



Friday 1st July

10:00-11:15

Session 1.1: "Barely Famous" (2015): Celebrities, testimonials, icons

Session chair: Ruchi Gupta

Should she hold it or should she eat it? The efficient pose of testimonials to improve perceptions of tastiness of food products

Martina Maurer, Antonia Kraus and Heribert Gierl

Microcelebrity influencers and advertorial disclosure: Practicing the advertising/editorial divide on Instagram

Crystal Abidin and Mart Ots

When icons fail: Self-serving empathy in fans versus non-fans

Kineta Hung, Terri H. Chan and Caleb H. Tse

That's my opinion: Younger consumers' perception of older models in UK newspaper adverts

Kwabena Frimpong

Friday 1st July

10:00-11:15

Session 1.2: "Home Alone" (1990): Advertising to young consumers

Session chair: Kristien Daems

That's an ad? Recognition of TV and website advertising from age 5 to 11 and the effect of disclosure cues

Ini Vanwesenbeeck, Suzanna J. Oprea and Tim Smits

The immediate versus delayed effects of an advertising literacy training on children's responses to product placement

Steffi De Jans, Liselot Hudders and Veroline Cauberghe

Evaluating the cognitive, affective and behavioral effect of placement disclosure on children

Rodrigo Uribe, Alejandra Fuentes-García, Enrique Manzur and Cristian Buzeta

It's engaging! Uses and gratifications of Chinese youths on advergaming

Pui Yuen Lee and Kung Wong Lau

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Session 1.3: "Guy Walks Into an Advertising Agency" (2009): Advertising business

Session chair: Liane Lee

Do agencies get the brief they deserve?

Sarah Turnbull

Perceptions on advertising creativity: Agency – client relationship

George Panigyrakis and Athina Y. Zotou

How junior creatives construct their professional identity through symbolic consumption

Eduard Vidal and David Roca

Partnership in the forefront: Advertising agencies' roles and business clients' loyalty

Maja Arslanagic-Kalajdzic and Vesna Zabkar

Friday 1st July

10:00-11:15

Session 1.4: "War for the Web" (2015): Consumer behavior on the web

Session chair: Urša Golob

Values in consumer information search behavior via SNS: A multidimensional construct

Ofrit Kol, Shalom Levy and Israel D. Nebenzahl

Out-of-home involvement model: An empirical study on advertising response effect of interactivity and sharing

Mingyi GU

Antecedents and consequence of consumer trust in commercial websites

Jisu Huh and Alexander Pfeuffer

App users unwittingly in the spotlight: A model of privacy protection in mobile apps

Vereana Wottrich, Eva van Reijmersdal and Edith Smit

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Friday 1st July

11:45-13:00

Session 2.1: "Welcome to Inspiration" (2015): Creativity in advertising

Session chair: John Karsberg

The impact of advertising creativity: A meta-analysis

Sara Rosengren and Martin Eisend

Structural drivers of creativity

Huw O'Connor, Mark Kilgour, Scott Koslow and Shelia L. Sasser

In the beginning was the word: Establishing the foundations for creativity research in rhetoric theory

Alexander Tevi and Scott Koslow

Green advertising literacy: Using copy and creative literacy information to combat greenwashing

Juliana Fernandes and Sigal Segey

Friday 1st July

11:45-13:00

Session 2.2: "Home Alone 2" (1992): Advertising to young consumers 2

Session chair: Steffi De Jans

Co-creating advertising literacy awareness campaigns with children and teenagers

Kristien Daems, Patrick De Pelsmacker, Ingrid Moons and Els Du Bois

Disclosing brand placement to young children

Pieter De Pauw, Liselot Hudders and Verolien Cauberghe

Commercials vs advergames. Persuasion from age 5 to 14

Evy Neyens

The influence of media violence on young children: A qualitative investigation

Petra Kuhar and Mateja Kos Koklic



Friday 1st July

11:45-13:00

Session 2.3: "Almost Famous" (2000): Celebrity endorsement

Session chair: Marijke De Veirman

Explaining celebrity-brand image transfer in celebrity endorsements: A spontaneous trait transference account

