

# ICORIA 2025

Advertising with a Purpose: Creating Impact through Research Excellence

June 26<sup>th</sup> – 28<sup>th</sup>





## ICORIA 2025

### Advertising with a Purpose: Creating Impact through Research Excellence

The 23rd International Conference on Research in Advertising (ICORIA) 2025 will be held in Rotterdam (the Netherlands). Rotterdam is a vibrant, forward-thinking city known for its innovative architecture, bustling port and vibrant cultural scene. Rotterdam thrives on its international energy and dynamic community of entrepreneurs and creatives.

Embracing the Erasmus University Rotterdam's mission to create positive social impact, the conference theme "**Advertising with a Purpose: Creating Impact through Research Excellence**" captures the connection between academia and societal stakeholders. Consumers are no longer seeking just products or services; they want meaningful connections with the organizations and brands they engage with. This requires

research excellence which provides insights on consumer behavior, preferences and societal trends.

In the context of advertising with a purpose, impact refers to the meaningful and lasting changes that research can produce, not just at the individual level but across society. Impact involves a reciprocal relationship where academia actively engages with and responds to societal needs, rather than operating in isolation. This impact manifests in various forms: from conceptual contributions that deepen our understanding of societal challenges, to instrumental outcomes that provide practical tools for addressing those challenges. It also includes cultural shifts, fostering reflection on values and assumptions, and enhanced connectivity, where networks and relationships are



strengthened to address collective problems. Ultimately, impact refers to realizing positive, transformational changes—whether in economic, business, or social domains—that improve the quality of life and drive sustainable progress.

In essence, “Advertising with a Purpose” emphasizes the need for a balance between research excellence and the influence of our research for different societal stakeholders. Striving for such a balance, requires high-quality research as well as engaging with and listening to the needs from societal stakeholders. By combining both research excellence and societal impact, advertisers can truly create value for their stakeholders through leveraging meaningful connections.

ICORIA will start on June 26, 2025 with a **pre-conference**, the 10th **doctoral colloquium** and a **welcome reception**. On June 27 and 28, 2025, the conference will present around 150 papers on various topics related to advertising and communication. A Gala Dinner will provide an excellent opportunity for further networking in a relaxed and festive environment.

## 10th 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.

Active participation and active 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 international network that will become valuable throughout their academic career.

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

Please visit [www.icoria.org](http://www.icoria.org) for further information.

## 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, Health Advertising

### BRANDING AND BRAND MANAGEMENT

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

### CONSUMER BEHAVIOR

Emotions & Engagement, Neuroscience & Communication, Relationships Building, Sensory



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 1st, 2025). Please use the submission procedure for your paper summaries provided on EasyChair.

**Submission deadline is March 1st, 2025.**

The summary must include an Abstract, Introduction, 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 2025 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 submission 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 Sessions should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of one document with the four manuscripts and one document with the names and affiliations of each manuscript.

The aim of the 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 – 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 include a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/title page for all the manuscripts should include 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. XVI.

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

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

## REGISTRATION

At least one author 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 for the conference.

## ICORIA GRANT

To encourage researcher 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 for three selected researchers. For further information, please refer to the EAA website at [www.europeanadvertisingacademy.org](http://www.europeanadvertisingacademy.org)

## MORE INFORMATION

Please frequently visit our conference website at [www.icoria.org](http://www.icoria.org) for more information. On the website you will find details about travel and accommodation impressions and tips. Please contact the conference chair managers for any questions about paper submission or other matters.

### The conference chair managers:

Freya De Keyzer ([dekeyzer@eshcc.eur.nl](mailto:dekeyzer@eshcc.eur.nl))  
Kyriakos Riskos ([riskos@eshcc.eur.nl](mailto:riskos@eshcc.eur.nl))