



INSEEC SCHOOL OF BUSINESS & ECONOMICS – BORDEAUX

CALL FOR PAPERS

INSEEC School of Business & Economics will be hosting the 19th International Conference on Research in Advertising (ICORIA) from June 25, 2020 to June 27, 2020 in the city center of Bordeaux, France. 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 and present their cutting-edge research from the advertising and communication realm.

The conference topic **“Authenticity, Narratives and History”** is a reflection about Bordeaux as a city, but also about what a brand is able to convey and what consumers are expecting. Research around these key words is still ongoing, and there is still lots to investigate.

The ICORIA will start on June 25, 2020 with the 7th doctoral colloquium and a welcome reception. On Friday June 26 and Saturday June 27, 2020, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner will give you the opportunity to discover or rediscover the local authenticity and history of Bordeaux, and as usual this cultural event will allow further networking.

The venue will be the INSEEC School of Business & Economics in Bordeaux. Formerly known as the Sleeping Beauty, Bordeaux has completed its

transformation: beyond vineyards and beaches, Bordeaux is an amazing city with its famous “Water Mirror”, the 229 steps of the Pey-Berland Tower and the longest shopping street in Europe (rue Sainte Catherine). Listed as a “World Heritage Site” by UNESCO, Bordeaux has been awarded the European Best Destination (2015) and the 2nd city in the world one should visit according the New York Times (2016).

7th 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, the do’s and don’ts of peer reviewing and career advice.

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. Please visit www.icoria.org for further information.

SUGGESTED TOPICS (but not limited)

ADVERTISING

Advertising Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-cultural issues, Special target groups, Non-for-Profit Advertising, Privacy & Ethics.

BRANDING AND BRAND MANAGEMENT

Branding and Brand Management Models of Brand Communication, Brand Communication & Brand Equity, Branded Experiences, Sensory Branding, POS Communications, Communications with Labels & Packaging.

CONSUMER BEHAVIOR

Consumer Behavior Emotions & Engagement, Neuroscience & Communication, Relationship Building, Sensory Experiences & Embodiment, Consumer Perception of Designs, Personalization & Microtargeting, Consumers in Digitalization.

COMMUNICATION MANAGEMENT

Communication Management Integrated Marketing Communication, Public Relations, Product Placement, Branded content, Content Marketing, Sponsorship & Events, Influencer Marketing, Omni-channel Communication.

DIGITAL MEDIA

Digital Media Social Media, Mobile Media, User Generated Content, Touchpoints and their Experience, Virtual, Augmented & Mixed Reality, Data & Communications, Privacy & Data Security.

MASS MEDIA

Mass Media Channel & Multi-Media Management, Convergence Management, Cross-media strategies, Media Management, Trends in Mass Media.

METHODOLOGICAL ISSUES

Methodological Issues Data Science in Advertising & Communications, Artificial Neural Networks, Machine Learning and AI in Communication Research, Neurophysiological Methods in Communication Research, Text, Data, Image Analytics & Intelligent video analytics.

PUBLIC POLICY

Public Policy Corporate social responsibility, Ethics, Marketing in restricted industries, Political Communication, Stakeholder Advertising, Promotion of Sustainable Behavior, Communication of Healthy Behavior.

PAPER SUBMISSIONS

Please submit a ten-page summary of your paper as soon as possible (but no later than March 15, 2020). Please use the submission procedure for your paper summaries provided on EasyChair.

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 2020 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. Please ensure your submission applies a correct academic style and authors are not to be identified in the text.

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 Special Sessions 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 apply too for submissions of a Special Session (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. Authors can 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 for publication in the official European Advertising

Academy, *Advances in Advertising Research* Vol. XI. At the Gala dinner, the “Best Paper Award” and the “Best Student Paper Award” will be announced. Papers, which 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 24, 2020 is €375, while the conference fee for registration after May 24, 2020 is €450. The fee includes admission to all sessions, lunches, and refreshments, the welcome reception, the gala dinner, a social event, 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.

ICORIA GRANT

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly research grant by waiving the conference fee of 375 EUR for three selected researchers. For further information, please refer to the EAA’s website at www.europeanadvertisingacademy.org/.

MORE INFORMATION

Please frequently visit our conference website at www.icoria.org for more information. On the website you will find more details about travel and accommodation, impressions and tips are furthermore provided on the 2020 ICORIA Facebook page (ICORIA 2020), Twitter as well as Instagram (both @ICORIA2020). Please contact the organizers for any questions about paper submission or other matters.

The conference chair manager:

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ORGANIZING COMMITTEE AT INSEEC SCHOOL OF BUSINESS & ECONOMICS

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