



Photos courtesy of www.galveston.com

CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
51st Annual Conference • April 10-13, 2024
• Moody Gardens Hotel & Convention Center • Galveston, Texas

Submission Deadline: September 30, 2023

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 research and pedagogical work for presentation at the 2024 ACME Conference to be held in the beautiful city of Galveston, Texas! 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, offering attractions for every member of the family. Galveston is home to some of the best attractions Texas has to offer, including miles of beautiful beaches along the Bolivar Peninsula, with some of North America's best bird habitats, the Galveston Island Historic Pleasure Pier amusement park and the Kemah Boardwalk dining and amusement complex a short drive away. Galveston also offers a plethora of unique museums, including The Bryan Museum, Texas Seaport Museum, and Galveston Railroad Museum. Having one of the largest and well-preserved concentrations of Victorian architecture in the country, Galveston allows visitors to explore the island's rich history by touring one of its popular historic mansions. The conference hotel is a tropical paradise on the Galveston coast, located next door to Schlitterbahn Waterpark and steps from Moody Gardens.

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**. Please see more details for each type of submission below. Authors are also invited to include their work, either in full paper or extended abstract form, in the *ACME Proceedings*.

See the list of tracks toward the end of this document. The deadline for submissions is **September 30, 2023**.

Please submit your manuscripts and proposals to the appropriate track via the EasyChair online submission link at <https://easychair.org/conferences/?conf=acme2024>.

Full papers received by or on this date will be considered for the **ACME Best Paper in Track** and **FBD Distinguished Paper Awards**. ACME also offers the following three awards each year:

ACME Teaching Innovation Competition and Award
Lou E. Pelton Emerging Scholar Award
ACME Trailblazer Award
FBD Outstanding Educator Award

Announcements about award criteria and application procedures are available on <https://www.acmeconference.org/>.

Types of Submissions

Each track accepts full papers, extended abstracts, and other types of submissions as listed below. Empirical research, conceptual pieces, case studies, and practical applications are all welcome. Submissions may be from the areas of teaching, research, or service that examine issues relevant to the topic of the track. Interdisciplinary research and educational papers related to any of the tracks are welcome.

Full Competitive Papers: Competitive papers are fully-developed papers reporting completed conceptual or empirical research, and no longer than 20 pages. Upon acceptance, authors will have the option to publish the entire paper or an extended abstract in the *ACME Conference Proceedings*. Case studies are also accepted.

Extended Abstracts: Reports on research-in-progress may be submitted as extended abstracts. These submissions should be at least two pages in length and include the research question(s) and importance, highlights of literature review, overview of methodology and/or procedure(s), important findings to date, and a minimum of five scholarly references.

Special Sessions, Panel Discussions, and Workshops: ACME invites proposals for special sessions, panel discussions, and workshops as outlined below.

- Special Sessions are comprised of 3 to 5 papers or presentations on a common theme.
- Panel Discussions are comprised of discussion by 3 to 6 panelists on a common theme.
- Workshops are training opportunities for marketing educators to gain relevant new skills and knowledge.

Submissions for Special Sessions, Panel Discussions, and Workshops should be two to five pages in length and include the topic and its importance, details of planned format and activities, qualifications for attendees, if any, and expected audience benefits. The name, brief biography, and contact information for each presenter, panelist, or workshop facilitator must also be

provided, together with documentation of willingness to participate. In addition, workshop proposals should include specific learning objectives and an overview of how active learning techniques will be employed during the workshop. Please see the formatting instructions [HERE](#).

Posters: Poster sessions are jointly-hosted by FBD and its member associations. Posters may describe research projects, recently completed work, results of work in progress, presentation of data, or speculative or innovative work in any area of marketing. Poster sessions offer the opportunity to have substantive discussions with interested colleagues and gain feedback on your work. Student poster submissions are encouraged, too; participating in a poster session is great practice for presenting your research. Each poster presentation submission should contain a title page and a 250-word abstract.

Instructions for Authors and Submission Guidelines

Submissions should be double-spaced, with 12-point Times New Roman font and one-inch margins. All submissions must be made in the PDF format. For full paper submissions, authors' names and identifying information should not appear anywhere in the submitted documents. Please see the formatting instructions for the submissions [HERE](#).

In the interest of academic integrity, a submission to ACME should not be under submission or review elsewhere, accepted for publication/presentation, or published/presented in a publication or conference.

Submit your manuscripts and proposals to the appropriate track (see list of tracks below) via the EasyChair online submission link: <https://easychair.org/conferences/?conf=acme2024>.

Submissions will be double-blind reviewed by academic peer reviewers. Authors may submit more than one paper or proposal, but each submission may be directed to only one track. In the interest of scheduling flexibility, an author may not be a presenter in more than two sessions.

Authors will be notified of acceptance status on or before **November 15, 2023**.

