

I C O R  A 2025
- ROTTERDAM -

ICORIA 2025



ROTTERDAM
JUNE 26-28

I C O R A 2025

- ROTTERDAM -
Welcome

Dear ICORIA 2025 participant

On behalf of my co-chair, dr. Kyriakos Riskos and myself, it is an absolute delight to welcome you to *ICORIA 2025 in Rotterdam*. We are truly excited and deeply honored to host such a vibrant and warm community of advertising researchers and professionals.

This year's conference theme '*Advertising with a Purpose: Creating Impact through Research Excellence*' draws inspiration from our Erasmian value of creating positive social impact. In our field, impact takes on many forms – whether it's driving business innovation, addressing pressing societal issues, shaping the next generation of thinkers, or advancing our academic community. We believe this theme will spark meaningful conversations and inspire you to reflect on the many ways your work makes a difference.

We are proud to share a rich and engaging program that showcases excellent research and practical insights. However, ICORIA is more than just a conference – it's a celebration of ideas, collaboration and connection. As such, we are especially happy to invite you to our two social events: the *Opening Reception on Thursday* at the beautiful Trompenburg Gardens and the Gala Dinner on Friday at the scenic Hal 4 aan de Maas – both perfect setting to unwind, mingle, and make lasting memories.

Whether you are here to present your work, gain fresh perspectives, or to (re)connect with fellow researchers and friends, we hope you will find ICORIA 2025 a stimulating and rewarding experience.

Welcome to Rotterdam. Let's make this conference unforgettable!

Warm regards

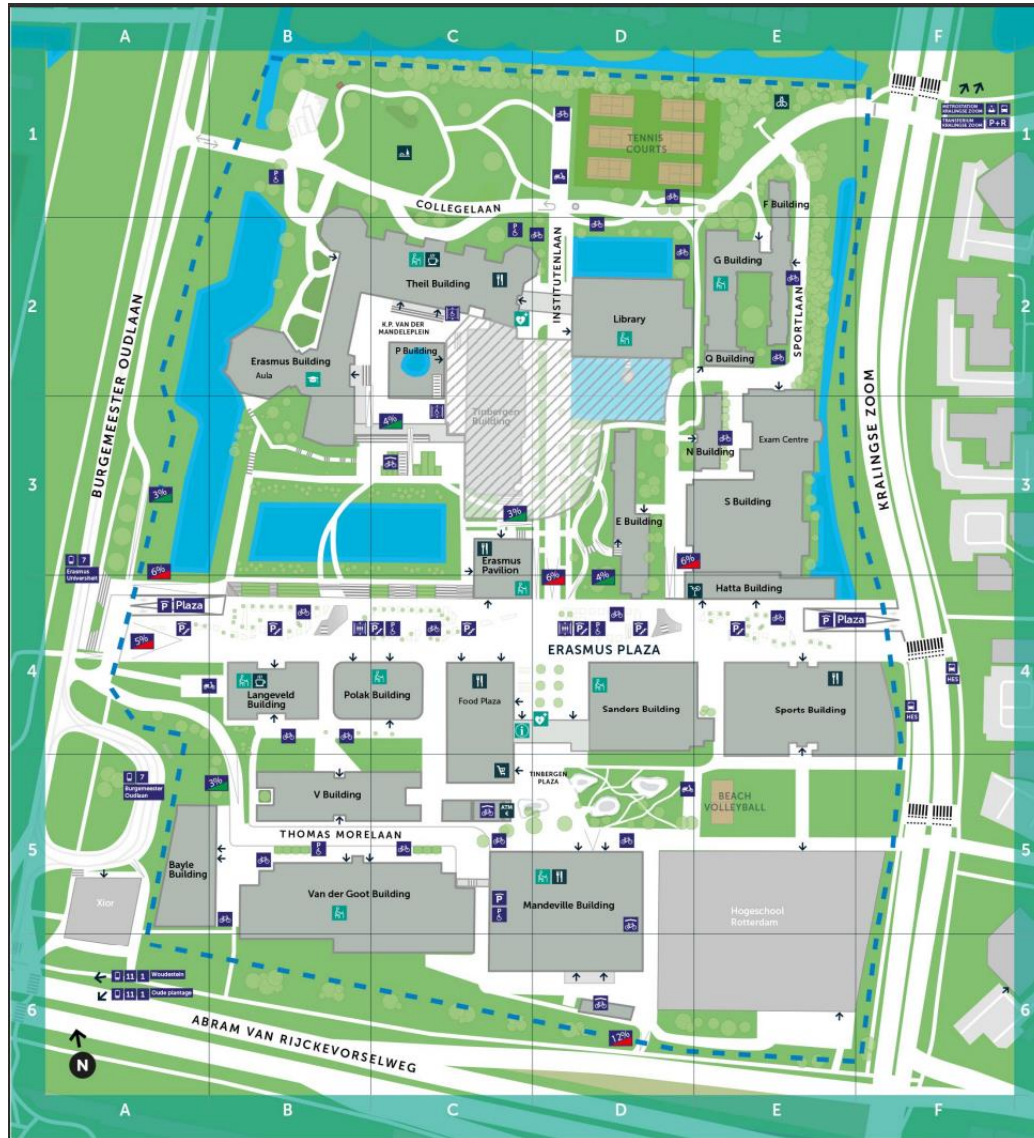
Dr. Freya De Keyzer

ICORIA 2025 Conference co-chair

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2025



Erasmus University Rotterdam Burgemeester Oudlaan 50
Campus Woudestein 3062 PA Rotterdam

