ICORIA 2012: THE CHANGING ROLE OF ADVERTISING
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Welcome to ICORIA 2012, welcome to CCM, and welcome to Stockholm!

We are very pleased to have so many of you joining us.

Over the past ten years, ICORIA has gained significance in advancing, promoting, disseminating, and stimulating high quality advertising research in Europe – and worldwide.

At the same time, something has happened to advertising. Many argue that we are seeing a shift in paradigms from interruption and repetition to co-creation and engagement. The theme of ICORIA 2012 is “The changing roles of advertising”. What happens as advertising increasingly will have to earn consumers’ attention rather than force it? And, what role will advertising play for companies, people and society at large? Is advertising really changing or are the changing roles of advertising just an appearance?

Advertising research at the Stockholm School of Economics (SSE) is conducted in a research group called Center for Consumer Marketing or (for the sake of brevity and in the name of a never ending love for acronyms) CCM. At CCM we are passionate about understanding consumers’ reactions to marketing activities. Our research and our teaching is conducted in close co-operation with the Swedish advertising industry. To complement the perspectives put forward by leading scholars we have also decided to invite prominent practitioners from the advertising industry to give their view on the topic. Hopefully this will allow for interesting discussions and add additional perspectives to our understanding of advertising.
We would like to thank the European Advertising Academy for giving us the opportunity to host ICORIA 2012. We would also like to thank our sponsors for their generous support:

– The Torsten and Ragnar Söderberg Foundations, for their long-term commitment to CCM and the generously contributed funds for the conference

– WARC and the International Journal of Advertising, whose sponsorship enables the best paper awards

– Gabler, who will publish Advances in Advertising Research (vol IV), based on selected papers from the conference

– The Association of Swedish Communication Agencies and Dagens Nyheter for helping us create activities to bridge the gap between academia and practice and opening ICORIA to advertising practitioners.

We are also grateful to our reviewers for their professional, quick, and reliable evaluations of the submissions. A special thank you goes out to Hilde Voorveld and Edith Smit who managed the review process with great patience and professionalism.

Finally, we thank you for participating at ICORIA and hope that you will have a great time in Stockholm!

Let the fun begin!

Sara Rosengren
Conference Chair
Associate Professor
Center for Consumer Marketing
Stockholm School of Economics

Micael Dahlén
Conference Co-Chair
Professor
Center for Consumer Marketing
Stockholm School of Economics

PS. Stockholm is a beautiful summer city. Make sure to ask our conference desk for tips on what to do.
# PROGRAM OVERVIEW

**THURSDAY JUNE 28TH**

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<tr>
<th>Time</th>
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<tr>
<td>17.30–18.30</td>
<td>Conference registration</td>
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<td>18.00–20.00</td>
<td>Welcome reception</td>
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**FRIDAY JUNE 29TH**

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<tr>
<th>Time</th>
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<tr>
<td>08.30–09.00</td>
<td>Conference registration</td>
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<tr>
<td>09.00–10.00</td>
<td>Opening remarks + Keynote</td>
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<td>10.30–12.00</td>
<td>Tracks, part 1</td>
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<td>12.00–13.00</td>
<td>Lunch</td>
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<td>12.20–12.50</td>
<td>Warc presentation</td>
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<td>13.00–14.30</td>
<td>Tracks, part 2</td>
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<td>15.00–16.30</td>
<td>Tracks, part 3</td>
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<tr>
<td>16.30–17.15</td>
<td>Meet the editors</td>
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<td>19.00–24.00</td>
<td>Conference dinner</td>
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**SATURDAY JUNE 30TH**

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<th>Time</th>
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<tr>
<td>09.30–11.00</td>
<td>Tracks, part 4</td>
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<tr>
<td>11.30–13.00</td>
<td>Tracks, part 5</td>
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<td>13.00–14.00</td>
<td>Lunch</td>
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<td>13.20–13.50</td>
<td>Keynote</td>
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<td>14.00–15.30</td>
<td>Tracks, part 6</td>
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<td>16.00–17.00</td>
<td>EAA General Assembly</td>
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KEYNOETS

We are very proud to include two keynote speakers this year: one from academia and one from practice. Both speakers have agreed to share their views on the conference theme “The changing roles of advertising”.

Amna Kirmani - Professor of Marketing, Robert H. Smith School of Business, University of Maryland.

