



ICORIA2022
PROGRAMME

ICORIA2022

20TH INTERNATIONAL CONFERENCE ON RESEARCH IN ADVERTISING.
FRONTIERS OF ADVERTISING: RE-CONSIDERING ITS SHAPES AND FORMS
23 - 25 JUNE 2022

PRAGUE



EAA LINKEDIN



EAA FACEBOOK



We simply cannot do without a wireless network today. You will receive your login and password at the registration desk. Do not forget to register to the conference!



WELCOME TO ICORIA2022

We are honoured and delighted to host the **20th International Conference on Research in Advertising** and welcome you at the Prague University of Economics and Business. After two years of virtual meetings due to COVID-19 outbreak, it is very exciting to meet on-site again! We hope you will enjoy the vibrant atmosphere of charming Prague, the so-called “heart of the Europe”. We are delighted we can celebrate the 20th anniversary of ICORIA and create an unforgettable experience together with you all. We ask our guests to wear blue or white clothing for the Gala dinner to support the festive atmosphere of ICORIA anniversary. Please, do not hesitate to share your experience and memorable moments hashtagged #ICORIA2022 via social networks. Those who cannot travel, we will be happy to welcome them online in Zoom meetings.

We thank all authors for sharing your research findings and everyone who contributed as a reviewer, jury member, and organiser. Thanks to EAA board members for the opportunity to organise this year's ICORIA and for your help and support. Thanks to the keynote speakers and sponsors of ICORIA2022.

We wish you a pleasant and fruitful visit at Prague!

Daria Gunina
CONFERENCE CHAIR MANAGER

THE CONFERENCE CHAIR MANAGER

Daria Gunina

ORGANIZING COMMITTEE

Jakub Fischer

Petr Mazouch

Vladislav Bína

Tomáš Kincl

Michal Novák

Michal Hajdík



FOREWORD

ICORIA is the annual conference of the European Advertising Academy (EAA) and provides an opportunity for advertising researchers from all over the world to share insights from cutting-edge research projects, but also to network and find collaborators for future projects. EAA is a vibrant, friendly, and diverse academic community of advertising researchers.

The 2022 Prague conference will be the 20th ICORIA. After two years of pandemic hibernating and meeting over screens we are looking forward to seeing you all in person. The conference theme "Frontiers of Advertising: Re-considering Its Shapes and Forms" speaks well to an academic field in constant transformation. It also fits with the city of Prague, giving us the opportunity to meet and discuss in a beautiful city where the history of Europe has been shaped and re-written.

I would like to thank the organizers of the conference for all their work in making the conference happen. I would like to thank the reviewers and award committee members for their quick and constructive feedback and the International Journal of Advertising for providing a publication platform for the best conference papers. I would also like to thank all EAA board members for their work in supporting the

association. And, last but not least, thank you to all of you for sharing your best research and making the conference what it is.

Let the fun begin!

Sara Rosengren

PRESIDENT OF THE EUROPEAN
ADVERTISING ACADEMY

SPONSORS AND PARTNERS





PRESENTERS & ATTENDEES

GUIDELINES FOR PRESENTERS

Guidelines for presenters

Presenters and Chairs are asked to make their way to the room in which they are presenting a minimum of 10 minutes prior to the start of the session to allow them to meet the chair of the session. All presenters have a maximum of 13 minutes for their presentation, with 7 minutes to take questions from the audience. Presentation must be uploaded in advance using breaks. If you present ON-LINE, please inform the member of organising team Michal Novak michal.novak@vse.cz at least 48 hours prior to your presentation.

You do not need to bring your own laptop for presentation, just bring the presentation file on a USB stick. It is also recommended to have your presentation uploaded somewhere to the cloud, DropBox, Google Drive, Onedrive or at least have it in your mailbox (in case of a malfunctioning USB stick). To avoid any presentation issues, please save as PPTX (Microsoft Powerpoint) or PDF.

The programme contains a high number of presentations and it is therefore imperative that the sessions start and finish on time. Please ensure you keep within your allocated presentation time otherwise the Chair will ask you to conclude.

ATTENDING ON-LINE?

Attending on-line?

All those who have registered for online participation will be emailed a link to connect via Zoom 24 hours prior to the start of the conference, i.e. by 12:00 on June 22. Please note only the parallel sessions, keynote, Meet the Editors, Panel Discussion and General Assembly of EAA will be broadcast).

EAA Board Meeting, IJA Associate Editors Meeting or IJA Review Board Meeting members who will be attending the conference online, please inform the member of organising team Michal Novak michal.novak@vse.cz.



