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CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
49th Annual ACME Conference • March 2-5, 2022
New Orleans, Louisiana • Hilton New Orleans Riverside

Submission Deadline: September 20, 2021

The Association of Collegiate Marketing Educators (ACME), in conjunction with the Federation of Business Disciplines (FBD), invites faculty, students, and business practitioners to submit your work for presentation at the 2022 ACME Conference to be held in the fascinating city of New Orleans, Louisiana! ACME is an established academic marketing conference with a collegial atmosphere for professional development, networking, and collaboration. Join us for sharing quality research, engaging teaching ideas, and good fellowship.

Our conference location is a popular tourist destination. New Orleans, nicknamed the *Big Easy*, is known for its rich cultural past that is a conglomeration of French, African, and American heritages. It is also famous for its vibrant live music scene, round-the-clock night life, unique and mouth-watering cuisine, iconic architecture, parks, places for recreation, and much more. The conference hotel is at walking distance from the French Quarter, Audubon Aquarium, and Butterfly Garden and Zoo, as well as countless restaurants, art galleries, and more. Be sure to join us for ACME 2022 in Crescent City New Orleans; home of Creole, crawfish, gumbo, Mardi Gras, jazz, and more!

While it is too early to know what the travel situation will be in March 2022, we plan to have a great on-ground conference. At the same time, to accommodate our international and domestic presenters who anticipate travel challenges, we will offer the ability to participate online as well. So, our current plan is to offer a hybrid conference which is predominantly on-ground with the opportunity for online presentation for those who are not able to travel.

ACME submissions may have an academic, practitioner, or pedagogical focus. Student paper submissions (doctoral, masters, or undergraduate) are especially encouraged. We invite full competitive papers; extended abstracts; poster submissions; and proposals for special sessions,

panel discussions, and workshops. Submissions will be accepted via EasyChair starting in May, 2021. Authors are also invited to include their work, in full paper or extended abstract form, in the *ACME Proceedings*.

The deadline for submissions is **September 20, 2021**. Full papers received by or on this date will be considered for the *Best Paper in Track* and *FBD Distinguished Paper Awards*. ACME also offers the following awards each year: *ACME AxcessCapon Teaching Innovation Award*, *Lou E. Pelton Emerging Scholar Award*, and *FBD Outstanding Educator Award*.

For more information, such as details about tracks, Track Chairs, style guidelines, submission procedures, *ACME Proceedings*, and guidelines for ACME Awards, please visit the ACME website at <http://acme-fbd.org/>. The EasyChair submission portal will open in May, 2021. Conference registration and hotel information will be available at <http://www.fbdonline.org/>. If you have any questions, please contact one of the Track Chairs listed on the ACME website (coming soon) or the ACME Program Chair.

We look forward to seeing you in New Orleans!

Rajasree K. Rajamma, Ph.D.

ACME Program Chair, 2021-2022

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10 Reasons Why You Should Attend the 2022 ACME Conference

ACME is . . .

- 1) An unbeatable value! Registration is only \$200 and includes a one-year ACME and FBD membership.
- 2) A small international conference with a collegial and intimate atmosphere for networking. Share ideas, find co-authors, and build friendships within academia that go beyond the conference.
- 3) An educator-, practitioner-, and student-friendly conference.
- 4) A great opportunity to present your work and gain valuable feedback from colleagues.
- 5) Three days packed with interesting sessions and fun times with colleagues.
- 6) An opportunity to present on-ground or online, for those with travel restrictions.

ACME gives you the opportunity to . . .

- 7) Showcase your work in the *ACME Proceedings*, as a full paper or extended abstract. The published Proceedings are indexed in Google Scholar.
- 8) Earn recognition through various research and teaching awards offered by ACME, including *FBD Distinguished Paper Award*, *Best Paper in Track Awards*, *FBD Outstanding Educator Award*, *ACME AccessCapon Teaching Innovation Competition*, and the *Lou E. Pelton Emerging Scholar Award*.
- 9) Attend an informal no-host dinner with ACME and FBD colleagues at a local ethnic restaurant.
- 10) Join together in recognizing ACME colleagues at the Annual Awards Luncheon and Business Meeting.

ACME 2022 Conference Tracks

1. Advertising and Integrated Marketing Communications
2. Branding and Brand Management
3. Consumer Behavior and Psychology
4. Data Driven Marketing for Consumer Insights
5. Fashion Marketing and Merchandising
6. Global Marketing
7. Health Care and Pharmaceutical Marketing
8. Logistics and Supply Chain Management
9. Macromarketing and Political Marketing
10. Marketing Education and Experiential Learning
11. Marketing Strategy, New Product Development, and Innovation
12. Personal Selling and Sales Management
13. Public Policy, Sustainability, and Social Responsibility
14. Retailing and Electronic Commerce
15. Services, Tourism, and Hospitality
16. Social Media, Mobile Marketing, and Digital Marketing
17. Sports and Recreational Marketing
18. Student Research

- 19. Poster Sessions
- 20. Special Sessions
- 21. Workshops

- 22. Sports, Video-Gaming, and Recreational Marketing
- 23. Tourism and Hospitality Marketing
- 24. Student Papers

Get Involved

To volunteer as a **Track Chair**, contact Rajasree K. Rajamma, ACME Program Chair for 2021-2022, rjamma@fairfield.edu.

To volunteer as a **Reviewer**, contact the appropriate Track Chair or the Program Chair.

Please share this ACME Call for Papers with your academic colleagues, practitioner friends, and students.

We look forward to receiving your submissions and seeing you in New Orleans!