



AAA 2026 CALLS FOR COMPETITIVE PAPERS AND SPECIAL TOPICS SESSIONS

March 26-29, 2026

Westin Austin Downtown, Austin, TX, USA

Competitive Research Papers

You are invited to submit Competitive Research Papers relevant to any and all aspects of advertising for presentation at the 2026 American Academy of Advertising (AAA) Conference and publication in the AAA Conference Proceedings. All research related to any of the various aspects of advertising and marketing communication will be considered. Please note that the AAA uses the term advertising in a broad sense. We also respect all research methodologies. All submissions are subject to blind review competition, and only completed papers (no proposals or abstracts) will be considered for acceptance to the conference. Authors of accepted papers must publish an abstract or a full paper for the online proceedings, available on the American Academy of Advertising website.

The rating criteria for Competitive Research Papers are as follows:

- Fit with the [Mission and Vision of the American Academy of Advertising \(AAA\)](#)
- Methodology
- Readability
- Contribution to the Field
- Overall Rating

All submissions must meet the following criteria:

- AAA conference submissions may not be under review at another conference or journal UNLESS they are with one of the AAA journals.
- The paper may be concurrently under review at one of the three AAA journals (i.e., JA, JIA, or JCIRA) if the AAA journal has not notified the author(s) of the final decision.
- Authors are asked to indicate if their conference and journal submissions are currently or will be concurrent at the time of conference paper submission. Please note that the AAA conference and journal review processes are separate; thus, their results might differ.
- Papers should not exceed 30 typed, double-spaced pages in length, including references, appendices, tables, etc. This page limitation will be strictly enforced.
- Delete all author identification in the file properties and track changes functions before submission.
- References should be in one consistent citation format, but any style is permitted.
- Submit your paper in Word format only; do not submit a PDF.

There are AAA conference awards. The authors may self-nominate for multiple awards, but a conference paper can win only one award.

AAA Conference Best Paper represents the best paper at the conference. Paper reviewers recommend manuscripts for the award. A committee reviews the top five papers.

AAA Conference Best Student Paper must be led by a student and written primarily by students. Papers can be co-authored with a faculty member(s), but student(s) should be the main contributors (first author). Once the student-led paper becomes a contender for this award, we will contact the co-author professor(s) to confirm. Submitting authors should check a box indicating whether their paper meets the conditions to be considered for this award during submission.

AAA Conference Best Access and Opportunity Paper is designed to honor and encourage excellence in Access and Opportunity scholarship and education and enhance the visibility and actions supporting Access and Opportunity in advertising scholarship and education. Submitting authors should check a box indicating whether their paper meets the conditions to be considered for this award during submission.

AAA Conference Best Purpose Paper aims to promote strategic communication that positively impacts purpose goals. Purpose-driven advertising is social strategic communication where social impact is the primary business objective. This annual award encourages excellence in advertising research that effectively aligns with a brand's broader social, environmental, or ethical goals. Submitting authors should check a box indicating whether their paper meets the conditions to be considered for this award during submission.

When you upload a paper submission onto ConfMaster, you will see a statement specifying that at least one author agrees to register for and attend the conference to present the paper in person. A remote presentation (e.g., Zoom or a recorded video) is not an option. Only an author listed on the paper is eligible to present at the conference. Failure to present an accepted competitive paper in person will result in the paper being withdrawn from the conference program and proceedings. You must agree to this statement before submitting it.

Every author should log in and update their profiles in ConfMaster, specifically their personal keywords. All authors should be prepared to help review papers submitted to the AAA conference, whether first or otherwise.

Special Topics Sessions

You are invited to submit proposals for Special Topics Sessions that cover an entire meeting period (usually 90 minutes). These sessions are designed not only to offer information but also to stimulate discussion and debate among panelists and audience members. Special Topics Sessions tend to focus on key issues of importance to advertising education and practice (e.g., current practitioner issues, creative topics, and/or pedagogical matters). They are not the venue for competitive research papers. Preference will be given to proposals that are not simply a compilation of research papers by different authors put together in a session. Further, preference will be given to proposals that involve and attract advertising educators and practitioners who might not typically be interested in sessions that focus solely on refereed research. As such, the AAA is willing to provide “waivers” for industry participants who will attend only a Special Topic Session (non-academics and individuals who have not been AAA members) of AAA membership dues and registration fees. This waiver is only good for the specific session. If you would like to use these waivers, you must provide the specifics in your proposal.

A submission should include the following: (1) a clear rationale for addressing the topic over an entire meeting period and/or through contributions from several presenters, (2) the value of the session to conference attendees, including why such a contribution is not likely to be available elsewhere at the

conference, (3) names and specific roles of all participants, (4) details of how the session will be conducted under a unifying theme, including contributions of the various participants and (5) how conversations can be continued beyond the actual session.

Since, by nature, Special Topics Sessions cannot be blind-reviewed, a panel will judge all submissions. The rating criteria are as follows:

- How current is the topic?
- How well will it attract attendees to the session?
- How well thought-out is the proposal?
- Are the proposed participants appropriate and qualified for this topic?
- How strongly do you believe this session should be included in the program?

Preference will be given to proposals providing complete information.

When you upload the special topics session proposal, you will see a statement specifying that upon acceptance of the Special Topics Sessions proposal, all presenters listed in the proposal should attend their session and present in person. Remote presentation (e.g., Zoom or video recording) or replacement is not an option. Failure to present an accepted Special Topics session in person will result in the paper being withdrawn from the conference program and proceedings. You must agree to this statement before submitting the Special Topics Sessions proposal. Special Topics Session chairs are responsible for generating a one- to three-page summary after the conference for inclusion in the online Proceedings.

Deadline for Submissions

Electronic submissions will be accepted beginning September 1, 2025, and must be received no later than **11:59 PM EDT, October 1, 2025**.

AAA 2026 Annual Conference

AAA members and colleagues are invited to gather for the AAA Annual Conference on March 26-29, 2026, at the Westin Austin Downtown Hotel in Austin, TX.

Questions? Please direct them to the appropriate person as follows:

- Competitive Research Papers
 - Professor Joonghwa Lee, AAA Vice President
 - University of North Dakota
 - joonghwa.lee@und.edu
- Special Topics Proposals
 - Professor Hye Jin Yoon, AAA President-Elect
 - University of Georgia
 - hiyoon@uga.edu
- General questions about the conference
 - Professor Jameson Hayes, AAA President
 - University of Alabama
 - jhayes4@gmail.com

We look forward to your submissions and hope you can attend the 2026 Conference of the American Academy of Advertising.