



CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
52st Annual ACME Conference, March 19 to March 22, 2025
Submission Deadline: September 30, 2024

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 2025 ACME Conference to be held in the beautiful city of **Tulsa, Oklahoma!**

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.

Tulsa, Oklahoma is a tourist destination city. Tulsa, the second largest city in Oklahoma, is known for its rich history, diversified cultural scenic spots, and beautiful landscapes. Popular attractions include the world-renowned Philbrook Museum of Art, River Parks along the Arkansas River, and more. Tulsa offers a unique experience for visitors of all ages.

ACME 2025 welcomes submissions that may have an academic, practitioner, and/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, <https://easychair.org/conferences/?conf=acme2025>, open in June 2024. 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, 2024**. 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:

ACME Teaching Innovation Award,
Lou E. Pelton Emerging Scholar Award,
ACME Trailblazer 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 <https://www.acmeconference.org/>. The EasyChair submission portal is now open. 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 or the ACME Program Chair.

10 Reasons Why You Should Attend the 2025 ACME Conference

ACME is . . .

- 1) An unbeatable value! Registration is only \$225 and includes a one-year membership for both ACME and FBD.
- 2) A quality 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 Teaching Innovation Competition*, *ACME Trailblazer Award*, and the *Lou E. Pelton Emerging Scholar Award*.
- 9) Attending an informal no-host dinner with ACME and FBD colleagues at a local ethnic restaurant.
- 10) Enjoy continued engagement with ACME through online webinars/sessions by our Trailblazer Award recipient.

ACME 2025 Conference Tracks

1. Marketing Analytics, Research Methodology & AI Application
2. Advertising & Integrated Marketing Communications
3. Branding & Brand Management
4. Consumer Behavior & Psychology
5. Retailing, E-tailing & Fashion Merchandising
6. Health Care Marketing and Consumer Wellbeing
7. Global Marketing & Emerging Markets
8. Marketing Channel & Logistics
9. Macro-marketing and Political Marketing
10. Marketing Education & Learning in AI Age
11. Marketing Strategy and Innovation
12. Professional Selling and Sales Management
13. Social Media, Mobile, and Digital Marketing

- 14. Sports, Gaming, Hospitality, & Entertainment Marketing
- 15. Student Papers
- 16. Special Topics

Get Involved

To volunteer as a **Track Chair**, contact Lili Gai, ACME Program Chair, gai_l@utpb.edu.

To volunteer as a **Reviewer**, contact the appropriate Track Chair or the Program Chair. If you have any questions, please contact one of the Track Chairs listed on the ACME website, <https://www.acmeconference.org/>, or the ACME 2025 Program Chair. *We look forward to receiving your submissions and seeing you in Tulsa, Oklahoma.*

Lili Gai, Ph.D.

ACME Program Chair, 2024-2025

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