



Dr. Yaniv Gvili, Ono Academic College (OAC)
School of Business Administration
1 Academic Ave. Kiryat Ono 55000 Israel

July 3, 2024

Professor Nikos Papaioannou, Rector, Aristotle University of Thessaloniki (rector-secretary@auth.gr)
Professor Stelios D. Katranidis, Rector, University of Macedonia (katranid@uom.gr)

Dear Professor Papaioannou and Professor Katranidis,

On June 26, 2024, two hundred academics from five continents gathered in Thessaloniki to share their research projects and ideas at ICORIA 2024—the premier international conference for research in advertising, initiated by the European Advertising Academy.

I wish to express my deepest gratitude to the three individuals who organized ICORIA 2024 in Thessaloniki: Professor Christina Boutsouki, Professor Leonidas Hatzithomas, and Professor Anastasios Panopoulos. Each has dedicated considerable time and effort to the planning and execution of this conference. It was evident that both Aristotle University of Thessaloniki and University of Macedonia have committed significant resources to support this endeavor.

We were fortunate to witness the cutting-edge research that researchers at the two universities have been conducting. I was particularly impressed by the quality of the doctoral students at Aristotle University of Thessaloniki and University of Macedonia. The students were creative, insightful, energetic, and presented their work exceptionally well. In my humble opinion, this conference is a highly effective way to enhance international collaboration and raise the global profile of your academic institutions.

Thank you again for inviting us to Thessaloniki and for organizing such a unique and enriching event like ICORIA 2024. It was indeed a great pleasure and a memorable experience.

Sincerely,

A handwritten signature in blue ink that reads "Yaniv Gvili".

Yaniv Gvili
Associate Professor, Ono Academic College

CC: Professor Christina Boutsouki, Aristotle University of Thessaloniki
Professor Leonidas Hatzithomas, University of Macedonia
Professor Anastasios Panopoulos, University of Macedonia
Prof. Dr. Tobias Langner, University of Wuppertal, President, European Advertising Academy