

## IJA-SMA SYMPOSIUM AND PUBLICATION

### CFP

*International Journal of Advertising (IJA)* is an international, peer-reviewed journal that publishes high-quality, original research contributions to scientific knowledge. All manuscript submissions are subject to initial appraisal by the Editor *and/ or Guest Editors* and, if found suitable for further consideration, to peer review by independent, anonymous expert referees.

IJA publishes original contributions on all aspects of marketing communications from academic, practitioner, and public policy perspectives. It includes advertising and media, direct marketing, sales promotions, sponsorship, public relations, and integrated marketing communications (IMC). There are three features that distinguish IJA, which collectively provide a unique position for the journal.

1. IJA focuses on issues of concern to practitioners, academics, and policy-makers from a conceptual perspective.
2. IJA has an underlying interest in public policy relating to marketing communications, which is regularly addressed in the journal and in frequent special issues.
3. The make-up of the IJA Editorial Advisory Board provides a comprehensive and genuinely international pool of reviewers. Each submission is assessed by three reviewers in a double-blind process.

#### ***Submission guidelines***

Only full papers submitted for the IJA symposium will be eligible for presentation at the IJA-SMA symposium. At the symposium, authors will be given a 20-minute time slot to deliver their presentations, which will be evaluated by the guest editors/panels and audiences. Feedback will be given at the symposium. Following the symposium, selected/revised papers will undergo additional review, *in order to be considered for publication in one of the journal's regular issues*. The work must be submitted within three months following the Symposium, and the final decision will be made by experts who possess ample expertise in the field of advertising. *While the SMA 2024 conference theme is "The Age of AI" papers for the IJA-SMA symposium do not need to adhere only to this theme*. It should be noted that data does not *need to be international or cross-cultural*. For example, the data obtained solely in the United States is adequate for submission.

*As mentioned, authors accepted to the IJA-SMA symposium to submit to IJA within 3 months of the conference e.g., February 15, 2025 to be considered by the Guest Editors.*

#### **Jie G. Fowler Ph.D.**

Professor of Marketing  
Department Head of Management and Marketing  
President-Elect and Program Chair, Society for Marketing  
jgfowler@valdosta.edu

#### **Pia A. Albinsson Ph.D.**

Beroth Professorship of Marketing  
WCOB Dean's Club Professor of Marketing  
Appalachian State University

albinssonpa@appstate.edu