

ICAR2026 FINAL CONFERENCE PROGRAM 20260424

Registration desk opens at CVA 1/F lobby on April 28, 29 (8:15am onward) and April 30 (8:30am onward)

For participants registered as student status, please bring your student ID for verification.

Venue: 1/F Communication and Visual Arts Building, Hong Kong Baptist University, 5 Hereford Road, Kowloon Tong

Time	April 28 (Tue)	April 29 (Wed)	Time	April 30 (Thur)
9:00 - 9:50 CVA111	Opening remark Provost Martin WONG(5 mins) Dean Bu ZHONG (5 mins) + Best paper award Conference chair introduce keynote (1 min) 1.1 Keynote 1: Prof Fuyuan Shen (25min + Q&A 10min)	Housekeeping (5 mins) Conference chair introduce keynote (1 min) 2.1 Keynote session 2: Prof Michael Prieler “Who Gets Seen in the Age of AI? Representation and Bias in Advertising” (25min + Q&A 10min)	9:15 - 10:15 CVA111	3.1 Presentation session (3x15min + Q&A 15min)

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9:50 - 10:20	Coffee break CVA1022	Coffee break CVA1022	10:15 - 10:45 CVA1022	Coffee break
10:20 – 11:35 CVA111	1.2 Presentation sessions (4x15min + Q&A 15min)	10:20-11:20 2.2 and 2.3 Parallel Sessions x2 CVA111 and 105 (3x15min + Q&A 15min)	10:45 - 11:45 CVA111	3.2 Presentation session (3x15min + Q&A 15min)
11:35 - 12:00 CVA111	OOH advertising in HK: media scene and research, Shirley Chan, JcDecaux Transport (20min + Q&A 5 min)	Meet the Editors, Prof Hiram Ting and Jorg Matthes (15min + Q&A 10 min)	11:45 – 12:45 CVA111	Discuss Asian Advertising Society formation and conclude the conference
12:15 - 13:45	Dim Sum Lunch at Nan Yuan, L2 David C. Lam Building	Dim Sum Lunch at Nan Yuan, L2 David C. Lam Building + Group photo at G/F of DLB Building	12:45-13:30 CVA1022	Packed lunch

<p>14:00 - 15:15 CVA111/105</p>	<p>1.3 and 1.4 Parallel sessions (4x15min + Q&A 15min)</p>	<p>14:15 - 15:15 2.4 and 2.5 Parallel sessions (3x15min + Q&A 15min)</p>	<p>13:30-17:30</p>	<p>Social function to Tsz Shan Monastery, a cultural site to understand the local religious architect and rituals</p> <p>Coach departs at 13:30</p> <p>(Please bring conference name tag for boarding)</p> <p>https://www.tszshan.org/home/new/en/visit.php</p> <p>Coach departs from Monastery to Kowloon Tong MTR at 16:15</p>
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15:15 - 15:45	Coffee break CVA1022	Coffee break (TBC)	
15:45 – 16:45 CVA111/105	Session 1.5 (3x15min + Q&A 15min)	2.6 and 2.7 Parallel sessions (3x15min + Q&A 15min)	
18:00 – 21:30		Coach departs from CVA at 17:15 to venue (Please bring conference name tag for boarding) Gala Dinner at Falcone, The Peak Coach departs from Falcone to Kowloon Tong MTR at 21:15	

Accepted Presentation Schedule (Student helpers will serve as moderators). Each presentation will be 15 minutes and at the end of the presentation, there will be 15 minutes of Q&A).

Presentations without registered authors by April 21, 2026 were removed from the program. Highlighted names are registered participants.

April 28 (Tue)

