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**CALL FOR PAPERS**  
**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**  
**FEDERATION OF BUSINESS DISCIPLINES**  
**46th Annual Conference**  
**March 13-16, 2019**  
**Houston, Texas • Hyatt Regency Houston**  
**Submission Deadline: October 26, 2018**

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 2019 ACME Conference. We hope you will join us for the conference in Houston, Texas!

Enjoy the convenience of our downtown conference location at the Hyatt Regency Houston, surrounded by award-winning restaurants, shops, and museums. During your visit to America's fourth-largest city, consider visiting Houston's Museum District, Space Center Houston, Houston Zoo, Downtown Aquarium, Art Car Museum, Kemah Boardwalk, Houston Livestock Show and Rodeo, or many other attractions.

ACME submissions may have an academic, practitioner, or pedagogical focus. Student papers (doctoral, masters, or undergraduate) are especially encouraged. The following types of submissions are welcomed:

*Full Competitive Papers:* Competitive papers are fully-developed papers reporting completed conceptual or empirical research. These submissions should be no longer than 20 pages (all inclusive, double-spaced, 12-point font). Upon acceptance, authors will have the option to publish the entire paper or an extended abstract in the conference proceedings. Competitive papers received by October 26 will be eligible for consideration as Best Conference Paper and Best Paper in Track, subject to ACME guidelines.

*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 procedures, and key findings to date.

*Special Session, Panel Discussion, and Workshop Proposals:* Proposals for special sessions, comprised of papers or presentations on a common theme, panel discussions, and workshops are also invited. These submissions should be two to five (2-5) 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 participant must also be provided, together with documentation of willingness to participate. Full papers arising out of a special session, panel discussion, or 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 may 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.

### **Submission Guidelines**

The deadline for submission is October 26, 2018. Full papers received by or on this date will be considered for Best Paper in Track and Best Conference Paper. For full paper submissions, author information should only appear on the title page of the submission.

Email your submission to the appropriate Track Chair. A list of Track Chairs is provided below. Authors will be notified of acceptance status by December 31, 2018.

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/conference.

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, each must register as an ACME attendee. All participants in workshops and panel discussions must register as ACME attendees.

Authors of accepted competitive papers must submit to the Track Chair, no later than January 15, 2019, 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, which 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/>.

If you have any questions, please contact one of the Track Chairs listed below or the ACME Acting Program Chair.

**Renée Gravois**, Sam Houston State University  
ACME Acting Program Chair, 2018-2019  
[acmeconference@shsu.edu](mailto:acmeconference@shsu.edu) • 936.294.4947

### **ACME Officers**

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### **CONFERENCE TRACKS**

#### **1. BRANDING AND BRAND MANAGEMENT**

This track features 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:

**Türkan Dursun-Kilic**, West Texas A&M University  
[tkilic@wtamu.edu](mailto:tkilic@wtamu.edu) • 806.651.2506

#### **2. CONSUMER BEHAVIOR AND CUSTOMER RELATIONSHIP MANAGEMENT**

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

**Kishwar Joonas**, Prairie View A&M University  
[kajoonas@pvamu.edu](mailto: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](mailto:gaguirre@uco.edu) • 405.974.5339

**Qiang (Tony) Yan**, College of St. Benedict and St. John's University  
[q0yan@csbsju.edu](mailto:q0yan@csbsju.edu) • 320.363.2574

#### 4. GLOBAL AND CROSS-CULTURAL MARKETING

Papers may 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 (Shair) Wu**, Tarleton State University, Texas A&M University System  
[yichiawu@tarleton.edu](mailto:yichiawu@tarleton.edu) • 254.968.9048

#### 5. MARKETING EDUCATION AND EXPERIENTIAL AND SERVICE LEARNING

This track encourages 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:

**Melissa Graham**, University of Central Oklahoma  
[mgraham12@uco.edu](mailto:mgraham12@uco.edu) • 405.974.2442

#### 6. MARKETING RESEARCH

Submissions are encouraged 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](mailto: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:

**Enrique Marinao Artigas**, Universidad de Santiago de Chile  
[enrique.marinao@usach.cl](mailto:enrique.marinao@usach.cl) • 56.2.271.80756

**Paloma Bernal**, Universidad Rey Juan Carlos and  
Visiting Fellow at Georgetown University and George Washington University  
[bernalp@gwu.edu](mailto:bernalp@gwu.edu) • [paloma.bernal@urjc.es](mailto:paloma.bernal@urjc.es) • 202.459.7245

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

This track invites research in all topics in marketing regarding promotion, such as 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](mailto:pkhandelwal@mail.wtamu.edu) • 806.651.4120

**9. SUPPLY CHAIN MANAGEMENT AND BUSINESS-TO-BUSINESS MARKETING**

The focus of this track is 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 related to this track are also welcome. Please submit to:

**Mel Zuberi**, Hood College  
[zuberi@hood.edu](mailto:zuberi@hood.edu) • 301.696.3366

**10. STUDENT PAPERS**

Students at all levels (undergraduate, masters, doctoral) are invited to submit your work to the Student Paper Track. We welcome 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 student symposium has been a successful new event for the ACME Student Paper Track in recent years. Student researchers and faculty will be invited to serve on panel discussions and be recognized as part of the annual ACME business meeting and luncheon. Please submit to:

**Thanh Tran**, University of Central Oklahoma  
[ttran29@uco.edu](mailto:ttran29@uco.edu) • 405.974.2000