

Overview

The ETIC (EffectTs of digital Images on Consumers) project focuses on the negative influences of digital advertising and promotional images on people. Individuals are analyzed in a dual perspective; as consumers of images on screens, as well as disseminators of images on social media. The aim is to study the consequences of marketing strategies (the attractive and distracting power of images, personification, repeated exposure) on cognitive costs and psychological defense mechanisms, problematic behaviors, negative emotions, and other psychological disorders. The originality of the project lies in the analysis of the similarities and differences in strategies between marketing professionals, and internet users who engage in self-promotion on social media. The purpose of the ETIC project is to define recommendations for reducing these negative effects, in particular through awareness-raising initiatives.

This conference addresses two aspects: the impact on consumers of multiple exposure to advertising images, and the impact on consumers of exposure to self-promotional images posted on social media.

Organisation Committee

Laurie BALBO, Associate Professor of Marketing , GEM Alpine Business School (France).

Sandra CAMUS, Professor of Marketing, Université d'Angers (France).

Maud DERBAIX, Associate Professor of Marketing, Kedge Business School (France).

Angy GEERTS, rofessor of Marketing, Université de Mons (Belgique).

Wafa HAMMEDI, Associate Professor of Marketing, Université de Namur (Belgique).

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Ingrid PONCIN, Professor of Marketing, UCLouvain (Belgium).



Scientific Committee

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Deadlines

Start of submissions : **March 1, 2026.**

End of submissions : **May 31, 2026.**

Acceptance Notifications : **June 10, 2026.**

Final submissions : **September 1, 2026.**

Submission and Guidelines

Communications must comply with the presentation and bibliographic standards of the journal *Recherche et Application en Marketing*:

- Times font, size 12.
- Single spacing.
- Margins of 2.5 cm, except for the title page, bibliographic references, and appendices.
- The title page must include the title, abstract, keywords in French and English, and the author's contact details.
- One page for “work in progress” papers, and three to five pages for completed papers.

Papers must be sent for submission by the dates indicated above, **exclusively by email** to the following address: etic@listes.univ-angers.fr. The subject line of the email must contain the following: “ANR ETIC Project: Paper for study day 09/25/2026.” Each paper will be anonymously evaluated by two members from the reading committee.



Registration

Registration for the event can be completed online, on the project website : <https://etic.hypotheses.org>

There is a registration fee for this workshop:

- €50 for those who have submitted papers, and PhD students.
- €80 for academics, and professionals.

Payment methods:

- Online payment.
- By bank transfer/purchase order.

Registration deadline: **September 11, 2026**. You may find a link

PhD Grants

As part of this research day, we try to provide support to PhD students who may encounter funding difficulties at their institutions, but wish to take part in the event. As a result, we offer two €500 PhD grants for their travel and accommodation. These funds are intended to encourage doctoral student participation, maintain a dynamic research environment, and promote academic exchange.

You may apply to this grant at the following email address : etic@listes.univ-angers.fr.

Registration deadline: **May 31, 2026**.