

# Call for Papers

## **Asia Pacific Journal of Marketing and Logistics: Creating Shared Value (CSV) through Marketing and Advertising in Asia-Pacific**

**Special Section for ICAMA & KAS in Asia 2020  
(Bangkok, Thailand, April 24-25, 2020)**

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Social values refer to values created by firms' business to solve social problems such as unemployment, poverty, pollution, and inequality. While corporate social responsibility (CSR) or corporate philanthropy are intended to give back to the society or to alleviate the harm the business may cause, more and more firms move beyond CSR, recognize the importance of creating social values (CSV), and understand solving social problems as not just responsibilities but opportunities to create both economic and social values.

Several pioneering firms on this front are now pursuing 'double bottom lines' consisting of both economic and social values in their business model. Despite the rising impact of CSV, the topic remains largely underdeveloped in its research and applications. This Special Section aims to fill this gap and calls for papers that are motivated by the potential of CSV or that discuss any related theme.

Given the overarching theme, papers that address the following suggested topics or any other related topics are welcome:

- Social Marketing
- Social Venture
- Public Service Advertising
- Corporate Sustainability
- Cause-Related Marketing
- Green Marketing
- Ethical Marketing
- Corporate Social Responsibility
- Corporate Philanthropy

**Tentative Schedule for the APJML Special Section on “Creating Shared Value (CSV) through Marketing and Advertising in Asia-Pacific”**

February 22, 2020: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if necessary)

April 24-25, 2020: ICAMA & KAS International Conference in Bangkok, Thailand

May 31, 2020: Special Section Invitation Notice

July 31, 2020: Full Paper Submission Deadline