

# JOURNAL OF CURRENT ISSUES & RESEARCH IN ADVERTISING

## Special Issue on the Professional Environment and Academic Response

**GUEST EDITOR:** Pat Rose, *Florida International University*

Beth Egan, *Syracuse University*

**Submission Deadline: March 31, 2018**

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Current Issues & Research in Advertising (JCIRA)* dedicated to **Research on the Professional Environment and the Academic Response.**



### BACKGROUND

Dedicated to studying current industry challenges, the *Journal of Current Issues & Research in Advertising* is soliciting research manuscripts that examine advertising industry issues and practice within this ever-changing environment. Diverse research paradigms, methods and types of articles are welcomed. It is hoped that this special issue can inform both industry and academia as to the present state of ad industry issues, future challenges and how best to prepare current and future talent for success in the dynamic world of marketing communication. In this special issue, we explore the advertising profession as one that has always attracted those who thrive on change, who are adaptable and love creativity and innovation. But the rate of change today is so rapid, even consumers are struggling to keep up. The models that we have been teaching and practicing over even the past ten years are becoming outdated as consumers continue to wrest more control from marketers. Amy Kean of Havas Media states that “over the next 10 years advertising will move from communication to predicting, and emoting, based on human needs.”

### EDITOR-IN-CHIEF

Eric Haley  
*The University of Tennessee*

## BACKGROUND CONT.

Entrepreneurs and general audience writers are hosting TV shows and authoring books on the subject, stating that the days of Mad Men are long gone. Business magazines are looking at how companies view creatives: not copywriter nor art director but good vs bad ideas. And academics are debating what “advertising” should be termed and how much “new” technology will change the field. (Dahlen & Rosengren, 2016; Huh, 2016; Schultz, 2016). While there is much research on how to adapt the practices, there has been less focus on how to help the practitioners adapt.

## TOPICS

Potential research topics may include, but are not limited to:

- Agency/Client relationships
- Industry expectation for ad education
- Industry issues such as diversity and other things that relate to the culture of advertising creation
- Strategic management decisions such as the integration of digital, managing strategy across partner companies, advances in media strategy, the relationship between media strategy and creative strategy, etc.
- Issues in Advertising History and the present implications
- Industry leadership
- Realities of strategic integration
- Industry professionals' views of creative challenges in the digital age
- Practitioner theories and advertising practice
- The challenge of making ad folks into data geeks and vice versa
- The impact of programmatic advertising on developing advertising strategies
- How to keep talent

## GUIDELINES FOR PAPER SUBMISSION

All manuscripts for the special issue should follow JCIRA formatting guidelines (available on the journal's website) and be submitted via the ScholarOne online system. Authors should select “SPECIAL ISSUE: Digital Technologies & Advertising Change” as “Manuscript Type.” Please note in the cover letter that the submission is for the Special Issue on Advertising Change.

- All articles will undergo blind peer review.
- Authors will be notified no later than June 1, 2018, on first round editorial decisions.
- The anticipated date for publication of the Special Issue is Winter 2018.

For questions or additional information regarding the special issue, please contact the guest editors, Pat Rose or Beth Egan. We look forward to receiving your manuscript!

**The submission deadline is March 31, 2018.**