



## **The ARF Appoints Colin Campbell as Next Editor in Chief for Journal of Advertising Research**

*Ashlee Humphreys from Northwestern's Medill School of Journalism, Media, Integrated Marketing Communications to serve as inaugural MSI Liaison Editor for JAR*

*JAR issues open call for researchers in marketing to submit papers for consideration*

**New York, NY (June 21, 2022)** – The Advertising Research Foundation (ARF) has today announced that Colin Campbell will be the next editor in chief for the [Journal of Advertising Research \(JAR\)](#), the premiere research journal for marketing professionals and academics across media, research, advertising, and communications. His term will begin in September 2022, when the current editor in chief, John B. Ford, eminent scholar and professor of marketing and international business at Strome College of Business, Old Dominion University, concludes eight years of service – far exceeding the usual three year contract.

Published quarterly by WARC for the ARF, JAR provides a forum for sharing findings, applications, new technologies and methodologies, and avenues of solution. Started by the ARF in 1960, the Journal is read by practitioners in the field of advertising and marketing research, and students and faculty members at more than 5,000 universities in 127 countries. The JAR editor in chief is selected collaboratively by the ARF CEO and JAR editorial leadership at the ARF and WARC, based on a candidate's seasoned experience with and demonstrated commitment to JAR.

Colin Campbell, associate professor of marketing at the [University of San Diego's](#) Knauss School of Business, has worked closely with JAR as an associate editor. At USD, his research focuses on the innovations and resulting challenges that the Internet presents for marketers. He is an expert on digital and social media advertising, with a particular focus on online video advertising, influencer and native advertising, and deal collectives. He is also an adjunct associate professor at Swinburne University of Technology in Melbourne, Australia. Previously, Campbell was a visiting scholar at King's College London, where he also served as a fellow at the Consumer and Organization Data Analytics (CODA) Research Centre.

Campbell has 67 publications in peer-reviewed research journals including the JAR, Journal of Marketing, Journal of Public Policy & Marketing, Journal of Advertising, California Management Review and Business Horizons. Campbell also serves on the editorial review board for nine other journals. He earned his PhD in Marketing at Simon Fraser University and his MA in Economics at the University of British Columbia.

“It is a tremendous honor to be taking the helm of the oldest advertising research journal in the world,” said Campbell. “I am deeply appreciative of the tremendous amount of work Professor John Ford has put into both elevating the Journal’s quality and evolving its review system. I plan to maintain the strong foundation Professor Ford has built while also positioning the Journal as a venue where pressing advertising and marketing issues are identified, analyzed, and debated. The rapidity of changes within our field demands that we all become increasingly nimble when finding answers, as well as open to all quality research methodologies. As editor in chief, I hope to connect academia and the advertising industry in ways that enable research to be more efficient, relevant, and cost-effective. Over the next few months I will be working with our editorial team and stakeholders to identify research themes and priorities that can help guide these efforts.”

In addition, the ARF has selected Ashlee Humphreys, associate professor at Northwestern’s Medill School of Journalism, Media, Integrated Marketing Communications at Kellogg School of Management, Northwestern University, to serve in a role created in response to the Marketing Science Institute’s (MSI) recent integration into the ARF: MSI Liaison Editor. Humphreys will act as a bridge between JAR and MSI, expanding the foundation’s connection to the academic community and strengthening the potential for collaboration between industry and academia.

Trained as a sociologist with a PhD in Marketing and Cultural Sociology from the Kellogg School of Management, she examines core topics in consumer behavior and marketing strategy. Her research investigates the role of legal and cultural institutions in creating markets, the influence of language on consumer judgments of legitimacy, and the process of consumer co-creation. Humphreys is the author of "Social Media: Enduring Principles" (Oxford University Press, 2016), and her work has been published in the Journal of Marketing, the Journal of Consumer Research and Sociology Compass. She also serves as an associate editor at the Journal of Consumer Research.

The JAR welcomes research submissions on advertising and advertising-related topics for consideration in forthcoming issues. Specifically, the Journal is looking for both empirical and conceptual submissions that not only advance the understanding of advertising and marketing, but provide insights relevant to advertising and marketing practitioners. The Journal is particularly interested in submissions related to optimizing ad spend, A.I. and machine learning, social media, influencers, new forms of creative, and measuring the impact of advertising.

For more information, visit the [JAR pages at the ARF website](#).

### **About The ARF**

Founded more than 80 years ago, the ARF is dedicated to creating, curating, and sharing objective, industry-level advertising research to enable members to make a true impact on their advertising and build marketing leadership within their organizations. It has more than 400 members from leading brand advertisers, agencies, research firms and media-tech companies. For more information, visit [www.thearf.org](http://www.thearf.org).