

ASIA MARKETING JOURNAL

Volume 22 | Issue 4 Article 7

1-31-2021

ASIA MARKETING JOURNAL Vol.22 No.4 목차

Follow this and additional works at: https://amj.kma.re.kr/journal



Part of the Marketing Commons

Recommended Citation

(2021) "ASIA MARKETING JOURNAL Vol.22 No.4 목차," Asia Marketing Journal: Vol. 22: Iss. 4, Article 7. Available at: https://doi.org/10.53728/2765-6500.1371

This Article is brought to you for free and open access by Asia Marketing Journal. It has been accepted for inclusion in Asia Marketing Journal by an authorized editor of Asia Marketing Journal.

<Research Paper>

ASIA MARKETING JOURNAL

Vol. 22 No. 04 January 2021

Who Buys Our Brand? The Influence of Consumption Values and the Congruity with Brand Benefits on Brand Identification, Trust and Loyalty
——————————————————————————————————————
<amj-icama issue="" special=""></amj-icama>
- BTS: A Paradigm Changer in Martech and/or Innovation -
Is BTS Different? Shared Episodes on SNS as a Good Indicator for Celebrity Endorsed Ad Effects — Kyunghee Bu · Whoe Whun Kim — 2
Success Story: How Storytelling Contributes to BTS's Brand — Courtney Lazore — 4
"BangBangCon: The Live" - A Case Study On Live Performances and Marketing Strategies With The Korean-Pop Group "BTS" During The Pandemic Scenario In 2020 —————————————————————————————————
Labour of Love: Fan Labour, BTS, and South Korean Soft Power ———————————————————————————————————
"They're Worth My Investment": Cultivating Intimacy through Fan-lead Financial and Support Initiatives among BTS Fans ————————————————————————————————————
BTS from "N.O" to "ON" and BEyond: Innovation in Effective Mental Health Messaging and Modelling —— Sharon Blady — 11
Connect, BTS: An Example of Innovative Transmedia Branding To Rethink Spatiality and Meaning-making ————————————————————————————————————
The Editorial for the Special Session Papers of ICAMA-KAS 2020 International Conferenc BTS as a Paradigm Changer in Martech and/or Innovation
——————————————————————————————————————