+31 10 408 1111
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Buildings

Bayle Building	A5	P Building	C2
E Building	D3	Polak Building	C4
Erasmus Building	B2	Q Building	E2
Erasmus Pavilion	C4	S Building	E3
F Building	E2	Sanders Building	D4
G Building	E2	Sports Building	E4
Hatta Building	E4	Theil Building	C2
Langeveld Building	B4	Tinbergen Building	C3
Library	D2	V Building	B5
Mandeville Building	D5	Van der Goot Building	B5
N Building	E3		

Facilities

Aula	B2	Living Room & Student Support Hub	B4
Bicycle repair shop	C4	OV-chip service point	C4
Copyshop	C4	Physiotherapy	E4
Daycare centre	B2	Post & Logistics	C2
Education Lab & Studio	B4	Senaatszaal	B2
Erasmus Gallery	B2	Staffing agency	C4
Exam Centre	E3	Information Service Desk	C4
Food Plaza	C4	IT Facilities ESSC	C4
Hairdresser	C4		

Legend

Metro	AED
Bus stop	Academic ceremonies
Tram stop	Study spaces
Parking garage	Food & drinks
Stairs to parking garage	Coffee corner
Bike parking zone	Bar
Bike parking shed	Supermarket
(shared) Scooter parking	ATM
Lift access	Park
Platform lift	Bee house & campus garden
	Smoke-free area



- ROTTERDAM -
Thursday 9:00 – 12:15

ICORIA Pre-conference workshop

**Where Good Papers Begin:
Expert Tips on Generating and Refining Research Ideas**

Van der Goot Building Room M1-17

9:00 – 9:10: Introduction to the Pre-conference workshop

Jisu Hu, Colin Campbell, and Charles R. Taylor

9:10 – 10:10: Part 1: Finding the Spark

Jisu Hu (Chair), Colin Campbell, Anna Kim, Kacy Kim, Jameson Hayes

10:10 – 11:00: Part 2: Shaping the Clay

Charles R. Taylor (Chair), Jooyoung Kim, Jisu Huh, Claire Segijn

11:00 – 11:20: Coffee break

Room: M2 West

11:20 – 12:10: Part 3: Making Ideas Shine

Colin Campbell (Chair), Tobias Langner, Charles R. Taylor, Tyler Milfeld

12:10 – 13:30: Lunch

Room: M2 West

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Thursday 13:30 – 16:30

Doctoral Colloquium

Young Leaders in Advertising

Van der Goot Building Room M2-11

13:30 – 14:00: Introduction to the Doctoral Colloquium ICORIA 2025

14:00 – 14:45: How to Use AI in Research: Dos and Don'ts – Insights from the Editor of the Journal of Interactive Advertising

Kim Jooyoung

14:45 – 15:30: How to Navigate Your Ph.D. Journey with Purpose: A Values-Based Approach to Time Management

Sigal Segev

15:30 – 15:45: Coffee break

M2 West

15:45 – 16:30: Chairing a Conference Session

Christina Boutsouki

Welcome Reception

Trompenburg Gardens & Arboretum

18:00 – 20:00

Welcome by prof.dr Tobias Langner, prof.dr. Jameson Hayes and dr. Freya De Keyzer

Join us for a drink to celebrate ICORIA 2025

I C O R  A 2025
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Friday 9:00 – 10:20

AI-generated advertising: Navigating disclosure standards and consumer perceptions

Room Polak 1-21, Session Chair: Fotios C. Syropoulos

Synthetic reality in advertising: Measuring the attitudinal impacts of AI-generated visual recognition

Ofrit Kol, Dorit Zimand-Sheiner and Shalom Levy

Moving towards AI disclosure transparency in advertising: The role of disclosure timing and source

Le He, Jingren Li and Hsuan-Ting Chen

Persuasion in the age of AI: The role of disclosure in synthetic advertising

Rick Wilson, Thérèse Roux and Laura Bright

Posting AI-generated content increases authenticity

Rocío Alarcón-López and Maria Elena Aramendia-Muneta

Strategic transformation in digital media and platforms

Room Polak 2-04, Session Chair: Puck Guldemond

Reimagining account planning in the digital era: Issues of planning under the digital revolution

Shunichi Muraio and Kumiko Ohashi

Platformisation of home and living: A qualitative inquiry into consumer adoption in Europe

Clara Wawrina, René Hubert Kerschbaumer, Dietmar Kappel and Ursula Haas-Kotzegger

Streaming in the ad lane: Unlocking the impact of ad-supported models on SVOD platform performance using panel data

Jaewon Royce Choi and Mi Hyun Lee

Perceived fairness of ads in paid subscription models: The role of justifications in users' subscription intentions

Aya Shaban, Sana Minhas and Jamel Khenfer

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Friday 9:00 – 10:20

Advertising processing and impact: Language and memes

Room Polak 2-20, Session chair: Dong (Daisy) Zhang

Sixty years of research on foreign languages in advertising: Linguistic and marketing perspectives

Jos Hornikx and Frank van Meurs

Bilingual speakers' response to the use of vernacular languages (Basque, Catalan, Galician) versus Spanish in traffic safety advertising in three autonomous regions in Spain

Andreu van Hooft, Frank van Meurs, David Roca and Luis Pastor

Mind the language: Swearing as a persuasive strategy

René Heiberg Jørgensen, Zeph van Berlo and Priska Breves

Fighting anti-vaccine memes with memes: Individual's past disease experience effects

Hye Jin Yoon, Hanyoung Kim, Ja Kyung Seo, Jeong-Yeob Han, Youngjee Ko and Youngji Seo

Emotions, music, and the affective retail experience

Room Polak 2-22, Session chair: Fanying Lyu

The influence of digital signage design and content on shoppers' cognition, attitudes, and purchase intentions

