AEJMC Advertising Division

2026 Annual Members' Meeting — Minutes

AEJMC Annual Conference, New Orleans Marriott, New Orleans, Louisiana
6:30 to 8 p.m., Friday, August 7, 2026

1. Call to Order and 2025–2026 Executive Committee

The meeting was called to order by outgoing Division Head Eunjin (Anna) Kim.

2025–2026 Executive Committee

Role	Name
Head	Eunjin (Anna) Kim
Vice Head	Chen Lou
Research Chair	Mengtian (Montina) Jiang
Research Chair-Elect	Samuel Tham
Graduate Student Chair	Quan Xie
Special Topics Chair	Juliana Fernandes
PF&R Chair & Secretary	Anan Wan
Teaching & Pre-conference Chair	Anastasia Kononova
Communication Chair	Yanyun 'Mia' Wang
Graduate Student Representative	Wenwen Cao

2. Elections and Motions

2.1 Election Results — Two New At-Large EC Members & Graduate Student Representative

The following members were elected to serve as new at-large Executive Committee members:

- Jihoon (Jay) Kim, University of Alabama
- Ilwoo Ju, Purdue University

The following member was elected to serve as new Graduate Student Representative:

- Jingyi (Carrie) Xiao, University of South Carolina

2.2 Election — 2026–2027 Vice Head

The Chair reviewed the bylaw governing the Vice Head election: the vice head/program chairperson is elected to a one-year term by the division members present and voting at the annual members' meeting, becomes division head the following year, and must have completed at least one year of service on the executive committee (current or past) prior to nomination.

Motion: The Executive Committee nominated Mengtian (Montina) Jiang to serve as the incoming 2026–2027 Vice Head of the Advertising Division.

The motion passed.

2.3 Motion — Two New EC Positions (Bylaw Amendment)

The Executive Committee presented a proposed amendment to Article IV, Section 2 of the division bylaws to expand the Executive Committee.

Current language:

"To provide continuity in the administration of the division, the executive committee shall consist of nine division members, which will include the division head; vice head/program chairperson; division secretary; five elected at-large executive committee members; and an ex-officio graduate student representative who are members in good standing of the division. The at-large executive committee members will be elected to three-year terms by members present and voting at the annual members' meeting of the division. These members will be responsible to serve as the research chair, teaching chair, student paper chair, special topics chair, and professional freedom & responsibilities chair."

Proposed amendment:

"To provide continuity in the administration of the division, the executive committee shall consist of thirteen division positions, which will include the division head; vice head/program chairperson; division secretary; AEJMC treasurer; eight elected at-large executive committee positions; and an ex-officio graduate student representative, all who are members in good standing of the division.

The eight at-large executive committee positions will be responsible for serving as the research chair, research chair-elect, teaching chair, graduate student chair, special topics chair, communication chair, engagement and partnership chair, and professional freedom & responsibilities chair."

Discussion and outcome:

During discussion of the motion, an attending member asked about the bylaw procedure for adding new Executive Committee positions. The chair thanked her for raising the question. The Executive Committee agreed that, rather than voting on the amendment in person at the meeting, it would first check the bylaws for the correct amendment procedure and then hold an electronic vote open to all division members.

Action item: Committee to review the bylaw amendment procedure and organize an e-vote of the full membership on the proposed two-new-EC-positions amendment.

3. Division Reports

3.1 Head's Report — Eunjin (Anna) Kim

- Division income (as of June), including fundraising, sponsorship, and the Journal: $14,030 (compared with $6,000 the prior year; the division started last August with a negative balance).
- Industry sponsorship and collaborations: WEBTOON, ESPN, Microsoft, LinkedIn, and Edison International.
- Additional graduate student scholarship support from WEBTOON.
- New awards introduced: three Best Reviewer Awards (two faculty, one student).
- Enhanced division communication.
- Steady membership: 167 members as of July 28, 2026.

3.2 Vice Head's Report — Chen Lou

The Vice Head previewed the division's 2026 conference program:

- Teaching: "From Literacy to Practice: Teaching AI and Teaching with AI in the Core Advertising Curriculum" — co-sponsored with the Communication Technology Division; Saturday, August 8, 9:30–10:45 a.m.

- PF&R: “Consumer Autonomy in the Age of AI-Driven Advertising” — co-sponsored with Mass Communication and Society; Thursday, August 6, 3:00–4:15 p.m.
- PF&R: “Fuel Your Academic Journey: Networking and Mentorship for Graduate Students and Early Career Scholars” — co-sponsored with the Commission on Graduate Education; Friday, August 7, 1:15–2:30 p.m.
- Research: “The Future of Storytelling and Strategic Communication: Industry Perspectives on AI, Audience Engagement, and Media Ecosystems” — Wednesday, August 5, 3:30–4:45 p.m.

