



# ICORIA'09

June 25.-27. 2009, in Klagenfurt am Woerthersee, Austria

## Call for Papers

The 8<sup>th</sup> International Conference on Research in Advertising 2009 will be held in Austria in Klagenfurt am Woerthersee which is located in the heart of the alps-adriatic region. The conference will take place at the HOTEL SANDWIRTH in Klagenfurt. We plan a Get-together on Thursday evening and a Gala Night on Friday evening. The conference fee for registration before May 31, 2009 is €380 which includes admission to all sessions, lunches and refreshments on both days, the welcome reception, the gala night, the conference proceedings as well as the €25 annual membership fee of the European Advertising Academy. Full information on travel & accommodation can be found on the conference website: [www.icoria.org](http://www.icoria.org).

### Paper Submission: *Deadline Extension: April 1, 2009*

Please submit a five page summary of your paper as soon as possible (but no later than **April 1, 2009**) to: [papers@icoria.org](mailto:papers@icoria.org). All submissions will be blind peer reviewed, 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, this style sheet is also provided on the ICORIA-website.

### Suggested Topics

The ICORIA'09 invites papers in following issues (but not excluding other and related topics):

#### Advertising

- Accountability & Effectiveness
- Attention & Processing
- Content & Creativity
- Cross-cultural Issues
- Special Target Groups

#### Branding

- Brand Portfolio Analysis
- Models of Brand Communication

#### Communication Management

- Public Relations
- Sponsorship & Events
- Product Placement
- Integrated Marketing Communication

#### Consumer Behavior

- Relationship Building
- Emotions
- Special Industries & Organizations

#### Media

- Channel & Multi Media Management
- Convergence Management
- Cross Media Strategies
- Data Security in New Media
- Internet and New Media
- Media Management and Media Advertising
- Virtual Worlds

#### Methodological Issues

- Measurement in Advertising and Consumer Behavior
- Quantitative Methodologies in Communication Research
- Qualitative Methodologies in Communication Research

#### Public Policy Management

- Ethics
- Corporate Social Responsibility
- Marketing in Restricted Industries (Pharma, Tobacco, ...)
- Political Communication
- Stakeholder Advertising



## Publications

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- All accepted paper proposals will be published in the Conference Proceedings CD-ROM
- A selection of extended papers will be published in an *EAA Book Series*.
- There will be a "Best Paper Award" among all submitted papers. The award will be judged by the members of the Paper Review Committee.
- 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 regular IJA review process, however, acceptance is not guaranteed.

## More Information

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

We look forward to receiving your submission and seeing you in Klagenfurt in June 2009!

Ralf Terlutter

Department of Marketing and International  
Management, Klagenfurt University

Sandra Diehl

Department for Media and Communication  
Studies, Klagenfurt University

Matthias Karmasin

Department for Media and Communication  
Studies, Klagenfurt University