Lars Bergkvist

Not all celebrity-brand associations are alike: An experimental comparison of the effectiveness of advertising, product placement and real life celebrity endorsements

Cristel Antonia Russell and Dina Rasolofoarison

Construction and validation of a five-dimensional celebrity endorsement scale

Ruchi Gupta and Nawal Kishor

Use of celebrity endorsement in advertising: A content analysis of Chilean graphic media

Enrique Manzur, Rodrigo Uribe and Cristian Buzeta

Friday 1st July

11:45-13:00

Session 2.4: "Doctor Zhivago" (1965): Communicating health

Session chair: Jose Manuel Ausin Azofra

The use of advertising appeals in breast cancer detection messages

Fanny V. Dobrenova, Sonja Grabner-Kräuter, Ralf Terlutter and Sandra Diehl

Medical marijuana: Consumer sentiment depicted in social media

Jeff Foreman

Light or heavy? Using metaphoric associations to affect perceptions of the nutritional content of food products

Stefan Thomas and Heribert Gierl



Friday 1st July

14:00-15:15

Session 3.1: "Double Impact" (1991): Consumer evaluations

Session chair: Tomaž Kolar

How money priming affects product evaluation and self-brand connection

Shirin Gatter and Verena Hüttl-Maack

Increasing co-product evaluations by using integrative logos

Antoinia Kraus, Patricia Bouffandeau and Heribert Gierl

When quality marks impair evaluations: The detrimental effect of the number of quality marks with low diagnostic value for product quality

Heribert Gierl

Nothing beats quality? How consumer testing signs are influencing the evaluation of print ads

Havlicek Carina, Marckhgott Eva and Glatz Daniela

Friday 1st July

14:00-15:15

Session 3.2: "Perfect Understanding (1933): Advertising processing

Session chair: Morteza Abolhasani

Can advertisers benefit from the name-letter- and birthday-number effect?

Barbara Keller and Heribert Gierl

Are moving consumers more moved by advertising?

John Karsberg and Micael Dahlén

The effects of the integration of external and internal communication features in digital magazines on consumers' magazine attitude

Fabiënne Rauwers, Hilde Voorveld and Peter Neijens

Does technology matter? Brand placements in 2D versus 3D and 4D movie clips: Effects on brand memory and brand attitude

Ralf Terlutter, Sandra Diehl, Isabell Koinig and Martin Waiguny



Friday 1st July

14:00-15:15

Session 3.3: "Rules of Engagement" (1989): Consumer engagement

Session chair: Emma Beuckels

Facilitating consumer engagement for effective brand communication: A study of using virtual reality to fulfill consumers' personal needs

K.W. Lau and P. Y. Lee

The effect of channel attributes on eWOM engagement via SNS

Yaniv Gvili, Hino Hayiel and Shalom Levy

The role of luxury food in driving engagement

Ewa Maslowska, Vijay Viswanathan and Mototaka Sakashita

Promoting negative comments does not influence all providers alike

Enrique Bigne, María José Miquel and Eva María Caplliure

Friday 1st July

14:00-15:15

Session 3.4: "The Right Connections" (1997): Social media advertising

Session chair: Simone Krouwer

Social media experiences and appreciation for brand communication: The differentiating role of type of platform

Hilde A. M. Voorveld, Guda van Noort, Daan G. Muntinga and Fred E. Bronner

Do effects of social media advertising change at different times of the day? The impact of seeking information and entertainment

Valeria Noguti and David S. Waller

An exploratory study of consumers' motives to engage in social media-based new product idea contests

Fabian A. Geise

The effects of brand equity on the consumer's propensity to engage with brand-related content on social media

Bruno Schivinski, Daan G. Muntinga and Przemyslaw Lukasik



Friday 1st July

15:45-17:00

Session 4.1: "Words and Pictures" (2013): Text in advertising

Session chair: Fabienne Rauwers

In Arabic, English or a mix? Egyptian consumers' response to language choice in product advertisements

Andreu van Hoof, Danique Spierts and Frank van Meurs

The impact of nonverbal facial cues in print advertising

Patrick Vyncke

The effects of warning on persuasion in advertising: The role of timing and argument quality

