

ICORIA 2018 SESSIONS PROGRAM
CONFERENCE VENUE. ADEIT BUILDING

FRIDAY 22ND OF JUNE
9:00-10:30. Parallel Session 1.

Session 1.1. PRIVACY AND DATA COLLECTION

Room 1.1+1.2

Session Chair: Valerie Verdoodt

Sophie Boerman, Sanne Kruike-meier and Frederik Zuiderveen Borgesius	Blocking ads and deleting cookies: A panel study exploring online privacy protection behaviour
Brahim Zarouali, Valerie Verdoodt, Michel Walrave, Karolien Poels, Koen Ponnet and Eva Lievens	Adolescents' persuasion skills and privacy protection strategies in the context of targeted advertising on social networking sites: Implications for regulation
Ignacio Redondo and Gloria Aznar	The effects of knowledge of ad blockers and attitude toward online advertising on ad blocker usage
Laurien Desimpelaere, Liselot Hudders and Dienneke Van de Sompel	If you're not Paying for it, You are the Product: Children's and Parents' Perceptions of Online Data Collection Practices for Commercial Use.

Session 1.2. ON-LINE REVIEWS

Room 1.3

Session Chair: Peeter Verlegh

Ewa Maslowska, Claire Segijn, Khadija Vakeel and Vijay Viswanathan	How Consumers Use Online Reviews to Make Decisions: An Eye-Tracking Approach
Xijia Hu and Stephan Winter	The Effects of Abstract vs. Concrete Mindsets on the Persuasiveness of Online Reviews: A Construal Level Perspective
Goele Aerts, Tim Smits and Peeter Verlegh	Say your name: How language concreteness in online consumer reviews mediates the effect of reviewer identification on review helpfulness
Carla Ruiz Mafe, Enrique Bigne and Rafael Curras	How does the sequence of valence of online reviews affect behavioral intentions?

Session 1.3. ADVERTISING EFFECTIVENESS I

Room 1.4

Session Chair: Martin Eisend

Caroline Lancelot Miltgen, Cristel Russell and Anne-Sophie Cases	Consumers and Facebook Advertising: A Social Exchange Perspective
Claire Segijn and Martin Eisend	A Meta-analysis into Multiscreening and Advertising Effectiveness
Malgorzata Karpinska-Krakowiak	How to measure advertising effects? An experimental study on ratings versus pairwise comparisons
Sara Catalán, Eva Martínez and Elaine Wallace	Analysing mobile advergaming effectiveness: The role of game repetition, flow, and brand familiarity
Vijay Viswanathan, Khadija Ali Vakeel and Mototaka Sakashita	Is Real-Time Mobile Messaging Effective?

Session 1.4. ENGAGEMENT**Room 2.4****Session Chair: Patrick De Pelsmacker**

Cristian Buzeta, Patrick De Pelsmacker and Nathalie Dens	Motivations to use different social media types and their impact on consumer-brand engagement
Terri Chan	Engaging Consumers in Brand Experience: The Role of Identification and Gamification
Zeph M. C. van Berlo, Eva van Reijmersdal and Guda van Noort	App Engagement Experience Types: On the Value of Branded App Engagement
Fabrice Desmarais and Alexandra Vignolles	Customer engagement through the vocal touchpoint: A cross cultural study.

Session 1.5. EFFECTIVE TACTICS I: COPY AND CONTENT**Room 2.3****Session Chair: Tobias Klinke**

Victoria Villegas Navas, Maria Jose Montero Simo and Rafael Araque Padilla	Effects of cartoons food placements on children
Sandra Praxmarer-Carus and Stefan Wolkenstoefer	Vaccine Promotion: Enhancing the Effectiveness of Narratives Among Vaccine-Skeptical Parents
Andreu van Hooft, Frank van Meurs and Ilse van Mierlo	The Spanish bull or the Catalan donkey? L1 Catalan and L1 Spanish consumers' response to the use of Catalan or Spanish in advertising in Catalonia
Tobias Langner, Tobias Klinke, Nader Fadl and Malte Christ	Making a (letter) case: The impact of letter capitalization on advertising headline perceptions

10:30-11:00 COFFEE**11:00-12:00. Parallel Session 2****Session 2.1. NATIVE ADVERTISING: EVALUATION, ENGAGEMENT AND TRANSPARENCY****Room 1.1+1.2****Session Chair: Karolien Poels**

