
EAA Newsletter



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Program for ICORIA 2023, EAA's 21st annual conference

The preliminary program for ICORIA 2023, June 29-July 1, 2023, in Bordeaux, France, has been prepared. For more information, visit:

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

A total of 137 papers have been accepted and will be presented in more than 35 sessions. The program includes two special sessions, "Harder Better Faster Stronger Consumer Discernment" and "Machine Learning meets Advertising Research: A Workshop on Natural Language Processing"

For yoga practitioners (whether beginner or advanced), there will be yoga sessions on Friday and Saturday mornings (7:30 a.m.) thanks to Cristel Russell. Do not forget your yoga outfit and a towel.

Doctoral colloquium at ICORIA 2023

Thursday afternoon, June 29, will be devoted to the Doctoral Colloquium. Registration for the colloquium is now closed. If you have questions, please contact Liselot Hudders (Liselot.Hudders@UGent.be).

Writer's Workshop on Crafting Industry Relevant Research at ICORIA 2023

The Journal of Advertising Research, the International Journal of Advertising, and the Journal of Advertising are pleased to co-host with ICORIA the first-ever Writer's Workshop on Crafting Industry Relevant Research on the afternoon of June 29, 2023.

The focus of the workshop is to help writers develop research that is more relevant to advertising practice. Editors and AE from the three host journals will be present during the workshop to offer advice and tips. The workshop is free and open to all advertising researchers. If you have any questions about the workshop, please contact Colin Campbell colincampbell@sandiego.edu.



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
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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

Special issue of the Journal of Advertising dedicated to Computational Advertising Research Methodology

Special Issue aims: (1) to examine the most critical methodological developments and issues in the advertising research field in connection to the rise of programmatic advertising, data-driven targeting and personalization, and AI advertising; (2) to set the research standards and ethical

guidelines for future researchers using computational social science research methods to address wide-ranging advertising research problems; (3) to provide helpful, practical guidelines that can improve computational advertising research's internal and external validity; and (4) to contribute to methodological innovation and advancement of the emerging field of computational advertising research in an ethical and responsible manner. Paper proposal submission deadline: July 31, 2023. All proposals should be submitted via email to Dr. Jisu Huh, Editor-in-Chief, at jaeditor@umn.edu. <https://www.ama.org/listings/2023/05/23/computational-advertising-research-methodology/>

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,

63(1) - <https://www.journalofadvertisingresearch.com/content/63/1>

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>)
