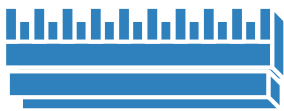


# ICORIA 2024

# ICORIA 2024

Moving forward, looking back: advertising in the advent of AI

June 27<sup>th</sup> - 29<sup>th</sup>



## THESSALONIKI



ARISTOTLE  
UNIVERSITY OF  
THESSALONIKI



HELLENIC  
REPUBLIC

UNIVERSITY  
OF MACEDONIA



EUROPEAN  
ADVERTISING  
ACADEMY



# ICORIA 2024

June 27-29

## Thursday

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### Pre-conference Workshop

*Avoiding Deadly Sins in Journal Submissions: Advice from Editors and Leading Experts*

#### **Preconference Workshop: Session 1 - 9:00-10:30**

**Room: Museum**

*Charles Ray Taylor, Nathalie Dens, Jooyoung Kim, Patrick De Pelsmacker, Tobias Langner, Lars Bergkvist*

**Coffee Break (Foyer) - 10:30-11:00**

#### **Preconference Workshop: Session 2 - 11:00-12:15**

**Room: Museum**

*Martin Eisend, Colin Campbell, Sigal Segev, Liselot Hudders, Jisu Huh*

**Lunch (Foyer) - 12:30-13:30**





# ICORIA 2024

## ICORIA 2024

June 27-29

## Thursday

### Doctoral Colloquium

Room: Museum

**Welcome by ICORIA 2024 conference chair** - 13:30-13:35

*Christina Boutsouki*

**Introduction to the colloquium** - 13:35-14:00

*Liselot Hudders and Dieneke Van de Sompel*

**Chairing a conference session** - 14:00-14:30

**Interactive discussion** - 14:30-15:30

**Coffee Break (Foyer)** - 15:30-15:45

**How to develop impactful research** - 15:45-16:30

*Bettina T. Cornwell*

**Welcome Reception** - 19:30-21:00

**Allegro cafe-bar restaurant**

*Welcome by Prof. Tobias Langner, Prof. Sigal Segev, and Prof. Christina Boutsouki  
Come and have a drink to celebrate ICORIA 2024*





# ICORIA 2024

## ICORIA 2024

June 27-29

Friday

9:00-10:30

### **Greek Marketing Academy: Advertising and Communication Issues**

**Room CR-1, Session chair: Costas Rigopoulos**

**George Baltas, George Tamiolakis and Grigorios Painesis**

*Determining the Impact of Status Consumption, Luxury Consumption, and Materialism on Consumers' Well-being*

**Stelios Tsafarakis, Efthymios Altsitsiadis, Andreas Andronikidis and Konstantina Zefkili**

*Measuring Employee Satisfaction with Internal Corporate Communication Channels: The MUSA method*

**Anna Zarkada and Maria Voutsas**

*How Emotional Storytelling in Social Media Content Influences Advertising Effectiveness*

**Olga Chatzilazaridou, Evangelia Ktisti, Fotis C. Syropoulos, Elli Vlachopoulou, Leonidas Hatzithomas and Christina Boutsouki**

*Tracking the Lil Miquelas of our world: A systematic review of the influence of Artificial Intelligence on advertising and marketing communication*

### **From CRM to Activism**

**Room CR-2, Session chair: Eirini Tsihla**

**Sophia Mueller**

*Increasing Authenticity and Reducing Skepticism Toward Brand Activist Advertising: How Fit and Appeals Influence Women's Responses to Femvertisements*

**Iago S. Muraro and Nora Rifon**

*The Consumer Activism Motives Scale (CAMS): Conceptualization and Scale Development*

**Justin McManus, Sergio Carvalho and Hamed Aghakhani**

*Shifting the spotlight: Customer recognition reduces perceived bragging in cause-related marketing messages*

**Steffi De Jans, Liselot Hudders and Marla Stafford**

*Wagers of Goodwill: The Impact of Cause Marketing on Consumer Legitimacy for Gambling Companies*





# ICORIA 2024

## June 27-29

Friday

9:00-10:30

### Gender Issues in Contemporary Advertising

Room CR-3, *Session chair: Bingrui Li*

**Ellen Mertens, Emma Beuckels and Liselot Hudders**

*Momfluencers as mere advertising vehicles or sources for support? A qualitative study on the experiences of mothers with the breastfeeding related content of momfluencers*

**Emma Beuckels and Ralf De Wolf**

*Social Media Influencers as Advertising Vehicles and New Agents on Parenthood? A Systematic Literature Review of Parent Influencer Research and a Future Research Agenda*

**Helen Thompson-Whiteside**

*Arguing for Change (towards more socially responsible business): The experience of Women Leaders who want to be seen and heard.*

### Communicating Sustainability

Room: Museum, *Session chair: Lina Margariti*

**Tyler Milfeld and Olivia Packer**

*Do You Want to Lose the One Planet We Have? Rhetorical Questions in Green Advertising*

**Kai-Yi Young, Shintaro Okazaki and Jörg Henseler**

*What makes threat ineffective in sustainability communication? The role of psychological reactance and green hypocrisy*

**Vesna Zabkar, Ágnes Buvár, Barbara Culiberg, Petar Gidaković, Mateja Kos Koklič and Mila Zečević**

*It's the details that matter: examining the sustainability communication of fast vs. slow fashion brands*

**Yara Qutteina and Tim Smits**

*A Close Look at Health Advertising on Social media: a content analysis of sustainable core food messages on social media*

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# ICORIA 2024

## ICORIA 2024

June 27-29

Friday

9:00-10:30

### Advancing Advertising Methodology

Reading Room, *Session chair: Rongjin Jinny Zhang*

**Hyoungkoo Khang, Eyun Jung Ki, Jason Ziyuan Zhou and Da-young Kang**

*Advancing Measurement Scales in Advertising, Communication, and Public Relations: A Comprehensive Review of Scale Development Studies, 1960-2023*