Amna Kirmani is a pioneer in research about consumers’ inferences of product quality from marketing signals, such as advertising and guarantees. Her research interests also include consumers’ use of persuasion knowledge and branding. Amna’s work has been published in journals such as the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and Journal of Consumer Psychology. She has also been awarded the Paul Green Award in the Journal of Marketing Research, the Maynard Award in the Journal of Marketing, and the Best Paper Award in the Journal of Advertising.

Gustav Martner — Executive Vice President / Executive Creative Director, CP+B Europe

Gustav Martner joined CP+B in 2009 when the internationally acclaimed digital agency he co-founded was acquired and became CP+B Europe. Starting as a self-taught multimedia developer in the mid 90’s, he moved onto being a full time digital creative at the turn of the millennium, and has since won several international awards for clients such as ABSOLUT VODKA, Volkswagen and TeliaSonera. Gustav has been a member of numerous award jurys, for example ONE Show, Art Directors Club, and Cannes Lions, and a speaker at venues all over the world, for example Eurobest, The Berlin Web 2.0–conference, Hong Kong Kam Fan Awards and TechCrunch50 in San Francisco. He is currently the president of the Swedish Advertising Association.
WARC: “THE NAER FUTURE OF MAKRETNIG”

Meet Matthew Coombs, Publishing Director at Warc. In his presentation, Matthew discusses three key trends in effective communications practice around the world that Warc believes will grow in importance over the next 18 months. The trends will be illustrated with case studies from Warc.com.

Matthew is Warc’s Publishing Director. He is publisher of Admap and a portfolio of titles produced for Warc’s clients, including the International Journal of Advertising and the Journal of Advertising Research. He also manages content partnerships and is responsible for Warc’s events aimed at marketing professionals worldwide.

METE THE EDITIORS

Room: Ragnar

International Journal of Advertising
Charles R. “Ray” Taylor, Editor

Journal of Advertising
Patrick De Pelsmacker, Associate Editor

Journal of Advertising Research
Scott Koslow, Editorial Advisory Board

Journal of Marketing Communications
Peter Neijens, Associate Editor
The best paper award is sponsored by the International Journal of Advertising and WARC. Five papers have been nominated in each of the two categories: “Best Paper Award” and “Best Student Paper Award”. The jury consists of Amna Kirmani (keynote speaker), Micael Dahlén (conference co-chair), Nina Åkestam (SSE Alumna/Wieden+Kennedy, New York), Ray Taylor (editor IJA) and Shintaro Okazaki (member EAA board). The winners will be announced at the conference dinner on June 29.

**BEST CONFERENCE PAPER NOMINEES**

- **An exploratory model of social media exposure and consumer purchase behavior on e-retailer websites**
  G. Russell Merz

- **Co-creating benefits in social media contests and its effects on purchase behaviors**
  Edward C. Malthouse, Mark Vandenbosch, and Su Jung Kim

- **How do advergames persuade? A content analysis of selected persuasion mechanisms**
  Martin K.J. Waiguny, Ralf Terlutter, Johanna Roettl, and Maria Groechenig

- **Perceptions of the influence of television series on others affect the impact of alcohol product placements on young audiences**
  Cristel Antonia Russell and Valeria Noguti

- **When self-referencing cues are harmful: The effects of “for you” statements in advertisements on product attitudes**
  Heribert Gierl and Sandra Bombe
BEST STUDENT PAPER NOMINEES

Content analysis of probability marker usage in Croatian print advertisements
Ivana Bušljeta Banks (co-author Patrick De Pelsmacker)

Does persuasion knowledge moderate children’s reactions towards traditional versus hybrid advertising?
Yann Verhellen (co-authors Caroline Oates, Patrick De Pelsmacker, Nathalie Dens)

Face value: Headless model images increases consumer identification with product target groups
Hanna Berg (co-author Magnus Söderlund)

Health versus appearance focus in one- versus two-sided messages discouraging sun tanning
Erlinde Cornelis (co-authors Veroline Cauberghe, and Patrick De Pelsmacker)

Schema strength and the process mediating consumer responses to ad - brand incongruity
Georgios G. Halkias (co-author Flora Kokkinak)
"So you’re saying..?", Advertising signals

