

CALL FOR PAPERS

The **EUROPEAN ADVERTISING ACADEMY** in association with
THE UNIVERSITY OF ANTWERP
invites you to submit papers for the

7th International Conference on Research in Advertising (ICORIA)

University of Antwerp Management School, June 27th – 28th 2008

THE 7th ICORIA CONFERENCE will be held in 2008 in Antwerp, one of the most interesting cities in Europe. Over 80 papers on topics related to Advertising and Brand Communication will be presented during the two days of the conference. We plan a reception in the University of Antwerp Management School on Thursday evening, and a Gala Dinner and party on Friday evening. The conference fee for registration before May 20, 2008 is €340 which includes admission to all sessions, lunches and refreshments on both days, Thursday reception, Friday dinner and party, and a €25 annual membership fee of the European Advertising Academy. Full information on travel & accommodation can be found on the conference website: www.icoria.org.

PAPER SUBMISSION: Please submit a five page summary of your paper **as soon as possible** (but no later than **March 31, 2008**) to: papers@icoria.org. All submissions will undergo blind peer review, so papers should be laid out in correct academic style and authors should not be identified in text. Your summary must include an Abstract, Introduction, Discussion and/or Conclusions, and list of References, as well as a brief description of your hypotheses, research objectives, methods, and findings. Papers should be composed of five pages; single-spaced; 12 point font; Times New Roman; title page, tables, figures and references excluded. The cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details, including: e-mail address, telephone, and postal address. Please refer to the Style sheet for details regarding the required submission format.

SUGGESTED TOPICS:

Advertising & Brand Communication issues, such as, but not excluding other topics:

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| - Accountability & effectiveness | - Attention & Processing |
| - Branding | - Brand portfolio analysis |
| - Channel & Multi media | - Content & creativity |
| - Consumer behaviour | - Corporate responsibility |
| - Cross-cultural issues | - Emotions |
| - Ethics | - Internet |
| - IMC | - Measurement & evaluation |
| - Media management | - Models of brand communication |
| - Product placement | - Public relations |
| - Relationship building | - Sponsorship & Events |
| - Special target groups | - Special industries & organisations |

PUBLICATION:

- All accepted paper proposals will be published in the Conference Proceedings CD-ROM
- A selection of extended papers will be published as a book after the conference.
- The winner of the Best Paper prize and other papers chosen by the IJA Editor may be invited to turn their summaries into full papers for publication in IJA. Papers will be subject to the IJA review process.

BEST PAPER AWARD:

A prize of **€400 (£350, \$600)** sponsored by the INTERNATIONAL JOURNAL OF ADVERTISING, will be awarded to the best paper submitted. The award will be judged by the members of the Paper Review committee.

MORE INFORMATION:

Please visit our conference website at <http://www.icoria.org>. If you have any questions about paper submission, please contact papers@icoria.org. For questions concerning the venue or practical arrangements, please mail to contact@icoria.org.

We look forward to receiving your submission and seeing you in Antwerp in 2008!

