



CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES, 45th Annual Conference
Hyatt Regency and Albuquerque Convention Center, New Mexico
March 7-10, 2018

Submission deadline: September 15th, 2017

The Association of Collegiate Marketing Educators (ACME), in conjunction with the Federation of Business Disciplines (FBD), invites faculty, doctoral students, and business practitioners to submit papers or proposals for presentation at the 2018 ACME Conference. The following types of submissions are welcome:

Full Competitive Papers: These are fully developed papers reporting completed conceptual or empirical research. Competitive papers should be no longer than 20 pages (all inclusive, double spaced, 12 point font), and will be eligible for consideration as Best Conference Paper and Best Paper in Track. Upon acceptance, authors will have the option to publish the entire paper or an extended abstract in the conference proceedings. Competitive papers will be eligible for consideration as Best Conference Paper and Best Paper in Track, subject to ACME guidelines.

Extended Abstracts: These are submissions reporting research in progress. Extended abstracts should be at least two pages in length, and provide key findings and select references.

Special Session, Panel Discussion, and Workshop Proposals: Prospective attendees may propose special sessions comprised of papers on an important topic, panel discussions, or workshops. The session initiator should include the names of participants and include documentation of their willingness to participate, and participants should submit a full paper or an extended abstract. Workshop proposals must provide details of the workshop, qualifications for attendees, if any, and expected benefit to attendees and the organization.. Full papers arising out of a special session, panel discussion, or a workshop may be published in the Proceedings, subject to peer review.

Poster Submissions: 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. For consideration of a poster presentation, please submit a 250-word abstract.

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

more than two sessions. **The deadline for submission is September 15th, 2017.** Full papers received by or on this date will be considered for Best Paper in Track and Best Conference Paper awards. Authors will be notified of acceptance status by December 5th, 2017. At least one author of accepted papers, presentations, and posters will be required to register early (by the FBD early registration deadline) for the ACME and FBD Conference and attend the conference in order to be included in the program and have their work included in the Proceedings. If more than one co-author is present at the conference, they must also register as an ACME attendee. Authors of accepted refereed papers must submit to the Track Chair, no later than January 15, 2018, either the full paper or a two-page extended abstract for publication in the Proceedings (electronically published on the ACME website). Special sessions, panels, posters, and workshops will be acknowledged in the Proceedings. Proposals for presentations in special panels of “research in progress” will be accepted at the discretion of Track Chairs. Such “work in progress” papers will not be included in the Proceedings, but will be listed in the program and the program will be reproduced in the Proceedings.

For more information, such as style guidelines, submission procedures, and ACME awards, please visit the ACME website, <http://acme-fbd.org/>. Conference and hotel information is available at <http://www.fbdonline.org/>. You may also wish to contact one of the Track Chairs or:

Silvia L. Martin, ACME Program Chair, 2017-2018
California State University, Los Angeles, smart236@calstatela.edu

Elected Officers

President:	Irfan Ahmed , Sam Houston State University
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CONFERENCE TRACKS:

1. BRANDING AND BRAND MANAGEMENT

This track invites conceptual and empirical papers that examine issues related to branding and brand management. Suitable topics include, but are not limited to, brand creation, brand awareness, brand extension, brand equity, branding strategies, brand leadership, strong brands, brand personality, brand identity and reputation, corporate reputation, reputation management, and other related issues. Please submit to:



Turkan Dursun-Kilic, West Texas A&M University,
tkilic@wtamu.edu, 806.651.2506

2. CONSUMER BEHAVIOR AND CUSTOMER RELATIONSHIP MANAGEMENT

For the consumer behavior track, we invite manuscripts relating to the consumer such as market segmentation, motivation, personality, perception, learning, attitude, family and social class, culture, subculture, diffusion of innovation, decision making, and social responsibility. Please submit to:



Kishwar Joonas, Prairie View A&M University, kajoonas@pvamu.edu,
936.261.9214

3. ETHICS, LEGAL, AND PUBLIC POLICY ISSUES

Submissions may address ethical and legal issues in marketing, corporate social performance/responsibility, strategic community relations, corporate-NGO partnerships, sustainability/environmental issues, ethical dimensions of global business, methods for teaching ethics in marketing, and other relevant topics. Please submit to:



Grant C. Aguirre, University of Central Oklahoma, gaguirre@uco.edu,
405.974.5339

4. GLOBAL AND CROSS-CULTURAL MARKETING

Papers include conceptual and empirical studies concerning international business and marketing, as well as marketing across cultures in one or more countries. Please submit to:



Yi-Chia Wu (Shair), Tarleton State University (Texas A&M),
yichiawu@tarleton.edu
(254) 968-9048



Haithem Zourrig, Kent State University, hzourrig@kent.edu,
330 244 3202

5. MARKETING EDUCATION AND EXPERIENTIAL AND SERVICE LEARNING

This track invites papers, presentations, or panels on innovative teaching ideas, the scholarship of teaching and learning, experiential and service learning, and other issues facing marketing educators. Empirical research, conceptual pieces, case studies, and practical applications are all welcome. Topics may include: teaching and learning methods, great assignment ideas, student development, curriculum development,

alignment between curriculum and industry needs/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. Please submit to:



Marilyn Eastman, Morningside College, eastmanm@morningside.edu
(254) 968-9048

6. **MARKETING RESEARCH**

This track seeks manuscripts that develop or apply advances in research methodologies, measurement techniques, or data analysis procedures to the teaching and practice of marketing. Appropriate topics for this track include: qualitative and quantitative research; online research; exploratory, descriptive, and causal research; and sampling. Both conceptual and empirical works are welcome. Please submit to:



Sanjay Mehta, Sam Houston State University, mehta@shsu.edu,
936.294.1312

7. **MARKETING STRATEGY AND INNOVATION**

This track seeks papers that deal with corporate strategy, overall marketing strategy, or specific elements of marketing strategy. In addition, we are interested in papers that investigate aspects of entrepreneurship, both in small and large businesses. Please submit to:



Silvia Lozano Martin, California State University, Los Angeles,
smart236@calstatela.edu , 323.343.3000



Paloma Bernal, Universidad Rey Juan Carlos, Madrid, Spain
Georgetown University, Washington, DC
bernalp@email.gwu.edu, 202 459 7245

8. **NEW MEDIA, ADVERTISING, AND MARKETING COMMUNICATIONS**

This track invites research in all topics in marketing regarding promotion: advertising, publicity/public relations, and media choices. We especially encourage papers on the uses, applications, and issues regarding use of new media (including blogs, mobile apps, social net groups, professional net groups) for both B-to-B and B-to-C promotions and customer retention. Please submit to:



Priyanka Khandelwal, West Texas A&M University,
pkhandelwal@mail.wtamu.edu, 806 651 412

9. SUPPLY CHAIN MANAGEMENT AND BUSINESS TO BUSINESS MARKETING

This track addresses the theory and applications of best practices in distribution, logistics, and supply chain management and any issues related to business-to-business marketing including: studies of sales management issues, salesperson development and sales force strategies, and ethical issues in selling. Interdisciplinary research and educational papers are also welcome. Please submit to:



Mel Zuberi, Saint John Fisher College mzuberi@sjfc.edu,
585.385.7267

10. STUDENT PAPERS

This track invites papers from students at all levels. Graduate and undergraduate students are encouraged to submit manuscripts. This track welcomes conceptual as well as 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. The symposium was a successful new event for the Student Paper track for ACME in 2017. Student researchers and faculty will be invited to serve on panel discussions and be recognized as part of the annual ACME luncheon. Please submit to:



Pamela Mickelson, Morningside College, mickelson@morningside.edu,
712.274.547