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Associate Professor

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EDUCATION

- Doctor of Philosophy, Advertising
Minor: Marketing; Cross Cultural Communication
The University of Texas at Austin, USA
- Master of Arts, Advertising
Michigan State University, USA
- Bachelor of Arts, Sociology
University of Western Ontario, Canada

REFEREED PUBLICATIONS

La Ferle, Carrie and Mariko Morimoto (2009), "The Impact of Life-stage on Ethnic Media Use, Ethnic Identification and Ad Attitudes for Asian American Females," *The Howard Journal of Communication*, May.

Ahn, Sun and Carrie La Ferle (2008), "Recall & Recognition for Brand Names and Body Copy: A Mixed-Language Approach," *Journal of Advertising*, Vol. 37 (3), 107-117.

Morimoto, Mariko and Carrie La Ferle (2008), "Examining the Influence of Cultural Factors on Perceived Source Credibility: Effects on Asian Americans' Advertising Responses," *Journal of Current Issues and Research in Advertising*, Vol. 30 (1), 49-60.

La Ferle, Carrie, Steven M. Edwards and Wei-Na Lee (2008), "Culture, Attitudes and Media Patterns in China, Taiwan, and the U.S.A.: Balancing Standardization and Localization Decisions," *Journal of Global Marketing*, Vol. 21 (3), 191-205.

La Ferle, Carrie and Kara Chan (2008), "Determinants for Materialism Among Adolescents in Singapore," *Young Consumers*, Vol. 9 (3), 201-214.

La Ferle, Carrie and Steven M. Edwards (2006), "Product Placement: How Brands Appear on Television," *Journal of Advertising*, Vol. 35 (4), 65-86.

La Ferle, Carrie and Hee-Jung Kim (2006), "Cultural Influences on Internet Motivations: A Comparison of Korean and U.S. Consumers," *International Journal of Internet Marketing and Advertising*, Vol. 3, (2), 142-157.

- La Ferle, Carrie and Wei-Na Lee (2005), "Can English Language Media Connect with Ethnic Audiences? Ethnic Minorities' Media Use and Perceptions of Representation in Advertising," *Journal of Advertising Research*, Vol. 45 (1), 140-153.
- La Ferle, Carrie and Sejung Marina Choi (2005), "The Importance of Perceived Endorser Credibility in South Korean Advertising," *Journal of Current Issues and Research in Advertising*, Vol 27 (2), 67-81.
- Morimoto, Mariko and Carrie La Ferle (2005), "Advertising Evaluations of Asian Americans," *Proceedings of the American Academy of Advertising*, 105-111.
- Choi, Sejung Marina and Carrie La Ferle (2004), "Convergence Across American and Korean Young Adults: Socialization Variables Indicate the Verdict is Still Out," *International Journal of Advertising*, Vol. 23 (4), 479-506.
- La Ferle, Carrie and Mariko Morimoto (2004), "Caucasian Models in Luxury Product Advertisements: Attitudes of Japanese Female Consumers," *Proceedings of the American Academy of Advertising*, 108-115.
- La Ferle, Carrie and Steven M. Edwards (2004), "Life Transitions Create Opportunities for Advertisers," *Proceedings of the American Academy of Advertising*, 162-169.
- Edwards, Steven M. and Carrie La Ferle (2003), "Consumer Role-Taking: Enhancing the Online Experience," *Journal of Current Issues and Research in Advertising*, 25 (2), 45-56.
- Edwards, Steven M. and Carrie La Ferle (2003), "Trends of the American Academy of Advertising Conference Proceedings: 1983-2002," *Proceedings of the American Academy of Advertising*, 210-220.
- La Ferle, Carrie and Wei-Na Lee (2002), "Attitudes Toward Advertising: A Comparative Study of Consumers in China, Taiwan, S. Korea and the United States," *Journal of International Consumer Marketing*, Vol. 15 (2), 5-23.
- La Ferle, Carrie, Steven M. Edwards, and Yutaka Mizuno (2002), "Diffusion of the Internet in Japan: Cultural Considerations," *Journal of Advertising Research*, Vol. 42 (2), March/April, 65-79.
- Morimoto, Mariko and Carrie La Ferle (2002), "Portrayals of Asian Americans in Magazine Advertisements," *Proceedings of the American Academy of Advertising*, 138-147.
- La Ferle, Carrie, Hairong Li, and Steven M. Edwards (2001), "An Overview of Teenagers and Television Advertising in the United States," *Gazette: The International Journal For Communication Studies*, Vol. 63 (1), 7-24.
- Lee, Wei-Na, Carrie La Ferle, Alex Wang and Amber Wenling Chen (2001), "Advertising Education in Taiwan: An Assessment by Taiwanese Advertising Practitioners," *Proceedings of the American Academy of Advertising-Asia-Pacific Edition*, 126-129.

