



# ICORIA 2024

June 27-29

Friday

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*