4 GALA DINNER

STARÉ MĚSTO

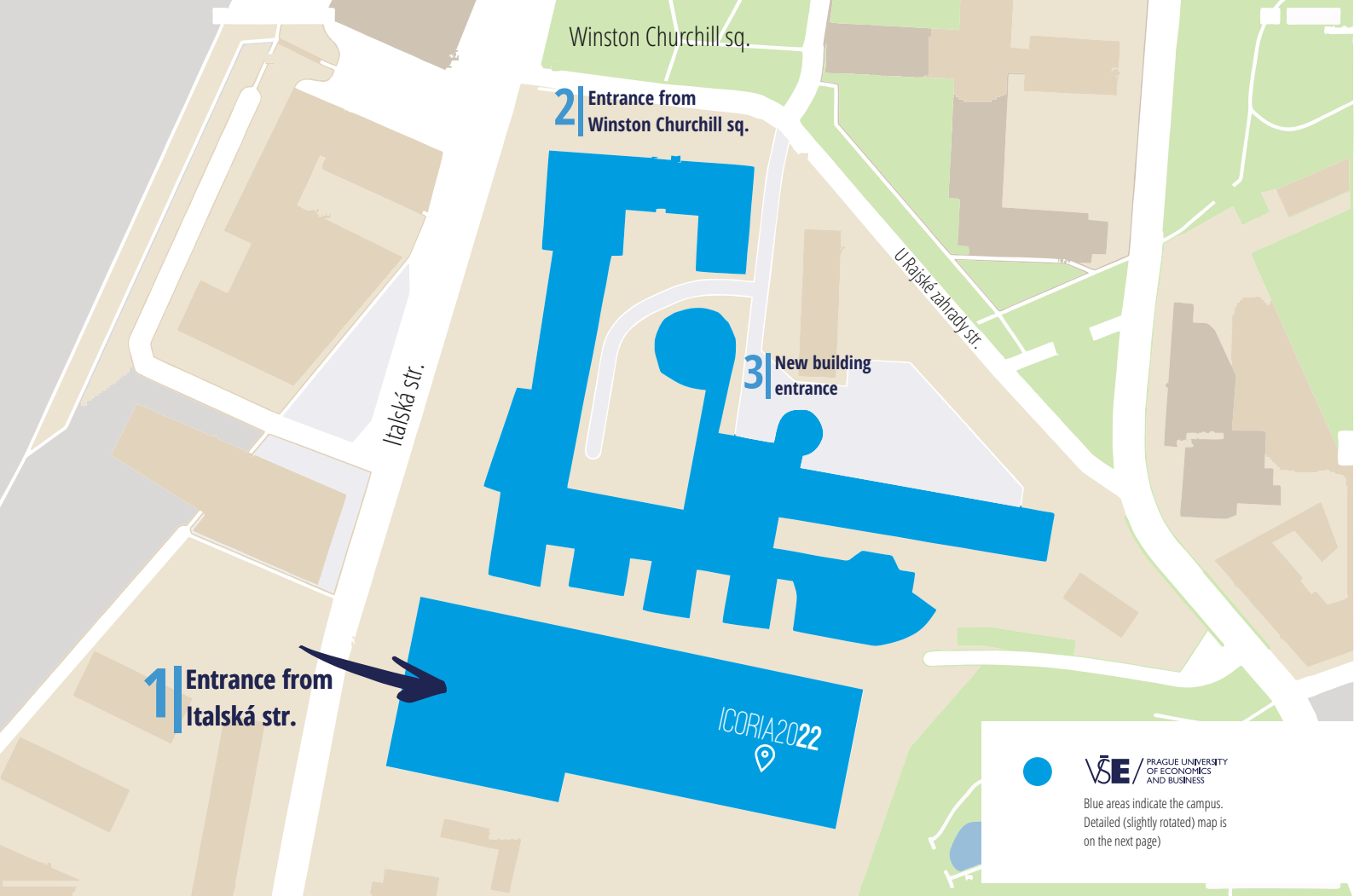
2 PRAGUE MAIN TRAIN STATION

3 TRAM AND BUS STOPS

Vysoká škola ekonomická v Praze

1 ICORIA 2022 VENUE

N. MĚSTO



TRANSPORTATION

Once you arrive at the **Prague international airport** (Václav Havel Airport), you have several options to get to the city centre.

- Private pickup - book your pickup in advance before you arrive at the airport and you will get your personal driver who will get you to the centre,
- Airport shuttle transfer,
- Uber,
- Public transport - for as low as €1.25 you can get to the Veleslavin train station, where you can switch to Prague metro (line A). The bus stop is in front of Terminal 2 at the airport and leaves every 6 minutes.

Public transport works reliably in Prague. You can use the metro, trams and buses at very low prices. If you have booked any of the recommended hotels, you will probably stay not far from the conference venue - Prague University of Economics and Business and thus you can just explore the city by walk.

Attention! If you are about to come with your own or rented car, be aware that you will not be able to enter the campus with the car and will have to find a parking spot elsewhere. There are several parking houses, sometimes you can even park on street, but this can be a little tricky and very costly.

HOW TO GET TO THE VENUE

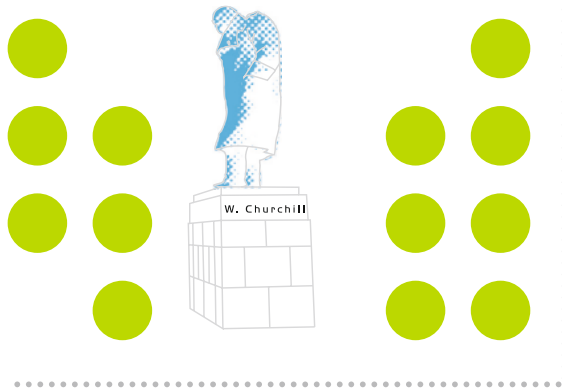
The campus of the Prague University of Economics and Business is located on the Winston Churchill sq. 1938/4, Prague (Žižkov district). There are three main entrances to the campus (see map above):

1. entrance from Italská street
2. entrance from the Winston Churchill square
3. entrance to the New building

We recommend you use the entrance number 1 - Italská street. This is the easiest way to get directly to the Rajská Building where the conference will take place. The other entrances require orientation in the campus and you might get lost.

We will put the navigation signs, panels and arrows everywhere to make sure these will lead you directly to the conference rooms.

