared in journals such as the *Journal of Interactive Advertising* and *Advertising & Society Quarterly* and has been presented at major conferences, including AAA, AEJMC, ICA, and ICORIA.



Mariah L. Wellman, Ph.D., Assistant Professor, Department of Advertising and Public Relations, Michigan State University

Dr. Mariah L. Wellman is an Assistant Professor at Michigan State University in the Department of Advertising and Public Relations. She is an expert on social media influencers, content creation, and the digital wellness industry. Dr. Wellman is particularly interested in exploring how wellness influencers build authority with social media users and her book, *In Search of Wellness: How Social Media Influencers Transformed an Industry*, will be published by the University of California Press in January 2027. She teaches undergraduate and graduate courses on social media influencers, strategic content creation, advertising, and social media storytelling.

MEET THE PANELISTS



Weilu Zhang, Ph.D., Assistant Professor, Department of Integrated Strategic Communication, University of Kentucky

Dr. Weilu Zhang (Ph.D., University of Missouri, Columbia) is an Assistant Professor in the Department of Integrated Strategic Communication at the University of Kentucky, where she teaches courses in Artificial Intelligence (AI) in Strategic Communication, Strategic Data Insights, and marketing communication research. Her research primarily focuses on developing and validating theoretical models for the application of emerging technologies, particularly AI, in digital advertising. By applying advertising and persuasion theories, her work aims to understand the antecedents of AI advertising in promoting desirable persuasion outcomes and advancing social equity. Dr. Zhang's research encompasses health communication and prosocial issues, utilizing quantitative research methods to explore the drawbacks and ethical concerns associated with AI in persuasion. Through her research, she seeks to enhance the understanding of AI's role in advertising and its

broader impact on individuals and society, ultimately promoting ethical and effective communication practices in the digital age.



PANEL INFORMATION

PANEL I | 8:30 AM - 9:50 AM

Big Picture: Can AI and Algorithms Do It All?

Panelists:

- Aimee Alleman, *Loyola University New Orleans*
- Thomas Dadourian, *University of Southern California*
- Isabella Amani Foley, *Edison International and Southern California Edison*
- Christy Rowley, *Intralox*
- Yulenda Timothy, *Spears Group*
- Ting-Hao Tsou, *Louisiana State University*

Moderator:

- Anastasia Kononova, *Michigan State University*

Discussion themes:

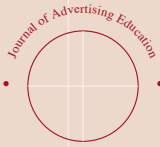
- The realities of the advertising profession today: How advertising practitioners are using social media and AI and how it is changing the industry
- Current trends in entry-level job opportunities for advertising graduates
- Industry-academia collaboration in preparing future advertising professionals
- Employers' and students' expectations about the skills that students should have to equip themselves for career success

NOTES:

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Journal of Advertising Education Special Issues

Advertising Division Newsletter - one-page feature



RECENTLY PUBLISHED SPECIAL ISSUE

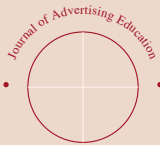
Media Planning & Washington Media Scholars

Edited by Linwan Wu and Jason Freeman

A special issue on practice-driven research for the media planning classroom, connecting theory with competition materials, digital strategy, experiential learning, AI collaboration, professional practice, and social good.

FEATURED ARTICLES

- **Practice With a Purpose: Using Archived Competition Materials to Bridge Theory, Build Confidence, and Promote Media Planning for Social Good**
Lisa Farman
- **A Decade of Adaptation: Integrating Experiential Learning Theory (ELT) into a Successful Digital Advertising Curriculum**
Lee Ahern
- **The CAIC ("Cake") Framework: Reimagining Digital Media Strategy Pedagogy with Artificial Intelligence**
Xie Quan
- **Co-Designing Media Plans with Generative AI: Teaching Media Planning as Human-AI Collaboration in the Classroom**
Taylor Jing Wen; Kristin Walker; Carrie Jingyi Xiao
- **Surveying the Divide: Notes from Media Planner Professionals and Professors**
Robin Spring; Helena Wilson



CALL FOR PAPERS - UPCOMING SPECIAL ISSUE

Teaching Advertising Ethics

Edited by Anna R. McAlister and Aileen T. Torrance

NEW SUBMISSION DEADLINE

December 1, 2026

The Journal of Advertising Education invites manuscripts dedicated to teaching ethics topics in advertising curricula, including higher education, graduate education, and corporate ethics training contexts.

POTENTIAL TOPICS

- Recent advertising ethics dilemmas such as greenwashing, fast fashion, deepfakes, and data privacy.
- Online certifications and ethics training programs used in advertising education.
- Simulations, software, or AI-related tools for teaching ethical decision-making.
- New materials, programs, or corporate training modules for advertising ethics education.

