

Call for Papers

Asia Marketing Journal

Special Issue for 2024 International Conference of Asian Marketing Associations (ICAMA) in Osaka, Japan, November 22nd~24th, 2024
Special Issue Topic: *Emerging Technologies in Marketing*

Guest Editors: **Prof. Young Chan Kim**, Yonsei University, Seoul, Korea
Email: youngkim@yonsei.ac.kr

Asia Marketing Journal presents this call for papers for a special issue for 2024 International Conference of Asian Marketing Associations. Best papers dealing with "Emerging Technologies in Marketing" from submissions to the 2024 ICAMA in Osaka, Japan, will be considered for publication in a special issue.

The introduction of new technologies, such as generative AI, mobility, augmented reality, and virtual reality, is affecting all industries at a speed and in a direction different from the technological innovation we have seen for decades. These changes require new business models for companies and provide new experiences for consumers, while also raising ethical and social concerns. Accordingly, AMJ aims to provide a diverse academic and practical forum for discussion on the impact of continuously emerging new technologies on corporate marketing and consumer behavior.

In addition to the special issue topics, you can also submit various research papers, review papers, case studies, etc. in the field of marketing. We hope to see many professors of the Marketing Society, new researchers, and doctoral students participate.

We invite original manuscripts for this upcoming special issue. The special issue is welcoming any research topic related to Emerging Technologies in Marketing.

Tentative Schedule for the AMJ special issue for ICAMA 2024

Paper or Extended Abstract Submission Deadline: October 1, 2024

Invitation Notice for Conference Presentation: October 15, 2024

ICAMA Conference, Osaka, Japan: November 22~24, 2024

AMJ Special Issue Invitation Notice: November 30, 2024

Full paper submission deadline through the AMJ editorial management system: December 31, 2024

Please follow the submission guidelines of 2024 ICAMA for the extended abstract or the Asia Marketing Journal guideline for the full paper.

Best papers dealing with "Emerging Technologies in Marketing" from 2024 ICAMA will be invited for consideration of publication in a special issue of *Asia Marketing Journal (AMJ)*.

All manuscripts should be submitted (by 12/31/2024) through Asia Marketing Journal online manuscript management system (at <https://www.editorialmanager.com/amjrn/default.aspx>) and follow the author submission guidelines of AMJ (see information for authors at https://amj.kma.re.kr/journal/information_author.html). Manuscripts submitted to the special issue should be original contributions and should not be under consideration for any other publication at the same time.

Authors should select “Emerging Technologies in Marketing” as “Article Type”. Also, please indicate in the cover letter that the submission is for the Special Issue for ICAMA 2024. Manuscripts will go through a peer review process, and the Special Issue is planned to appear in 2025 issue.

For More Information:

Professor Young Chan Kim: youngkim@yonsei.ac.kr

2024 ICAMA Home Page: [https://kma.re.kr/homepage/custom/About ICAMA 2024](https://kma.re.kr/homepage/custom/About_ICAMA_2024)

Asia Marketing Journal (AMJ) is a double-blind refereed journal for which all manuscripts are reviewed by Editorial Review Board members and ad hoc reviewers. AMJ is published on a quarterly basis by the Korean Marketing Association (KMA), the largest scholarly and professional organization devoted to marketing field across Global and Asia areas. Since 1998, AMJ has published leading-edge articles and cases which have the potential to impact academics and practice in the Marketing field. The journal is indexed in ESCI (Emerging Sources Citation Index) and SCOPUS.