La Ferle, Carrie (2001), “Web Advertising Worldwide: Targeting Global Consumers - The Internet as an Effective Global Advertising Medium,” *Proceedings of the American Academy of Advertising*, 297-300.

La Ferle, Carrie, Steven M. Edwards and Wei-Na Lee (2000), “Teens’ Use of Traditional Media and the Internet,” *Journal of Advertising Research*, Vol. 40 (3), 55-65.

Edwards, Steve and Carrie La Ferle (2000), “Cross Media Promotion of the Internet in Television Commercials,” *Journal of Current Issues and Research in Advertising*, Vol. 22 (1), 1-12.

Wu, Guohua, Carrie La Ferle and Wei-Na Lee (2000), “Advertising in China: What Do the Professionals Think?” *International Journal of Advertising*, Vol. 19 (1), 95-116.

Lee, Wei-Na, Carrie La Ferle and Marye Tharp (2000), “Ethnic Marketing Communications: A Case of Two Cultures,” *Proceedings of Marketing and Public Policy*, 155-165.

La Ferle, Carrie and Steve Edwards (2000), “Understanding the Relationship Between Empathy and Emotion,” *Proceedings of the Society for Consumer Psychology*, 77-80.

La Ferle, Carrie (1997), “Phenomenology: An Account Planner’s Tool,” *Proceedings of the American Academy of Advertising*, 232-238.

BOOK - edited

La Ferle, Carrie (2005), *The Proceedings of the 2005 Conference of the American Academy of Advertising*, editor, Michigan State University, E. Lansing, MI 48824, March.

BOOK CHAPTERS

La Ferle, Carrie (2007), “Global Issues in Online Advertising,” in Schumann, David W. and Esther Thorson (Eds.), *Internet Advertising: Theory and Research*, 2nd Edition, Lawrence Erlbaum, pp. 287-311.

Lee, Wei-Na, Carrie La Ferle, and Marye Tharp (2004), “Ethnic Influences on Communication Patterns: Word-of-Mouth, Traditional and Non-traditional Media Usage,” in Wei-Na Lee, Jerome D. Williams, and Curt Haugtvedt (Eds.), *Diversity in Advertising*, Mahwah, New Jersey: Lawrence Erlbaum & Associates Publisher, 177-200.

Lee, Wei-Na, Carrie La Ferle, and Jerome Williams (2004), “Diversity in Advertising: A Summary and Research Agenda,” in Wei-Na Lee, Jerome D. Williams, and Curt Haugtvedt (Eds.), *Diversity in Advertising*, Mahwah, New Jersey: Lawrence Erlbaum & Associates Publisher, 3-20.

Furuichi, Satomi, Carrie La Ferle, Wei-Na Lee, and Marye Tharp (2001), “Asian Americans: In Search of the American Dream,” in Marye Tharp, *Marketing and Consumer Identity in Multicultural America*, Sage Publication, Inc., 243-281.

BOOK REVIEWS (*invited*)

La Ferle, Carrie (2006), *Advertising & Hong Kong Society*, Edited by Kara Chan.

La Ferle, Carrie (2003), “Growing Up With Television: Everyday Learning Among Young Adolescents,” in *Contemporary Sociology: A Journal of Reviews, American Sociological Association*, Vol. 32 (6).

