

June 30 - July 2, 2016



ICORIA 2016 – Call for Papers

The **15th International Conference on Research in Advertising (ICORIA) 2016** will be held in the European Green Capital 2016 – Ljubljana, Slovenia. The ICORIA is the annual conference of the European Advertising Academy (EAA) whose objective is to promote, disseminate, and stimulate high quality research in advertising. The ICORIA offers excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research.

The theme of the conference is “Challenges in an age of (dis)engagement”. We address challenges in research and management pertaining to the media, contents, and audiences in our current era of (dis)engagement. These challenges relate to the evidence pointing to increasing/decreasing interactions between actors in social, cultural, and economic systems.

The ICORIA 2016 is set to take place at the Faculty of Economics, University of Ljubljana. The conference will begin on **Thursday, June 30, 2016** with the 3rd Doctoral Colloquium and a welcome reception, and finish on **Saturday, July 2, 2016**. A gala dinner is scheduled for **Friday, July 1**. Following the last sessions of the conference, we will organize a **sightseeing tour of Ljubljana on Saturday, July 2**.

The early-bird registration fee before **May 22, 2016** is **€375** which includes a welcome reception, a gala dinner, lunches, refreshments during sessions, a sightseeing tour, conference proceedings, and the €25 annual membership fee of the EAA. The conference fee for those registering **after May 22, 2016** is **€450**.

More information about travel & accommodation will be provided on the EAA website and Facebook page (ICORIA 2016).

Paper Submissions

Please submit a five-page summary of your paper as soon as possible, but not later than **March 13, 2016** to: papers@icoria.org. Your summary must include an Abstract, Introduction, Discussion, and/or Conclusion, and a list of References, as well as a brief description of your hypotheses, research objectives, methods, and findings. Authors can choose to publish either a five-page summary or a one-page extended abstract for the proceedings. For reference, please use the style sheet provided on the ICORIA website. If you have any questions about submitting a paper or any other matter(s), please contact **Vesna Zabkar** at vesna.zabkar@ef.uni-lj.si.



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Suggested Topics

The ICORIA 2016 invites papers on the following issues (without excluding other, 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
- The 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

Publications

All accepted papers will be published in the Conference Proceedings that will be provided on a USB drive. At least one of the authors of a paper that is accepted needs to register and attend the conference. A selection of extended papers will be invited to be published in the official publication of the European Advertising Academy, *Advances in Advertising Research Vol. VIII*. The “Best Paper Award” and the “Best Student Paper Award” will be announced at the Gala Dinner. The short-listed papers for these awards will be considered for a special issue of the *International Journal of Advertising*.



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3rd ICORIA Doctoral Colloquium

The aim of this colloquium is to provide PhD students with professional skills needed for their academic career. A selection of renowned scholars from the fields of advertising, marketing, and branding will give interactive lectures and workshops on various topics, including how to publish your work in top academic journals, how to manage your supervisors, and the do's 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. Moreover, PhD students will meet their peers from different countries and be able to build their international network that will become valuable throughout their academic career.

About Your Host



Faculty of Economics, University of Ljubljana – Knowledge for Progress

The FELU is both a national leader and an internationally recognized education and research institution in the area of business and economics. By gaining the EQUIS and AACSB accreditations, it is ranked among the world's most distinguished business schools. The FELU aims to become even more internationally recognized for its quality and achievements in education and research. Courses conducted in English have been introduced in all

three Bologna cycles, and foreign students can attend numerous courses in English, or enroll in one of the international programs.

In its strategy, the FELU has positioned itself as a center of excellence in South-East Europe. As such, it acts as a bridge between the east and west, working on its ability to source knowledge globally and to transfer it to the SE European region, and vice versa. Apart from education, research is both a key activity and a high priority at the FELU.

Ljubljana
Faculty of Economics,
University of Ljubljana

#icoria2016

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We look forward to receiving your submission(s) and seeing you in Ljubljana!



**EUROPEAN
ADVERTISING
ACADEMY**

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ECONOMICS**