



EUROPEAN ADVERTISING ACADEMY

CALL FOR PAPERS: ICORIA 2014

On June 27 and 28, 2014, the 13th International Conference on Research in Advertising (ICORIA) will be held in Amsterdam, The Netherlands. The ICORIA conference is the main conference of the European Advertising Academy. Valued for its history, creativity and diversity, Amsterdam has grown out to be a leading city in international advertising, and is home to many award-winning global advertising agencies.

The ICORIA conference provides a small and interactive setting, with 100 to 200 participants and a limited number of parallel sessions. The conference draws participants from marketing, communication science and advertising around the world, primarily from Europe, the United States, and Australia. ICORIA 2014 will take place in the center of Amsterdam, in a former warehouse at the waterfront redesigned into a state-of-the art conference facility. The conference will be hosted by the Graduate School of Communication of the University of Amsterdam, which offers Masters and PhD education in Communication Science. The Amsterdam School of Communication Research (ASCoR) is the largest European research institute in Communication, and one of the leading institutes in the world.



A traditional Thursday evening get-together and gala dinner on Friday are planned. New this year is a Thursday afternoon doctoral colloquium, in which renowned scholars share their insights with PhD students in an interactive small group context. More information about this colloquium will be provided in a separate announcement. The conference fee for registration on or before May 25, 2014 is € 375. This includes lunches and refreshments, welcome reception, gala dinner, conference proceedings and the € 25 annual membership fee of the European Advertising Academy. The conference fee for registration after May 25, 2014 is € 450. The colloquium is free for PhD students registered for ICORIA.

Paper Submission:

Please submit a five page summary of your paper on or before March 1, 2014 [this is our new extended deadline] to: 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 the text. Your paper must include Abstract, Introduction, Discussion and/or Conclusion, and list of References, and describe your research objectives, hypotheses, method, and findings. Papers should be composed of five pages; single-spaced; 12 point font (Times New Roman). Title page, tables, figures and references are excluded from the page count. The cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details, including email address. Please refer to the style sheet on the ICORIA-website for further details.

Topics:

ICORIA 2014 invites rigorous academic work on of diverse formats, including quantitative and qualitative empirical work based on surveys, experiments, content analysis and field data, as well as integrative reviews and meta-analyses of prior work. Suggested topics include:

- Advertising
(TV, radio, print, online, social media)
- Branding
- Corporate PR
- Sponsorship & events
- Product placement
- Branded entertainment
- Advergames
- Integrated Marketing Communication
- Consumer responses to marketing communication
- Media strategy
- Health and public policy

Publications:

All accepted paper proposals will be published in the Conference Proceedings, provided on a USB stick to all participants. A selection of extended papers will be published in the EAA Advances in Advertising Research, an official publication of the European Advertising Academy. A “Best Paper “ and “Best Student Paper Award” will be awarded.

More Information:

Please visit our conference website at www.icoria.org. If you have any questions about paper submission or other matters, please contact the organizers. We look forward to receiving your submission and seeing you in Amsterdam in June 2014!

The organizing committee at the University of Amsterdam:

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