

FRIDAY 25

8.30-8.45

WELCOME SPEECH

FRIDAY 25

9.00-10.30

SESSION 1.A. - CHILDREN AND YOUNG ADULTS

CHAIRMAN

Hayley Pearce, Liselot Hudders, Dieneke Van de Sompel and Veroline Cauberghe Isabell Koinig and Sandra Diehl

Motivating Children to Become Green Kids: The Role of Victim Framing, Moral Emotions, and Responsibility on Children's Pro-Environmental Behavioural Intent

Isabell Koinig and Sandra Diehl

The paradoxical consumer: Young adults' willingness to disclose data to use wearables and health apps

Freya De Keyzer

Influencer marketing to stimulate environmentally sustainable food consumption aimed at adolescents and young adults

Marloes de Brabandere, Liselot Hudders and Dieneke Van de Sompel

Helping Mother Earth: Young Children's Responses to Sustainability Labels on Food Packaging

Katrien Maldoy

SESSION 1.B. - LANGUAGE, VOICE AND MUSIC

Katharina Saile, Rafael Munz and Verena Hüttl-Maack

Please calm down! The impact of foreign language use in public communication on affective response and its consequences—Evidence from COVID-19 mitigation instructions

Rafael Munz and Verena Hüttl-Maack

Lost in translation? A closer look at multilingual packaging and its impact on consumers' product and brand evaluation

Fabrice Desmarais, Alexandra Vignolles and Abhishek Mukherjee

Personality traits conveyed by hard sell and soft sell voices: A cross cultural study

Morteza Abolhasani, Gordon Liu and Haiming Hang

The Influence of Music Liking in Green Product Advertisements on Purchase Intention: Positive Brand Attitudes, Music Mode, and Music Tempo

Rafael Munz

SESSION 1.C. - AUTHENTICITY

Ezgi Merdin Uygur, Gulen Sarial-Abi and Zeynep Gürhan-Canli

Advertising inauthentic experiences based on attitude functions

Julie Bilby, Eon Pritchard and Don Marti

Signaling authenticity: Practitioner views of the signaling power of creative advertising in a digital world

Marthinus van Loggerenberg, Zifei Fay Chen, Marlize Terblanche-Smit and Carla Enslin

A conceptual framework and measurement instrument development for authentic narrative in branded entertainment

Rayan Fawaz

SESSION 1.D. - CELEBRITY

Vai Shiem Leong, Syifah Lydia Matrantis and Nazlida Muhamad

Appeals of Muslim Celebrities and Modesty on Advertising Effectiveness

Ana García-Arranz, Clara Muela-Molina and Salvador Perelló-Oliver

Radio Personalities in Food Supplements Endorsements. An Analysis of Health-Related Claims (H-RCs) from an EU Regulatory Perspective

Jingyi Zhang, Kara Chan and Fei Fan

Young Adults' Perception of TV Advertisements Employing Celebrities with Traditional and Non-traditional Gender Images in China

Lotte Hallez

SESSION 2.A. - ARTIFICIAL INTELLIGENCE		CHAIRMAN
Lennart Borgmann, Julian Felix Kopka and Tobias Langner	Taking Advertising Research to the Wild: An Observational Eye-Tracking Study of Real-Life Media Consumption at Home	Katharina Saile
Guda van Noort and Corine Meppelink	How people cope with persuasion in the era of AI: A revised Persuasion Knowledge Model	
Angela Uta Kensy Tziatziou and Anastasios Panopoulos	Neuromarketing: Theory and Research. Comparison of two Ads using FACS (AUs)	
Mag Karpinska-Krakowiak and Stefan F. Bernitter	When Artificial Intelligence becomes more creative than you: The effect of inverted expectations to AI-authored content	
SESSION 2.B. - MOBILE ADVERTISING		
Su Jung Kim, Mi Hyun Lee, Juwon Hong and Sungho Park	How Consumers Respond to Pre-Roll Skippable Advertising on Different Devices: A Comparison between Mobile Devices and Personal Computers	Barbara Behre
Dickson Tok, Xi Chen and Xing-Yu Marcos Chu	Does Distance Make the Heart Grow Fonder? How Product-Model Spatial Distance and Ad Appeal Influence Product Evaluation	
Osnat Roth-Cohen, Hananel Rosenberg and Sabina Lissitsa	Intergenerational Differences in Attitudes toward Mobile Advertising	
SESSION 2.C. - FOOD		
Diana Y.W. Shih, Farzad Saffari, Manon Couzin, Alexander Lopera and Thomas Zoëga Ramsøy	Is Sustainable Food Choice Related to Our Empathy? The Role of Empathy in Organic Food Consumption	Diana Y.W. Shih
Brahim Zarouali and Jurrian Schreuder	Personality and susceptibility to (targeted and tailored) advertising for green products: a machine-learning approach based on online reviews	
Lotte Hallez, Yara Qutteina, Filip Boen and Tim Smits	The ABC's of Ecological and Nutrition Labels. The Impact of Label Theme and Complexity on the Environmental Footprint of Online Grocery Choices	
Katrien Maldoy, Charlotte De Backer, Chinouk Stappenbelt and Karolien Poels	Does social eating equal calorie-dense and unhealthy eating? A quantitative content analysis of Belgian television food advertising.	
SESSION 2.D. - EMOTIONS		
Maria Voutsas, Leonidas Hatzithomas, Eirini Tsihla and Christina Boutsouki	Deciphering the facial expressions of gelotophobes in disparaging humorous advertisements.	Estefanya Charlotte Vazquez Casaubon
María J. Ortiz and María J. Vilaplana-Aparicio	Types of humour in Spanish-speaking television advertising	
Katariina Mattila	Emotional persuasion in advertising – analyzing the interplay between language and visual images	
Wojciech Trzebiński, Radosław Baran, Beata Marciniak and Martyna Fira	Advertising premium offers in the pandemic era: the role of emotions in the consumer response	

