

# Communication and Media in Asia Pacific (CMAP)

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*Communication and Media in Asia Pacific* (CMAP) is the official journal of the Faculty of Communication Arts, Chulalongkorn University, Thailand, published biannually (January-June and July-December). Found in 2018, CMAP aims to provide a forum for research in communication and media that focuses or has an influence on the Asia Pacific region, with a broad range of topics, such as organization communication, marketing communication, mass communication, journalism, aesthetic communication. The journal's main interests are in 1) original research articles or 2) theoretical papers that have strong foundations, meet the highest analytical standards, and provide new insights that contribute to better understanding of social phenomena.

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Manuscript submitted to *Communication and Media in Asia Pacific* (CMAP) must be in Microsoft Word (.docx). It should be a maximum of 35 A4 double-spaced pages in length, and must contain all essential elements, including title page, abstract, keywords, introduction, methods, results, discussion, references, appendices. Tables and figures should be embedded in the main manuscript, next to the relevant text. In addition, the original submission should conform with the 7th edition of the Publication Manual of the American Psychological Association (APA) guidelines.

**Title Page:** On page 1, provide the title of the paper and information of each author: 1) given name and family name, 2) highest degree held, awarding institution, and country name (e.g., Ph.D., University of Illinois, USA.), 3) current position, organization, and country name (e.g., Associate Professor, Faculty of Communication Arts, Chulalongkorn University, Thailand), and 4) contact information (full postal address, phone number, and e-mail address). In addition, clearly indicate who will be a corresponding author, handling all correspondences with the journal.

**Abstract and Keywords:** On page 2, a concise and factual abstract (maximum of 200 words) is required. Immediately after the abstract, provide a maximum of 5 keywords, using U.S. spelling.

**Main Content:** Standard type (Times New Roman font, 12-point size, double-spaced, 1 inch for all margins, U.S. spelling) should be used throughout the manuscript. Running head and page numbers should be on top right corner of each page. Manuscript that exceeds the maximum of 35 A4 pages will be returned to the authors for reduction in length before further consideration.

Footnotes should be avoided. In case that a footnote is needed, number it within the text body and place the note text at the end of the main content, before the references.

**References:** On a separate page, references are double-spaced. The second and subsequent lines should have a hanging indent of 0.5 inches. All references mentioned in the list must be cited in the text (using the author-date system), and vice versa. They should conform to the American Psychological Association (APA) 7th edition styles, in alphabetical order of author(s). If applicable, add the DOI or URL to the references. Numbered reference systems are not acceptable.

Here are examples for each document type.

### Periodicals

Newman, C. L., Wachter, K., & White, A. (2017). Bricks or clicks? Understanding consumer usage of retail mobile apps. *Journal of Services Marketing*, 32(2), 211-222. <https://doi.org/10.1108/JSM-08-2016-0289>

### Books

Aaker, D. A., & Joachimsthaler, E. (2000). *Brand leadership*. Simon & Schuster.

### **Chapters in Book**

Lutz, R. J. (1991). The role of attitude theory in marketing. In H. H. Kassarian & T. S. Robertson (Eds.), *Perspectives in consumer behavior* (4th ed., pp. 317-339). Prentice Hall.

### **Master's Theses**

Paisarnpanich, C. (2011). *Influences of materialism and self-consciousness on generation Y consumer's impulsive buying behavior* [Master's thesis, Chulalongkorn University]. Chulalongkorn University Intellectual Repository.  
<http://cuir.car.chula.ac.th/handle/123456789/24189>

### **Websites**

Appfigures. (2021). *Top ranked mobile app download Thailand 2021*. <https://appfigures.com/top-apps/ios-app-store/thailand/iphone/shopping>

### **Further Information and Registration**

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