

# About the Authors

**María Arrazola** is an Associate Professor on Economic Analysis at the Rey Juan Carlos University in Spain. Her main lines of research are in applied economics, information economics, economics of education, labor economics, taxes, advertising and gender differences. Her publications include contributions to *The International Journal of Advertising*, *The Journal of Real Estate Research*, *Telecommunications Policy*, *Economics of Education Review*, *Applied Economics*, *Economics Letters*, *Education Economics*, and *Economics Bulletin*.

**Stefan F. Bernritter** is an Assistant Professor of Marketing Communication at the Amsterdam School of Communication Research (ASCoR), University of Amsterdam. He wrote his dissertation about the antecedents and consequences of consumers' intentional public online affiliations with brands (i.e., Consumer Endorsements) at ASCoR. Before his Ph.D., he completed a M.Sc. (research) in Behavioural Science and a M.Sc. in Communication Science at Radboud University Nijmegen. He has published in academic journals such as *Journal of Interactive Marketing*, *International Journal of Advertising*, and *Journal of Experimental Social Psychology*. His research interests lie in consumers' brand-related social media use, consumer identity, and mobile marketing.

**Sophie C. Boerman** (Ph.D., University of Amsterdam, 2014) is an Assistant Professor of Marketing Communication and postdoctoral researcher at the Amsterdam School of Communication Research (ASCoR) at the University van Amsterdam. Her research mainly focuses on consumer responses to different types of advertising, and how disclosures influence the use of persuasion knowledge and the persuasive outcomes. She published various book chapters and articles, amongst others in the *Journal of Communication*, *Journal of Advertising*, and *International Journal of Advertising*.

**Verolien Cauberghe** obtained her Ph.D. at the University of Antwerp focusing on the effectiveness of new advertising formats and is now Associate Professor at Ghent University in Belgium. Her research interests focus on advertising effectiveness, the development of advertising literacy among children, social marketing, crisis/risk

communication, and the integration of new media for persuasive goals. She has published amongst others in *Journal of Interactive Marketing*, *Journal of Advertising*, *International Journal of Advertising*, *Journal of Business Research*, *Public Relations Review*, *Cyberpsychology and Behavior*, *Health Communication*. She currently teaches Marketing Communication, Corporate Communication and Social Marketing. She has reviewed for academic journal and conferences within the domain of persuasive communication.

**Karine Charry** is an Associate Professor of Marketing at IESEG School of Management. Her research focuses on children as consumers and persuasion mechanisms in the context of social marketing issues (such as childhood obesity and pro-environmental behaviors). Her work has been published in *Journal of Business Ethics*, *International Journal of Advertising*, *International Journal of Retail and Distribution Management*, *Recherche et Applications en Marketing*. Her ten-year experience in B-to-B and B-to-C companies contributes to the pragmatic perspective she brings to her teaching (Social Marketing, Persuasion in Marketing Communication, Consumer Behavior in a Digital World, etc.) and publications.

**Huan Chen** (Ph. D., The University of Tennessee) is an Assistant Professor of advertising in the School of Journalism and Communications at the University of Florida. Her research interests include new media and advertising, product placement, and international and cross-cultural advertising. Her research papers have appeared in *Journal of Advertising*, *Journal of Interactive Advertising*, *Journal of Promotion and Management*, among others. She also published a book chapter in *Social Media in Asia*. Her recent book *Connecting Virtual World Perception to Real World Consumption: Chinese White-Collar Professionals' Interpretation of Product Placement in SNSs* was released in July 2011.

**Nathalie Dens** is an Associate Professor of marketing at the University of Antwerp, Faculty of Applied Economics, Marketing Department and Antwerp Management School. Her research focuses on advertising effectiveness for different marketing communication formats. She has published, amongst others, in *Accident Analysis & Prevention*, *Health Communication*, *International Journal of Advertising*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Interactive Marketing*, *Journal of Service Management*, *Marketing Letters*, and *Sex Roles: A Journal of Research*.

