



JUNE 25-27



Welcome

Dear ICORIA 2026 Participant,

As Co-Chairs of ICORIA 2026, it is our great pleasure to welcome you to Barcelona. We are delighted and honored to host this year's gathering of advertising scholars and industry professionals from around the world.

The theme of this year's conference, ***Communicating Consumer Health and Wellbeing in the Digital Age***, reflects one of the most important challenges and opportunities for advertising and communication research today. In a world where digital technologies shape how people access, interpret, and act upon information, health and wellbeing have become central domains in which advertising and communication play transformative roles. Understanding how communication strategies influence health-related attitudes, decisions, and behaviors is critical for both theory development and societal progress. We hope this theme will stimulate thought-provoking discussions and inspire reflection on the role of advertising and communication research in contributing to healthier societies.

We are proud to present a rich and engaging program featuring cutting-edge research and practical insights. Yet ICORIA is more than a conference—it is also a community. Beyond the academic sessions, it is a space for collaboration, networking, and reconnecting with colleagues and friends. We are therefore pleased to invite you to our two social events: the **Welcome Reception on Thursday** at *Universitat Pompeu Fabra* and the **Gala Dinner on Friday** at *Traca Restaurant*, located in the heart of Barcelona. Both events will provide wonderful opportunities to continue conversations, build new connections, and enjoy the vibrant atmosphere of the city.

Whether you are here to present your research, discover new perspectives, establish collaborations, or reconnect with the ICORIA community, we hope your experience will be both intellectually stimulating and personally rewarding.

Welcome to Barcelona. We look forward to sharing an inspiring and memorable ICORIA 2026 with you.

Warm regards,

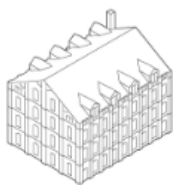
Mònika Jiménez-Morales
Yasmina Okan

ICORIA 2026 Conference Co-Chairs



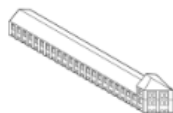
Universitat Pompeu Fabra, Poblenou Campus

C/Roc Boronat 138, 08018 Barcelona



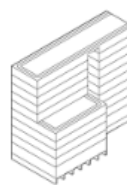
La Fàbrica building

50



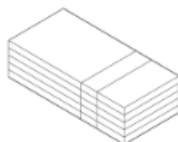
La Nau building

51



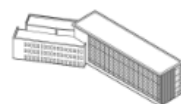
Roc Boronat building

52 i 53



Tallers area

54



Tànger building

55



We are happy to welcome you to ICORIA 2026!

Here are the instructions for connecting to the wireless network depending on your profile:

- **Access to eduroam for UPF members:** Follow the guides below to set up your device. Once set up, Global Campus access credentials are used by adding [@upf.edu](mailto:upf.edu) in the user code (for example: u1234@upf.edu/password).
- **Access to eduroam for users external to the UPF (includes BSM, BSE, ESCI and all other affiliated institutions):** Your device must be previously configured at your home location to automatically connect to eduroam. If it does not work, as indicated in the eduroam usage policy, you must contact your institution. [More information](#).
- **Access for conferences, events and users who are not members of eduroam:** You can temporarily connect to the guest@upf network by following the following instructions:
 - Turn on Wi-Fi on your device.
 - Connect to the **guest@upf** network .
 - A portal will open automatically. If not, open your browser.

If you have not previously registered or your registration has expired:

1. Press the **Don't have an account? option**.
2. Enter your phone number (*) , read and accept the terms of use and privacy policy and click on **Register** . On the phone you have indicated, you will receive an SMS message from the sender **UPF guest** with a 3-digit numeric code.
3. Reconnect to **guest@upf.edu** and enter your phone number (*) and the code you received.
4. Accept the terms of use and press **Continue** .
5. You are now connected and can open your applications or browsers with an Internet connection.

If you had already registered:

1. Enter your phone number (*) and the code you received when you registered. If you received more than one code, enter the newest one.
2. Press continue.
3. You are now connected and can open your applications or browsers with an internet connection.

(*) Use the "+" symbol followed by your country code in front of the phone number. For example **+34 123456789**



ICORIA 2026

Program Overview

Barcelona, June 25 – 27, 2026

Thursday June 25th, 2026	Friday June 26th, 2026	Saturday June 27th, 2026
9.00 – 10.30 Pre-conference part 1 <i>Navigating AI in Advertising Research: From Ideation to Publication</i>	9.00 – 10.20 Keynote session	9.00 – 9.50 IJA Editorial Review Board Meeting
10.30 – 10.50 Coffee break	10.20 – 10.50 Coffee break	10.00 – 11.20 Parallel sessions (7)
10.50 – 12.30 Pre-conference part 2 <i>Navigating AI in Advertising Research: From Ideation to Publication</i>	10.50 – 12.10 Parallel sessions (7) / EAA Board Meeting	11.20 – 11.40 Coffee break
12.30 – 13.30 Lunch	12.10 – 13.10 Lunch	11.40 – 13.00 Parallel sessions (4) / Meet the editors
13.30 – 13.45 Doctoral Colloquium Introduction	13.10 – 14.10 AAA-EAA joint panel discussion	13.00 – 14.00 Lunch
13.45 – 14.30 Doctoral Colloquium session 1	14.20 – 15.40 Parallel sessions (7)	14.00 – 15.20 Parallel sessions (7)
14.30 – 15.15 Doctoral Colloquium session 2		15.20 – 15.40 Coffee break
15.15 – 15.35 Coffee break	15.40 – 16.00 Coffee break	15.40 – 17.00 Parallel sessions (6)/ JA Editorial Review Board Meeting
15.35 – 16.20 Doctoral Colloquium session 3	16.00 – 17.20 Parallel sessions (7)	17.00 – 18.00 General assembly
18.00 – 20.00 Welcome Reception	19.30 – 00.30 Gala Dinner & Awards	19.15 – 21.15 Social activity – Barcelona tour (registration mandatory)



Registration desk opening hours

Thursday 25th 8:30 – 20:00

Auditorium hall

Friday 26th 8.30 – 17.00

Auditorium hall

Saturday 27th 8.30 – 17.00

Auditorium hall



Thursday June 25th 09:00 - 12:30

ICORIA Pre-conference

Navigating AI in Advertising Research: From Ideation to Publication

Auditorium

Most of us already use Gemini, ChatGPT, Claude, or other generative AI tools in our research, but we rarely see how colleagues actually put them to work. This session is built to close that gap. Instead of abstract discussion, presenters will walk through practical, distinct ways to use AI at specific stages of a project, all in a responsible way. You can expect live demonstrations and step-by-step walkthroughs, sample prompts you can use in your own work, and open discussion of what these tools do well, where they fall short, and how to navigate them.

09:00 - 10:30 - Session 1: From Idea to Design

Chair: Tobias Langner

Jooyoung Kim, Generating Ideas (15 min)
Tyler Milfeld, Designing the Study (15 min)
Julian Felix Kopka, Methodology (15 min)
Joanna Strycharz, Working Through the Literature (15 min)
Q&A and discussion (30 min)

Discussants: Stefan Bernritter and Christina Boutsouki

10:30 - 10:50 - Coffee break - *Auditorium hall*

10:50 - 12:30 - Session 2: From Draft to Publication

Chair: Ray Taylor

Colin Campbell, Drafting and Writing (15 min)
Eunjin (Anna) Kim, Submitting and Revising (15 min)
Jisu Huh, Using AI Responsibly (15 min)
Q&A and discussion (45 min)

Discussants: Sandra Diehl and Shintaro Okazaki



Thursday 12:30 - 13:30

Lunch

Auditorium hall

Thursday 13:30 - 16:20

Doctoral Colloquium

Auditorium

13:30 - 13:45 - Introduction to the Doctoral Colloquium ICORIA 2026

Anastasios Panopoulos

13:45 - 14:30 - Session 1: Navigating the publication process: From journal selection to acceptance

Nikoletta Theofania Siamagka, Associate Professor in Marketing, Aristotle University of Thessaloniki
Senior Associate Editor, Journal of Consumer Behaviour

14:30 - 15:15 - Session 2: Top 10 Things I Wish I Had Known as a Doctoral Student

Tyler Milfeld, Villanova University

15:15 - 15:35 - Coffee break - *Auditorium hall*

15:35 - 16:20 - Session 3: Chairing a Conference Session

Yaniv Gvili
Faculty of Business Administration, Ono Academic College



Thursday 18:00 - 20:00

Welcome Reception

Plaça Gutenberg

Welcome by Sandra Diehl, (EAA President), Chang Dae Ham (AAA President-Elect), Mònika Jiménez- Morales & Yasmina Okan (Conference Co-Chairs)

Join us for a drink to celebrate ICORIA 2026!