Sfiso Goodman Mahlangu, Therese Roux and Dion Van Zyl

Shopping in the shadow of negative affective states: How emotions during a shopping trip relate to compulsive buying behavior

Lisa Christen and Gunnar Mau

Background music in retail: when taking it slow may benefit you

Fabienne Krywuczky and Peeter Verlegh

The sound of AI: Consumer responses to AI-generated vs. human-composed music in advertising

Morteza Abolhasani, Gordon Liu, Jamie Masters and Zoe Godfrey

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Friday 9:00 – 10:20

Fashion Advertising

Room Polak 3-09, Session chair: Inora Sitoe

Instagram fashion hauls: How social media influencers as virtual salespersons drive purchase intention

Franziska Frese, Rafael Tietze, Michael Schade, Luisa Mahn and Christoph Burmann

Digital discourse on the runway: Exploration of public responses to controversial fashion shows

Argyro Matta, Maria C. Voutsas, Christina Boutsouki and Elli Vlachopoulou

Sustainability in fashion advertising: A review and research framework

Biyao Wu, Anne-Marie van Prooijen, Mariangela Lavanga and Daniel Trottier

Vegan fashion, digital runway: Analyzing social media content strategies for a better consumer connection

Burcu Evran Tanriver, Ebru Uzunoglu and Pinar Umul Ünsal

Influencers, disclosure, authenticity and consumer trust

Room Sanders 0-03, Session Chair: Robin Hauser

When self-disclosure sparks advocacy: The divergent paths of U.S. influencers vs. Chinese influencers

Lin Zhu, Yan Wang and Mark Kazemzadeh

The currency of trust: How altruism pays more than money for highly popular social media influencers

Yaniv Gvili and Shalom Levy

Ad disclosure to combat greenwashing? The role of recycling knowledge and information-seeking motivation

Saima Kazmi, Barbara Behre and Harsha Gangadharbatla

Likes vs. lies: Development and validation of a survey instrument to measure social media influencer's inauthenticity

Yan Wang and Lin Zhu

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Friday 9:00 – 10:30

European Advertising Academy Board Meeting

Room TBA

[Upon Invitation](#)

Friday 11:00 – 12:00

Journal of Advertising
Editorial Review Board meeting

Room TBA

All Editorial Review Board Members of the Journal of Advertising are invited

Friday 10:20 – 10:50

Coffee break

Sanders ground floor

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Friday 10:50 – 12:10

DGPuK Special Topic Session: AI and Advertising

Room Polak 1-21, Session Chair: Priska Breves

Does AI-generated advertising hurt brand trust and expected quality?

Zeph M. C. van Berlo, Demy Vos, Priska L. Breves

Between artificiality and realism: Young users' perceptions of virtual influencers' advertising practices

Meda Mucundorfeanu, Paul Lung, Delia C. Balaban

'Everything is advertising in a synthetic society'

Guda van Noort, Hilde A.M. Voorveld, Joanna Strycharz, Minh Hao Nguyen

AI in advertising: How psychological attachment shapes persuasion by AI agents

Ewa Maslowska, Joanna Strycharz

Gender, diversity, and representation in contemporary advertising

Room Polak 2-04, Session chair: Matteo Rinaldi

Changing the face of advertising: women leaders' perspectives on institutionalization, diversity, equity and inclusion (DE&I) in the Turkish advertising industry

Gül Şener, Eda Öztürk, Pınar Melis Yelsalı Parmaksız and Julie Bilby

Inspiring professional power: The impact of powerful female endorsers on women's ad and brand liking

Emma Antonia Beisser, Sandra Praxmarer-Carus and Martin Eisend

Sympathetic and empathetic responses to ads portraying different types of diversity

Rodrigo Uribe and Enrique Manzur

Impact of protein label on protein alternative's inferences

Fanny Thomas, Gaëlle Pantin-Sohier, Romane Beillevaire, Céline Lesieur, Célia Manet and Zoé Vayre

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Friday 10:50 – 12:10

Social impact and purpose-driven advertising: From strategy to engagement

Room Polak 2-20, Session Chair: Charlotte Lamerz

Advertising with a Purpose: Analyzing the Values of the World's Largest Companies

Andreas Baetzgen

Leveraging weak ties in social advertising: Interventions to boost consumer engagement through self-relevance

Stefan Bernritter, Jiska Eelen, Peeter Verlegh and Edith Smit

Capital mobilization through public communication of corporate-NGO partnerships from the perspective of the Symbiotic Sustainability Model

Ana Isabel Lopes, Giulia Ranzini and Guido M. van Koningsbruggen

Leveraging the Attraction Effect to Promote Green Choices: The Impact of Quality and Price Decoys and the Moderating Role of Social Norms

Louisa Herbst, Verena Hüttl-Maack and Melina Burkert

Health communication, advertising, and audience response

Room Polak 2-22, Session Chair: Yaniv Gvili

In-the-moment: Adapting the think-aloud method for audience processing of audio-visual advertising

Janelle Applequist and Jennifer Gerard Ball

Exploring health advertising on social media: A content analysis of sustainable healthy food messages

Yara Qutteina and Tim Smits

Examining internal and external market forces that stigmatize breast cancer: Saving lives of tribal women in India

Judith Fletcher-Brown, Priyanka Sharma and Rajesh Rajesh

Fear appeals in functional medicine: experimenting with self- vs. group-oriented holistic well-being messaging

Büşra Göküş, Ebru Uzunoğlu and Selin Türkel

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Friday 10:50 – 12:10

Influencer identity and authenticity: From self-concept to social congruence

Room Polak 3-09, Session Chair: Louise Kwok

Beyond persuasion knowledge: Exploring visual cues through the lens of self-concept