**Marco Mandolfo and Giuliano Noci**

*Beyond Self-Reports: Evaluating Neurophysiological Measures of Attention and Recall in Digital Advertising*

**Vasileios Mygdalis, Vaggelis Oikonomou, Kostas Georgiadis, Fotis Kalaganis, Spiros Nikolopoulos, Ioannis Kompatsiaris and Nathalie Dens**

*On streamlining data reporting and data sharing practises for promoting research reproducibility in screen-based neuromarketing studies*

**Zeph van Berlo, Colin Campbell and Hilde Voorveld**

*Using generative AI to create experimental stimuli for advertising research*

### The Art of Branding

Emilios Riadis Hall, *Session chair: Nikoletta Siamagka*

**Kyriakos Riskos, Paraskevi Dekoulou and Leonidas Hatzithomas**

*Self-Expressive Brands and Brand Equity: Unveiling the Mediating mechanism of Emotional Brand Experience and Inspirational Brand Engagement*

**Julian Felix Kopka, Lennart Borgmann and Tobias Langner**

*Decoding the Vampire Effect: Investigating the Impact of Celebrities Overshadowing a Brand on Downstream Ad Processing*

**Yoshitomo Hatakeyama and Keigo Taketani**

*Negative Spillover Effect on an Advertised Competitor Brand in the Context of Rival Brands' IP Trouble*

**Eirini Koronaki, Athina Zotou, Antigone Kyrousi, Hussain Dildar and Aspasia Vlachvei**

*Consumer responses to arts-based initiatives hosted by luxury brands*





# ICORIA 2024

## ICORIA 2024

June 27-29

## Friday

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**Coffee Break (Foyer)** - 10:30-11:00

**EAA Board Meeting** - 11:00-12:30

Room CR-3

**European Advertising Academy Board Meeting**

*Upon Invitation*

11:00-12:30

### **Effective Communication in Health Care**

Room CR-1, *Session chair: Sigal Segev*

**Melpomeni Noula, Konstantinos Vasileiou, Thomas Fotiadis, Artemis Andreou and Konstantinos Rotsios**

*Consumer perceptions and satisfaction with medication labelling: Recommendations to improve its readability and comprehensibility*

**Ioanna Yfantidou and Dimitra Skandali**

*Breast cancer screening advertisements: What element is more persuasive?*

**Sigal Segev, Juliana Fernandes and Regina Ahn**

*Values in Crisis: The Reflection of Human Values in COVID-19 Advertising*

**Adamantia Kechagia, George Tsourvakas and Lamprini Piha**

*Public health advertisements in times of crisis: which factors influence their effectiveness?*



# ICORIA 2024

June 27-29

Friday

11:00-12:30

## Effectiveness and Impact of Advertising

Room CR-2, *Session chair: Yaniv Gvili*

**Dorit Zimand-Sheiner, Ofrit Kol, Itay Oleinik and Shalom Levy**

*War & peace: a comparative study of TV commercials' effectiveness*

**Kenneth Kim**

*The Super Bowl as a Platform for Political Advertising: An Experimental Investigation of Partisan Viewers' Third-Person Perception*

**Peilin Phua, Virginia Beal, Nicole Hartnett, Giang Trinh and Rachel Kennedy**

*Market Share Changes after an Advertising Break*

**Magda Nenycz-Thiel and Jenni Romaniuk**

*Exploring the relationship between category buying and advertising awareness in a B2B context*

## Virtual Influencers: Concerns and Attitudes

Room: Museum, *Session chair: Evangelia Ktisti*

**Amber Kouwen, Lotte Willemsen and Zeph van Berlo**

*#virtualinfluencer: A content analysis of virtual influencer disclosures*

**Despoina Romniopoulou and Anastasios Panopoulos**

*Digital Persona Power: A Thematic Analysis of Consumer Attitudes towards Virtual Influencers*

**Luisa Mahn, Michael Schade and Christoph Burmann**

*How to Sell via Fashion Hauls on Instagram: Social Media Influencers Acting as Virtual Sellers for Brands*

**Eunjin Anna Kim, Quan Xie and Yuhosua Joshua Ryoo**

*Driving Social Change: Leveraging Virtual Influencers and Narrative Messaging for Prosocial Campaigns*





# ICORIA 2024

## ICORIA 2024

June 27-29

## Friday

11:00-12:30

### AI and Privacy in Personalised Advertising

Reading Room, *Session chair: Fotis Syropoulos*

**Burcu Yaman Akyar, Ebru Uzunoglu, Guda Van Noort, Joanna Strycharz and Selin Türkel**

*Privacy Re-Calculus: Benefit and Risk Perception in Future Hyper- Personalized Advertisements*

**Claire Segijn, Rongjin Zhang and Joanna Strycharz**

*Are Phones Really Listening to our Conversations to Personalize Ads? Insights from a Survey among Advertising Professionals*

**Svetlana Bialkova**

*Why do You see this ad: The role of AI in personalisation*

**Hairong Li**

*Attributes of Intelligent Advertising: An Evolutionary Perspective*

### Bridging the Generation Gap

Emilios Riadis Hall, *Session chair: Katho Jacobs*

**Belen Moreno Albarracin and Ainhoa García Rivero**

*A virtual community for advertising research. Studying the interactions between Generation Z and brands*

**Maria C. Voutsas and Yioula Melanthiou**

*Real Talk or Posed Shots? Unpacking Gen Zs Reaction to Candid vs. Non-Candid Brand Posts on BeReal*