**Patrick De Pelsmacker** is a Professor of marketing at the University of Antwerp, Faculty of Applied Economics, Marketing Department

and at Ghent University, Faculty of Economics and Business Administration, Marketing Department. His research interests include advertising effectiveness, advertising in new media, consumer behavior, branding and ethical consumer behaviour. He has published, amongst others, in *International Journal of Research in Marketing*, *Journal of Advertising*, *International Journal of Advertising*, *Journal of Interactive Marketing*, *Psychology & Marketing*, *Marketing Letters*, *Journal of Business Research*, *Journal of Business Ethics*, *Journal of Consumer Affairs*, *Cyberpsychology & Behavior*, and *Journal of Health Communication*.

**Audrey Deterding** (Ph.D., The Pennsylvania State University) is a Lecturer in the School of Communication at Northern Arizona University. Although her focus is interpersonal communication, she is interested in qualitative methodologies in research and collaborates on a wide variety of research. Most recently, she has published short articles on curriculum and teaching.

**Jiska Eelen** (Ph.D., University of Leuven) is an Assistant Professor in Marketing at the VU University Amsterdam, the Netherlands. She studies the psychological mechanisms that underlie consumer behavior, and how those mechanisms determine the effectiveness of marketing communication. She has a particular interest in how consumers deal with novelty and innovation in products and advertising, and in sensory marketing. Her research has been published in books and in the *Journal of Consumer Psychology* and the *International Journal of Advertising*.

**Tine Faseur** is an Assistant Professor of Marketing at the Faculty of Economics and Business, KU Leuven, Campus Brussels, Belgium. Her research largely focusses on advertising effectiveness, social marketing, non-profit marketing, and fundraising. She published her work in several journals like *Journal of Consumer Affairs*, *Journal of Advertising*, *Journal of Business Research*, *International Journal of Advertising and Communication Research*, and *European Journal of Communication Research*.

**Eric Haley** (Ph.D., University of Georgia) is an Editor of *Journal of Current Issues and Research in Advertising* as well as executive adviser to the American Academy of Advertising publications (JA, JCIRA, JIAD). He has published on a wide variety of research topics from industry-specific issues like account planning to social issues such as corporate advocacy advertising, health communication and advertising law and policy. His research has appeared in leading journals such as *Journal of Advertising*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *Journal of Consumer Affairs*.

**Haiming Hang** is an Associate Professor (Senior Lecturer) in Marketing at the University of Bath in England. His main research area is consumer's judgment and decision making. In particular, he is interested in children's consumer socialization and their response to and cope with different marketing stimuli (e.g. advertising and brand). He has published in *Journal of Consumer Psychology*, *Journal of Advertising Research*, *International Journal of Advertising* and *Business History*.

**Laura Herrewijn** is a Post-doctoral Researcher at the Department of Communication Studies of the University of Antwerp, Belgium. She has a Master's degree in Communication Studies (2010) and a Doctoral degree in Social Sciences (2015), both issued by the University of Antwerp. Her research focuses on the experience of playing digital games, and how this can influence the impact of persuasive content encountered in the game environment (e.g. advertising). Her work has been published in a variety of international peer-reviewed books and journals, including *International Journal of Advertising*, *Journal of Advertising*, *Computers in Human Behavior* and *Frontiers in Psychology*.

**José de Hevia** is an Associate Professor on Economic Analysis at the Rey Juan Carlos University in Spain. He holds a Ph.D. in Economics at Universidad Complutense. He has been professor at the universities Complutense and Carlos III, Spain. He has worked in international economics, advertising, labor economics, economics of education, and on analyses of gender differences. He has published many works in *The International Journal of Advertising*, *The Journal of Real Estate Research*, *Telecommunications Policy*, *the Economics of Education Review*, *Applied Economics*, *Economics Letters*, *Education Economics* and *Economics Bulletin*.

**Carmen Hidalgo-Alcázar** (Ph.D. from the University of Murcia, Spain) is an Assistant Professor of Marketing at the Universidad Católica del Norte (Chile). She has been a visiting scholar at the Southampton Management School at the University of Southampton (United Kingdom). Her research interests are focused on tourism marketing, new technologies applied to tourism and tourism communication. She has published articles in *Tourism & Management Studies*, *Journal of Urban Regeneration & Renewal* and *Journal of Technology Management & Innovation*.

