

ICORIA 2023

JUNE 29th - JULY 1st

Harder
Better

Faster

Stronger

ICORIA 2023

JUNE 29th - JULY 1st

Thursday

Doctoral Colloquium 12.00-18.00

Hangar 17, Room H4

Liselot Hudders and Dieneke Van de Sompel

Writer's Workshop 13.00-17.00

Hangar 17, Room H5

Colin Campbell

Writer's workshop by JAR, IJA and JA

Welcome Reception 18.30-20.00

Hangar 18 (1st floor Terrace)

Alexandra Vignolles

Come and have a drink to celebrate ICORIA 2023

ICORIA 2023

JUNE 29th - JULY 1st

Friday

7.30–8.30 Yoga Session

Hangar 16, Room H4 or Terrace

9.00–10.30

1.A.- Social Media Influencers

Hangar 17, Room H1

Yan Wang and Lin Zhu

Acting Real: A Cross Cultural Investigation of Finfluencers' Strategic Authenticity

Luisa Mahn, Michael Schade and Christoph Burmann

Role Perceptions of Influencers in Virtual Selling Tools: How Do Consumers Perceive the Influencer's Role in Fashion Hauls on Instagram, and How Do These Perceptions Affect Purchase Intentions?

Meda Mucundorfeanu, Delia Cristina Balaban and Marius Mauer

Exploring the Effectiveness of Digital Manipulation Disclosures for Instagram Posts on Source Credibility and Authenticity of Social Media Influencers

Chairman: Henry Kojo Bonsu Owu

ICORIA 2023

JUNE 29th - JULY 1st

Friday

1.B.-CSR

Hangar 17, Room H2

Isabell Koinig and Saima Kazmi

Systematic Review of CSR in Strategic Communication: How has the Research Evolved with the introduction of the SDGs?

Maria Elena Aramendia-Muneta, Andrea Ollo-Lopez and Katrin Simón-Elorz

Thinking green means acting green in circular fashion?

Tanya Ryan and Muriel Scott

Hearts, high fives and insults: How consumers respond to brands taking a controversial stand

Zixuan Cheng, Anouk de Regt, Matteo Montecchi, Kirk Plangger and Tanapol Yoonaisil

Persuading Financial Stakeholders through Rational and Emotional Corporate Communication Appeals: an IPO Case Study Perspective

Chairman: Vicky Kai Yi Young

ICORIA

2023

JUNE 29th - JULY 1st

Friday

1.C.-Advertising

Hangar 17, Room H3

Edward De Vooght

How Advertising Academics talk about their Research: Exploring Presentation Practices at ICORIA 2022

Vanessa Kraus and Heribert Gierl

Emoji your Story: The Advertising Effectiveness of Narratives Based on Emojis

Setareh Alavi and Laura Bright

" Navigating the Negative Impact of Algorithmic Mediascapes on Advertising: Exploring the Impact of Social Media Fatigue, Privacy Concerns, and Algorithmic Media Content Awareness on Advertising Avoidance."

Sandra Miranda, Susana Santos and Helena Martins Gonçalves

The influence of storytelling on the image of a tourist destination: The role of narrative transport, enjoyment, and sense of presence

Chairman: Dominika Niewiadomska

ICORIA

2023

JUNE 29th - JULY 1st

Friday

1.D.-Children and Adolescents

Hangar 17, Room H4

Eric Setten and T. Bettina Cornwell

What Does Barbie Eat? Parental Perspectives on Food Depictions and Stereotypical Themes in Children's Toy Tied Media

Beatriz Feijoo, Liselot Hudders, Marloes de Brabandere and Steffi De Jans

The pressure for the perfect shape. The relation between adolescents' body image self-discrepancy and body image concerns when exposed to fitfluencer content

Elisabeth Van den Abeele, Emma Beuckels, Liselot Hudders and Ini Vanwesenbeeck

The persuasive power of cuteness? How portraying children within momfluencer content impacts followers' engagement, advertising value and advertising effectiveness

Bo Dhondt, Dienneke Van de Sompel and Liselot Hudders

Shaping Consumers for a Better Future; The Importance of Shared Vision in Socialization

Chairman: Ellen Mertens

1.E.-Sponsorship

Hangar, Room H5

Delia Balaban, Meda Mucundorfeanu and Brigitte Naderer

Short and Long-Term Impact of the Frequency of Social Media Influencers' Sponsored Posts on Attitudinal and Behavioral Brand Outcomes

Khaled Almaiman

The effects of sponsorship termination on the sponsored team's fans and rival fans: A choice modelling experiment

Steffi De Jans, Liselot Hudders and Bram Constandt

#Sponsored: A Systematic Literature Review of Research on the Prevalence, Impact and Ethics of Gambling Sponsorships

