

Call for Papers:

Special Section of the *Journal of Advertising* on “Luxury Brand Management in Advertising”

Extended Abstract Submission Deadline: January 15th, 2016

Full Paper Submission Deadline: June 15th, 2016

This *Journal of Advertising* will publish a special section on “Luxury Brand Management in Advertising”.

The theme of “Luxury Brand Management in Advertising” is emerging as a new area of advertising in the global community. Offering a creative and innovative solution, advertising becomes a strategic marketing tool in the luxury brand management. This special track seeks manuscripts that explore theoretical understanding of global luxury brand management in advertising. More specifically, this track aims to explore how luxury brand advertising can be theoretically conceptualized and understood as a process of communication in the global marketplace.

Topics for the *JA* Special Section (but are not limited to):

- Theoretical model of luxury brand advertising
- Measurement of the perceived luxury value of a product or a brand in advertising
- Luxury brand exposure and effectiveness of advertising
- Information processing in luxury brand advertising
- Social and psychological perspectives of luxury brand advertising
- Celebrity endorsement in luxury brand advertising management
- Roles of social media and information dissemination in luxury brand advertising
- Strategic planning and managing luxury brand advertising
- Benefits or risks of advertising for luxury brands
- Cross-cultural issues in luxury brand advertising
- Other marketing communications in the luxury brand management
- Technology integration and application in luxury brand advertising

Double blind and peer review process for all of the submissions

Submission Deadlines

Extended Abstract Submission Deadline: January 15th, 2016

- Authors should submit their extended abstracts to the Track Chair of “Luxury Brand Management in Advertising” at the 2016 Global Marketing Conference at Hong Kong to be

qualified for this *JA* Special Section.

- Submission Guidelines of the extended abstract to 2016 GMC at Hong Kong:

<http://gammaconference.org/2016/>

- Track Chair: Eunju Ko (Yonsei University), ejko@yonsei.ac.kr

Full paper submission deadline: June 15th, 2016

- Authors should submit their full papers to the Guest Editor of this *JA* Special Section on 'Luxury Brand Management in Advertising' for the formal review.

- All papers should be formatted according to the *JA* Submission Guidelines:

<http://www.tandfonline.com/toc/ujoa20/current>

Submissions and inquiries should be directed to:

Guest Editor of this *JA* Special Section:

Eunju Ko (Yonsei University), ejko@yonsei.ac.kr