

The Chinese University of Hong Kong  
School of Journalism and Communication

Intercultural Advertising Symposium:  
Comparative Studies of Social Media Advertising in Korea and Hong Kong  
3 October 2016

C-Centre, Humanities Building, CUHK

9:00 am – 9:30 am	<i>Registration</i>
9:30 am – 9:50 am	<p><b>Opening Remarks</b></p> <p>Prof. Annisa Lee Lai <i>Co-convener of the Symposium, Programme Director and Associate Professor, M.S.Sc. in Advertising programme, School of Journalism and Communication, CUHK</i></p> <p>Prof. Eunsop Choi <i>President of KAPPS Associate Professor, Department of Advertising and Public Relations, Halla University</i></p> <p>M.C.: Prof. Namhyun Um <i>Assistant Professor, School of Advertising and Public Relations, Hongik University</i></p>
9:50 am – 10:00 am	<i>Gift sharing</i>
10:00 am – 12:00 pm	<p><b><u>Session 1: K-Wave</u></b></p> <p><b><u>Moderator:</u></b> Prof. Hwanjin Choi <i>Professor, Division of Advertising, PR, and Visual Communication, Hanshin University</i></p> <p><b><u>Presenters:</u></b></p> <p><b>Social Marketing of K-Food through Consumer Participation</b> Prof. Seonwook Yoo <i>Assistant Professor, Department of Advertising and Public Relations, Halla University</i></p> <p><b>Hong Kong Consumers' Perception and Response to K-Beef</b> Prof. Cunhyeong "Jun" Ci <i>Associate Professor, School of Communication, Kookmin University</i></p> <p><b>Fans Site of K-POP in Hong Kong</b> Prof. Lisa Leung <i>Associate Professor, Department of Cultural Studies, Lingnan University</i></p> <p><b>Panelist Discussion and Q &amp; A Session</b></p> <p><b><u>Discussant:</u></b> Prof. Sangsoo Chong <i>Associate Professor, Department of Advertising and PR, Cheongju University</i></p>
12:00 pm – 2:00 pm	<i>Lunch</i>

2:00 pm – 3:00 pm	<p><b><u>Session 2: Trends of Social Media Advertising</u></b></p> <p><b><u>Moderator:</u></b>  Prof. Mike Wong  <i>Professor of Practice, Deputy Director of M.S.Sc. in Advertising Programme, School of Journalism and Communication, CUHK</i></p> <p><b><u>Presenters:</u></b>  <b>Hong Kong : A Social Media Centric Place</b>  Mr. Ralph Szeto  <i>Founder and Group Director, CMRS Group</i></p> <p><b>Social &amp; Strategic?</b>  Prof. Hongrim Choi  <i>Assistant Professor, Department of Media Communication, Sun Moon University</i></p> <p><b>Panelist Discussion and Q &amp; A Session</b></p> <p><b><u>Discussant:</u></b>  Prof. Seonwook Yoo  <i>Assistant Professor, Department of Advertising and Public Relations, Halla University</i></p>
3:00 pm – 3:15 pm	<i>Coffee Break</i>
3:15 pm – 4:15 pm	<p><b><u>Session 3: Theoretical Development of Social Media Advertising</u></b></p> <p><b><u>Moderator:</u></b>  Dr. Clara Kan  <i>Lecturer, School of Journalism and Communication, CUHK</i></p> <p><b><u>Presenters:</u></b>  <b>Effects of Consumers' Psychological Factors on Telepresence and Social Network Games Advertising</b>  Prof. Jong Woo Jun  <i>Associate Professor, School of Communications, Dankook University</i></p> <p><b>Consumer Engagement in WeChat Advertising</b>  Prof. Sojung Kim  <i>Co-convener of the symposium, Assistant Professor, School of Journalism and Communication, CUHK</i></p> <p><b>Panelist Discussion and Q &amp; A Session</b></p> <p><b><u>Discussant:</u></b>  Prof. Annisa Lee Lai  <i>Associate Professor, School of Journalism and Communication, CUHK</i></p>
4:15pm – 4:30 pm	<i>Closing and photo taking</i>
4:30 pm – 5:30 pm	<i>Campus Tour</i>
6:00 pm – 8:00 pm	<i>Dinner</i>