

CALL FOR PAPERS *from*

**SUBMISSION
DEADLINE:
DECEMBER
31, 2017**

the Journal of
**Interactive
Advertising**

**GUEST
EDITORS:**
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& Courtney
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Tennessee*

**Special Issue on Digital Technologies
& Advertising Change**

Manuscripts are currently being solicited for an upcoming special issue of the *Journal of Interactive Advertising (JIAD)* dedicated to understanding how digital technologies have affected advertising change.

Background

Shortly after the dawn of the commercial era of the Internet, Rust and Oliver (1994) predicted the death of advertising as we know it. They forecast that technology-enabled producer-consumer interaction would eliminate the need for the mass media advertising model, and warned advertising educators to transform themselves into departments of information transfer or face extinction by 2010.

Doomsday has passed and advertising remains, along with those pesky advertising educators. Nonetheless, most scholars and practitioners would agree that digital technologies have affected the advertising discipline. Some suggest that digital technologies are simply a continuation of the history of media change with new definitions and tools, but the field remains fundamentally intact (Dahlen & Rosengren, 2016; Huh, 2016; Schultz, 2016). Others proclaim that digital technologies have begun to reshape advertising scholarship and practice in revolutionary ways (Mallia & Windels, 2011; Martin & Todorov, 2010; McMillan & Childers, 2017).

The Journal of Interactive Advertising, since its debut in 2000, has offered a venue for exploring new forms of digitally enabled advertising. This special issue of JIAD will provide a space for examining broad questions of change in advertising scholarship and practice. Are these advertising changes evolutionary or revolutionary? Incremental or fundamental? Continuous or discontinuous? Productive or destructive? The primary goal is to provide a scholarly forum for research and commentary that directly addresses these questions about changes in the advertising field. Scholars are encouraged to reflect and detail various theoretical perspectives. Literature reviews, historical analyses, and conceptual papers are sought. Scholars are also encouraged to submit empirical studies that support views on how digital technologies are continuing the traditions of advertising and/or leading to the death of advertising as we know it.

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Topics

Potential research topics may include, but are not limited to, examinations of how changes in digital advertising have (or have not) effected:

- Brand communication
- Consumer behavior
- Critical perspectives
- Ethical considerations
- Interactions between brands and consumers
- Measurement of advertising effects
- Media Technology (e.g., social media, augmented reality, virtual reality, Web 3.0, etc.)
- Media use and advertising delivery (e.g., mobile, location-based, etc.)
- Multi-cultural communication
- Pedagogy
- Relationships between advertising and content
- Roles and practices in advertising and marketing firms
- Understanding of “mass” and “personal” communications

Guidelines for Submissions

All manuscripts for the special issue should follow JIAD formatting guidelines (available on the journal's web site:

www.tandfonline.com/toc/ujia20/current.) and be submitted via the ScholarOne online system

mc.manuscriptcentral.com/ujia. **The deadline to receive manuscripts is December 31, 2017.** 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 April 1, 2017, on first round editorial decisions.
- The anticipated date for publication of the Special Issue is Fall 2018.

For questions or additional information regarding the special issue, please contact the guest editors.

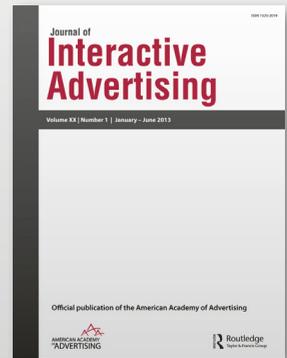
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