Juan Kong and Chen Lou

Going green on social media: The effects of self-identity and bias on purchasing decisions

Evangelia Ktisti, Leonidas Hatzithomas, Kostoula Margariti and Christina Boutsouki

Encountering age in the digital age: understanding the impact of granfluencers on youth

Yan Wang and Charles R. Taylor

Navigating authenticity in self-branding: Strategies of feminist influencers in the digital age

Baiyi Liu

Internal Organizational Dynamics and Advertising Agencies

Room Sanders 0-03, Session Chair: Borhan Rastighalati

Defending responsibility: Employee perceptions of internal and external CSR communication in a controversial industry

Linda Jansen, Peggy Cunningham, Sandra Diehl and Ralf Terlutter

Addressing the say gap in transformative branding: How women leaders' voices are constrained and enabled

Helen Thompson-Whiteside

Self-sabotage: How advertising agencies undermine their own award potential

Sarai Melendez-Rodriguez and Paulina Guajardo Figueroa

Does the boys' club look the same everywhere? A comparison of gender inequalities in Finnish, Polish, and U.S. advertising agencies

Sophia Mueller-Bryson, Malgorzata Karpinska Krakowiak, Ulla Hakala, Marcelina Czekaj and Kasey Windels

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Friday 12:10 – 13:10

Lunch

Sanders ground floor

Friday 13:10 – 14:10

Meet the Editors

Room Sanders 0-03

Jisu Huh

Editor in Chief
Journal of Advertising

Charles Ray Taylor

Editor in Chief
International Journal of Advertising

Colin Campbell

Editor in Chief
Journal of Advertising Research

Clair Segijn

Associate Editor
Journal of Current Issues and Research in Advertising

Jooyoung Kim

Editor in Chief
Journal of Interactive Advertising

Peeter Verlegh

Editor in Chief
Journal of Interactive Marketing

Martin Waiguny

Associate Editor
Tourism & Hospitality Research

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Friday 13:10 – 14:10

Social media advertising: Perception, regulation and strategic engagement

Room Polak 1-21, Session Chair: Leah Rita Speier

Getting in (visual) touch with consumers: Effects of visual texture on visual perception and social media engagement

Olesia Nikulina, Dhruv Grewal, Allard van Riel, Jos Lemmink and Martin Wetzels

The promotion of e-cigarettes and vaping on social media: Does the problem also exist in Austria?

Isabell Koinig

Exploring the dimensionality of a new scale for measuring social media privacy concerns

Cristian Buzeta, Jean Pfiffelmann, Freya De Keyzer and Rodolfo López Moreno

Personalization, targeting and the consumer mindset

Room Polak 2-04, Session Chair: Yawen Xu

Digital vulnerability in targeted social media advertising: A data donation approach to analyzing ethical implications of algorithmic inferences

Joanna Strycharz and Brahim Zarouali

When ads anticipate: The psychology of contextual targeting

Zhixin Pu, Rachel Peng, Fuyuan Shen and Heather Schoenberger

These ads tell me I'm stressed: Investigating the impact of personalized advertisements on self-perception

Carolina Sáez-Linero and Joanna Strycharz

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Friday 13:10 – 14:10

Influence and impact: Psychological and social drivers in influencer marketing

Room Polak 2-20, Session Chair: Sweeney Li

Enhancing or diminishing? The dual impact of over-endorsement on influencer credibility, attractiveness, and purchase intentions

Jingren Li, Jinyuan Zhang, Hsuan-Ting Chen and Jhih-Syuan Elaine Lin

Casting a Shadow: Dark triad personality traits as antecedent of influencer and brand outcomes

Matia Torbarina and Nina Grgurić Čop

Influencer marketing for public brands: How sponsorship disclosures shape citizen and government empowerment

Jhih-Syuan Elaine Lin and Hsuan-Ting Chen

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Friday 14:20 – 15:40

Ethnicity, country-of-origin and cultural identity in advertising

Room Polak 1-21, Session Chair: Emma Antonia Beisser

The effectiveness of ethnic advertising: Research insights and implications

Sigal Segev and Osnat Roth-Cohen

The effect of implicit versus explicit country of origin cues evoking national stereotypes on attention and attitudes in print advertising

Ulrike Nederstigt, Béryll Hilberink-Schulpen and Kaylie Bron

Country-of-origin cues in social media advertising for Japanese car brands in West Africa: a content analysis

Joel Kouame and Carolus Praet

This reminds me of me: Acculturation and brand ethnicity's influence on Hispanic consumers

Lucy Rodriguez and Benjamin Johnson

Virtual influencers

Room Polak 2-04, Session chair: Cristian Buzeta

The virtual takeover: A bibliometric analysis of AI influencers in research

Anna Pujadas-Gómez, Mònika Jiménez-Morales and Mireia Montaña-Blasco

The development and effects of parasocial relationships with virtual vs. human influencers: an experience sampling study

Priska L. Breves, Quyang Zhao and Zeph M. C. van Berlo

The untarnished image: Consumer perceptions of anime-like virtual influencers and their endorsement

Yuan Nan and Huan Chen

Who's in control? The impact of virtual influencer agency disclosure on consumers' sustainable intention

Fanying Lyu, Ana Isabel Lopes and Peter Kerkhof

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Friday 14:20 – 15:40

AI as research partner: capabilities in advertising studies

Room Polak 2-20, Session Chair: Stefan Rohrbach

State of generative ai research in advertising, communications, marketing, and public relations: 2018–2024