Chairman: Julian Felix Kopka

ICORIA 2023

JUNE 29th - JULY 1st

Friday

10.30-11.00 Coffee Break

11.00-12.30

2.A.- Sustainability

Hangar 17, Room H1

Anna Fenko and Gabrielle Dymont

Combating Executional Greenwashing: The effects of central and peripheral cues on consumer responses to green advertising

Barbara Culiberg, Mateja Kos Koklič, Mila Zečević, Petar Gidaković and Vesna Zabkar

Greenwashing won't wash! Exploring the individual determinants of perceived greenwashing and the formation of negative word-of-mouth

Sonja Bidmon and Fabienne Schmidt

Climate change mitigation: The influencing chain of place attachment on pro-environmental behaviour

Jolie Gutentag and Cristel Russell

Selling Sustainability. Making Green Advertising Claims More Concrete with Circular Economy Message Framing

Chairman: Lennart Borgmann

ICORIA 2023

JUNE 29th - JULY 1st

Friday

2.B.-Video Advertising

Hangar 17, Room H2

Nicole Hartnett, Steven Bellman, Virginia Beal, Rachel Kennedy, Claire Charron and Duane Varan

How to accurately measure attention to video advertising

Lucy Simmonds, Steven Bellman, Rachel Kennedy, Magda Nenycz-Thiel and Svetlana Bogomolova

Obesity-prevention and commercial advertising: A biometric study

Yuting Liu, Morikazu Hirose, Kei Mineo and Kazue Shimamura

From Redundancy to Reinforcement: Optimizing Subtitled Video Advertisements for Multiple Viewing Conditions

Gulmira S. Amangalieva, Rebecca K. Britt, Brian C. Britt, Steven Holiday, Jameson Hayes, Ananya Raka Chakraborty, Ademola Adelu, Samaneh Shirani Lapari, Caleb Porter, Emily Dirks, Zhou Yang and Joshua Jackson

Unpacking the influence of unboxing videos on children's purchase requests: The role of emotional appeals, attentional involvement, and persuasion knowledge

Chairman: Marloes de Brabandere

ICORIA 2023

JUNE 29th - JULY 1st

Friday

2.C.-Food

Hangar 17, Room H3

Lies Beugnies, Dieneke Van de Sompel and Wendy Van Lippevelde

What will they think of me? The role of status concerns in the purchase intentions of suboptimal and upcycled food

Ofrit Kol, Dorit Zimand-Sheiner and Shalom Levy

Buying Directly from Farmers: Sustainable Behaviors and Consumption Values

Lotte Hallez, Bram Spruyt, Filip Boen and Tim Smits

Packed and claimed for sustainability: A multi experiment test of how consumers perceive soft drink packaging sustainability

Yara Qutteina and Tim Smits

The Persuasive Dynamics of Social Media Food Communication: An Intervention among Adolescents

Chairman: Elisabeth Van den Abeele

2.D.-Word-of-mouth

Hangar 17, Room H4

Yaniv Gvili and Shalom Levy

Vive la Résistance: A Boomerang Effect of Resisting Incentivized eWOM on Consumer Trustworthiness

Ana Lopes and Peter Kerkhof

Testing levels of conversational tone of voice (CHV) in webcare dialogues: Moderate versus high use of CHV

Afroditi Antoniou, Leonidas Hatzithomas, Eirini Tsihla, Elli Vlachopoulou and Christina Boutsouki

Sexism at work shared via social media firestorms: the impact on employer's negative WOM and purchase intention.

Chairman: Bram Uyttenhove

ICORIA 2023

JUNE 29th - JULY 1st

Friday

2.E.-Advertising

Hangar 17, Room H5

Henry Kojo Bonsu-Owu and David Roca

A Content Analysis of Hegemonic Masculine Traits in Ghanaian Alcohol Advertisements

Zwanga Mposi, Thérèse Roux and Dion Van Zyl

The uses and gratifications of digital out-of-home media and user experience with interaction as a mediator

Martin Block

Applying Bayesian Media Influence Network Maps to Women's Apparel

Yayu Zhou, Edward Malthouse, Judy Franks and Ewa Maslowska

Managing advertising and subscription fees to maximize lifetime value

Chairman: Nicholas Levine

12.30-14.00 Lunch Break

Hangar 19

ICORIA

2023

JUNE 29th - JULY 1st

Friday

14.00-15.30

3.A.- Social Media

Hangar 17, Room H1

Marijke De Veirman and Edward De Vooght

Influencer marketing in the eyes of young adults: An eye-tracking study into visual content strategies on Instagram.

