



**Special Issue of *International Journal of Advertising* on New Developments in Digital Promotion**

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Extended abstract submissions to the “New Developments in Digital Promotion” track at the **2023 Global Marketing Conference at Seoul** must be received by **January 16, 2023**.

Full manuscript submissions must be received by **October 15, 2023**.

Marketing communications are undergoing profound changes because of disruptive technological and digital advances such as augmented and virtual reality (AR/VR) (Yuan et al., 2021), artificial intelligence (AI) (Taylor, 2019), big data (Kim et al., 2019), advergames, gamified advertisements (An and Kang, 2015; Rialti et al., 2022), and the metaverse (Taylor, 2022). Brands are exploiting these virtual realities and “parallel” worlds to gain competitive advantages, create new digital touch points, and provide online customer experiences, such as Balenciaga on Fortnite and Gucci on Roblox (Vogue, 2021).

The new digital and technological advertising paradigms, however, generate tension and create paradoxes. Advertisers are pressed to use modern technologies, social platforms, and online touchpoints to reach new consumers and maintain customer bases (Zollo et al., 2020), while consumers – especially from younger generations – are increasingly demanding that companies maintain sustainability and morality, adhere to ethical practices, build “green” brand images, and provide environmentally friendly advertising (Yoon et al., 2016).

Consumer interactions with technologically advanced marketing communications can evoke negative emotions (Poels and Dewitte, 2019). For example, consumers may be irritated and annoyed by excessive incoming mobile phone advertising (Sharma et al., 2022). Cognitive dissonance may be aroused in dealing with multichannel advertising, webrooming, and cross-channel free riding (Nosi et al., 2022). They may fear privacy losses from using social media platforms (Morimoto, 2021; Taylor, 2019).

Thus advertisers face a dilemma. They must encourage consumers to perceive that brands are sustainable, pro-environmental, technologically advanced, and active in the digital media landscape (Jacobson and Harrison, 2022; Kim and Ko, 2012). They must also avoid mismatching brand image with brand identity or risk dramatic damages to overall brand equity.

Consequently, researchers are calling for new theoretical and practitioner research that examines impacts, developments, and sustainability associated with digital advertising (Lee and Cho, 2020).

For this special issue, we welcome conceptual and empirical papers that use quantitative and qualitative methodological approaches to advance research regarding developments in digital communications, advertising, and promotions among brands and companies.

Suggested topics include but are not limited to:

- Digital promotion, online advertisement, and data-driven marketing communication in the 4.0 era
- How to combine sustainability and advertising in the digital landscape
- Ethical issues, privacy concerns, and data protection (GDPR) in online marketing
- Irrational and unconscious consumer reactions to digital ads
- Moral intuition and moral emotion in virtual and online marketing platforms
- AR, VR, AI and the metaverse in digital promotion
- The digital customer journey and new virtual touchpoints
- Virtual customer experience
- Emerging trends in social media advertising, such as Instagram and TikTok
- Managing tensions and paradoxes associated with global advertising strategies
- How cultural and national regulations affect digital communication and advertising

### Submission information

*We welcome submissions from non-GMC members but will give special consideration to manuscripts submitted to the track called ‘New Developments in Digital Promotion’ of the 2023 Global Marketing Conference at Seoul.*

Submission deadline for 2023 Global Marketing Conference at Seoul is **Jan. 16, 2023**.

Direct inquiries to the **Special Issue Co-Editors**:

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### For more information:

**International Journal of Advertising:** <https://www.tandfonline.com/toc/rina20/current>

**2023 Global Marketing Conference at Seoul:** <https://2023gmc.imweb.me/>

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