AEJMC 2021 Conference Paper Call
Advertising Division

The Advertising Division invites submissions of original research papers that address a topic or issue relevant to our field. The Advertising Division accepts submissions in five paper categories which are identified and described below. Papers submitted to any category must be double-spaced and use 12-point Times New Roman or equivalent font. The maximum length for any paper is 30 pages including tables, figures and references. Any paper longer than 30 pages (not including a title page and/or abstract) will be disqualified and not assigned for review. **Submissions with any residual identifying information will not be considered for review and will automatically be disqualified from the competition.** Before uploading your paper, exercise extra diligence to remove all author identification from the document, including any file properties or obvious reference to self-citations. We recommend submitting your manuscripts at least a day or two before the deadline so you can check to make sure that the uploaded document does not contain any self-identifying information in its properties, as can happen sometimes, mysteriously, via “save as pdf” or as a result of some other technical issue. An early submission will allow any and all individuals to fully check submissions as they are entered into the system so that a resubmission prior to the deadline is possible. A paper may not be simultaneously under review with more than one division within AEJMC; with the AEJMC annual conference and any other academic conference; and/or with the AEJMC annual conference and any publication (e.g., journal, book chapter, etc.). As a condition of acceptance, one or more authors of any paper must agree to attend and present the paper at the AEJMC annual conference in New Orleans.

**Open Research:** Papers submitted to the Open Research category must address a topic that is relevant to the field of advertising. Examples include (but are not limited to) advertising and media effects; analysis of ads and advertising content; cross-cultural, international and/or global advertising; agency management, structure and/or organization; and the economic, political, social and/or environmental impact of advertising. Research informed by and testing theories and/or using methods associated with quantitative, qualitative or critical/cultural research perspectives is welcome in this category. Submissions should follow APA or Journal of Advertising style. The top three papers in this category will receive awards of $300, $200, and $100, respectively. For more information, please contact Harsha Gangadhharbatla, Advertising Division Research Committee Chair, University of Colorado Boulder. Email: gHarsha@Colorado.edu. Tel: 303-492-0523.

**Teaching and Pedagogy:** Papers submitted to this category should present research that addresses a topic relevant to advertising education. Examples include (but are not limited to) approaches to or case studies about teaching a specific advertising course; innovations in teaching and pedagogy; use of technology in the classroom; assessment of learning outcomes; advising student groups and organizations; and review or revision of core courses or advertising curriculum. Commentaries about teaching philosophy and papers consisting solely of teaching tips will not be accepted. The style and format of the paper should conform to those in the journal Advertising Education. Papers submitted to the teaching competition will be considered for review by the Journal of Advertising Education. The top paper in this category will receive an award of $100. For more information, please contact Robin Spring, Teaching and Pedagogy Chair, Grand Valley State University. Email: springro@gvsu.edu. Tel: 616-331-8197.

**Professional Freedom & Responsibility (PF&R):** Papers submitted to this category should present research that explores concepts of diversity, equity, and/or inclusion (DEI) within the advertising industry. Though diversity in the field has been shown to drive success, the ad industry still lags behind
in following the call for more equitable and inclusive spaces within ad agencies and brand representation. Consequently, disparities continue to exist, with little signs of measurable change. Examples for research in this category may include (but are not limited to) current advertising industry DEI trends, historical influences, future relevance of DEI in academia, profession, and in society. Papers submitted to this category should present research or commentary that extends our knowledge about the role that advertising plays or should play within DEI. Other areas of consideration include: free expression, ethics in advertising, media criticism and accountability, and public service. Submissions may take the form of traditional research papers; however, commentaries, critical essays, and integrative literature reviews are also welcome. The style and format of the paper should conform to APA style or Journal of Advertising style. The top paper in this category will receive an award of $100. For more information, please contact Sydney Dillard, PF&R Chair, DePaul University. Email: sdillar2@depaul.edu. Tel: 312-362-8840.

Graduate and Undergraduate Student Research: Graduate and undergraduate students are invited to submit original research papers that address a topic that is relevant to the field of advertising. Examples include (but are not limited to) advertising and media effects; analysis of advertising content; cross-cultural, international and/or global advertising; agency structure and organization; and the economic, political, social and/or environmental impact of advertising. Research informed by and testing theories and/or using methods associated with quantitative, qualitative or critical/cultural research perspectives is welcome in this category. Submissions should follow APA or Journal of Advertising style. Faculty may not co-author any paper submitted to this category. (Papers co-authored by faculty and students should be submitted to the Open Research or other relevant category.) The top three papers in this category will receive awards of $200, $100, and $50, respectively. For more information, please contact Claire Segijn, Student Paper Chair, University of Minnesota. Email: segijn@umn.edu. Tel: 612-626-7753.

Special Topics in Advertising: To be eligible for this category, a paper must address some aspect of advertising: from politics to health to brand advocacy. Examples include (but are not limited to): political advertising, role of traditional and/or social media advertising in the 2020 Elections; socio-political impact of advertising; health advertising; advertising during the Coronavirus (COVID-19) health pandemic; use of advertising as a vehicle for brand advocacy; corporate social advertising; social issue advertising. Papers using quantitative, qualitative or critical/cultural research theory and methods are welcome in this category. Commentaries, critical essays, and integrative literature reviews are also accepted. HOWEVER, any paper that is not directly relevant to technological innovation and advertising will be moved to the Open Research category. The top paper in this category will receive an award of $100. For more information, please contact Saleem Alhabash, Special Topics Paper Chair, Michigan State University. Email: sa@msu.edu. Tel: 517-432-2178.