Room: Torsten

"I’m smart enough to not want it": Underestimating consumers’ intelligence in advertising signals less consumer care
Micael Dahlén, Amna Kirmani, Sara Rosengren, Edith Smit, Helge Thorbjørnsen

Choose your ad paper type carefully:
The impact of paper weight and texture on product judgments
Tobias Langner, Alexander Fischer, Oliver Kakies

Too cheap to work for? Exploring the impact of advertising on the brand as potential employer
Sara Rosengren, Niklas Bondesson

Soothing strategy: Immediate reaction to a brand crisis
Stephan Weyler, Franz-Rudolf Esch

"One more time", Multiple exposures

Room: Ragnar

Advertising repetition - Are three exposures enough?
Susanne Schmidt, Martin Eisend

The fit factor:
The role of fit between ads in understanding cross-media synergy
Sanne M.F. Valkenburg, Hilde A.M. Voorveld

Contaminated hedonic experiences:
Advertising exposure can negatively impact movie experiences
Cristel Antonia Russell, Dale W. Russell, Jean-Marc Lehu

Increasing resistance by implicit forewarning:
A cost-effective approach
Marieke Fransen
"What do you want from me", Persuasion knowledge

Room: Ericsson

"This program contains advertising": Effects of sponsorship disclosure on persuasion knowledge and brand responses
Sophie Boerman, Eva van Reijmersdal, Peter Neijens

Children and a changing media environment:
Investigating persuasion knowledge for integrated advertising formats
Katarina Panic, Liselot Hudders, Karl Destoop, Verolien Cauberghe, Patrick De Pelsmacker

Does persuasion knowledge moderate children’s reactions towards traditional versus hybrid advertising?
Yann Verhellen, Caroline Oates, Patrick De Pelsmacker, Nathalie Dens

Effects of disclosing online behavioral advertising
Guda van Noort, Edith Smit, Hilde Voorveld

"Wherever you are...", Advertising attitudes

Room: A–hall

An assessment of public attitudes toward advertising-in-general in Turkey
H. Kemal Suher, ali Atıf Bir, Gül Sener, Gülen Atakbek, Ali Algür

Local or global? Functional or experiential? How to advertize in countries at different levels of development
Lia Zarantonello, Bernd H. Schmitt, Kamel Jedidi, and Marcello Formisano

Narratives of country-based resistance and anti-consumption
José Manuel Ortega Egea, Nieves García de Frutos

Advertising in emerging and developed markets:
The role of experiential and functional routes of persuasion
Lia Zarantonello, Kamel Jedidi, Bernd H. Schmitt
TRACKS, PART 2
FRIDAY
13.00–14.30

TRACK 1: THE ROLES OF ADVERTISING

"Let's Work it!", Consumer engagement
Room: Torsten

A matter of equity: Effects of other consumers’ engagement in new product development
Karina Töndevold, Micael Dahlén, Kristina Heinonen

Users’ engagement with brands and companies on Facebook
Sofie Bitter, Sonja Grabner-Kräuter

Who is interacting with brands on Facebook? An exploratory study
Philipp A. Rauschnabel, Eva-Maria Graeff, Gunnar Mau, Björn Sven Ivens

Co-creating benefits in social media contests and its effects on purchase behaviors
Edward C. Malthouse, Mark Vandenbosch, Su Jung Kim

TRACK 2: THE FACES OF ADVERTISING

"Come together", IMC
Room: Ragnar

Modelling advertising effects in a multi-media world:
A latent Markov chain approach
Carsten Stig Poulsen, Pål Børresen

A new instrument to measure crossmedia consumer behavior in the purchase process
Hilde A. M. Voorveld, Fred E. Bronner, Peter C. Neijens, Edith G. Smit

Modeling synergies in cross-media strategies:
On-line and off-line media
Jana Suklan, Vesna Žabkar

The dynamics of multiple media consumption
Vijay Viswanathan, Kalyan Raman
"The human factor", Identity and identification  
Room: Ericsson

The Role of Humane Orientation in Consumer Responses to Corporate Social Responsibility Appeals in Advertisements: A Multi-Country Analysis  
Sandra Diehl, Ralf Terlutter, Barbara Mueller

Face value: Headless model images increases consumer identification with product target groups  
Hanna Berg, Magnus Söderlund

