Global Alliance of Marketing & Management Associations (GAMMA) will organize a special session on ‘Creator Economy in Asia’ in the Marketing and the Creator Economy Conference 2023 at Columbia Business School (Nov. 30-Dec. 1, 2023).

The creator economy—a shift in power whereby individuals can build their own audiences and revenue through producing and sharing original content, products, or services on digital platforms—is revolutionizing the way we work, consume, and interact with each other. As a result, there are many implications for marketing research and practice.

This special session will concentrate on various facets of the creator economy in Asia, such as influencers, podcasting, video creation, blogging, music production, or product development. It may
also include papers on content created through generative AI (such as text or images created by ChatGPT or DALL-E), new content created on the metaverse, new web-enabled services and any form of consumer online business in Asia.

We invite researchers who work on a wide variety of creator economy research topics in Asia to submit their works. Papers to be presented at this special session may be empirical or conceptual, and the focus may be strategic, behavioral or modeling-focused.

One of the goals of the Marketing and the Creator Economy Conference 2023 is to provide feedback to researchers on their current efforts, including work in progress, as this is an emerging area. Papers presented at the conference will be eligible for submission to a forthcoming Special Issue on the topic in the International Journal of Research in Marketing (IJRM).

Submission guidelines:

The submission deadline will be September 30, 2023. You are cordially asked to submit a title page stating authors, university affiliations, and contact information, followed by eight (8) PowerPoint slides that describe the research question, conceptual framework, methodology, results, and practical and theoretical implications. Submissions will be reviewed and evaluated by the organizer and a committee of technology and marketing experts.

Submission to: gammacentraloffice@gmail.com

For More Information: GAMMA Central Office (gammacentraloffice@gmail.com)

Marketing and the Creator Economy Conference 2023

Center on Global Brand Leadership, Columbia Business School

Global Alliance of Marketing & Management Associations

Korean Scholars of Marketing Science