At least one author of accepted papers and extended abstracts will be required to register for the ACME Conference by the regular registration deadline (March 11, 2024, tentatively) and attend the conference in order to be included in the program and have their work included in the *ACME Conference Proceedings*. If more than one co-author presents at the conference, each must register as an ACME attendee. All participants in special sessions, panel discussions, and workshops must register as ACME attendees. Authors of other types of submissions are encouraged to submit to the *Proceedings*, too.

Authors of accepted competitive paper manuscripts must submit to the EasyChair online submission system, no later than **December 15, 2023**, the final revised form of either the full paper or a two-page extended abstract for publication in the *ACME Conference Proceedings*, which will be electronically published on the ACME website. All submitted documents must be proofread and formatted as per the guidelines available on <https://www.acmeconference.org/>.

For more information, such as style guidelines, submission procedures, *ACME Conference Proceedings*, and guidelines for ACME Awards, please visit the ACME website at <https://www.acmeconference.org/>. If you have any questions, please contact one of the Track Chairs or the ACME Program Chair listed below.

We look forward to seeing you at ACME 2024 in Galveston, TX!



Atefeh Yazdanparast Ardestani, Ph.D.
ACME 2023-2024 Program Chair
Clark University, Worcester, Massachusetts
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Lili Gai, Ph.D.
Vice President for Membership and Associate Program Chair
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gai_l@utpb.edu

10 Reasons Why You Should Attend the 2024 ACME Conference

ACME is . . .

- 1) An unbeatable value! Registration 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) Conference 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 Teaching Innovation Competition and Award*, *ACME Trailblazer Award*, 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) Enjoy continued engagement with ACME through virtual webinars/sessions by our Trailblazer Award recipient.

ACME 2024 CONFERENCE TRACKS

1. ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS

Submissions related to promotion, such as advertising, direct marketing, sales promotion, publicity, public relations, and media choices. Uses, applications, and issues regarding use of integrated marketing communications for both B-to-B and B-to-C promotions and customer acquisition and customer retention.



Track Chairs:

Mark Case, *Florida Gulf Coast University*

mcase@fgcu.edu



Md Rokonuzzaman, *Clayton State University*

MdRokonuzzaman@clayton.edu

2. PRODUCT MANAGEMENT AND BRANDING

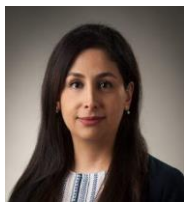
Submissions related to product management, branding, and brand management, including but not limited to new product development, product planning, brand creation, brand awareness, brand extension, brand equity, branding strategies, brand leadership, brand personality, brand identity and reputation, corporate reputation, and reputation management.



Track Chairs:

Pramod Iyer, *Kennesaw State University*

piyer1@kennesaw.edu



Arezoon Davari, *Eastern Washington University*

adavari@ewu.edu

3. CONSUMER BEHAVIOR AND PSYCHOLOGY

Submissions related to the psychology of the consumer's decision-making and buying process, such as market segmentation, motivation, personality, perception, learning, attitude, family and social class, culture, sub-culture, reference groups, diffusion of innovation, decision making, and social responsibility.



Track Chairs:

Seth Ketron, *University of St. Thomas*

ketr8015@stthomas.edu



Jiani Jiang, *Concordia College*

Moorhead, Minnesota

jjiang3@cord.edu

4. GLOBAL MARKETING

Submissions related to international business and marketing as well as marketing across cultures in one or more countries, including distribution, promotional, pricing, and market offering off shoring strategies related to regional lifestyle and cultural similarities and differences.



Daniel Rajaratnam, *University of Texas at Dallas*

Richardson, Texas

daniel.rajaratnam@utdallas.edu



Sudipto Sarkar, *Frostburg State University*

ssarkar@frostburg.edu

5. LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Submissions related to theory, applications, and best practices in distribution, logistics, and value chain management of market offerings and studies involving strategic buying and selling within and across channels of distribution. This track also covers the distribution related aspects of business development, operations management, information systems and analytics, organizational behavior, economics, strategic management, and business-to-business marketing.



Track Chairs:

Yolanda Obaze, *University of Evansville*

yo21@evansville.edu



Yiming Zhuang, *Frostburg State University*

yzhuang@frostburg.edu

6. ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE (ESG) AND POLITICAL MARKETING

Submissions addressing public policy, corporate social responsibility (CSR), strategic community relations, sustainability and environmental issues, ethical dimensions of business within marketing, as well as political marketing.



Track Chairs:

Julie Haworth, *University of Texas at Dallas*

haworth@utdallas.edu



Weixing Ford, *Texas A&M University-San Antonio*

Weixing.Ford@tamusa.edu

7. **MARKETING EDUCATION AND EXPERIENTIAL LEARNING**

Submissions on innovative teaching ideas, the scholarship of teaching and learning, experiential and service learning, and other issues facing marketing educators. Sample topics include: teaching and learning methods, great assignment ideas, student development, curriculum development, alignment between curriculum and industry needs and practice, and online and blended course methods. This track brings together professors with shared interests in how we can strengthen our teaching and learning approaches.