When your ingroup says you’re out: Group membership and materialism moderate the effects of brand-person fit on interpersonal liking  
Enny Das, Martine Vijlbrief

Youth’ beliefs related to the act of smoking hookah:  
Exploratory study in the Brazilian context  
Rejane Alexandrina Domingues Pereira do Prado, Claudia Rosa de Acevedo, Marli Auxiliadora da Silva

"Culture Club", Cultural concerns  
Room: A–hall

Creative women at the margins: A cross-cultural perspective  
David Roca, Jean M. Grow, Sheri J. Broyles

The effect of culture and language on perceived risk online  
Juan Miguel Alcántara-Pilar, Salvador del Barrio-García, Lucia Porcu

The cross-cultural effectiveness of openness in advertising for strong and weak brands  
Paul Ketelaar, Stijn Maesen, Liesbeth Linssen

Green appeals across cultures: Taking the buscuit?  
Stephan Dahl, Sianne Gordon-Wilson
TRACKS, PART 3
FRIDAY
15.00–16.30

TRACK 1:
THE ROLES OF ADVERTISING

"Let’s build it", Brand management
Room: Torsten

Strategic brand architecture management - A case of pharmaceuticals
Christopher Kanitz, Michael Schade, Christoph Burmann

The influence of logo redesigns on brand attitude
Bo van Grinsven, Enny Das

Antecedents of cabas: An empirical investigation of co-branding between children and adult brands
Sibylle Boettner, Philipp A. Rauschnabel, Björn S. Ivens

The brand image of professional sport teams
Michael Schade, Christopher Kanitz, Christoph Burmann

TRACK 2:
THE FACES OF ADVERTISING

"And…Action!", Retail and promotions
Room: Ragnar

An exploratory model of social media exposure and consumer purchase behavior on e-retailer websites
G. Russell Merz

The effect of display advertising on search behavior: Implications for optimization strategy
Hairong Li, Shuguang Zhao, Peking Tan

Improving the in-store customer information process using mobile augmented reality
Philipp Spreer, Katrin Kallweit, Klaus Gutknecht

The effect of promotional incentive type on online brand image: The moderating effect of promotion-proneness
Esmeralda Crespo-Almendros, Salvador Del Barrio-García
"We know you", Personalization

Room: Ericsson

It matters who "they" think you are: Categorizing the costumer in marketing communications and its effects on the customer
Magnus Söderlund, Claes-Robert Julander

Do all consumers appreciate tailored advertisements? Comparing Poland and the Netherlands
Ewa Masłowska, Edith G. Smit, Bas van den Putte

Personalized advertising campaigns in social network sites: Are there potential hazards or opportunities?
Marjolijn L. Antheunis, Guda van Noort

Personalized web sites and the self-image
Sebastian Ullrich, Franz-Rudolf Esch

When self-referencing cues are harmful: The effects of "for you" statements in advertisements on product attitudes
Sandra Bombe, Heribert Gierl

"Advertising portrayals", Advertising appeals

Room: A–hall

An experiential account of happiness in life and in ads
J. Joško Brakus, Bernd H. Schmitt, Lia Zarantonello

Trust me I’m an advert! How to create a trusting brand identity through advertising
Kathleen Mortimer, Annie Danbury

Cultural values reflected in Chinese television advertising for automobiles: A content analysis
Liyong Wang, Carolus Praet

The teaching of advertising creativity: A cross cultural perspective
Isam Alegre, David Roca
TRACKS, PART 4
SATURDAY
09.30–11.00

"Stand by me", Loyalty
Room: Torsten
Why do users become fans of brands? An empirical study on users’ motivations and attitudes toward brand fan pages in social networks
Barbara Kleine-Kalmer, Tilo Halaszovich, Frank Hemmann, Christoph Burmann

How deep is your love? A psychophysiological comparison of brand love and interpersonal love
Tobias Langner, Jennifer Schmidt, Alexander Fischer

Re-thinking brand loyalty in an age of interactivity
Don E. Schultz, Martin P. Block

Public relations, satisfaction and commitment
Francisco Costa Pereira, Maria João Centeno, Paula Nobre

"Here, there, anywhere", Product placement
Room: Ragnar
Brand placement in music videos. The effect of brand prominence and artist connectedness on brand recall and brand attitude
Liselot Hudders, Veroline Cauberghe, Katarina Panic, Tine Faseur, Eva Zimmerman