SESSION 3.A. - NARRATIVES		CHAIRMAN
Anna Zarkada	Listening to a unicorn's pink narrative: Scheduling of brand Posts on Instagram for maximum consumer brand engagement <sup>^</sup>	Roseline van Gogh
Edward De Vooght and Liselot Hudders	Narrating Pain to Make You Understand: Using Novel Metaphors to Increase Empathy	
Devika Vashisht and Marla Stafford	The Mediating Role of Narrative Transportation in Historical Connection and Brand Image for Heritage Hotels	
Tim Wulf, Brigitte Naderer, Zoe Olbermann and Julian Hohner	Finding gold at the end of the rainbowflag? Claim vagueness and presence of imagery as factors for rainbowwashing	
SESSION 3.B. - PRIVACY AND DATA		Sophie C. Boerman
Anna Griesser and Sonja Bidmon	A process related view on the usage of electronic health records from the patients' perspective: A systematic review	
Claire Segijn, Eunah Kim, Asma Sifaoui and Sophie Boerman	When Realizing that Big Brother is Watching You: How Informing Consumers Affects Synced Advertising Effectiveness	
Dong Zhang, Margot J. van der Goot, Hanneke Hendriks, Sophie C. Boerman, Theo Araujo and Hilde Voorveld	Thoughts, Feelings, and Folk Theories About Surveillance in Media Technologies	
Sanne Holvoet, Ini Vanwesenbeeck, Liselot Hudders and Laura Herrewijn	Predicting parental mediation of personalized advertising and online data collection practices targeting teenagers	
SESSION 3.C. - SOCIAL MEDIA		Dorit Zimand-Sheiner
Dorit Zimand-Sheiner, Ofrit Kol and Shalom Levy	New perspective on social media advertising message strategy and creative appeals - an exploratory research	
Cristian Buzeta, Nathalie Dens and Patrick De Pelsmacker	Matching social media posts with motivations for social media use: A double-dose effect?	
Yaniv Gvili and Shalom Levy	Sharing and Caring: The Influence of eWOM Engagement on Online Shoppers in Social Commerce	
Cristian Buzeta, Patrick De Pelsmacker and Nathalie Dens	Sales promotion posts across different social media: A speech act analysis	
SESSION 3.D. - SHARING CONTENT		Dorien Luyckx
Sonja Bidmon, Monika Marian Ilieva and Linda Anna Mörath	What are the drivers to follow influencers on Instagram? A cross-sectional study on influencers' characteristics from the followers' perspective	
Gauze Ktirattarkarn, Weiting Tao and Wan-Hsiu Sunny Tsai	What do consumers share with whom? How self-construal and self-motives influence consumers' sharing positive and negative electronic word-of-mouth	
Seounmi Youn, Palak Shah and Naa Amponsah Doodoo	The ultimate dance challenge, tutorial or hashtag? Exploring motivations for and outcomes of brand encounters on video sharing apps	

FRIDAY 25

15.30-16.45

GUEST SPEAKERS

Franck CELHAY - Associate Professor

Montpellier Business School - Université de Montpellier  
Wine label design and brand communication across cultures?  
An Investigation of Chinese consumers' interpretation of imported wine labels

Valérie RABASSA - Economist  
(Toulouse School of Economics Ph.D.)  
and Anti-trust Expert

The growing power of digital platform : Where will it end?

