

ICORIA 2024

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

June 27th - 29th





ICORIA 2024

June 27-29

Thursday

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

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 Dienneke 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

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



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

THESSALONIKI



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 Takekuni

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

June 27-29

Friday

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

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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

THESSALONIKI



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

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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





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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 Vizacaño-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



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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

THESSALONIKI



ICORIA 2024

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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



THESSALONIKI



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

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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

Gaelle 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

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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 Sarai Meléndez

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

Sarai Melendez-Rodriguez and David Roca

Mixed-feelings: Creativity festivals and the ambivalence of merit

THESSALONIKI



ICORIA 2024

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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?



THESSALONIKI

ICORIA 2024

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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 Bernitter, 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

THESSALONIKI



ICORIA 2024

June 27-29

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 Keyser, 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

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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 Gatzidoufa, 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

THESSALONIKI



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

THESSALONIKI



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 Panigyraki, Athanasios Polyportis and Nikolaos Kyriakopoulos

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



THESSALONIKI

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

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

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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



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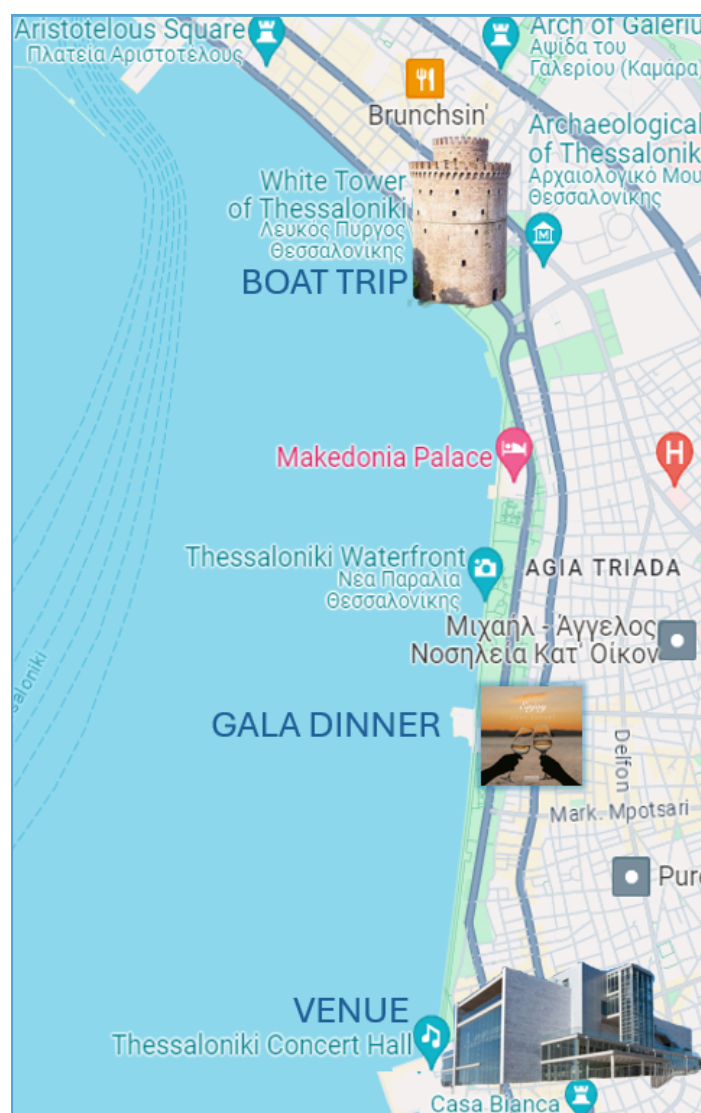
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ICORIA 2024

June 27-29

Map of the ICORIA 2024





ICORIA 2024

June 27-29

General Program ICORIA 2024

Thursday June 27 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