Daniel Bruns, Steffen Prior and Tobias Langner

Social Media Engagement Metrics as Indicators of Influencer Campaign Success

Jameson Hayes, Steven Holiday, Yang Zhou, Bahareh Amini and Wenwen Jiang

Real Big Feels? How Facial Emotion Expression and Network Size Impact Consumer Engagement with Human Versus Virtual Influencers

Chairman: Rebecca Scheiber

3.B.-Personalized Advertising

Hangar 17, Room H2

Jean Pfiffelmann, Alexander Pfeuffer, Nathalie Dens and Sébastien Soulez

They want me because I'm special! Personalized recruitment advertising effects and the roles of perceived considerate treatment and sense of uniqueness

Sophie Boerman, Sanne Kruikemeier, Annelien Van Remoortere and Rens Vliegenthart

Promoting sustainable clothing consumption through trait-based personalization in Instagram ads

Wonsun Shin and Jisu Huh

How parents perceive and cope with potential risks of data-driven personalized advertising to children

Freya De Keyzer, Cristian Buzeta and Ana Isabel Lopes

Consumers' responses to personalized advertising on social media: the moderating role of affective well-being

Chairman: Carolina Saez-Linero

ICORIA 2023

JUNE 29th - JULY 1st

Friday

3.C.-Eye-tracking

Hangar 17, Room H3

Aline Simonetti and Enrique Bigne

Holistic Advertising Effects throughout the Customer Journey

Marco Mandolfo, Eva van Reijmersdal, Michele Di Dalmazi, Debora Bettiga and Lucio Lamberti

Made for you: investigating the effectiveness of tailored advertising disclosures

Julian Felix Kopka, Lennart Borgmann and Tobias Langner

(Not) the Right Time for Social Media Ads?! Exploring the Impact of Social Media Detox on Ad Reception via Mobile Eye-Tracking

Stefan Rohrbach, Daniel Bruns and Tobias Langner

The Vampire Effect of Atypical Swiping: How Typicalness of Smartphone Swiping Impacts Attention and Brand Recall in Social Media Advertising

Chairman: Elizabeth Wang

3.D.-Entertainment

Hangar 17, Room H4

Ellen Mertens and Emma Beuckels

Momfluencers as entertainment educators to promote breastfeeding: a conceptual model

Kyriakos Riskos, Leonidas Hatzithomas, Paraskevi Dekoulou and Thomas Fotiadis

Entertainment in news media brands: Development of a causal model in the USA and India, that leads to positive intention to purchase online news

Kyriakos Riskos, Paraskevi Dekoulou and Leonidas Hatzithomas

The effects of hedonic and eudaimonic entertainment on the intention to use Netflix

Liselot Hudders, Michelle Nelson and Marijke De Veirman

A Bit of Fun or Learning? Kidfluencer Content on YouTube as New Form of Entertainment Education?

Chairman: Lies Beugnies

ICORIA 2023

JUNE 29th - JULY 1st

Friday

3.E.-Targeted Communication

Hangar 17, Room H5

Joeri Van den Bergh, Patrick De Pelsmacker and Ben Worsley

Beyond Labels: Not all generation Z individuals are created equal. Segmenting the Gen Z market for more effective marketing communications

Joanna Strycharz, Brahim Zarouali, Corine Meppelink, Hilde Voorveld and Theo Araujo

The blind spot in data donations: who is (not) willing to donate digital data in advertising research

Imogen Lee, Cathy Nguyen, Kirsten Victory and Byron Sharp

The Objectives of Targeted Advertising

Byron Sharp, John Dawes and Kirsten Victory

The market-based assets theory and its implications for advertising

Chairman: Yan Wang

15.30-16.00 Coffee Break

Hangar 19

16.00-17.00

Key Note Speakers

Hangar 19, Amphitheater

Byron SHARP

Director Ehrenberg-Bass Institute
Adelaide, University of South Australia

Peter HYHLIK

Global Director of Marketing Operations & Effectiveness
Danone, France

ICORIA 2023

JUNE 29th - JULY 1st

Friday

17.15-18.15

5.A.- Personalization

Hangar 19, Room PB 13

Martin Eisend, Dominika Niewiadomska and Guda van Noort

Personalization in Marketing Communication: A Meta-Analysis

Nicholas Levine, Claire Segijn and Joanna Strycharz

Awareness, Expectations, and Cynicism: Exploring Appropriate Dataveillance Through Qualitative Interviews

Burcu Yaman Akyar, Guda van Noort, Ebru Uzunoğlu, Joanna Strycharz and Selin Türkel

Anticipating Consumers' Responses to Hyper-personalized Advertising in Metaverse Context

Chairman: Zhonghui Feng

5.B.-ChatBot and Virtual Assistant

Hangar 19, Room PB 6bis

Seounmi Youn and Venus Jin

Drivers and Outcomes of Brand Chatbot Adoption and Use: Examining the Roles of Motivations and Social Presence

Hilde Voorveld, Andreas Pantelli, Yoni Schirris, Carolin Ischen, Evangelos Kanoulas and Tom Lentz

Investigating the Persuasiveness of Conversational Text and Voice Agents: The Role of Prosody