Marieke L. Fransen, Peeter W.J. Verlegh and Sophie C. Boerman

Brand placement in text: The short- and long-term effects of placement modality and need for cognition

Yana Avramova, Patrick De Pelsmacker and Nathalie Dens

Friday 1st July

15:45-17:00

Session 4.2: "Culture Shock" (1985): Cross-cultural studies

Session chair: Nora Alomar

Beautiful creatures: All change for sexualised representations of women in Brazilian advertising

Karen Middleton and Mauro Jose De Oliveira

Advertising and lifestyles in urban China: A quantitative study on the emerging middle class

Vivian Li Wenhua and Cees de Bont

Cultural paradox in advertising: Evidence from Finland

Salman Saleem

Value paradox in international print advertising: A comparative study of Estonia, Finland and Sweden

Salman Saleem, Jorma Larimo, Minnie Kontkanen, Zsuzsanna Vincze, Galina Biedenbach, Kadi Ummik and Andres Kuusik



Friday 1st July

15:45-17:00

Session 4.3: "Branded" (2012): Corporate branding

Session chair: Nuša Petek

Building corporate brand heritage: Towards an operationalisation of the concept

Ulla Hakala and Barbara Mueller

How to communicate the brand portfolio to boost corporate brand image

Jerome Emanuel Honerkamp and Franz-Rudolf Esch

Mavi Jeans brand storyscape

Ayşe Binay Kurultay

Eventmarketing as a mean to arouse identification of students with their universities

Florian Neus, Hanna Schramm-Klein, Gunnar Mau and Kim-Kathrin Kunze

Friday 1st July

15:45-17:00

Session 4.4: "The Servant" (1963): Advertising in services

Session chair: Anja Geigenmüller

Does public service advertising work?

Guangzhi Chu and Chen He

On the impact of realistic service previews: On customers' willingness to participate

Kristin Lenk and Anja Geigenmüller

The use of the Kano method in the development of new mobile applications for service providers

Beata Bobinac and Ivana Bušljeta Banks

To cut or not to cut? Determinants of consumers' cord-cutting behavior

Morana Fuduric, Edward C. Malthouse and Vijay Viswanathan



Saturday 2nd July

9:30-10:30

Session 5.1: "Online Nation" (2007): Online reviews

Session chair: Freya De Keyzer

Evaluating the comments: Informativeness and persuasiveness of online reviews

Enrique Bigne, Carla Ruiz and Rafael Currás

Language abstraction in online reviews: The influence of prior reviews

Goele Aerts, Tim Smits and Peeter Verleghe

The effect of online reviews on purchase decisions: The moderating roles of review exposure and product involvement

Ewa Maslowska, Vijay Viswanathan and Edward C. Malthouse

Saturday 2nd July

9:30-10:30

Session 5.2: "Perception is All" (2015): Perceptions in print advertising

Session chair: Anne Roos Smink

A typology of minimalism in advertising

Margariti K., Boutsouki C., Hatzithomas L. and Zotos Y.

Lack of cognitive control and conceptual coherence of print advertisements: Illusory pattern perception

Magdalena Gąsiorowska and Alicja Grochowska

When it's time to rhyme: The moderating role of exposure modality on memory for rhyming and non-rhyming brand slogans

Philipp Brune, Tobias Langner and Alexander Fischer

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Saturday 2nd July

9:30-10:30

Session 5.3: "De-Interlaced: Surviving the Mess Media" (2005): Advertising media

Session chair: Verena Wottrich

Native online targeted advertising: Examining two underlying mechanisms

Guda van Noort, Eva A. van Reijmersdal and Sophie C. Boerman

A diary study into the prevalence of multiscreening

Claire Segijn, Hilde Voorveld, Lisa Vandeberg, Sjoerd Pennekamp and Edith Smit

Brands bringing news: Readers' evaluations of hybrid advertisements in online news media

Simone Krouwer and Karolien Poels

Saturday 2nd July

9:30-10:30

Session 5.4: "State of the Planet" (2000): Field reviews

Session chair: Klement Podnar

State of the art of cause-related marketing research

Lars Bergkvist and Kris Qiang Zhou

Mining the IMC term-scape: A framework of integrated marketing communication field in academic journals