The call for panel proposals for the 2027 conference is due in two months.

3.3 Research Chair's Report — Mengtian (Montina) Jiang

Submissions and review process:

- 116 total submissions, 5 disqualified, 62 accepted (53.4% acceptance rate).
- Considering this year the division accepted only full papers (no Research-in-Progress paper), this number is consistent with the number of past years’ full paper submissions.
- Two new paper tracks were introduced this year: a sponsored WEBTOON research track and a GIFT (Great Ideas for Teaching) paper competition within the Teaching track; both expanded submission opportunities.
- Teaching-track submissions rose with the addition of GIFT, and the division plans to continue that track next year.
- PF&R submissions went down; the chair recommended next year to focus on increasing PF&R submissions through promotion and adding Research-in-Progress papers.

Review process:

- Each paper was reviewed by two reviewers, matched to reviewers by research expertise; a third reviewer was invited when the first two recommendations differed substantially.
- Student reviewers were assigned only to student-authored Student Paper Competition submissions.
- 95 reviewers completed reviews on time; workload ranged from 1–6 papers per reviewer (average 2.3), within each reviewer's stated maximum.
- 61 reviewers (64.2%) reviewed only one or two papers.
- Reviewers were recruited through self-registration in the AEJMC paper system, a requirement that submitting authors review at least one paper, and a reviewer-recruitment survey of division members; additional reviewers and discussants were recruited through the Research Chair's and track chairs' professional networks.
- The division established its inaugural Best Reviewer Awards this year to recognize outstanding peer review service (see Section 6.7).

The Research Chair thanked the paper track chairs — Anastasia Kononova, Quan Xie, Eunjin (Anna) Kim, Juliana Fernandes, and Anan Wan — and all members who reviewed for the division.

Conference paper sessions:

- Two Scholar-to-Scholar poster/refereed paper sessions: Great Ideas for Teaching; AI Transformation: Perspectives from Classrooms to Creative Agencies to Media; Consumer Literacy and Persuasion Knowledge; Consumer Responses to AI-Generated Advertising and AI Agents; Cultural Perspectives on Advertising and Global Consumers; Gender and Stereotypes in Advertising; Persuasion Message Design; Privacy and Personalization; Contemporary Advertising Practice: Ethics, Collaboration, and Engagement; and Systematic Reviews and Meta-Analyses in Advertising Research.
- Three refereed research paper sessions: Virtual Influencers and Influencer Advertising; AI Disclosure in AI-Generated Advertising; and the Top Refereed Research Paper session.

The Research Chair thanked everyone who volunteered to serve as a discussant or moderator.

4. Graduate Scholarships

4.1 WMSF Graduate Scholarship 2026 (sponsored by Washington Media Scholars Foundation)

Chair: Quan Xie. All submitted proposals were reviewed by the Scholarship Committee on feasibility, methodological soundness, contribution to the field, innovativeness, and budget justification.

2026 Graduate Student Scholarship Committee:

- Quan Xie (Chair), Southern Methodist University
- Ilwoo Ju, Purdue University
- Jihoon (Jay) Kim, University of Alabama
- Yuan Sun, University of Florida
- Mengyan Ma, Michigan State University
- Faren Karimkhan, Syracuse University

Recipients:

Place	Recipient & Project
First Place	Hui Shi, University of Miami — "Fair Balance in the Feed: How Platform and User Corrections Shape GLP-1 Influencer Advertising Effectiveness"
Second Place	Anthea Xiaohua He, University of Illinois Urbana-Champaign — "When Advice Becomes Advertising: How AI Chatbot Recommendations Shape Parents' Risk Perceptions and Decisions for Children's Health Products"
Third Place (tie)	Minrui Chen, University of Illinois Urbana-Champaign — "Persuasion in AI-Powered Conversational Agents: Roles of Agent Competence and Ad Type in Consumer Responses to Embedded Ads"
Third Place (tie)	Soyon (Michelle) Choi, University of Texas at Austin — "When Brands Mock Themselves: Self-Deprecating Humor in Sports Betting Advertising and Its Boundary Conditions"

4.2 WEBTOON Emerging Scholar Award 2026 (Sponsored by WEBTOON)

Chair: Quan Xie. WEBTOON, launched in 2004 by Naver Corporation, is a South Korean-American platform hosting digital comics and is a division sponsor.

