

2026 GLOBAL ADVERTISING CONFERENCE · TAIPEI

# 2026 KAS–NCCU Global Advertising Conference

*Advertising in the Age of AI and Platforms:  
Transparency, Creativity, and Consumer Experience*

## OFFICIAL CONFERENCE ANNOUNCEMENT

Issued May 28, 2026 · Organizing Committee, 2026 KAS–NCCU GAC

Dear Conference Participants — The Organizing Committee of the 2026 KAS–NCCU Global Advertising Conference is pleased to share the finalized program and essential information for your participation. Please review the following details and contact the Organizing Committee with any questions. We look forward to welcoming you in Taipei this July.

## 01 Conference At a Glance

<b>Dates</b>	July 7 (Tue) – July 8 (Wed), 2026
<b>Venue</b>	Center for Public and Business Administration Education, National Chengchi University (NCCU) — co-located with AKA Hotel Taipei in Da'an District, Taipei (see Section 6)
<b>Organizer</b>	Korean Advertising Society (KAS) and College of Communication, National Chengchi University (NCCU)
<b>Conference Language</b>	English
<b>Expected Participants</b>	Advertising and communication scholars, graduate students, and industry professionals from Korea, Taiwan, the U.S., China/Hong Kong, the U.K., the Netherlands, and beyond

## 02 Schedule Overview

### DAY 1 — Tuesday, July 7, 2026

<b>16:00–18:00</b>	Registration Open
<b>18:00–20:00</b>	Welcome Reception & Networking

### DAY 2 — Wednesday, July 8, 2026

<b>09:00–09:30</b>	Registration
<b>09:30–09:40</b>	Opening Remarks
<b>09:40–10:30</b>	Keynote Speech
<b>10:30–10:40</b>	Coffee Break

10:40–11:30	Global Leaders' Panel
11:30–13:20	Luncheon
13:30–15:00	Parallel Sessions 1.1 & 1.2
15:00–15:30	Coffee Break & Networking
15:30–17:00	Parallel Sessions 2.1 & 2.2
17:00–17:10	Closing Remarks
18:00–20:00	Gala Dinner

### 03 Keynote, Opening & Global Leaders' Panel

#### Opening Remarks

- **Dr. Yongjun Sung** — President, Korean Advertising Society (KAS); Professor of Psychology, Korea University, Korea
- **Dr. Jhih-Syuan (Elaine) Lin** — Associate Dean of Graduate Studies, Chair & Professor of Advertising, National Chengchi University, Taiwan

#### Keynote Speech (09:40–10:30)

- **Mr. Segal Cheng** — Co-Founder, Chairman & CEO of iKala, Taiwan; Eisenhower Fellow

#### Global Leaders' Panel — The Future of Advertising Research and Practice in an AI Era

**Moderator:** Dr. Jhih-Syuan (Elaine) Lin (NCCU, Taiwan)

##### Panelists

- **Dr. Yongjun Sung** — President of KAS; Professor of Psychology, Korea University, Korea
- **Dr. Jameson Hayes** — Past President, American Academy of Advertising (AAA); Professor of Advertising, University of South Carolina, U.S.
- **Dr. Sophie Boerman** — Board Member, European Advertising Academy (EAA); Associate Professor, Wageningen University & Research, the Netherlands
- **Dr. Fuyuan Shen** — Founding Member, Asia Pacific Advertising Academy (APAA); Chair & Donald P. Bellisario Professor of Advertising, Penn State University, U.S.
- **Mr. Ling-Te Lee** — Associate Director, AI Product Development, Dentsu, Taiwan

### 04 Parallel Sessions & Papers

Sixteen papers will be presented across four parallel sessions. The finalized session order is shown below.

#### SESSION 1.1

#### Transparency & Authenticity in AI Advertising · 13:30–15:00

**Moderator:** Dr. I-Huei Cheng (Associate Professor of Public Relations, Chair of IMIICS, NCCU, Taiwan)

- **Conceptualizing AI Authenticity in Contemporary Advertising**  
*Jhih-Syuan (Elaine) Lin (Professor, National Chengchi University, Taiwan)*
- **When AI-Washing Confuses Consumers: The Role of Brand–AI Fit and AI Fatigue**  
*Jeong Ah Yoo (Research Professor, Yonsei University Barun ICT Research Center, Korea); Yoon Hi Sung (Assistant Professor, Yonsei University, Korea)*
- **Real Faces or Drawn Heroes? AI Disclosure and Visual Register in AI-Generated Military Recruitment Advertising**  
*FuWei Sun (Associate Professor, NDU, Taiwan); Seunghyun Kim (Associate Professor, University of Arkansas at Little Rock, U.S.)*
- **Fighting Back Against Deepfakes: The Role of Response Timing and Spokesperson Type in Celebrity Brand Crisis Communication**

Youngji Seo (Assistant Professor, Baylor University, U.S.); Nah Ray Han (Assistant Professor, Texas Christian University, U.S.)

