

Call for Papers

Asian Business & Management: Emerging Marketing Trends in Asia

Special Issue for 2020 ICAMA (International Conference of Asian Marketing Associations)

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Guest Editors for the special issue:

Prof. Tony Garrett, Korea University Business School, tgarrett@korea.ac.kr

Prof. Youngjee Han, SKK Business School, Sungkyunkwan University, yjhan@skku.edu

Marketing practices are rapidly changing across the world with the advent of information technology and environmental changes. The emerging marketing trends such as voice search and personalized promotion based on advances in information technology, and changes in marketing environment such as regulatory changes have significantly influenced how consumer behave and interact with firms. Coping with these trends, firms are consistently changing their strategies and practices adapting to new marketing trends.

Asian market has grown as the largest and most important market for multinational firms and global brands. Not only Asian firms have grown as leading global firms, but also non-Asian firms looking for new opportunities consider Asian market increasingly important. As a result, both Asian and non-Asian firms are fiercely competing in the Asian market.

The fast changing marketing practices in Asia given the emerging trends in marketing raise many important questions to scholars and practitioners: yet, much of them remain largely unexplored to date. Thus, this special issue focusing on “Emerging Marketing Trends in Asia” welcomes papers with any topics related to the emerging marketing trends and current marketing strategy and consumer behavior in Asia. Suggested topics include (but are not limited to):

- Information technology and consumer experience: improving consumer experience and customer relationship management.
- Marketing environmental changes in Asia: regulatory and environmental changes, consumer privacy and data rights, etc.
- Recent developments in marketing communications in Asia.
- Competitive landscape in Asian markets.
- Marketing- and advertising-technology, and new technologies in marketing
- Search engine marketing, social media marketing, and consumer relationship management via online marketing
- Integrated marketing communications management: cross media synergies, cross media optimization.
- Artificial intelligence, machine learning and deep learning in marketing
- Personalized advertising and marketing practices
- Mobile marketing: location-based promotion, impact of mobile technology on retail industry

Tentative Schedule for Asian Business & Management special issue for 2020 ICAMA

January 4, 2020: Extended Abstract Submission

January 11, 2020: Acceptance Notice (Conference)

February 14, 2020: Revise and Resubmission (if it's necessary)

March 7, 2020: ICAMA Conference in Seoul, Korea

March 31, 2020: Special Issue Invitation Notice

May 20-June 10, 2020: Paper submission through the online editorial management system

For More Information:

Professor Youngjee Han: yjhan@skku.edu

2020 ICAMA in Seoul: <http://www.kma.re.kr>

E-mail: kma@kma.re.kr