Hyoungkoo Khang, Eyun Jung Ki and Miaohong Huang

Digital participants in advertising research: Investigating the effects of information scope and human anchoring on AI-generated samples

Steffen Prior, Tobias Klinke, Nader Fadl and Tobias Langner

Can AI replace human coders? Comparing the ability of popular ai models to classify brand names

Peilin Phua and Zac Anesbury

(Wo)man versus machine: Exploring the capabilities and constraints of AI in advertising research

Anna Rößner and Charlotte Köhler

Sustainable food consumption

Room Polak 2-22, Session Chair: Freya De Keyzer

Byte into sustainability: A scoping review of digital food environment attributes that shape consumers' sustainability perceptions, attitudes, intentions, and behaviour

Hannah Boen, Louise Glenisson, Lotte Hallez, Tim Smits

Too good to waste. A photovoice and interview study into consumer perceptions of food waste and packaging

Lotte Hallez, Tim Smits

Cultural drivers and barriers of attitudes toward sustainable food consumption: the role of prudence and tradition

Athanasios Polyportis, Anne-Marie van Prooijen, Freya De Keyzer, Leonie C. Peiffer, Yijing Wang

Tide of change: Exploring consumers' attitudes, perceptions, and behaviors toward plant-based fish and seafood alternatives

Leonie C. Peiffer, Anne-Marie van Prooijen, Freya De Keyzer, Athanasios Polyportis, Yijing Wang

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Friday 14:20 – 15:40

Perspectives on brand meaning and communication

Room Polak 3-09, Session Chair: Gallus William Houghton

Multiple brand personality disorder? Understanding “Big Five” versus Aaker’s brand personality traits in influencer advertising via direct and indirect personality associations

Madeline Yob, Jameson Hayes and Steven Holiday

Do actions speak louder than ads? Investigating brand hypocrisy and consumer attributions in chinese body positive advertising

Sophia Mueller-Bryson and Hui Anya Shi

Does humor save or break brands? Investigating humorous apologies in the context of brand failures

Georgios Chasiltzoglou and Nikoletta-Theofania Siamagka

When luxury meets art - The transformative power of arts-based initiatives on consumer-brand relationships: A systematic literature review and content analysis

Eirini Koronaki, Anastasios Panopoulos and Aspasia Vlachvei

Narrative power in advertising: Storytelling, persuasion, and audience connection

Room Sanders 0-03, Session Chair: Kostoula Margariti

Brand storytelling across channels: Conceptualizing transmedia narrative advertising

Yingting Wen and Claire Segijn

Engaging narratives, emotional bonds: The impact of storytelling in influencer advertising

Anca Maria Broasca, Meda Mucundorfeanu and Delia Cristina Balaban

Harnessing narrative persuasion and mental contrasting to promote frugal consumption

Ágnes Buvár, Attila Varga, Lili Jakobovits, Levente Álmos Szócs, Csilla Ágoston, Andrea Dúll and Gábor Orosz

Steering consumer perceptions: The influence of social desirability bias on the evaluation of fashion brands' circularity narratives

Damla Özdemir, Selin Türkel, Ebru Uzunoğlu and Burcu Yaman Akyar

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Friday 15:40 – 16:10

Coffee break

Sanders ground floor

Friday 16:10 – 17:30

Algorithmic targeting and digital vulnerability: Streaming, social media and user awareness

Room Polak 1-21, Session Chair: Julian Manrique

How personalization seemingly based on previous online conversations results in surveillance perceptions and resistance

Claire M. Segijn, Suzanna J. Oprea and Joanna Strycharz

The other side of algorithmic persuasion: A systematic review on the conceptualization of non-material harms

Yajing Wang, Joanna Strycharz, Corine Meppelink and Hilde Voorveld

Between feeds and streams: A qualitative inquiry into digital users' algorithmic awareness of social media vs. streaming

Cristian Buzeta and Antonia Guevara-Iturbe

Advertising in the streaming era: Comparative analysis of netflix, prime video and disney + ad plans

Jose Antonio Cortés Quesada, Ainhoa García Rivero, Erika Fernández Gómez and Beatriz Feijoo

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Friday 16:10 – 17:30

From work-life balance to consumer well-being

Room Polak 2-04, Session Chair: Burcu Evran Tanriver

From always on to quiet quitting? The role of ICT perception in work-life blending satisfaction and quiet quitting.

Robin Hauser, Sandra Diehl and Matthias Karmasin

Fitspiration: How images influence psychological well-being and trigger a healthier lifestyle via emotions

Katrin Lingenhel, Sonja Bidmon and Ralf Terlutter

Experiential consumer wellbeing outcomes of advertising on social media

Rebecca Jenkins, Janice Denegri Knott, Nora Theresa Campbell, Marjan Biavaz, Petra Audy Martinek and Annika Baumann

Social media influencers and their impact on followers' well-being and behaviors

Lina Nasr, Sahar Mousavi and Nina Michaelidou

Green Advertising

Room Polak 2-20, Session Chair: Louisa Herbst

Environmental expert vs. consumer spokespersons: How green consumerism and scepticism shape trust in green advertising

Issam Fawaz, Morteza Abolhasani, Gordon Liu

Understanding green hotel advertising: The role of values, regulatory focus, and social proof

Mingzhou Yu, Shuji Ji, Kara Chan, Xing Han, Fang Liu

The prevalence and severity of greenwashed advertisements by social media greenfluencers: A content analysis

Sweeney Li, Priska Breves, Edith Smit, Eva van Reijmersdal

A test of the influence of environmental involvement dimensions, message framing, and involvement-frame interaction on ad credibility in green apparel advertising

Jason Yu

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Strategic signals and public response to sustainable messaging