**Joeri Van den Bergh, Cristian Buzeta and Patrick De Pelsmacker**

*New kids on the block. Profiling Generation Alpha*

**Carrie La Ferle, Sidharth Muralidharan and Osnat Roth-Cohen**

*Cultural Intelligence and the Role of Age in Advertising Effectiveness with Diverse Models: The Case of Gen-Y, Baby Boomers, and Models with Disabilities*

**Lunch (Foyer) - 12:30-13:50**





# ICORIA 2024

June 27-29

## Friday

**Plenary Session - Keynote Speech** 13:50 - 15:00

*Moving Forward, Looking Back: Advertising in the Advent of AI*  
**Emilios Riadis Hall**

### **Michael Belch**

Emeritus Professor of Marketing, San Diego State University

**Coffee Break (Foyer)** - 15:00-15:15

**Joint Session AAA-EAA Panel Discussion** 15:15-16:45

**Emilios Riadis Hall**

#### **Panelists**

**Antonis Kocheilas** - Ogilvy, Global Chief Transformation Officer

**Colin Campbel** - Editor-in-Chief, *Journal of Advertising Research*

**George Baltas** - President, *Greek Marketing Academy*

**Jisu Huh** - Editor-in-Chief, *Journal of Advertising*

#### **Discussants**

**Sigal Segev** - President, American Academy of Advertising

**Tobias Langner** - President, European Advertising Academy

**IJA Board Meeting** - 16:45-18:15

**Emilios Riadis Hall**

**International Journal of Advertising**

*All Editorial Board Members Are Invited*





# ICORIA 2024

## ICORIA 2024

June 27-29

Friday

16:45-18:15

### Influencer Marketing

Room CR-1, *Session chair: Yioula Melanthiou*

**Anca Maria Broasca, Delia Cristina Balaban and Meda Mucundorfeanu**

*Between Autonomy and Control: Influencer-Marketers Relations and Campaign Development*

**Arantxa Vizacaíno-Verdú, Beatriz Feijoo and Patricia Núñez-Gómez**

*Influencer window-dressing: How teens judge content creators' advertising role*

**Luisa Mahn, Michael Schade, Christoph Burmann and Kristina Klein**

*Authenticity of SMIs – Construction and Validation of a Holistic SMI Authenticity Construct*

**Enikő Lili Tóth, Jean-Francois Toti and Ágnes Buvár**

*Medical student influencers induce more intention to change behavior when communicating in a formal style*

### Targeting Young Consumers

Room CR-2, *Session chair: Bastian Blomberg*

**Sunny Sui-Kwong Lam**

*Sustainable City Branding and Imaging from Youth Perspectives of Local Culture and Identity*

**Maria Schmuck, Kim Büttner, Lisa Christen, Jenny Traina, Oliver Büttner, Michael Haas and Gunnar Mau**

*Young people's resilience when using social media: challenges and factors that jeopardize resilience*

**Ofrit Kol, Tali Te'Eni-Harari and Keren Eyal**

*Youth Digital Resilience (YDR) Model: Linking Social Media Self-Presentation to Digital Resilience within a Socio-Ecological Perspective*



# ICORIA 2024

## June 27-29

Friday

16:45-18:15

### Dark Consumption

Room CR-3, *Session chair: Anna Aschbacher*

**Henry Kojo Bonsu-Owu and David Roca**

*Analyzing Taylor's Message Strategy Wheel in Non-Western Patriarchal Alcohol Advertising: A Quantitative Study*

**Serena D'Hooge and Steffi De Jans**

*Exploring the Potential of Evaluative Conditioning to Alter Attitudes Towards Gambling: A Longitudinal Study*

**Katho Jacobs, Steffi De Jans, Tom Evens and Bram Constandt**

*Sports Sponsorship by Unhealthy Industries: A Systematic Literature Review*

**Nana Afua Kumiwaa Asante and Marlize Terblanche-Smit**

*The Effect of Consumer Susceptibility to Interpersonal Influence as a Moderator on the Response of Young Adults to Anti-Marijuana Fear Appeal Advertisements.*

### Current Issues on AI in Advertising

Museum, *Session chair: Charlotte Franken*

**Busayo Olarotimi, Alexander Tevi and Andrew Lindridge**

*How Do Ideas Reside in the Media for AI to Generate Creative Advertisements? A Digital Rhetoric's Memory Perspective*

**Barbara Keller and Michael Möhring**

*Advertising Research in the Era of Artificial Intelligence - How to automatically identify objects in commercials?*

**Pinar Umul Unsal and Zeynep Aksoy**

*Human-AI Collaboration in Creative Processes: Can AI Enhance Human Input in Marketing Communication?*

**Sema Misci Kip and Serra Evci**

*Exploring the Current State of Artificial Intelligence in Advertising Education: A Qualitative Analysis of Faculty Experiences and Perspectives*





# ICORIA 2024

## ICORIA 2024

June 27-29

Friday

16:45-18:15

### Sustainability Signals and Framing

Reading Room, *Session chair: Ellen Mertens*

**Lotte Hallez and Tim Smits**

*Sustainable Packaging, Tasty Product? How Materials and Claims Shape Consumers' Product Evaluations and Choices*

**Aline Simonetti, Trinidad Marín and Dominic Lemken**

*Tasty, healthiness, or sustainability: the influence of different claim frames in purchase intentions of new food products*

**Anna Fenko and Samuel von Angern**

*"Tastes Like Meat" or "Good for the Planet"? The Impact of Hedonic and Moral Framing on Consumer Responses to Plant-Based Meat Substitute Advertisements*

**Fanny Thomas, Gaëlle Pantin-Sohier, Killiann Leloch, Karine Charry and Béatrice Parguel**

*Does communication format and message content influence vegetarian product choices?*

