

Call for Papers
Special Issue on
Customised Communication:
Issues of Relevance and Privacy

Customisation strategies based on consumers' personal data are increasingly being applied in newsletters, campaign materials and business media. Although current technology allows obtaining consumer information easier, we lack a sufficient understanding of the effects of customised communication (CC). While customised communication can result in consumers receiving more relevant messages and has been linked to increased acceptance of the message, it can also result in irritation, perceived intrusiveness and concerns about violation of one's privacy. This special issue aims to disentangle the effects of customisation on consumers. Besides customisation, terms such as tailoring, targeting, one-to-one communication and personalisation are used to describe the phenomenon of addressing audience members as individuals.

Manuscripts are solicited for a special issue of the *International Journal of Advertising* devoted to customisation and its implications for advertising. Authors may submit empirical studies or conceptual papers on various aspects of customised communication. Papers which are theoretically grounded and also provide managerial implications are especially encouraged.

Topics that may be addressed include but are not limited to:

- Barriers to, facilitators, and consequences of CC. What works vs. what doesn't work?
- Benefits of evaluating and measuring CC. What should a CC evaluation/measurement include?
- Theoretical and conceptual exploration of CC in conjunction with one-to-one marketing communications
- Definitions of CC. What is personalisation?
- The role of social media in CC
- Media choices and allocation for CC
- Dynamics between market segmentation and CC
- The role of mass customisation (e.g., advertising) in CC
- Differential strategic implementations in dealing with BtC and BtB customers
- Crucial consumer privacy/security issues from personalisation and CC
- Dynamics between technology (e.g., IM, SMS, email) and CC
- Understanding the impacts of cultures and international audiences in CC.

Submission information

Manuscripts should be submitted through the *International Journal of Advertising's* regular review process while including a note that the paper is being submitted to the special issue (www.editorialmanager.com/i-j-a).

The deadline for submission is 30 November 2011. Enquiries should be directed to the special issue editors:

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