



## **Call for Papers: Special Issue of *International Journal of Advertising* on New Insights in Digital and Social Media Advertising**

**Extended abstract submissions must be received by January 15, 2019**

Digital and social media platforms have transformed advertising, facilitating innovative ways to reach, inform, engage, interact, connect and provide service to stakeholders such as advertisers, agencies, consumers and policy makers. Technology and social media driven advertising is today regarded as a vitally important business goal by these multiple stakeholders. This special issue addresses broad questions regarding digital and social media advertising including what is the current status of digital and social media advertising? How has digital technology and social media shaped the advertising field? How does digital advertising achieve convergence with other disciplinary fields such as fashion, sport, tourism, game and art? Papers address how digital advertising achieves convergence with other disciplinary fields such as fashion, sport, tourism, games, and art are especially welcome. For this special issue, topics include but are not limited to:

- Convergence of digital advertising with multiple disciplinary fields such as fashion, sport, tourism, game and art.
- Advertising on social media such as Facebook, Twitter, Snapchat, Kakao, WeChat and Instagram.
- Technology driven advertising related to newer platforms such as AI, IoT, VR, AR, MR, 3D printer and robotics.
- Digital and social media advertising environment.
- Digital and social media advertising outcomes and effectiveness measures.
- Advertisers and agencies in digital and social media advertising.
- Digital and social media advertising and 4Ps: product, price, promotion and place.
- Digital and social media ROI.
- Experience in digital and social media advertising.
- Interactivity in digital and social media advertising.
- Big data usage in digital and social media advertising/ customized communications.

**Conference Submission and Review Process:** All submissions, reviewing and notification will be conducted electronically through e-mail. If you do not receive confirmation of your submission within seven days, please contact the guest editor mentioned below. Please submit manuscripts in an MS WORD document in Times New Roman 12-font. Extended abstract submissions should follow 2019 Global Fashion Management Conference (GFMC) guidelines Full manuscript submissions should have page numbers and be limited to 20 pages of text in length. References and citations should follow the *International Journal of Advertising* style. The manuscripts title page should include the corresponding author's name, affiliation, mailing address, telephone number, and e-mail address. Names and contact information for other authors should be included as well. Manuscripts considered for the special issue should be

original contributions and should not be under consideration for any other publication at the same time. Submissions will be evaluated by a double-blind review process. Information identifying the submission authors should only be listed on the title page.

For papers initially submitted to ‘New Insights in Digital and Social Media Advertising’ track of the 2019 Global Fashion Management Conference (GFMC) Paris, ONLY papers selected by the special issue editor will be considered for resubmission this special edition of the *International Journal of Advertising* on New Insights on Digital and Social Media Advertising. Authors whose papers are being invited for resubmission to the special issue of *International Journal of Advertising* will be notified of resubmission advertising shortly following the conference.

**Submissions should be sent to the chair of ‘New Insights in Digital and Social Media Advertising’ track of 2018 GFMC at Paris: Professor Juran Kim**, Professor of Marketing, Department of Business Administration, College of Business, Jeonju University, Cheonjam-ro 303, Jeonju, Republic of Korea, e-mail: [jrkim@jj.ac.kr](mailto:jrkim@jj.ac.kr).

**2019 GFMC at Paris Homepage:** <http://gammaconference.org/2019/>

**For More Information:**

Professor Juran Kim (Jeonju University)

Guest Editor of Special Issue of *International Journal of Advertising* on New Insights in Digital and Social Media Advertising

e-mail: [jrkim@jj.ac.kr](mailto:jrkim@jj.ac.kr)