Friday 26th June

Friday 09:00 - 10:20

Keynote session

Auditorium

From Ecosystems to Individuals: Strategic Communication as a Catalyst for Health Innovation

Health innovation only reaches its full potential when it is communicated with strategic intent. Beyond simple dissemination, effective communication translates complex technological advances into human-centric value, positioning both cities and solutions on the global stage.

This keynote explores two vital scales of health communication:

- **The Macro Scale:** Using the case of **Barcelona**, a premier digital health hub, we examine how robust narratives and connected local ecosystems can transform regional innovation into international influence.
- **The Micro Scale:** Through **Woopdo**, we analyze how research-driven communication—addressing loneliness and digital overwhelm—can power AI-assisted interventions that reconnect individuals in purposeful, real-world ways.

Together, **Marta Santiago** and **Clara Nafria** demonstrate how communication bridges the gap between scientific innovation and real-life impact, fostering a healthier future from the city level down to the individual experience.

Marta Santiago

Director of Communications & Institutional Relations, Barcelona Health Hub

Clara Nafria

Founder, Grove Agency & Co-Founder, Woopdo



Friday 10:20 - 10:50

Coffee break

Auditorium hall

Friday 10:50 - 12:10

European Advertising Academy Board Meeting

Room 52.737

Upon invitation

Friday 10:50 - 12:10

AI Agents & Commerce

Room 52.101, Session Chair: Mengtian Jiang

**When AI Use Becomes Climate-Relevant: Emotional and Motivational Processes
Driving Consumer Co-Responsibility**

Vanessa Apaolaza, Ainhize Eletxigerra, Mario Paredes and Patrick Hartmann

**The effects of disclosure in advertisements created by AI and tailored to personality
traits. The role of personality and persuasion knowledge**

Alicja Grochowska, Juliusz Kłos and Wiktoria Pałka

**More than Just Delegating: A Typology of Consumers' Orientations toward AI Agentic
Commerce and Consumer Autonomy**

Jing Yang, Emily Zhan and Mengtian Montana Jiang

Mapping the Roles of AI in Advertising: Development of a 4C Typology

Mengtian Jiang and Linwan Wu



Friday 10:50 - 12:10

LGBTQ+ & Senior Representation

Auditorium, Session Chair: Louise Wen Fong Kwok

An investigation of the relative effectiveness of different same-sex family portrayals in advertising: Evidence from the LGBTQ+ community

Maria Spyrou, Eirini Tsihla and Leonidas Hatzithomas

Beyond Age Stereotype: How Fashion-Based Portrayals of Granfluencers Challenge Norms in Influencer Advertising

Xinyu Zhao, Hui Shi, Regina Jihea Ahn and Sophia Katarina Mueller-Bryson

When the Match Fails: How Consumer Age Groups Shape Responses to Senior Model–Product Incongruence

Hye Young Song, Hyun Han, Ko Eun Yim, Jiwoon Kim, Yili Chen and Yoon Hi Sung

The Effects of Older Endorsers in Advertising - Meta-Analytic and Experimental Evidence

Martin Eisend, Malgorzata Karpinska-Krakowiak, Louise Wen Fong Kwok and Wojciech Trzebinski

AI, Influencer Expertise & Health

Room 52.S25, Session Chair: Fotios C. Syropoulos

Source Authority and Disclosure Effects in Influencer Communication About GLP-1 Medications

Delia Cristina Balaban, Joe Phua, Meda Mucundorfeanu, Eduard Claudiu Gross and Paul Lung

Mental Health and Social Capital: How Influencers Use Mental Health Topics to Promote Products and Drive Engagement

Itai Himelboim, Guy Golan, Steven Kogan and Assaf Oshri

Introducing the Persuasive AI Transparency (PAIT) Model: The Effects of Explainability and Interpretability in Advertising

Claire Segijn and Jing Yang

The Impact of AI Medical Advice on Purchase Intention for Health and Wellness Products

Argyro Smyrniou, Fotios C. Syropoulos, Leonidas Hatzithomas and Christina Boutsouki



Friday 10:50 - 12:10

Information Cues & Consumer Acceptance

Room 52.S27, Session Chair: Shintaro Okazaki

Consumers' Acceptance of Hybrid Dairy Products: can claims improve it?

Antonia Brandstädter and Aline Simonetti

Reducing Uncertainty for Refurbished Products: The Role of Customer Reviews and Refurbishment Disclosures Across Platforms

Leah Rita Speier and Verena Hüttl-Maack

Abandoning Purpose: How Reputation Shapes Consumer Attributions

Tyler Milfeld, Eric Haley, Jennifer H. Tatara and Courtney B. Peters

Age of disillusionment: conceptualising why consumers resist prosocial advertising

Shintaro Okazaki

Brand Relationships & Social Responsibility

Room 52.S31, Session Chair: Malte Christ

Brand Activism: A Case Study using Sentiment Analysis

Sabrina Hegner, Armin Varmaz, Lara Köhler and Janina Schaumann

How Corporate Social Responsibility Drives Electronic Word-of-Mouth: Social Influence and Self-Image Expression in Food DNVBs

Sandra Castro Gonzalez and Ana Isabel Lopes

Brand Love Across the Consumer Lifespan: Evidence on Important Antecedents and Consequences

Malte Christ and Tobias Langner



Friday 10:50 - 12:10

Retail Dynamics & Customer Satisfaction

Sala Nau (51.100), Session Chair: Yoshitomo Hatakeyama

The Impact of Retail App Attributes on Consumers' Perceived Value and Continuance Intention

Jun Zhang, Takuya Fukazawa, Nisato Suzuki and Morikazu Hirose

Vogue or Vague? Content Analysis of Cosmetic Advertising Claims: Expanding Fowler et al.'s (2015) Typology

Anastasia Micich and Haseon Park

AI Service Rejection and its Impact on Customer Satisfaction

Panagiotis Sarantopoulos, Nan Liu, Sumin Kim and Hongwei He

Spillover from Online Advertising to Website Evaluations: The Roles of Ad-Website Congruency and Reciprocity Framing

Yoshitomo Hatakeyama and Keigo Taketani

Personalization & Targeting

Room 52.105, Session Chair: Ruiheng Sun

When Targeting Meets Product Sensitivity: How Demographic and Behavioral Targeting Activate Persuasion Knowledge and Consumer Coping

Hyunji Kim, Jihye Lee and Min Kyung Lee

Is Algorithmic Media Content Awareness Platform-Specific? A Replication and Cross-Platform Validation

Cristian Buzeta and Antonia Guevara-Iturbe

Like a Bird on a Wire: AI Agents Pull the Strings of Consumer Influence

Yaniv Gvili

Did I See this Ad Because of You or Me? Exploring the Effects of Attributional Cues and Ad-Context Congruence on Advertising Effects

Ruiheng Sun and Kevin Wise



Friday 12:10 - 13:10

Lunch

Auditorium hall

Friday 13:10 - 14:10

Joint AAA-EAA Panel Discussion

Auditorium

How can advertising contribute to consumers' health and wellbeing in the digital age?

As digital technologies, social media, and AI increasingly shape health-related communication, important questions arise about their impact on consumer well-being. This panel brings together leading scholars to discuss vulnerable consumers, influencer communication, workplace well-being, and the role of algorithms and advertising in shaping physical health, mental health, and lifestyle choices. The discussion will explore both risks and opportunities and identify pathways toward more responsible and well-being-oriented advertising practices.

Speakers:

Sela Sar – Past President AAA

Protecting the Health of Vulnerable Groups in Digital Advertising (e.g., Children and Adolescents)

Liselot Hudders – Board Member EAA

Health Influencers: Credibility, Responsibility, and Behavioral Impact

Ralf Terlutter – Past President EAA

Advertising and Wellbeing in the Workplace

Harsha Gangadharbatla – Past President AAA

Wellbeing on Social Media: Advertising, Algorithms, and Mental Health

Panel chairs: Sandra Diehl (President EAA), Chang Dae Ham (President-Elect AAA)



Friday 14:20 - 15:40

Corporations, Organizational Culture & Well-being

Auditorium, Session Chair: Robin Hauser

Cultural values matter in shaping perceptions of an attractive employer brand

Martina Samperi, Ralf Terlutter and Sandra Diehl

Calibrating the Corporate Voice: The Interplay of Focus, Magnitude, and Expectancy Violation in a Polarized Climate

Ivy Wai-Yin Fong

Too Available to Be Desired? Digital Availability Signals and the Paradox of Employability in Creative Advertising Hiring

Sarai Melendez-Rodriguez

Work-Life Blending in a Mediatized Work Environment: Implications for Employee Wellbeing and Employer Branding

Robin Hauser, Sandra Diehl & Matthias Karmasin

Immersive Environments & Data-Driven Insights

Room 52.S25, Session Chair: Xianyi Cheng

Balancing Presence and Load: Perceived Spatial Presence and Extraneous Cognitive Load in AR Advertising