Track Chairs:

Adam J. Mills, *Loyola University*

ajmills@loyno.edu



Katharine Howie, *University of Southern Mississippi*

Katie.Howie@usm.edu

8. **MARKETING RESEARCH AND ANALYTICS**

Submissions focusing on artificial intelligence (AI), machine learning, big data, and data analytics, as well as research advancing measurement techniques, research methodologies, and data analysis procedures for measuring metrics. Research focusing on issues related to data analytics that generate consumer insights for research or practice are welcome as well.



Track Chairs:

Anjala Krishen, *University of Nevada Las Vegas*

anjala.krishen@unlv.edu



Yang (Jack) Lv, *Beijing Technology and Business University*

ziiyuu@gmail.com

9. **MARKETING STRATEGY**

Submissions related to corporate strategy, either specific elements of or overall marketing strategy of a firm, or papers that investigate various aspects of entrepreneurship in small, medium, or large businesses.



Track Chairs:

Aisha Ghimire, *University of Mississippi*
aghimire@bus.olemiss.edu



Luis Matosas López, *Rey Juan Carlos University*
luis.matosas@urjc.es

10. **PERSONAL SELLING AND SALES MANAGEMENT**

Submissions related to all aspects of professional selling and management of sales teams and sales personnel including sales management issues, salesperson development and sales force strategies, and ethical issues in selling.



Track Chairs:

Tim Butler, *Southeastern Louisiana University*
tim.butler@selu.edu



Yewu Li, *Nova Southeastern University*
yewu.li@ttu.edu

11. **RETAILING AND FASHION MARKETING**

Submissions related to all aspects of retailing, multi-channel marketing, and omnichannel marketing for both business-to-business and business-to-consumer arenas, as well as research related to retail merchandise management, fashion show production, and fashion branding and promotion.



Track Chair:
Sua Jeon, *Texas Wesleyan University*
sjeon@txwes.edu



Chengyi Le, *East China Jiaotong University*
ncycy@126.com

12. SOCIAL MEDIA, MOBILE MARKETING, AND DIGITAL MARKETING

Submissions related to digital marketing and the use of the Web, including the application of tools such as search engines, blogs, mobile apps, and social networking sites. Submissions may address B-to-B and B-to-C promotions, customer acquisition, and customer retention. Cases as well as empirical research reports are encouraged.



Track Chairs:
Scott D. Roberts, *University of the Incarnate Word*,
scott.roberts@uiwtx.edu



Sphurti Sewak, *Illinois State University*
ssewak@ilstu.edu

13. SPORTS AND RECREATIONAL MARKETING

Submissions related to the marketing of physical activities, sports, video-gaming, e-sports, and leisure and recreational activities and organizations.



Track Chair:
Sabrina Reed, *University of Southern Mississippi*
sabrina.reed@usm.edu

14. SERVICES MARKETING

Submissions related to business and marketing relevant to the services, tourism and hospitality industry, including attractions management, activities administration, convention planning, customer service, event planning, food service, gaming, lodging sales, resort management, and travel marketing.



Track Chairs:

Jeff Christensen, *Brigham Young University-Hawaii*
jeff.christensen@byuh.edu



Jiajia Qu, *University of Texas Permian Basin*
qu_j@utpb.edu

15. STUDENT RESEARCH

Students at all levels (undergraduate, masters, doctoral) are invited to submit their work to the Student Papers Track. We welcome conceptual and empirical papers utilizing qualitative, quantitative, or mixed methods. Submissions must be authored by one or more students; however, papers with faculty co-authors in a supportive, mentoring role will also be considered. Student researchers and faculty mentors may be invited to serve on panel discussions and will be recognized during the conference.



Track Chairs:

Shu Xu, *Hunan University of Technology and Business*
1035144891@qq.com



Pushkala Raman, *Texas Women University*
PRaman@twu.edu

16. **SPECIAL SESSIONS, PANEL DISCUSSIONS, WORKSHOPS, AND POSTERS**

Please see the guidelines above for submissions in these categories.



Track Chair:

Vaidas Lukosius, *Tennessee State University*

vlukosius@tnstate.edu

If you have any questions about which track is most appropriate for your work, please contact the Program Chair or the Associate Program Chair.

ACME OFFICERS FOR 2023-2024

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GET INVOLVED

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

To be a **Sponsor** for ACME 2024, contact the ACME President or Program Chair. Sponsors will be recognized in the ACME Conference Program as well as the *ACME Conference Proceedings*.

To volunteer as a **Track Chair** for **ACME 2025**, contact Lili Gai, ACME Program Chair for 2024-2025, at gai_l@utpb.edu.

Please share this ACME 2024 Call for Papers with your academic colleagues, practitioner friends, and students.

We look forward to receiving your submissions and seeing you in Galveston, Texas!