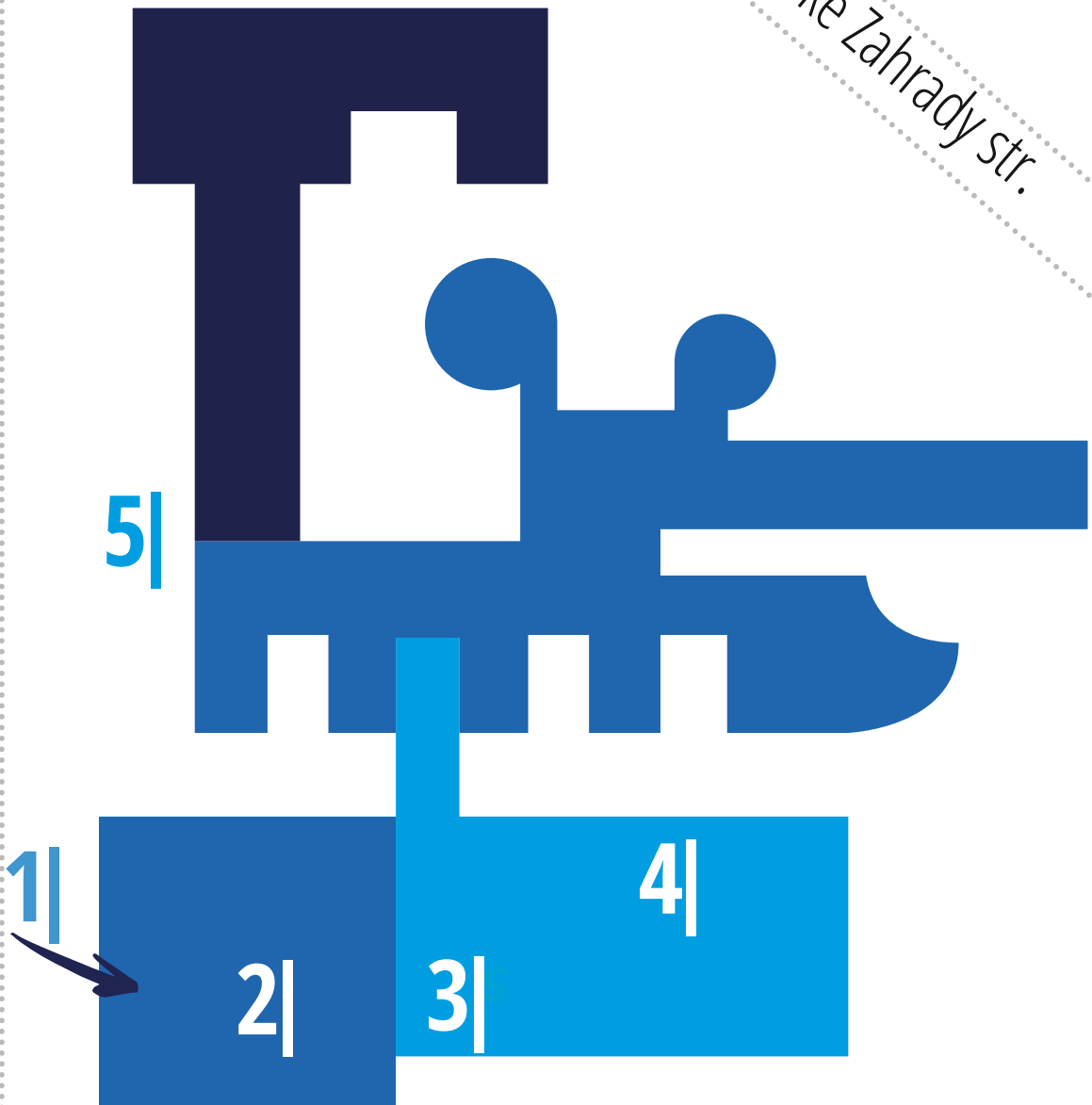
Once you enter the building from the Italská street, you will just go straight through the corridor to the Rajská Building (about 100 meters) where you will find the registration, conference rooms and everything else. In our team for the conference there will also be students who will help you reach the conference registration desk in case of getting lost.



Winston Churchill sq.

U Rajské Zahrady str.

Italská str.



1 | Entrance from the Italská street. We recommend you use this one to get to the venue.

2 | ICORIA meeting point - reception desk. Registrations, help, meeting point before leaving to the social activities.

3 | Room RB101 where Keynote, Meet the Editors, Panel Discussion and General Assembly of EAA will take place.

4 | Conference rooms RB210, RB211, RB212, RB213.

5 | Smoking point. Smoking on school premises is prohibited. Due to the strict conditions, we recommend smoking at least 20 meters from the entrance to the Italska building (just behind the corner).



PRAGUE UNIVERSITY OF ECONOMICS AND BUSINESS

The Prague University of Economics and Business (VŠE), founded in 1953, is the largest public university in the field of economics and business in the Czech Republic. VŠE has six faculties offering applicants a broad spectrum of bachelor, master, PhD and MBA study programmes. Five faculties are located in the center of Prague – the Faculty of Finance and Accounting, the Faculty of International Relations, the Faculty of Business Administration, the Faculty of Informatics and Statistics and the Faculty of Economics. The Faculty of Management is located in the town of Jindřichův Hradec. Studies at VŠE meet the requirements of the European Credit Transfer and Accumulation System (ECTS).

Currently, there are about 14,000 students at VŠE. VŠE offers bachelor's degree study programmes in Czech, English, and Russian; master's degree study programmes are offered in Czech and English. Since 2007, there has been a Centre for Students with Special Needs at VŠE (former Centre for Disabled Students).

VŠE is ranked by the Financial Times annually and has already been appraised for several years by the Eduniversal Ranking project as one of the best "business schools" in Central and Eastern Europe.

VŠE is successful within international cooperation. The university currently cooperates with more than 250 partner universities worldwide. There are approximately 1 000 outgoing students annually with an even higher number of foreign students accepted from abroad. VŠE is a member of numerous international organizations and networks such as the international strategic alliance CEMS (Global Alliance in Management Education) and PIM (Partnership in International Management).

VŠE is also a member of the PRME Initiative (Principles for Responsible Management Education). The PRME Initiative is the first organized relationship between the United Nations and management-related academic institutions, business schools, and universities.

The university is closely linked to the business sector as well. VŠE graduates find employment easily in the labor market. They get important positions in both the private and public sectors such as banking, accounting and auditing, sales, marketing, business and trade, public administration, information technologies, etc. Česká spořitelna, a.s. (Erste Group) is a long-term general partner of VŠE.



PRAGUE, CZECH REPUBLIC

Prague (“Praha” in Czech), the capital of the Czech Republic, has been called many nicknames, such as the “The City of 100 Towers”, “The Rooftop of Europe”, “The Heart of Europe”, “The Golden City”, and “The Mother of Cities”. And the magnificent city, where history meets today, fully deserves all of them and many more...

The largest city of the Czech Republic (and the 15th largest in the EU), is of great significance from a historical, political, and cultural point of view, among others. Not only valuable for the Czechs, the Czech Republic’s capital is an important European centre as well. If you haven’t visited Prague yet, you should definitely put it on your “must-see” list.

The official currency of the Czech Republic (and thus, of course, of Prague) is the “Czech Koruna”, sometimes referred to as “Czech Crown” (“Koruna česká” in Czech). The symbol of the currency is “Kč” in Czech, and “CZK” in English and internationally. Even though the Czech Republic did not accept the European single currency, it is possible to pay with Euros in some of the tourist areas of Prague.

When you travel to Prague, Czech Republic, the essential rules of your entry and stay vary based on the country you are coming from. The most important factor is whether your country is part of the European Union or the Schengen area. You can find detailed info on entering the Czech Republic,

duties, and length of stay on the web pages of the Ministry of the Interior.

Prague offers countless sights to its visitors. Among others, you should definitely not miss the following places: The famous Astronomical Clock on the Old Town Square (which is the oldest and historically most significant Prague square, according to many people one of the most beautiful European squares); Prague Castle with its amazing gardens; Charles Bridge; the Jewish Quarter with its Old Jewish Cemetery and synagogues; Wenceslas Square with the National Museum at the top; and Prague ZOO, one of the best zoological gardens in the world.

