EAA Newsletter

No. 62 // November 2022

ICORIA 2023: Bordeaux, France hosts EAA's 21st annual conference

The 21st International Conference on Research in Advertising (ICORIA) 2023 will be held (again) in Bordeaux, France. The 2021 edition was unfortunately held 100% online and we would like to meet you in real life in 2023. Bordeaux has been declared a "World Heritage Site" by UNESCO, was named the best tourist destination in Europe (2015), and is the second-best city in the world to visit, according to the New York Times (2016). Formerly known as Sleeping Beauty, Bordeaux has undergone its transformation: Beyond vineyards and beaches, we invite you to join the conference and discover the city and its surroundings.

In the spirit of the French music duo Daft Punk, "Harder, Better, Faster, Stronger: Advertising and Communication between Immediacy and Sustainability" will be the theme of the conference. How to manage mass communication and personalized messages, how to overcome the temptation of instant gratification versus long-term benefits, how to deal with current and future trends, how to act between one-minute buzz and authenticity, etc. are several questions that should find an answer thanks to research in advertising and communication. We invite you to join the debate and experience France.

The venue, INSEEC Grand Ecole, is located just minutes from the city center. All hotels and venues are within easy walking distance. ICORIA 2023 will begin on June 29 with the 9th Doctoral Colloquium and a Welcome Reception in the evening. On Friday, June 30, and Saturday, July 1, researchers will give about 150 presentations on topics related to advertising and communication. The gala dinner on Friday and the social event on Saturday will provide a great opportunity for networking and collaboration.

For more information:
http://www.europeanadvertisingacademy.org/icoria2023/

JAR Writers Workshop at ICORIA 2023

The Journal of Advertising Research is excited to partner with ICORIA to host a first-ever JAR Writer's Workshop the afternoon of June 29th, 2023. The workshop's focus is on helping authors develop research that is more relevant to advertising practice. Several panels and presentations will take place during the afternoon. Authors are also invited to submit early-stage ideas they would like to receive feedback on during workshop sessions. More details on the workshop and how to submit your ideas will be provided in the coming months.

Call for Nominations: EAA Flemming Hansen Award 2023

The European Advertising Academy (EAA) is seeking nominations for the Flemming Hansen Award 2023. This long-term impact award honors an advertising scholar who has made outstanding contributions to distinguished scholarship in the field of advertising research. Specifically, the EAA will recognize an author of several publications that achieved significant impact in the field of advertising. The 2023 recipient will be announced at the Gala Dinner of the 21th International Conference on Research in Advertising (ICORIA).

The EAA will consider self-nomination as well as nomination by another person or organization. All nominees will be considered against the same criteria. Please send nominations and any questions related to this award to the EAA Award Manager, Tobias Langner, at langner@wiwi.uni-wuppertal.de. Include the candidate's CV with the nomination letter which should describe significant contributions to distinguished scholarship in advertising research made by the nominee (maximum one page).

Nominations for the 2023 award must be received by April 1, 2023.

IJA Special Issue with the selection of best papers from the ICORIA 2021 is published!

The sixth time the International Journal of Advertising publishes a selection of the best papers from the ICORIA. Congratulations to the editors Sara Rosengren and Martin Eisend and authors! Link: https://www.tandfonline.com/toc/rina20/41/8

EAA on social media

Have you discovered us on social media yet? EAA now has a [Facebook page](#) and a [LinkedIn page](#). Follow us there for the latest news about the Icoria conferences, our members, and advertising research. Have something to share yourself? Contact our social media manager Sophie Boerman at s.c.boerman@uva.nl.

Joint membership for the American Academy of Advertising and the European Advertising Academy

The EAA enables its members a joint membership with the American Academy of Advertising (AAA) This joint membership will allow members access to both organizations with all membership benefits, including the ability to pay the members' reduced price at both ICORIA and the AAA Conferences in the year of the joint membership. If you are interested, please check www.europeanadvertisingacademy.org/membership/ and visit www.aaasite.org/membership.