Dorit Zimand Sheiner, Ofrit Kol and Shalom Levy	The Differentiated Effect of Native Advertising Appeals in SNS
Simone Krouwer, Karolien Poels and Steve Paulussen	Moving towards transparency for native advertisements on news websites - a test of more detailed disclosures
Simone Krouwer, Karolien Poels and Steve Paulussen	Exploring readers' evaluations of native advertisements in a mobile news app

Session 2.2. TWITTER MESSAGES: CONTENT AND EFFECT

Room 1.3

Session Chair: Lotte M. Willemsen

David Flores and Enrique Bigne	Tweeting About the Television Programs Boosts TV Viewership
Hannelore Crijns, Veroline Cauberghe, Liselot Hudders and Ilona Buteneers	Twitter and Terrorism: Insights from a Quantitative Content Analysis of Tweets about the Attacks in Brussels, Belgium
Komala Mazerant and Lotte M. Willemsen	The Time is Right: increasing the success of topical advertising by using temporal characteristics

Session 2.3. CHATBOTS

Room 1.4

Session Chair: Evert Van Den Broeck

Hilde Voorveld and Theo Araujo	Persuasion via virtual assistants: The influence of modality and human name on persuasion knowledge, concerns and persuasive outcomes
Evert Van Den Broeck, Brahim Zarouali and Karolien Poels	A First Look into the Determinants of Retargeted Chatbot Advertising Effectiveness
Brahim Zarouali, Evert Van den Broeck, Karolien Poels and Michel Walrave	Predicting consumer responses to commercial chatbots on Facebook: the role of cognition and affect

Session 2.4. INFLUENCERS

Room 2.4

Session Chair: Jana Schneider

Kuan-Ju Chen, Jhih-Syuan Lin and Yan Shan	Influencer marketing in China: examining the effects of parasocial identification, engagement, and inferences of manipulative intent on self-esteem
Jana Schneider and Franz-Rudolf Esch	Influencer marketing and its impact on the advertised brand
Julia Durau and Sandra Diehl	The Effects of Social Media Fitness Influencers on Attitude and Behavioral Intentions

Session 2.5. ADVERTISING CREATIVITY

Room 2.3

Session Chair: Scott Koslow

Julie Bilby, Stefan Petersen and Lukas Parker	The role of creativity in a digital world: Advertising practitioner views from China
Shunichi Murao	The United States and Japan: Comparative Research on Creativity and The Effect of Account Planning
Huw O'Connor, Mark Kilgour and Scott Koslow	Absorptive Capacity in Creative Advertising Development.

12:00-13:30. Parallel Session 3

Session 3.1. SPONSORED CONTENT

Room 1.1+1.2

Session Chair: Veroline Cauberghe

Martin Eisend, Farid Tarrahi, Eva Van Reijmersdal and Sophie Boerman	What are the effects of disclosing sponsored content? A meta-analysis
Loes Janssen and Marieke Fransen	Written Honesty is the Best Policy: Effects of Disclosure Explicitness and Disclosure Modality on Brand Responses via Critical Attitudes
Marijke De Veirman and Liselot Hudders	Disclosing Sponsored Instagram Posts: The Role of Message-Sidedness and Material Connection with the Brand
Eva Van Reijmersdal, Esther Rozendaal, Liselot Hudders, Veroline Cauberghe, Ini Vanwesenbeeck and Zeph van Berlo	Effects on Children of Disclosing Sponsoring in Vlogs
Steffi De Jans, Liselot Hudders and Veroline Cauberghe	How an Advertising Disclosure Alerts Teenagers to Sponsored Vlogs: The Moderating Role of Influencer Transparency

Session 3.2. ENDORSERS AND SOURCE EFFECT I

Room 1.3

Session Chair: Lars Bergkvist

Rodrigo Uribe, Enrique Manzur and Marlyn Serra	Born and Raised on the Web: The Superiority of Micro Celebrities over Traditional Celebrities as Endorsers
Stefan Bernritter, Stephan Winter, Peeter Verlegh and Edith Smit	Brands with benefits: brand- and network-related drivers of engagement with social advertising
Clara Muela-Molina, Salvador Perelló Oliver, M ^a Victoria Campos Zabala and Alfonso De La Quintana García	Deception by Endorsers. An Empirical Analysis of Deceptive Claims in Advertising
Daniel Bruns, Tobias Langner and Lars Bergkvist	When your celebrity endorser turns into Dracula: The vampire effect revisited