FRIDAY 25

17.15-18.15

SESSION 4.A. - MESSAGES

CHAIRMAN

Tobias Langner, Tobias Klinke,  
Malte Christ and Nader Fadl

CAUTION WITH CAPS LOCK – Message conveyance and attitude formation effects of letter capitalization in advertising headlines

Alicja Grochowska, Agnieszka Młyniec,  
Katarzyna Wisiecka, Elżbieta Józefowicz,  
Karolina Ponikowska, Agnieszka Ozimek,  
Paulina Ślęzak and Krzysztof Krejtz

How Does Personality Affect Perception of Messages? The Big Five Model and Advertising Responses: A Meta-Analysis

Dickson Tok, Xing-Yu Marcos Chu and  
Junjie Jensen Gui

Why Not Set Pen to Paper? How Typeface Design Influence Charitable Behaviors

Jing Yang, Lana Kennedy-Foglio,  
Mengtian Jiang and Eunsin Joo

Is this Endorsement Authentic? The Effects of Message Sequence in Influencer Marketing

Santos-Muraro Iago

SESSION 4.B. - INNOVATION

Nelleke De Boer, Frederik Situmeang and  
Rob Loke

Empowered by Innovation: Unravelling Determinants of Idea Implementation in Open Innovation Platforms

Margot Van Der Goot, Eva Van Reijmersdal and  
Sharmaine Zandbergen

Practitioners' Considerations regarding Disclosures of Online Sponsored Content: An Interview Study

Eunah Kim and Jisu Huh

Intentional Ad-Viewing to Support Video Creators on Digital Video-Sharing Platforms

Margot Van Der Goot

SESSION 4.C. - CHATBOT AND VIRTUAL ASSISTANT

Svetlana Bialkova

Would you talk to me? The role of chatbots in marketing

Carolin Ischen, Theo Araujo, Hilde Voorveld,  
Guda Van Noort and Edith Smit

Do virtual assistants become persuasive over time? Testing the reciprocal relationship of repeated interactions with a virtual assistant, trust, and persuasion

Maral Abdollahi, Yuming Fang,  
Hanjie Liu and Claire Segijn

What Determines Consumers' Attitudes toward Synced Ads in Different Contexts? Examining Mood, Relevance, and Creepiness as Underlying Mechanisms

Hairong Li and Shintaro Okazaki

Intelligent Advertising: The Evolution, Characteristics, and Future Research

Hilde Voorveld

SESSION 1.A. - ONLINE REVIEWS

Ana Isabel Lopes, Ed Malthouse, Nathalie Dens and Patrick De Pelsmacker	Is Webcare is good for business? A machine learning approach to the effect of managerial response strategies to online reviews on hotel bookings	Anna Griesser
Ewa Maslowska, Khadija Vakeel, Su Jung Kim and Ali Tamaddoni	Characteristics and effects of sponsored reviews	
Bernhard Guetz and Sonja Bidmon	Awareness of and Interaction with Physician Rating Websites: A Cross-Sectional Study in Austria	
Alexander Pfeuffer, Joe Phua and Marilyn Primovic	Trusting on a Whim? A Multi-method Inquiry of Cue-based Trust in Online Consumer Product Reviews	

SESSION 1.B. - VALUES AND ATTITUDES

Barbara Behre and Verolien Cauberghe	The Value of Sustainable Fashion: The Influence of Sustainability Cues and Fashion Style on Brand Values and Attitudes	Barbara Behre
Dorien Luyckx, Karolien Poels, Tim Smits and Steve Paulussen	"It adds something and costs you nothing" News consumers on their perceived value of native ads, assigned authorship and related responsibilities for news media.	
Eunsin Joo	The Effects of Convenience and Security related Perceptions on Consumer's Intention to Use in-App Payment with Biometric ID: An Extension of TAM	

SESSION 1.C. - CONCEPTUALIZATION

Lars Bergkvist and Martin Eisend	When are changes in definitions and operationalizations justified?	Martin Eisend
Aline Simonetti, Robert Schreiber, Alexander Lopera and Enrique Bigne	Augmented Interactivity	
Petar Gidaković, Vesna Zabkar, Maja Arslanagić-Kalajdžić, Mateja Drnovšek and Mojca Svetek	Consumer engagement: aligning the construct's conceptualization and operationalization	