Conference, Symposium and Journal Announcements

The preconference for young scholars at the American Academy of Advertising conference in Denver in March 2023
For young scholars (PhD candidates, graduate students with interest in a PhD program, or an early career professors/postdocs), Dieneke Van de Sompel and Liselot Hudders will organize a half-day pre-conference symposium on March 23, 2023 at the AAA in Denver, with insights in academia in Europe and the United States. Participants should submit a one-pager with their research topic, career stage and expectations to Liselot.Hudders@Ugent.be and Dieneke.Vandesompel@Ugent.be no later than January 31, 2023. More information on the AAA conference: https://www.aaasite.org/annual-conference

Symposium – Language in Webcare: interdisciplinary perspectives, Second edition
The symposium will be held in person at Radboud University in Nijmegen (the Netherlands) on Thursday, July 6 and Friday, July 7, 2023. We kindly invite abstracts of max. 400 words excluding references), written in English, to be sent in Word-format to rebecca.vanherck@ru.nl (please use the e-mail subject 'Language in webcare: Abstract submission').
Deadline for receipt of abstracts: January 15, 2023.
For all enquiries regarding the symposium, please contact rebecca.vanherck@ru.nl..

Online virtual collection, "50 Years of the Journal of Advertising."
Edited by Professor Shelly Rodgers (School of Journalism, University of Missouri)
All of the collection articles are free to access for a limited time, courtesy of Taylor and Francis.
https://www.tandfonline.com/journals/ujoa20/collections/50-Years-of-the-Journal-of-Advertising

Journal of Current Issues & Research in Advertising special issue on Emerging Issues in Computational Advertising.
The special issue will publish original, high-quality papers that examine the theoretical, methodological, ethical, or practical implications of computational advertising. The full call for papers can be found here: https://lnkd.in/eZe45g5v
Manuscript submission deadline: November 1st, 2023. Authors interested in the special issue are encouraged to submit their extended abstract to the special track of the 2023 Global Marketing Conference (https://lnkd.in/eXvUEfw2

Journal of Interactive Advertising: Special Issue Article Collection on Brand Activism on Digital and Interactive Media - Deadline: July 31, 2023
Click https://think.taylorandfrancis.com/special_issues/journal-interactive-advertising-article-collection/

Journal of Advertising Research, Special Issue on Prosocial advertising messages
This special issue of JAR seeks manuscripts specifically on prosocial advertising messages, with the goal of publishing a set of papers with insights and actionable recommendations that can be implemented to help generate positive decisions and behaviors.
Submissions are welcome on an ongoing basis up to May 8, 2023.

The special section editor is Dr. Marla Royne Stafford (marla.stafford@unlv.edu) at the Lee Business School at the University of Nevada-Las Vegas. More information on te CfP: https://www.journalofadvertisingresearch.com/content/calls-papers

Journal of Advertising: Special section on Inclusive Advertising for a Better World
Special Issue Guest Editors**:**
Giampaolo Viglia, University of Portsmouth, UK
Gopal Das, Indian Institute of Management Bangalore, India
Wan-Hsiu Sunny Tsai, University of Miami, USA
Iryna Pentina, University of Toledo, USA. Deadline: February 1, 2023.
For more information, please visit https://bit.ly/Inclusive_Advertising

Journal of Interactive Advertising: Special Issue Call for Papers: AI and Social Media Advertising: An Enabling Technology or An Effective Research Tool?
Deadline: December 31, 2022. Click https://think.taylorandfrancis.com/special_issues/ai-social-media-advertising

Public Relations Review Special Section on Computational Methods and Strategic Communication
Co-editors: Alvin Zhou at the University of Minnesota and Toni van der Meer at the University of Amsterdam.
This Special Section is aimed at establishing a stronger connection between two terms — computational and strategic — in communication research, and to present a variety of computational methods and data sources, as well as a diverse representation of research fields that are dedicated to the study of strategic communication.
Submission (Letter of Inquiry) deadline: December 15, 2022
Letter of inquiry should be submitted through email to both co-editors (Alvin Zhou, alvinyxz@umn.edu; Toni G.L.A. van der Meer, G.L.A.vanderMeer@uva.nl). More information on the CfP: https://z.umn.edu/compstrat.

Journal of Marketing Communications Special Issue: A Step Change in Marketing Communication Education and the next urgent steps for research
Guest edited by Gayle Kerr (gf.kerr@qut.edu.au**), Ian Lings (**ian.lings@qut.edu.au**), and Philip J. Kitchen** (philip.kitchen@icn-artem.com). Prior to submission please visit the author guidelines on the journal home page: https://manuscriptcentral.com/rjmc. The deadline for paper submission is **30 November 2022**.