Marc Salathe, Ivana Busljeta Banks and Priska Breves

Negotiating Trust in Immersive Environments: A Multi-level Agency Evaluation Model for VR

Won-Ki Moon and Doyeon Lee

GeoReddit: Geolocating Social Media Users to Enable Spatio-Temporal Marketing Insights

Andrés Gvirtz, Stefan Bernritter, Ruben Laukenmann, Tobias Ebert, Elisa Schweiger, Bailing Wang and Gideon Nave

How Virtual Try-Ons May Threaten Luxury Brand Desirability

David Wilhelm, Sandra Praxmarer-Carus and Philipp A. Rauschnabel



Friday 14:20 - 15:40

Controversial Advertising & Strategy Ethics

Room 52.S27, Session Chair: Yule Yin

The Anatomy of Controversial Advertising: A Systematic Literature Review

Argyro Matta, Maria C. Voutsas, Christina Boutsouki, Leonidas Hatzithomas and Yioula Melanthiou

Unpacking cigarette packaging: A review of corporate documents made public by litigation

Timothy Dewhurst

Compromised and Manipulative Information (CMI): Rhetoric and Social Justice Harms in Advertising

Marine Yuan, Karen Middleton, Judith Fletcher-Brown and Wendy Hein

When NGO Advertising Meets Doomscrolling: Ad Effectiveness and Brand Safety Risks Across the Advertising Funnel

Julian Felix Kopka, Steffen Prior and Tobias Langner

Brand Responsibility & Consumer Reactions

Room 52.S31, Session Chair: Verena Bernhard

Functional and Ethical Brand Failures in Social Media Discourse: The Role of Influencers in Shaping Consumer Reactions

Ioanna Michailidou, Zafeiro Mimikou and Nikoletta-Theofania Siamagka

When Brands Take a Stance on AI: How Brand AI Positioning Shapes Perceived AI Washing, Brand Dehumanization, and Commercial Outcomes

Minjie Li

Corporate Social Infrastructure (CSI): When Brands Become the Backbone of Prosocial Systems

Eunjin Anna Kim, Yuhosua Ryoo, Minette Drumwright, Heather Shoenberger and Michelle Renee Nelson

Artificial Intelligence and Brand Social Responsibility Image Dilemma: Consumer Responses to AI Use in Eco-Friendly Brand Design

Yili Chen, Jiwoon Kim, Hye Young Song, Ko Eun Yim, Hyun Han and Yoon Hi Sung



Friday 14:20 - 15:40

Green Advertising & Waste Reduction

Sala Nau 51.100, Session Chair: Eva Prasnjak

Designing Effective Communication for Food Waste Reduction: The Role of Perceived Gains and Losses in Volunteer Hesitation and Platform Loyalty

Kai-Yi Young and Shintaro Okazaki

Reframing Recycling Waste: How Message Focus Activates Emotional Value Perceptions for Circular Fashion Brands

Barbara Behre and Joseph Árvai

Self-Monitoring, Green Ad Credibility, and Brand Attitude: The Moderating Role of Involvement-Based Appeals

Jason Yu

Closing the Loop: Consumer Frictions in Circular Packaging Systems

Timpe Callebaut, Elke Godden & Ingrid Moons

AI Perception & Response

Room 52.101, Session Chair: Ana-Maria Golea

Exciting or Unsettling? How Fantasy and Disclosure Shape Consumer Responses to AI Advertising

Alice Binder, Sofie Vranken, Jörg Matthes, Nina Drescher, Leah Lipke, Annika Siimon and Virág Szakmáry

Analytical or Affective Response? The moderating role of loneliness in shaping AI companion agent credibility

Jinju Kim, Kyriakos Riskos and Eunjin Anna Kim

Advertising Inside Generative AI: How Ad Formats and Ad Controllability Shape Consumer Agency

Sangwook Lee, Royce Jaewon Choi and Won-Ki Moon

The Human Behind the Data: Emotion AI-Driven Advertising and Its Cost to Privacy and Wellbeing

Ana-Maria Golea & Meda Mucundorfeanu



Friday 14:20 - 15:40

Digital Networks & Gambling

Room 52.105, Session Chair: Steffi De Jans

Promotional Influence in Digital Networks: Mapping Sports Betting Promotion on X

Kwangmi Kim and Yanggon Kim

Winning Feels Better When Others Lose: Schadenfreude as a Pathway to Sports Gambling Intentions

Erika Johnson, Rachel Son, Christine Kowalczyk, Marla Stafford and Kathrin Rothermich

'I'll come across something within a minute, guaranteed': Belgian gamblers' experiences with gambling marketing after the imposition of strict advertising regulations

Steffi De Jans, Liselot Hudders and Philip Newall

Friday 15:40 - 16:00

Coffee break

Auditorium hall



Friday 16:00 - 17:20

AI & Influencer Communication

Auditorium, Session Chair: Quyang Zhao

Young Consumers' Emotions on Social Media: Perceptions and Responses to Influencer Communication

Alessia Jahns, Lisa Christen, Hanna Schramm-Klein, Gunnar Mau, Anne Fota and Robér Rollin

Virtual influencer vs. human influencer: The impact of fitspiration content on well-being and a healthier lifestyle

Katrin Lingenhel, Sonja Bidmon and Ralf Terlutter

The Interpretive Power of Parasocial Relationships: Attribution Processes and Persuasion Knowledge in Influencer Marketing

Rodrigo Uribe, Enrique Manzur and Odra Leiton

Does Diversity Representation Matter? Examining How Parasocial Interaction and Influencer Virtuality Shape Dual Attitudes

Quyang Zhao, Priska Breves, Zeph van Berlo and Joanna Strycharz

AI & Generative Advertising

Room 52.S25, Session Chair: Sigurd Heimstad

Renegotiating Artificial Agency in AI-Mediated Marketing

Won-Ki Moon, Sangwook Lee and Hayoung Lim

Practice Makes Perfect? A Comparison of Prompt- and Fine-Tuning of Digital Participants to Simulate Human Responses in Advertising Research

Steffen Prior and Tobias Langner

Seeing is Deceiving? The Effects of Image Editing and AI Disclosures on Consumer Responses

Alexander Pfeuffer, Meda Mucundorfeanu and Delia C. Balaban

Is Using AI Greedy? Consumer Perceptions of GenAI Use by Underdog- and Top Dog- Brands

Sigurd Heimstad, Anders Wien and Tarje Gaustad



Friday 16:00 - 17:20

Social Media & Content Strategy

Room 52.S27, Session Chair: Hannah Boen

A Systematic Review of Influencer Marketing's Role in Shaping Consumer Health Behaviors Across Digital Platforms
Niva Bhandari

Shifting Environmentally Responsible Behavioural Tendencies through Social Media: The Role of Content Strategy
Ali Selcuk Can, Setenay Dilef-Fidler, Arnold Japutra and Andreawan Honora

Snackable Stories: Exploring Food (Marketing) Narratives on Social Media
Hannah Boen, Tim Smits and Yara Qutteina

TikTok and Short-Form Formats

Room 52.S31, Session Chair: Anna Fenko

From scrolling to shopping? Understanding pre-adoption intentions toward TikTok Shop Among Gen Z in Belgium
Laurien Desimpelaere, Marijke De Veirman and Eveline Mollaert

TikTok didn't make me watch it: Information overload and advertising avoidance among Gen Z
Yellana Radja and Kyriakos Riskos

Laughing at the Customer or the Brand? The Effectiveness of Self- and Customer-Disparaging Humour in Short Video Advertising
Anna Fenko & Cathrina van Douwe



Friday 16:00 - 17:20

Consumer Responses to Advertising: Literacy, Personalization & Privacy

Sala Nau 51.100, Session Chair: Liselot Hudders

When Familiar Brands Match Your Conversations: The Role of Brand Familiarity in Conversation-related Advertising

Ruiheng Sun, Claire Segijn, Joanna Strycharz and Suzanna Oprea

Testing the cross-national validity of the SMPC scale: Constructive replication and measurement invariance across eight countries

Cristian Buzeta, Jean Pfiffelmann and Freya De Keyser

Why consumers buy small luxuries: The psychological mechanism of self-gifting and consumer well-being

Eun Kang, Yoon Hi Sung, Jiyoung Karen Han, Seungae Lee and Kacy Kim

Ad-Savvy Teens: How Advertising Literacy Shapes Adolescent Advertising Resistance across Borders

Liselot Hudders, Steffi De Jans and Emma Beuckels

Food Choice & Sustainability

Room 52.101, Session Chair: Louise Glenisson

What drives food choices? A segmentation study of European consumers across 27 countries