Session 3.3. FOOD ADVERTISING AND PLACEMENTS

Room 1.4

Session Chair: Joseph N. Pitt

Joseph N. Pitt and Lawrence Ang	The Effectiveness of Authenticity in Source and Product Styling on Food Advertising
Amar Moty, Yaniv Gvili and Aner Tal	Promoting Perceived Food Healthiness by Motion: The Effect of Visual Rhetoric in Advertising
Donya Shabgard, Kelley Main and Hamed Aghakhani	Advertisement's Dessert Portrayal and Consumer Perceptions of Taste
Kelly Contreras Galleguillos, Michelle Zuleta Alamos, Jorge Serrano Malebran and Diana Veneros Alquinta	Analysis of purchase behavior of food with nutritional warning labels: The case of the law of nutritional composition of food and its advertising in Chile

Session 3.4. EFFECTIVE TACTICS II**Room 2.4****Session Chair: John Swasy**

Yuting Liu and Morikazu Hirose	The Effects of Subtitled Commercials for Deaf People: An interview survey in Japan
David Badajoz and Angel Rodriguez-Bravo	The effect of ambience sound on communication effectiveness
John Swasy and Anusree Mitra	Comprehension of Qualified Disclosures: The Case of Market Leadership Claims
Daniel Belanche, Carlos Flavian and Alfredo Perez-Rueda	Stimulating users in online pre-roll ads, how to use arousal for different advertising audiences

Session 3.5. ADVERTISING PROCESSING**Room 2.3****Session Chair: Jana Daume**

Serena D'Hooge, Patrick Vyncke, Liselot Hudders and Veroline Cauberghe	The Paradox of Negative Emotional Appeals in Commercial Advertisements
Kei Mineo	How the Need for Cognition Moderate the Effect of the Presence of Third-party Certification Seals on Consumer's Ad Perception
Emma Beuckels, Liselot Hudders, Klaas Bombeke, Verolien Cauberghe and Vadim Lapère	The Impact of Advertising Congruity and Dynamics in a Media Multitasking Context
Jana Daume and Verena Hüttl-Maack	How curiosity-inducing advertising affects consumers' responses: An examination of different curiosity triggers and resulting processes

13:30-15:15 LUNCH**15:15-16:00 KEY NOTE SPEAKER I: JORDI GUIX (Assembly Hall)****16:00-16:45 KEY NOTE SPEAKER II: Prof. WENDY MOE (Assembly Hall)****16:45-17:15 COFFEE****17:15-18:15. Parallel Session 4****Session 4.1. CSR COMMUNICATION****Room 1.1+1.2****Session Chair: Barbara Mueller**

Isabell Koinig, Sandra Diehl and Barbara Mueller	CSR and Gender In The Pharma Industry: Effects of CSR Ad Appeals on Women and Men
Andrea Ettinger, Sonja Grabner-Kräuter, Shintaro Okazaki and Ralf Terlutter	The Mediating Effect of Perceived Consumer Effectiveness on Attitude towards CSR Communication
Sarah Schaefer, Sandra Diehl and Ralf Terlutter	Employees' Background Matters! Insights into the Impact of CSR Communication on Employees Considering Sociodemographic Characteristics

Session 4.2. B2B COMMUNICATION

Room 1.3

Session Chair: Shalom Levy

Wei-Lin Wang and Edward Malthouse	Managing B2B relationships with the engagement monitoring system
Matej Kovac and Vesna Zabkar	Impact of Social Media and Email Engagement on Reputation and Trust in Online Service Context
Shalom Levy and Yaniv Gvili	Online Shopper-Seller Communication and Shoppers' Disposition to Negotiate Online

Session 4.3. IMC

Room 1.4

Session Chair: Don E. Schultz

Ulun Akturan	Ad Content in Tight Cultures: Does Individualistic vs. Collectivistic Mindset Matter?
Luisa Andreu, Carmen Perez-Cabañero and Meagan Pillar	Influence of Instagram on travel decision making and destination image
Lucia Porcu, Salvador Del Barrio-García and Don E. Schultz	Do technological turbulence and innovative organisational culture trigger the achievement of brand competitive advantage? The role of message consistency and stakeholder orientation of IMC strategy

Session 4.4. HUMOR AND GENDER IN ADVERTISING

Room 2.4

Session Chair: Raquel M. Carriço Ferreira

Malgorzata Karpinska-Krakowiak and Martin Eisend	Real or Fake? The Effects of Real versus Fictitious Brands on Consumer Responses to Humor in Advertising Experiments
Lachezar Ivanov, Martin Eisend and Tomas Bayon	Gendering humor in advertising: A comparison of spontaneous and canned humor
Maria Voutsas, Leonidas Hatzithomas and Christina Boutsouki	Is this a joke? Disparaging humorous advertising effectiveness through the advertising character's gender.

