4-30-2018

Submission Information etc.

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

Part of the [Marketing Commons](#)

Recommended Citation

(2018) "Submission Information etc.," *Asia Marketing Journal*: Vol. 20 : Iss. 1 , Article 5.
Available at: <https://doi.org/10.53728/2765-6500.1466>

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.

Submission Information

- Only English written papers are considered for submission .
- There's no deadline for submitting your work. You can contact us at any time.
- Please visit the journal website, <http://www.amj.kr/>, for paper submission.
- For paper submission, please follow the style guide for the Journal of Marketing.

Paper type for Submission

Please choose a category for your paper. Pick the category which most closely describes your paper. We understand that some papers can fit into more than one category, but it is necessary to assign your paper to one of the following categories:

- Research Paper: This category covers papers which report on any type of research undertaken by the author(s). The research may involve the construction or testing of a model or framework, action research, testing of data, market research or surveys, empirical, scientific or clinical research.
- Research Note: Any paper in which the content is dependent on the author's opinion and interpretation are included in this category; this may not have full scale data analysis, testing hypothesis or concrete research model; this also includes literature reviews and journalistic pieces.
- Case study: Case studies describe actual interventions or experiences within organizations. They may well be subjective and will not generally report on research. A description of a legal case or a hypothetical case study used as a teaching exercise would also fit into this category.

Executive Summary

All papers need to have 'executive summary' instead of 'abstract'. Authors make one page length of Executive Summary including research methods, contributions and managerial implications of the paper.

Fees & Incentives for Submission and Publication

The authors are required to pay the submission fee when they submit their manuscript for the review process and the publication fee after their manuscript has been accepted for publication.

- Submission fee of KW100,000 (or USD \$100.00)
- Publication fee of KW300,000 (or USD \$300.00)
- Bank Account: Shinhan Bank 110-472-742044 (under name of: Jeong-Eun Park)
- The receipt of fee(s) may be issued upon request to kmjournal@kma.re.kr