Käbi Vanwinkelen, Anna Maria Murante, Anant Jani, Lotte Hallez and Tim Smits

Visual Attention to Nutri-Score among Japanese Consumers: The Role of Food Health Image and Schema Incongruence

Masao Okano and Masami Asakawa

Buy Before It's Gone: How Customization Shapes Intention Toward Close-to-Expiration Food

Jacopo Marinoni, Rocío Alarcón-López and Maria Elena Aramendia-Muneta

Meat the Carnivore Influencers: A Content Analysis of how Animal-Based Diets are Promoted on Social Media

Louise Glenisson, Lotte Hallez & Tim Smits



Friday 16:00 - 17:20

Children, Adolescents & Vulnerability

Room 52.105, Session Chair: Sarie De Graeve

Adolescents as Consumer Gatekeepers: Digital Influence, Family Purchases and Parent–Child Perception Gaps

Beatriz Feijoo, David Kimber, Patricia Núñez-Gómez and Maciej Wysokinski

Millennial Parents and Their Alpha kids: Parental Values and Ambitions for Raising Their Children

Joeri Van den Bergh, Cristian Buzeta and Patrick De Pelsmacker

Peers, influencers, and gender differences: understanding adolescent perception and engagement with mental health content on social media

Clara Virós-Martín, Mireia Montaña-Blasco and Mònika Jiménez-Morales

Normal Behavior, Abnormal Industry: Exploring Adolescent Gambling Normalization in the Context of an Advertising Ban

Sarie De Graeve, Liselot Hudders and Steffi De Jans



Friday 19:30 - 00:30

Gala Dinner & Awards

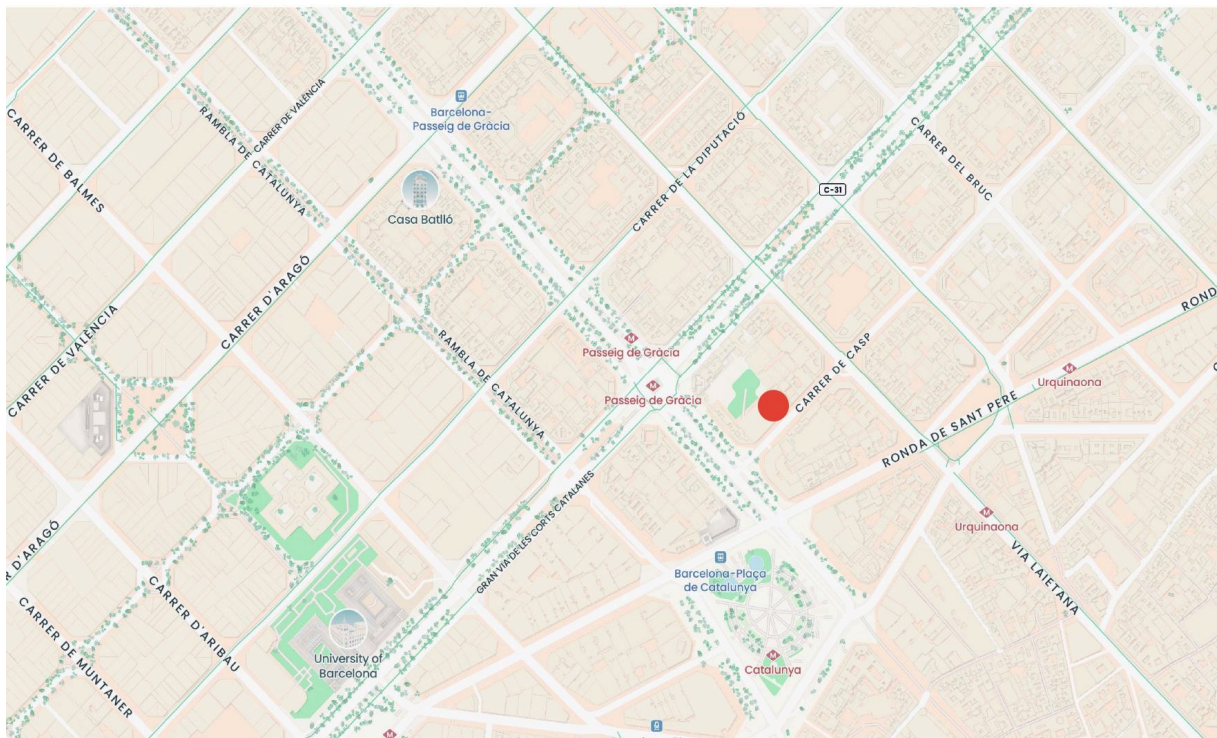
Traca Me Barcelona Restaurant

Carrer de Casp 1-3

(Corner with Passeig de Gràcia)

Barcelona

Metro stations: Plaça de Catalunya, Urquinaona or Passeig de Gràcia





Saturday 27th June

Saturday 09:00 - 09:50

International Journal of Advertising

IJA Editorial Review Meeting: Charles Ray Taylor and
Sanna Zahoor

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

Sala Nau (51.100)

Saturday 10:00 - 11:20

Visual & Narrative Persuasion

Auditorium, Session Chair: Horace Chan

**Same Story, Different Experience: Media-Format Effects on Processing Fluency in
Narrative Advertising**

Waiyan Kwok, Morikazu Hirose, Takuya Fukazawa and Nisato Suzuki

Word Superiority Effect? Exploring the Visual Execution of Messages in Advertising

Imogen Lee, Cathy Nguyen, Rachel Fuller, Jenni Romaniuk and Chandler Meakins

**Examining the impact of website aesthetics on consumer responses with
physiological and self-report measures**

Despoina Lampridou, Kostoula Margariti, Leonidas Hatzithomas and Christina Boutsouki

**Platform-Conditioned Visual Persuasion: How Design Congruence Overrides Visual
Style in FMCG E-Commerce**

Horace Chan and Terri Chan



Saturday 10:00 - 11:20

Representation, Diversity, Inclusion & Equality

Room 52.S25, Session Chair: Terri Chan

Inviting Users Into Inclusive Spaces: When Perceived Brand Altruism Translates.

Inclusive Messages Into Consumer Responses

Mihai Marcel Marcovici and Meda Muncundorfeanu

Body Positivity in Advertising: A Meta-Analysis

Daylan Schuchert and Martin Eisend

Born Free but Not Identity-Free: A Moderated Mediation Model of Ethnic Self-Identification, English Advertising Attitudes, and Advertising Trust

Therese Roux and Adele Potgieter

How the Brain Sees Diversity Ads: fMRI Insights into Social Desirability and Implicit Preference in Audience Reception

Terri Chan, Emily Sin and Bolton Chau

Retail & E-commerce

Room 52.S27, Session Chair: Matia Torbarina

Inclusion in Grocery Retail: Between Moral Commitment, Organizational Capability, and Institutional Expectations

Melanie Böksen-Berneburg and Gunnar Mau

What Makes Consumers Buy in Live-Streaming Commerce: A Preliminary Literature Review

Mengtian Montina Jiang, Eunsin Joo and Jing Yang

When Luxury Meets the Virtual: The Role of Perceived Appropriateness in Shaping Advertising Effectiveness

Ko Eun Yim, Yili Chen, Jiwoon Kim, Hyun Han, Hye Young Song and Yoon Hi Sung

Beyond the Binary: Decomposing Selection and Treatment Effects in Management Responses to Negative Online Reviews

Matia Torbarina



Saturday 10:00 - 11:20

Disability, Well-Being and Mental Health

Room 52.S29, Session Chair: Petra Kovacs

Opportunities and Pitfalls of Disability Testimonials: An Integrative Framework for Future Research across the Advertising Funnel

Julian Felix Kopka, Tobias Langner, Shalom Levy and Osnat Roth-Cohen

Mapping Disaster Mental Health Online: A Computational Analysis of Themes, Emotions, and Engagement on Reddit

Miaohong Huang, Jooyoung Jang and Eyun-Jung Ki

Promise and Strain of AI Integration: Work Engagement, Technostress, and Well-Being Among Advertising Professionals

Petra Kovacs, Veronica Campian and Delia Cristina Balaban

Consumer Behavior & Sustainability

Room 52.S31, Session Chair: Louisa Herbst

More Is Not Always Better: How High Levels of Green Advertising Exposure Trigger Overload and Undermine Sustainable Consumption Intentions

Christina Brandstetter, Thomas Kirchmair, Meda Mucundorfeanu, Delia Cristina Balaban, Ariadne Neureiter and Jörg Matthes

From Words to Likes: A Textual Analysis of Firm-Generated Social Media Content in Sustainability Communication

Simon Jamšek and Barbara Culiberg

When a Good Story Is Not Enough: The Limits of Storytelling in Sustainability Advertising

Louisa Herbst, Verena Hüttl-Maack & Melina Burkert



Saturday 10:00 - 11:20

Consumer Judgments & Responses

Sala Nau (51.100), Session Chair: Enrique Bigne

When Looking Retro is Not Enough: Sincerity and Authenticity as Psychological Mechanisms Triggering Consumer Response to Nostalgic Reappropriation