**Dóra Horváth** (Ph.D.) is an Associate Professor at Corvinus University of Budapest, Institute of Marketing and Media, head of the Department of Media, Marketing communications and Telecommunication. Her areas of research include product design and innovation, diffusion of new technology in personal communication, co-creation, projective research techniques, postmodern

approaches of marketing. Her areas of education involve: strategic and creative planning of marketing communication, design management, advertising management. Dóra Hováth is a member of the Design and Innovation CEMS Interfaculty Group.

**Guanxiong Huang** (M.Phil.) is a Doctoral Candidate in the Department of Advertising and Public Relations at Michigan State University in the United States. Her research interests lie in the intersection of media, technology and psychology. In particular, her recent research deals with the synergistic effects of cross-media marketing campaigns. Her work has appeared in peer-reviewed journals such as *International Journal of Communication*, *Computers in Human Behavior*, *Journal of Promotion Management*, and *Government Information Quarterly*.

**Liselot Hudders** is an Assistant Professor at Ghent University, Belgium. She teaches courses on consumer behavior and organizational communication. Her research interests include persuasive communication, consumer behavior, and advertising literacy. Her research focus lays on how materialism and luxury consumption, green consumption practices, and food consumption may contribute to an individual's happiness (both for children and adults). In addition, she investigates how children and youngsters cope with (new) advertising techniques and how their advertising literacy can be improved. Her research is published amongst others in *International Journal of Advertising*, *Journal of Happiness Studies*, *Nonprofit and Voluntary Quarterly*, *Meat Science*, *Ecology of Food and Nutrition*, *European Journal of Communication Research*, and *Applied Quality of Life*.

**Hairong Li** is a Professor in the Department of Advertising and Public Relations at Michigan State University in the United States. His research covers the uses, effects and implications of digital technologies in advertising, communication and marketing, including media synergistic effects. He has published in many journals, such as the *Journal of Advertising*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Computer-Mediated Communication*, *Journal of Consumer Psychology*, and *Journal of International Business Studies*.

**Manuela López** (Ph.D. from the University of Murcia, Spain) is an Assistant Professor of Marketing at the Universidad Católica del Norte (Chile). She has been a visiting scholar at the School of Communication Research at the University of Amsterdam (The Netherlands). Her research interests are focused on the influence of eWOM in consumer behaviour. She has presented conference papers at the International Conference on Research in Advertising (ICORIA), at the International Product Development Management

Conference and at the European Marketing Academy Conference. She has published articles in the *European Journal of Marketing*, in the *Journal of Theoretical and Applied Electronic Commerce Research*, in the *Journal of Interactive Advertising*, and in the *Journal of Product and Brand Management*.

**Farina Meyer** is B.Sc., University of North Carolina Wilmington, Master in Business Administration, Hochschule Bremen, University of Applied Sciences and International Master in Business Administration, University of Valencia.

**Ariel Mitev** (Ph.D.) is an Associate Professor at Corvinus University of Budapest, Institute of Marketing and Media, Department of Marketing. He has extensive experience in the academic and private sectors, authored and co-authored various books, peer reviewed journal articles and conference papers. Ariel Mitev plays a pioneer role in using creative research techniques in Hungary and has worked on a wide array of research projects, for example, postmodern marketing, innovation diffusion of new technologies and new products acceptance.

**Agnes Nairn** is a Dean of Hult International Business School in London. Her research focuses on the ethics of marketing to children and she is particularly concerned with its application to social policy. She has worked for a number of governments around the world as well as for NGOs such as UN and UNICEF and large corporations such as Unilever and Coca-Cola. She has published award winning papers in journals such as *Journal of Business Ethics* and *European Journal of Marketing*. She has written the book "Consumer Kids" with Ed Mayo.

**Guda van Noort** (Ph.D., VU University Amsterdam) is an Associate Professor in ASCoR at the University of Amsterdam and the Director of the SWOCC Foundation for Scientific Research on Brands. Her research interests include the new and unique characteristics of new media, such as interactivity, personalization, and targeting. More specifically she studies how these new media characteristics influence the persuasion process and consumer behavior. Her research has been published in books and journals, such as the *Journal of Interactive Marketing*, the *International Journal of Advertising* and *Computers in Human Behavior*.