Session 4.5. MULTICHANNEL AND TOUCHPOINTS

Room 2.3

Session Chair: Li Hairong

Mingyi Gu, Hairong Li and Zhibin Jiang	Characteristics of Touchpoints: A Literature Review
Lily-Xuehui Gao, Iguácel Melero Polo and F. Javier Sese	Multichannel Integration and the Customer Experience
Silvia Sanz-Blas and Daniela Buzova	Direct and indirect negative consequences of Instagram dependency

20:00-24:00 MEDITERRANEAN GALA DINNER

SATURDAY 23RD JUNE

9:30-10:30. Parallel Session 5

Session 5.1. ADVERTISING EFFECTIVENESS II

Room 1.1+1.2

Session Chair: Liselot Hudders

Julia Dudda	No Further Need to Crack Nuts with the Green Sledgehammer: Enhancing the Effectiveness of Sustainability Communication by Analysing Consumer Reactions on Social Media
Elisabet Mora, Natalia Vila, Inés Küster and Cecilia Ugalde	To whom address a cause-related marketing campaign? The effect of experiential affinity on advertising effectiveness
Carla Mingolla, Liselot Hudders and Veroline Cauberghe	Jumping on the Sustainable Bandwagon: An Experimental Study on the Effectiveness of Heuristics in a Self vs. Other Benefit Frame to Promote Pro-Environmental Consumer Behavior.

Session 5.2. INSTAGRAM AND USER GENERATED CONTENT

Room 1.3

Session Chair: Theo B. Araujo

Juan Kong and María Jesús Casals Carro	Are reviewer's emotions contagious? A study into the role of emotions in online movie review discussions on Douban.movie.com
Annemarie Nanne, Marjolijn Antheunis, Guda van Noort, Sander Wubben and Eric Postma	The use of computer vision to identify popularity predictors in visual brand-related User Generated Content
Ilse Pit, Guda Van Noort, Theo B. Araujo and Peter C. Neijens	How Consumers Present Brands on Instagram: Investigating Persuasive Characteristics in Visual Consumer-Generated Content

Session 5.3. CROSS-CULTURAL ADVERTISING I

Room 1.4

Session Chair: Yorgos Zotos

Barbara Mueller, Sandra Diehl, Ralf Terlutter and Morikazu Hirose	Humane-oriented CSR Appeals in Advertising: Consumer Perspectives from the East and the West
Anastasia Kononova and Claire Segijn	Does multiscreening predict perceptions of advertising in different countries differently? A comparison between the United States and the Netherlands
Kostoula Margariti, Christina Boutsouki, Yorgos Zotos and Leonidas Hatzithomas	Cross Cultural Advertising: Is a Metaphorical, Visual Language Always The Answer?

Session 5.4. SOCIAL MEDIA ADVERTISING: PERSONALIZED COMMUNICATION**Room 2.4****Session Chair: Michel Walrave**

Joanna Strycharz, Guda Van Noort, Natali Helberger and Edith Smit	Consumer view on Personalized Marketing Communication: Overview of benefits and concerns reported by the users
Freya De Keyzer, Nathalie Dens and Patrick De Pelsmacker	Personalized advertising on Facebook: the role of perceived relevance, intrusiveness, information control and privacy protection
Evert Van Den Broeck, Karolien Poels and Michel Walrave	The Role of Advertiser- and Consumer-Controlled Factors in Evaluations and Perceived Outcomes of Personalized Facebook Advertising

Session 5.5. ADVERTISING COPY AND CONTENT**Room 2.3****Session Chair: Svenja Diegelmann**

Augusta Evans, Giuseppe Emanuele Adamo and Barbara Czarnecka	Destination managers' ambivalence towards the use of shocking advertising – an exploratory study
Vanessa Haltmayer and Heribert Gierl	Do Parodies Really Sell? About the Effectiveness of Parodied Fine-Art Paintings in Advertising
Svenja Diegelmann, Katharina Ninaus and Ralf Terlutter	Fear Appeals in British Road Safety Campaigns against Mobile Phone Use While Driving: A Qualitative Content Analysis

10:30-11:00 COFFEE**11:00-12:00 MEET THE EDITORS (Assembly Hall)****12:00-13:30. Parallel Session 6**

