



# IMC KREMS – SERVUS IN AUSTRIA

## CALL FOR PAPERS

The Institute International Business of the Department of Business at the **IMC University of Applied Sciences Krems** will be hosting the 16th International Conference on Research in Advertising (ICORIA) from June 27, 2019 to June 29, 2019 in the historical city center of Krems, Austria. ICORIA is the annual conference of the **European Advertising Academy (EAA)** whose objective it is to promote, disseminate and stimulate high quality research in the field. ICORIA offers a small and interactive setting and provides excellent opportunities for advertising scholars to build a knowledge exchange network and develop collaborative relationships in research and present their cutting edge research from the advertising and communication realm.

2019 conference's theme **"Designing Experiences"** invites advertising and communication researchers alike to investigate the multitude of experiences (digital, classic, sensory, emotional, social, packaging, POS communication etc.). You may focus on the creative aspects of experiences how people and companies share them in traditional and new media, and how experiences influence people and customers. Other foci might be experiences of the interaction with media and how experiences get more and more digital as well as their measurement.

The ICORIA will start on June 27, 2019 with the 6th doctoral colloquium and a welcome reception. On Friday June 28 and Saturday June 29, 2019, the conference will host the presentation of around 150 papers on various topics related to advertising and communication. A Gala Dinner highlighting the local wine and apricots, two products the famous Wachau valley is renowned for as well as a cultural social event allow further networking.

The venue will be the IMC University of Applied Sciences Krems. The city of Krems is the entrance of the UNESCO World

Heritage of the Wachau Valley. Surrounded by vineyards and apricot orchards the medieval city of Krems is one of the oldest metropolitan areas in Austria and was over centuries a stronghold of the ruling Babenberg and Habsburg families to cultivate the area today known as Austria. Today Krems is the cultural and educational centre of the province of Lower Austria with various sights, music and art attractions as well as hosting five Universities. Krems will charm you with the rich heritage, the closeness to the Danube river and the excellent local wines you can enjoy in one of the many "Heurigen", a typical Austrian wine pub. Krems is located in the larger metropolitan area of Vienna, which you can visit within an hour.

## SIXTH ICORIA DOCTORAL COLLOQUIUM

The aim of this colloquium is to provide PhD students with professional skills needed for their academic career. A selection of renowned scholars from the fields of advertising, marketing, and branding will give interactive lectures and workshops on various topics, including how to publish your work in top academic journals, how to manage your supervisors, the do's and don'ts of peer reviewing and career advice.

Active participation and some preparation are expected from the participants. The colloquium gives PhD students the opportunity to learn from the insights and experiences of senior scholars in their field of study. Moreover, PhD students will meet their peers from different countries and be able to build their international network that will become valuable throughout their academic career. Please visit [www.icoria.org](http://www.icoria.org) for further information.



## SUGGESTED TOPICS (but not limited)

### Advertising

Accountability & Effectiveness, Attention & Processing, Content & Creativity, Cross-cultural issues, Special target groups, Non-for-Profit Advertising, Privacy & Ethics

### Branding and Brand Management

Models of Brand Communication, Brand Communication & Brand Equity, Branded Experiences, Sensory Branding, POS Communications, Communications with Labels & Packaging.

### Consumer Behaviour

Emotions & Engagement, Neuroscience & Communication, Relationship Building, Sensory Experiences & Embodiment, Consumer Perception of Designs, Personalization & Microtargeting, Consumers in Digitalization

### Communication Management

Integrated Marketing Communication, Public Relations, Product Placement, Branded content, Content Marketing, Sponsorship & Events, Influencer Marketing, Omni-channel Communication

### Digital Media

Social Media, Mobile Media, User Generated Content, Touchpoints and their Experience, Virtual, Augmented & Mixed Reality, Data & Communications, Privacy & Data Security

### Mass Media

Channel & Multi-Media Management, Convergence Management, Cross-media strategies, Media Management, Trends in Mass Media

### Methodological Issues

Data Science in Advertising & Communications, Artificial Neural Networks, Machine Learning and AI in Communication Research, Neurophysiological Methods in Communication Research, Text, Data, Image Analytics & Intelligent video analytics

### Public Policy

Corporate social responsibility, Ethics, Marketing in restricted industries, Political Communication, Stakeholder Advertising, Promotion of Sustainable Behaviour, Communication of Healthy Behaviour

## PAPER SUBMISSIONS

Please submit a ten-page summary of your paper as soon as possible (but **no later than March 15, 2019**). Please use the submission procedure for your paper summaries provided on EasyChair.

