

Call for Papers

International Journal of Advertising

“2018 International Conference of Asian Marketing Associations at Bangkok”

GUEST EDITORS: **Jong-Ho Lee**, Korea University Business School & **Ji Hee Song**, University of Seoul

Submission Deadline: December 20, 2017

Best papers dealing with advertising topics from submissions to the ‘2018 ICAMA (International Conference of Asian Marketing Associations) at Bangkok’ (Bangkok, Thailand, April 20th-22nd, 2018) will be considered for publication in a special issue or a section of *International Journal of Advertising*.

IJA is a leading source of authoritative analysis and international coverage of all aspects in advertising and marketing. IJA focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective. We welcome papers that advance our knowledge in advertising.

Tentative Schedule for the IJA special issue for ICAMA 2018

Dec. 20 2017: Extended Abstract Submission

Feb. 20 2018: Acceptance Notice (Conference)

Mar. 31 2018: Revise and Resubmission (if it's necessary)

Apr. 20-22 2018: ICAMA Conference at Bangkok

May 11 2018: Special Issue Invitation Notice

Jun. 22-Jul.11 2018: Paper submission through the IJA online editorial management system

Please contact Professor Jong-Ho Lee (Korea University Business School).

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Submission Guidelines for Conference

- Submission Deadline for Extended Abstract: December 20th, 2017

Please follow the submission guidelines of 2018 ICAMA at Bangkok for the extended abstract.

Please submit a single MSWord file to the e-mail address above.

Submission Guidelines and Review Process for Selected Papers

- Full Paper Submission Deadline: July 11th, 2018

Best papers dealing with advertising topics from the '2018 ICAMA at Bangkok' will be invited for consideration of publication in a special issue of *International Journal of Advertising*.

Submissions should follow the manuscript format guidelines for IJA at

<http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions>. Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time. Manuscripts should not exceed 8000 words, including references, tables/figures, and appendices.

All manuscripts should be submitted through the IJA online editorial management system at

<http://www.edmgr.com/i-j-a/default.aspx>, during the period of June 22 through July 11 2018. Authors should select "Special Issue: ICAMA 2018" as "Article Type". Also, please note in the cover letter that the submission is for the Special Issue for ICAMA 2018.

Manuscripts will go through a peer review process, and the Special Issue is planned to appear in a 2019 issue.

For More Information:

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2018 ICAMA at Bangkok:

http://www.kma.re.kr/modules/doc/index.php?doc=icama&__M_ID=110

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