EAA BOARD MEETING 12:00-13:30 ROOM 1.5

Session 6.1. Special Session. Marketing Transformation: The Virtual Reality Impact**Room 1.1+1.2****Session Chair: Svetlana Bialkova**

Svetlana Bialkova	From Indoor to Outdoor: How Virtual Reality Reshapes Advertising?
Raymond R. Burke	Virtual Reality for Shoppers Research
Carmen Torrecilla-Moreno, Guixeres Jaime and Mariano Alcañiz	Neuroscientific assessment in virtual reality of a planogram organized for consumption occasions.
Alexander Schnack, Malcolm J. Wright, and Judith L. Holdershawa	Virtual Reality in Marketing Research: In-store Shopper Patterns in an Immersive Virtual Simulated Convenience Store
Mariano Alcañiz, Jaime Guixeres, Enrique Bigné, and Javier	A Methodological Framework Proposal for the Use of Virtual Reality in

Marín	Advertising/communication Research
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Session 6.2. ENDORSERS AND SOURCE EFFECT II

Room 1.3

Session Chair: Maegan Verspaget

T. Bettina Cornwell and Helen Katz	Transitioning from Yesteryear's Celebrity Endorser to Today's Influencer
Vasiliki Boukouvala and Prokopios Theodoridis	The Endorse Credibility Model in a High Intensity Plot Connection Placement Context
Anna Rößner, Erik Hermann and Martin Eisend	Effects of ethnic minority vs. majority endorsers in advertising: The moderating influence of ethnic diversity in society
Alexander Schouten, Loes Janssen and Maegan Verspaget	Celebrity vs. Blogger Endorsements in Advertising, the Role of Identification, Credibility, and Product-Endorser Fit

Session 6.3. BRANDS AND CONSUMER BEHAVIOUR

Room 1.4

Session Chair: Peter Neijens

Anne Roos Smink, Guda Van Noort, Eva Van Reijmersdal and Peter Neijens	Do social use characteristics of an Augmented Reality experience matter? The effect of Snapchat's sponsored lenses on brand connections and brand responses
Olga Kolotouchkina, Belén Puebla Martínez, Leticia Rodas Alfaya and Bárbara Pérez Muñoz	Country of origin recognition accuracy and world's leading apparel brands: the phenomenon of global detachment
Artemis Panigiraki, Eirini Bazaki and Eirini Koronaki	Choosing righteously: the emotions of guilt and pride, the self-expression and the relationship to the Brand
Melanie Verstockt and Liselot Hudders	How Spending on Luxuries Leads to Prosocial Behavior: The Role of Guilt Feelings in the Effect of Luxury Spending on Charity Donations

Session 6.4. ADVERTISING AGENCIES

Room 2.4

Session Chair: Charles R. Taylor

Scott Koslow, Huw O'Connor, Mark Kilgour and Sheila Sasser	Client-Agency Collaboration in New Account Pitches, Pay-for-Performance Systems and Pro Bono Work: "Ad-ventures" with a Double-Edged Sword of Agency Theory
Jürg Kaufmann Argueta	Expanding Creativity + Code: How Advertising Agencies need to adapt their Creative Department in the Digital Age
Bradley James Wilson, David Roca, Charles R. Taylor and Camilo Villegas	The dark side of the cannes awards: 'truchos' or fake ads as seen by colombian creative agency staff
Jorge Del Río, Idoia Portilla and Jürg Kaufmann	The effect of advertising festival awards on the advertising agencies

Session 6.5. RESPONSE TO ADVERTISING**Room 2.3****Session Chair: Wonsun Shin**

M. Shirin Gatter and Verena Hüttl-Maack	How money priming affects the reaction towards competitive advertising for strong and weak brands
Silke Bambauer-Sachse and Priska Heinzle	Reactance arousal in the context of comparative advertising for goods versus services: The role of claim concreteness and type of product attribute
Kristien Daems, Patrick De Pelsmacker and Ingrid Moons	The effect of brand integration and brand interactivity on young teenagers' brand memory, brand attitude and willingness to share personal data
Seounmi Youn and Wonsun Shin	The effect of Facebook newsfeed ads on teens' information disclosure: The interplay of persuasion knowledge, benefit-risk assessment, and ad skepticism

13:30-15:00 LUNCH**15:00-16:00 Parallel Session 7****Session 7.1. SOCIAL MEDIA ADVERTISING II****Room 1.1+1.2****Session Chair: David Waller**