Timeslot	Session No.	Venue	Presentation Schedule
10:20 – 11:35	Session 1.2	CVA111	<p>1. Brand-led celebrity endorsement and fandom-produced advertising: Circular prosumption of advertising in Hong Kong Vicky Ho (MacEwan University)*</p> <p>2. Who Is Expected? The Impact of Virtual Influencers’ Personas on Consumer Responses Fei Qiao (Guangdong University of Foreign Studies)*; Huan Chen (University of Florida); Fuyuan Shen (The Pennsylvania State University)</p> <p>3. Human vs. virtual influencers: How to promote a healthier lifestyle through</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>“fitspiration” content</p> <p>Katrin Lingenhel (University of Klagenfurt)*; Sonja Bidmon (University of Klagenfurt); Ralf Terlutter (University of Klagenfurt)</p> <p>4. When Celebrities Use Their AI Virtual Avatars for Advertising Endorsements: How Disclosure of AI Engagement in Advertisements Affects Consumer Purchase Intention?</p> <p>Xiuqi Yin (Beijing Normal-Hong Kong Baptist University)*; Jiayi Wang (Beijing Normal-Hong Kong Baptist University)</p>
14:00 - 15:15	Session 1.3	CVA111	<p>1. How Chinese Gen Z Perceive and Respond to AI Generated Destination Promotion Videos</p> <p>Richard Xiaying Xu (Beijing Normal-Hong Kong Baptist University)*; Shuqi Wang (Beijing Normal-Hong Kong Baptist University)</p> <p>2. Is AI influencer’s destination endorsement persuasive?: The role of</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>congruence, anthropomorphism and immersion in short video advertising</p> <p>Fei FAN (Beijing Normal-Hong Kong Baptist University); Li ZHI (Beijing Normal-Hong Kong Baptist University)*</p> <p>3. To Embrace or Reject? Consumer Traits Behind Virtual Influencer Endorsement Appreciation</p> <p>Jingren LI (CUHK)*; Jiayang Xu (HKBU); Yan Wang (HK Meropolitan University)</p>
	Session 1.4	CVA105	<p>1. Mapping the Trajectories of Public Complaints and The Government's Regulation of Television Advertisements in Hong Kong: A Longitudinal Study From 2011 to 2025</p> <p>Anfan Chen (Hong Kong Baptist University); Kara Chan (HKBU)*</p> <p>2. Building Brand Communities on TikTok, Instagram and Reddit</p> <p>Zuhaili Akmal Ismail (Sunway University)*; Bradley Carl Freeman (Sunway</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>University)</p> <p>3. From Encoding to Re-encoding: The Reproduction of Meaning in Digital Advertising Comment Sections as Secondary Texts</p> <p>Shanshan Bi (Guangxi Arts University); Shanshan Bi (Universiti Kebangsaan Malaysia)*; Dan He (Universiti Kebangsaan Malaysia); Dongke Pan (Zhengzhou Normal University)</p>
15:45 – 16:45	Session 1.5	CVA111	<p>1. Interactive Health Advertising: Effects of Storytelling and Counterfactual Thinking</p> <p>Lewen Wei (University of New South Wales)*; Guolan Yang (University of Illinois Urbana-Champaign); Nahyun Kim (Drexel University)</p> <p>2. From Crush to Connection: Scale Development and Validation of Trans-Parasocial Relationships in Influencer Advertising</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>Chen Lou (Nanyang Technological University); Xuan Zhou (Singapore University of Social Sciences)*; Pengya Ai (Nanyang Technological University)</p> <p>3. Who tells the story matters: the impact of AI authorship attribution on narrative persuasion in heritage promotion</p> <p>Li ZHI (Beijing Normal-Hong Kong Baptist University)*; Gailan WEI (Beijing Normal-Hong Kong Baptist University)</p>

April 29 (Wed)

Timeslot	Session No.	Venue	Presentation Schedule
10:20 – 11:20	Session 2.2	CVA111	<p>1. Less Is Not More on Taobao: Platform Affordance as the Gatekeeper of Visual Persuasion in FMCG E-commerce</p> <p>Horace Chan (The Chinese University of Hong Kong)*; Terri Chan (The Chinese University of Hong Kong)</p> <p>2.Leveraging Virtual Influencers for Prosocial Advertising: What Kind of Authenticity Is Needed?</p> <p>Lewen Wei (University of New South Wales)*; Bingjie Liu (The Ohio State University)</p> <p>3.From Corporate Creators to Responsible Citizens: A Critical Discourse Analysis of Intellectual Property Appeals in Hong Kong Public Service Advertising</p> <p>Maggie Fung (Hong Kong Baptist University)*</p>
	Session 2.3	CVA105	<p>1. When AI Becomes the Endorser: Exploring the Dehumanization Boundary of Credibility in Public Service Advertising</p> <p>He DAN (Universiti Kebangsaan Malaysia)*; Peng Kee Chang (Taylor's</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>University)</p> <p>2. Does Standardized CSR Communication Work Across Cultures? Evidence from Recruiting Advertising</p> <p>Martina Samperi (Department of Management, Research Group Marketing and International Management)*; Ralf Terlutter (Department of Management, Research Group Marketing and International Management); Sandra Diehl (Department of Media and Communication Studies, Field of work: communication studies, organisational communication and media management)</p> <p>3. Creative or Conventional, Visual or Textual? The Use of Metaphor in Health-related Advertising for Cold Treatment Products</p> <p>Carina Rasse (University of Klagenfurt)*; Sandra Diehl (University of Klagenfurt); Ralf Terlutter (University of Klagenfurt)</p>
14:15 -	Session 2.4	CVA111	1. Human-AI Co-Creativity: Generative AI-Powered Storytelling for

