



## **Call for Conference Papers and Proposals for Special Topics Sessions**

American Academy of Advertising 2018 Annual Conference  
March 22-25, 2018  
Marriott Downtown, New York, NY

**Submission Deadline: October 2, 2017**

### **TRACK 1: COMPETITIVE RESEARCH PAPERS**

You are invited to submit Competitive Research Papers relevant to any aspect of advertising (theoretical, methodological, empirical, or philosophical) in consideration for presentation at the 2018 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to the various aspects of advertising will be considered. This includes advertising effectiveness, advertising ethics, global advertising issues, and methodological issues. In addition, papers that examine the economic, political, social, and environmental aspects of advertising are welcome. Please note that the AAA uses the term advertising in a broad sense (similar to a consumer and industry perspective) and will consider manuscripts that address topics including integrated communications, sponsorships, event marketing, product placement, corporate advertising, public relations, sales promotions, and direct marketing.

All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract of the paper for the online Proceedings, available on the American Academy of Advertising website. All papers can be published in full in other publications or journals at a future date.

The rating criteria for Competitive Research Papers are as follows:

- Theoretical Framework
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. Papers should not exceed 30 typed, double-spaced pages in length including references, appendices, tables, etc. This page limitation will be strictly enforced. Be sure to delete the title page, all identification of the authors in the file properties, and track changes functions prior to submission. Use *Journal of Advertising* style to format citations.

To be considered for the Best Student Paper Award, papers must be authored by one or more students and not co-authored with a faculty member(s). Faculty help, however, can, be listed in the acknowledgements.

When you upload a paper submission you will see a statement specifying that at least one author of the paper agrees to register and attend the conference to present the paper. Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings. Only an author listed on the paper is eligible to present at the conference. You must agree to this statement in order to submit the papers.

## **TRACK 2: SPECIAL TOPICS SESSIONS**

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters) and are not the venue for competitive research papers. **PREFERENCE WILL BE GIVEN TO PROPOSALS THAT ARE NOT SIMPLY A COMPILATION OF COMPETITIVE RESEARCH PAPERS BY DIFFERENT AUTHORS PUT TOGETHER IN A SESSION.** Further, preference will be given to proposals that involve and attract advertising educators who might not typically be interested in sessions that focus solely on refereed research. As such, the Academy is willing to provide “waivers” for industry participants who will be attending only a Special Topic Session (non-academics and individuals who have not been AAA members) of both AAA membership dues and registration fees. If you would like to use one of these waivers, please provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind reviewed, a panel will judge all submissions. The rating criteria are as follows:

- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing the requested information in the greatest detail. Special topics chairs are responsible for generating a 1- to 3- page summary after the conference for inclusion in the online Proceedings. A sample summary can be found on the AAA website.

When you upload the special topics submissions you will see a statement specifying that all presenters agree to participate as specified. You must agree to this statement in order to submit the session proposal.

## **REQUIREMENTS**

All submissions are to be submitted via the AAA Confmaster website at <http://aaa.confmaster.net>.

If you've registered a paper submission at one of the AAA conferences since 2007, you should already have a profile and can use your same password and ID to access the system. If you are submitting a paper for the first time, you will need to create a new profile by following the instructions on the Confmaster website.

Submission information can also be found on the AAA website at: <http://www.aaasite.org>.

To facilitate the review process and alleviate customs problems with international mail, everyone will submit their paper or session proposal electronically via AAA Confmaster. You will upload a copy of your paper in MS Word format. Please use the procedures noted below for deleting identifying information from your submission.

Electronic submissions will be accepted beginning September 1, 2017 and must be received no later than MIDNIGHT EST, October 2, 2017.

Please designate a single contact person for your submission. This individual will register at the AAA conference website (accessible via <http://www.aaasite.org>) and will receive a user name and password via email after registration. Once this information is received, the individual will be able to upload the manuscript to the Confmaster website.

The contact person must also provide contact information (email, phone and fax) and check-mark keywords to facilitate the reviewing process (e.g., copy testing, media measurement, new technologies, advertising education, etc.). Only individuals listed on the paper are eligible to present the paper at the conference.

**\*\*\* NOTE THAT ALL AUTHORS LISTED ON PAPERS/SPECIAL TOPICS PROPOSALS MUST REGISTER ON CONFMASTER BEFORE THE PAPER CAN BE UPLOADED.**

Please direct your questions regarding papers or proposals to the appropriate individual and e-mail address as shown below:

### **Competitive Research Papers:**

Associate Professor Harsha Ganga  
Department of Advertising, PR and Media Design  
University of Colorado Boulder  
[gharsha@colorado.edu](mailto:gharsha@colorado.edu)

### **Special Topics Proposals:**

Professor Tom Reichert  
Department of Advertising & Public Relations  
University of Georgia  
[reichert@uga.edu](mailto:reichert@uga.edu)

We look forward to your submissions and hope that you will be able to attend the 2018 Conference of the American Academy of Advertising.

General questions about the conference can be directed to:  
Professor Michelle Nelson  
Charles H. Sandage Department of Advertising  
University of Illinois at Urbana-Champaign  
[nelsonmr@illinois.edu](mailto:nelsonmr@illinois.edu)