

ICORIA 2024

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Moving forward, looking back: advertising in the advent of AI





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The 22nd International Conference on Research in Advertising (ICORIA) 2024 will be held in Thessaloniki (Greece). Nestled on the azure shores of the Aegean Sea, Thessaloniki boasts a rich tapestry of ancient landmarks, Byzantine churches, and charming streets of the Old Town. With its warm, welcoming locals, lively atmosphere, and delectable Mediterranean cuisine, Thessaloniki is a captivating blend of history, tradition, and modernity, promising a journey through time and a taste of authentic Greek hospitality.

Embracing the city's fusion of tradition and modernity, the conference theme, **"Moving forward, looking back: advertising in the advent of AI"** encapsulates the pivotal shift occurring in the advertising landscape as artificial intelligence (AI) plays an increasingly central role. It signifies the ongoing technological progression, where AI is transforming every aspect of advertising. AI-powered algorithms enable hyper-targeted ad placements, real-time data analysis, and personalized

consumer experiences. Moreover, chatbots and virtual assistants enhance customer interactions and engagement. In this forward-looking context, advertisers are continually exploring AI's capabilities to gain a competitive edge. At the same time, it reminds advertisers of the importance of historical context. Traditional advertising methods, such as print ads and TV commercials, paved the way for the digital era. Understanding the evolution of consumer behavior, brand communication, and the impact of past campaigns provides valuable insights, human touch and authenticity.

In essence, "moving forward, looking back" emphasizes the need for a balanced approach to advertising in the AI era. It combines the innovation and efficiency of AI with the wisdom gained from past, traditional advertising practices. By leveraging AI while respecting the fundamentals of effective communication, advertising can navigate this transformative era more effectively



and deliver compelling, relevant content to its target audiences.

The ICORIA will start on June 27, 2024, with the 9th doctoral colloquium and a welcome reception. On June 28 and 29, 2024, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner will give you the opportunity to discover a taste of Greece, and as usual this event will allow further networking.

9th ICORIA DOCTORAL COLLOQUIUM

The aim of this colloquium is to provide PhD students with professional skills needed for their academic career. A selection of renowned scholars from the fields of advertising, marketing, and branding will give interactive lectures and workshops on various topics, including how to publish your work in top academic journals, how to manage your supervisors, the do's and don'ts of peer reviewing and career advice.

Active participation and some preparation are expected from the participants. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Moreover, PhD students will meet their peers from different countries and be able to build their international network that will become valuable throughout their academic career.

Please visit www.icoria.org for further information.

PhD students will be invited to chair sessions and embrace their future role.

SUGGESTED TOPICS (BUT NOT LIMITED)

ADVERTISING

Advertising, Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-Cultural Issues, Special Target Groups, Non-for-Profit Advertising, Privacy Concerns, Green and Prosocial Advertising.

BRANDING AND BRAND MANAGEMENT

Branding, Models of Brand Communication, Brand Communication, Brand Equity, Branded Experiences, Sensory Branding, Brand Endorser, POS Communications, Communications with Labels & Packaging.

CONSUMER BEHAVIOR

Emotions & Engagement, Neuroscience & Communication, Relationship Building, Sensory Experiences & Embodiment, Consumer Perception of Designs, Personalization & Microtargeting, Consumers in Digitalization.

COMMUNICATION MANAGEMENT

Communication Management, Integrated Marketing Communication, Public Relations,

Product Placement, Branded Content, Content Marketing, Content Creation by Large Language Models, Sponsorship, Events, Influencer and Celebrity Marketing, AI Avatars, Omni-Channel Communication.

DIGITAL MEDIA

Digital Media, Social Media, Mobile Media, User-Generated Content, Touchpoints and their Experience, Virtual, Augmented & Mixed Reality, Data & Communications, Privacy & Data Security, Marketing Automatization.

MASS MEDIA

Mass Media, Channel & Multi-Media Management, Convergence Management, Cross-Media Strategies, Media Management, Trends in Mass Media.

METHODOLOGICAL ISSUES

Methodological Issues, Data Science in Advertising & Communications, Artificial Neural Networks, Machine Learning and AI in Advertising and Communication Research, Neurophysiological Methods in Advertising and Communication Research, AI in Data Analytics.

PUBLIC POLICY

Public Policy, Corporate Social Responsibility, Ethics, Marketing in Restricted Industries, Political Communication, Stakeholder Advertising, Promotion of Sustainable Behavior, Communication of Healthy Behavior.

PAPER SUBMISSIONS

Please submit a ten-page summary of your paper as soon as possible (but no later than March 15, 2024). Please use the submission procedure for your paper summaries provided on EasyChair.