Rodrigo Uribe, Cristian Buzeta, Enrique Manzur and Santiago Figueroa

When Information Feels Truer: The Effect of Situational Curiosity on Truth Judgments

Verena Hüttl-Maack

Impact of mood and variety seeking on consumer responses to novel products

Sela Sar, Jacquie Hitchon and George Anghelcev

The Cognitive Foundations of Brand Reputation: Implicit and Explicit Pathways to Purchase Intention

Giuseppina Gifuni, Enrique Bigne and Vincenzo Russo

AI Influencers & Lifestyle

Room 52.101, Session Chair: Dorit Zimand-Sheiner

AI digital humans and destination marketing: the multidimensionality of anthropomorphism, parasocial interactions, and marketing effectiveness

Li Zhi, Fei Fan and Gailan Wei

AI or Human Beauty Ideals? Objectification Cues in Female Fashion Influencers

Marta Mensa and Jeongmin Ham

Designed to engage: sexualization and audience response to @fit_aitana

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

Trust in Nonexistent Depicted Persons: AI Disclosure and Dynamic Trust Updating in Brand Social Media Posts Featuring AI-Generated Humans

Dorit Zimand-Sheiner, Ofrit Kol and Shalom Levy



Saturday 11:20 - 11:40

Coffee break

Auditorium hall

Saturday 11:40 - 13:00

Meet the Editors

Auditorium

Charles R. Taylor

Editor-in-Chief

International Journal of Advertising

Jisu Huh

Editor-in-Chief

Journal of Advertising

Colin Campbell

Editor-in-Chief

Journal of Advertising Research

Jooyoung Kim

Editor-in-Chief

Journal of Interactive Advertising

Carlos Flavian

Editor-in-Chief

International Journal of Consumer Studies

Claire Segijn

Associate Editor

Journal of Current Issues and Research in Advertising

Shintaro Okazaki

Associate Editor

Journal of Public Policy & Marketing

Session hosted by **Vesna Zabkar** (President-Elect, EAA)



Saturday 11:40 - 13:00

AI Algorithms & Consumer Influence

Room 52.S25, Session Chair: Wenwen Cao

Following the Algorithm or the Crowd? AI Recommendations and the Bandwagon Effect

Sangwook Lee, Won-Ki Moon and Woojin Kim

Authenticity in the Age of AI: A Netnographic Study of Consumer Responses to AI-Generated Advertising

Morteza Abolhasani, Zahra Golrokhi & Havva Abolhasani

Feeling Machines: How Emotional Expression in AI-Generated Recommendations Shapes Consumer Responses

Wenwen Cao, Jikai Sun, Jisu Huh and Dongyeop Kang

AI Mechanisms & Disclosure

Room 52.S27, Session Chair: Jean Pfiffelmann

“Made with AI” but why? How Beneficiary Framing shapes Consumer Evaluation of AI-generated Advertising

Timo Schreiner, Yakov Bart, Koen Pauwels and Fabian Buder

From Attention to Motivation: The Efficacy of AI Testimonial Alcohol Warning Labels in Communicating Cancer Risks

David Roca, Leonor Balbuena, Henry Kojo Bonsu-Owu and Berta Tuset

The attention-attractiveness tradeoff in chatbot anthropomorphism

Jean Pfiffelmann, Francesca Serravalle and Alice Falchi



Saturday 11:40 - 13:00

Consumer Mechanisms & Persuasion

52.S29, Session Chair: Andreu van Hooff

When Do Coupons Persuade? Experimental Evidence from Large-Scale Behavioral Data in Advertising

Eunjin Anna Kim, Kyomin Hwang, Hyeonjin Kim, Yun Kim, Junmo Koo and Nojun Kwak

It's not what you say, it's how you say it: A computational multimodal analysis of how linguistic and vocal features influence consumers' psychological arousal to advertising

Ed Hunt, Bahareh Amini, Yee Jun Ow, Jameson Hayes and Ed Malthouse

When language matters: Québécois L1 French speakers' response to the use of French versus English in traffic safety advertising in the Canadian province of Quebec

Andreu van Hooff, Frank van Meurs and Nathan Vandeweerd

Special session - Sustainable Food Consumption: A Longitudinal Analysis

Room 52.S31, Session Chair: Freya De Keyzer

What are Influencers Feed-ing us? A Photo-voice Approach on Emerging Adults' Social Media Food Environment

Louise Glenisson, Lotte Hallez and Tim Smits

Through Seniors Consumers' Eyes: Capturing Sustainable Food Cues in Physical Environments

Ines Küster, Natalia Vila, Cristina Aragonés, Pedro Canales, Elisabet Mora and Maria Lluçh

Reducing food waste: Price discounts and messages on product packaging that promote suboptimal dairy products

Lotte Hallez and Tim Smits

Definitional Archetypes of Sustainable Food Consumption as Communication Frames

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



Saturday 13:00 - 14:00

Lunch

Auditorium hall



Saturday 14:00 - 15:20

Methodology in Advertising & Meta-Research

Auditorium, Session Chair: Itai Himelboim

Enhancing depth in practitioner interviews: Application of cognitive interviewing to trace how advertising practitioners develop creative ideas

Busayo Anthony Olarotimi, Alexander Tevi and Andrew Lindridge

Visual Attention to Front-of-Pack Nutrition Labels: An Eye-Tracking Comparison of Simplified and Detailed Health Cues

Masami Asakawa and Masao Okano

The Importance of Being an Abstract: A Systematic Analysis of Theories in Advertising Abstracts

Itai Himelboim, Marla Royne Stafford, Dror Walter and Yotam Ophir

AI in Creation & Humour

Room 52S25, Session Chair: Martin Kasperski

Artificial Intelligence in Advertising Creation: Results of Experimental Studies

Anika Hellrung, Barbara Kleine-Kalmer and Birte Kemmerling

Humor as Reward and Relief in TikTok Influencer Videos: Effects on Parasocial Relationships

Leonidas Hatzithomas, Kostoula Margariti, Kyriakos Riskos, Maria Voutsas and Christina Boutsouki

Looks Like Fun: How Consumers Experience Fun Advertising

Tyler Milfeld, Suvi Holm, Katariina Pajuranta and Matthew Pittman

“Okay, ChatGPT, that was actually funny”. The emergence of AI in humorous advertising

Martin Kasperski, Oesterle Benjamin, Jörg Henseler and Sue Rossano-Rivero



Saturday 14:00 - 15:20

Virtual Influencers, AI, & Consumer Engagement

Room 52.S27, Session Chair: Heather Shoenberger

Perfectly imperfect: How visual imperfections shape the authenticity and credibility of virtual influencers

Zeph van Berlo, Eunjin Anna Kim and Priska Breves

Age, Race, Gender: Exploring How Demographic Cues of Virtual Influencers Shape Consumer Responses in Pro-Environmental Campaigns

Hui Shi, Xinyu Zhao, Zhengyan Li, Sophia Mueller, Regina Ahn and Chen Chen

A paradoxically negative age effect on AI beauty filters use among influencers

Tetiana Artemova and Mags Karpinska-Krakowiak

When Advertising Feels Like Entertainment: Effects of Branded Short Films on Consumer Engagement

Heather Shoenberger, Jiaqi Bao, Bingbing Zhang and Fuyuan Shen

Gender and Identity in Advertising

Room 52.S29, Session Chair: Despoina Romniopoulou

Empowerment or Empty Words? How Authenticity and Feminist Identity Shape Reactions to Femvertising on Instagram

Sabrina Hegner, Lea Schrief and Armin Varmaz

Advertising Gender-inclusive fashion: Identity Signaling, Uniqueness Appeals, and Perceived Social Impact in Young Consumers

Ainhize Eletxigerra, Vanessa Apaolaza, Patrick Hartmann and Clare D'Souza

Gender Differences in Advertising Persuasion as a Function of Mood, Argument Quality and Promotional Message Length

George Anghelcev and Sela Sar

Prompting Ethics: Tackling gender stereotypes in AI advertising to enhance consumer well-being

Despoina Romniopoulou, Anastasios Panopoulos and Athanasios Poulis



Saturday 14:00 - 15:20

Social Media Strategy & Effectiveness

Room 52.S31, Session Chair: Stefan Bernritter

Stories vs. Posts: The Effect of Ephemeral Social Media Content on Consumer Engagement

Ammara Mahmood, Alexander Mafael, Oguz Acar and Stefan Bernritter

The Ad Gratification Model: An Integrated Uses and Gratifications and Technology Acceptance Approach to Social Media Advertising Behaviour