**Gala Dinner** - 20:30

**Omilos The Beach Club | Bar & Restaurant**

*Address: Leoforos Megalou Alexandrou 12,  
Nea Paralia, Thessaloniki 546 40*





# ICORIA 2024

June 27-29

Saturday

9:00-10:30

**Meet the Editors** 9:00-10:30  
Room: Museum

**Jisu Huh**

Editor-in-Chief  
Journal of Advertising

**Charles Ray Taylor**

Editor-in-Chief  
International Journal of Advertising

**Colin Campbel**

Editor-in-Chief  
Journal of Advertising Research

**Claire Segijn**

Associate Editor  
Journal of Current Issues and Research in Advertising

**Jooyoung Kim**

Editor-in-Chief  
Journal of Interactive Advertising

**Nikoletta Siamagka**

Associate Editor  
Journal of Consumer Behavior



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# ICORIA 2024

June 27-29

Saturday

9:00-10:30

## **Fitness Advertising: Shaping Bodies and Industries**

Room CR-1, *Session chair: Henry Kojo Bonsu-Owu*

**Martin Eisend and Daylan Schuchert**

*A Meta-Analysis of Body Idealization in Advertising*

**Marloes de Brabandere, Liselot Hudders and Ini Vanwesenbeeck**

*#Fittok: The Impact of Fitfluencers' Workout TikTok Videos on Adolescents' Intention to Work Out and Body Satisfaction*

**Charlotte Franken, Nathalie Dens and Barbara Briers**

*The (in)effectiveness of a healthy default nudge in influencing food choices: the role of cognitive load*

**Sonja Bidmon and Katrin Lingenhel**

*Fitspiration: The role of emotions in the influencing chain toward a healthier lifestyle*

## **Communication Dynamics of Tik Tok**

Room CR-2, *Session chair: Dorit Zimand Sheiner*

**Ofrit Kol, Jameson L. Hayes, Dorit Zimand-Sheiner, Steven Holiday and Yang Zhou**

*Social Media Influencer Marketing to Teens on TikTok: Disentangling the Effects of Emotion, Influencer Type, Authenticity, and Brand-influencer Congruence on Attitudinal and Behavioral Outcomes*

**Terri Chan, Kineta Hung and David Tse**

*Unveiling the Pitfalls of Celebrity-turned-Influencers on TikTok: Insights from AI-Facilitated Investigative Studies*

**Sophie Boerman, Heleen Dekoninck and Erik de Vries**

*How consumption-oriented or green is influencer content on TikTok, YouTube, and Instagram?*

**Jenni Romaniuk**

*How did TikTok grow? Testing Mental Availability Theory in the Context of Social Media brands*





# ICORIA 2024

## ICORIA 2024

June 27-29

Saturday

9:00-10:30

### Brand Familiarity, Coolness and Value dynamics

Room CR-3, *Session chair: Elli Vlachopoulou*

**Rodrigo Uribe, Enrique Manzur and Sebastian Celedon**

*Actual and perceived interactivity level in AR advertising: consumer immersion, brand responses, and brand familiarity*

**Gaëlle Pantin-Sohier, Romain Sohier, Dina Rasolofoarison and Cristel Russell**

*The interplay of LGBTQ imagery in advertising, Intimacy Cues and Perceptions of Brand Coolness*

**Angelos Mouratidis, Leonidas Hatzithomas, Maria Voutsas, Christina Boutsouki and Anastasios Panopoulos**

*Chatbots and purchase intention: The power of emojis and brand coolness*

**Zhe Zhu, Fangfang Li and Tero Vartiainen**

*Value creation in Metaverse: An Ecosystem Perspective*

### Eye-Tracking in Advertising Research

Reading Room, *Session chair: Serra Evci*

**Marijke De Veirman, Edward De Vooght and Laurien Desimpelaere**

*When Influencers become Vampires: A Content Analysis and Eye-tracking Examination of Sponsored Travel Influencer Content on Instagram*

**Daniel Bruns, Julian Felix Kopka, Lennart Borgmann and Tobias Langner**

*How to Measure Digital Attention: Validating Viewport Logging via Mobile Eye-Tracking as a Measure for Gaining and Holding Attention in Social Media*

**Katariina Pajuranta, Jarmo J. Ahonen, Liisa Lehtinen, Eija Kulju and Ulla Hakala**

*Liking and not liking – understanding the package preference with eye-tracking*

**Katariina Pajuranta, Jarmo J. Ahonen and Ulla Hakala**

*Could AI eliminate the need for human eye-tracking testing in advert evaluation?*





# ICORIA 2024

## ICORIA 2024

June 27-29

## Saturday

**Coffee Break (Foyer)** - 10:30-11:00

11:00-12:30

### **Perspectives on Advertising Creativity**

Room CR-1, *Session chair: Scott Koslow*

**Julie Bilby, Gul Sener, Eda Öztürk, Şafak Şahin and Kara Chan**

*Advertising creativity at the crossroads: A cross-national comparison of Hong Kong and Türkiye's advertising industries*

**Scott Koslow, Huw O'Connor, Mark Kilgour and Sheila Sasser**

*The Creativity Conundrum of Advertising Development: Solving a Knowledge Resources Paradox by Activating Dynamic Capabilities*

**David Roca, Jorge del Río and Saraí Meléndez**

*Creative advertising management practices in Thailand: the key role of awards*

**Saraí Melendez-Rodriguez and David Roca**

*Mixed-feelings: Creativity festivals and the ambivalence of merit*



# ICORIA 2024

## ICORIA 2024

June 27-29

Saturday

11:00-12:30

### CSR's impact on consumers and industries

Room CR-2, *Session chair: Marloes de Brabandere*

**Zhonghui Feng and Volker Kuppelwieser**

*Making Virtual CSR Impact: The Role of Non-Spatial Cause Proximity and Consumer Trust*