Product placement in the digital world: A conceptual framework
Shinyi Chin, Bradley Wilson

Increasing brand recall through interactive product placement in online music videos
Artemisa Jaramillo Galan, Theo Lynn, Laurent Muzellec

Perceptions of the influence of television series on others affect the impact of alcohol product placements on young audiences
Cristel Antonia Russell, Valeria Noguti
"Into it?", Involvement and knowledge
Room: Ericsson

The regulatory fit and involvement effects on advertisement effectiveness
Ezgi Merdin, Mina Seraj Aksit

Changes in involvement over time: Implications for advertising induced brand evaluation processes
Manoj Hastak

The moderating influence of involvement on two-sided advertising effects
Martin Eisend

The effects of consumers’ subjective knowledge on evaluative extremity and product differentiation
Andy Wong

"Who is s/he?", Gender in advertising
Room: A–hall

Is there gender bias in the assessment of advertising creativity?
David Roca, Daniel Tena, Patricia Lázaro

Pharmaceutical advertising: a content analysis of over-the-counter drug promotions in Germany/Austria and the United States with focus on gender portrayal
Isabell Koinig, Sandra Diehl

Should gender diversity really be forced? Effects of gender diversity statements in job ads on employer branding
Silke Göddertz, Philipp Rauschnabel, Bjoern Ivens

Gender-sensitive indicators for changes in advertising: women as creative and censoring force
Alejandra Hernández Ruiz, Marta Martín Llaguno
TRACKS, PART 5
SATURDAY
11.30–13.00

TRACK 1:
THE ROLES OF ADVERTISING

"Social Club", Social media

Room: Torsten

Understanding multiple media consumption of social media users
Vijay Viswanathan, Don E. Schultz, Martin P. Block

Determinants and effects of the perceived value of a message on social networking sites
Jesús Martínez-Navarro, Enrique Bigné

Social media monitoring tools: An evaluation framework
Jing Yang, Shili Xie, Hairong Li

TRACK 2:
THE FACES OF ADVERTISING

"Advertising at play", Advergames and interactivity

Room: Ragnar

Influencing explicit and implicit attitudes with advergames:
The influence of gaming time and violent content
Martin K.J. Waiguny, Bernhard Marko

How do advergames persuade? A content analysis of selected persuasion mechanisms
Martin K.J. Waiguny, Ralf Terlutter, Johanna Roettl, Maria Groechenig

Is website interactivity always beneficial? An elaboration likelihood model approach
Polyxeni (Jenny) Palla, Rodoula Tsiotsiou, Yorgos Zotos
"Please elaborate”, Elaboration and comprehension
Room: Ericsson

Visual metaphor in advertising: Comprehension and tolerance of ambiguity
Andreu van Hooft, Margot van Mulken, Ulrike Nederstigt

The impact of language abstraction on message persuasiveness
Peeter W.J. Verlegh

Schema strength and the process mediating consumer responses to ad - brand incongruity
Georgios G. Halkias, Flora Kokkinak

Advertising prices of products presented as a triple
Karin Stiegelmayr, Heribert Gierl

"Making good”, CSR and green appeals
Room: A–hall

Health versus appearance focus in one- versus two-sided messages discouraging sun tanning
Erlinde Cornelis, Veroline Cauberghe, Patrick De Pelsmacker

The influences of corporate social responsibility on consumer product responses
Christian Boris Brunner, Xiaoming Lu

"I" loose, "others” gain - Message framing and beneficial appeals in ads promoting green consumption
Alexandra Langer

The impact of green appeals on credibility: A mixed-method approach
Lynn De Vlieger, Liselot Hudders, Gino Verleye

Developing different types of anticipated experience positioning for electric cars
Ingrid Moons, Patrick De Pelsmacker
TRACKS, PART 6
SATURDAY
14.00–15.30

TRACK 1:
THE ROLES OF ADVERTISING

"Simon says", Word of mouth
Room: Torsten

Electronic word-of-mouth: Do the number of reviewing customers and the dispersion of ratings affect evaluations?
Verena Hüttl, Heribert Gierl

How who, why, and which combine to drive what:
An opinion leadership perspective on brand-related social media use
Daan Muntinga, Marjolein Moorman, Edith Smit