Award	Recipient & Project
Award Recipient	Yuan Nan, University of Florida — "Transmedia Branding and Participatory Audience Reception: Webtoon's Cross-Platform Market Entry in North America"
Honorable Mention	Anna Yan Liu, University of Illinois Urbana-Champaign — "Extending 'PESO (Paid, Earned, Shared, Owned)' to 'PESO-S (Synthesized)': Incorporating Generative Search Engines (GSEs) into the Advertising Media Model"

5. Pre-Conference 2026 Summary

Topic: "Teaching Advertising in the Age of Social Media, Generative AI, and Corporate Apocalypse." Location: The Marriott Hotel (conference hotel). Fifteen speakers participated, including scholars, industry professionals, and students.

Registrants: 18 faculty; 4 students (total: 22 registrants).

Sponsorship: Sponsors contributed $5,400, including the University of Florida, Michigan State University, the Journal of Advertising Education, Nanyang Technological University, University of Colorado Boulder, University of Southern California, Kansas State University, and Pearson Publishing, with special sponsor Loyola University New Orleans.

Organizing Committee (thanked at the meeting):

- Anastasia G. Kononova, Associate Professor, Michigan State University
- Anan Wan, Associate Professor, Kansas State University
- Mengyan Ma, Assistant Professor, Michigan State University
- Zheran Liu, Doctoral Student, Michigan State University
- Mahesha Withanalage, Doctoral Student, Michigan State University

6. Division Awards

6.1 ADVD Teaching Awards

Award	Recipient
2026 Early Career Teaching Excellence Award	Dr. Jihoon (Jay) Kim, The University of Alabama
2026 Distinguished Teaching Award	Dr. Huan Chen, University of Florida
2026 Distinguished Teaching Award	Dr. Quan Xie, Southern Methodist University

6.2 Open Competition Paper Awards

Place	Paper & Authors
First Place	"The Anthropocentrism Paradox: How Individual and Brand Frames Intervene with AI Disclosure in Inclusive Advertising" — Quan Xie, Steven Edwards, Sidharth Muralidharan, Carrie La Ferle, and Rachel Rodgers, Southern Methodist University
Second Place	"Fit, Value, and Character Integrity: How Audiences Evaluate Anime-Like Virtual Influencer Endorsements" — Yuan Nan and Huan Chen, University of Florida
Third Place	"Dietary Supplement Advertising: A Systematic Review and Research Agenda" — Tianjiao Wang, DePaul University

6.3 WEBTOON Sponsored Research Competition Award

Place	Paper & Authors
First Place	"Strategies for Increasing Webtoon Awareness in the U.S.: From Media Discovery to Cultural Signals" — Jeongmin Ham & Won-Ki Moon, University of Florida

6.4 Student Research Competition Paper Awards (sponsored by Southern Methodist University)

Place	Paper & Authors
First Place	"Believing the Honest Brand: How Disclosing Scientific Uncertainty in Commercialized Emerging Technologies Influences Credibility, Sincerity, and Brand

	Attitude" — Yi Liao, University of Utah; Jiaming Zhou, University of Macau; Baoying Fu, University of Utah; Wenyuan Li, University of Miami
Second Place	"How Transparency Cues Bring Trust in Conversation-Related Advertising: Examining the Roles of Surveillance Beliefs and Perceived Surveillance" — Kaiyi Yu, Jiakun Liang, and Jikai Sun, University of Minnesota, Twin Cities
Third Place	"The Effects of Humor and Anthropomorphism on Virtual Influencer Perceptions and Consumer Behavior" — Peixin Hua, Temilade Adeeko, Yanan Wu, and Rehab Alayoubi, Pennsylvania State University

6.5 Special Topics Competition Paper Award

Award	Paper & Authors
Top Paper	"Authentic Innovation or Corporate Shortcut? How Consumers Interpret AI-Generated Advertising" — Yuan Nan, Xinyi Zuo, and Huan Chen, University of Florida

6.6 Teaching & Pedagogy Paper Award, and GIFT

Award	Paper/Idea & Authors
Top Paper	"Is Your Teaching Keeping Pace With the Real World? A Typology Framework to Strengthen Advertising Education Amid Transformations" — Sara Champlin (North Texas, Denton), Kasey Windels (Florida), Xiao Liang (Miami), Sarah Karl (Florida), Summer Shelton (Cincinnati), and Mezabahnur Masum (North Texas)

Top GIFTs (Great Ideas for Teaching) — recipients receive priority consideration for publishing their teaching ideas in the Journal of Advertising Education:

- "Designing the AI Storytelling Lab: Teaching Strategic Advertising Storytelling Through Iterative Human-AI Collaboration" — Imran Mazid, Grand Valley State, and Zulfia Zaher, Central Michigan
- "The Team Feedback Session: Building Skills and Confidence in the Craft of Constructive Feedback" — Amanda Weed, Kennesaw State

6.7 Best Reviewer Awards

The division's inaugural Best Reviewer Awards, established this year to recognize outstanding voluntary peer review service (see Section 3.3).