Submission details

Submit by December 1, 2026. Consult the JAE submission guidelines.

Questions: annamc@msu.edu | aileen.torrance@affiliate.msu.edu

PANEL INFORMATION

PANEL II | 10:10 AM - 11:30 PM

Social Influence and Content Creation as Independent Careers

Panelists:

- Heijin Lee, *Pepperdine University*
- Chen Lou, *Nanyang Technological University*
- Yulenda Timothy, *Spears Group*
- Mariah Wellman, *Michigan State University*

Moderator:

- Zheran Liu, *Michigan State University*

Discussion themes:

- Current state of influencer marketing and content creator economies
- Evolution of “creatorpreneurship” as an independent career: Moving toward an institutionalized profession
- Platform capitalism: The exploiters and the exploited
- Segway to AI: Virtual influencers
- The rise of “portfolio careers:” Tips for advertising educators who want to create social media content and grow audience

NOTES:

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THE FUTURE OF ADVERTISING **STARTS HERE**

WHY UF?

Today's industry requires more than creativity, it calls for strategic thinking, deep insight, and the ability to adapt in an ever-evolving landscape.

Our curriculum integrates consumer behavior, strategic research, artificial intelligence, and data analytics with visual storytelling, copywriting, and innovative problem-solving.

This comprehensive approach equips students to develop work that is not only creatively compelling, but also purposeful, effective, and capable of driving meaningful audience engagement and real-world impact.

TWO TRACKS

THE AGENCY

A structured, hands-on track that prepares students for entry-level agency roles through electives and a capstone course working directly with real clients.

PERSUASIVE MESSAGING

A flexible, customizable track that emphasizes experiential learning, allowing students to tailor their education through electives and hands-on courses like research, competitions, and internships.

UNDERGRADUATE CERTIFICATES

Media Sales Certificate

The media sales certificate emphasize a career in sales in the rapidly changing media industry. It covers modern-day training and knowledge in media buying, planning, and selling. Students will gain knowledge and skills to develop solutions for traditional and digital cross-media platforms, best sales practices, and revenue management.



Creative Advertising Certificate

This certificate provides the special competencies needed to work in the creative advertising field. Students receive advanced training in the skills needed to develop creative advertising ideas, such as idea generation, conceptual development, art direction, and copywriting. Students also learn what makes an advertising campaign memorable and effective.



PANEL INFORMATION

PANEL III | 1:00 PM - 2:20 PM

Transforming Advertising Curriculum to Create New Career Opportunities for Advertising Graduates

Panelists:

- Aimee Alleman, *Loyola University New Orleans*
- Huan Chen, *University of Florida*
- Matthew Conway, *University of Kentucky*
- Thomas Dadourian, *University of Southern California*
- Isabella Amani Foley, *Edison International and Southern California Edison*
- Hannah Istre, *Louisiana State University*

Moderator:

- Mengyan Ma, *Michigan State University*

Discussion themes:

- Changing the undergraduate curriculum to respond to rising demands for content creators, AI specialists, data scientists, and digital entrepreneurs
- Zooming in on skills: What we teach (well) and what we need to start teaching
- Theory and practice: Balancing conceptual development and hands-on experience in the classroom
- Using digital media and AI-driven opportunities to develop graduate programs
- Leveraging advising, mentoring, and extracurricular activities to prepare students for the uncertainty of the future world

NOTES:

S\$730M

in research
grants

800+

academic
partners

8000

faculty and
staff

100

nationalities

The World's Top Young University

Be part of an institution with
the ambition to address
humanity's grand challenges.

Nanyang Technological University (NTU), Singapore, is a leading global university located at the crossroads of Asia and the world. Consistently ranked among the world's top universities, NTU is recognised for excellence in research, education, and innovation across engineering, science, business, humanities, and the social sciences. NTU offers unparalleled access to Asia's dynamic economies, cultures, and research ecosystems.

Located within NTU, the **Wee Kim Wee School of Communication and Information (WKWSCI)** is a world-class centre of excellence in communication and information studies. WKWSCI advances impactful research through empirical and humanistic analyses of communication and information issues, contributing to policy discussions and knowledge development that matter not only to Singapore, but also to the region and the wider world.

