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# EAA Newsletter

No. 60 // June 2022



Looking ahead - Icoria 2022 in Prague

The 20th International Conference on Research in Advertising (ICORIA) will be held in Prague, one of the loveliest cities in the world. Its unique atmosphere stems from the consonance of the old and the new, the aged wisdom and the fresh innovations.

On Prague's streets, one may encounter both, separately or in sometimes inspiring, sometimes disturbing dynamics. We believe this is the right place to meet after a year hiatus due to the Covid-19 pandemic and jointly re-consider the shapes and formats of current advertising. The organising committee encourages all those devoted to questioning the present and envisioning the future of advertising and marketing communication to meet in the streets where the history of Europe had been shaped and re-written and to commonly discuss the conference theme "Frontiers of Advertising: Re-considering Its Shapes and Forms".

On Thursday, we will kick off with the Doctoral Colloquium, followed by a reception. We then expect an exciting two days filled with carefully selected paper presentations, keynotes and of course awards. On Saturday, the conference closes with an optional city tour.

## Registrations are open!

Close to 100 participants have already registered to attend. We're so excited to welcome you back live. Did you know that you can also register as an online participant if you are unable to attend the event live?

[Register now](#)

## All the conference information you were looking for...

Detailed conference information is available at <https://fm.vse.cz/english/icoria-2022/>. We will post more information on the conference programme and dinner soon.

[Visit the site](#)



## Send us your best photos!

This year, we are celebrating the 20th anniversary of Icoria. We are collecting photos of past editions to display during the celebration.

**Send your photos to our information manager, Tobias Langner:**  
**[Langner@wiwi.uni-wuppertal.de](mailto:Langner@wiwi.uni-wuppertal.de)**





## Jisuh Huh named the next Editor in Chief of the Journal of Advertising

The American Academy of Advertising is pleased to announce the selection of Jisuh Huh as the next Editor in Chief of the Journal of Advertising. The editor transition will begin in June 2022 and the new editor term formally starts on January 1, 2023.

As Editor in Chief, Dr. Huh will work with a team of associate editors and editorial review board members to advance the Journal of Advertising's mission, "development of advertising theory and its relationship to practice," and to further expand the advertising scholarship and theory.

**Congratulations!**

**[Read more about Jisuh Huh...](#)**

**[Read more about the journal...](#)**

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### Be the first to know...

Want to be the first to know when new conference information is available? Follow the EAA on Facebook and a LinkedIn for the latest news about the Icoria Conference, our members, and advertising research. Our online community is growing, with 83 followers on LinkedIn since the inception a few months ago! Have something to share yourself? Contact our social media manager at [nathalie.dens@uantwerpen.be](mailto:nathalie.dens@uantwerpen.be).



Help us spread the word...

Due to circumstances beyond our control, we are currently not able to update the Icoria webpage. **Please help us pass on this information** to anyone who you think will be interested in participating, but is currently not an EAA member.



European Advertising Academy  
info@icoria.org  
<http://www.icoria.org>

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