Apart from its sights and world famous nightlife, traditional Czech cuisine is one of the top reasons why tourists travel to Prague. Countless restaurants and pubs offer marinated sirloin with special sauce (“Svíčková” in Czech) and famous Czech dumplings, roast duck with braised red cabbage, strudel, ham, and other Czech specials. And we must, of course, mention the famous Czech beer, too.

KEYNOTE

Topic: The Czech Adventures of AdCross - aka How to measure the reach of TV advertising and its other characteristics on all platforms together?

The presentation will introduce the unique AdCross project - a project solving the complex task of the overall measurement of advertising on digital TV platforms. We will present its preparations and experience from the run in 2022, show how specifically TV and media agencies work with data generated by combining different data sources and with the help of mathematical modelling and reveal the future development plans of the AdCross project.



TEREZA SIMECKOVA

Managing Director, Nielsen Admosphere

Tereza is the co-founder and Managing Director of Nielsen Admosphere – now 100% subsidiary of the global research company Nielsen. She graduated from the Faculty of Mathematics and Physics at Charles University in Prague in the field of Informatics – Data Engineering. She has been working in the field of media and market research since 1991. She co-established MEDIARESEARCH (now Nielsen Admosphere) in 2001.



MICHAL JORDAN

Managing Director TAM CZ, Nielsen Admosphere

Michal is the co-founder and Managing Director TAM CZ of Nielsen Admosphere - now 100% subsidiary of the global research company Nielsen. He graduated from the Faculty of Mathematics and Physics at Charles University in Prague in the field of IT. Since the foundation of Nielsen Admosphere in 2001, he has been responsible for key projects of the company (mainly the TV audience measurement). Before that, he worked e.g. as software architect in public administration and automotive industry and he also participated on software development for market research and processing of TVmeter data.

THANKS
TO JURY

BEST PAPER AWARD

Lars Bergkvist

Nathalie Denis

Lisetot Hudders

Ray Taylor

Daria Guinina

BEST STUDENT PAPER AWARD

Martin Eisend

Patrick De Pelsmacker

Ralf Tertilt

Alexandra Vignolles

Tomás Kiechl

PROGRAMME

23 JUNE 2022

Time	Programme
12:15 – 16:30	Doctoral Colloquium (see next page)
18:00 – 22:00	Welcome Reception & Dinner

24 JUNE 2022

Time	Programme
8:30	Registration & Coffee
9:00 – 10:00	Parallel Sessions
10:00 – 10:15	Coffee Break
10:15 – 11:15	Parallel Sessions
11:15 – 11:30	Coffee Break
11:30 – 12:30	Parallel Sessions
12:30 – 13:30	Lunch
13:30 – 15:00	Keynotes
15:00 – 15:30	Coffee Break
15:30 – 16:30	Parallel Sessions
15:30 – 16:30	EAA Board Meeting
16:30 – 17:30	Meet the Editors
19:00	Gala Dinner / Award Ceremony & Party

25 JUNE 2022

Time	Programme
8:30	Coffee
9:00 – 10:20	Parallel Sessions
9:00 – 10:20	IJA Associate Editors Meeting
10:20 – 10:50	Coffee Break
10:50 – 12:10	Parallel Sessions
10:50 – 12:10	IJA Review Board Meeting
12:10 – 13:10	Lunch
13:10 – 14:00	Panel Discussion
14:00 – 15:00	General Assembly of EAA
16:30	Guided Tour

ROOM OVERVIEW

THURSDAY. JUNE 23

18:00 – 22:00	Welcome Reception (Meeting Point ICORIA2022) & Dinner at the Academic Club (VŠE - Italska Building)
---------------	---

FRIDAY. JUNE 24

	Room ICORIA1 (RB213)	Room ICORIA2 (RB212)	Room ICORIA3 (RB211)	Room ICORIA4 (RB210)	
8:30	Registration (Meeting Point ICORIA) & Coffee (Atrium, Rajska Building VŠE)				
9:00 – 10:00	Session 1.A: Advertising Research	Session 1.B: Creativity	Session 1.C: Purchase Intention	Session 1.D: Cognitive Effects	
10:00 – 10:15	Coffee Break (Atrium, Rajska Building)				
10:15 – 11:15	Session 2.A: COVID-19	Session 2.B: Adolescents	Session 2.C: Neuromarketing	Session 2.D: Sustainability	
11:15 – 11:30	Coffee Break (Atrium, Rajska Building)				
11:30 – 12:30	Session 3.A: Multi-country	Session 3.B: Children	Session 3.C: Value Marketing	Session 3.D: Mental Representation	
12:30 – 13:30	Lunch at the Academic Club (Italska Building)				
13:30 – 15:00	Keynote (RB101)				
15:00 – 15:30	Coffee Break (Atrium, Rajska Building)				
15:30 – 16:30	Session 4.A: Direct Communication	Session 4.B: Persuasion	Session 4.C: Digital Marketing	Session 4.D: Social Representation	EAA Board Meeting (NB468)
16:30 – 17:30	Meet the Editors (RB101)				
19:00	Gala Dinner / Award Ceremony (Meeting Point ICORIA at VŠE)				

SATURDAY. JUNE 25

	Room ICORIA1 (RB213)	Room ICORIA2 (RB212)	Room ICORIA3 (RB211)	Room ICORIA4 (RB210)	
8:30	Coffee (Atrium, Rajska Building)				
9:00 – 10:20	Session 5.A: CSR and Sustainability	Session 5.B: Young People	Session 5.C: Engagement	Session 5.D: Social Commerce	IJA Associate Editors Meeting (NB468)
10:20 – 10:50	Coffee (Atrium, Rajska Building)				
10:50 – 12:10	Session 6.A: Customer Experience	Session 6.B: Attitude	Session 6.C: Brand Image	Session 6.D: Effectiveness	IJA Review Board Meeting (NB468)
12:10 – 13:10	Lunch at the Academic Club (Italska Building)				
12:30 – 13:30	Panel Discussion (RB101)				
13:30 – 15:00	General Assembly of EAA (RB101)				
15:00 – 15:30	Guided Tour (Meeting Point ICORIA2022)				

PARALLEL SESSIONS

FRIDAY 24 JUNE 9:00–10:00

Session 1.A: Advertising research (RB213) | Chair: Isabell Koinig

Half the Advertising research is Wasted, But We Don't Know Which Half: The Importance of Replication in Advertising Research
Lars Bergkvist, Freya De Keyzer and Cristian Buzeta

How to Limit HARKing and P-Hacking in Advertising Research
Lars Bergkvist

Broadening the Horizons of Advertising Research: An Analysis of Advertising Research Trends in Other Disciplines from 2011 through 2020
Jameson Hayes, Jihoon Kim, Haseon Park and Yuanwei Lyu