Jorge Serrano Malebran and Jorge Arenas Gaitán	Exploring fashion shoppable content acceptance in mobile social media: A TAM perspective
Joerg Tropp and Andreas Baetzgen	How Snaps are framed. Consequences for advertising
Valeria Noguti and David Waller	How motivations to use social media relate to mobile advertising outcomes

Session 7.2. ADVERGAMING**Room 1.3****Session Chair: Tobias Langner**

Kathryn Charlton	Experience counts: Categorizing in-game advertising
Nuria Alabau-Tejada, María-José Miquel-Romero and Manuel Cuadrado-Garcia	Product Placement in Video Games for Adolescents: Relevance of game-product congruity and product proximity
Christian Gohlke and Frederic Nimmermann	Investigating the Influence of Fit-Articulation on the Perception of Incongruent Advertising in eSports
Nader Fadl and Tobias Langner	How do you play? Investigating different role types of gamification applications and their impact on user engagement

Session 7.3. OFFENSIVE ADVERTISING AND ETHICS**Room 1.4****Session Chair: Kristina Auxtova**

Salvador Perelló Oliver, Clara Muela-Molina, Alfonso de La Quintana García and M ^a Victoria Campos Zabala	Radio Advertorials (RA): an Empirical Study from a Deontological Perspective
Salman Saleem, Sari Alatalo and Eeva-Liisa Oikarinen	Ethical controversy in advertising: An assessment of offensive advertising from Finland
Kristina Auxtova	Behind the Rhetorical Scenes of Offence: A Rhetorical Analysis of Complained-about Offensive Ads

Session 7.4. BRANDING**Room 2.4****Session Chair: Lluís Mas**

Purvendu Sharma	Determining Antecedents and Consequences Of Brand Evangelism
Javier Casanoves, Inés Küster, Natalia Vila, Pedro Canales and Asuncion Hernández	Creating Brand in Higher Education among Students
Cathia Delgado Collao, Elaine Lopes Da Silva and Lluís Mas	Dimensions of Brand Personality in the NPOs of Peru

Session 7.5. CROSS-CULTURAL II**Room 2.3****Session Chair: Yaniv Gvili**

Gauze Kitirattarkarn, Theo Araujo and Peter Neijens	Is it me or us? How national and individual collectivistic-individualistic values influence engagement with brand-related user generated content
Shalom Levy, Yaniv Gvili and Hayiel Hino	Engagement of Ethnic-Minority Consumers with Electronic Word of Mouth (eWOM): The Pivotal Role of Intercultural Factors

16:00-16:30 ASSEMBLY (Assembly Hall)

16:30-17:00 COFFEE

17:00-18:00. Parallel Session 8

IJA EDITORIAL BOARD MEETING 16:30-17:15 ROOM 1.1+1.2
IJA ASSOCIATE EDITORS MEETING 17:15-18:00 ROOM 1.1+1.2

Session 8.1. ADS PERCEPTION AND MEMORY

Room 1.3

Session Chair: Heribert Gierl

Antonia Kraus and Heribert Gierl	Are Incomplete Advertisements More Effective? A Test of the Generation Effect and the Ambiguity Effect
Tanja Steinhart and Heribert Gierl	Are Your Products Arranged in a Good Shape? The Effect of Entitativity on the Attitudes toward Family Brands
Magdalena Gąsiorowska, Justyna Olszewska and Alicja Grochowska	Product Knowledge and Memory Distortions in Print Advertisements: The Effects for Product Category and Information Similarity

Session 8.2. MEDIA PLANNING

Room 1.4

Session Chair: Daria Gunina

Salvador Del Barrio-García, Wagner A. Kamakura and Teodoro Luque-Martínez	The effect of economic and technological shocks on media markets
Don Schultz and Martin P. Block	New Methods of Segmenting Media Audiences
Daria Gunina, Vladislav Bína and Tomáš Kincl	Influences on Advertising Reach during Commercial Breaks

Session 8.3. INBOUND MARKETING

Room 2.3

Session Chair: Edward Carl Malthouse

Sonja Bidmon	Patient satisfaction with the primary care physician and usage of physician rating websites: how do they relate to each other?
Fang Fang Li, Jorma Larimo and Minnie Kontkanen	Social media marketing strategy: framework, review and research agenda
Bobby Calder, Morana Fuduric and Edward Carl Malthouse	Content Marketing: Definition and Typology

19:00-21:00 SOCIAL EVENT