

2020 ICAMA-KAS Conference

April 24-25, Bangkok, Thailand

Call for Papers

**Theme: Marketing and Advertising in an Age of Radical
Change**

Submission Deadline: February 22, 2020

Hosts

Korean Marketing Association

Korea Advertising Society

Thammasat Business School

1. Conference Theme

Marketing and advertising landscapes have changed dramatically in recent years. Social network, streaming services, big data, and artificial intelligence changed how consumers consume media, shop products, and acquire and disseminate information. These radical changes create new research questions. The 2020 ICAMA-KAS conference is a platform for researchers in Asia to share the latest developments in marketing and advertising.

2. Sponsoring Journals

ICAMA-KAS Bangkok conference assembled two special issues and two special sections from well-established international journals: special issues with *JBR(Journal of Business Research)* and *IJA(International Journal of Advertising)*, and special sections at regular issues with *IJRM(International Journal of Marketing in Research)* and *APJML(Asia Pacific Journal of Marketing and Logistics)*. In addition, we invite participants to submit papers to be considered for publication at *International Journal of Research in Marketing*.

2.1 JOURNAL OF BUSINESS RESEARCH

Special Issue: The Future of Marketing & Advertising in Asia.

Journal of Business Research will publish a special issue with selected papers presented in specified tracks of this conference. The overall theme of the special issue is: “The Future of Marketing & Advertising in Asia.” Participants who would like their papers to be considered for publication in the JBR special issue should submit extended abstracts by January 31, 2020 to jbr.icama@gmail.com. The detailed format of the extended abstract is described in the next section.

Guest Editors:

Prof. Jin K. Han (jkhan@smu.edu.sg), Singapore Management University, Singapore
Prof. Sangman Han (smhan@skku.edu), Sungkyunkwan University, Seoul, Korea
Prof. Yung Kyun Choi (choiyung@dgu.edu), Dongguk University, Seoul, Korea

This special issue welcomes papers with any topics related to the current and future changes in marketing and advertising practices in Asia. Suggested topics include (but are not limited to):

- How does technology affect consumer decision-making process?
- What are the effective strategies to engage consumers?
- The role of the technology interface such as chatbots and Alexa in marketing & advertising

- Omni channel strategy
- Macro trends (e.g. ageing, economic downturn, trade wars) influencing consumers
- Measuring media efficacy
- Integrating marketing communication campaigns across different platforms
- Efficacy of traditional media vs. new media
- Retargeting
- Current best practices in utilizing machine learning
- Digital transformation and consumer experience: 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
- Artificial intelligence, machine learning and deep learning in marketing and advertising
- Personalized advertising and marketing practices
- Mobile marketing: location-based advertising & promotion, impact of mobile technology on retail industry

Schedule for the JBR special issue on “The Future of Marketing & Advertising in Asia”

February 22, 2020: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if it’s necessary)

April 24-25, 2020: ICAMA-KAS International Conference in Bangkok, Thailand

May 10, 2020: Special Issue Invitation Notice

June 15-July 31, 2020: Full Paper submission period through the JBR EES portal for special issue consideration

2.2 INTERNATIONAL JOURNAL OF ADVERTISING

Special Issue: Information Technology and Advertising in Asia

International Journal of Advertising will publish a special issue on “Information Technology and Advertising in Asia” with best papers presented at the ICAMA conference. Participants who would like their papers to be considered for publication in

the IJA special issue should submit extended abstracts by January 31, 2020 to ija.icama@gmail.com. The detailed format of the extended abstract is described in the next section.

Guest Editor:

Prof. Yuri Seo (y.seo@auckland.ac.nz), The University of Auckland Business School, New Zealand

Prof. Jong-Ho Lee (jongholee@korea.ac.kr), Korea University, Seoul, Korea

Digital revolution is fundamentally transforming marketing practices, making them more interactive, experience-based, personalized, data-driven, and accountable. Digital advertising can make customers more engaging with and loyal to brands via creative and innovative digital technologies such as social media, AR/VR, artificial intelligence, big data analytics tools, etc. In particular, social media advertising has become a quintessential communication tool for marketers to build long-lasting relationships with customers. Thus, leading global firms have made “digital transformation” a priority for their business.

The special issue invites papers with any topics related to the current digital advertising practices in Asia. Suggested topics include (but are not limited to):

- Innovative digital advertising practices (e.g., keyword search advertising, native advertising, mobile advertising, VR/AR advertising, etc.)
- Artificial intelligence, machine learning and deep learning in marketing
- Social media advertising practices (e.g., in-feed advertising in SNS, influencer marketing in SNS, etc.)
- Effectiveness of digital and social media advertising
- Consumer behaviour in digital and social media advertising
- Creativity in digital and social media advertising
- Cross-cultural issues in digital and social media advertising
- Technology integration and application in digital and social media advertising in Asia
- Digital transformation and advertising practices

Schedule for the IJA special issue on “Information Technology and Advertising in Asia”

February 22, 2020: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if it’s necessary)

April 24-25, 2020: ICAMA-KAS International Conference in Bangkok, Thailand

May 10, 2020: Special Issue Invitation Notice

June 15-July 31, 2020: Full Paper submission period through the IJA Scholar One portal for the special issue consideration

2.3 ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS

Special Section: Creative Shared Value (CSV) through marketing and advertising in Asia-Pacific

Guest Editors: Prof. Chan Su Park (chansu@korea.ac.kr), Korea University, Seoul, Korea

Prof. Sejung Marina Choi (bluemarina73@korea.ac.kr), Korea University, Seoul, Korea

Prof. Alisara Charinsarn (alisara@tbs.tu.ac.th), Thammasat University, Bangkok, Thailand

Social values refer to values created by firms' business to solve social problems such as unemployment, poverty, pollution, and inequality. While corporate social responsibility (CSR) or corporate philanthropy are intended to give back to the society or to alleviate the harm the business may cause, more and more firms move beyond CSR, recognize the importance of creating social values (CSV), and understand solving social problems as not just responsibilities but opportunities to create both economic and social values.