**SESSION 1.2****Generative AI, Creativity & Creator Economy · 13:30–15:00**

**Moderator:** Dr. Jameson Hayes (Professor of Advertising, University of South Carolina, U.S.)

- **Human–AI Collaboration in Advertising Production: AI as a Leader versus a Utility Tool**  
*Mincheol Shin (Assistant Professor, Konkuk University, Korea)*
- **Developing Long- and Short-Form Scales for Generative AI Interactivity**  
*Daye Hong (Ph.D., Yonsei University, Korea); Chang-Hoan Cho (Professor, Yonsei University, Korea)*
- **Too Agreeable to Trust? When and Why Corrective AI Can Be More Persuasive**  
*Seo-Jeong Heo (Ph.D. Candidate, University of Illinois Urbana-Champaign, U.S.); Yuhosua Ryoo (Assistant Professor, University of Minnesota Duluth, U.S.)*
- **When AI Represents Disability: The Divergent Roles of Empathy and Sympathy in Responses to Virtual Influencers**  
*Li Chen (Ph.D. Student, National Chengchi University, Taiwan); Sungjun (Steven) Park (Senior Lecturer / Assoc. Prof., Queen Mary University of London, U.K.)*

**SESSION 2.1****Personalization, Privacy & Consumer Experience · 15:30–17:00**

**Moderator:** Dr. Sophie Boerman (Associate Professor, Wageningen University & Research, the Netherlands)

- **How Multidimensional AI Literacy Moderates the Inverted U-Shaped Effect of Personalization in AI Ads**  
*Danbi Cho (Senior Researcher, Gyeongsang National University, Korea); Eun Ho Kim (Research Professor, Dong-A University, Korea)*
- **Does It Matter How You Talk to AI? Modality Effects on Privacy Perceptions and Actual Disclosure Behaviors**  
*Jungwon Kim (Assistant Professor, Hanyang University, Korea)*
- **Anthropomorphism, Expertise, and Identity: How Chatbot Design Shapes Depression Help-Seeking Through In-Group Perception**  
*CAO Xueyan (Ph.D. Student, The Chinese University of Hong Kong, China); CHEN Hsuan-Ting (Associate Professor, The Chinese University of Hong Kong)*
- **What Works on Instagram Across Cultures? The Interactive Effects of Message Appeal and Platform Format**  
*Kim Sue Hyun (M.A., Chung-Ang University, Korea); Kim Dong Hoo (Professor, Chung-Ang University, Korea); Jung JongHyuok (Professor, Texas Christian University, U.S.)*

**SESSION 2.2****Platforms, Algorithms & Agentic AI · 15:30–17:00**

**Moderator:** Dr. Cheng-Chieh Hsiao (Professor, Shih Hsin University, Taiwan)

- **Delegated Consumption in Agentic Commerce: Balancing Perceived Autonomy and Convenience in AI-Mediated Purchase Decisions**  
*Sejung Marina Choi (Professor, Korea University, Korea); Brandon Hwansun Lee (Ph.D. Student, Korea University, Korea); So Yeon Yoon (Master's Student, Korea University, Korea); Sunwoo Choi (Master's Student, Korea University, Korea)*
- **Friendly Fire: When AI Companionship Meets Commercial Intent**  
*Youngju Jung (Ph.D. Student, Korea University, Korea)*
- **Disinformation Narrative Structures and Political Information Consumer Trust in YouTube's Recommendation Environment**  
*Jang Hyo Park (Adjunct Professor, YeungNam University, Korea); Hae Won Choi (Researcher, YeungNam University, Korea); Han Woo Park (Professor, YeungNam University, Korea)*
- **Coerced Clicks: Psychological Consequences of Cumulative Layout Shift in In-App Advertising**  
*Un Chae Chung (Assistant Professor, University of Wisconsin – Whitewater, U.S.); Sanghee Park (Associate Professor, University of Wisconsin – Whitewater, U.S.)*

**05 Notes for Presenters**

- **Presentation time:** 20 minutes per paper.
- **Technical setup:** Laptops and projectors will be provided. Presenters who wish to use a personal laptop should arrive early to test the connection.
- **Discussants:** Two discussants will lead the discussion at the end of each session.