



ICORIA2022

FRONTIERS OF ADVERTISING:
RE-CONSIDERING ITS SHAPES AND FORMS



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PRAGUE, 23-25 JUNE

CALL FOR PAPERS

Prague University of Economics and Business will be hosting the anniversary 20th International Conference on Research in Advertising (ICORIA) from June 23rd 2022 to June 25th 2022 in the city centre of Prague, Czech Republic. The ICORIA is the annual conference of the European Advertising Academy (EAA) whose objective is to promote, disseminate and stimulate high-quality research in the field. ICORIA offers a small and interactive setting and provides excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research. This year's conference redirects the focus from the content and meaning of the marketing message to its form, i.e. its format and shape since the ubiquitous technological developments blur the so far accepted contours of advertisement. As such, marketing communication takes on a new resemblance that deserves our attention. The topic of the 20th ICORIA is "Frontiers of Advertising: Re-considering Its Shapes and Forms" and we invite you to feed the debate on this topic with your remarks.

The venue of the location is the campus of the Prague University of Economics and Business, which is located in the very heart of one of the most beautiful cities in the world with a rich history and vibrant present. Its unique atmosphere stems from the consonance of the old and the new, the aged wisdom and the fresh innovations. On Prague's streets, one may encounter both, separately or in sometimes inspiring, sometimes distur-

bing dynamics. We believe this is the right place to meet after a year hiatus due to the Covid-19 pandemic and jointly re-consider the shapes and formats of current advertising.

8TH ICORIA DOCTORAL COLLOQUIUM

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

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



SUGGESTED TOPICS

(but not limited)

Advertising

Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross Cultural Issues, Special Target Groups

Branding and Brand Management

Brand Portfolio Analysis, Models of Brand Communication

Communication Management

Integrated Marketing Communication, Public Relations, Product Placement, Sponsorship & Events

Consumer Behaviour

Emotions, Relationship Building, Special Industries & Organizations

Media

Channel & Multi-Media Management, Convergence Management, Cross Media Strategies, Data Security in New Media, Internet & New Media, Media Management & Media Advertising, Virtual Worlds

Methodological Issues

Measurement in Advertising and Consumer Behaviour, Qualitative Methodologies in Communication Research, Quantitative Methodologies in Communication Research

Public Policy Management

Corporate Social Responsibility, Ethics, Marketing in Restricted Industries, Political Communication, Stakeholder Advertising

PAPER SUBMISSIONS

Please submit a ten page summary of your paper as soon as possible (but **no later than March 15, 2022**). Paper summaries must be submitted by following the submission procedure on EasyChair.

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

Please refer to ICORIA 2022 Submission Instructions when preparing the paper and title page. Papers must be prepared using the layout and reference guidelines of the International Journal of Advertising.

All submissions will be blind peer reviewed, so papers should be laid out in correct academic style and authors should not be identified in the text.

SPECIAL SESSIONS

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

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

All guidelines and criteria for regular submissions apply too for submissions of a Special Session (length is limited to two pages per paper plus a separate cover/title page).

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

PUBLICATIONS

All accepted papers will be published in the Conference Proceedings that will be provided on a USB drive. Authors will be allowed to choose to publish either a ten-page summary or a one-page extended abstract for the proceedings. A selection of extended papers will be invited to be published in the official publication of the European Advertising Academy, Advances in Advertising Research Vol. XIII. The "Best Paper Award" and the "Best Student Paper Award" will be announced at the Gala Dinner. Papers that received high reviewer scores will be considered for a special issue of the International Journal of Advertising.

REGISTRATIONS

At least one of the authors of a paper that is accepted needs to register and attend the conference. The conference fee for registration before May 22, 2022 is €375, while the conference fee for registration after May 22, 2022 is €450. The fee includes admission to all sessions, lunches, and refreshments, the welcome reception, the gala dinner, the sightseeing tour, the conference proceedings and the €30 annual membership fee of the European Advertising Academy (EAA). Participants can also become a joint AAA-EAA member. The doctoral colloquium is free of charge for PhD students registered for the conference.



ICORIA GRANT

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly research grant by waiving the conference fee of 375 EUR for three selected researchers. For further information, please refer to the EAA's website at www.europeanadvertisingacademy.org/

THE CONFERENCE CHAIR

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We are looking forward to your submissions and to welcoming you in the heart of Europe.

MORE INFORMATION

Please visit our conference website at www.icoria.org for more information. More details about travel and accommodation will be provided on the website, on the 2022 ICORIA Facebook page (ICORIA 2022) and Twitter (@ICORIA2022). Please contact the organisers for any questions about paper submission or other matters.

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