

# Call for Papers

## Internet Research:

### Digital Transformation and Consumer Experience

**Special Issue for 2020 ICAMA (International Conference of Asian Marketing Associations) Seoul, Korea on March 6, 2020**

Guest Editors for the special issue:

**Prof. Dong-Mo Koo**, Kyungpook National University, Daegu, Korea  
([unlimited@knu.ac.kr](mailto:unlimited@knu.ac.kr))

**Prof. Jungkeun Kim**, Auckland University of Technology, New Zealand  
([jungkeun.kim@aut.ac.nz](mailto:jungkeun.kim@aut.ac.nz))

**Prof. Taewan Kim**, Sungkyunkwan University, Seoul, Korea ([tak2@skku.edu](mailto:tak2@skku.edu))

Recent advances in digital transformation such as artificial intelligence and big data have fueled the digital marketing practices to proliferate. These advances have not only affected how consumers live, but also changed how firms do business and interact with consumers. Leading global firms have made “digital transformation” a priority for their business.

Asian countries have been at the forefront of the digital transformation, and leading Asian firms are taking a lead in digitalization of their businesses. As a result, marketing practices are quickly becoming digitalized. For instance, mobile technology has permeated Asian consumers’ everyday life with the 88 and 83 percent of adoption rates in Singapore and Korea respectively, and many of Asian firms such as Line and WeChat, taking advantage of this change, have successfully offered products and services for consumers in Asia. Although digital technology is integrated as an essential part of Asian consumers’ everyday life, how digital marketing has affected consumers, firms and the interaction of them in an Asian context remain largely unexplored to date.

This special issue focusing on “Digital Transformation and Consumer Experience” welcomes papers with any topics related to the current digital marketing and advertising practices. Suggested topics include (but are not limited to):

- Improving consumer experience and customer relationship management
- How digital transformation changes marketing communications: search engine marketing and search engine optimization, display advertising, programmatic advertising
- Marketing- and advertising-technology, and new technologies in marketing

- Social media marketing: social media optimization, CRM via social media
- Search engine advertising: search engine optimization, cross-media optimization, competition in search advertising
- Artificial intelligence, machine learning and deep learning in marketing
- Personalized advertising and marketing practices
- Mobile marketing: location-based promotion, impact of mobile technology on retail industry

### **Tentative Schedule for special issue of Internet Research in ICAMA 2020**

December 4, 2019: Extended Abstract Submission

January 4, 2020: Acceptance Notice (Conference)

February 14, 2020: Revise and Resubmission (if it's necessary)

March 6, 2020: ICAMA 2020 Conference in Seoul, Korea

March 31, 2020: Special Issue Invitation Notice

May 20-June 10, 2020: Full Paper submission through the online editorial management system

### **For More Information:**

Professor Taewan Kim: [tak2@skku.edu](mailto:tak2@skku.edu)

2020 ICAMA in Seoul: <http://www.kma.re.kr>

E-mail: [kma@kma.re.kr](mailto:kma@kma.re.kr)