SATURDAY 26 - 11.00-12.00 MEET THE EDITORS SESSION

Jooyoung KIM	Journal of Interactive Advertising
Jisu HUH (on behalf of Shelly RODGERS)	Journal of Advertising
Charles Ray TAYLOR	International Journal of Advertising
Kara CHAN	Young Consumers

SESSION 2.A. - BRAND		CHAIRMAN
Iago Muraro and Nora Rifon	A Typology of Consumer Activism: Resolving Terminological Inexactitude of Anti-Brand Behaviors	Ivana Banks
Tobias Langner and Lars Bergkvist	The Effects of Scale Type on Construct Measurement in Advertising Research: The Moderating Role of Construct Emotionality and Verbal Scale Labels on the Measurement of Attitude towards the Brand and Brand Love	
Xintong Han and Ivana Banks	Effects of Sponsorship Disclosure on Brand Attitude via Resistance Strategies under Moderation of Review Valence in Online Consumer Reviews	
SESSION 2.B. - MESSAGE FRAMING		Roseline van Gogh
Anne Moes, Marieke Fransen, Tibert Verhagen and Bob Fennis	A Good Reason to Buy: Justification as Underlying Mechanism in the Effect of Message Frames on Impulse Buying Behavior	
Garim Lee, Asma Sifaoui and Claire Segijn	It's a Match! How Synced Advertising with the Same versus a Competitor Brand Leads to More Positive Affective Advertising Responses	
Roseline van Gogh, Karolien Poels and Michel Walrave	Can general lifestyle influencers reduce plastic waste consumption? Advertising outcomes of a sponsored Instagram post using a green product (or not) while varying influencer type and message framing	
SESSION 2.C. - COVID-19		Isabell Koinig
Sophia Mueller, Charles R. Taylor, Barbara Mueller, Sandra Diehl and Ralf Terlutter	Covid-19 Advertising: Are Corporate Social Responsibility Appeals Beneficial to Consumers?	
Miia Grenman, Ulla Hakala, Barbara Mueller and Kara Chan	Wellness Among Gen Zs in Eastern and Western Cultures during Covid-19: Why Marketers Should Care	
Isabell Koinig	To Inform or To Persuade - That is the Question: An Inquiry into the Acceptance of COVID-19 Health Risk Messages	
Jing Yang, Mengtian Jiang, Eunsin Joo and Taeyoung Kim	Advertising Value during COVID-19 Pandemic: The Role of Authenticity	

SATURDAY 26

14.00-15.00

SESSION 3.A. - CAUSE-RELATED ADVERTISING

CHAIRMAN

Rayan S. Fawaz and Shintaro Okazaki  
Trusting a stranger for your life: perceived trustworthiness toward NGOs in Lebanon

Alberto Badenes-Rocha, Enrique Bigne and Carla Ruiz-Mafé  
Visual attention paid to cause-related marketing on social media: cause-brand fit and emotionality matter

Estefanya Charlotte Vazquez-Casabon, Verolien Cauberghe and Dieneke Van de Sompel  
Promoting Water Conservation through its Perceived Uniqueness: The role of Water's Value, Scarcity Concerns, and Moral Obligation

Dieneke Van de Sompel

SESSION 3.B. - SOCIAL MEDIA

Komala Mazerant, Lotte Willemsen, Peter Neijens and Guda Van Noort  
Topical Advertising in enduring events: The role of timing and creativity in engagement with social media brand messages during COVID-19

Melanie Hirsch, Alice Binder and Jörg Matthes  
The influence of issue fit and political fit of targeted political advertising on party evaluation and chilling effects

Bárbara Castillo-Abdul, Ana García-Arranz and Luis Miguel Romero-Rodríguez  
Impact of Branded Content Marketing within social media on followers' brand interactions. The luxury brand Manolo Blahnik as a case of study

Maral Abdollahi, Smitha Sudheendra, Wonsun Shin, Jisu Huh and Jaideep Srivastava  
How Real is Virtual? Can Virtual Influencers Compete with Humans?

Maral Abdollahi

SESSION 3.C. - ONLINE ADVERTISING

Joanna Strycharz and Claire M. Segijn  
Personalized advertising and chilling effects: Consumers' change in media diet in response to corporate surveillance

Sophie Boerman and Claire Segijn  
European consumers' awareness and perceived appropriateness of personalized advertising across media

Daria Gunina, Lenka Komárková and Michal Novák  
Advertising Scheduling: Seasonal Patterns Moderated by Pandemic Situation

Liselot Hudders, Steffi De Jans and Evelien Tempelaere  
Gambling Advertising Targeted at Belgian Young Adults

Claire Segijn

SATURDAY 26

15.30-17.00

GENERAL ASSEMBLY and AWARDS