



Dear ICORIA 2024 participants,

You will find below the general program as well as a few information. The detailed program will be sent by email a few days prior to the conference. Thursday afternoon, June 27, is dedicated to the doctoral colloquium (if you have any questions, please contact Liselot Hudders Liselot.Hudders@UGent.be). Submissions for the doctoral colloquium are now closed.

The Journal of Advertising Research, the International Journal of Advertising, and the Journal of Advertising are pleased to co-host with ICORIA a special **pre-conference workshop** titled "*Avoiding Deadly Sins in Journal Submissions: Advice from Editors and Leading Experts*" the morning of Thursday June 27, 2024. The focus of the workshop is to help researchers avoid common mistakes and pitfalls that might reduce the success of their projects. The workshop is free and open to all advertising researchers, although doctoral students and junior scholars are especially encouraged to attend. To register please submit a free application using this link: <https://forms.gle/Q9KeFBvsc5yEqUgJ8>. Registration for the pre-conference workshop is open until May 21. If you have any questions about the workshop, please contact Colin Campbell colincampbell@sandiego.edu

The official conference starts with the Welcome Reception on Thursday at 7:30 pm.

141 papers have been accepted and will be presented in over 35 sessions. As usual, there will be a Meet the Editors session, where you can hear the advice of the editors-in-chief or associate editors. Finally, you'll also be able to take advantage of two special sessions:

- Keynote speakers' session
- Joint Session AAA-EAA

During the Gala Dinner, the Best Student Paper Awards as well as the Best Paper Award will be announced.

June 27th - 29th
Aristotle University of Thessaloniki
University of Macedonia



ARISTOTLE
UNIVERSITY
OF THESSALONIKI



EUROPEAN
ADVERTISING
ACADEMY



HELLENIC
REPUBLIC
UNIVERSITY
OF MACEDONIA

Thursday June 27 th 2024		Friday June 28 th 2024		Saturday June 29 th 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				
14:30-15:30	Interactive discussion	15:00-15:15	Coffee Break	15:15-15:45	Coffee Break
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