Carolin Ischen, Edith Smit and Elizabeth Wang

Human-likeness perceptions of conversational agents in brand communication

Chairman: Bastian Blomberg

ICORIA 2023

JUNE 29th - JULY 1st

Friday

5.C.-Personality Traits

Hangar 19, Room PB 5

David Woronowicz, Alicja Grochowska and Agnieszka Młyniec

Will Extroverts Like Advertisements Created for the Conscientious? Mental Structure of Mobile Advertisements Appealing to Personality Traits. Qualitative Analysis

Sophia Mueller, Benjamin Johnson and Barbara Mueller

Generation of Virtue? Ethical Options and Consumer Hypocrisy

Mi Hyun Lee and Su Jung Kim

The Formation of Ad Completion Habits in Pre-Roll Skippable Ads: An Analysis of Large-Scale Clickstream Data Using Dynamic Linear Models

Chairman: Stephen Prior

5.D.-Creativity

Hangar 19, Room PB 1

Scott Koslow, Huw O'Connor, Richard Calderwood and Mark Kilgour

Marketing Client Perceptions of the Advertising Agency Development Process: Understanding Dispositional and Situational Attributions

Julie Bilby and Kara Chan

The thrill is gone: Practitioner views of creativity in Hong Kong's advertising industry

Sarah Turnbull

Women in adland: How advertising needs to transform itself

Chairman: Fabienne Schmidt

ICORIA

2023

JUNE 29th - JULY 1st

Friday

5.E.- Disclosure

Hangar 19, Amphitheater

Sigal Segev, Osnat Roth-Cohen and Yu Liu

Untangling the Relationship between Influencers' Self-Disclosure and Parasocial Relationship with Followers on Instagram: The Roles of Perceived Authenticity and Post Value

Charulata Ghosh and Laura Bright

Examining the relationship between consumers' self-disclosure and digital advertising on Facebook post
Cambridge Analytica

Mag Karpinska-Krakowiak and Martin Eisend

Realistic portrayals of untrue information: The effects of deepfaked ads and different types of disclosures

Chairman: Lina Nasr

19.00–23.00 Gala Dinner

Meeting point Hall Hangar 19 at 18.45,
don't be late the boat won't be waiting for you

If you miss the boat or prefer to come on your own, the restaurant's address is:

Chateau Grattequina
50 avenue de Labarde, 33290 Blanquefort

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

7.30–8.30 Yoga Session

Hangar 16, Room or Terrace

9.00–10.30

1.A.- Green Communication

Hangar 17, Room H1

Katharina Saile, Nicolas E. Neef, Verena Hüttl-Maack and Siegmar Otto

Speaking Green - Can Using a Foreign Language Foster Pro-Environmental Behavior?

Evangelia Ktisti, Leonidas Hatzithomas, Kostoula Margariti and Christina Boutsouki
Social media influencers and green advertising: a self-identity or confirmation bias consumer perspective?

Kai-Yi Young, Shintaro Okazaki and Fatima Wang

The power of threat and efficacy in green communication: Is threat still effective?

Patrick Hartmann, Vanessa Apaolaza and Clare D'Souza

The effect of greenfluencer's nature postings on climate protection: The role of virtual nature experiences

Chairman: Bo Dhondt

1.B.- Health Communication

Hangar 17, Room H2

Carina Rasse, Ralf Terlutter and Sandra Diehl

How Metaphors Enhance Health Marketing Communication: The Case of Dry Eye Disease

Juliana Fernandes and Juliano Laran

Inaction versus action: Highlighting misbehaviors to improve the effectiveness of persuasive messages

Judith Fletcher-Brown, Sarah Turnbull and Rajesh Chandwani

Health Practitioner Insights to Inform Public Health Policy in India: a Transformative Advertising Perspective

Chairman: Burcu Yaman Akyar

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

1.C.- Advertising Effectiveness

Hangar 17, Room H3

Lennart Borgmann, Julian Felix Kopka and Tobias Langner

How to Get Attention - Generating a Comprehensive List of Advertising Attention Tactics

Sofia Leonidou and Maria Voutsas

LGBT Portrayals in Advertising. Sexual conservatism and the effectiveness of ads depicting straight or trans characters.

Tania Maree and Katie Hugo

The interrelationships between brand bravery, advertisement credibility, and advertising effectiveness

Bingrui Li and Karolien Poels

Conceptualizing the Role of Visual Persuasion in the Relation between Image Valence and Intention to Donate in Social Media Non-profit Advertising

Chairman: Charlotte Lamerz

1.D.-Litterature Review & Conceptualisation

Hangar 17, Room H4

Femke Loose, Steffi De Jans, Liselot Hudders and Ini Vanwesenbeeck

Preschoolers and Advertising: A Systematic Literature Review and Future Research Agenda on the Effects of Advertising on Preschool Children

Sfiso Mahlangu and Therese Roux

Systematic literature review on types of digital signage design and placement: effects and emerging theories

Eyun-Jung Ki, Tugce Ertem-Eray and Gabriele Hayden

Evolution of Digital Public Relations: A Bibliometric Analysis as A Scholarly Field from 1995-2022

Mark Kilgour, Marla Stafford and Huw O'Connor

A Marriage of More than just Convenience: Neglected Topics in Advertising Research and Their Practitioner Relevance

Chairman: Fabrice Desmarais

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

1.E.- Emotions

Hangar 17, Room H5

Marie Spies and Heribert Gierl

Does the Emotionality of Narrative Advertising Increase Ad Effectiveness?

