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CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
47th Annual Conference • March 11-14, 2020
San Antonio, Texas • Hyatt Regency San Antonio

Submission Deadline: October 15, 2019

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 2020 ACME Conference.

The ACME Conference will be held at the Hyatt Regency San Antonio, in conjunction with the Federation of Business Disciplines (FBD) Conference on **March 11-14, 2020**.

Join us in beautiful San Antonio, Texas! Explore the River Walk, Alamo, San Antonio Missions, Pearl, Japanese Tea Gardens, Hill Country, and a host of other attractions. Enjoy award-winning restaurants, shops, and museums. Take in the many interesting sights and sounds the city has to offer.

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; extended abstracts; poster submissions; and proposals for special sessions, panel discussions, and workshops. Please see more details for each type of submission below.

The deadline for submissions is October 15, 2019.

Full competitive papers received by October 15, 2019, will be considered for the ***Best Paper in Track*** and ***Best Conference Paper*** awards.

Please submit your manuscripts and proposals to the appropriate Track (see list of Tracks below) via the EasyChair online submission link provided below.

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.

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 font and one inch margins.

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=acme2020>.

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.

For full paper submissions, author information should only appear on the title page of the submission.

Authors will be notified of acceptance status by December 15, 2019.

At least one author of accepted papers, presentations, and posters will be required to register by the 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 special sessions, panel discussions, and workshops must register as ACME attendees.

Authors of accepted competitive paper manuscripts must submit to the EasyChair online submission system, no later than January 15, 2020, 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.

For more information, such as Guidelines for Conference Proceedings and submission guidelines for ACME Awards, please visit <http://acme-fbd.org/>.

Conference and hotel information is available at <http://www.fbdonline.org/>.

Contact Us

If you have any questions, please contact one of the Track Chairs listed below, the Program Chair, or the Vice President for Membership and Associate Program Chair.

We look forward to seeing you in San Antonio!

Mel F. Zuberi, Program Chair, 2019-2020

Hood College, Frederick, Maryland

zuberi@hood.edu • (301) 696-3366

Türkan Dursun-Kilic, Vice President for Membership and Associate Program Chair, 2019-2020

West Texas A&M University, Canyon, Texas

tkilic@wtamu.edu • (806) 651-2506

ACME 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 Chair:

Laura Lott Valenti, *Nicholls State University, Thibodaux, Louisiana*
laura.valenti@nicholls.edu • (985) 448-4187

2. BRANDING AND BRAND MANAGEMENT

Submissions related to branding and brand management, including, but 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, and reputation management.

Track Chair:

Scott D. Roberts, *University of the Incarnate Word, San Antonio, Texas*
sdrobert@uiwtx.edu • (210) 832-2141

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:

Weixing M. Ford, *Texas A&M University at San Antonio, Texas*
wmford@tamusa.edu • (210) 784-2309

Haifeng Qi, *East China University Science and Technology, Shanghai, China*
hfqi@ecust.edu.cn • (+86) 021-64252492

4. ETHICS, LEGAL, AND PUBLIC POLICY ISSUES

Submissions addressing ethical, legal, and public policy issues in marketing, corporate social performance, corporate social responsibility (CSR), strategic community relations, corporate-NGO partnerships, sustainability and environmental issues, ethical dimensions of global business, and methods for teaching about ethics, the legal environment, and public policy issues within marketing.

Track Chairs:

Julie Haworth, *University of Texas at Dallas, Texas*
haworth@utdallas.edu • (972) 883-5940

Kriti Chauhan, *University of Louisiana at Monroe, Louisiana*
chauhan@ulm.edu • (318) 342-1141

5. ETHNIC AND MULTICULTURAL MARKETING

Submissions related to awareness, demographics, connecting across cultures, product development, branding, positioning, communications, cost efficient campaigns, distribution, and budgeting and pricing while marketing to ethnic and multicultural communities. This track seeks papers that address marketing across multiple and diverse cultures within a region in a more culturally aware space.

Track Chair:

Daniel Rajaratnam, *University of Texas at Dallas, Texas*
daniel.rajaratnam@utdallas.edu • (972) 883-5028

6. FASHION MERCHANDISING

Submissions related to the creation, capture, communication, and distribution of value for fashion merchandise channels, including fashion history and global attire, textiles and styles, product development, demand forecasting, buying and planning, inventory management, retail merchandise management and global retailing, fashion show production, and fashion branding and promotion.

Track Chair:

Sua Jeon, *Texas Wesleyan University, Fort Worth, Texas*
sjeon@txwes.edu • (817) 531-4841

7. HEALTH CARE AND PHARMACEUTICAL MARKETING

Submissions related to the health care business and pharmaceutical marketing, including such topics as: efficient clinical research; management of healthcare costs; healthcare and pharmaceutical innovation; pharmaceutical marketing research and data analytics; pharmaceutical communications, public relations, promotion, and advertising; pharmaceutical marketing strategy; and pharmaceutical distribution channels and sales and trade/supply chain analytics.