Berna Balci

From Click to Conversion: How Carousel Ads Trigger Lead Generation

Eva Van Poucke, Tina Tessitore, Gudrun Roose and Arno De Caigny

Plant-Based & Sustainable Food Consumption

Sala Nau (51.100), Session Chair: Bram Spruyt

Plant-Based But Powerful: When the Protein Score Overshadows Meat

Fanny Thomas, Gaelle Pantin-Sohier, Mathilde Delaherche, Mathilde Lemarechal and Tuong-Nhi Nguyen

The Plant-Based Penalty? A Neurophysiological Investigation of Vegan vs. Plant-Based Claims Across Vegetable, Functional, and Hedonic Food Categories

Isabella Broers, Nikki Leeuwis and Tom van Bommel

Feeding the feed healthy food: Exploring persuasive effects of sources and norm communication

Bram Spruyt, Käbi Vanwinkelen, Yara Qutteina and Tim Smits



Saturday 14:00 - 15:20

Prosocial Behavior & Support

Room 52.101, Session Chair: Tania Maree

Mental Health and Support-Seeking in Online Forums After Natural Disasters

Jooyoung Jang, Miaohong Huang and Eyun-Jung Ki

Helping in the Frame: How Helper–Victim Co-Presence Shapes Social Media Engagement

Sofia Pansoni, Giacomo Gistri and Stefania Farace

To give or not to give: The influence of donor characteristics on donation likelihood

Carina Rabellini, Tania Maree and Jade Verbeek

Saturday 15:20 - 15:40

Coffee break

Auditorium hall



Saturday 15:40 - 17:00

Psychological Mechanisms & Advertising Effectiveness

Auditorium, Session Chair: Jaewoo Park

A-List Encoding: Does Celebrity Recognition Create a Brand Memory Advantage?

Chandler Meakins, Jenni Romaniuk, Cathy Nguyen and Imogen Lee

**Autonomous Sensory Meridian Response (ASMR): Psychological Distance
Underpins a Gentler Approach to Advertising**

Gallus William Houghton, Sammy Wals and Lieve Doucé

**How hand cleansing shapes eating decisions: Psychological reset as a route to
moral self-perception or self-permission**

Jaewoo Park, Kosuke Motoki, Taku Togawa, Yoko Sugitani and Hiroaki Ishii

Consumer Responses to AI Advertising & Advertainment

Room 52.S25, Session Chair: Fei Fan

**AI-Generated Imagery in Luxury Advertising: Investigating the Disclosure Effect on
Ad and Brand Perceptions**

Christos Ioannis Papaspyrou, Eirini Tsihla and Christina Boutsouki

**AI-generated climate futures and persuasion: How storytelling anchors shape
audience responses**

Fabienne Bünzli and Martin J. Eppler

**Absurd Advertising in the Age of AI: Consumer Responses to AI-Manipulated
Absurd Ads on Short-Video Social Media**

Anan Wan and Weilu Zhang

**The communication effectiveness of advertainment: An empirical study about
branded mini-webisodes**

Fei Fan, Kara Chan and Shing Chi Ho



Saturday 15:40 - 17:00

Health Communication, Persuasion & Well-Being

Room 52.S27, Session Chair: Eyun-Jung Ki

Communicating Preventive Health: Health Locus of Control, Health Literacy, and Multivitamin Consumption Intentions in Greece and Austria

Konstantinos Vasileiou, Isabell Koinig and Ourania Dalamitrou

Efficacy Driven Persuasion in GLP-1 Advertising: An Appraisal of EPPM

Saima Kazmi, Isabell Koinig and Nikki McClaran

Promoting dietary supplements (DS) on Instagram – Which role does source status (expert vs. non-expert) play?

Isabell Koinig, Konstantinos Vasileiou and Emilia Margit Pajor

Development and Cross-Validation of the Multidimensional Problematic AI Use Scale (MPAIU) among Young Adults

Hyoungkoo Khang, Eyun-Jung Ki and Miaohong Huang

Brand Strategy & Market Dynamics

Room 52.S29, Session Chair: Yujin Kim

Private Labels vs. National Brands: Revisiting the Perception Gap

Eva Heeremans, Julie Verstraeten, Iris Vermeir and Maggie Geuens.

Brand Extension in Digital Platform Ecosystems: The Case of Insurance Services

René Hubert Kerschbaumer, Ursula Haas-Kotzegger, Clara Wawrina and Julian Hubmann

Does Sponsorship Generate Brand Engagement? Evaluating Drivers of Sponsor Brand Mentions in Formula 1 Races Across Social Media Platforms

Cherie Chick, Harsh Taneja, Ewa Maslowska and Patrick Vargas

Dual Signals in Early Access Markets: How Monetizing Development Shapes Consumer Inference

Yujin Kim, Stefan Bernritter and Ko de Ruyter



Saturday 15:40 - 17:00

AI Voices & Formats

Room 52.S31, Session Chair: Alexandra Vignolles

AI-Generated YouTube Ads and Fintech Brand Credibility: Examining Emotional & Rational Appeals through ELM and their Impact on Financial Well-being

Maira Kalli, Elli Vlachopoulou, Christina Boutsouki and Anastasios Panopoulos

Reimagining Visual Rhetoric Theory for the AI Age: An Analysis of Fake Out of Home Advertising Related to Persuasion Outcomes

Laura Bright, Rick Wilson, Kristen Sussman and Haya Hasan

Personalized Advertising Optimization: Bridging Generative AI with Interpretable Consumer-Creative Dual Clusters

*Cherie Chick
Nathan Marckx, Ed Hunt, Matthias Bogaert, Dirk Van den Poel, Dylan Van Mulders, Liam Vanderstappen and Edward Carl Malthouse*

When AI Chooses Advertising Voices: Gender Stereotypes in Product-Voice Associations

Fabrice Desmarais, Jean-Philippe Galan and Alexandra Vignolles

Privacy & Transparency

Room 51.101, Session Chair: Jiakun Liang

What Should Be Disclosed? User Expectations Toward Image Manipulation and AI Transparency in Social Media Advertising

Dasha Kolesnyk and Alexander Pfeuffer

Empowering the Cynical Consumer: The Role of Ad Customization in Privacy Protection and Ad Engagement

Sangwook Lee, Mengqi Liao and Yongnam Jung

The Double-Edged Sword of Product Specificity in Conversation-Related Advertising: A Privacy Calculus Perspective

Wenwen Cao, Jiarou Chen, Janet Laadi Anani, Adraina K. Adu and Claire M Segijn

How Transparency Cues Bring Trust in Conversation-Related Advertising. Examining the Roles of Surveillance Beliefs and Perceived Surveillance.

Jiakun Liang, Kaiyi Yu, Jikai Sun and Claire Segijn



Saturday 15:40 - 17:00

Editorial Board Meeting/Associate Editors Meeting of the Journal of Advertising

Sala Nau (51.100)