Rafael Munz

Do good and talk about it (in the right language) - How foreign language processing attenuates the affective response to (im)moral firm behavior

Mahsa Ghaffari, Giovanni Pino and Giampaolo Viglia

Combining cute targets with informative messages: advertising appeals for promoting animal welfare

Ulla Hakala and Katariina Pajuranta

Eye tracking emotions in TV commercials

Chairman: Steffi de Jans

10.30-11.00 Coffee Break

11.00-12.30

2.A.- Advertising

Hangar 17, Room H1

Nadine Brauckmann and Heribert Gierl

Let's Dance a Little Bit: The Effect of Dance Scenes in Commercials on Brand Attitude

Steffi De Jans and Loes Janssen

Taking control of your gambling: The role of self-control in young adults' susceptibility and resistance to digital gambling advertising

Peilin Phua, Giang Trinh, Nicole Hartnett, Virginia Beal and Rachel Kennedy

Lost in the dark: A look at losses in household purchases when brands stop mass advertising

Chairman: Edith Smith

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

2.B.- Social Media Advertising

Hangar 17, Room H2

Chrysopigi Vardikou, Christos Moridis and Agisilaos Konidaris

Emoji's and user engagement in Meta ads. Mind the semantic congruency.

Cristian Buzeta, Freya De Keyzer and Ellen Cerneels

Is this for me, as well? How consumers respond to personalized advertising on Instagram - a constructive replication

René Haldborg Jørgensen and Gry Høngsmark Knudsen

Primacy effect on Instagram Stories

Katariina Pajuranta, Rami Olkkonen and Olga Lipasti

The underexplored potential of intertextuality in advertising

Chairman: Lies Beugnies

2.C.- Branding

Hangar 17, Room H3

Joy Shields, Cristel Russell and Clark Johnson

Brand encounters in the metaverse: the role of touch

Chandler Meakins, Jenni Romaniuk, Cathy Nguyen and Kelly Vaughan

Should brand portfolio members advertise together?

Chairman: Bastian Blomberg

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

2.D.-Food

Hangar 17, Room H4

Birgit Teufer, Martin Waiguny and Sonja Grabner-Kräuter

Sustainability Labels for Alternative Food Networks: Consumer Perceptions and Behavioral Intentions

Jonatan Södergren, Ileyha Dagalp and Jack Coffin

Aesthetic Categories in Vegan Advertising

Kei Mineo and Keigo Taketani

The Influence of Food Neophobia on the Attitudes Toward International and Domestic Travel: A Comparison of Japanese and American Consumers

Chairman: Rebecca Scheiber

2.E.- Digital Communication

Hangar 17, Room H5

Sanne Smit, Komala Mazerant-Dubois, Lotte Willemsen and Kristel Klaassen

Striving for more than just profit: Examining the relationship between cause-related brand posts and social media engagement

Christina Pappenheim and Heribert Gierl

How much is too much? The effect of the intensity of digital processing of advertising models on brand attitude

Marie-Selien Fakkert, Joanna Strycharz, Theo Araujo and Guda Van Noort

Consumers' coping with persuasive attempts in brand-related user posts on visual social media: a qualitative approach

Chairman: Lennart Borgmann

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

Saturday 11.00-12.30 Meet the Editors

Hangar 18, Amphitheater

Jooyoung KIM

Journal of Interactive Advertising

Jisu HUH

Journal of Advertising

Charles Ray TAYLOR

International Journal of Advertising

Colin CAMPBELL

Journal of Advertising Research

Linda TUNCAY ZAYER

Journal of Current Issues and Research in Advertising

Bernd SCHMITT

Journal of Consumer Research

Shintaro OKASAKI

Journal of Public Policy & Marketing

Saturday 11.00-12.30 EAA Board Meeting

Hangar 18, Room G1/G2

European Advertising Association Board Meeting

Upon Invitation

12.30-13.30 Lunch Break

Hangar 18, Terrace

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

13.30-15.00

3.A.- Advertising

Hangar 17, Room H1

Ana García-Arranz and Salvador Perelló-Oliver

Misleading Advertising in the Formation of Naïve Beliefs about the Consumption of Food Supplements.
Evidence of Lack of Consumer Awareness

Zeph M. C. van Berlo, Priska Breves and Nicole T. Liebers

More than friends? The Persuasiveness of Amicable and Romanic Parasocial Relationships in Green Advertising

Hyoungkoo Khang

Analyzing Verbal Content of Political Spots in the 2020 U.S. Presidential Election