**Jee Young Chung and Eyun-Jung Ki**

*Examining CSR, Issues Advocacy, and Isomorphism Impact on Organizational Legitimacy and Issue Legitimacy: An Empirical Analysis of Direct-to-Consumer Advertising in the Pharmaceutical Industry*

**Linda Jansen, Sandra Diehl, Ralf Terlutter and Peggy Cunningham**

*How Companies in Controversial Industries Communicate about CSR*

### Online and Offline Retail Dynamics

Room CR-3, *Session chair: Katrin Lingenhel*

**Eleftheria Matta and George Stalidis**

*Data-driven exploration of Shopping Behaviour in e-Grocery: Comparing Online and Offline Customers*

**Vanessa Kraus and Heribert Gierl**

*Do it like a museum: The effects of museological display formats on product evaluation in off-/and online retails*

**Sara Rosengren, Hanna Berg and Karina Liljedal**

*Exploring the Impact of Advertising in Online Retail Media: A Retailer Perspective*

**Jenni Romaniuk, Ava Huang, Magdalena Nenycz-Thiel and Virginia Beal**

*Does buying a luxury brand online or from a discount outlet cast a shadow over its' luxuriousness?*



# ICORIA 2024

## ICORIA 2024

June 27-29

Saturday

11:00-12:30

### Current Issues in Video Advertising

Room: Museum, *Session chair: Georgios Chasiltzoglou*

**Timo van Dorland and Dasha Kolesnyk**

*Show me your hands: hand visibility & promotional video effectiveness*

**Yana Degroote and Liselot Hudders**

*Unboxing Materialism: A Content Analysis of YouTube Videos from Popular American Kidfluencers*

**Charlotte Lamerz, Steffen Prior and Tobias Langner**

*It's Groundhog Day! An Explorative Study into the Effectiveness of Brand Routine Videos on YouTube*

**Stefan Bernritter, Ilias Danatzis, Jana Möller-Herm and Francesca Sotgiu**

*Navigating Toxic Playgrounds: When and How Do Toxic Video Game Environments Pose Brand Safety Risks for Advertisers?*

### Privacy in Data-driven Marketing

Reading Room, *Session chair: Stefan Rohrbach*

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

*Google knows me too well! Coping with perceived surveillance in an algorithmic profiling context*

**Claire Segijn, Suzanna Oprea and Joanna Strycharz**

*Measuring the Ethical Impact of Surveillance: Introducing the Chilling Effects in Media Scale*

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

*Broadening the construct of social media privacy concerns*

**Guda van Noort**

*How Developments in Media Technology shape an Imbalance in the Digital Persuasion Process: Reflections and a Research Framework*



# ICORIA 2024

June 27-29

## Saturday

**Lunch (Foyer) 12:30-14:00**

14:00-15:15

### **Challenges in Cross-cultural Advertising**

Room CR-1, *Session chair: Maria Voutsas*

**Burcu Yaman Akyar, Ebru Uzunoglu and Selin Türkel**

*Young Consumers' Assessment of Hyper-Personalized Ads and Privacy Perceptions: Cross-Cultural Insights from Turkey and the Netherlands.*

**Fabrice Desmarais, Alexandra Vignolles and Galan Jean-Philippe**

*Product type associations with hard-sell and soft-sell vocal styles: A cross cultural exploration*

**Lars Bergkvist and Qiang Kris Zhou**

*Cross-Cultural Differences in Consumer Response to Advertising: How Solid Is the Evidence?*

**Amelie Sandl and Anna Rößner**

*Present but not Presented: A Content Analysis on the Portrayal of Arabs and Turks in German Advertising*



# ICORIA 2024

## ICORIA 2024

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Saturday

14:00-15:15

### Unveiling Consumer Responses

Room CR-2, *Session chair: Eleni Mavragani*

**Alicja Grochowska, Agnieszka Młyniec, Karolina Ponikowska-Szmajda, Dominika Kamińska and Klara Kozankiewicz**

*Personality and Responses to Personality-fit Advertisements. The Moderating Role of Rationality – Experientiality and Brand Familiarity*

**Rachel Kennedy, Virginia Beal, Kelly Vaughan and Danae Underwood**

*Mental availability as a measure of advertising effects: empirical evidence and implications*

**Maria Papavasileiou, Leonidas Hatzithomas, Eleni Mavragani and Eirini Tsihla**

*Scent Marketing: Exploring the Effect of Coffee Aroma on Consumer Behavior*

### Contemporary Issues in Green Advertising

Room CR-3, *Session chair: Steffen Prior*

**Sydney Chinchachokchai, Deepak S. Kumar and V. U. Vinitha**

*The Subtle Influence of Nature: Exploring the Effects of Biophilia on Advertising Effectiveness*

**Freya De Keyzer, Tamara Zwijnenburg and Ana Isabel Lopes**

*Greenfluencers and consumers' sustainable fashion behavior: an Information Adoption Model perspective*

**Patrick Hartmann, Mario R. Paredes, Vanessa Apaolaza and Clare D'Souza**

*Greenfluencers' content generation: What effectively motivates pro-climate behavior?*

**Christina Pappenheim, Marie Spies and Heribert Gierl**

*Can Glamour Go Green? Yes, but how?*



# ICORIA 2024

## ICORIA 2024

June 27-29

Saturday

14:00-15:15

### AI in Advertising: Disclosure and Impact

Museum, *Session chair: Vicky (Kai-Yi) Young*

**Navin Suneej, Eva Van Reijmersdal and Michael Hameleers**

*Voices in Disguise: Effects of Disclosing AI Deepfaked Voices in Advertising*

**Mag Karpinska-Krakowiak, Grzegorz Hajduk, Barbara Mroz-Gorgon and Lukasz Skowron**

*Alleviating aversion to Artificial Intelligence in advertising with funny disclosures*