Upon invitation

Saturday 17:00 - 18:00

EAA General Assembly

Auditorium

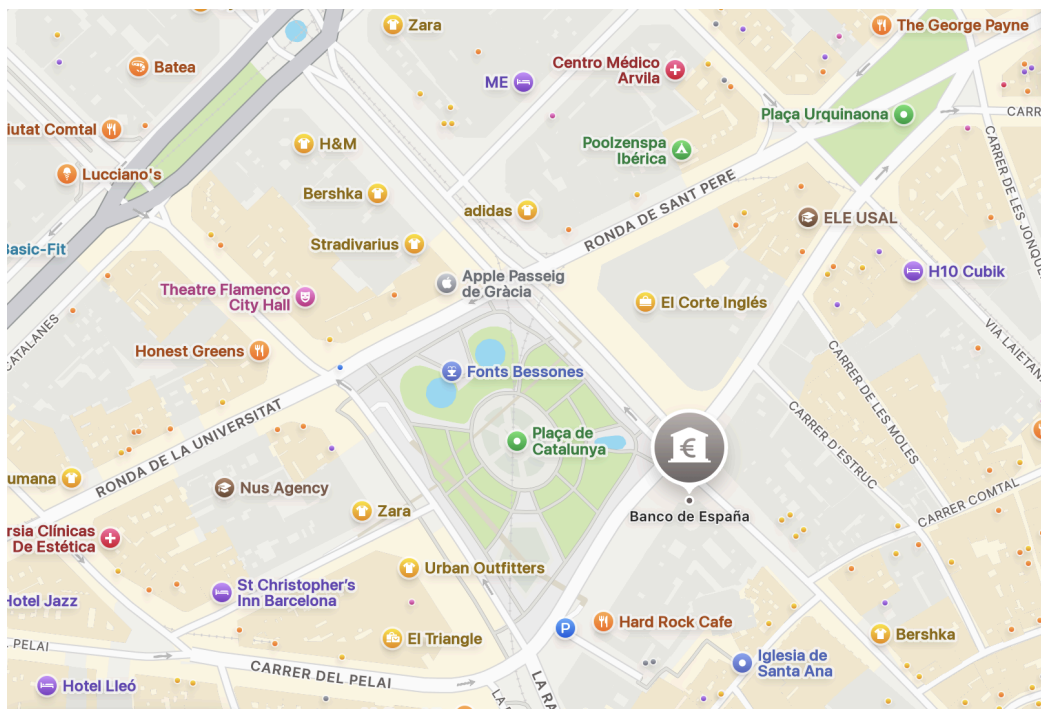


Saturday 19:15 - 21:15

Social activity

Option 1: Historical Heart of Barcelona Itinerary

- Total Duration: Approx. 1 hour and 45 minutes.
- The Route: A walk covering 2.3 km (approx. 30 minutes of actual walking time, leaving 75 minutes for sightseeing).
- **Meeting point:** at the stairs of the **BANC D'ESPANYA** building (Plaça de Catalunya, 17, Ciutat Vella, 08002 Barcelona)
- How to get from Urquinaona (L4) metro station to Banc d'Espanya:
 - 1) At Urquinaona station (L4 – Yellow Line)
Take the exit marked “Plaça Catalunya / Ronda Sant Pere.”
This is the exit that puts you closest to the bank.
 - 2) Once you're outside, you will come out to Urquinaona square.
Turn left to carrer Fontanella.
Walk straight toward Plaça Catalunya (you'll see the big open square ahead of you).
 - 3) Approaching the square
As you reach Plaça Catalunya:
Keep walking along the left sidewalk of Fontanella street until you reach Portal de l'Angel. You will see a large, elegant stone building with the sign “Banco de España / Banc d'Espanya.” We'll meet in front of the stairs.





1. After Meeting at the busy **Portal of the Angel**, the former entrance to the medieval city of Barcelona, we'll walk toward *Plaça de la Vila de Madrid* to *admire the Roman Tombs*.

There we will view an excavated Roman necropolis from the 1st to 3rd centuries AD. The tombs are visible from the street level, showing how the ancient Romans buried their dead outside the city walls.

2. ***Plaça del Pi & Basílica de Santa Maria del Pi***

This is a charming square often home to local artisan markets. We'll stand before the Basílica de Santa Maria del Pi, a 14th-century Gothic church famous for its massive rose window, one of the largest in the world.

3. ***El Call (The Jewish Quarter) & Roman Gate***

Enter the narrow, winding streets of El Call, the city's medieval Jewish quarter. You can see the Sinagoga Major de Barcelona, considered one of the oldest synagogues in Europe. Nearby at Plaça Nova (next to the Cathedral), look for the two circular towers that formed part of the original Roman Gate to the city.

4. ***Barcelona Cathedral & Plaça de Sant Jaume***

A short walk leads to Plaça de Sant Jaume, the political heart of the city, flanked by the Palau de la Generalitat. Pass by the Catedral de (The Cathedral of the Holy Cross and Saint Eulalia). Observe the stunning Gothic facade and the gargoyles from the outside.

5. ***Finish: Palau de la Música Catalana***

Head toward Via Laietana and cross into the Sant Pere neighborhood to finish at the Palau de la Música. This masterpiece by Lluís Domènech i Montaner is a colorful explosion of ceramic, glass, and iron, serving as a triumphant end to your historical stroll.



Saturday 19:15 - 21:15

Social activity

Option 2: Gaudí and the Essence of Catalan Modernism Itinerary

- Total Duration: Approx. 1 hour and 45 minutes.
- The Route: A downhill walk covering 2.3 km (approx. 30 minutes of actual walking time, leaving 75 minutes for sightseeing).
- **Meeting point:** in front of the [fountain at Jardinetes de Gràcia](#), next to Casa Fuster (Passeig de Gràcia 132, Gràcia, 08008 Barcelona).
- How to get to Casa Fuster from Diagonal metro station
 - 1) At Diagonal station, take the exit marked “Passeig de Gràcia”. This is the exit that puts you closest to Casa Fuster.
 - 2) Once you’re outside, you’ll find yourself near the Jardinetes de Gràcia, the small garden area at the top of Passeig de Gràcia. Face uphill, toward the neighbourhood of Gràcia (not toward the sea). You’ll already see Casa Fuster ahead of you: a large, elegant white modernist building on the corner where Passeig de Gràcia meets Gran de Gràcia.
 - 3) Walking distance: It’s extremely close, about 2 minutes on foot. Just walk straight along the right-hand side of Passeig de Gràcia until you reach the big white building on the corner. That’s Casa Fuster.





1. Start: Casa Fuster (Jardinets de Gràcia)

Begin at the highest point of Passeig de Gràcia. Designed by Lluís Domènech i Montaner, this building is celebrated for its sober elegance and serves as the "grand finale" to the boulevard.

Have a look at the intricate capitals on the columns and the luminous white marble facade.

2. Downward to Casa Milà (La Pedrera)

Estimated observation time: 20 minutes.

Walk down the street for about 5 minutes. Gaudí's La Pedrera will captivate you with its undulating stone forms and wrought-iron balconies.

Admire the organic shapes that mimic the movement of the sea and the lack of straight lines.

3. The "Block of Discord" (Mansana de la Discòrdia)

Estimated observation time: 40 minutes.

Continuing downhill, you will reach the famous block where three architectural masters competed for prestige:

- Casa Batlló: Gaudí's explosion of color and fantasy, featuring a roof that resembles the iridescent scales of a dragon's back.
- Casa Amatller: Located right next door, this building by Puig i Cadafalch blends Neo-Gothic style with Flemish influences (look at the stepped gables).
- Casa Lleó i Morera: A bit further down, another masterpiece by Domènech i Montaner boasting exuberant floral decorations and refined sculptures.

4. Finish: Palau de la Música Catalana

End your journey in front of this breathtaking explosion of mosaics, brick, and stained glass.

This concert hall is a UNESCO World Heritage site and perhaps the most complete example of the symbolic power of Catalan Modernism.



ICORIA 2026 Best Conference Paper Award Nominees

How Corporate Social Responsibility Drives Electronic Word-of-Mouth: Social Influence and Self-Image Expression in Food DNVBs

Sandra Castro Gonzalez & Ana Isabel Lopes

Seeing is Deceiving? The Effects of Image Editing and AI Disclosures on Consumer Responses

Alexander Pfeuffer, Meda Mucundorfeanu and Delia C. Balaban

Corporate Social Infrastructure (CSI): When Brands Become the Backbone of Prosocial Systems

Eunjin Anna Kim, Yuhosua Ryoo, Minette Drumwright, Heather Shoenberger and Michelle Renee Nelson

Renegotiating Artificial Agency in AI-Mediated Marketing

Won-Ki Moon, Sangwook Lee and Hayoung Lim

When Do Coupons Persuade? Experimental Evidence from Large-Scale Behavioral Data in Advertising

Eunjin Anna Kim, Kyomin Hwang, Hyeonjin Kim, Yun Kim, Junmo Koo and Nojun Kwak



ICORIA 2026 Best Student Paper Award Nominees

The Human Behind the Data: Emotion AI-Driven Advertising and Its Cost to Privacy and Wellbeing

Ana-Maria Golea and Meda Mucundorfeanu

What drives food choices? A segmentation study of European consumers across 27 countries

Käbi Vanwinkelen, Anna Maria Murante, Anant Jani, Lotte Hallez and Tim Smits

Practice Makes Perfect? A Comparison of Prompt- and Fine-Tuning of Digital Participants to Simulate Human Responses in Advertising Research

Steffen Prior and Tobias Langner

Designing Effective Communication for Food Waste Reduction: The Role of Perceived Gains and Losses in Volunteer Hesitation and Platform Loyalty

Kai-Yi Young and Shintaro Okazaki

When Luxury Meets the Virtual: The Role of Perceived Appropriateness in Shaping Advertising Effectiveness

Ko Eun Yim, Yili Chen, Jiwonn Kim, Hyun Han, Hye Young Song and Yoon Hi Sung



Best Conference Paper Award jury

Patrick De Pelsmacker

Tobias Langer

Shintaro Okazaki

Ralf Terlutter

Martin Waiguny

Best Student Paper Award jury

Ray Taylor

Martin Eisend

Anastasios Panopoulo

Freya de Keyze

María Eugenia Martínez



AAA-EAA Collaborative Research Nominees

When Recognition Does Not Become Resistance: Modeling Persuasion Knowledge Across LLMs, Humans, and AI-Agent Environments

Eunjin (Anna) Kim & Jean Pfiffelmann

Framing Weight Loss Drug Use: A Cross-National Examination of Advertising Effects and Consumer Perception of GLP-1 Drugs

Saima Kazmi, Isabell Koinig & Nikki McClaran

Talk to Me: Redefining Persuasion in the Era of Conversational Artificial Intelligence