Chairman: Vicky Kai Yi Young

3.B.- Influenceur Marketing

Hangar 17, Room H2

Lotte Willemsen, Iris Withuis, Marije Brom and Sophie Boerman

Real impact with real fake influencers? Examining differences in the persuasion knowledge process of virtual influencers and human influencers

Moritz Botts and Ömer Hurmaci

How Would You Like Your (Sustainability) Influencer? A Cross-Cultural Discrete Choice Experiment On Preferred Influencer Characteristics

Hairong Li, Shintaro Okazaki and Kai-Yi Young

Conceptualization of advertising context for the age of AI

Chairman: Dominika Niewiadomska

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

3.C.- Crisis

Hangar 17, Room H3

Merve Boşnakoğlu, Gül Şener and Önder Yönet

Anatomy of Online Firestorm Participation among Gen Z: The Effect of Social Media Usage Motivations, Perceived Crisis Severity and Crisis Involvement

Sonja Bidmon and Jasmin Dellamea

The psychographic chain of effects of panic buying: Perspectives from the past into the future

Yoshitomo Hatakeyama, Keigo Taketani and Kei Mineo

What Kind of Crisis Communication Messages Benefit Corporate Reputation on High and Minimal Responsibility Case?

Chairman: Ellen Mertens

3.D.-Image & Sports

Hangar 17, Room H4

Fabrice Desmarais, Richard Calderwood and Abhishek Mukherjee

Athlete endorsement and nationality: Is there a world cup effect?

Tracy Nickl, Nathalie Dens and Annouk Lievens

Dress to Impress? Does What you Wear in your LinkedIn Profile Picture Impact Viewer Perceptions?

Lars Bergkvist and Heidi Skeiseid

Sportswashing: Exploiting Sports to Clean the Dirty Laundry

Chairman: Julian Felix Kopka

3.E.- IJA Board Meeting

Hangar 17, Room H5

International Journal of Advertising

Upon Invitation

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

15.15-16.15

4.A.- Covid-19

Hangar 17, Room H1

Jenni Romaniuk

Vaccine WOM and Media Exposure and COVID-19 vaccine brand rejection

Hanna Gendel Guterman, Idit Sohlberg and Shalom Levy

Changes of Elderly Consumers' Online Activities During the Corona-19 Pandemic

Hadi Eslami

Effective Health Communication to Curb pandemics: Critical Roles of Credibility and Trust

Chairman: Marloes De Brabandere

4.B.- Gender

Hangar 17, Room H2

Denise F. Kleiss and Martin K.J. Waiguny

Gender Fair Language and Diversity Labels in Job Ads

Helen Thompson-Whiteside

Marketing's institutional workers: The women working harder, better, faster and stronger to make brands sustainable.

Hamed Aghakhani and Tasnim Nishat

Gender-Neutral Pronouns and Consumers' Microaggressions Towards "Them"

Chairman: Elisabeth Van den Abeele

4.C.-Workshop

Hangar 17, Room H4

Michael Möhring & Barbara Keller

Machine Learning meets Advertising Research: A Workshop into Natural Language Processing

ICORIA 2023

JUNE 29th - JULY 1st

Saturday

4.D.-Spécial Session

Hangar 17, Room H4

Nelson B. Amaral, Manoj Hastak, Linda Lemarie, Cristel Russell, Florent Girardin, Matthew A. Lapierre, Eva A. van Reijmersdaal, Sophie Boerman, Colin Campbell, Jeffrey M. Girard, Daniel McDuff, Sara Rosengren

Special Session: Harder, Better, Faster, Stronger Consumer Discernment: Experimental Evidence Across Contexts

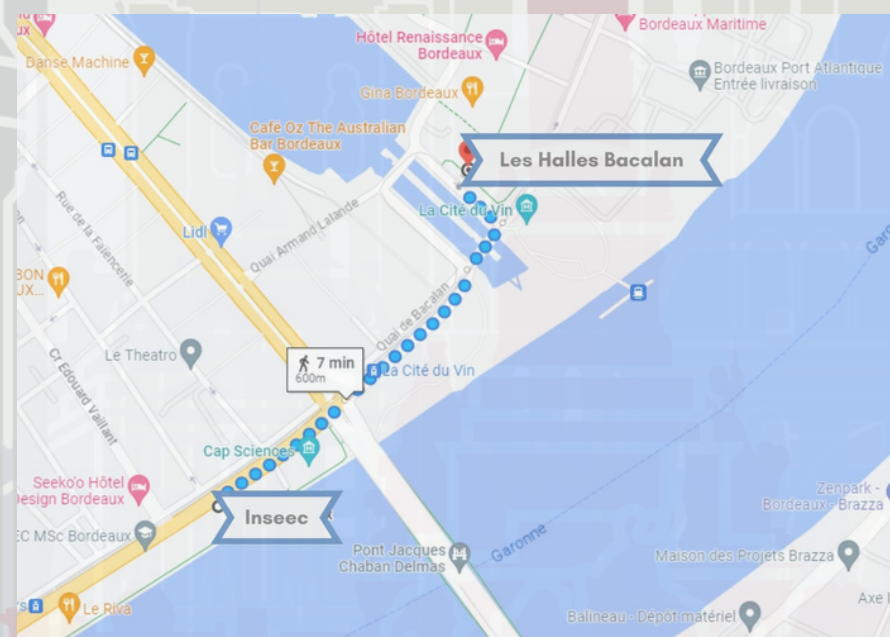
Saturday 16.00-17.30 General Assembly and Announcement

