

## IJA-SMA SYMPOSIUM CALL FOR PAPER

Las Vegas, NV

Nov 5-8, 2025

**International Journal of Advertising (IJA)** is an international, peer-reviewed journal which publishes high quality, original research contributions to scientific knowledge. All manuscript submissions are subject to initial appraisal by the Editor, 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 the 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 to 30-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 published in 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. It should be noted that data does not necessarily to be cross-cultural. For example, the data obtained solely in the United States is adequate for submission.

The initial submission should be made through the SMA website. Invited manuscripts must then be submitted to the *International Journal of Advertising (IJA)* submission site for a second round of blind review, with a deadline of **March 1, 2026**. Accepted papers will be published in upcoming regular issues of IJA.

Thank you, and we look forward to receiving your submission.

### Guest Editor

Jie Fowler, Pia Albinsson, and Amy Watson