



## CALL FOR PAPERS

Ghent University will be hosting the **16th International Conference on Research in Advertising (ICORIA)** from June 29<sup>th</sup> 2017 to July 1<sup>st</sup> 2017 in the historical city center of Ghent, Belgium. The ICORIA is the annual conference of the European Advertising Academy (EAA) whose objective it is to promote, disseminate and stimulate high quality research in the field. ICORIA offers a small and interactive setting and provides excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research.

This year's conference will focus on an emerging and challenging topic **"Power to the consumers: how content becomes the message"**. We address challenges and opportunities in research and management related to new advertising and consumer practices in a converging media society. The ICORIA will start on June 29<sup>th</sup>, 2017 with the 4<sup>th</sup> doctoral colloquium and a welcome reception. On Friday June 30<sup>th</sup> and Saturday July 1<sup>st</sup> 2017, the conference will accommodate presentations of around 150 papers on various topics related to advertising and communication but will also schedule a Gala dinner and a sight-seeing boat trip that takes one through the heart of the city.

The venue of the location is The Faculty of Political and Social Sciences of Ghent University. Ghent is a history-breathing authentic city that can rely on a well-preserved and restored medieval heritage but also incorporates an energetic culture and modern city life. Ghent is therefore a vibrant city that has a strong affinity with the media and commercial landscape, accommodating numerous communication agencies and a diverse range of media and advertising research companies.

### FOURTH 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.



## TOPICS

The ICORIA 2017 invites papers on the following issues (without excluding other, related topics) with a special focus on (but not limited to) **digital marketing**:

- **Advertising**  
*Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-Cultural Issues, Special Target Groups*
- **Branding**  
*Brand Portfolio Analysis, Models of Brand Communication*
- **Communication Management**  
*Integrated Marketing Communication, Public Relations, Product Placement, Sponsorship & Events*
- **Consumer Behavior**  
*Emotions, Relationship Building, Special Industries & Organizations*
- **Media**  
*Channel & Multi-Media Management, Convergence Management, Cross-Media Strategies, Data Security in New Media, Internet & New Media, Media Management & Media Advertising, Virtual Worlds*
- **Methodological Issues**  
*Measurement in Advertising and Consumer Behavior, Qualitative Methodologies in Communication Research, Quantitative Methodologies in Communication Research*
- **Public Policy Management**  
*Corporate Social Responsibility, Ethics, Marketing in Restricted Industries, Political Communication, Stakeholder Advertising*

## PAPER SUBMISSIONS

Please submit a five page summary of your paper as soon as possible (but no later than March 15, 2017). Paper summaries must be submitted by following the submission procedure on EasyChair: <https://easychair.org/conferences/?conf=icoria2017>. The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypothesis, research objective, methods and findings. Please look at the style sheet provided on the ICORIA-website for further details about the submission style. 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. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

## REGISTRATION

At least one of the authors of a paper that is accepted needs to register and attend the conference. The conference fee for registration before May 21, 2017 is €375, while the conference fee for registration after May 21, 2017 is €450. The fee 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 doctoral colloquium is free of charge for PhD students registered for the conference.



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## PUBLICATIONS

All accepted papers will be published in the Conference Proceedings that will be provided on a USB drive. Authors will be allowed to choose to publish either a five-page summary or a one-page extended abstract for the proceedings. 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. IX. The "Best Paper Award" and the "Best Student Paper Award" will be announced at the Gala Dinner. Papers that received high reviewer scores will be considered for a special issue of the *International Journal of Advertising*.

## MORE INFORMATION

Please visit our conference website at [www.icoria.org](http://www.icoria.org) for more information. More details about travel and accommodation will be provided on the website, on the 2017 Icoria Facebook page (Icoria 2017) and Twitter (#ICORIA2017). Please contact the organizers for any questions about paper submission or other matters.

The conference chairs:

**Prof. Verolien Cauberghe**  
Veroline.Cauberghe@UGent.be

**Prof. Liselot Hudders**  
Liselot.Hudders@UGent.be

With help of the organizing committee at Ghent University:

**Marijke De Veirman**  
**Emma Beuckels**  
**Prof. Laura Herrewijn**  
**Prof. Dienneke Van de Sompel**

**WE LOOK FORWARD TO RECEIVING YOUR  
SUBMISSION(S) AND SEEING YOU IN GHENT!**