

# ICORIA 2023

JUNE 29<sup>th</sup> - JULY 1<sup>st</sup>

Harder  
Better

Faster

Stronger

# ICORIA 2023

JUNE 29<sup>th</sup> - JULY 1<sup>st</sup>

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 29<sup>th</sup> - JULY 1<sup>st</sup>

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

**Minjin Rheu, Jing Yang and Eunsin Joo**

"Can You Even Use This Product?" Comparing Virtual and Human Influencers regarding Its Perceived Sincerity, Endorsement Authenticity, and Consumer Attitudinal Response

**Chairman: Henry Kojo Bonsu Owu**

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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**

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## 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**

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## 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**

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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**

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## 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**

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## 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**

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## 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

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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

**Hairong Li, Shintaro Okazaki and Kai-Yi Young**

Conceptualization of advertising context for the age of AI

**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 Vliegthart**

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**

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## 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**

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## 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

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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**

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## 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**

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## 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 18.30,  
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

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Saturday

7.30–8.30 Yoga Session

Hangar 16, Room or Terrace

9.00–10.30

## 1.A.- Green Communication

Hangar 18, Room G1

**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 18, Room G2

**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**

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## 1.C.- Advertising Effectiveness

Hangar 18, Room G3

**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.-Literature Review & Conceptualisation

Hangar 18, Room G4

**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**

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## 1.E.- Emotions

Hangar 18, Room G5

### 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 18, Room G1

### 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

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## 2.B.- Social Media Advertising

Hangar 18, Room G2

**Chrysopigi Vardikou, Christos Moridis and Agisilaos Konidakis**

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 18, Room G3

**Joy Shields, Cristel Russell and Clark Johnson**

Brand encounters in the metaverse: the role of touch

**Steven Holiday and Haseon Park**

Unpacking kidfluencers' agent persuasion knowledge: Examining the impact of child influencers' attention and emotional presentation on consumer engagement in unboxing videos

**Chandler Meakins, Jenni Romaniuk, Cathy Nguyen and Kelly Vaughan**

Should brand portfolio members advertise together?

**Chairman: Bastian Blomberg**

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## 2.D.-Food

Hangar 18, Room G4

**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 18, Room G5

**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**

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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 11

**European Advertising Association Board Meeting**

*Upon Invitation*

12.30-13.30 Lunch Break

Hangar 18, Terrace

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13.30-15.00

## 3.A.- Advertising

Hangar 18, Room G1

**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 18, Room G2

**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

**Minjin Rheu, Jing Yang and Eunsin Joo**

"She is Smiling at Me" The Effect of Positive Emotion Expression from Virtual influencers on Consumers' Responses

**Chairman: Dominika Niewiadomska**

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## 3.C.- Crisis

Hangar 18, Room G3

**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 18, Room G4

**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 18, Room G5

**International Journal of Advertising**

*Upon Invitation*

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Saturday

15.15-16.15

## 4.A.- Covid-19

Hangar 18, Room G1

**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 18, Room G2

**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: Martin K.J. Waiguny**

## 4.C.-Workshop

Hangar 18, Room G3

**Michael Möhring & Barbara Keller**

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

*Please bring your laptop or tablet*

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Saturday

## 4.D.-Special Session

Hangar 18, Room G4

**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

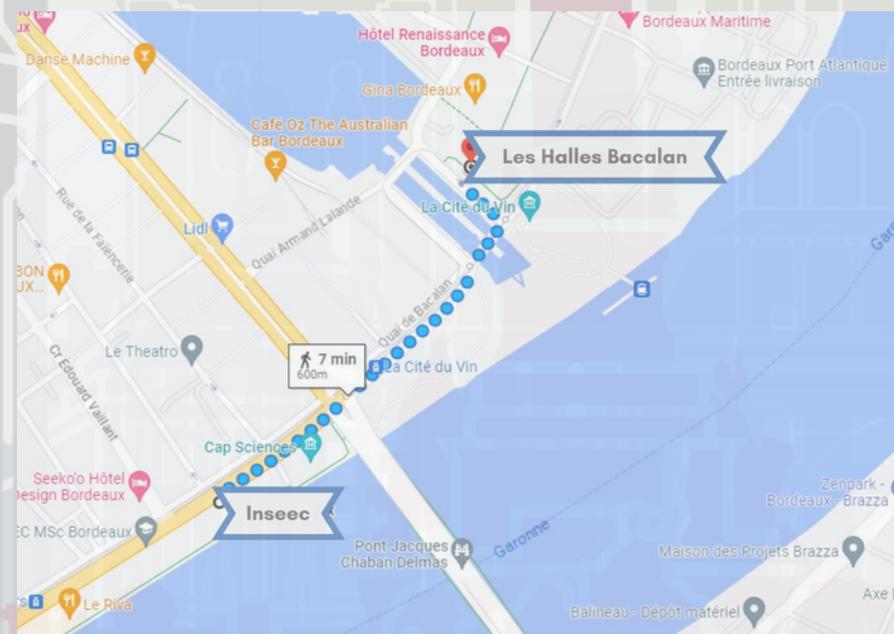
## Saturday 16.00-17.30 General Assembly and Announcement

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



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## 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

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## 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**

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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



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