

## CALL FOR PAPERS

### ICORIA 2012

**June 29-30, 2012, Stockholm, Sweden**

The 11<sup>th</sup> International Conference on Research in Advertising (ICORIA) 2012 will be held in Stockholm, the capital of Scandinavia. Around 100 papers on topics related to advertising and brand communications will be presented during the two days of the conference.



The overall theme of the conference will be “The changing roles of advertising”. We will explore what advertising is/will be in the future, for instance, in terms of accountability/shareholder value, branded utility, its influence on consumer values and self-images, and signaling effects. Keynote speaker will be Amna Kirimani, Professor of Marketing at the Robert H. Smith School of Business at the University of Maryland. We will also invite leading practitioners from the advertising industry\* to give their view on the topic.

(\*The Gunn Report ranks Sweden among the top 5 most creative countries in the world.)

#### **Paper Submission:**

Please submit a five page summary of your paper as soon as possible (but no later than ~~March 15~~, **extended deadline: March 21, 2012**) to: [papers@icoria.org](mailto:papers@icoria.org). Papers should be laid out in correct academic style. Submissions will be blind peer reviewed and authors should thus not be identified in text. Your summary must include an Abstract, Introduction, Discussion and/or Conclusions, References, as well as a brief description of your hypotheses (if applicable), 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 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 2012 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**

- Emotions/Feelings
- Learning/Knowledge
- Attitudes

**Media**

- Channel & Multi Media Management
- Convergence Management
- Cross Media Strategies
- Digital 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

We especially welcome papers connected to the overall theme; "The changing roles of advertising".

**Publications:**

All accepted paper proposals will be published in the digital Conference Proceedings, made available on a USB upon arrival to the conference. A selection of extended papers will be published in the EAA Advances in Advertising Research, Vol. IV. 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.

**Conference setting:**

The conference will take place at the Stockholm School of Economics (SSE), located in the center of Stockholm. In 2009 the SSE celebrated its 100<sup>th</sup> anniversary and its central location, newly built atrium, and modern classrooms offer an ideal setting for a conference. Accommodation will be offered in three modern hotels located less than 200 meters from the school (less than 2 minutes by foot). The conference dinner will be held in a traditional Swedish setting at the outdoor museum Skansen. Full information on travel and accommodation will be provided on the conference website: [www.icoria.org](http://www.icoria.org).

**More information:**

Please visit our conference website at [www.icoria.org](http://www.icoria.org). If you have any question about paper submissions or other matters please contact Sara Rosengren: [sara.rosengren@hhs.se](mailto:sara.rosengren@hhs.se).

**We look forward to receiving your submission and seeing you in Stockholm in June 2012!**

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