**Delia Cristina Balaban, Michaela Forrai and Desiree Schmuck**

*Exploring the Impact of Disclosing AI-Generated Influencers on their Perceived Credibility*

**Paraskevi Gatzoufa, Dimitrios Deligiannis and Vaggelis Saprikis**

*AI Chatbots and customer service: A comparative empirical study among users and non-users of m-chatbots in Greek mobile network operators*

### Social Media Marketing Communications

Reading Room, *Session chair: Charlotte Lamerz*

**Bram Hartmann, Steffi De Jans, Bram Constandt and Liselot Hudders**

*From scroll to norm: How gambling norms are being shaped by social media advertisements*

**Yanxi Lin and Ivana Bušljeta Banks**

*From Words to Woofs: Storytelling Point-of-view in Dutch and Chinese Dog Adoption Social Media Posts*

**Stefan Rohrbach, Daniel Bruns and Tobias Langner**

*The Carousel Effect: Leveraging Sideways Swiping for Enhanced Ad Effectiveness in Social Media*

**Eva Mouratidou and Yannis Hajidimitriou**

*Digital Marketing and Social Media Use in B2B Exporting Firms: A Systematic Literature Review*



# ICORIA 2024

## ICORIA 2024

June 27-29

## Saturday

**Coffee Break (Foyer) 15:15-15:45**

15:45-17:00

### **Positive Emotions and Humor in Advertising**

**Room CR-1, Session chair: George Panigyrakis**

**Ines Spielvogel, Jörg Matthes and Alice Binder**

*This is just Fun and Entertainment! The Effects of Product Placements in Narrative Media Content on Children's Persuasion Knowledge and Affective Responses*

**Tyler Milfeld and Matthew Pittman**

*Just for Fun: An Empirically Based Framework for Advertising Fun*

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

*Sex, Humor and Rock'n'Roll: The Effects of Mating Orientation and Humor in Advertising on Persuasion*

**Bastian Blomberg, Tobias Langner and Daniel Bruns**

*How to Persuade Young Talent for a Social Vocation? Exploring the Impact of Happiness Benefit and Testimonial Type on Vocational Interest in an Online Field Experiment*



# ICORIA 2024

## ICORIA 2024

June 27-29

Saturday

15:45-17:00

### Advertising: The Agency Perspective

Room CR-2, *Session chair: Andreas Andronikidis*

**Peilin Phua, Virginia Beal, Nicole Hartnett, Giang Trinh and Rachel Kennedy**

*When Brands Pause Advertising – the Influence of Size & Seasonality*

**Andreas Baetzgen, Mirus Fitzner and Joerg Tropp**

*The self-concept of advertising practice during times of technological and social disruption*

**Sarah Turnbull and Beatrice Turnbull**

*Women in adland: how gendered language in creative awards acts as a covert institutional practice*

### Credibility and Deception in Advertising

Room CR-3, *Session chair: Bram Hartmann*

**Bingrui Li and Karolien Poels**

*Conceptualizing the Role of Credibility in the Relation between Awareness of Falsity and Intention to Donate in Non-profit Advertising*

**Alexander Pfeuffer, Edith Smit, Eva van Reijmersdal, Zeph van Berlo, Xiaohua He and Dasha Antsipava**

*Counterfeit Chronicles: Describing and Explicating Counterfeit Advertising in the Netherlands*

**Dasha Antsipava, Joanna Strycharz, Guda Van Noort and Eva A. Van Reijmersdal**

*Exploring opportunities and challenges of blockchain technology to address deceptive online advertising*

**Artemis Panigyraiki, Athanasios Polyportis and Nikolaos Kyriakopoulos**

*Understanding the effect of suspicion on consumer judgement suspension: The role of uncertainty and product imagery.*





# ICORIA 2024

## ICORIA 2024

June 27-29

## Saturday

15:45-17:00

### e-WOM and User-generated Content

Room: Museum, *Session chair: Zhu Zhe*

**Ana Isabel Lopes and Yana Avramova**

*Reading reviews in foreign versus native language: effects on imagery vividness and perceived review extremity*

**Jessy Kfoury, Ioanna Papasolomou, Svetlana Sapuric and Yioula Melanthiou**

*The Impact of Visual e-WOM on Tourists' Information Searches Related to HORECA Services*

**Shalom Levy and Yaniv Gvili**

*When eWOM is Pushed Too Hard: The Adverse Effects of Consumers' Tendency to Reject eWOM Sharing Incentives*

**Eunsin Joo**

*Are Users' Personal Information Sharing Practices for Health App Personalization Impacting App Evaluations? Exploring the Impacts of Data Sharing, Privacy Concerns, and Sponsored Ad Intrusiveness*

### Cultural Dynamics in Advertising

Reading Room, *Session chair: Yana Degroote*

**Anastasia Kononova, Patricia Huddleston, Moldir Moldagaliyeva, Heijin Lee and Saleem Alhabash**

*Buying fakes: Country's cultural orientation shapes the relationship between consumers' perceived social norms and counterfeit purchase behavior*

**Sigal Segev and Osnat Roth-Cohen**

*Ethnicity in Advertising: A Literature Review and Agenda for Future Research*

**Shunichi Murao**

*Account planning in Japan: from genesis to the present*

**Sydney Chinchanchokchai**

*Faith and Advertising: Understanding How Religiosity Influences Responses to Gay Models in Mainstream Luxury Ads*





# ICORIA 2024

June 27-29

## Saturday

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### General Assembly and Announcement

Room: Museum

17:00-18:30

### After Conference Party

Boat Trip Arabella Cruise bar

19:30 - 21:00

*The boat trip departs from the seafront in front of the White Tower.  
Enjoy your free drink and the panoramic view of the city  
while cruising in Thermaikos.*

Be on time!



