



## **Smart Communication for A Digital World**

**2019 American Academy of Advertising Global Conference  
in conjunction with Peking University and the China Advertising Association  
Beijing, China – July 12-15, 2019**

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

**Deadline: November 30, 2018**

China is the world's second-largest advertising market, with over one million ad agencies and about 500 college and universities offering advertising education. Besides the phenomenal growth of the advertising industry in a very short time period, China is on the cutting edge of advertising technology evolution with its highly-connected and tech-savvy population and over 50% of its advertising expenditures spent on digital media. Marking the important milestone of the 40<sup>th</sup> anniversary of the inception of modern advertising in China, the American Academy of Advertising 2019 Global Conference will be held in Beijing, China in conjunction with Peking University and the China Advertising Association.

Under the theme of "**Smart Communication for a Digital World**" the conference will serve as an important forum for intellectual exchange and cross-national collaboration among advertising scholars, educators, and practitioners from around the world. Particularly the conference aims at reflecting on the historical development and evolution of advertising around the world and examining the wide-ranging impact of global digital revolution on advertising practice, research, and education, including the development of technology-enabled and data-driven smart communication, and related ethical issues.

We invite special topic session proposals and original research papers investigating any aspect of advertising. Although we welcome submissions on all advertising-related topics, papers and proposals focusing on the questions, challenges, and opportunities related to the conference theme are particularly welcome.

### **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 2019 American Academy of Advertising (AAA) Global Conference. 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.

Papers should be written in English. However, Chinese scholars may submit their papers in Chinese with an English abstract. Accepted papers must be presented in English. For Chinese scholars, oral

presentation in Chinese language with English presentation materials will be allowed, in which case translation service will be provided for non-Chinese-speaking audience members.

The rating criteria for Competitive Research Papers are as follows:

- Relevance to the Conference Theme
- Interest Members to Attend Session
- Research Grounded in Literature
- Appropriateness of Methodology
- Overall Quality and Contribution to the Field

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 (and therefore you may then submit the paper to a journal at that time). Papers should not exceed 30 typed (Times New Roman 12 point), double-spaced pages in length including references, appendices, tables, etc. Chinese-language papers should not exceed 15,000 words and no less than 8,000 words. 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. Chinese-language papers should use 《广告研究》 style. Submit your paper in PDF format only.

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 program. 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 or advertising professionals 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.

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.

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: <http://proposalspace.com/calls/d/833>
- 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 it is new to AAA. 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 log back in, click on your name, and add relevant profile details. You may edit your profile at any time.
- Instructions on how to use ProposalSpace can be found at <https://www.aaasite.org/instructions-to-submit-papers>
- **Electronic submissions will be accepted beginning November 1, 2018 and must be received no later than MIDNIGHT U.S. Eastern Standard Time (EST), November 30, 2018.**

Please direct your questions regarding papers or special topics proposals or general questions about the conference to the conference co-chairs:

Jisu Huh, Ph.D.  
Professor, Raymond O. Mithun Chair in Advertising  
School of Journalism & Mass Communication  
University of Minnesota, U.S.A.  
[jhuh@umn.edu](mailto:jhuh@umn.edu)

Gang Chen, Ph.D.  
Professor  
School of Journalism and Communication  
Peking University  
[AAAglobal2019@163.com](mailto:AAAglobal2019@163.com)

Questions related to the **ProposalSpace submission system should be directed to** Dr. Ginger Phillips, Conference Manager at [support@aaasite.org](mailto:support@aaasite.org).

We look forward to your submissions and hope that you will be able to attend the 2019 American Academy of Advertising (AAA) Global Conference!