

# Call for Papers

## International Journal of Advertising: Information Technology and Advertising in Asia

**Special Issue of 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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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 “Information Technology and Advertising in Asia” welcomes 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”**

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 Issue Invitation Notice

December 14, 2020: Full Paper Submission Deadline through the IJA Scholar One portal for the special issue consideration