Session 1.B (RB212): Creativity | Chair: Brahim Zarouali

When the medium is the (advertising) message: A meta-analysis of creative media advertising effects
Zeph M. C. van Berlo, Marijn Meijers, Jiska Eelen, Hilde Voorveld and Martin Eisend

Assessing Advertising Creativity: Comparing Practitioner Coders and Crowd Coders
Komala Mazerant, Lotte Willemsen, Peter Neijens and Guda Van Noort

Creative Effectiveness: How Practitioners Evaluate 'Forem'
Sarah Turnbull

Session 1.C (RB211): Purchase intention | Chair: Svetlana Bialkova

What is beautiful is better: The impact of an influencer's body type on the product attitude and purchase intention of misshapen apples
Lies Beugnies, Liselot Hudders and Wendy Van Lippevelde

Our close environment: Construal level effects on online fashion purchase intention for ecological vs. social sustainability signals
Barbara Behre, Verolien Cauberghe and Dieneke Van de Sompel

Fem-vertised and Fem-washed Ads on Instagram: How do they affect the attitude towards the brand and purchase intention?
Iara Noronha, Katharina Harm, Melanie Saumer, Ariadne Neureiter and Jörg Matthes

Session 1.D (RB210): Cognitive effects | Chair: Steffi De Jans

Cognitive and affective responses to synced advertising: When persuasion knowledge could help or backfire
Claire Segijn, Eunah Kim, Garim Lee, Chloe Gansen and Sophie Boerman

Climate policy support and political polarization: Using message framing to overcome identity-protective cognition
Aitor Marcos, Patrick Hartmann, José M. Barrutia and Vanessa Apaolaza

The Influence of Media Exposure Type and "Fit" between Campaign Ads on Advertising Effectiveness: The Mediating Role of Cognitive Load
Fotini Theodorakioglou, Leonidas Hatzithomas and Christina Boutsouki

PARALLEL SESSIONS

FRIDAY 24 JUNE 10:15–11:15

Session 2.A (RB213): COVID-19 | Chair: Stefan Rohrbach

Who Really Benefits from Covid-19 CSR Advertisements? A Cross-cultural Analysis
Sophia Mueller, Barbara Mueller, Sandra Diehl, Charles R. Taylor and Ralf Terlutter

COVID-19 and the cultural compass: Do health messages promoting vaccination take culture-bound particularities into account?
Isabell Koinig, Pavel Rodin and Sandra Diehl

Message appeals during COVID-19: The advantage of farmers' altruistic message appeal in generating engagement with social media posts
Dorit Zimand-Sheiner, Ofrit Kol and Shalom Levy

Session 2.B (RB212): Adolescents | Chair: Cristian Buzeta

How social media messengers' food messages relate to adolescent eating
Yara Qutteina, Lotte Hallez, Paulien Decorte, Charlotte De Backer and Tim Smits

How TikTok Influencers Affect Adolescent Eating
Yara Qutteina, Yana Borgonjon, Charlotte De Backer and Tim Smits

Contrasting the fitness ideal: How fitfluencers can impact on adolescents' physical activity using a self-regulatory intervention
Marloes de Brabandere, Verolien Cauberghe, Liselot Hudders and Ini Vanwesenbeeck

Session 2.C (RB211): Neuromarketing | Chair: Michal Novak

Ad Reception in the Living Room: A Mobile Eye-Tracking Study of Attention to the Ad and Ad Recall in Real-Life Media Encounters
Lennart Borgmann, Julian Felix Kopka and Tobias Langner

Does banner advertising still capture (some) attention? An eye tracking study
Aline Simonetti and Enrique Bigne

Analysing the processing of congruence generated between DMO and e-WOM using emojis. A neuroscientific approach
Beatriz García-Carrión, Salvador Del Barrio-García, Francisco Muñoz-Leiva and Lucia Porcu

Session 2.D (RB210): Sustainability | Chair: Yaniv Gvili

"I conserve more water than others, or not?" Examining how people who overestimate their water conservation behaviour differ from others.

Estefanya Charlotte Casaubon, Verolien Cauberghe and Dieneke Van de Sompel

Analysis of the perceived price fairness of organic discount products
Sebastian Ullrich, Dan-Cristian Dabija and Veryana Boeva

How objective information contribute to the subjective perception of the sustainability of products – Insights from a factorial survey
Melina Burkert, Verena Hüttl-Maack, Stefanie Fella and Rüdiger Hahn

PARALLEL SESSIONS

FRIDAY 24 JUNE 11:30–12:30

Session 3.A (RB213): Multi-country | Chair: Zixuan (Mia) Cheng

A Meta-Analysis of Humor in Advertising: Explaining Cross-Cultural Variations

Martin Eisend, Mag Karpinska-Krakowiak, Artur Modliński, Wojciech Trzebiński and Joseph Riley

Branded appeals and motivations for brand-related social media use as drivers of brand outcomes on social media: A multi-country study

Cristian Buzeta, Freya De Keyzer, Nathalie Dens and Patrick De Pelsmacker

Prevalence and Antecedents of Chilling Effects as a Result of Corporate Surveillance. A Comparison Between American and Dutch Consumers.

Joanna Strycharz and Claire Segijn

Session 3.B (RB212): Children | Chair: Katharina Saile

Ad or Not? The Role of Advertising Disclosures in YouTube Kidfluencer Videos Aimed at Preschool Children

Femke Loose, Liselot Hudders, Ini Vanwesenbeeck and Steffi De Jans

Child's privacy versus Mother's fame: Momfluencers' reflections on the risks and benefits involved with sharing their children online.

Elisabeth Van den Abeele, Ini Vanwesenbeeck and Liselot Hudders

"Do Worry, Act Environmental": How to Stimulate Children's Pro-Environmental Behavioural Intent through the Use of Anthropomorphism and Goal Framing Theory.