Several pioneering firms on this front are now pursuing 'double bottom lines' consisting of both economic and social values in their business model. Despite the rising impact of CSV, the topic remains largely underdeveloped in its research and applications. This Special Section aims to fill this gap and calls for papers that are motivated by the potential of CSV or that discuss any related theme.

Given the overarching theme, papers that address the following suggested topics or any other related topics are welcome:

- Social Marketing
- Social Venture
- Public Service Advertising
- Corporate Sustainability
- Cause-Related Marketing
- Green Marketing
- Ethical Marketing
- Corporate Social Responsibility
- Corporate Philanthropy

Schedule for the APJML Special Section on “Creating Shared Value (CSV) through

Marketing and Advertising in Asia-Pacific”

February 22, 2019: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if necessary)

April 24-25, 2020: ICAMA & KAS International Conference in Bangkok, Thailand

May 15, 2020: Special Issue Invitation Notice

July 31, 2020: Full Paper Submission Deadline

2.4 INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING

Guest Editor: **Prof. Donghoon Kim**, Yonsei University, Seoul, Korea (dhkim@yonsei.ac.kr)

We are delighted to announce that we (Korean Marketing Association and Korea Advertising Society) are collaborating with the *International Journal of Research in Marketing* (IJRM) on a special section to include manuscripts based on accepted submissions to the 2020 ICAMA-KAS International Conference. We are open to submissions that address important and substantive questions related to the conference theme – Evolution of New Marketing Trends in Asia and World, specifically, technology interface and new media environment with marketing and advertising practice.

Authors of some of the submissions accepted for the conference may be invited by the conference committee to submit their manuscripts for this special section of IJRM by (date: July 31, 2020). All manuscripts submitted to IJRM will go through the regular review process. Consistent with IJRM policy, the Journal will not consider submissions for special section in the Journal that have been previously rejected at IJRM. Note that acceptance for the conference does not automatically mean acceptance for the journal.

Schedule for the IJRM special section for 2020 ICAMA-KAS International Conference

February 22, 2020: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if it's necessary)

April 24-25, 2020: ICAMA-KAS International Conference in Bangkok, Thailand

May 31, 2020: Special Section Invitation Notice

July 31, 2020: Full Paper submission to IJRM for special section consideration

2.5 AMJ (Asian Marketing Journal)

Theme: *Changing Marketing Rooted in Martech and/or Innovation*

Guest Editors:

Prof. Jaehwan Kim, Korea University Business School, Seoul, Korea (jbayes@korea.ac.kr)
&

Prof. Ji Hee Song, University of Seoul, College of Business Administration, Seoul, Korea
(jiheesong@uos.ac.kr)

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
 - shopper behavior and retailing (including omni channel) management
 - marketing analytics,
 - services marketing (service-dominant logic)
 - optimal media strategy
 - b2b marketing and salesforce management
 - marketing organizational agility
 - public policy & marketing

Schedule for the AMJ special issue

February 22, 2019: Extended Abstract Submission

February 28, 2020: Acceptance Notice (Conference)

March 31, 2020: Revise and Resubmission (if necessary)

April 24-25, 2020: ICAMA & KAS International Conference in Bangkok, Thailand

May 15, 2020: Special Issue Invitation Notice

July 31, 2020: Full Paper Submission Deadline

For More Information:

Professor, Jaehwan Kim: jbayes@korea.ac.kr or

Professor, Ji Hee Song: jiheesong@uos.ac.kr

2.6 Korean Journal of Advertising (Korean)

Korean Journal of Advertising (광고학연구) invites scholars to present papers in Korean at the ICAMA & KAS 2020 conference. Selected papers from the conference would be considered for publication at Korean Journal of Advertising.

All of papers presented in the ICAMA & KAS 2020 in Bangkok are eligible for review toward inclusion in Korean Journal of Advertising. The manuscript should be submitted in extended abstract but we accept full papers either in English or in Korean language.

3. Submission Instruction

All submissions should be made electronically via specified email addresses of respective special issue of the journal participating in the conference.

Journal of Business Research: jbr.icama@gmail.com

International Journal of Advertising: ija.icama@gmail.com

Asia Pacific Journal of Marketing and Logistics: apjml.icama@gmail.com

International Journal of Research in Marketing: ijrm.icama@gmail.com

It is **mandatory** that at least one author of all accepted papers should register for and present the paper at the conference. All submitted papers are reviewed with a double-blind process.

Format and Style of Extended Abstracts

Papers should be submitted electronically in either PDF or Word format. Please include 1) Title, 2) Short Abstract (50 words), 3) Extended Abstract (750 to 1000 word limit), 4) Table or Figure (optional), and 5) References. References do not count against the word limit.

Authors should not reveal their identities in the body or reference of the paper. Please remove the author identifying information from the document's file properties.

A confirmation email that we have received the submission would be sent to the author who submitted the paper.

4. Code of Ethics

Authors submitting papers to ICAMA 2020 conference must adhere to the following code of ethics:

1. Submission of the same manuscript to multiple sponsoring journals is not permitted
2. Submitting authors should specify who will present papers at the conference.
3. Submitted papers should not already be published in any journal or other publications such as books and book chapters.