The summary must include an Abstract, Intro-

duction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Please refer to ICORIA 2024 Submission Instructions when preparing the paper and title page. Papers must be prepared using the layout and reference guidelines of the International Journal of Advertising.

All submissions will be blind peer reviewed. Please ensure your submission applies a correct academic style and authors are not to be identified in the text.

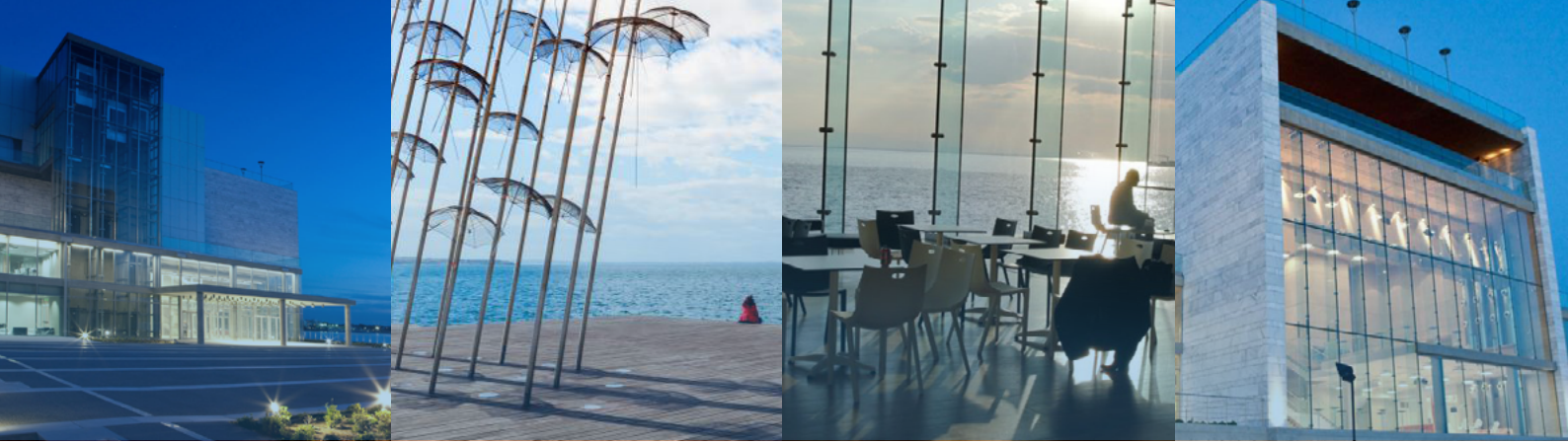
SPECIAL SESSIONS

Proposals for a Special Session should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

The aim of Special Sessions is to stimulate discussion and set up new insights or domains. Special session proposals are peer reviewed based on the relevance of the topic, innovative approach, and the quality of the content.

All guidelines and criteria for regular submissions apply too for submissions of a Special Session (length: 3 - to 4 pages maximum per paper plus a separate cover/title page).

The summary of each contributor must include an Abstract, Introduction, Discussion and/or Conclusion and a short list of references. Also a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/ title page should include for all the manuscripts: Title, Author(s) names, Affiliations, and Contact Details.



PUBLICATIONS

All accepted papers will be published in the Conference Proceedings. Authors can choose to publish either a ten-page summary or a one-page extended abstract for the proceedings. A selection of extended papers will be invited for publication in the official European Advertising Academy, *Advances in Advertising Research* Vol. XV.

Papers, which received high reviewer scores, will be considered for a special issue of the *International Journal of Advertising*.

At the Gala dinner, the Best Paper Award and the Best Student Paper Award will be announced.

REGISTRATION

At least one of the authors of a paper that is accepted needs to register and attend the conference.

The conference fee is €390 for early bird (before May 22nd) and €450 for late registration (from May 23rd)- including the conference proceedings and the €30 annual membership fee of the European Advertising Academy (EAA). The joint EAA/AAA members are entitled to a 30 € deduction.

The doctoral colloquium is free of charge for PhD students registered to the conference.
Submission deadline is March 15, 2024.

The deadline for registration is May 24, 2024.

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 will provide a yearly research grant by waiving the conference fee of 390 EUR for three selected researchers. For further information, please refer to the EAA's website at www.europeanadvertisingacademy.org/

MORE INFORMATION

Please frequently visit our conference website at www.icoria.org for more information. On the website you will find more details about travel and accommodation, impressions and tips. Please contact the conference chair manager for any questions about paper submission or other matters.

The conference chair managers:

- Christina Boutsouki (chbouts@econ.auth.gr)
- Leonidas Hatzithomas (hatzithomas@uom.edu.gr)
- Anastasios Panopoulos (apanopoulos@uom.edu.gr)

OUR PARTNER



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