
EAA Newsletter



No. 63 // February
2023

Submissions open for ICORIA 2023 hosts EAA's 21st annual conference

Submissions are open for the 2023 International Conference on Research in Advertising in Bordeaux, France.

We are looking forward to your submissions until **the extended deadline of March 22**. The ICORIA 2023 submission page is here:

<https://easychair.org/conferences/?conf=icoria2023>

For more information, please refer to:

<http://www.europeanadvertisingacademy.org/icoria2023/>

ICORIA 2023

JUNE 29th - JULY 1st



 **INSEEC**
GRANDE ÉCOLE

 **INSEEC**
MSC & MBA

 **EUROPEAN**
ADVERTISING
ACADEMY

Doctoral Colloquium

On Thursday the 29th of June, Liselot Hudders and Dienneke Van de Sompel (Ghent University) will organize a doctoral colloquium for PhD students. The aim of this colloquium is to provide PhD students with professional skills needed for their academic career.

Prof. Jameson Hayes, and Prof. Steven Holiday (University of Alabama) already confirmed to give a talk about their biometrics research, and they will share practical tips on how to use computational approaches and social media analytics in your advertising research.

If there are senior scholars who are interested to give a talk at the colloquium, please reach out to us!

To participate in the ICORIA 2023 Doctoral Colloquium please send a one-page application in which you briefly describe your dissertation project and motivate why the doctoral colloquium would be important for you in developing your research career.

Please send your application by e-mail to: Liselot.Hudders@Ugent.be and Dieneke.Vandesompel@Ugent.be no later than May 8, 2023. Applicants will be notified about acceptance no later than May 12, 2023.

Questions with regards to the doctoral colloquium can be directed to Liselot Hudders (EAA Board, Pre-conference/PhD program).

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

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. 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.

ICORIA grant

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy provides a yearly research grant by waiving the conference fee for three selected researchers.

Applications should be submitted via email to info@icoria.org once the applicant has submitted a research paper to ICORIA, but no later than the conference paper submission deadline (March 15, 2023). Award recipients will be notified in May at the time the decision about the conference paper is out. More on <http://www.europeanadvertisingacademy.org/awards-and-grants/>

EAA Research grant

To support researchers to conduct innovative, excellent research into advertising, the European Advertising Academy provides a yearly EAA Research Grant. The EAA can award a total of € 3,000 each year. Applicants can apply for a maximum of €1,500.

Applications should be submitted via email to info@icoria.org no later than the conference paper submission deadline (March 15, 2023). The EAA Research Grants will be awarded during ICORIA.

More on <http://www.europeanadvertisingacademy.org/awards-and-grants/>

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 sophie.boerman@wur.nl.

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



**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 40th anniversary special issue of International Journal of Advertising

The special issue on perspectives on advancing the advertising field for academics and practitioners is published. Editors: Patrick De Pelsmacker, Sandra Diehl, Peter Neijens & Ralf Terlutter. <https://www.tandfonline.com/toc/rina20/42/1>

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,

62(4) - <https://www.journalofadvertisingresearch.com/content/62/4>

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 the CfP:

<https://www.journalofadvertisingresearch.com/content/calls-papers>