PROFESSIONAL ARTICLES (*invited*)

La Ferle, Carrie and Steven M. Edwards (2008), “Technological Advances Increase Consumer Power,” in the *American Academy of Advertising’s 50th Anniversary Newsletter*, March 2008, 98-99.

CONFERENCES ORGANIZED

Chair, 2001 American Academy of Advertising Pre-conference

- “Web Advertising Worldwide: Targeting Global Consumers - The Internet as an Effective Global Advertising Medium?” Salt Lake City, Utah, March 29, 2001.

CONFERENCE PRESENTATIONS (*refereed, unless noted*)

La Ferle, Carrie and Steve M. Edwards (2009), “Media Patterns for Singaporean Teens & Young Adults: Are These Technologically Savvy Consumers Converging?” accepted for presentation at the *American Academy of Advertising Asia-Pacific Conference*, May 27-31, Beijing, China.

Steve M. Edwards and Carrie La Ferle (2009), “Does Gender Impact the Perception of Negative Information Related to Celebrity Endorsers?” accepted for presentation at the *American Academy of Advertising Conference*, March 26-29, Cincinnati, OH.

La Ferle, Carrie (2009), “The Future of Advertising.” Invited panel member for the *American Academy of Advertising Pre-Conference*, March 26-29, Cincinnati, OH.

La Ferle, Carrie (2009), “Comparing and Contrasting Advertising Theories.” Invited panel member for a *Special Topics Session, American Academy of Advertising Conference*, March 26-29, Cincinnati, OH.

Edwards, Steven M., Carrie La Ferle and Eunsun Lee (2008), “Revisiting the Effect of Model’s Race with Explicit and Implicit Attitude Measures.” Research paper presented at the *American Academy of Advertising Conference*, March 27-30, San Mateo, CA.

La Ferle, Carrie (2008), “The Big Picture – Advertising Today: A Social Institution.” Special Topics presented at the *2008 American Academy of Advertising Conference*, March 27-30, San Mateo, CA. (*invited panel*)

Johnson, Jeffrey and Carrie La Ferle (2008), “Raising the Golden Arches: Advertising’s Role in the Socialization of the World.” Research paper presented at the *International Advertising Association’s World Educators Conference*, Washington, DC.

La Ferle, Carrie, Gayatri Vineet Kuber and Steven M. Edwards (2007), “Responses to Cause Related Marketing Campaigns in India and the USA.” Research paper presented at the *American Academy of Advertising Conference*, April 12 to 15, Burlington, Vermont.

La Ferle, Carrie, (2007) “Understanding Cultural Differences in Emotion: Implications for Advertisers.” Special Topics paper presented at the *American Academy of Advertising Conference*, April 12-15, Burlington, Vermont. (*invited panel*)

Morimoto, Mariko and Carrie La Ferle (2006), “Asian American Females: The Influence of Life-stage on Ethnic Media Use and Other Important Advertising Variables.” Research paper presented at the *Association for Education in Journalism & Mass Communication Conference*, San Francisco, CA.

Morimoto, Mariko and Carrie La Ferle (2006), “The Influence of Culture: Advertising Evaluations of Asian Americans.” Research paper presented at the *American Academy of Advertising Conference*, Reno, NV.

Jin Kyun Lee, Steven M. Edwards, and Carrie La Ferle (2006), “Psychological Distance in an Online Environment.” Research paper presented at the *American Academy of Advertising Conference*, Reno, NV.

La Ferle, Carrie, Steven M. Edwards and Wei-Na Lee (2005), “Media Use and Advertising Comparisons across China, Taiwan and the USA.” Research paper presented at the *Asia-Pacific AAA Conference* in Hong Kong.

Morimoto, Mariko and Carrie La Ferle (2005), “Asian American Responses to Advertising.” Research paper presented: *Conference of the American Academy of Advertising*, Houston, TX.

La Ferle, Carrie and Mariko Morimoto (2004), “Caucasian Models in Luxury Product Advertisements: Attitudes of Japanese Female Consumers,” Research paper presented at the *Conference of the American Academy of Advertising*, Baton Rouge, Louisiana.

