

Ray Taylor received EAA Flemming Hansen Award 2017

Charles Raymond (Ray) Taylor received the 2017 EAA Flemming Hansen Award, the official award of the European Advertising Academy for contributions to distinguished scholarship in advertising research; and, with this award, the EAA recognizes an author of one or more publications that had a significant impact in the field of advertising. The Flemming Hansen Award was awarded for the second time. The prize was awarded during the 16th ICORIA (International Conference on Research in Advertising) in Gent, Belgium.

Ray Taylor is the John A. Murphy Professor of Marketing at Villanova University, he is Past-President of the American Academy of Advertising, and he is the current Editor in Chief of the International Journal of Advertising.

The jury for this year's Flemming Hansen award consisted of EAA's past presidents Peter Neijens, Shintaro Okazaki, Edith Smit, and Ralf Terlutter. Several candidates were brought to the attention of the jury and after careful deliberation, the jury selected Ray Taylor unanimously for the award for the following reasons:

Ray Taylor has published more than 100 books, journal articles, and conference papers related to advertising. 16 articles have more than one hundred citations according to google scholar. His research has received best paper awards from the Journal of Advertising (twice), the Journal of Consumer Affairs, the Journal of International Marketing, and the Journal of Macromarketing. His works in the area of international advertising and advertising standardization in particular have been highly influential over the past decades. This is clearly proven by

several articles, which enjoy a high impact. He has also published extensively in the field of new technology and online advertising.

The winner's publication productivity had already been proven by the Ford and Merchant analysis of advertising research productivity of advertising scholars in the period of 1997 to 2006, as published in the Journal of Advertising in 2008; and was again confirmed by the more recent analysis of productivity and impact of advertising scholars by Chan, Tse and Hung, as published in the International Journal of Advertising in 2017. He also received the Ivan L. Preston Award for Outstanding Lifetime Contribution to Advertising Research in 2012, the prize that is awarded by the American Academy of Advertising.

Ray Taylor has also moved the advertising discipline forward through his many years of work as a journal editor.

He is a truly international scholar with an excellent network and he builds bridges between scholars and institutions worldwide. He is well connected in all parts of the world and he generously shares his good connections with other researchers, helping them to build their own networks and careers.

Ray Taylor has a long lasting and close relationship with the European Advertising Academy and ICORIA and is a powerful ambassador for EAA and ICORIA. He has also helped to develop the relationship with the AAA, the American Academy of Advertising, in recent years and was very important for the emancipation of ICORIA in the US.

He has also given numerous invited presentations, has been a visiting professor at several international universities and he has presented his research at countless marketing conferences. He has mentored young scholars as Ph.D. supervisor and at Ph.D. student workshops.

About Flemming Hansen: Flemming was a marketing research and marketing communication scholar from Denmark who was very successful and influential

in both, business and academia. He was a prolific professor at the Copenhagen Business School. In 2002, Flemming Hansen initiated ICORIA with a first and at that time small conference in Copenhagen. He was also one of the founders of the EAA in 2005 and he was the first president of the EAA. He passed away in 2010. In 2014, the EAA decided to name its award after Flemming Hansen.