



Photos courtesy of <http://www.visithouston.com>

CALL FOR PAPERS

**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
50th Annual ACME Conference • March 8-11, 2023
Houston, Texas • Hyatt Regency Houston**

Submission Deadline: September 30, 2022

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 2023 ACME Conference in Houston, Texas. Now in its 50th year, the ACME Conference is known for its collegial atmosphere, professional development, networking, and collaboration. Please Join us as ACME celebrates 50 years of sharing quality research, engaging teaching ideas, and great fellowship!

Enjoy your time in Houston, the fourth-largest city and one of the most diverse metropolitan areas in the United States, fondly nicknamed *H-Town*, *Bayou City*, *Space City*, and *the 713*. One “don’t miss” attraction during your stay is NASA’s Space Center, where visitors can explore the fascinating world of space exploration. Other attractions include Houston’s many state-of-the-art museums, such as the Museum of National History and Museum of Fine Arts; as well as the Houston Zoo, Downtown Aquarium, Art Car Museum, Kemah Boardwalk, Houston Livestock Show and Rodeo, and much more. Be sure to feast on the delicious Southern, Tex-Mex, barbecue, and wide-ranging cuisines. Plus, enjoy the convenience of our downtown conference location at the Hyatt Regency Houston, surrounded by award-winning restaurants, shops, and a vibrant arts and theater district.

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 June, 2022. Authors are also invited to include your work, in full paper or extended abstract form, in the *ACME Proceedings*.

The deadline for submissions is **September 30, 2022**. Full papers received prior to 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 AccessCapon 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 June, 2022. 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 Houston!

Lilly Ye, Ph.D.

ACME Program Chair, 2022-2023
Frostburg State University, Frostburg, MD
lye@frostburg.edu • +1 301.687.4258

Atefeh Yazdanparast Ardestani, Ph.D.

Vice President of Membership and Associate Program Chair
Clark University, Worcester, Massachusetts
ayazdanparast@clarku.edu • +1 508.793.7781

10 Reasons Why You Should Attend the 2023 ACME Conference

ACME is . . .

- 1) An unbeatable value! Registration is only \$225 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 2023 Conference Tracks

1. Advertising and Integrated Marketing Communications
2. Branding and Brand Management
3. Consumer Behavior and Psychology
4. Ethics, Legal, and Public Policy Issues
5. Ethnic and Multicultural Marketing
6. Fashion Marketing
7. Health Care and Consumer Wellbeing
8. Global Marketing and Emerging Markets
9. Logistics and Supply Chain Management
10. Macromarketing and Political Marketing
11. Marketing Education and Experiential and Service Learning
12. Marketing Metrics, Data Analytics, and Methodology
13. Marketing Strategy and Innovation
14. Music, Fine Arts, and Entertainment Marketing
15. Professional Selling and Sales Management
16. Retailing and Electronic Commerce
17. Social Media, Mobile Marketing, and Digital Marketing

- 18. Sports, Video-Gaming, and Recreational Marketing
- 19. Tourism and Hospitality Marketing
- 20. Student Papers

Get Involved

To volunteer as a **Track Chair**, contact Dr. Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.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 Houston!



Association of Collegiate Marketing Educators