Hayley Pearce, Veroline Cauberghe, Liselot Hudders and Dieneke Van de Sompel

Session 3.C (RB211): Value marketing | Chair: Lies Beugnies

When Worlds Collide: A Balance Theory Approach to Understanding Brand Boycotts

Iago Muraro and Nora Rifon

The power of value-laden advertising: An Individual Differences Perspective

Antigone G Kyrousi, Eirini Koronaki, Athina Y Zotou and Anastasios Panopoulos

Private-label brand architecture for online retailers

Christopher Kanitz, Michael Schade, Eike Abraham and Christoph Burmann

Session 3.D (RB210): Mental representation | Chair: Aline Simonetti

The development and testing of an pictogram signalling advertising in online videos

Sophie Boerman, Esther Rozendaal and Eva Van Reijmersdal

Does Science-Related Populism Impact Individuals' Vaccination Campaign Evaluations? Evidence from an Austrian/German survey

Isabell Koinig and Sarah Kohler

Personality and Mental Representations of Personality-fit Advertisements. The Role of Selective Attention

Agnieszka Młyniec, Alicja Grochowska, Karolina Ponikowska, Dominika Kamińska, Klara Kozankiewicz, Natalia Michałowska and Jagoda Rutkowska

PARALLEL SESSIONS

FRIDAY 24 JUNE 15:30–16:30

Session 4.A (RB213): Direct communication | Chair: Barbara Behre

Customize your Newsletter! – Email marketing in the light of content and timing customization
Maik Dulle, Jan Wiezorrek, Michael Schade, Christopher Kanitz and Stephan Buttgereit

Emoji your Communication: The Effect of Employee's Use of Emojis in Digital Communication with Customers on Service Satisfaction
Vanessa Kraus and Heribert Gierl

A Qualitative and Quantitative Investigation of How Users Respond to Disclosures in Customer Service Chatbots
Nathalie Koubayová, Margot J. van der Goot and Eva A. van Reijmersdal

Session 4.B (RB212): Persuasion | Chair: Tanapol Yoonaisil

The Role of Trust and Persuasion Knowledge in Image Retouching Disclosures on Social Media
Alexander Pfeuffer, Haley Hatfield, Nathaniel Evans and Jooyoung Kim

Dis-matching works well too: Persuasion effects of narratives, argumentation type, and temporal distance toward emerging product categories
Mag Karpinska-Krakowiak, Wojciech Trzebinski, Heejin Lim and Beata Marciniak

Native, foreign, or both? How language comprehension reduces persuasion knowledge when consumers process multilingual packaging
Katharina Saile and Verena Hüttl-Maack

Session 4.C (RB211): Digital marketing | Chair: Saima Kazmi

When Independent becomes Mainstream: Web-series are the New Digital Advertising Platform
Matan Aharoni and Osnat Roth-Cohen

Transparency and Accuracy of Digital Marketing Communication in a Controversial and Expanding Industry
Ana García-Arranz and Salvador Perelló-Oliver

Causation of high social media penetration rates: a qualitative comparative approach
Afm Jalal Ahamed and Wen Gong

Session 4.D (RB210): Social representation | Chair: Iago Muraro

When Women Know the Truth about Model Beauty: The Effect of Revealing the Use or Non-Use of Imaging Software
Christina Pappenheim and Heribert Gierl

The Higher the Smarter? The Effect of Online Reviewer's Social Status on Reviewer's Choice
Yaniv Gvili, Maxim Milyavsky and Shalom Levy

Personality and susceptibility to political microtargeting: a comparison between a machine-learning and self-report approach
Brahim Zarouali, Tom Dobber and Jurrian Schreuder

PARALLEL SESSIONS

SATURDAY 25 JUNE 9:00-10:20

Session 5.A (RB213): CSR and sustainability | Chair: Femke Loose

The future is #green – How do #greenfluencers communicate on Instagram?
Isabell Koinig and Sandra Diehl

Empowerment meets purpose: A replication study of the Advertising-Empowerment-Model utilizing a CSR ad appeal
Isabell Koinig, Sandra Diehl and Barbara Mueller

The effect of social cynicism on consumer trust in sustainable fashion clothing brands: The role of perceived greenwashing and conspicuous consumption motives
Manoela Costa Policarpo, Vanessa Apaolaza, Patrick Hartmann, Mario R. Paredes, Clare D'Souza and Aitor Marcos

Making Sense of Washing-Practices. An Exploratory Study of the Twitter and Instagram Discourse on Pinkwashing.
Brigitte Naderer, Julian Hohner, Tim Wulf and Zoe Olbermann

Session 5.B (RB212): Young people | Chair: Jan Zavodny Pospisil

Increasing Literacy about Cognitive Biases. An Evaluation Study of a Deradicalization Campaign Targeted at European Adolescents.
Brigitte Naderer, Diana Rieger, Heidi Schulze and Sophia Rothut

Resisting Product Placements in Audiovisual Media Targeted at Children: Testing the Effectiveness of Different Disclosure Formats
Ines Spielvogel, Alice Binder and Jörg Matthes

Young people under 'Finfluence': The rise of financial influencers on Instagram
Zixuan Cheng, Tanapol Yoonaisil, Kirk Plangger and Matteo Montecchi

Nothing but 'Peaches and Cream'? The Impact of Fruit Images and a Sugar-related Claim on Young Consumers' Beliefs and Expectations of Dairy Products.
Lotte Hallez, Filip Boen and Tim Smits

Session 5.C (RB211): Engagement | Chair: Tomas Kincl

The importance of brand authenticity and brand experience for customer brand engagement and consumer-brand relationships: an examination of luxury brand's Instagram page
Eirini Koronaki and Lucia Porcu

Analysis of influencer advertising on social media posts and its influence on audience engagement
Fei Fan, Kara Chan, Michael Prieler, Yupeng Li and Yan Wang

Consumer-brand engagement and social media influencers: A discrete emotion perspective on influencer marketing strategy using facial expression and linguistic analysis
Steven Holiday, Jameson L. Hayes, Haseon Park, Yuanwei Lyu and Yang Zhou

Signaling benefits of awards on advertising creatives' careers
Sarai Melendez-Rodriguez and David Roca

Session 5.D (RB210): Social commerce | Chair: Elisabeth Van den Abeele

Making social commerce more human: The role of social presence on customer loyalty
Tanapol Yoonaisil, Zixuan Mia Cheng, Ilia Protopapa, Kirk Plangger and Matteo Montecchi

Self As Source: Sharing, Engagement, and Purchase Intentions in Social Commerce
Shalom Levy and Yaniv Gvili

The impact of social media on the shape and form of Public Relations and Advertising within IMC
Kathleen Mortimer, Sally Laurie, Matthew Holtz and Billy Little

PARALLEL SESSIONS

SATURDAY 25 JUNE 10:50–12:10

Session 6.A (RB213): Customer experience | Chair: Marloes de Brabandere

Augmenting purchase experience with virtual try-on: Factors to consider
Svetlana Bialkova

