

# Call for Papers

## *Asia Marketing Journal*

**Special Issue for 2020 International Conference of Asian Marketing Associations (ICAMA) in Seoul, Korea on March 6<sup>th</sup> 2020**

**Special Issue Topic:**  
***Changing Marketing Rooted in Martech and/or Innovation***

Guest Editors:

**Prof. Jaehwan Kim**, Korea University Business School, Seoul, Korea ([jbayes@korea.ac.kr](mailto:jbayes@korea.ac.kr)) &  
**Prof. Ji Hee Song**, University of Seoul, College of Business Administration, Seoul, Korea  
([jiheesong@uos.ac.kr](mailto:jiheesong@uos.ac.kr))

*Asia Marketing Journal* presents this call for papers for a special issue of 2020 International Conference of Asian Marketing Associations. Best papers dealing with "***Changing Marketing Rooted in Martech and/or Innovation***" from submissions to the 2020 ICAMA in Seoul (Korea, March 6<sup>th</sup>) will be considered for publication in a special issue.

Nowadays, transformative marketing is requested from practical and academic perspectives, which operates in an environment rooted in martech and/or innovation. Moreover, given that the theme of 2020 ICAMA in Seoul is titled "Expanding the boundary of marketing research beyond Asia," the paper is acceptable as long as it relates to Asia in terms of theoretical, substantive, or methodological issues, focusing on the important role of martech and/or innovation in marketing, marketing practice, marketing education, or marketing and public policy. The preferred topics of top priorities are martech issues including marketing strategy issues using data, DSMM (digital, social media, and mobile) marketing, and platform-related marketing strategy. In addition, topics in this special issue may include, but are not limited to, the following:

- Selected relationships among market (customer) knowledge, market (customer) information assets, market (customer) information analysis capabilities, marketing strategy dimensions, and performance
- Innovative marketing actions and new product development
- DSMM (Digital, Social Media, Mobile) marketing
- Platform business model and marketing issues along with the role of data and/or innovation
- Entrepreneurial marketing management issues along with the role of data and/or innovation
- Changes needed with the emerging importance of martech (including data-related privacy) and/or innovation in
  - ✓ core philosophy & principles of marketing and marketing strategy issues
  - ✓ brand management and customer management (including CRM)
  - ✓ consumer behavior/consumer decision journey and marketing communication issues
  - ✓ shopper behavior and retailing (including omni channel) management
  - ✓ marketing analytics,
  - ✓ services marketing (service-dominant logic), customer participation, and value co-

- ✓ creation
- ✓ optimal media strategy
- ✓ b2b marketing and salesforce management
- ✓ marketing organizational agility
- ✓ public policy & marketing

### **Tentative Schedule for the AMJ special issue for 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 Conference in Seoul, Korea

March 31, 2020: Special Issue Invitation Notice

May 20~June 10, 2020: Full paper submission through the AMJ online editorial management system

### **Submission Guidelines for Conference**

- Submission Deadline for Extended Abstract: December 4, 2019

Please follow the submission guidelines of 2020 ICAMA in Seoul for the extended abstract.

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

### **Submission Guidelines and Review Process for Selected Papers**

- Full Paper Submission Period: May 20~June 10, 2020

Best papers dealing with **"Changing Marketing Rooted in Data and/or Innovation"** from submissions to the 2020 ICAMA in Seoul will be invited for consideration of publication in a special issue of *Asia Marketing Journal (AMJ)*.

All manuscripts should be submitted through AMJ online manuscript management system (at <https://www.amj.kr>) and follow the author submission guidelines of AMJ (see author's guidelines at <http://www.amj.kr/sobis/kma.jsp>). Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time.

Authors should select "Special Issue: ICAMA 2020" as "Article Type". In addition, please indicate in the cover letter that the submission is for the Special Issue for ICAMA 2020.

Manuscripts will go through a peer review process, and the Special Issue is planned to appear in an issue in 2020 or 2021.

### **For More Information:**

Professor, Jaehwan Kim: [jbayes@korea.ac.kr](mailto:jbayes@korea.ac.kr) or

Professor, Ji Hee Song: [jiheesong@uos.ac.kr](mailto:jiheesong@uos.ac.kr)

2020 ICAMA in Seoul: [http://kma.dubuplus.com/icama\\_cfp](http://kma.dubuplus.com/icama_cfp)

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

*Asia Marketing Journal is an international and interdisciplinary forum for research and debate in the general marketing issues focusing on the substantive domain as well as Asian environment. The journal was launched in 1998 by KMA (Korean Marketing Association) and has been indexed in Korea Citation Index (KCI) since 2003, aiming to get SCOPUS index and eventually SSCI index.*