Satisfy the unsatisfied? Motives for negative electronic word of mouth and their effect on webcare receptiveness
Lotte M. Willemsen, Peter C. Neijens, Fred Bronner

Online behaviour of luxury brand advocates:
Differences between active advocates and passive loyalists
Poramate Kanthavanich, Annie Danbury, Guy Parrott

TRACK 2:
THE FACES OF ADVERTISING

"Says who?", Endorsers and source credibility
Room: Ragnar

Celebrity endorsements:
The mediating role of attitude toward the endorsement
Lars Bergkvist, Hanna Hjalmarson

The changing role of celebrities in advertising:
Celebrity endorsers as irrelevant information in advertisements
Jasmina Ilicic, Cynthia M. Webster

The gendered product strategy:
Endorsers’ role and the gender difference
Homare Takahashi, Hironobu Minoguchi, Kanji Yanagidate, Morikazu Hirose

Message framing and the moderating effect of source credibility
Sandra Praxmarer, Marina Czerwinka
"You see..?" Advertising content

Room: Ericsson

A structuralist semiotic approach to the threat of aberrant decoding and positioning
George Rossolatos

Explicit and implicit memory for print advertisements: A pilot study on the role of colour preferences and gender
Antigone G. Kyrousi, George G. Panigyrakis

Content analysis of probability marker usage in croatian print advertisements
Ivana Bušijeta Banks, Patrick De Pelsmacker

Pharmaceutical advertising: An international comparison of advertising for over-the-counter medications with regard to ad appeal in general and CSR appeal in particular
Isabell Koinig, Sandra Diehl

"This is how we do it!": Advertising practice

Room: A–hall

A practice theory approach to value discrepancies in IMC implementation: The case of customer magazines
Mart Ots, Gergely Nyilasy

A client perspective on advertising quality
Scott Koslow, Richard J. Calderwood, Sheila L. Sasser

Peruvian advertising creative professionals in Peru: Are they different?
Marta Mensa, David Roca

How the roles of advertising merely appear to have changed
John R. Rossiter, Larry Percy
Welcome reception

Join us in the atrium of the SSE for some sparkling wine and meze. The mingle will also offer the opportunity to look at an exhibition of Swedish advertising, put together by the Swedish Association of Communication Agencies.

Semi-final II, European Soccer Championships

There can be only one winner, but it takes two to tango. Why not find out who will be the second country in the finals in the company of other conference delegates? If you want to see the live broadcasted semi-final, please ask for directions at the registration table.

Conference Dinner

The conference dinner will be held in a traditional Swedish setting at Högloftet, Skansen. Skansen is a favorite destination for Stockholmers and visitors alike, offering a unique combination of zoo and outdoor museum. For more info see: www.skansen.se.

Bus pick-up from the SSE/Clarion Sign at 18.30

Stockholm by boat

Join us for a guided tour under the bridges of Stockholm. We will travel under fifteen bridges and pass through two locks connecting the Baltic Sea with Lake Mälaren. For more info see: http://korta.nu/icoriaboattrip.