Find out more
about our research



PANEL INFORMATION

PANEL IV | 2:40 - 4:00 PM

Saved or Doomed? Teaching with GenAI

Panelists:

- Heijin Lee, *Pepperdine University*
- Christy Rowley, *Intralox*
- Heather Shoenberger, *The Pennsylvania State University*
- Ting-Hao Tsou, *Louisiana State University*
- Weilu Zhang, *University of Kentucky*
- Will Fiscaro, *Louisiana State University*

Moderator:

- Anan Wan, *Kansas State University*

Discussion themes:

- GenAI in the advertising profession and education: State and trends
- Best and worst examples of using GenAI in the advertising industry: Dos and don'ts
- Resources available to advertising professionals, educators, and students to learn and refine GenAI use skills
- Using generative AI tools for efficient instruction and research: Best and worst experiences
- Ethics of GenAI use in advertising: Perspectives from practitioners, students, and instructors

NOTES:

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SHAPE THE FUTURE OF ADVERTISING RESEARCH AT MSU

The Department of Advertising and Public Relations (ADPR) in the College of Communication Arts and Sciences at Michigan State University invites applications for a tenure-system **Assistant Professor position beginning Fall 2027.**

We seek scholars with expertise in advertising, strategic communication or related fields, with interests in areas such as artificial intelligence, emerging media, consumer insights, digital media and social impact.

Join a collaborative, research-driven community with strong industry connections and a commitment to innovative teaching.



Learn More and Apply

WELCOMING NEW FACULTY

We are pleased to welcome **Hannah Overbye-Thompson**, whose research explores how bias in artificial intelligence shapes human behavior and technology adoption.

Her work examines how individuals detect and respond to algorithmic bias—and how these systems can reinforce or challenge inequality.





COLLEGE OF
cmdi
 COMMUNICATION, MEDIA,
 DESIGN & INFORMATION

Be creative. Be impactful. Be Boulder.

Faculty and students at CU Boulder's Department of Advertising, Public Relations and Design learn to engage audiences, measure impact and drive communication activity that supports organizational goals.

Faculty with extensive industry experience guide students in developing attention-grabbing portfolios that help them start careers in art direction, copywriting, brand management, public relations and more.



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Media & Communication

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COLLEGE OF
MUSIC AND MEDIA



SCHOOL OF
COMMUNICATION
AND DESIGN



PRE-CONFERENCE ORGANIZING COMMITTEE



Anastasia Kononova, Ph.D., Associate Professor, Department of Advertising and Public Relations, Michigan State University

Dr. Anastasia Kononova is an associate professor in the Department of Advertising & Public Relations at Michigan State University. Kononova does research in advertising and media psychology with a focus on ICT use disparities, ad-context processing, and consumer buying of counterfeit goods. She teaches Ph.D. theory courses, as well as digital analytics, media planning for creatives, and DEI in PR and advertising to master's and undergraduate students. Kononova was a graduate director in the department for five years. She's worked with and mentored dozens of graduate and undergraduate students.



Anan Wan, Ph.D., Associate Professor, A.Q. Miller School of Media and Communication, Kansas State University

Dr. Anan Wan (Ph.D., University of South Carolina) is an Associate Professor in the A.Q. Miller School of Media and Communication at Kansas State University. Her research examines advertising, consumer well-being, and media technologies, with a particular focus on how digital innovations influence consumer perceptions and marketplace outcomes. Her work has been published in journals, including the *Journal of Marketing Communications*, *Journal of Current Issues & Research in Advertising*, *International Journal of Communications*. She has received research grants from organizations including the American Academy of Advertising and the European Advertising Academy. Dr. Wan teaches courses in advertising strategy, international advertising, brand communications management, and campaigns.



Mengyan Ma, Ph.D., Assistant Professor, Department of Advertising and Public Relations, Michigan State University

Dr. Mengyan Ma was a tenure-track Assistant Professor in the Department of Communication and Journalism at University of Wisconsin–Eau Claire from 2021 to 2024 before joining MSU. Her research examines the intersection of health, technology, and family communication using mixed methods approaches. Her scholarship has been published in journals including *Telemedicine and e-Health*, *International Journal of Communication*, *Social Media + Society*, *Health Communication*, *Journal of Family Communication*, *Journal of Social and Personal Relationships*, and *Journal of Advertising Education*, among others. Mengyan was elected to serve on the AEJMC Teaching Standing Committee (2026–2029). She also serves on the editorial board of *Global Perspectives in Communication* and on committees for the National Communication Association and the American Academy of Advertising. She works part-time as

the International Coordinator for the AEJMC publishing team.

PRE-CONFERENCE ORGANIZING COMMITTEE



Zheran Liu, Doctoral Student, Information and Media Doctoral Program, Michigan State University

Zheran Liu is a Ph.D. student in the Department of Advertising and Public Relations at Michigan State University. Her research focuses on the role of artificial intelligence in fashion and luxury marketing and its impact on consumer behavior. Specifically, she studies AI-generated virtual influencers, AI applications in luxury consumption and branding, and the effectiveness of chatbot advertising. Her broader research interests include AI-mediated consumer experiences, digital marketing, influencer marketing, and emerging technologies in advertising.