Swiping Styles in Social Media: An Exploratory Study of Typical Hand Movements in Social Media Smartphone Interaction
Stefan Rohrbach and Tobias Langner

Customer Experience: How to turn Customers into Advocates in the Machinery Construction Industry in the Digital Age
Marlene Landershammer and Christopher Kanitz

Shared Brand Equity in Sponsorship
T. Bettina Cornwell, Michael S. Humphreys and Youngbum Kwon

Session 6.B (RB212): Attitude | Chair: Estefanya Vazquez

The Effects of Inclusive-LGBTQ+ Advertising on Brand Attitudes: A Moderated Mediation Model
Alessia De Girolamo and Ivana Bušljeta Banks

Do Comments Matter? Effects of Trolling and Prior Attitudes on the Evaluation of Promotional Social Media Posts
Saima Kazmi, Toby Hopp and Harsha Gangadharbatla

Luxury brand website design: consumer attitude and behavior through perceived classical/expressive aesthetics and perceived informativeness
Kostoula Margariti, Leonidas Hatzithomas, Christina Boutsouki and Eirini Tsihla

Attitude Toward Environmental Advertising on Instagram: The Mediating Role of Perceived Source Credibility
Lucie Kominkova, Veronika Sachova, Daria Gunina, Jan Závodny Pospisil and Michal Novak

Session 6.C (RB211): Brand Image | Chair: Stefanie Fella

The vividness effect on indirect comparative advertising response
Dan A. Petrovici, Linda L. Golden, Michel Laroche and Qingqing Liu

Manufacturer Brands and the Impact on Retailer Brand Image - The number of offered manufacturer brands as moderator
Michael Schade, Patrick Rossmann and Christoph Burmann

The Effects of Multiple Identity Attributes of Minority Endorsers in Advertising
Anna Rößner

Using Celebrities in the Non-profit Activity in China
Yan Wang, Yijun Luo and Bingyu Chen

Session 6.D (RB210): Effectiveness | Chair: Alberto Badenes Rocha

The Effect of Color Temperature on Advertising Effectiveness
Marie Spies and Heribert Gierl

Creating effective influencer campaigns through verbal and pictorial post design: Effects on attention, memory, attitude, and purchase intention
Daniel Bruns and Steffen Prior

Apply the motivation-opportunity-ability model to measure the effectiveness of subway advertising
Kara Chan and Qiqi Li

Pollfish: Evaluating a Mobile-First Platform for Crowdsourcing Advertising Research
Dennis T. Esch, Nikos Mylonopoulos and Vasilis Theoharakis

PANEL DISCUSSION

SATURDAY 25 JUNE 13:10–14:00

Panel discussion (RB101) | Chair: Sara Rosengren

A solution-oriented view on the academic-practitioner divide: A six-country case study
Lawrence Ang, Hilde Voorveld, Guda Van Noort, Marthinus Coetzee Van Loggerenberg, Rodrigo Uribe, Cristian Buzeta and Morikazu Hirose

BEST STUDENT PAPER 2022

Nominees

Ad Reception in the Living Room: A Mobile Eye-Tracking Study of Attention to the Ad and Ad Recall in Real-Life Media Encounters

Lennart Borgmann, Julian Felix Kopka and Tobias Langner

Assessing Advertising Creativity: Comparing Practitioner Coders and Crowd Coders

Komala Mazerant, Lotte Willemsen, Peter Neijens and Guda Van Noort

Child's privacy versus Mother's fame: Momfluencers' reflections on the risks and benefits involved with sharing their children online

Elisabeth Van den Abeele, Ini Vanwesenbeeck and Liselot Hudders

How objective information contribute to the subjective perception of the sustainability of products – Insights from a factorial survey

Melina Burkert, Verena Hüttl-Maack, Stefanie Fella and Rüdiger Hahn

The effect of social cynicism on consumer trust in sustainable fashion clothing brands: The role of perceived greenwashing and conspicuous consumption motives

Manoela Costa Policarpo, Vanessa Apaolaza, Patrick Hartmann, Mario R. Paredes, Clare D'Souza and Aitor Marcos

When Worlds Collide: A Balance Theory Approach to Understanding Brand Boycotts

Iago Muraro and Nora Rifon

Jury Members

Martin Eisend, Patrick De Pelsmacker, Ralf Terlutter, Alexandra Vignolles, Tomas Kincl

BEST PAPER 2022

Nominees

A Meta-Analysis of Humor in Advertising: Explaining Cross-Cultural Variations

Martin Eisend, Mag Karpinska-Krakowiak, Artur Modliński, Wojciech Trzebiński and Joseph Riley

Consumer-brand engagement and social media influencers: A discrete emotion perspective on influencer marketing strategy using facial expression and linguistic analysis

Steven Holiday, Jameson L. Hayes, Haseon Park, Yuanwei Lyu and Yang Zhou

Creating effective influencer campaigns through verbal and pictorial post design: Effects on attention, memory, attitude, and purchase intention

Daniel Bruns and Steffen Prior

Message appeals during COVID-19: The advantage of farmers' altruistic message appeal in generating engagement with social media posts

Dorit Zimand-Sheiner, Ofrit Kol and Shalom Levy

Personality and susceptibility to political microtargeting: a comparison between a machine-learning and self-report approach

Brahim Zarouali, Tom Dobber and Jurrian Schreuder

Jury members

Lars Bergkvist, Nathalie Dens, Liselot Hudders, Ray Taylor, Daria Gunina

DOCTORAL COLLOQUIUM

PROGRAMME

Meeting point for Doctoral colloquium participants is at 11:45 at the ICORIA2022 reception (just enter the premises from the Italská street and you will find us). The main programme of the colloquium takes place in room NB468, lunch will be in the Academic club.

12:00 – 12:45	Lunch - only for the Doctoral colloquium participants and lecturers (Academic club)		
12:45 – 13:00	Welcome word from the ICORIA 2022 conference organizer	Daria Gunina Conference organizer ICORIA Prague University of Economics and Business	daria.gunina@vse.cz
13:00 – 13:30	Meet and Greet	Liselot Hudders Associate Professor @ Ghent University Dieneke Van de Sompel Assistant Professor @ Ghent University	Liselot.Hudders@UGent.be Dieneke.VandeSompel@UGent.be
13:30 – 14:15	Workshop 'Research ethics in advertising research'	Emma Beuckels Post-Doctoral Researcher @ Ghent University Steffi De Jans Post-Doctoral Researcher @ Ghent University	Emma.Beuckels@UGent.be Steffi.Dejans@UGent.be
14:15 – 14:45	Break		
14:45 – 15:30	Workshop „Computational social science"	Brahim Zarouali Assistant Professor @ University of Amsterdam	b.zarouali@uva.nl
15:30 – 16:15	Workshop "Chairing a conference session"	Edward De Vooght Post-Doctoral Researcher @ Ghent University	Edward.DeVooght@UGent.be
16:15 – 16:30	Wrap-up		



SOCIAL ACTIVITIES

WELCOME RECEPTION 23 JUNE, 19:00

Welcome reception takes place in the premises of the Prague University of Economics and Business. We will meet at the Academic club, which is located in the Italská building.