Room Polak 2-22, Session Chair: Elena Gasulla Tortajada

Purpose showing versus telling: How and when costly signals enhance perceived message commitment

Tyler Milfeld and Eric Haley

From old shoes to new carpets? How recycled products' category fit affects consumer acceptance of circular take-back programs

Leah Rita Speier and Verena Hüttl-Maack

Sustainable materialism? A large-scale automated visual content analysis of how materialistic people respond to environmental images on Instagram

Gauze Pitipon Kitirattarkarn and Krittaphat Pugdeethosapol

Is your pro-environmental policy (socially) accepted? Investigating corporate versus governmental green measures, the role of autonomy, and social proof's change potential

Roseline van Gogh, Jana Franquet and Karolien Poels

Advertising effectiveness across emotions, media, and design

Room Polak 3-09, Session Chair: Isabelle Koinig

Contagious advertising contexts: The direct and downstream effects of positive and negative incidental emotions on brand prominence

Julian Felix Kopka, Tobias Klinke and Tobias Langner

Quantifying the benefits of syncing search engine and television ads

Ivan Guitart and Guillaume Hervet

The effect of multiple visual figures on the creative performance of advertising professionals: The role of multiple creative nucleus and visual structure

Alexander Tevi and Abraham Brown

Playing with fire: The opportunities and risks of negative emotional appeals in non-profit Instagram advertising

Julian Felix Kopka, Steffen Prior and Tobias Langner

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Friday 16:10 – 17:30

Gender, representation & LGBTQ+ visibility

Room Sanders 0-03, Session Chair: Hannah Boen

Diversifying the advertising industry: Advertising professionals' attitudes and behavior toward DEI

Osnat Roth-Cohen and Yaniv Gvili

Beyond visibility: An intersectional analysis of LGBTQ+ representations in mainstream advertising

Anastasia Polychroniadou and Eirini Tsihla

The impact of the invisibility of homosexual identities in mainstream advertising on the self and identity formation of LGBT youth in Hong Kong

Sunny Sui-Kwong Lam

Gender roles and representation in TV advertising: A comparative content analysis in Japan and Mozambique

Inora Siteo and Carolus Praet

Friday 19.00

Gala Dinner

*Venue: Hal 4 aan de Maas
Address: Watertorenweg 200,
3063 HA Rotterdam*

I C O R A 2025
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Saturday 9:00 – 9:50

**International Journal of Advertising
IJA Editorial Review Board meeting**

Room Sanders 0-03

All Editorial Review Board Members of the International Journal of Advertising are invited

Saturday 10:00 – 11:00:

Keynote session

Prof. dr. Lotte Willemsen

Endowed professor Strategic Communication – University of Amsterdam
Lector Communication in the Networked Society – Rotterdam University of Applied Sciences

Jori van de Spijker

Global Head of Brand & Communication – DVJ Insights

Room Sanders 0-03

Saturday 11:00 – 11:30: coffee break

Sanders ground floor

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Saturday 11:30 – 12:30

Joint AAA-EAA Panel Discussion:

Advertising with a Purpose:

Creating Impact through Research Excellence

Room Sanders 0-03

Panelists:

Patrick De Pelsmacker

Eric Hayley

Tyler Milfeld

Vesna Zabkar

Discussants

Jameson Hayes – President, American Academy of Advertising

Tobias Langner – President, European Academy of Advertising

Saturday 12:30 – 13:30

Lunch

Sanders ground floor

I C O R  A 2025
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Saturday 13:30 – 14:50

Gender, norms and social taboos

Room Polak 1-21, Session Chair: Joel Kouame

Gender in advertising: understanding reported and facial-expression emotional responses

Vesna Zabkar, Melika Husić-Mehmedović, Tomaž Kolar, Simon Jamšek, Mila Zečević, Maja Arslanagić-Kalajdžić and Mediha Arnaut Smajlović

Meat alternative marketing: Beyond brawny bodies and bold buzzwords. An online experiment into the effects of masculine-themed versus neutral meat alternative marketing on men's perceived association between meat and masculinity

Gaëlle Ouvrein, Paulien Decorte and Amber Peeters

"Why do women steal away men's joy?" – A qualitative visual-verbal video content analysis of manfluencers discourse on YouTube short content

Matteo Rinaldi, Freya De Keyzer, Simone Driessen and Julia Kneer

Behind closed doors: Consumer decision-making in taboo product markets

Aneta Lejčková

Adapting to AI: Education, adoption & human-machine collaboration

Room Polak 2-04, Session Chair: Athanasios Polyportis

From traditional digital advertising to AI-driven advertising: A systematic review

Fotios Syropoulos, Leonidas Hatzithomas and Christina Boutsouki

University training in advertising in the context of the irruption of artificial intelligence: Challenges and transformations

Ramon Martin-Guart

From hesitation to implementation: Exploring the journey of AI adoption of marketing professionals

Petra Kovacs, Veronica Campian and Delia Cristina Balaban

Beyond the uncanny valley: Making chatbots more humanlike

Anastasia Pagoni, Kostoula Margariti, Christina Boutsouki and Leonidas Hatzithomas

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Saturday 13:30 – 14:50

Parenting, mediation, and privacy in the context of digital advertising

Room Polak 2-20, Session Chair: Yajing Wang

The impact of kidfluencer emotionality and parental advertising mediation on children's attention, attitudes, and product desire for unboxing videos

Steven Holiday, Yang Zhou, Jameson Hayes, Emily Dirks, Rebecca Ivic-Britt, Gulmira Amangalieva, Ananya Raka Chakrabortya, Samaneh Shirani Lapari, Caleb Porter, Joshua Jackson and Ademola Adelu

Advertising skepticism and children's self-confidence: What if parental mediation is not essential?