Hangar 18, Amphitheater

Saturday 18.00-20.00 Social Activities

Food & Drink Tour (open to everyone) "Discover the French Apéro"

Meeting place: Les Halles de Bacalan



ICORIA

2023

JUNE 29th - JULY 1st

The nominees for Best Paper are

Nicole Hartnett, Steven Bellman, Virginia Beal, Rachel Kennedy, Claire Charron and Duane Varan

How to accurately measure attention to video advertising

Mag Karpinska-Krakowiak and Martin Eisend

Realistic portrayals of untrue information: The effects of deepfaked ads and different types of disclosures

Liselot Hudders, Michelle Nelson and Marijke De Veirman

A Bit of Fun or Learning? Kidfluencer Content on YouTube as New Form of Entertainment Education

Jolie Gutentag and Cristel Russell

Selling Sustainability. Making Green Advertising Claims More Concrete with Circular Economy Message Framing

The nominees for Best Student Paper are

Julian Felix Kopka, Lennart Borgmann and Tobias Langner

(Not) the Right Time for Social Media Ads?! Exploring the Impact of Social Media Detox on Ad Reception via Mobile Eye-Tracking

Lotte Hallez, Bram Spruyt, Filip Boen and Tim Smits

Packed and claimed for sustainability: A multi experiment test of how consumers perceive soft drink packaging sustainability

Chandler Meakins, Jenni Romaniuk, Cathy Nguyen and Kelly Vaughan

Should brand portfolio members advertise together?

Yan Wang and Lin Zhu

Acting Real: A Cross-Cultural Investigation of Finfluencers' Strategic Authenticity

ICORIA 2023

JUNE 29th - JULY 1st

Juries for Best Paper Award

Patrick De Pelsmacker
Vesna Zabkar
Shintaro Okasaki
Lars Bergkvist
Alexandra Vignolles

Juries for Best Student Paper Award

Martin Eisend
Sophie Boerman
Charles R. Taylor
Liselot Hudders
Camille Saintives

Flemming Hansen Award

Peter Neijens (jury president)
Jisu Huh
Charles R. Taylor
Ralf Terlutter

ICORIA

2023

JUNE 29th - JULY 1st

Reviewers

Hamed Aghakhani
Aun Ahmed
Burcu Akyar
Setareh Alavi
Mohammed Alhumaid
Khaled Almaiman
Gulmira Amangalieva
Bahareh Amini
Theo Araujo
Ana Arranz
Masami Asakawa
Delia Balaban
Ivana Banks
Belem Barbosa
Anika Bausch
Virginia Beal
David Bednall
Steven Bellman
Lars Bergkvist
Zeph Berlo
Emma Beuckels
Lies Beugnies
Sonja Bidmon
Enrique Bigne
Julie Bilby
Martin Block
Sophie Boerman
Javier Boix
Inés Boluda
Lennart Borgmann

Moritz Botts
Christina Boutsouki
Laura Bright
Judith Brown
Daniel Bruns
Cristian Buzeta
José Cavia
Yingying Chen
Zifei Chen
Osnat Cohen
Catherine Coleman
Bettina Cornwell
Barbara Culiberg
Ileyha Dagalp
Nathalie Dens
Fabrice Desmarais
Cristina Díaz
Sandra Diehl
Luisa Durazo
Gabrielle Dymont
Martin Eisend
Katrin Elorz
Carla Enslin
Tugce Eray
Hadi Eslami
Elisenda Estanyol
Marie Fakkert
Beatriz Feijoo
Zhonghui Feng

ICORIA

2023

JUNE 29th - JULY 1st

Reviewers

Anna Fenko
Juliana Fernandes
Judy Franks
Mahsa Ghaffari
Petar Gidaković
Heribert Gierl
Sonja Grabner-Kräuter
Alicja Grochowska
Jolie Gutentag
Hanna Guterman
Yaniv Gvili
Ulla Hakala
Lotte Hallez
Haiming Hang
Patrick Hartmann
Nicole Hartnett
Yoshitomo Hatakeyama
Leonidas Hatzithomas
Gabriele Hayden
Jameson Hayes
Morikazu Hirose
Steven Holiday
Anna Hollstein
Liselot Hudders
Jisu Huh
Ömer Hurmaci
Carolin Ischen
Steffi Jans
Clark Johnson
Eunsin Joo
René Jørgensen
Matthias Karmasin

