

Call for Papers

International Journal of Research in Marketing: Evolution of New Marketing Trends in Asia and the World

Special Section for 2020 ICAMA-KAS International Conference

(October 31-November 1, Jeju, Republic of Korea & Online*)

*Scholars from overseas may participate in the conference by uploading their video presentation on conference website.

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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. 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

August 31, 2020: Extended Abstract Submission

September 14, 2020: Acceptance Notice (Conference)

October 31-November 1, 2020: 2020 ICAMA-KAS International Conference in Jeju, Republic of Korea & Online (Overseas scholars can participate online)*

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November 16, 2020: Special Section Invitation Notice

December 14, 2020: Full Paper Submission to IJRM for special section consideration