



**EUROPEAN  
ADVERTISING  
ACADEMY**

## **ICORIA 2013**

**June 27 – 29, 2013, Zagreb, Croatia**



### **Call for Papers:**

**The 12th International Conference on Research in Advertising 2013** will be held in Zagreb, Croatia, one of the most ambitious cities in Eastern Europe. The conference theme ***“To Boldly Go...” Extending the Boundaries of Advertising*** embodies the current trends in both traditional and non-traditional advertising research and practice, as well as the expansion of the conference itself to new territories. Around 100 papers on various topics related to advertising and brand communication will be presented during the two days of the conference: **June 28th and 29th, 2013**. The conference will take place on the campus of the Zagreb School of Economics and Management, consistently voted the best business school in Croatia by Eduniversal.

A traditional Thursday evening get-together and a gala dinner on Friday are planned, as well as a sight-seeing tour of Zagreb on Saturday, following the last sessions of the conference.

The conference fee for registration before May 20, 2013 is € 375 which includes admission to all sessions, lunches, and refreshments, the welcome reception, the gala dinner, the sightseeing tour, the conference proceedings and the € 25 annual membership fee of the European Advertising Academy. The conference fee for registration after May 20, 2013 is € 450.

Full information on travel & accommodation will be provided on the conference website: [www.icoria.org](http://www.icoria.org).

### **Paper Submission:**

Please submit a five page summary of your paper as soon as possible (but no later than **March 15, 2013**) to: [papers@icoria.org](mailto:papers@icoria.org). All submissions will be blind peer reviewed, so papers should be laid out in correct academic style and authors should not be identified in the text. Your summary must include an Abstract, Introduction, Discussion and/or Conclusion, and list of References, as well as a brief description of your hypotheses, research objectives, methods, and findings. Papers should be composed of five pages; single-spaced; 12 point



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font; Times New Roman; title page, tables, figures and references excluded. The cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details, including: e-mail address, telephone, and postal address. Please refer to the style sheet provided on the ICORIA-website for further details.

### **Suggested Topics:**

The ICORIA 2013 invites papers in following issues (but not excluding other and related topics):

#### **Advertising**

- Accountability & Effectiveness
- Attention & Processing
- Content & Creativity
- Cross-cultural Issues
- Special Target Groups

#### **Branding**

- Brand Portfolio Analysis
- Models of Brand Communication

#### **Communication Management**

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

#### **Consumer Behavior**

- Relationship Building
- Emotions
- Special Industries & Organizations

#### **Media**

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

#### **Methodological Issues**

- Measurement in Advertising and Consumer Behavior
- Quantitative Methodologies in Communication Research
- Qualitative Methodologies in Communication Research

#### **Public Policy Management**

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

### **Publications:**

All accepted paper proposals will be published in the Conference Proceedings, provided on a USB stick. A selection of extended papers will be published in the **EAA Advances in Advertising Research, Vol. V.**, an official publication of the European Advertising Academy. The "Best Paper Award" among all submitted papers and a "Best Student Paper Award" for the best paper by a Ph.D. candidate will be awarded.



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### **More Information:**

Please visit our conference website at [www.icoria.org](http://www.icoria.org). If you have any questions about paper submission or other matters, please contact Ivana Bušljeta Banks at [ibanks@zsem.hr](mailto:ibanks@zsem.hr).

We look forward to receiving your submission and seeing you in Zagreb in June 2013!

**Ivana Bušljeta Banks**

Conference Chair

Senior Lecturer of Advertising and Promotion

Zagreb School of Economics and Management



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of economics  
and management