Joanna Strycharz, Claire M. Segijn & Ewa Maslowska

How Adolescents Interpret Influencer Emotional Expressions Across Cultures: Parasocial Authenticity Mechanisms in a Cross-Cultural Context

Ofrit Kol, Dorit Zimand-Sheiner, Jameson L. Hayes & Steve Holiday

AAA-EAA Collaborative Research Competition jury

Heather Shoenberger

Edith Smit

Yang Feng

Leonidas Hatzithomas

Tobias Langner

EAA Research Grant jury

Nathalie Dens

Alexandra Vignolles

Vesna Zabkar



Reviewers

Abdelkader Gam
Abderrahim Bellil
Abraham Brown
Afroditi Stergiou
Aileen T Torrance
Ainhize Eletxigerra
Ainhua García Rivero
Alberto Badenes-Rocha
Aleksandra Krtolica
Alexander Garcia
Ramirez
Alexander Pfeuffer
Alexander Tevi
Alexandra Vignolles
Ali Selcuk Can
Alice Binder
Alice Falchi
Alicja Grochowska
Aline Simonetti
Amida Yusriana
Ana Lopes
Ana-Maria Golea
Anan Wan
Anastasia Micich
Anastasia Pagoni
Anastasios Panopoulos
Anca Broasca
Andreas Andronikidis
Andreas Baetzgen
Andreu van Hooft
Angeliki Nikolinakou
Anna Fenko
Anna Pujadas-Gómez
Anne-Marie van Prooijen
Antonia Guevara-Iturbe
Antonio Rodríguez
Argyro Matta
Artur Modliński
Athanasios Polyportis
Barbara Behre
Barbara Keller
Barney Pacheco

Belem Barbosa
Benjamin Johnson
Benjamin Österle
Berna Balci
Borhan Rastighalati
Bram Spruyt
Bram Uyttenhove
Brigitte Naderer
Busayo Anthony
Olarotimi
Büşra Göküş
Carolina Saez-Linero
Carolus Praet
Cathy Nguyen
Chandler Meakins
Charlotte Lamerz
Chen Lou
Cherie Chick
Christina Boutsouki
Christina Brandstetter
Christopher Kanitz
Claire Segijn
Clara Virós-Martín
Colin Campbell
Cristian Buzeta
Cristina Aragonés Jericó
Dasha Kolesnyk
David Roca
Delia Cristina Balaban
Despoina Romniopoulou
Dieneke Van de Sompel
Dorit Zimand-Sheiner
Duc Thai Tran
Dylan Van Mulders
Ed Hunt
Eda Öztürk
Edith Smit
Edoardo Tozzi
Eduard Vidal
Edward Malthouse
Eirini Koronaki
Eirini Tschla

Eleni Mavragani
Elli Vlachopoulou
Emily Sin
Emma Beuckels
Enrique Bigne
Eric Luk
Erika Johnson
Essia Jedidi
Estrella Barrio Fraile
Eunjin Kim
Eunsin Joo
Eva Mouratidou
Eva Van Poucke
Ewa Maslowska
Eyun Jung Ki
Eyun-Jung Ki
Fabienne Bünzli
Fabienne Krywuczky
Fabrice Desmarais
Fanny Thomas
Fikirte Woji Gulele
Fotis C. Syropoulos
Francesca Serravalle
Freya De Keyzer
Fuyuan Shen
Gaelle Pantin-Sohier
Giacomo Gistri
Giampaolo Viglia
Giselle Pu
Guda Van Noort
Gudrun Roose
Gül Şener
Gunnar Mau
Hannah Boen
Harsh Taneja
Harsha Gangadharbatla
Haseon Park
Hayoung Lim
Heather Shoenberger
Helen
Thompson-Whiteside
Henry Kojo Bonsu-Owu



Hilde Voorveld
Hye Jin Yoon
Hyoungkoo Khang
Ibtissame Abaidi
Imed Ben Nasr
Ingrid Moons
Isabell Koinig
Isabella Broers
Issam Fawaz
Itai Himelboim
Ivana Bušljeta Banks
Ivy Wai-Yin Fong
Jamel Khenfer
Jameson Hayes
Jason Yu
Jean Pfiffelmann
Jean-François Toti
Jean-Philippe Galan
Jeonghyun Janice Lee
Jeongmin Ham
Jilani Habouria
Jing Yang
Jisu Huh
Joanna Strycharz
Joel Kouame
Jooyoung Jang
Jörg Matthes
Jos Hornikx
Jose Antonio Cortés
Quesada
Julian Felix Kopka
Juliana Fernandes
Juliano Laran
Julie Bilby
Juliusz Kłos
Kai-Yi Young
Kaiyi Yu
Kaouter Kooli
Karen Middleton
Karine Charry
Karolien Poels
Katariina Pajuranta
Katrin Lingenhel
Konstantinos Vasileiou
Kristen Sussman
Kwangmi Kim

Kyriakos Riskos
Laura Bright
Laurien Desimpelaere
Leah Rita Speier
Leonidas Hatzithomas
Leonor Balbuena
Leonor Venade
Lina Nasr
Linwan Wu
Lisa Christen
Liselot Hudders
Liyong Wang
Lluís Mas
Lotte Hallez
Louisa Herbst
Louise Glenisson
Mag
Karpinska-Krakowiak
Malte Christ
Marco Mandolfo
Maria Lluch
Maria Papavasileiou
Maria Voutsas
Marijke De Veirman
Mark Kilgour
Marta Mensa
Marthinus van
Loggerenberg
Martin Block
Martin Eisend
Martin K.J. Waiguny
Martina Samperi
Masao Okano
Matia Torbarina
Matteo Montecchi
Matteo Rinaldi
Matthias Karmasin
May Oueslati
Meda Mucundorfeanu
Melanie
Böksen-Berneburg
Mengtian Jiang
Mi Hyun Lee
Michael Möhring
Michael Schade
Michelle Nelson

Mihai Marcel Marcovici
Mingzhou Yu
Minjie Li
Mireia Montaña-Blasco
Mohammed El Hazzouri
Monika Jiménez-Morales
Morikazu Hirose
Morteza Abolhasani
Muriel E Scott
Natalia Vila-Lopez
Nicole Hartnett
Niharika Gupta
Nikki Leeuwis
Nikki McClaran
Nikolaos Stylos
Nina Grgurić Čop
Ofrit Kol
Osnat Roth-Cohen
Panagiotis Sarantopoulos
Papaporn
Chaihanchanchai
Patrice Cottet
Patricia Lafuente
Patricia Núñez-Gómez
Patrick De Pelsmacker
Patrick Hartmann
Patrick Vargas
Paula Neira-Placer
Pedro Canales Ronda
Peilin Phua
Peter Neijens
Polyxeni Palla
Priska L. Breves
Priyanka Sharma
Prokopis Theodoridis
Puck Guldemon
Qiqi Li
Quyang Zhao
Rachel Kennedy
Rafael Tietze
Ralf Terlutter
Ramon Martin-Guart
Rehab Alayoubi
René Hubert
Kerschbaumer
Rick Wilson



Robin Hauser
Rocío Alarcón-López
Rodrigo Uribe
Romain Sohier
Ruiheng Sun
Ryan Yin
Sabrina Hegner
Sahar Mousavi
Saima Kazmi
Sandra Castro-González
Sandra Diehl
Sandra Praxmarer-Carus
Sangwook Lee
Sara Rosengren
Sarah Turnbull
Sarai
Melendez-Rodriguez
Sela Sar
Selin Türkel
Setenay Dilef-Fidler
Sfiso Mahlangu
Shalom Levy
Shintaro Okazaki
Shunichi Murao

Sigal Segev
Sigurd Heimstad
Simon Jamšek
Sofia Pansoni
Stefan Bernritter
Stefan Rohrbach
Steffen Prior
Steffi De Jans
Steve Bellman
Sunny Sui-Kwong Lam
Sweeney Li
Sydney
Chinchanachokchai
Takuya Fukazawa
Tania Maree
Temilade Adeeko
Terri Chan
Tetiana Artemova
Thérèse Roux
Thomas Kirchmair
Timo Schreiner
Tobias Langner
Tyler Milfeld
Ulla Hakala

Ursula Haas-Kotzegger
V. U. Vinitha
Vanessa Apaolaza
Verena Hüttl-Maack
Veronica Campian
Vesna Zabkar
Weilu Zhang
Wenwen Cao
Wing-Hong Wong
Wojciech Trzebinski
Won-Ki Moon
Woojin Kim
Xinyi Zuo
Yael Podkamien
Yaniv Gvili
Yara Qutteina
Yayu Zhou
Yee Jun Ow
Yoon Hi Sung
Yoon Joo Lee
Yoshitomo Hatakeyama
Yuan Nan
Zan Lep
Zeph M. C. van Berl