**Mariola Palazón** is an Associate Professor of Marketing at the University of Murcia (Spain). She was a visiting scholar at Columbia University during the first semester of 2006. Her articles have appeared in the *International Journal of Market Research*, *European Journal of Marketing*, *Psychology and Marketing*, *Journal of Consumer Behaviour*, and *Journal of Product and Brand*

*Management*. She has also presented papers at European Marketing Academy, European Association for Consumer Research and American Marketing Association.

**Katarina Panic** is a Lecturer of Marketing at the Department of Business Management at the Arteveldehogeschool in Ghent, Belgium. In 2014, she obtained her Ph.D. at Ghent University, focusing her research mainly on the use of new media in persuasive (commercial and non-commercial) communication. Her work has been published in several journals like *International Journal of Advertising*, *Cyberpsychology, Behavior and Social Networking*, *Journal of Advertising* and *Journal of Health Communication*.

**Karolien Poels** is an Associate Professor of Strategic Communication at Department of Communication Studies, University of Antwerp, Belgium. She is a member of the research group MIOS (Media & ICT in Organizations & Society). Her research topics include: (1) advertising and consumer psychology and (2) digital games and social media. In her doctoral research, titled “The Heart of Advertising,” she studied the role of emotions in advertising processing and how emotions can be validly measured in an advertising/consumer context. She later applied this knowledge to the field of digital gaming. She published internationally about these topics.

**Fabiënne Rauwers** (M.Sc., University of Amsterdam) is a Ph.D. Candidate at the Amsterdam School of Communication Research (ASCoR), University of Amsterdam, The Netherlands. Her Ph.D. project concentrates on the effects of the integration of interactive features in digital magazines. Besides digital magazines, she is also interested in other types of new media, and in innovative advertising techniques (e.g., creative media advertising). Her work has appeared in *Advances in Advertising Research*, and has been nominated for Best Student Paper Award by the European Advertising Academy.

**Eva A. van Reijmersdal** (Ph.D., University of Amsterdam, 2007) is an Assistant Professor of Marketing Communication at the Amsterdam School of Communication Research. Her research focuses on the effects of brand placement and other forms of sponsored content on children and adults. In addition, she studies effects of disclosing sponsored content on persuasion and resistance. She published over 45 book chapters and articles, for example, in *International Journal of Advertising*, *Communication Theory*, and *Computers in Human Behavior*.

**Pedro Reinares** holds a Ph.D. in Marketing (Universidad Complutense, Spain) and has held responsible positions in leading companies as well as at several Spanish universities. He has published in journals such as *International Journal of Advertising*,

*International Journal on Media Management, International Journal of Bank Marketing and International Journal of Internet Marketing and Advertising.* He is the author of six well-known books in the fields of marketing and communication. His current research focuses on Television advertising and Relationship marketing. He currently combines his work as resident teacher at the University Rey Juan Carlos (Spain) with his work as a consultant.

**Sara Rosengren** is an Associate Professor at the Stockholm School of Economics and a board member of the European Advertising Academy. Her research on creative brand communications has been published in leading academic journals such as the *Journal of Advertising, Journal of Advertising Research, and International Journal of Advertising.* Sara is passionate about bridging the gap between marketing academy and practice. She is frequently invited to speak at academic institutions, industry seminars, and company get-togethers in Sweden and abroad.

**Marcelo Royo-Vela** is a Professor of Marketing at the University of Valencia, his major research lines are in marketing communication, research methodology, tourism, and consumer behavior. He is the author or co-author of more than 20 books, monographies and chapters in books and has published his research in indexed international journals such as *European Journal of Marketing, Journal of Current Issues and Research in Advertising (JCIRA); International Journal of Culture, Tourism and Hospitality Research; Sex Roles, Tourism Management, Journal of Air Transport Management, Online Information Review, Journal of Interactive Advertising (JIAD),* and in Spanish indexed national journals such as *Journal of Management and Business Economics, Spanish Review of Marketing Research, Tourism Studies, Communication and Society, Papers of Tourism and Journal of Tourism,* among others.