GALA DINNER AWARD & CEREMONY PARTY 24 JUNE, 19:00

The gala dinner and the award & ceremony party will take place in the beautiful surroundings of the centre of Prague, right on the Vltava River at the Boat Brewery (Lod Pivovar in Czech). We will meet at 18:30 at the ICORIA Meeting point in front of the entrance to the Italian Building (see map in the programme), the walk takes approx. 30 minutes. If you want to get to the venue on your own, you can use public transport. Take tram 15 from Seifertova street (500 meters from the ICORIA meeting point) and go from the Viktoria Žižkov stop to the Dlouhá třída stop (4 stops in total). You can buy a ticket for the tram from the ticket machine right at the Viktoria Žižkov stop).

The party ends at 23:00, but you can still enjoy night Prague and make your own afterparty, for example on any of the other boats on the Vltava river.

GUIDED TOUR 25 JUNE, 19:00

Come with us to discover the beauty of Prague. We will start again from the ICORIA meeting point (see map at the beginning of the programme) at 15:00. We will split into several groups and then go to the city centre. You can also join us right in the centre, which can be reached by tram.

PARTICIPANTS

THANK YOU FOR JOINING US!

Matan Aharoni
Kian Ann Ang
Vanessa Apaolaza
Alberto Badenes Rocha
Barbara Behre
Lars Bergkvist
Emma Beuckels
Lies Beugnies
Svetlana Bialkova
Enrique Bigne
Bastian David Blomberg
Sophie Boerman
Nadine Brauckmann
Daniel Bruns
Melina Burkert
Ivana Busljeta Banks
Cristian Buzeta
Marloes de Brabandere
Alessia De Girolamo
Steffi De Jans
Freya De Keyzer
Patrick De Pelsmacker
Edward De Vooght
Nathalie Dens
Sandra Diehl
Maik Dulle
Martin Eisend
Dennis Esch
Stefanie Fella
Ana María García Arranz
Beatriz García Carrión
Heribert Gierl

Alicja Grochowska
Yanic Gvili
Lotte Hallez
Patrick Hartmann
Jameson Hayes
Steven Holiday
Liselot Hudders
Verena Hüttl-Maack
Ka Wah Chan
Zixuan Cheng
Christopher Kanitz
Mag Karpinska-Krakowiak
Saima Kazmi
Jooyoung Kim
Isabell Koinig
Ofrit Kol
Julian Felix Kopka
Nathalie Koubayová
Vanessa Kraus
Marlene Landershammer
Tobias Langner
Shalom Levy
Qiqi Li
Femke Loose
Aitor Marcos Diaz
Komala Mazerant
Agnieszka Młyniec
Barbara Mueller
Brigitte Naderer
Peter Neijens
Shintaro Okazaki Ono
Zoe Olbermann

Anastasios Panopoulous
Christina Pappenheim
Hayley Pearce
Dan Petrovici
Alexander Pfeuffer
Kirk Plangger
Lucia Porcu
Yara Qutteina
Joseph Riley
Stefan Rohrbach
Sara Rosengren
Anna Rößner
Osnat Roth-Cohen
Katharina Saile
Iago Santos Muraro
Sela Sar
Michael Schade
Aline Simonetti
Edith G. Smit
Tim Smits
Ines Katrin Spielvogel
Marie Spies
Joanna Strycharz
Charles Taylor
Ralf Terlutter
Forteini Theodorakioglou
Wojciech Trzebiński
Eirini Tsihla
Sarah Turnbull
Sebastian Ullrich
Z.M.C. van Berlo
Dieneke Van de Sompel

Elisabeth Van den Abeele
Guda van Noort
Estefanya Vazquez-Casabon
Hilde Voorveld
Martin K.J. Waiguny
Yanic Wang
Tanapol Yoonasil
Brahim zarouali
Jan Závodný Pospíšil
Dong Zhang
Dorit Zimand-Sheiner

REVIEWERS

THANK YOU FOR YOUR EFFORT!

Agnes Buvar
Alberto Badenes
Alexander Pfeuffer
Alicja Grochowska
Aline Simonetti
Ana García-Arranz
Andreu Van Hoofz
Anna Rößner
Anne Jiménez-Fernández
Barbara Behre
Brahim Zarouali
Brigitte Naderer
Christina Pappenheim
Christopher Kanitz
Claire Segijn
Cristian Buzeta
Dan Petrovici
Daniel Bruns
Dennis T. Esch
Dieneke Van de Sompel
Dorit Zimand-Sheiner
Eirini Koronaki
Enrique Bigne
Estefanya Charlotte
Vazquez-Casaubon
Fei Fan
Femke Loose
Freya De Keyzer
Hayley Pearce
Hilde Voorveld
Iago Muraro
Ines Spielvogel

Isabell Koinig
Jameson Hayes
Joanna Strycharz
Jörg Matthes
Kara Chan
Katharina Saile
Kathleen Mortimer
Komala Mazerant
Kostoula Margariti
Lars Bergkvist
Lars Pynt Andersen
Lennart Borgmann
Lies Beugnies
Lotte Hallez
Lucia Porcu
Mag Karpinska-Krakowiak
Maik Dulle
Marloes de Brabandere
Martin Eisend
Melina Burkert
Patrick Hartmann
Rodrigo Uribe
Saima Kazmi
Sarah Turnbull
Sebastian Ullrich
Shalom Levy
Sophia Mueller
Sophie Boerman
Steven Holiday
Svetlana Bialkova
T. Bettina Cornwell
Wen Gong

Yan Wang
Yaniv Gvili
Yara Qutteina
Zeph M. C. van Berlo
Zixuan Cheng

THE REST IS WHITE HISS.

ABSTRACT PROCEEDINGS

<https://fm.vse.cz/icoria2022proceedings>

