

## ICORIA 2011

### June 23.-25. 2011, Berlin, Germany



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### Call for Papers:

The 10<sup>th</sup> International Conference on Research in Advertising 2011 will be held in Berlin, one of the most exciting cities in Europe. Around 100 papers on various topics related to advertising and brand communication will be presented during the two days of the conference: **June 24th and 25th, 2011**. The conference will take place at the Hilton Hotel Berlin. We plan a Get-together on Thursday evening and a Gala Night on Friday evening. The conference fee for registration before May 20, 2011 is €390 which includes admission to all sessions, lunches and refreshments on both days, the welcome reception, the gala night, the conference proceedings and the €25 annual membership fee of the European Advertising Academy. The conference fee for registration after May 20, 2011 is €440. Full information on travel & accommodation will be provided on the conference website: [www.icoria.org](http://www.icoria.org).

### Paper Submission:

Please submit a five page summary of your paper **as soon as possible** (but no later than **March 15, 2011**) 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 provided on the ICORIA-website for further details.

## Suggested Topics:

The ICORIA 2011 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:

All accepted paper proposals will be published in the Conference Proceedings CD-ROM. A selection of extended papers will be published in the **EAA Advances in Advertising Research, Vol. III**. The book is an official publication of the European Advertising Academy, which will be published by a German affiliate of Springer, Gabler. There will be a "Best Paper Award" among all submitted papers and a "Best Student Paper Award" for the best paper by a Ph.D. candidate. Selected papers will be invited for formal submission to the International Journal of Advertising.

## More Information:

Please visit our conference website at <http://www.icoria.org>. If you have any questions about paper submission or other matters, please contact Martin Eisend at [eisend@euv-frankfurt-o.de](mailto:eisend@euv-frankfurt-o.de) or Tobias Langner at [langner@wiwi.uni-wuppertal.de](mailto:langner@wiwi.uni-wuppertal.de).

**We look forward to receiving your submission and seeing you in Berlin in June 2011!**

**Martin Eisend**

Conference Chair  
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**Tobias Langner**

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