Choi, Sejung Marina and Carrie La Ferle (2004), “Socialization Agent Influences: A Cross-Cultural Comparison Between American and Korean Young Adults.” Research paper presented at the *Conference of the American Academy of Advertising*, Baton Rouge, Louisiana.

La Ferle, Carrie and Steven M. Edwards (2004), “Life Transitions Create Opportunities for Advertisers.” Research paper presented: *American Academy of Advertising*, Baton Rouge, LA.

Edwards, Steven M. and Carrie La Ferle (2003), “Trends of the American Academy of Advertising Conference Proceedings: 1983-2002.” Research presented at the *Conference of the American Academy of Advertising*, Broomfield, Colorado.

Morimoto, Mariko and Carrie La Ferle (2002), “Portrayals of Asian Americans in Magazine Advertisements.” Research presented at the *Conference of the American Academy of Advertising*, Miami, Florida.

La Ferle, Carrie and Sejung Marina Choi (2002), “Effectiveness of Celebrity Endorsements in South Korean Advertising.” Research presented at the *Conference of the American Academy of Advertising*, Miami, Florida.

Choi, Sejung Marina and Carrie La Ferle (2002), "An Overview of Key Consumer Socialization Variables Among Korean Consumers: Media Use Patterns, Interpersonal Communication and the Importance of Varied Information Sources." Research presented at the 52nd *Annual Conference of the International Communication Association*, July 15-19, Seoul, Korea.

Lee, Wei-Na, Carrie La Ferle, Alex Wang and Amber Wenling Chen (2001), “Advertising Education in Taiwan: An Assessment by Taiwanese Advertising Practitioners.” Presented research: *Asia-Pacific Conference - American Academy of Advertising*, Salt Lake City, UT.

La Ferle, Carrie (2001), “Web Advertising Worldwide: Targeting Global Consumers - The Internet as an Effective Global Advertising Medium.” Presented research at the *Conference of the American Academy of Advertising*, Salt Lake City, Utah.

Edwards, Steven M. and Carrie La Ferle (2001), “Role-Taking and Empathic Processing in a Computer Based Environment.” Presented research at the *Conference of the American Academy of Advertising*, Salt Lake City, Utah.

Lee, Wei-Na, Carrie La Ferle and Marye Tharp (2000), “Ethnic Marketing Communications: A Case of Two Cultures.” Presented research at the *Conference of Marketing and Public Policy*.

La Ferle, Carrie and Steve Edwards (2000), “Understanding the Relationship Between Empathy and Emotion.” Presented research at the *Conference of the Society for Consumer Psychology*.

La Ferle, Carrie and Steve Edwards (2000), “Reciprocal Promotions (RP).” Presented research at the *Conference of the American Academy of Advertising*.

Lee, Wei-Na and Carrie La Ferle (2000), “A Multi-Country Study of Consumer Attitudes Toward Advertising: Comparing China, Taiwan, S. Korea, and the United States.” Presented research at the *Conference of the American Academy of Advertising*.

Edwards, Steven M. and Carrie La Ferle, (2000), “Empathy Based Persuasion: Flow and Telepresence as Experiential Aspects of Cyberspace.” Presented research at the *Conference of the American Academy of Advertising*.

Edwards, Steve, Carrie La Ferle, Robyn Tangum, and Wei-Na Lee (1999), “Media Use Among Teens: The Internet as the New Kid on the Block.” Presented research at the *Conference of the American Academy of Advertising*.

Lee, Wei-Na, Guohua Wu, and Carrie La Ferle (1999), “A Profile of Today’s advertising Professionals in China: The Importance of Advertising Education.” Presented research at the *Conference of the American Academy of Advertising*.

La Ferle, Carrie and Steve Edwards (1999), “Life Changes, Identity, and Consumer Possessions.” Presented research at the conference of the *Society for Consumer Psychology Winter Conference*.

Lee, Wei-Na, Carrie La Ferle, and Marye Tharp (1999), “Ethnic Influences on Media Use and Socio-Demographic Mediators.” Presented research at the 1999 *Society for Consumer Psychology Summer Conference on Diversity*.

