

Call for Papers

Journal of Business Research: The Future of Marketing & Advertising in Asia

**Special Issue for 2020 ICAMA-KAS International Conference
(Jeju, Republic of Korea & Online* on October 31-November 1, 2020)**

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

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Recent advances such as proliferation of streaming services, shift to online retail, development of artificial intelligence, and availability of big data have brought dramatic changes in marketing and advertising environment. These advances have not only affected how consumers live, but also changed how firms do business and interact with consumers.

Asian countries have been at the forefront of the transformation. For instance, mobile technology has permeated Asian consumers' everyday life with the 88 and 83 percent of adoption rates in Singapore and Korea respectively, and many of Asian firms such as Line and WeChat, taking advantage of this change, have successfully offered products and services for consumers in Asia. Rapid adoption of technology in Asia resulted in changes in consumer purchasing patterns. E-commerce sales account for 16.6% of total retail sales in China compared to 8.9% in the US and 11.2% in Germany.

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):

- Impact of COVID-19 pandemic on marketing and advertising practice
- Post-Corona changes in consumer behavior and consumer culture
- 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
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- 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”

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 JBR EES portal for special issue consideration