### Best paper award nominees

**Sara Rosengren, Hanna Berg and Karina Liljedal**

*Exploring the Impact of Advertising in Online Retail Media: A Retailer Perspective*

**Guda van Noort**

*How Developments in Media Technology shape an Imbalance in the Digital Persuasion Process: Reflections and a Research Framework*

**Scott Koslow, Huw O'Connor, Mark Kilgour and Sheila Sasser**

*The Creativity Conundrum of Advertising Development: Solving a Knowledge Resources Paradox by Activating Dynamic Capabilities*

**Haiming Hang**

*The Impact of Corporate Social Responsibility on Religious Consumers' Luxury Consumption*

**Bram Hartmann, Steffi De Jans, Bram Constandt and Liselot Hudders**

*From scroll to norm: How gambling norms are being shaped by social media advertisements*

### Best student paper award nominees

**Charlotte Franken, Nathalie Dens and Barbara Briers**

*The (in)effectiveness of a healthy default nudge in influencing food choices: the role of cognitive load*

**Lotte Hallez and Tim Smits**

*Sustainable Packaging, Tasty Product? How Materials and Claims Shape Consumers' Product Evaluations and Choices*

**Luisa Mahn, Michael Schade and Christoph Burmann**

*How to Sell via Fashion Hauls on Instagram: Social Media Influencers Acting as Virtual Sellers for Brands*

**Stefan Rohrbach, Daniel Bruns and Tobias Langner**

*The Carousel Effect: Leveraging Sideways Swiping for Enhanced Ad Effectiveness in Social Media*

**Marloes de Brabandere, Liselot Hudders and Ini Vanwesenbeeck**

*#Fittok: The Impact of Fitfluencers' Workout TikTok Videos on Adolescents' Intention to Work Out and Body Satisfaction*



# ICORIA 2024

June 27-29

## **Best conference paper award jury**

*Martin Eisend*

*Shintaro Okazaki*

*Anastasios Panopoulos*

*Patrick De Pelsmacker*

*Alexandra Vignolles*

## **Best student paper award jury**

*Leonidas Hatzithomas*

*Sara Rosengren*

*Edith Smith*

*Charles Ray Taylor*

*Martin Waiguny*



# ICORIA 2024

June 27-29

## Reviewers

Ahn Regina

Ahonen Jarmo J.

Alexopoulos Konstantinos

Apaolaza Vanessa

Araujo Theo

Arreazola Catherine

Baetzgen Andreas

Bali Larissa

Baltas George

Barbosa Belem

Beal Virginia

Bergkvist Lars

Beuckels Emma

Bialkova Svetlana

Bidmon Sonja

Bigne Enrique

Bilby Julie

Boerman Sophie

Borgmann Lennart

Boutsouki Christina

Brauckmann Nadine

Brohm Isabella

Burmann Christoph

Bušljeta Banks Ivana

Büttner Kim

Buvár Ágnes

Buzeta Cristian

Campbell Colin

Carvalho Sergio

Chan Terri

Chatzilazaridou Olga

Chinchanachokchai Sydney

Christen Lisa

Cornwell Bettina

Cristina Balaban Delia

Danatzi Ilias

de Brabandere Marloes

De Jans Steffi

De Keyzer Freya

De Pelsmacker Patrick



# ICORIA 2024

June 27-29

## Reviewers

De Veirman Marijke

De Vooght Edward

Degroote Yana

Dekoninck Heleen

D'Hooge Serena

Diehl Sandra

Dogra Pallavi

Eisend Martin

Evens Tom

Eyal Keren

Feijoo Beatriz

Feng Zhonghui

Fenko Anna

García Rivero Ainhoa

Gierl Heribert

Grochowska Alicja

Gu Mingyi

Gvili Yaniv

Hakala Ulla

Hang Haiming

Hartmann Bram

Hartmann Patrick

Hatakeyama Yoshitomo

Hatzithomas Leonidas

Hayes Jameson

He Jun

Heluey Nivea

Hirose Morikazu

Holiday Steven

Huang Ava

Hudders Liselot

Huh Jisu

Ischen Carolin

Jacobs Katho

Jørgensen René

Kallinikou Eftichia

Karpinska-Krakowiak Mag

Keddo Nessa

Kilgour Mark

Kim Eunjin



# ICORIA 2024

June 27-29

## Reviewers

Koinig Isabell

Kojo Bonsu-Owu Henry

Kol Ofrit

Kolesnyk Dasha

Konidaris Agisilaos

Kononova Anastasia

Kopka Julian Felix

Koslow Scott

Ktisti Evangelia

Levy Shalom

Li Hairong

Li Jingren

Lin Yanxi

Lopes Ana

M. C. van Berlo Zeph

Maes Ann

Mahn Luisa

Margariti Kostoula

Maria Broasca Anca

Maslowska Ewa

Matthes Joerg

Mau Gunnar

Mavragani Eleni

Melanthiou Yioula

Melendez-Rodriguez Sarai

Milfeld Tyler

Mucundorfeanu Meda

Mueller Sophia

Murao Shunichi

Muraro Iago

Mygdalis Vasileios

Naderer Brigitte

Nash Jill

Neijens Peter

Nenycz-Thiel Magda

Nguyen Cathy

Núñez-Gómez Patricia

O'Connor Huw

Oikonomou Vangelis

Okazaki Shintaro



# ICORIA 2024

June 27-29

## Reviewers

Panopoulos Anastasios  
Pantin-Sohier Gaele  
Papavasileiou Maria  
Pappenheim Christina  
Park Haseon  
Pérez Cabañero Carmen  
Piffelmann Jean  
Phua Peilin  
Pochun Tej  
Poulis Athanasios  
Praxmarer-Carus Sandra  
Prior Steffen  
Qutteina Yara  
Rasse Carina  
Riskos Kyriakos  
Roca David  
Rohrbach Stefan  
Rolando Paredes Escobar Mario  
Romaniuk Jenni  
Romniopoulou Despoina

