KAS 한국광고학회 Korean Advertising Society

2026 KAS X NCCU Global Advertising Conference in Taipei

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

July 7–8, 2026 | NCCU, Taipei, Taiwan

Submission Cover Page

1. Paper Information

Paper Title	To Read or to Click? AI-Generated Visual Summaries and Disclosure in Shaping User Trust and ToS Comprehension
Topic Area	☐ AI & Algorithmic Advertising ☐ Personalization & Privacy ☐ Generative AI & Ad Creativity Platforms ☐ Conversational AI Marketing ☐ Cross-Cultural Advertising ▪Advertising Transparency & Disclosure ☐ Influencer Marketing & Creator Economy ☐ Advertising on Recommendation ☐ Ad Fatigue & Ad Avoidance ☐ Other: _____
Keywords	AI Disclosure; Cognitive Load; Platform Trust; Visual Information Design; Procedural Justice

2. Author Information & Presenter Contact

** Check ☑ in the Presenter column to indicate the presenting author. Order column shows authorship order (1st, 2nd…). Fill in Phone for the presenter only.*

Presenter	Order	Name	Affiliation	Position / Title	Country	Email	Phone
▪	1st Author	Chiang Yuan Chun	Master's Program in Digital Content and Technologies, National Chengchi University	Master's Student	Taiwan	yuanc2021@gmail.com	+886 972-791-328
☐	2nd Author						
☐	3rd Author						

** Add rows as needed for additional co-authors.*

3. Submission Type

KAS Membership Status (Presenter)	☐ KAS Member ☐ Student Member (KAS) ▪Non-Member *Non-members are welcome to submit.*
Submission Method	**Email submission to: kas0264@hanmail.net** *Send TWO separate files: (1) Cover Page + (2) Extended Abstract*
Deadline	**May 13, 2026**

Important Notes

- Include author information ONLY in this Cover Page. The Extended Abstract must contain NO author-identifying information.
- All submissions undergo Double-Blind Peer Review by the joint KAS–NCCU Review Committee.
- Inquiries: Korean Advertising Society | Tel: +82-2-2144-0264 | kas0264@hanmail.net