

# Call for Papers

## 2024 International Conference of Asian Marketing Associations

### (ICAMA) in Osaka, Japan

Conference Theme: Bridging the Innovative Technologies to Marketing in Asian Markets

**Date: November 22–24, 2024**

**Venue:** Osaka International Convention Center

**Host:** Korean Marketing Association (KMA)

#### **Sponsoring Journals**

*Asia Marketing Journal*

*Asia Pacific Journal of Marketing and Logistics*

*Journal of Retailing and Consumer Services*

#### **Sponsoring Institution**

Ritsumeikan University (Japan)

Mark your calendar for the 7th International Conference of Asian Marketing Associations (ICAMA), which will be held from November 22 to 24 in Osaka, Japan. The conference aims to bring together marketing scholars, industry leaders, marketing professionals, and tech innovators to explore the latest technologies and innovative approaches shaping the marketing landscape in Asia.

ICAMA represents a collaborative effort by prominent Asian marketing academic associations from Korea, Japan, and China. Since its inception in 2014 in Seoul, Korea, ICAMA has served as a platform for thorough research and valuable discussions in Marketing and related fields. This collaborative approach ensures diverse perspectives and high credibility in the study and discussions presented at the conference.

This year's conference will focus on integrating innovative technologies with marketing. For example, two keynote speeches addressing crucial issues related to this theme will headline the plenary session. All marketing researchers are encouraged to present their work and participate in insightful conversations. The event presents an unparalleled opportunity to connect with peers and participate in this enriching experience in Osaka, Japan – a historically and scenically captivating city.

Don't miss the chance to expand your professional network and forge new collaborations. We will keep you updated with detailed conference information.

Korean Marketing Association President

Jaihak Chung

Conference Co-Chairs

Changju Kim, Hee-Kyung Ahn

## ICAMA 2024 Organizer

Korean Marketing Association (KMA), Korea

## ICAMA 2024 Sponsoring Institution

Ritsumeikan University, Japan

## Conference Co-Chairs

Changju Kim (Ritsumeikan University, Japan)

Hee-Kyung Ahn (Hanyang University, Korea)

## ICAMA 2024 Sponsoring Journals (Special Issues and Sections)

- Asia Marketing Journal (Scopus, Guest Editor: Youngchan Kim)
- Asia Pacific Journal of Marketing and Logistics (SSCI, Guest Editors: Jaihak Chung & Hee-Kyung Ahn)
- Journal of Retailing and Consumer Services (SSCI, Guest Editors: Jungkun Park & Weon Sang Yoo)

## Special Issues and Sections

### ASIA MARKETING JOURNAL

**Best Papers of ICAMA 2024:** *Asia Marketing Journal* will publish a special issue, “*Bridging the Innovative Technologies to Marketing in Asian Markets*” for best papers of ICAMA 2024, presented at the tracks of ICAMA 2024. **Guest Editor: Professor Youngchan Kim, Yonsei University, Korea, Email: [youngkim@yonsei.ac.kr](mailto:youngkim@yonsei.ac.kr), TEL: +82-2-2123-5468**

### ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS

**Best Papers of ICAMA 2024:** *Asia Pacific Journal of Marketing and Logistics* will publish a special section, “*New Wave to Marketing Strategy and Consumer Study under Big Tech Era*” for best papers of ICAMA 2024, presented at the tracks of ICAMA 2024. **Guest Editor: Professor Jaihak Chung, Sogang University, Korea, Email: [jaihak@sogang.ac.kr](mailto:jaihak@sogang.ac.kr), TEL: +82-2-795-8859 and Hee-Kyung Ahn, Hanyang University, Korea, Email: [hkahn@hanyang.ac.kr](mailto:hkahn@hanyang.ac.kr), TEL: +82-2-2220-2600.**

### JOURNAL OF RETAILING AND CONSUMER SERVICES

**Best Papers of ICAMA 2024:** *Journal of Retailing and Consumer Services* will publish a special issue, “*Innovations for Smart and Sustainable Retailing*” for best papers of ICAMA 2024, presented at the tracks of ICAMA 2024. **Guest Editors: Professor Jungkun Park, Hanyang University, Korea, Email: [viroid2007@gmail.com](mailto:viroid2007@gmail.com), TEL: +82-2-2220-2691 and Weon S. Yoo, Korea University, Korea, Email: [wwoo@korea.ac.kr](mailto:wwoo@korea.ac.kr), TEL: +82-2-3290-2623.**

## **Conference Session Descriptions**

Session 1: Understating Consumer Behavior in a New Age

Session 2: Innovative technologies and Changing retailing landscapes

Session 3: AI and Service Marketing

Session 4: New Technologies and Marketing Management

Session 5: Impact of high-tech on Judgment and Decision Making

Session 6: New Media and Marketing Communications

Session 7: Innovation, Emerging Marketing Tactics, and Strategies

Session 8: Improving Technologies and Increasing Profits

Session 9: Consumer Attitude Toward Novel Technologies

Session 10: ESG Activities and Innovation

Session 11: Hi-Technologies and Consumer Well-Being

Session 12: Successful Uses of Technologies in Marketing Firms (CASE STUDY SESSION)

## **Important Due dates to Remember**

**\*Important Update: Deadlines for (Extended) Abstract Submission and Early Bird Registration have been extended as described below.**

**Abstract Submission Deadline: October 1, 2024**

(The Extended abstract for the special issues or section of the sponsoring journals are required to be submitted for proceedings.)

Paper Acceptance Notification: October 15, 2024

**Early Bird Registration Deadline: September 22, 2024**

Final Registration Deadline: October 15, 2024

## Paper Submission Guidelines

### 1) Language options

All papers except in local sessions are required to be submitted and presented in English. Papers in local sessions may be submitted and presented in their local languages. However, all presenters should provide a one-page abstract written in English.

### 2) Paper type options

Full paper (up to 20 double-spaced pages with one page single-spaced abstract), or  
abstract only (one single-spaced page)

### 3) Formatting basics

**File Types:** Microsoft Word (No PDFs, please)

**Page Layout:** A4 format with 25.4 mm margins on all four sides

**Font:** 12-point Times New Roman for English-written papers

(For local language papers, use proper fonts designated by each track chair.)

**Page 1 (for both full papers and abstracts):** Original manuscript title in the top line, centered, with the first letter of each word capitalized (and English title in the next line for local language papers) + One blank line + Name of authors and universities in English, centered (one line per person) + One blank line + “ABSTRACT,” centered + One blank line + Text (abstract in English—including research question, method and data, findings, and key contributions), justified.

**Page 2 and on (for full papers):** Main text with proper headings + References (to be listed alphabetically, last name first, followed by publication date in parentheses. Please follow this style guide:

[www.ama.org/publications/JournalOfMarketing/documents/AMA\\_Reference\\_Style.pdf](http://www.ama.org/publications/JournalOfMarketing/documents/AMA_Reference_Style.pdf)) + Endnotes + Tables + Figures + Appendices.

**Main Text:** Primary heading should be centered, all capitalized, with a return before and after. Secondary heading should flush left, with title-style capitalization and a return before.

### 4) Submission procedures

All submissions should be made electronically. The online system has opened for authors in July <https://forms.gle/LKCB2CeYyyWZkeYD7> . Each paper can be submitted to only ONE session. Submitted papers will undergo a peer review process.