Saima Kazmi
Rachel Kennedy
Peter Kerkhof
Freya Keyzer
Eyun Ki
Mark Kilgour
Su Kim
Denise Kleiss
Isabell Koinig
Mateja Koklič
Ofrit Kol
Tomaž Kolar
Agisilaos Konidaris
Julian Kopka
Mag Krakowiak
Sonja Kräuter
Evangelia Ktisti
Hyokjin Kwak
Tobias Langner
Samaneh Lapari
Juliano Laran
Charles Lawry
Imogen Lee
Shalom Levy
Hairong Li
Yuting Liu
Marthinus Loggerenberg
Femke Loose
Ana Lopes
Natalia López
Luisa Mahn
Edward Malthouse

ICORIA

2023

JUNE 29th - JULY 1st

Reviewers

Luis Manchón
Marco Mondolfo
Tania Maree
Ewa Maslowska
Marius Mauer
Chandle Meakins
Corine Meppelink
Ellen Mertens
Kei Mineo
Sandra Miranda
Matteo Montecchi
Zwanga Mposi
Meda Mucundorfeanu
Sophia Mueller
Maria Muneta
Rafael Munz
Brigitte Naderer
Nicolas Neef
Dominika Niewiadomska
Guda Noort
Shintaro Okazaki
Salvador Oliver
Rami Olkkonen
Henry Owu
Barney Pacheco
Katariina Pajuranta
Anastasios Panopoulos
Haseon Park
Patrick Pelsmacker
Elísabet Pérez
Jean Pfiffelmann
Peilin Phua

Giovanni Pino
Kirk Plangger
Yara Qutteina
Carina Rasse
Eva Reijmersdal
Kyriakos Riskos
David Roca
Jenni Romaniuk
Sara Rosengren
Thérèse Roux
Cristel Russell
Tanya Ryan
Charo Sádaba
Katharina Saile
Belén Saiz
Francisco Sánchez
Susana Santos
Fabienne Schmidt
Muriel Scott
Sigal Segev
Claire Segijn
Gül Şener
Eric Setten
Byron Sharp
Dorit Sheiner
Joy Shields
Wonsun Shin
Lucy Simmonds
Aline Simonetti
Edith Smit
Marlize Smit
Tim Smits

ICORIA

2023

JUNE 29th - JULY 1st

Reviewers

Jonatan Södergren
Dieneke Sompel
Marla Stafford
Joanna Strycharz
Keigo Taketani
Ralf Terlutter
Birgit Teufer
Prokopis Theodoridis
Magda Thiel
Matia Torbarina
Giang Trinh
Selin Türkel
Sarah Turnbull
Bram Uyttenhove
Khadija Vakeel
Ini Vanwesenbeeck
Chrysopigi Vardikou
Kelly Vaughan
Marijke Veirman
Kirsten Victory

Giampaolo Viglia
Elli Vlachopoulou
Edward Vooght
Hilde Voorveld
Maria Voutsas
Martin Waiguny
Martin Waiguny
Yan Wang
Dagmar Weberova
Helen Whiteside
Lotte Willemsen
Jing Yang
Liuliu Yang
Önder Yönet
Seounmi Youn
Vesna Zabkar
Brahim Zarouali
Mila Zečević
Yang Zhou
Lin Zhu

ICORIA

2023

JUNE 29th - JULY 1st

Notes

B O R D E A U X

ICORIA

2023

JUNE 29th - JULY 1st

Notes

Notes section with horizontal lines for writing. The background features a faint illustration of a cityscape with a central monument topped by a winged figure. The word 'BORDEAUX' is faintly visible in the background.

ICORIA

2023

JUNE 29th - JULY 1st

Notes

B O R D E A U X

ICORIA

2023

JUNE 29th - JULY 1st

Notes



A series of horizontal lines for taking notes, overlaid on a background illustration of a cityscape. The central monument features a winged figure. The word 'BORDEAUX' is faintly visible in the background.

ICORIA

2023

JUNE 29th - JULY 1st

Notes

B O R D E A U X

ICORIA 2023

JUNE 29th - JULY 1st

- SALLES G-B-I :**
HANGAR 18 NORD MSc & MBA
- SALLES PB :**
HANGAR 19 GRANDE ECOLE
- SALLES SDP :**
HANGAR 18 SUD SUP DE PUB
- SALLES R :**
BBA INSEEC - 26 RUE RAZE
- SALLES H :**
HANGAR 16 MSc & MBA
- SALLES H17 1-2-3-4-5**
HANGAR 17 BACHELOR
- 74QB :**
74 QUAI DE BACALAN
CODE : A7433B

Quinconces



Gare St-Jean



BORDEAUX
PLAN D'ACCÈS

OMNES
EDUCATION

Harder Better Faster Stronger

INSEEC
GRANDE ÉCOLE

INSEEC
MSc & MBA

esg EUROPEAN
ADVERTISING
ACADEMY