Award	Recipient(s)
Best Faculty Reviewer Awards	Ilwoo Ju, Purdue University; and Regina Ahn, University of Miami (sponsored by WEBTOON)
Best Student Reviewer Award	Hyungrok John Jin, University of Texas, Austin (sponsored by Kansas State University)

7. Journal of Advertising Education

The Journal's Editor presented the annual editor's report, covering the Journal's aims and scope, submission and acceptance statistics, readership, impact metrics, upcoming special issues, and the JAE Best Article Award.

7.1 About the Journal

The Journal of Advertising Education (JAE) has served as a focal point for peer-reviewed scholarship, technique expositions, and commentary on advertising curriculum, pedagogy, and classroom practice since its founding in 1996 by the Advertising Division of AEJMC. The journal recently expanded its aims and scope to include academic research that advances understanding of advertising as a discipline, profession, cultural force, and area of teaching and learning — welcoming original research, conceptual scholarship, critical commentary, teaching-focused articles, and resource reviews addressing advertising theory, strategy, creativity, media, ethics, technology, industry practice, audiences, and culture, alongside its longstanding focus on pedagogy.

JAE is the official journal of the Advertising Division; a subscription is included with division membership. It serves advertising scholars, educators, administrators, industry-engaged researchers, and mass communication graduate students.

7.2 Submissions and Acceptance Rate

	2024 / 2025 / 2026 YTD
Total submissions	72 / 86 / 56
Original submissions	51 / 67 / 39
Accepted	12 / 11 / 12
Rejected	29 / 48 / 31
Accept ratio	29% / 19% / 28%

- 67 manuscript submissions in 2025 — a 31.4% increase from 2024.
- 39 manuscript submissions in 2026 year-to-date.
- 19% acceptance rate in 2025.
- 4 days median time in peer review in 2025.

7.3 Journal Impact Metrics

CiteScore has risen each year since 2021:

Year	CiteScore
2021	0.7
2022	0.8
2023	1.0
2024	1.0
2025	1.4

7.4 Most Downloaded Articles

Downloads	Article
905	“Teaching Programmatic Buying in a Media Planning Class” — Linwan Wu and Allyssa Andrews (Vol. 28, Issue 2)
789	“Training Concerns of Micro-influencers on Advertising and Marketing” — Erika Fernández-Gómez, Beatriz Feijoo, and Miriam Morante Bonet (Vol. 28, Issue 1)
739	“Generation-Z Enters the Advertising Workplace: Expectations Through a Gendered Lens” — Jean M. Grow and Shiyu Yang (Vol. 22, Issue 1)

660	“Personality Traits of Creative Advertising Professionals” — Michael B. Devlin (Vol. 28, Issue 1)
472	“Ethical Consumption as Fetishism: Unmasking Capitalist Ideologies, Social Distinctions, and the Educational Imperative” — Nah Ray Han (Vol. 28, Issue 2)
470	“Preparing for the New Era of Artificial Intelligence: My Experience of Teaching ‘Artificial Intelligence in Advertising’” — Jing Yang (Vol. 27, Issue 2)

7.5 Upcoming Special Issues

- “Media Planning Education in an Era of Change: Introducing the Special Issue on Media Planning and Washington Media Scholars Foundation Case Competition” — guest editors: Linwan Wu and Jason Freeman.
- “Teaching Advertising Ethics” — guest editors Anna R. McAlister and Aileen T. Torrance. Submissions due December 2026.

7.6 JAE Best Article Award

Awarded to “Teaching Strategy: From the Effie Awards to Effective Instruction,” by Kasey Windels and Simona Rivero, sponsored by the University of South Carolina.

8. Service Award

Outstanding Service Award

Presented to Eunjin (Anna) Kim, outgoing Head of the Advertising Division, in recognition of her service.

9. Leadership Transition

Incoming Head's goals: “My goals for the upcoming year are to increase member participation in the Advertising Division and promote impactful advertising research and teaching by facilitating meaningful scholarly exchange, collaboration, and the sharing of best practices.”

10. Adjournment

The Head thanked the membership, committee chairs, and volunteers for their contributions to the division's programming, awards, and scholarships over the past year.