2018 ICAMA the 4th:
The Additional 2nd Call for Papers (2 차 추가 논문모집)

The 2nd Submission Deadline: January 10, 2018

2018 ICAMA 의 논문발표 요청이 많아, 세션공간을 더 확보하여 발표논문을 추가로 받기로 결정하였습니다. 발표논문 추가모집은 2018 년 1 월 10 일 자정까지 입니다. 2018 ICAMA 의 모든 일정은 아래와 같이 이전에 공지된 일정에 최대한 맞추어 진행될 예정입니다.

There have been many requests for paper presentations for 2018 ICAMA, so we prepare more session space and decide to receive more paper submissions. The deadline for the 2nd call for papers is January 10th, midnight. All schedules for 2018 ICAMA will be proceeding on in accordance with previously announced schedule.

"2018 International Conference of Asian Marketing Associations at Bangkok"

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 special issues or sections of *International Journal of Advertising*, *Psychology and Marketing, and Asia Marketing Journal.*

■ **Tentative Schedule for the special issue for ICAMA 2018**

Jan. 10 2017: 2nd Extended Abstract Submission

Feb. 20 2018: Acceptance Notice (Conference)

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

Apr. 20-22 2018: ICAMA at Bangkok

May 11 2018: Invitation Notice for Special Issues

Jun. 22-Jul.11 2018: Invited paper submission for full paper review of P&M, IJA, and AMJ, respectively.

■ **Submission Guidelines** (Deadline: January 10, 2018)

Please follow the submission guidelines of 2018 ICAMA at Bangkok for the extended abstract. Please submit a single MSWord file to the KMA e-mail.

1) **Working Language:** All Papers or abstracts should be submitted and presented in English

2) **Areas of interest (Research tracks)**

ICAMA 2018 will bring together researchers who are interested in a wide range of marketing issues.

Track 1 : International Journal of Advertising (Special issue)
Track 2 : Psychology and Marketing (Special issue)
Track 3 : Asia Marketing Journal (Special issue)
Track 4 : Others

3) **Paper type options**
Full paper (up to 20 double-spaced pages with a one page single-spaced abstract), or extended abstract only (2-4 single-spaced pages, clearly stating your (1) Research Question, (2) Method & Data used (not applicable for non-empirical papers), (3) Summary of Findings, and (4) Key Contributions.).

4) **Formatting basics :**
File Types: Microsoft Word

Format & Style for Papers: excluding references, exhibits, and appendices - must not exceed 20 double spaced pages prepared in 12-point font and a standard one-inch margin. Papers that exceed this limit will be rejected.

To assure a blind review, authors must avoid revealing their identities in the body or reference section of the paper. Authors should do the following: *Do not include a front page with author-identifying information. Remove author identifying information from the document's file properties.*

After acceptance notification, the contributors of accepted papers will be asked to submit papers including a front page with author-identifying information. Complete contact information for all authors including name, mailing address, phone number and e-mail will be required.

5) **Submission procedures**
Each paper can be submitted to only ONE track. Submitted papers will undergo a peer review process. All paper submissions should be submitted to kma@kma.re.kr. Please indicate following information in your submission email.

* Author(s) name / title / University or Organization
* Title of paper
* Research track

We are looking forward to receiving your paper submission.
Thank you.

2018 ICAMA (International Conference of Asian Marketing Association)
hosted by KMA (Korean Marketing Association)

Conference Chair and President of KMA, Sang Yong Kim, Korea University
Organizing Committee Chair, Jai Hak Chung, Sogang University
Preparatory Committee Chair, Chang Hyun Lee, Hallym University