Rosengren Sara  
Roth-Cohen Osnat  
Ryan Tanya  
Schuchert Daylan  
Segev Sigal  
Segijn Claire  
Şener Gül  
Simonetti Aline  
Smit Edith  
Spielvogel Ines  
Spies Marie  
Strycharz Joanna  
Stylos Nikolaos  
Sui-Kwong Lam Sunny  
Taketani Keigo  
Te'Eni-Harari Tali  
Terlutter Ralf  
Tevi Alexander  
Theodoridis Prokopis  
Trinh Giang





# ICORIA 2024

June 27-29

## Reviewers

Trzebiński Wojciech  
Tsourvakas George  
Türkel Selin  
Turnbull Sarah  
Umul Unsal Pinar  
Uribe Rodrigo  
Van de Sompel Dieneke  
van Loggerenberg Marthinus  
van Noort Guda  
van Reijmersdal Eva

Vardikou Chrysopigi  
Vizcaíno-Verdú Arantxa  
Voutsas Maria  
Waiguny Martin  
Yaman Akyar Burcu  
Yin Ryan  
Zabkar Vesna  
Zhang Rongjin  
Zimand-Sheiner Dorit



**ICORIA 2024**  
June 27-29

## Notes

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# ICORIA 2024

## ICORIA 2024

June 27-29

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# ICORIA 2024

June 27-29

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# ICORIA 2024

June 27-29

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# ICORIA 2024

June 27-29

## CONFERENCE ORGANISERS



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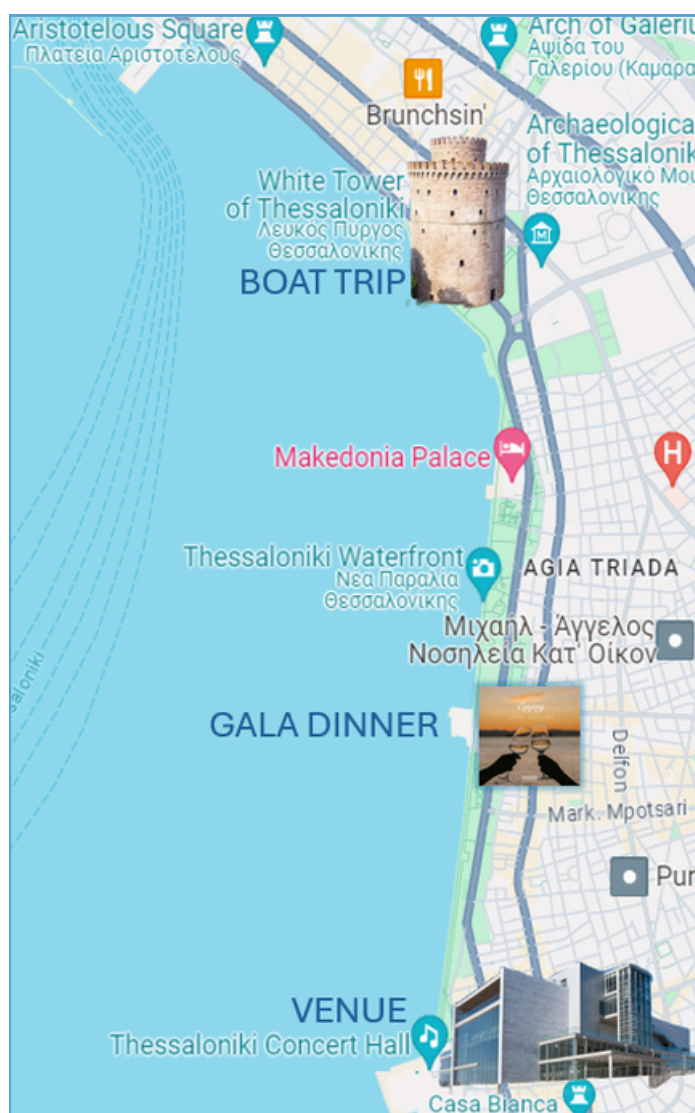


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# ICORIA 2024

June 27-29

## Map of the ICORIA 2024





# ICORIA 2024

## June 27-29

## General Program ICORIA 2024

Thursday June 27 <sup>th</sup> 2024		Friday June 28 <sup>th</sup> 2024		Saturday June 29 <sup>th</sup> 2024	
9:00-10:30	Preconference Workshop: Session 1	9:00-10:30	Parallel Sessions (5) & Greek Mktg Acad. Session	9:00-10:30	Parallel Sessions (4) & Meet the Editors
10:30-11:00	Coffee Break	10:30-11:00	Coffee Break	10:30-11:00	Coffee Break
11:00-12:15	Preconference Workshop: Session 2	11:00-12:30	Parallel Sessions (5) & EAA Board Meeting	11:00-12:30	Parallel Sessions (5)
12:30-13:30	Lunch	12:30-13:50	Lunch	12:30-14:00	Lunch
13:30-13:35	Doctoral Colloquium Welcome by ICORIA 2024 conference chair	13:50-15:00	Keynote Speaker	14:00-15:15	Parallel Sessions (5)
13:35-14:00	Introduction to the colloquium				
14:00-14:30	Chairing a conference session	15:00-15:15	Coffee Break	15:15-15:45	Coffee Break
14:30-15:30	Interactive discussion				
15:30-15:45	Coffee Break	15:15-16:45	Joint Session AAA-EAA	15:45-17:00	Parallel Sessions (5)
15:45-16:30	How to develop impactful research	16:45-18:15	Parallel Sessions (5) & IJA Board Meeting	17:00-18:30	General Assembly
19:30-21:00	Welcome Reception	20:30	Gala Dinner Best paper award	19:30-20:30	Social Activities