

# AAA 2021 CALL FOR COMPETITIVE PAPERS AND SPECIAL TOPICS SESSIONS

March 18-21, 2021

Virtual Conference

## Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2021 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 and marketing communication 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 Failure to present an accepted competitive paper will result in the paper being withdrawn from the conference proceedings.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.

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## 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. [This waiver is only good for the specific session.](#) If you would like to use these waivers, you must 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 and qualified for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing complete information.

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.

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## Requirements and Where to Direct Questions

- **Electronic submissions will be accepted beginning September 1, 2020, and must be received no later than MIDNIGHT EDT, October 1, 2020.**
- To submit, you will need to create a new account in our paper management system (unless you have created your new account in that system since July 2020). The paper management system is separate from your regular AAA account, but you can create your new account in the paper system using the same credentials if you wish.
- To submit, go to:

<https://aaa.confmaster.net/user/accounts/login/>

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

- Competitive Research Papers
  - Professor Marc Weinberger
  - University of Massachusetts Amherst and University of Georgia
  - [marcw@isenberg.umsass.edu](mailto:marcw@isenberg.umsass.edu)
- Special Topics Proposals
  - Professor Harsha Gangadharbatla
  - University of Colorado, Boulder
  - [gharsha@Colorado.EDU](mailto:gharsha@Colorado.EDU)

### General questions about the conference

- Professor Eric Haley
- University of Tennessee
- [haley@utk.edu](mailto:haley@utk.edu)

We look forward to your submissions and hope that you will be able to attend the 2021 Conference of the American Academy of Advertising.

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