Klement Podnar and Urša Golob

The persuasion knowledge model and consumers' response to covert advertising: A critical review

Haiming Hang



Saturday 2nd July

11:00-12:15

Session 6.1: "On-Line 2" (2013): Online reviews

Session chair: Goele Aerts

Protest frames as a new typology to understand the effects of negative online reviews

Lotte M. Willemsen, Guda van Noort, Ewa Maslowska, Edward C. Malthouse, Stefan F. Bernritter and Peeter W. J. Verlegh

The impact of message valence, tone of voice and service type on consumer responses to eWOM on Facebook

Freya De Keyser, Nathalie Dens and Patrick De Pelsmacker

Disentangling the effect of online product review features on purchase behavior

Su Jung Kim, Ewa Maslowska and Edward C. Malthouse

Saturday 2nd July

11:00-12:15

Session 6.2: Culture Shock II (2013): Cross-cultural studies 2

Session chair: Vivian Wenhua Li

Don't mess with Texas pride: Processing fluency's influence on attitudes under cognitive depletion

Kirsten Cowan and Bo Dai

Pursuing the Chinese dream: Chinese consumers' response to nationalistic and global appeals in advertising

Yu Liu, Wan-Hsiu Sunny Tsai and Juliana Fernandes

The role of international product placement in an era of dis-engagement: A comparative study of Europe and Latin America

Charlotte Insa Tews and Chris Halliburton

The perception of global brands in East Asian countries: The effect of model ethnicity and consumer ethnocentrism

Hironobu Minoguchi, Morikazu Hirose, Kyohei Kojiri and Huizhao Guo



Saturday 2nd July

11:00-12:15

Session 6.3: "Man Seeking Woman" (2015): Gender in advertising

Session chair: Mateja Kos Koklič

A gender perspective on playing health-related advergames and brand placement in an experimental setting
Johanna Roettl, Sonja Bidmon and Ralf Terlutter

A gender perspective on physician-rating websites (PRWS): Results from a web-based survey
Sonja Bidmon, Johanna Röttl and Ralf Terlutter

Customer satisfaction with online banking: Effects of gender on the relationship between factor level and overall satisfaction
Sonja Bidmon, and Richard Petz

Gender-specific responses to advertisements emphasizing care- or justice-orientation of companies
Tanja Schneider and Heribert Gierl

Saturday 2nd July

11:00-12:15

Session 6.4: "A Winning Attitude" (2010): Advertising effectiveness

Session chair: Roberto Sanchez Reina

Positive and negative cross-media synergies and effect on media-mix recommendations
Jana Suklan and Vesna Žabkar

Is bus television an effective medium for advertising?
Kara Chan, Maggie Fung and Paul T. Wong

How information complexity dynamically affects consumers' viewing duration in a multiscreen media environment
Cody Cooper and Claire Segijn

Is three better than two? Effective communication with trimodal television commercials
Surendra N. Singh, Sanjay Mishra, Anurag Pant and Priyamvadha Rangan



Saturday 2nd July

13:45-15:00

Session 7.1: "Altered Perception" (2016): Perceptions of advertising

Session chair: Chen He

The representation of older models in television advertising towards generation Y brand interest

Izian Idris and Joyce Nga

Investigating the influence of background music in higher education advertisements: A genre perspective

Morteza Abolhasani and Steve Oakes

When should risk communication messages be assertive? Differentiating the moderating effects of perceived issue importance and perceived susceptibility

Marina I. Wieluch

Facial expressions in advertising: A laboratory versus a living room study

José Manuel Ausín, Jaime Guixeres, Enrique Bigne, Félix Fuentes-Hurtado and Mariano Alcañiz

Saturday 2nd July

13:45-15:00

Session 7.2: "Whistleblowers" (2016): Disclosures in advertising

Session chair: Bradley Wilson

How modality and explicitness of disclosures of sponsored branded online video content affect consumers' online brand engagement

Stefan F. Bernritter, Somaiya Tabib and Sophie C. Boerman

Brand placement disclosure effects on persuasion: The moderating role of consumer self-control