Mahesha Withanalage, Doctoral Student, Information and Media Doctoral Program, Michigan State University

Mahesha Withanalage is a Ph.D. student in the Department of Advertising and Public Relations at Michigan State University. Her research examines the intersection of digital public relations, platform infrastructures and public relations measurement using mixed-methods approaches.



NOTES:

Photo and image credits

(in order from top to bottom and from left to right)

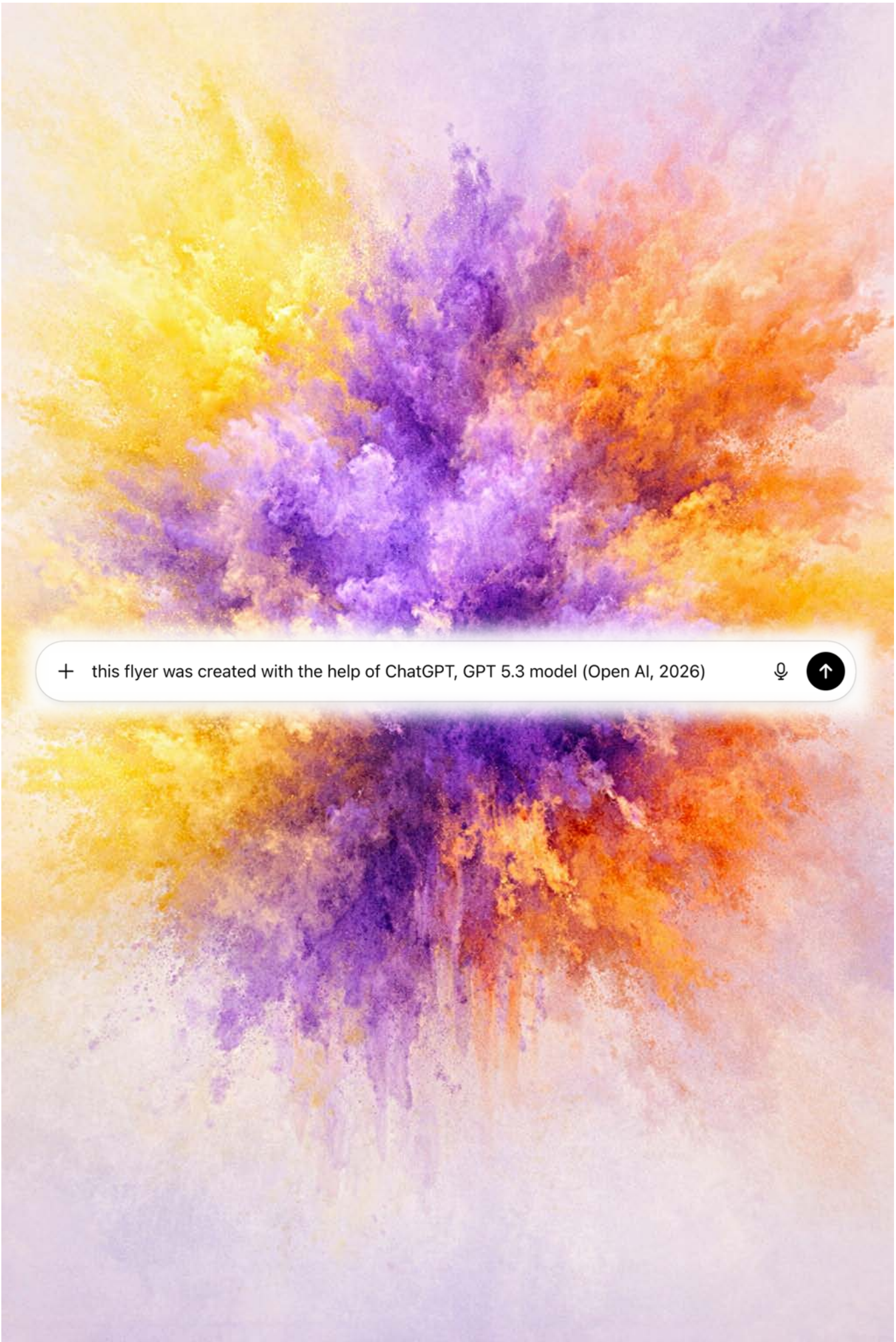
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Page 18:

- Photo by Tatiana Bidon on Pexels
- Image generated by Chat GPT (2026), prompt "Create a typical image of New Orleans."

The colors explosion background image used throughout the program was generated by Chat GPT (2026)



+ this flyer was created with the help of ChatGPT, GPT 5.3 model (Open AI, 2026)

