Call for Papers: International Journal of Advertising Special Issue
(Deadline Extension)

‘New Trends in Digital and Social Media Advertising’

Extended Abstract Submission: Deadline Extended to September 25th, 2017

Full Paper Submission Deadline: February 3rd, 2018

The 2017 Korea Advertising Society (KAS) Global Conference will be held in Gangneung, S. Korea, November 3rd-4th, 2017.

Digital revolution is fundamentally transforming marketing practices, making them more interactive, experience-based, personalized, data-driven, and accountable. Digital advertising can make customers more engaging with and loyal to brands via creative and innovative digital technologies such as social media, AR/VR, big data analytics tools, etc. In particular, social media advertising is becoming a more important communication tool for marketers to create authentic brand conversation and build a long-lasting relationship with customers.

The 2017 Korea Advertising Society (KAS) Global Conference has created a special track that seeks manuscripts that contribute to advancing our theoretical and practical understanding of digital and social media advertising. Selected manuscripts from the submissions to the ‘New Trends in Digital and Social Media Advertising’ track of ‘2017 Korea Advertising Society (KAS) Global Conference in Gangneung, S. Korea (November 3rd-4th, 2017) will be considered for possible publication in a special issue of International Journal of Advertising (SSCI). All manuscripts submitted to this special track must focus on digital and social media advertising. Theoretical, empirical and case-based papers will be considered.

Topics of interest include (but are not limited to):

- Various digital advertising practices (e.g., keyword search advertising, native advertising, mobile advertising, VR/AR advertising, etc.)
- Various social media advertising practices (e.g., in-feed advertising in SNS, influencer marketing in SNS, etc.)
- Effectiveness of digital and social media advertising
- Consumer behaviour in digital and social media advertising
- Psychology of digital and social media advertising
- Creativity in digital and social media advertising
- Cross-cultural issues in digital and social media advertising
● Technology integration and application in digital and social media advertising.

**Step 1 - Extended Abstract Submission:** **Deadline Extended to September 25th, 2017**

- Authors should submit their extended abstracts to the ‘New Trends in Digital and Social Media Advertising’ track of ‘2017 Korea Advertising Society (KAS) Global Conference in Gangneung, S. Korea to be qualified for the formal full-paper submission to the IJA Special issue.

- Authors should express explicitly on the title page their intentions to publish their full papers in this IJA special issue.

- Submission guidelines for the extended abstract for 2017 KASC in Gangneung can be found at: http://www.koads.or.kr/new/eng/eng05.asp

- Track Chair: Dr. Chang-Hoan Cho (Yonsei University, S. Korea)
- Track Co-Chair: Dr. Jin Seong Park (Incheon National University, S. Korea)
- Track chair and co-chair can be reached at kas.ija.special@gmail.com

**Full Paper Submission Deadline: February 3rd, 2018**

- Submitted extended abstracts will be subject to a rigorous double-blind review to evaluate their eligibility for presentation at the 2017 KASC in Gangneung.

- Only the extended abstracts that are accepted and presented at the 2017 KASC in Gangneung will be eligible for full-paper submission.

- The track chair will select the best extended abstracts among those presented at the 2017 KASC in Gangneung and invite the authors to submit their full papers to the IJA Special issue on ‘New Trends in Digital and Social Media Advertising’ for the formal review.

- All papers should be formatted according to the IJA Submission Guidelines. (http://www.tandfonline.com/action/authorSubmission?journalCode=rina20&page=instructions)

- All submitted full papers are subject to the formal double blind review process of the IJA.

Submissions and inquiries should be directed to:

Guest Editor-in-Chief of the special issue: Dr. Chang-Hoan Cho (Yonsei University, S. Korea)

Guest Managing-Editor of the special issue: Dr. Jin Seong Park (Incheon National University, S. Korea)

Both can be reached at kas.ija.special@gmail.com

For more information contact: Korea Advertising Society (http://www.koads.or.kr),