



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

**2020 Annual Conference**

**March 26-29, 2020**

Hilton San Diego Resort & Spa

*Online submission opens September 1, 2019*

**Submission Deadline: October 1, 2019**

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

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising in consideration for presentation at the 2020 American Academy of Advertising (AAA) Conference and for publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. 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:

- Fit with the [Mission and Vision of the Association](#)
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

Submissions may not be under consideration at other journals or conferences. You may consider the AAA review process complete when notices of acceptance/rejection are received. 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 all identification of the authors in the file properties, and track changes

functions prior to submission. Use *Journal of Advertising* style to format citations. Submit your paper in Word format only; do not submit a PDF.

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, may 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 Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings.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.

## **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 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 one- to three-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 session proposal, 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 here: <https://proposalspace.com/calls/d/989>
- Submissions for both *Competitive Research Papers* and *Special Topics Sessions* will be submitted in the same ProposalSpace online form, but you will check a box to indicate which type of session you are submitting. The lead author on each submission should create and submit the entry, not someone else.
- ProposalSpace is a user-friendly portal, but was new to AAA last year. Please go to <https://ProposalSpace.com> and create a free account, if you do not already have one. Please take note of your password. Then log out and back in, click on your name, and add relevant profile details. You may edit your profile at any time.
- AAA has tutorials on how to use ProposalSpace and you will find this at <https://www.aaasite.org/instructions-to-submit-papers>.
- **Electronic submissions will be accepted beginning September 1, 2019, and must be received no later than MIDNIGHT EDT, October 1, 2019.**

## **Questions? Please direct them to the appropriate person, as follows:**

- **Competitive Research Papers:**
  - Professor Sela Sar
  - University of Illinois at Urbana-Champaign
  - [selasar@illinois.edu](mailto:selasar@illinois.edu)
- **Special Topics Proposals:**
  - Professor Eric Haley
  - University of Tennessee
  - [haley@utk.edu](mailto:haley@utk.edu)
- **General questions about the conference:**
  - Professor Karen King
  - University of Georgia
  - [kwking@uga.edu](mailto:kwking@uga.edu)
- **ProposalSpace submission system:**
  - Dr. Ginger Phillips
  - AAA Executive Manager
  - [support@aaasite.org](mailto:support@aaasite.org)

We look forward to your submissions and hope that you will be able to attend the 2020 Conference of the American Academy of Advertising.