

# Call for Papers

## 2016 International Conference of Asian Marketing Associations (ICAMA) in Beijing

<http://www.icama2016.gsm.pku.edu.cn/>

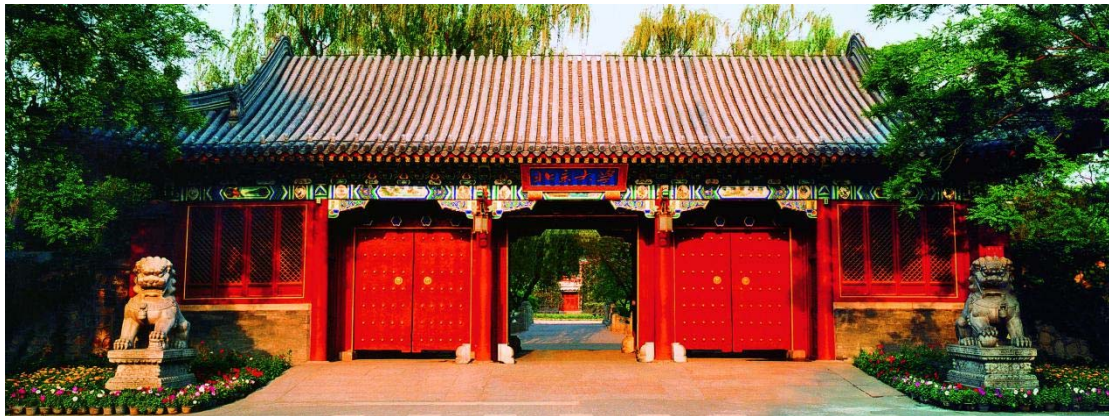
Theme: “Marketing Innovation in Asian Markets:  
Challenges and Opportunities”

Date: October 21-22, 2016

Venue: Peking University, Beijing, China

Paper Submission Deadline: July 30, 2016

Early Bird Registration Deadline: September 20, 2016



The International Conference of Asian Marketing Associations (ICAMA) is organized by three major Asian marketing academic associations from China, Japan, and Korea. The first ICAMA was held in Seoul, Korea in 2014 and the second ICAMA was held in Tokyo, Japan in 2015. The third ICAMA will be held in Beijing, China in 2016 with the conference theme of “Marketing Innovation in Asian Markets: Challenges and Opportunities”. Researchers who are interested in marketing issues in Asia are all welcome to present their work. Come to share your ideas, and to find new friends in Asia!

2016 ICAMA Hosting Association,  
China Marketing Association of University (CMAU)

### **ICAMA Organizing Associations**

China Marketing Association of University (CMAU)

Japan Society of Marketing and Distribution (JSMD) \* ICAMA 2015 Hosting Association

Korea Marketing Association (KMA) \* ICAMA 2014 Hosting Association

### **ICAMA 2016 Hosting Institution**

Guanghua School of Management, Peking University, Beijing, China

### **Sponsoring Journals**

Journal of Marketing Science (Editor: Prof. Guoqun Fu)

Asia Marketing Journal (Editor: Prof. Jaihak Chung)

## **Paper Submission Guidelines**

### **1) Working Language: English**

All Papers or abstracts should be submitted and presented in English

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

ICAMA 2016 will bring together researchers who are interested in a wide range of marketing issues related to Asian markets.

Track I: Consumer Behavior

Track II: Marketing models

Track III: Marketing strategy

Track IV: Others

Track V: Doctoral Consortium

### **3) Paper type options**

Full paper (up to 20 double-spaced pages with a one page single-spaced abstract), or 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 or PDF

#### **Format & Style for Papers:**

Submitted 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**

All submissions should be made electronically. The online submission system has opened for authors: <http://form.mikecrm.com/f.php?t=Yhu1kp>

Each paper can be submitted to only ONE track. Submitted papers will undergo a peer review process.

### **6) Submission Deadline**

July 30, 2016

## **Conference Schedule \*tentative**

### **Day 1) October 20, 2016 (Thursday)**

15:00–18:30 Registration

### **Day 2) October 21, 2016 (Friday)**

08:30–9:00 Registration

09:00–12:00 **Opening Ceremony+ Keynote Speech**

12:00–13:30 Lunch

14:00–17:30 Track I: Consumer Behavior

Track II: Marketing models

Track III: Marketing strategy

Track IV: Others

Track V: Doctoral Consortium

18:00–20:00 Welcome dinner

### **Day 3) October 22, 2016 (Saturday)**

09:00–12:00 Track I: Consumer Behavior

Track II: Marketing models

Track III: Marketing strategy

Track IV: Others

Track V: Doctoral Consortium

12:00–13:30 Lunch

14:00–15:50 Award Ceremony

## Registration Information

### 1) Registration fees

	Early Bird (Till Sep 20)	Standard	Onsite
Regular	\$200/¥1200	\$300/¥1800	¥1800
Students	\$150/¥900	\$200/¥1200	¥1200

### 2) Delegate registration fee includes

(1) Admission to the opening ceremony, academic sessions, the networking dinner of Day 2, (2) conference materials, and (3) lunch.

### 3) Payment

All conference registration fees should be paid in RMB or USD via the online system. The payment system will be informed in conference websites :  
<http://www.icama2016.gsm.pku.edu.cn/>

### 4) Cancellation

Sorry, the registration fee is not refundable.

### 5) Important notice

At least one author of each accepted paper must register and deliver a presentation in order for the paper to appear in the final versions of the conference program and the proceedings.

## Awards

The ICAMA Award Committee will select up to five papers to receive the best conference paper awards. Submitted papers will also be considered for honorable mentions and the best doctoral students' paper awards. The committee will also bestow several distinguished service awards. Only papers submitted in the full paper format will be considered for awards.

## Contact Information

For any questions about the conference, please contact us at  
[jms2016@gsm.pku.edu.cn](mailto:jms2016@gsm.pku.edu.cn).

Please refer to our conference homepage for more information:  
<http://www.icama2016.gsm.pku.edu.cn/>