The summary must include an Abstract, Introduction, Discussion and/or Conclusion and a list of references, as well as a brief description of the hypotheses, research objectives, methods and findings. A separate cover/title page should include: Title, Author(s) names, Affiliations, and Contact Details.

Please refer to ICORIA 2019 Submission Instructions when preparing the paper and title page. Papers must be prepared using the **layout** and **reference** guidelines of the International Journal of Advertising.

All submissions will be blind peer reviewed. Please ensure your submission applies a correct academic style and authors are not to be identified in the text.



## SPECIAL SESSIONS

Proposals for a Special Session (SS) should cover one entire session (4 papers). These proposals are submitted by the session chair, who is responsible for the submission of 1 document with the 4 manuscripts and 1 document with the names and affiliations of each manuscript.

The aim of Special Sessions is to stimulate discussion and set up new insights or domains. Special session proposals are peer reviewed based on the relevance of the topic, innovative approach, and the quality of the content.

All guidelines and criteria for regular submissions apply too for submissions of a Special Session (length is limited to two pages per paper plus a separate cover/title page).

The summary of each contributor must include an Abstract, Introduction, Discussion and/or Conclusion and a short list of references. Also a brief description of the hypotheses, research objectives, methods and findings if applicable. A separate cover/ title page should include for all the manuscripts: Title, Author(s) names, Affiliations, and Contact Details.

## PUBLICATIONS

All accepted papers will be published in the Conference Proceedings that will be provided on a USB drive. Authors can choose to publish either a ten-page summary or a one-page extended abstract for the proceedings. A selection of extended papers will be invited for publication in the official European

Advertising Academy, Advances in Advertising Research Vol. XI. At the Gala dinner, the "Best Paper Award" and the "Best Student Paper Award" will be announced. Papers, which received high reviewer scores, will be considered for a special issue of the International Journal of Advertising.

## REGISTRATION

At least one of the authors of a paper that is accepted needs to register and attend the conference. The conference fee for registration before May 24, 2019 is €375, while the conference fee for registration after May 24, 2019 is €450. The fee includes admission to all sessions, lunches, and refreshments, the welcome

reception, the gala dinner, a social event, the conference proceedings and the €30 annual membership fee of the European Advertising Academy (EAA). Participants can also become a joint AAA-EAA member. The doctoral colloquium is free of charge for PhD students registered for the conference.

## ICORIA GRANT

To encourage researchers who provide high-quality advertising research, but have limited resources to attend the yearly ICORIA meeting, the European Advertising Academy will provide a yearly

research grant by waiving the conference fee of 375 EUR for three selected researchers. For further information, please refer to the EAA's website at [www.europeanadvertisingacademy.org/](http://www.europeanadvertisingacademy.org/).



## MORE INFORMATION

Please frequently visit our conference website at [www.icoria.org](http://www.icoria.org) for more information. On the website you will find more details about travel and accommodation, impressions and tips are furthermore provided on the 2019 ICORIA Facebook page (ICORIA 2019), Twitter as well as Instagram (both @ICORIA2019). Please contact the organizers for any questions about paper submission or other matters.

The conference chair:

**Martin K.J. Waiguny**  
[martin.waiguny@fh-krems.ac.at](mailto:martin.waiguny@fh-krems.ac.at)

## Organizing committee at the IMC University of Applied Sciences Krems:

- Christian Maurer
- Alina M. Schoenberg
- Klaus Kotek
- Theres Auer
- Christopher Schwand
- Roger Hage
- Albert F. Stöckl
- Tina Weiss
- Claudia Bauer-Krösbacher
- Doris Berger-Grabner
- Denise Kleiss
- Andrea Hirsch

We are already looking forward to your submissions and to welcoming you in beautiful Krems.

## OUR PARTNER

