



## CALL FOR PAPERS

The Department of Marketing of the School of Economics at the University of Valencia and the **European Advertising Academy** are delighted to invite you to Valencia, Spain, for the **17th International Conference on Research in Advertising (ICORIA)** taking place on June 21-23, 2018.

The conference theme **“Brand communication with multi touchpoints”** encourages new insights into how profitability and customer engagement are affected by multiple and very diverse consumer touchpoints in an omni-connected world.

The ICORIA will start on June 21<sup>st</sup>, 2018 with the 5<sup>th</sup> doctoral colloquium and a welcome reception. On Friday June 22<sup>nd</sup> and Saturday 23<sup>rd</sup> 2018, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. More touch points include a Gala dinner on Friday night and a sight-seeing tour on Saturday.

The venue will be the University–Business Foundation of the University of Valencia, which is located in the historic city centre of Valencia. There aren't many cities like Valencia which can harmoniously combine the remnants of its most distant past, dating to the year 138 BC, with the most innovative and avant-garde buildings from the new millennium. Valencia is trade, culture, cinema, theatre, magic, museums and business. It is one of the most active cities in Europe for fairs and conferences. Thanks to its location, Valencia has historically been Spain's Mediterranean port giving it a special charm, along with fine sand and pure water. The vastness of the sea and the closeness of the mountains make the Valencian coast uniquely attractive.



## FIFTH 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.

## SUGGESTED TOPICS

The ICORIA 2018 invites papers on the following issues (without excluding other related topics):

<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>• <i>Accountability &amp; effectiveness</i></li> <li>• <i>Attention &amp; processing</i></li> <li>• <i>Content &amp; creativity</i></li> <li>• <i>Cross-cultural issues</i></li> <li>• <i>Special target groups</i></li> <li>• <i>Non-conventional advertising</i></li> </ul>	<p><b>Digital Media</b></p> <ul style="list-style-type: none"> <li>• <i>Social media</i></li> <li>• <i>Mobile media</i></li> <li>• <i>User generated content</i></li> <li>• <i>Touchpoints</i></li> <li>• <i>Omni-connection and attribution</i></li> <li>• <i>Virtual reality</i></li> <li>• <i>Personal data security in digital media</i></li> </ul>
<p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• <i>Brand portfolio analysis</i></li> <li>• <i>Models of brand communication</i></li> <li>• <i>Brand communication and brand equity</i></li> </ul>	<p><b>Mass Media</b></p> <ul style="list-style-type: none"> <li>• <i>Channel &amp; multi-media management</i></li> <li>• <i>Convergence management</i></li> <li>• <i>Cross-media strategies</i></li> <li>• <i>Media management &amp; media advertising</i></li> </ul>
<p><b>Communication Management</b></p> <ul style="list-style-type: none"> <li>• <i>Integrated marketing communication</i></li> <li>• <i>Public relations</i></li> <li>• <i>Product placement, Branded content</i></li> <li>• <i>Content marketing</i></li> <li>• <i>Sponsorship &amp; events</i></li> </ul>	<p><b>Methodological issues</b></p> <ul style="list-style-type: none"> <li>• <i>Measurement in advertising and consumer behavior</i></li> <li>• <i>Qualitative methodologies in communication research</i></li> <li>• <i>Quantitative methodologies in communication research</i></li> <li>• <i>Big data in advertising</i></li> <li>• <i>Artificial neural networks, machine learning and AI in communication research</i></li> <li>• <i>Neurophysiological methods in communication research</i></li> <li>• <i>Text, data, image analytics and Intelligent video analytics</i></li> </ul>
<p><b>Consumer Behaviour</b></p> <ul style="list-style-type: none"> <li>• <i>Emotions &amp; engagement</i></li> <li>• <i>Neuroscience and communication</i></li> <li>• <i>Relationship building</i></li> <li>• <i>Multidevice and consumer response</i></li> <li>• <i>Personalization and hypertargeting</i></li> </ul>	<p><b>Public Policy Management</b></p> <ul style="list-style-type: none"> <li>• <i>Corporate social responsibility</i></li> <li>• <i>Ethics</i></li> <li>• <i>Marketing in restricted industries</i></li> <li>• <i>Political communication</i></li> <li>• <i>Stakeholder advertising</i></li> </ul>

## PAPER SUBMISSIONS

Please submit a ten page summary of your paper as soon as possible (but **no later than March 14, 2018**). Paper summaries must be submitted by following the submission procedure on EasyChair: <https://easychair.org/conferences/?conf=icoria2018>

The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Please refer to [ICORIA 2018 Submission Instructions](#) when preparing the paper and title page. Papers must be prepared using the [layout](#) and [reference](#) guidelines\* of the International Journal of Advertising.

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.

\* Please note that 2018 is the first year that ICORIA papers should be prepared using the IJA layout and reference guidelines. The maximum length of the paper is still the same, but the layout is different.

## SPECIAL SESSIONS

Proposals for a Special Session (SS) should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

The aim of SS is to stimulate discussion and set up new insights or domains. Special session proposals are peer reviewed based on the relevance of the topic, innovative approach, and the quality of the content.

All guidelines and criteria for regular submissions are applied for submissions of a SS (please consult [ICORIA 2018 Submission Instructions](#)). Length is limited to two pages per paper plus a separate cover/title page.

The summary of each contributor must include an Abstract, Introduction, Discussion and/or Conclusion and a short list of references. Also a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/title page should include for all the manuscripts: Title, Author(s) names, Affiliations, and Contact Details.

## 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 ten-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. X. 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*.

## 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, 2018 is €375, while the conference fee for registration after May 21, 2018 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 €30 annual membership fee of the European Advertising Academy (EAA). Participants can also become a joint AAA-EAA member. The doctoral colloquium is free of charge for PhD students registered for the conference.

## 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 2018 ICORIA Facebook page (ICORIA 2018) and Twitter (@ICORIA2018). Please contact the organizers for any questions about paper submission or other matters.

The conference chair:

Enrique Bigne

[enrique.bigne@uv.es](mailto:enrique.bigne@uv.es)

Organizing committee at the University of Valencia:

Joaquín Aldás

Luisa Andreu

Víctor Ballester

Pedro Canales

Antonio Carlos Cuenca

Rafael Currás

Asunción Hernández

Inés Küster

Carmen Pérez

Marcelo Royo

Carla Ruiz

Isabel Sánchez

Silvia Sanz

Natalia Vila

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



**EUROPEAN  
ADVERTISING  
ACADEMY**

VNIVERSITAT [0%]  
ED VALÈNCIA [0%]  
**Facultat d'Economia**



**EUROPEAN  
ADVERTISING  
ACADEMY**

VNIVERSITAT [0%]  
ED VALÈNCIA [0%]  
**Facultat d'Economia**