

Call for Papers

Asia Pacific Journal of Marketing and Logistics

(APJML)

**Special Section for 2024 International Conference of Asian Marketing Associations
(ICAMA) in Osaka, Japan, November 22nd~24th, 2024**

Theme: *New Wave to Marketing Strategy and Consumer Study under Big Tech Era*

Guest Editors:

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Asia Pacific Journal of Marketing and Logistics is excited to announce this call for papers for a special section at the 2024 International Conference of Asian Marketing Associations. The best-presented papers on the theme “New Wave to Marketing Strategy and Consumer Study under Big Tech Era,” submitted to the 2024 ICAMA in Osaka, Japan, will be considered for publication in the *Asia Pacific Journal of Marketing and Logistics* special section. This section, which will run alongside the tracks or sessions of ICAMA 2024, is a unique opportunity to explore novel, interdisciplinary approaches that redefine how marketing strategies can be designed and implemented to meet the evolving demands of consumers in diverse markets.

The rapid and extensive integration of innovative technologies such as AI, Big Data, and Virtual Economy is profoundly changing the landscape of almost all industries and markets. These advancements not only require reevaluating traditional marketing models and strategies but also offer consumers unprecedented experiences. The potential impact of innovative technologies on marketing strategies is a fascinating topic requiring more systematic research.

One pressing but unanswered question is how consumers' psychological responses to these transformative technologies can influence firms' strategies. It is important to note that Big Tech innovations have the potential to enhance or mitigate the effectiveness of marketing strategies significantly. What are AI innovations' potential positive or negative effects on marketing strategies and consumer behavior?

With these questions in mind, we invite original manuscripts for this upcoming special section. The special section welcomes any research topic related to “New Wave to Marketing Strategy and Consumer Study Under Big Tech Era.” The papers will highlight innovative research and methodologies in marketing strategy and consumer behavior studies.

We invite original research, case studies, and review articles that propose new models, methods, and practices in the following areas (but not limited to):

- Application of AI, Big Data, or Virtual Business for marketing and consumers
- Integration of advanced technologies in marketing strategies
- Sustainable and ethical marketing practices in the Big Tech era
- The backfire effects of adopting technologies on consumer attitudes toward firms
- Disruptive technologies reshaping consumer interactions
- Personalization and customization strategies with Big data and transformative technologies

- Big Tech Applications in marketing
- Integration of AI and Big data in consumer analytics
- Advances in Big data Analytics and its impact on strategy formulation
- Consumer behavior or marketing models for Virtual Markets: Ethnographic and cultural studies influencing marketing strategies
- Big Tech Applications for B2B marketing or sales strategies

Tentative Schedule for the APJML special section for ICAMA 2024

Extended Abstract Submission Deadline: October 1, 2024

Invitation Notice for Conference Presentation: October 15, 2024

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

APJML Special Section Invitation Notice: November 30, 2024

Full paper submission deadline for the Publication at the *APJML*: January 31, 2025.

Please follow the submission guidelines of 2024 ICAMA for the extended abstract to be presented at the conference (by September 15, 2024) and the *APJML* guideline (<https://www.emeraldgrouppublishing.com/journal/apjml>) for the full paper submission (by January 31, 2025).

The best papers dealing with "New Wave to Marketing Strategy and Consumer Study Under Big Tech Era" from 2024 ICAMA will be invited to be considered for publication in a special section of the *Asia Pacific Journal of Marketing and Logistics*.

For the first round of the paper review, all manuscripts should be submitted (by January 31, 2025) to both Jaihak Chung (jaihak@sogang.ac.kr) and Hee-Kyung Ahn (hkahn@hanyang.ac.kr) by email.

Please also note that you should follow *APJML*'s author submission guidelines (see the author's guidelines at <https://www.emeraldgrouppublishing.com/journal/apjml>).

For the second review round, you should submit the revised manuscript through the *APJML* editorial management system (at <https://mc.manuscriptcentral.com/apjml>).

Manuscripts submitted to the special section should be original contributions and should not be under consideration for any other publication at the same time.

Authors should select "Special Section: New Wave to Marketing Strategy and Consumer Study under Big Tech Era" as the "Article Type." Also, please indicate in the cover letter that the submission is for the Special Section for ICAMA 2024.

The manuscripts will undergo peer review, and the Special Section will appear in the 2025 issue.

For More Information:

Guest Editors: Jaihak Chung: jaihak@sogang.ac.kr, Hee-Kyung Ahn (hkahn@hanyang.ac.kr)

2024 ICAMA Home Page: https://kma.re.kr/homepage/custom/About_ICAMA_2024