Bus pick-up from the SSE at 17.30
LITS OF REVIEWRES

Alexandrina, Rejane
Andersen, Lars
Ang, Lawrence
Antheunis, Marjolijn
Banks, Ivana
Beard, Fred
Beckman, Suzanne
Bergkvist, Lars
Bitter, Sofie
Boerman, Sophie
Brakus, Josko
Bronner, Fred
Brunner, Christian
Buijzen, Moniek
Carlos Gázquez-Abad, Juan
Carlson, Jamie
Cauberghe, Veroliene
Celik, Candan
Charry, Karine
Costa Pereira, Francisco
Crespo, Esmeralda
Dahl, Stephan
Dahlèn, Micael
Das, Enny
De Droog, Simone
De Pelsmacker, Patrick
Dens, Nathalie
Diehl, Sandra
Eisend, Martin
Etayo, Cristina
Fransen, Marieke
Gambetti, Rosella
García-Arrizabalaga, Iñaki
Gierl, Heribert
Granleesse, Jackie
Hastak, Manoj
Hendriks, Hanneke
Hudders, Liselotte
Janssens, Wim
Keer, Mario
Kerkhof, Peter
Ketelaar, Paul
Koslow, Scott
Langner, Tobias
Li, Hairong
Lu, Xiaoming
Malthouse, Edward
Martensen, Anne
Maslowska, Ewa
Mau, Gunnar
Meijers, Marijn
Mensa, Marta
Merz, Russ
Micu, Anca Cristina
Mortimer, Kathleen
Mueller, Barbara
Muntinga, Daan
Neijens Peter
Nyiřó, Nóra
Okazaki, Shintaro
Opree, Sanne
Palla, Jenny
Pandelaere, Mario
Panic, Katarina
Percy, Larry
Petrovici, Dan
Poulsen, Carsten
Praxmarer, Sandra
Rauschnabel, Philip
Reichert, Tom
Roca, David
Rosengren, Sara
Rozendaal, Esther
Russell, Cristel
Russell, Dale
Salander, Brita
Sang Yeal, Lee,
Sasser, Sheila
Schouten, Barbara
Silberer, Gunter
Smit, Edith
Taylor, Ray
Terlutter, Ralf
Tolboom, Maarten
Van Grinsven, Bo
Van Mulken, Margot
Van Noort, Guda
Van Reijmersdal, Eva
Vancheshwar, Vijay
Verhellen, Yann
Verissimo, Jorge
Verlegh, Peeter
Vermeulen, Ivar
Viswanathan, Vijay
Voorveld, Hilde
Vyncke, Patrick
Waiguny, Martin
Wauters, Birgit
Willemsen, Lotte
Wilson, Bradley
Zarontonello, Lia
Zwier, Sandra
Ilicic, Jasmina  
jasmina.ilicic@adelaide.edu.au

Jaramillo Galan, Artemisa  
artemisa.jaramillo@dcu.ie

Julander, Claes-Robert  
claes-robert.julander@hhs.se

Kanitz, Christopher  
christopher.kanitz@uni-bremen.de

Kanthavanich, Poramate  
champmyceros@hotmail.com

Ketelaar, Paul  
p.ketelaar@ru.nl

Kim, Su Jung  
ksio2@northwestern.edu

Kirmani, Amna  
akirmani@rhsmith.umd.edu

Kleine-Kalmer, Barbara  
barbara.kleine-kalmer@uni-bremen.de

Koinig, Isabell  
isabelle.koinig@aa.at

Koslow, Scott  
scott.koslow@mq.edu.au

Kyrousi, Antigone  
antigone.kyr@yahoo.com

Langner, Tobias  
langner@wiwi.uni-wuppertal.de

Lázaro, Patricia  
Patricia.Lazaro@uab.cat

Lehu, Jean-Marc  
jmlehu@univ-paris1.fr

Martin Llaguno, Marta  
marta.martin@ua.es

Martinez Navarro, Jesus  
jemarna@postal.uv.es

Maslowska, Eva  
e.h.maslowska@uva.nl

Merdin, Ezgi  
ezgimerdin@hotmail.com

Merz, Russ  
russ.merz@emich.edu

Minoguchi, Hironobu  
h.minoguchi@akane.waseda.jp

Modig, Erik  
erik.modig@hhs.se

Moons, Ingrid  
ingrid.moons@artesis.be

Mortimer, Kathleen  
kathleen.mortimer@northampton.ac.uk

Mueller, Barbara  
muelle1@mail.sdsu.edu

Neijens, Peter  
p.c.neijens@uva.nl

Nilsson, Patrik  
patrik@stics.se

Noguti, Valeria  
valeria.noguti@uts.edu.au

Nordfält, Jens  
jens.nordfelt@hhs.se

Nyilasy, Gergely  
gnyilasy@unimelb.edu.au

Ots, Mart  
mart.ots@hlk.hj.se

Palla, Jenny  
jennypalla80@gmail.com

Panic, Katarina  
katarina.panic@ugent.be

Percy, Larry  
larrypercy@larrypercy.com

Porcu, Lucia  
lusiettados@gmail.com

Poulsen Carsten, Stig  
carsten.stig.poulsen@gmail.com

Praet, Carolus  
praetcar@res.otaru-uc.ac.jp

Praxmarer, Sandra  
sandra.praxmarer@unibw.de

Rademaker, Claudia  
claudia.rademaker@hhs.se

Rauschnabel, Philipp  
philipp.rauschnabel@uni-bamberg.de
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