

July 2 - 4, London, UK

Call for Papers:

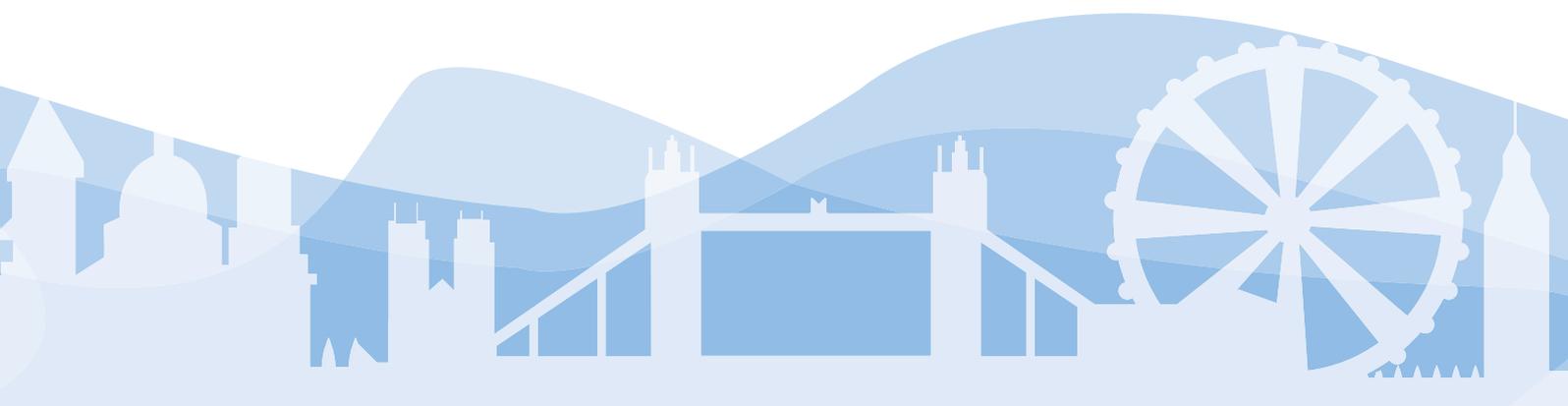
The 14th International Conference on Research in Advertising 2015 will be held in London, UK, one of the most exciting cities in the world. The conference theme "Bridging the Gap" embodies the need for closer collaboration between advertising academia and practice. Around 150 papers on various topics related to advertising and brand communication will be presented during the two days of the conference: July 3rd and 4th, 2015. The 2nd Doctoral Colloquium, followed by a welcome reception, will be held on July 2nd. The conference will take place on the campus of the Birkbeck, University of London. A gala dinner is scheduled on Friday, as well as a sight-seeing tour of London on Saturday, following the last sessions of the conference.

The conference fee for registration before May 20, 2015 is €375 which includes admission to all sessions, lunches, and refreshments, the welcome reception, the gala dinner, the sightseeing tour, the conference proceedings and the €25 annual membership fee of the European Advertising Academy (EAA). The conference fee for registration after May 20, 2015 is €450.

Full information on travel & accommodation will be provided 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 15, 2015) 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 summary must include an Abstract, Introduction, Discussion and/or Conclusion, 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 2015 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

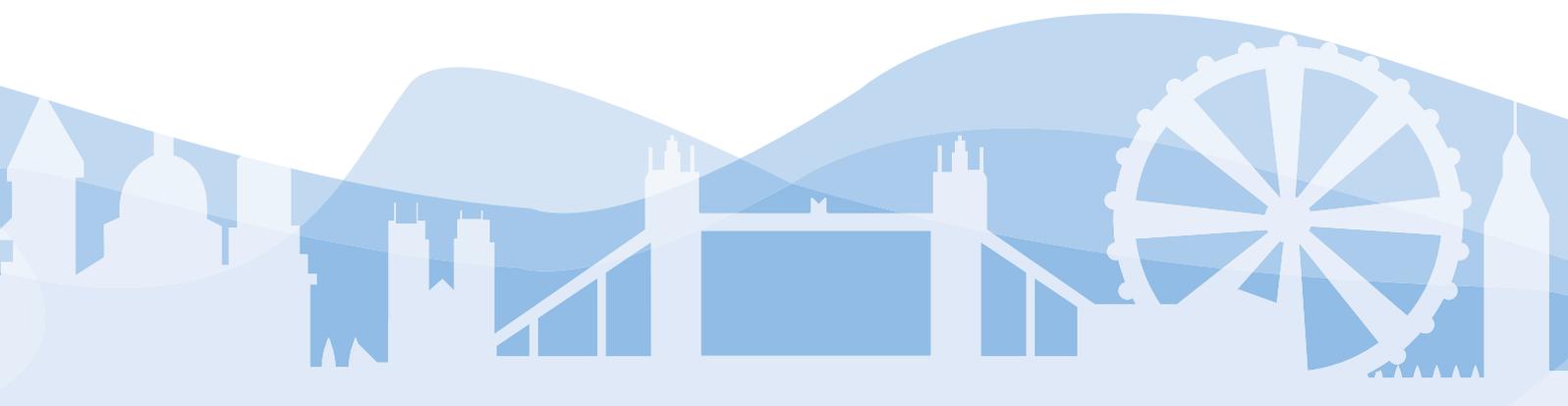
- Channel & Multi Media Management
- Convergence Management
- Cross Media Strategies
- Data Security in New Media
- Internet and New Media
- Media Management and Media Advertising
- Virtual Worlds

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
- Political Communication
- Stakeholder Advertising



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Publications:

All accepted paper proposals will be published in the Conference Proceedings, provided on a USB stick. A selection of extended papers will be published in the EAA Advances in Advertising Research, Vol. VII, an official publication of the European Advertising Academy. The "Best Paper Award" among all submitted papers and a "Best Student Paper Award" for the best paper by a Ph.D. candidate will be awarded.

2nd ICORIA Doctoral Colloquium:

The aim of this colloquium is to provide PhD students with professional skills for their academic career. A selection of renowned scholars from the field of advertising, marketing and branding will give interactive lectures and workshops on various topics, including how to publish your work in academic top journals, how to manage your supervisors, and the dos and don'ts of peer reviewing.

Active participation and some preparation are expected from the participants. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Furthermore, PhD students will meet their peers from different countries and start or continue building their international network that will be valuable throughout their academic career.

Flemming Hansen Scholarly Achievement Award:

With this award, the EAA acknowledges an author of the publication(s) in a referred journal judged to have demonstrated the significant impact on the field of advertising. The first recipient of the Flemming Hansen Scholarly Achievement Award will be announced at the Gala Dinner.

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 Professor George Christodoulides at g.christodoulides@bbk.ac.uk.

We look forward to receiving your submission and seeing you in London in July 2015!