Lee, Wei-Na, Carrie La Ferle, and Marye Tharp (1998), “A Reconsideration of Acculturation Measurement: The Role of Culture of Origin.” Presented research at the *Conference of the American Academy of Advertising*.

Edwards, Steve and Carrie La Ferle (1998), “Cross Media Promotion of Internet Sites in Television Advertisements.” Presented research at the *Conference of the American Academy of Advertising*.

La Ferle, Carrie (1997), “Phenomenology: An Account Planner’s Tool.” Presented research at the *Conference of the American Academy of Advertising*, Vancouver, B.C., Canada.

Edwards, Steve M. and Carrie La Ferle (1997), “Direct Response Advertising: Does Ethnicity Matter?” Presented research at the *International Trade and Finance Association Conference*, Porto, Portugal, May.

La Ferle, Carrie (1997), “Defining Empathy: The Empathic Process & Advertising.” Presented research at the *Association for Consumer Research Conference*, San Antonio, TX.

Lee, Wei-Na, Carrie La Ferle, Marye Tharp (1997), “Communication Patterns of Four Cultural Groups.” Presented research at the *Association for Consumer Research Conference*, San Antonio, TX.

Edwards, Steven M. and Carrie La Ferle (1997), “Ethnic Attitudes Toward Direct Response Advertising.” Presented research at the *Association for Consumer Research Conference*, San Antonio, TX.

EXTERNAL SERVICE- *selected professional leadership & service opportunities*

- International Advertising Education Committee- AAA 1996- present
- Vice President, American Academy of Advertising (AAA) Executive Board 2005

- Secretary, American Academy of Advertising Executive Board 2003
- Editor, American Academy of Advertising (AAA) Newsletter 1999-2002
- Program Director MSU's IAA - Accreditation of MSU's Dept. of Advertising and director of diplomas for *International Advertising Association* (IAA) 2001-2007
- Chair, International Advertising Education Committee - AAA 2001
- Chair, AAA – Pre-conference – *Web Advertising Worldwide* 2001
- Committee Member - IAA Global Student Internship Program 1999- 2001
- AAA Electronic Publishing Task Force - 1 of 4 members 2001-2003
- Invited speaker International Advertising Education – AEJMC 2001

Review Board Appointments

- Editorial Board – *Journal of Advertising* 2007-present
- Editorial Board – *Journal of Current Issues & Research in Advertising* 2005-present
- Editorial Board - *Journal of Interactive Advertising* 2000 - present

HONORS & AWARDS

- Nominated for President-elect for the *American Academy of Advertising* Spring 2008
- MSU Teacher-Scholar Award: Outstanding teacher & researcher (university wide) 2007
- MSU Center for Persons with Disabilities Outstanding Faculty Award 2007
- Sabbatical Awarded – Nanyang Technological University, Singapore 2005
- *International Who's Who of Professionals* 2006/2007
- *Madison Who's Who* – selected as an Honored Member 2005/2006
- *Who's Who in America* - included in the 58th to 60th Edition 2003/2006
- MSU Student Life Leadership Award-*Runner Up*-nominated Taiwanese Assoc. 2003
- Invited to become a Consulting Faculty member of the Women and International Development (WID) Program at Michigan State University 2002
- Selected as 1 of 75 World Educators to participate in the annual *International Radio and Television Society Faculty/Industry Seminar* in New York 2001
- Selected as 1 of 12 American Educators to participate in the *Promotional Products Association International Expo & Seminar* in Dallas 2001
- Best Dissertation Competition - American Academy of Advertising \$2,000 1998
- Academic Scholarship – UT-Austin - Fellowship - \$15,000 1998
- Academic Scholarship – UT-Austin-The A. D. Hutchison Fellowship - \$12,000 1997

MEMBERSHIPS

- American Academy of Advertising
- Society for Consumer Psychology
- Association for Consumer Research
- American Marketing Association
- International Advertising Association
- Phi Kappa Phi Honor Society