Timeslot	Session No.	Venue	Presentation Schedule
15:15			<p>Advertising Creativity Education</p> <p>Sunny Sui-kwong LAM (Hong Kong Metropolitan University)*; Terry Lai-sim NG (Hong Kong Metropolitan University)</p> <p>2. Teaching Old-fashioned Advertising Research with A.I. Miro Innovation Canvas</p> <p>Alex Ivanov (The Hong Kong Polytechnic University)*; Jiashen Wang (The Hong Kong Polytechnic University)</p> <p>3. Reconfiguring Advertising Creativity: Generative AI and The Negotiation of Creative Practice in China</p> <p>Haochen WANG (University of Putra Malaysia)*</p>
	Session 2.5	CVA105	<p>1. A Semiotic Analysis of 2026 Chinese New Year Mall Advertising Posters in Malaysia</p> <p>ZHAO QI (UCSI University)*; Cheng Ean (Catherine) Lee (Sunway University)</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>2. Ritualized Advertising Communication of Jellycat Packaging Videos in the Context of the Goods Economy Zhiheng Li (Beijing Normal-Hong Kong Baptist University)*</p> <p>3. Names that Travel: Berry's Acculturation Framework for Chinese New Tea Brands' Overseas Naming Strategies Kaiwen Xue (Beijing normal-Hong Kong Baptist University)*</p>
15:45 – 16:45	Session 2.6	CVA111	<p>1. Degrowth and the Persuasion Paradox: A Transformative Framework for Asia-Pacific Advertising Ryan Eanes (Temple University, Japan Campus Kyoto)*</p> <p>2. Beyond the Western Lens: An Umbrella Review of Advertising Research and Its Implications for Cross-Cultural Scholarship Joerg Matthes (University of Vienna)*; Alice Binder (University of Vienna);</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>Ariadne Neureiter (University of Vienna)</p> <p>3.How Vertical-Screen Branded Short Dramas Redefine Digital Advertising Shu Jiang (UCSI University)*; Cheng Ean (Catherine) Lee (Sunway University)</p>
15:45 – 16:45	Session 2.7	CVA105	<p>1. Friend or Farce? User Perceptions and Engagement with the Weibo Chatbot “Comment Robert” Qiqi Li (Hong Kong Baptist University)*; Zexin Jin (London School of Economics and Political Science)</p> <p>2. De-Westernizing Brand Activism: Theoretical Recalibration and Strategic Imperatives for the Asia-Pacific Digital Ecosystem Mary Ho (University of Macau)*; Angela CHANG (University of Macau)</p> <p>3. Shades of Bias: Colorism in Sri Lankan Television Advertising</p>

Timeslot	Session No.	Venue	Presentation Schedule
			Hewa Pathirannehelage lakmali (Hallym University)*; Michael Prieler (Xi'an Jiaotong-Liverpool University)

April 30 (Thur)

Timeslot	Session No.	Venue	Presentation Schedule
9:15 - 10:15	Session 3.1	CVA111	<p>1. Changing female gender portrayal in Chinese advertising: A critical discourse analysis of three broadcast commercials</p> <p>Kara Chan (Hong Kong Baptist University)*; Yan Wang (Hong Kong Metropolitan University); Florin Serban (Hong Kong Baptist University)</p> <p>2. Customer Experience Matters: How Customer Tenure, Age, and Gender Condition a Sustainability Nudge in Digital Advertising</p> <p>Markus Kapferer (Alpen-Adria-Universität Klagenfurt)*; Ralf Terlutter (Alpen-Adria-Universität Klagenfurt); Sandra Diehl (Alpen-Adria-Universität Klagenfurt)</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>3. Beyond the Weight-Loss Hype: Consumer Engagement with GLP-1 Drug Advertising</p> <p>Darren Yang (The University of Texas at Austin)*</p>
10:45 - 11:45	Session 3.2	CVA111	<p>1. Effect of Immersive Advertising on Brand Attitude and Purchase Intention Through Presence, Novelty and Enjoyment</p> <p>Fuyuan Shen (Pennsylvania State University); Song AO (Sun Yat-sen University)*; Qingrui Li (Yunnan University); Luxi Zhang (University of Macau); Xudong Liu (Macau University of Science and Technology); Mingming Fan (Macau University of Science and Technology); Xinshu Zhao (University of Macau)</p> <p>2. The Brand Has a Mind of Its Own: Exploring Cognitive Agency and Consumer Consideration in Trendjacking Strategy</p> <p>Cindy Huay Yuet POH (Taylor's University)*; Khor Kheng Kia (Universiti Tunku Abdul Rahman); Lee Lai Meng (Universiti Tunku Abdul Rahman)</p>

Timeslot	Session No.	Venue	Presentation Schedule
			<p>3.Beyond the Hype: Theorizing XReality in Tourism Advertising—An Integrated Framework and Research Agenda</p> <p>Junhan Zhao (Faculty of Social Sciences, University of Macau)*; Mary Ho (Faculty of Health Sciences, University of Macau); Wen Jiao (School of Communication, Soochow University); Matthew Tingchi Liu (Faculty of Business Administration, University of Macau); Angela Chang (Faculty of Social Sciences, University of Macau)</p>
11:45-12:45		CVA111	<p>Discuss the intention to host the International Conference on Advertising Research as a series of conferences in Asia</p> <p>Discuss the formation of the Asian Advertising Society</p> <p>Closing remarks</p>

Thank you for your participation. See you again.

Thank you for participating in the conference. Please fill in this post-event survey and let us know how we can organize a better event experience for you in the future.