Loes Janssen, Marieke L. Fransen, Rebecca Wulff and Eva A. van Reijmersdal

Effect of sponsorship disclosure in YouTube product reviews and the moderating role of viewers' expectancy

Alexander Pfeuffer, Xinyu Lu, Yiran Zhang and Jisu Huh

Effects of brand placement disclosures: An eyetracking study into the effects of disclosures and the role of brand familiarity

Anne Roos Smink, Eva A. van Reijmersdal and Sophie C. Boerman

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Saturday 2nd July

13:45-15:00

Session 7.3: "The Right Attitude?" (1968): Advertising attitudes

Session chair: Mateja Kos Koklic

Single versus multiple measurement of ad and brand attitude: A meta-analytical perspective

Lawrence Ang and Martin Eisend

Students' attitude towards advertising in the new digital environment

Kathleen Mortimer and Sally Laurie

An examination of consumers' attitudes toward online advertising formats

Nina Ribnikar and Mateja Kos Koklic

Marketing through Instagram influencers: Impact of number of followers and product divergence on brand attitude

Marijke De Veirman, Verolien Cauberghe and Liselot Hudders

Saturday 2nd July

13:45-15:00

Session 7.4: Special session on content marketing

Session chair: Hairong Li

Contrasting advertising and content marketing: A psychological perspective

Brittany Duff

The entertainment persuasion link: Understanding how content marketing persuades

Martin K.J. Waiguny

Content marketing in China: Creative mix of globalization and localization

Sangruo Huang

A strategy for creating consumer engagement through content

Edward Malthouse



Saturday 2nd July

15:15-16:30

Session 8.1: "Emotional Arithmetic" (2007): Emotions in advertising

Session chair: Julie Edell

The effects of disparagement humor in online advertising on consumer engagement with brands

Malgorzata Karpinska-Krakowiak

The impact of gelotophilia and katagelasticism on the effectiveness of disparagement humor

Voutsas Maria, Hatzithomas Leonidas, Boutsouki Christina and Zotos Yorgos

When statistical evidence fails: The moderating effect of comparative optimism

Sandra Praxmarer-Carus and Marina I. Wieluch

The impulsivity challenge

Don E. Schultz, Martin Block and Vijay Viswanathan

Saturday 2nd July

15:15-16:30

Session 8.2: "The Naked Brand" (2013): Branding

Session chair: Ulla Hakala

The impact of new and traditional marketing communication tools on brand equity

Nuša Petek, Maja Konečnik Ruzzier and Vesna Žabkar

Between dream and reality: A qualitative exploration of strategically ambiguous branding practices

Mădălina Trușcă and Daan Muntinga

External and internal context in the coherence of advertisement: An empirical study on the affect to the ad and brand

Alicja Grochowska and Andrzej Falkowski

Being warm or competent: A brand personality analysis in China

Terri H. Chan, Rocky Peng Chen and Caleb H. Tse



Saturday 2nd July

15:15-16:30

Session 8.3: "Face Book" (2014): Social media in advertising

Session chair: Claire Segijn

Don't disturb the dead: Consumers' attitude toward promotional messages on post-mortem Facebook pages
Benjamin Boeuf and Jessica Darveau

The impact of media multitasking on advertising irritation: The moderating role of the Facebook wall
Emma Beuckels, Veroline Cauberghe and Liselot Hudders

"Position, position, position." Content and context factors influencing user acceptance of Facebook advertisements

Evert Van den Broeck, Karolien Poels and Michel Walrave

Dialogic communication through Facebook: A tool of stakeholder engagement for NPO branding

Sema Misci Kip and Ebru Uzunoğlu

Saturday 2nd July

15:15-16:30

Session 8.4: "The Tourist: Action in Venice" (2011): Tourism & Sports

Session chair: Tomaž Kolar

Effect of destination image in advertising: The role of self-congruity

Tina Šegota and Zlatko Jančič

Destination brand image, personality and tourists' future behavioral intention – The case of Bangsaen destination

Chompunuch Punyapiroje

Determinants of sports TV audience: The case of the FIFA World Cups in Chile

Rodrigo Uribe, Cristian Buzeta, Enrique Manzur and Isabel Álvarez

IMC's implementation in football

Elisavet Argyro Manoli