Beatriz Feijoo, Erika Fernández-Gómez and Paula Neira-Placer

Older adults and influencer communication: Effect of perceived sponsored disclosure and advertising mediation on advertising literacy and attitudinal outcomes

Yan Wang and Kara Chan

Examining antecedents of parents' privacy concerns and mindful sharenting: From a lens of protection motivation theory

Seounmi Youn and Zhao Peng

Immersive advertising and interactive brand experiences

Room Polak Polak 2-22, Session Chair: Jean Pfiffelmann

ASMR: Tingle or torture. Exploring the diverging effect between responder types in advertising

Gallus William Houghton, Sammy Wals and Lieve Doucé

Effects of perceived interactivity on consumers' purchase intentions in e-commerce live streaming: The mediating roles of social presence, telepresence, and immersion

Eunsin Joo

Hooked on TikTok: How perceived recommendation accuracy fuels ad effectiveness through microflow

Leonor Venade and Kyriakos Riskos

Interacting with brands in metaverse and its effect on presence, enjoyment and brand-related attitudes

Fuyuan Shen, Heather Shoenberger, Ryan Tan, Bingbing Zhang and Zihang E

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Saturday 13:30 – 14:50

Targeting, data privacy and surveillance in digital advertising

Room Polak 3-09, Session Chair: Steffen Prior

Buy less clothes! Promoting sustainable clothing consumption with repeated exposure to a targeted social media campaign

Sophie Boerman, Sanne Kruikemeier and Rens Vliegenthart

Behind the click: Unveiling consumer perceptions about data privacy and data-driven advertising personalization

Wonsun Shin, Jisu Huh, Mark Bo Chen and Wenwen Cao

“I’m In This Industry and I Don’t Know How to Protect My Data”: An Exploration of Advertising Practitioner’s Perceptions and Solutions to Consumer Data Privacy Regulation

Pooja Iyer and Laura Bright

Who's watching me? Identifying triggers and consequences of perceived surveillance in digital data driven advertising

Dong Zhang, Joanna Strycharz, Sophie Boerman, Theo Araujo and Hilde Voorveld

Beyond the surface: Neuromarketing and advertising

Room Sanders 0-03, Session Chair: Evangelia Ktisti

Decoding advertising through neuromarketing: Recent trends in dimensions, persuasion routes, and measurement

Hsiu-Ping Yueh, Ching Yin Huang, Chia-Ho Chen, Yi-Lun Jheng Weijane Lin

Measuring media context effects on ads with galvanic skin response

Ed Hunt, Yee Jun Ow, Ewa Maslowska, Edward Malthouse, Larry DeGaris

How factual information can promote sustainable consumption: A conjoint and neuromarketing study

Elena Gasulla Tortajada, Paulo Duarte, Susana C. Silva, Jose Paulo Marques dos Santos, Enrique Bigne

Interacting with Gen Z: How age moderates the effects of carousel ads

Stefan Rohrbach, Daniel Bruns and Tobias Langner

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Saturday 15:00 – 16:20

Youth in focus: Marketing messages and media influence

Room Polak 1-21, Session Chair: Paul-Valentin Lung

Meet the Most Diverse Generational Cohort in History: Gen Alpha is Coming of Age.

Joeri Van den Bergh, Cristian Buzeta and Patrick De Pelsmacker

Social media food (marketing) messages and adolescent (12-25 years) eating: A systematic review

Bram Spruyt, Käbi Vanwinkelen, Emma Boyland, Yara Qutteina and Tim Smits

What does gen Z know about ecolabels? Insights on attention, knowledge, and trust

Juliana Fernandes, Chelsea N. Hampton, Lucy Rodriguez, Simona Rivero and Tse-Hsi Chien

Scrolling over the bets: An interview and social media data donation study on youth's exposure to gambling marketing communications

Lauranna Teunissen, Priska Breves, Hilde Voorveld, Merel Walraven and Eva van Reijmersdal

Influencer impact on health, food, and body

Room Polak 2-04, Session Chair: Julian Kopka

Seeing through the edit: The impact of retouched influencer advertising posts and self-photo manipulation on body dissatisfaction

Meda Mucundorfeanu, Delia Cristina Balaban and Alexander Pfeuffer

Social media, aesthetic pressure, and weight-loss in adolescents: a mixed-method analysis of the impact of body-related social success

Beatriz Feijoo, Arantxa Vizcaíno-Verdú and Patricia Núñez-Gómez

Understanding how K-food is adopted in the lives of young Indonesian consumers promoted by social media influencers

Amida Yusriana, Carolin Ischen, Lawrence Ang and Edith Smit

Pills, posts, and persuasion: The impact of patient influencers

Aikaterini Statha and Alexander Pfeuffer

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Saturday 15:00 – 16:20

Digital advertising effectiveness and consumer response

Room Polak 2-20, Session Chair: Ana Isabel Lopes

Digital advertising effectiveness: A meta analysis

Farid Tarrahi, Martin Eisend and Katja Brunk

Here we go again! Design characteristics of effective brand routine videos

Charlotte Lamerz, Steffen Prior and Tobias Langner

Exploring the effectiveness of chatbot advertising: The interplay between role and modality

Yawen Xu, Karolien Poles and Shubin Yu

Consumers' reluctant acceptance of online ads : Bridging the gap between ad avoidance and ad acceptance in the digital environment

