



Call for Papers: Interactive Video Advertising – Trends and Theories

Journal of Interactive Advertising

Extended Abstract Submission to ‘2020 GMC at Seoul’ Deadline: Jan. 15, 2020

Full Paper Submission Deadline: Sept. 30, 2020

The *Journal of Interactive Advertising* (JIA), a Scopus-indexed journal*, owned and published by the American Academy of Advertising, is seeking for submissions for its special section on “Interactive Video Advertising: Trends and Theories” from papers presented in “Interactive Video Advertising: Trends and Theories” track at the 2020 Global Marketing Conference (GMC) at Seoul (<https://2020gamma.imweb.me/>).

* JIA on Scopus: <https://www.scopus.com/sourceid/21100886545>

With the fast advancement in technology and thereby the constant birth of new (e.g., TikTok, Facebook Watch, WeChat) media platforms along with conventional (e.g., YouTube) media, marketing via video advertising has taken up a major portion in marketing and is growing strong. According to IAB (Interactive Advertising Bureau, 2019), marketers have increased digital video budgets by 25% since 2018 across all product and service categories, with much higher increases in Media/Entertainment (+75%) and Fashion/Apparel (+45%) industries. This in fact reflects the growth in digital video consumption and engagement by online content users. For example, a one third of people of the Internet users (+1 million) are YouTube users; and social videos generate 12 times more shares than text and images combined, according to Renderforest (2018). IAB (2019) reports 78% of U.S. digital video viewers are willing to watch video advertising in exchange for content.

As interactive video technologies continue to evolve, newer platforms utilizing 5K video technology, 5G mobile technology, connected TV and OTT, personalized video experiences via artificial intelligence (AI), and mixed reality (MR) are expected to grow constantly. It is undoubtedly that research related to interactive advertising focusing on video experience is needed given the growth of this wave of trends. Though a great deal of research on traditional video platforms are available, how the use of these new technologies is going to influence the effects of interactive advertising is less known in spite of its critical importance. Inquiries such as how marketers use interactive video advertising to connect with their consumers, how interactive video advertising has changed and impacted consumer behavior, which theories explain the current phenomena of interactive video advertising well, and what kind of methods are well suited for the research of interactive video advertising need to be considered to advance the field. This special section seeks to answer these questions with academic research to generate useful and actionable insights.

Potential topics may include, but are not limited to the following:

- Short video advertising (e.g., bumper ads)
- Ad engagement in interactive advertising context
- Social video platforms in the context of video advertising (e.g., YouTube, Facebook, Twitter, Instagram, Snapchat, WeChat, TikTok, and social TVs)
- Over the top (OTT) video advertising
- Mobile video advertising such as mobile-first advertising (e.g., vertical video advertising)
- Video influencers (e.g., vloggers)

- User created video content and video advertising
- Content marketing via digital video advertising
- Native video advertising
- Big data and Artificial Intelligence (AI) for interactive video advertising
- Ethical, societal, diversity and policy considerations related to interactive video advertising
- Corporate social responsibility and sustainability via interactive video advertising
- Technology-driven marketing (e.g., AR, MR, programmatic, location-based marketing) and interactive video advertising
- Cultural and global perspective of interactive video advertising
- Negative consumer reactions to interactive video advertising (e.g., use of ad blocker)

Extended Abstract Submission to 2020 GMC JIA Track

- Deadline: January 15, 2020 (Check 2020 GMC at Seoul homepage for any updates)
- Authors should submit an extended abstract including everything, which should be less than 5 pages (Single-spaced, Times New Roman, 12 pt. font, 1-inch margin on all sides).
- All papers will undergo a blind peer review process. ‘2020 GMC Submission Guidelines’ can be found in ‘2020 GMC at Seoul Homepage’: <https://2020gamma.imweb.me/20>
 - o The 2020 Global Marketing Conference at Seoul is pleased to have electronic submission for submitting manuscripts. Electronic submission should be submitted through conference submission page: <https://2020gamma.imweb.me/22>. A word or PDF document containing the manuscript should be submitted through the submission page. An e-mail response will be sent to the contact author once the manuscript has been received by our conference.
 - o Manuscripts must follow Manuscript Submission Guidelines: 2020 Global Marketing Conference at Seoul and Reference Style of GAMMA Journals and Proceedings (<https://2020gamma.imweb.me/35/?q=YToxOntzOjEYoiJrZXI3b3JkX3R5cGUiO3M6MzoiYWxsIjt9&bmode=view&idx=2118610&t=board>). Manuscripts should not exceed 5 pages (single spaced) for abstracts or 20 pages for full papers in double space. Submissions will be double-blind reviewed. Please do not include any author information in the submission file.
 - o Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of Global Alliance of Marketing & Management Associations or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.
 - o The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Global Alliance of Marketing & Management Associations unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

Full Paper Submission

- Deadline: September 30, 2020
- Manuscripts must be electronically submitted through <https://mc.manuscriptcentral.com/ujia>.
- Authors should select “SPECIAL SECTION: Interactive Video Advertising: Trends and Theories” as manuscript type. Please also note in the cover letter that it is for the special section.
- All papers should be formatted according to the JIA Submission Guidelines: (<https://www.tandfonline.com/loi/ujia20>)

- For papers initially submitted to the 2020 GMC at Seoul, those selected by the Editor will be invited for submitting full papers to this special section. Authors of those papers will be notified of submission to the JIA within two weeks after the conference.
- Papers presented at the 2020 GMC JIA track and invited by the Editor will receive priority consideration for publication in the special section. The invitation to submit a full paper however does not guarantee a publication of the paper.
- All submissions are subject to the formal double-blind review process of the JIA.

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<https://www.tandfonline.com/toc/ujia20/current>

References

- IAB (Interactive Advertising Bureau, 2019), Video Advertising Spend Report 2019, <https://www.iab.com/insights/ad-spend-report-2019/>
- Renderforest (2018), 40+ Video Marketing Statistics 2018 [Infographic], <https://www.renderforest.com/blog/video-marketing-statistics>