**Claire M. Segijn** is a Ph.D. candidate at the Amsterdam School of Communication Research, University of Amsterdam. After obtaining her research master's degree with honors in 2012, she worked as a junior research manager and lecturer. In March 2014, she started with her Ph.D. project that entails information processing and advertising effects during multiscreening. More specifically, her interests are in factors that could facilitate or hinder these processes. She won several best student paper awards from the American Academy of Advertising. Her work has been published in both national and international journals (*Tijdschrift voor Communicatiewetenschap and International Journal of Communication*).

**María Sicilia** is an Associate Professor of Marketing at the University of Murcia (Spain). She was a visiting scholar at Columbia University during the first semester of 2005. Her articles have

appeared in the *Journal of Business Research*, *Journal of Advertising*, *Journal of Interactive Marketing*, *Electronic Commerce Research and Applications*, *European Journal of Marketing*, and *Journal of Consumer Behaviour*. Her main areas of interests are focused on word of mouth, advertising and consumer behaviour. She has also presented papers at European Marketing Academy, European Association for Consumer Research and ICORIA.

**Edith G. Smit** is a Director of the Graduate School of Communication and full Professor of Persuasive Communication at the Amsterdam School of Communication Research, University of Amsterdam. She has been actively involved with the European Advertising Academy and SWOCC for many years. She has a proven track record of publishing in leading journals (e.g., *Computers in Human Behavior*, *Medical Internet Research*, *Journal of Advertising Research*, *International Journal of Advertising*, *Journal of Advertising*, *Journal of Health Communication*, *Journal of Media Psychology*), reviewing for several journals, NWO and FWO, supervising Ph.D. candidates and teaching.

**Tina Tessitore** is an Assistant Professor at the Marketing and International Negotiation Department of IÉSEG School of Management, France. Her research interests include product placement, persuasion knowledge, suspicion and warnings. She has published in *International Journal of Advertising and Tourism Management*. She has presented her research at several international conferences, such as Association for Consumer Research, Society for Consumer Psychology, and EMAC. She currently teaches Brand Communications, Marketing Management, Advanced Data Analysis, Contemporary Marketing Communication Strategies, and Pricing. She reviewed for an academic journal in communication sciences.

**Yann Verhellen** holds a Ph.D. in business economics from the University of Antwerp (Belgium). His research focuses upon brand placement effectiveness. He has published in, amongst others, *International Journal of Advertising*, *Marketing Letters*, and *Journal of Consumer Policy*. He currently works as a marketing consultant at Antenno.

**Peeter W. J. Verlegh** (Ph.D., Wageningen University, 2001) is a Professor of Marketing at VU University Amsterdam, and was previously at University of Amsterdam and RSM Erasmus University. He studies consumer behavior and marketing communication, with an emphasis on word of mouth, social influence, and (international) branding. He serves on the editorial boards of *International Journal of Advertising*, *Journal of Advertising* and *International Marketing Review*. He has published in several academic journals including

*Journal of Consumer Research, International Journal of Research in Marketing, Journal of Consumer Psychology, Journal of International Business Studies, Journal of the Academy of Marketing Science, and Frontiers in Psychology.*

**Hilde A. M. Voorveld** (Ph.D., University of Amsterdam) is an Associate Professor of Marketing Communication and Consumer Behavior in ASCoR at the University of Amsterdam. Her research interests include cross-media strategies, media multitasking and interactive marketing communication. Her work has been published in several books and journals, such as the *Journal of Advertising Research, Journal of Advertising, Computers in Human Behavior,* and *Media Psychology*. She is a board member of the European Advertising Academy.

**Verena M. Wottrich** (M.Sc., University of Amsterdam) is a Ph.D. Candidate at ASCoR, University of Amsterdam. Her research mainly focuses on Internet users' privacy decisions in mobile apps. Moreover, she is interested in the persuasive effects of new advertising techniques, such as advergames, branded apps, or creative media choices. Her work has been awarded with the Best Student Paper Award by the European Advertising Academy and has appeared in *Advances in Advertising Research*.