

# Call for Papers

## **Asia Pacific Journal of Marketing and Logistics: Creating Shared Value (CSV) through Marketing and Advertising in Asia-Pacific**

**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.

Guest Editors:

Prof. Chan Su Park ([chansu@korea.ac.kr](mailto:chansu@korea.ac.kr)), Korea University, Seoul, Korea

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

Prof. Alisara Charinsarn ([alisara@tbs.tu.ac.th](mailto: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”**

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 Deadline