Yoshitomo Hatakeyama and Keigo Taketani

Online reviews, sentiment and consumer voice in digital advertising

Room Polak 2-22, Session Chair: Barbara Behre

Enhancing customer satisfaction and customer loyalty through pre-purchase online customer relationship management and electronic word-of-mouth improvement

Abdelkader Gam, Jilani Habouria, May Oueslati and Abderrahim Bellil

The age factor in eWOM: Analyzing value perceptions and motivational drivers of online reviews among the third-agers and young adults

Limor Sahar-Inbar and Ofrit Kol

Critics vs users in the video game sector: A sentiment and LDA analysis of reviews

Alberto Badenes-Rocha and Enrique Bigné

Sports betting advertising in the U.S.: Uncovering sentiments and topics from youtube comments by a hybrid approach

Kwangmi Kim, Kyungeun Park, Kyongil Yoon and Sushma Kumble

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Saturday 15:00 – 16:20

Values, emotions & identity in CSR and sustainable consumption

Room Polak 3-09, Session Chair: Joanna Strycharz

Climate change concern and meat substitutes uptake: How political orientation affects heuristic processing of sustainability, naturalness, and taste

Vanessa Apaolaza, Ainhize Eletxigerra, Patrick Hartmann and Mario R. Paredes

The growing sustainability gender divide: Exploring the role of consumption values

Kostoula Margariti, Leonidas Hatzithomas, Evangelia Ktisti and Christina Boutsouki

Tailoring pro-environmental advertising: a space for emotional stories

Julian Manrique

Blending fun and meaning: How entertainment-driven CSR messages shape consumer attitude towards the company

Athanasios Polyportis and Kyriakos Riskos

Through the consumer's eyes: Insights from eye-tracking research in advertising

Room Polak 2-04, Session Chair: Sophia Mueller-Bryson

Short time frames, big challenges: Eye-tracking viewer focus in skippable ads

Borhan Rastighalati and Sebastian Ullrich

Catching attention? An eye-tracking study examining attention towards political advertisements

Puck Guldemon, Sophie Boerman, Susan Vermeer and Sanne Kruikemeier

Innovation in advertising formats on streaming platforms: attention analysis of Netflix ad-pause

Ainhoa García Rivero and Belén Moreno Albarracín

To reference or not to reference? Recognizing the intertextual references in an ad may affect the emotional impact

Katariina Pajuranta, Jarmo J. Ahonen, Rami Olkkonen and Lasse A. Lehtonen

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Saturday 16:20 – 16.35

Coffee break

Sanders ground floor

Saturday 16.35 – 17.30

EAA General Assembly

Room Sanders 0-03

Saturday 19:15 – 22:00

Rotterdam city tour

Meeting point: Restaurant Okay at Entrepothaven

Vijf Werelddelen 71, 3071 PS Rotterdam

End point: Wilhemina pier (near Foodhallen)

Only for registered participants



ICORIA 2025 Best Paper Award Nominees

The impact of kidfluencer emotionality and parental advertising mediation on children's attention, attitudes, and product desire for unboxing videos

Steven Holiday, Yang Zhou, Jameson Hayes, Emily Dirks, Rebecca Ivic-Britt, Gulmira Amangalieva, Ananya Raka Chakrabortya, Samaneh Shirani Lapari, Caleb Porter, Joshua Jackson and Ademola Adelu

Harnessing narrative persuasion and mental contrasting to promote frugal consumption

Ágnes Buvár, Attila Varga, Lili Jakobovits, Levente Álmos Szőcs, Csilla Ágoston, Andrea Dúll and Gábor Orosz

Blending fun and meaning: How entertainment-driven CSR messages shape consumer attitude towards the company

Athanasios Polyportis and Kyriakos Riskos

Perceived fairness of ads in paid subscription models: The role of justifications in users' subscription intentions

Aya Shaban, Sana Minhas and Jamel Khenfer

Exploring the dimensionality of a new scale for measuring social media privacy concerns

Cristian Buzeta, Jean Pfiffelmann, Freya De Keyzer and Rodolfo López Moreno



ICORIA 2025 Best Student Paper Award Nominees

Who's watching me? Identifying triggers and consequences of perceived surveillance in digital data-driven advertising

Dong Zhang, Joanna Strycharz, Sophie Boerman, Theo Araujo and Hilde Voorveld

Here we go again! Design characteristics of effective brand routine videos

Charlotte Lamerz, Steffen Prior and Tobias Langner

Digital participants in advertising research: Investigating the effects of information scope and human anchoring on AI-generated samples

Steffen Prior, Tobias Klinke, Nader Fadl and Tobias Langner

Short time frames, big challenges: Eye-tracking viewer focus in skippable ads

Borhan Rastighalati and Sebastian Ullrich

Beyond the uncanny valley: Making chatbots more humanlike

Anastasia Pagoni, Kostoula Margariti, Christina Boutsouki and Leonidas Hatzithomas

Hooked on TikTok: How perceived recommendation accuracy fuels ad effectiveness through microflow

Leonor Venade and Kyriakos Riskos

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Best Conference Paper award jury

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Enrique Bigne
Sara Rosengren
Edith Smit
Charles Taylor
Martin Waiguny

Flemming Hansen Award jury

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Anca Maria Broasca

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Emma Antonia Beisser

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Eva van Reijmersdal

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Fabienne Krywuczky

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Giselle Pu	Jos Hornikx	Lotte Hallez
Giuampaolo Viglio	Jose Antonio Cortés Quesada	Lotte Willemsen
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Henry Bonsu-Owu	Julian Manrique	Madeleine Yob
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Issam Fawaz	Lars Bergkvist	Matthew Craig
		Meda Mucundorfeanu

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Pooja Iyer	Stefan Bernritter	Yaniv Gvili
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