Track Chairs:

Lilly Ye, *Frostburg State University, Frostburg, Maryland*
lye@frostburg.edu • (301) 687-4258

Mousumi Bose-Godbole, *Fairfield University, Fairfield, Connecticut*
mbosegodbole@fairfield.edu • (203) 254-4000 x2828

8. INTERNATIONAL MARKETING AND GLOBAL TRADE

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.

Track Chairs:

Lili Gai, *University of Texas at Permian Basin, Odessa, Texas*
gai_l@utpb.edu • (432) 552-2206

Narasimha Murthy, *Welingkar Institute of Management, Bangalore, India*
narasimha.murthy@welingkar.org • (+91) 99727 09988

9. 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 Chair:

Madhav Pappu, *Texas A&M University, College Station, Texas*
mpappu@mays.tamu.edu • (979) 845-6995

10. MACROMARKETING AND POLITICAL MARKETING

Submissions related to policies, strategies, and objectives involving macromarketing and political marketing, interactions between marketing systems and society, and the related product, pricing, promotion, and distribution strategies.

Track Chair:

Arne Baruca, *Texas A&M University at San Antonio, Texas*
arne.baruca@tamusa.edu • (210) 784-2321

11. MARKETING EDUCATION AND EXPERIENTIAL AND SERVICE 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 Chair:

Adam J. Mills, *Loyola University, New Orleans, Louisiana*
ajmills@loyno.edu • (504) 864-7973

12. MARKETING METRICS, DATA ANALYTICS, AND METHODOLOGY

Submissions that develop or apply advances in research methodologies, measurement techniques, or data analysis procedures to the measurement of metrics, or the teaching and practice of marketing. We welcome a wide variety of issues related to marketing metrics and assessing marketing performance.

Track Chair:

Pushkala Raman, *Texas Woman's University, Denton, Texas*
praman@twu.edu • (940) 898-2755

13. MARKETING STRATEGY AND INNOVATION

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 Chair:

C. Shane Hunt, *Arkansas State University, Jonesboro, Arkansas*
shunt@astate.edu • (870) 972-3035

14. MUSIC, FINE ARTS, AND ENTERTAINMENT MARKETING

Submissions related to marketing within the music, fine arts, and entertainment industry. This track includes areas related to the marketing of visual arts, performing arts, and entertainment media, music management and merchandising, and drama and theatre arts management.

Track Chair:

Roberto Saldivar, *University of Incarnate Word, San Antonio, Texas*
rosaldiv@uiwtx.edu • (210) 805-2537

15. PROFESSIONAL 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 Chair:

Atul Parvatiyar, *Texas Tech University, Lubbock, Texas*
atul.parvatiyar@ttu.edu • (806) 834-4087

16. RETAILING AND ELECTRONIC COMMERCE

Submissions related to all aspects of brick-and-mortar retailing, online retailing and e-commerce, multi-channel marketing, and omnichannel marketing for both business-to-business and business-to-consumer arenas.

Track Chair:

Yi-Chia “Shair” Wu, *Tarleton State University, Stephenville, Texas*
yichiawu@tarleton.edu • (254) 968-9048

17. 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.

Track Chairs:

Rajasree K. N. Rajamma, *Fairfield University, Fairfield, Connecticut*
rjajamma@fairfield.edu • (203) 254-4000 x2834

Cuauhtemoc Luna-Nevarez, *Texas A&M University at San Antonio, Texas*
cnevarez@tamusa.edu • (210) 784-2387

18. SPORTS, VIDEO-GAMING, 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:

Kristen Byers, *East Central University, Ada, Oklahoma*
kbyers@ecok.edu • (580) 559-5531

19. TOURISM AND HOSPITALITY MARKETING

Submissions related to business and marketing relevant to the 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 Chair:

Prachi Gala, *Elon University, Elon, North Carolina*
pgala@elon.edu • (336) 278-6941

20. STUDENT PAPERS

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. The student symposium has been a successful event for this track in recent years. Student researchers and faculty mentors may be invited to serve on panel discussions and will be recognized during the conference.

Track Chairs:

Nancy Albers, *Louisiana State University-Shreveport, Louisiana*
nancy.albers@lsus.edu • (318) 797-5383

Caitlyn Albers, *Louisiana State University-Shreveport, Louisiana*

If you have any questions about which track is most appropriate for your work, please contact:

Mel F. Zuberi, Program Chair, 2019-2020

Hood College, Frederick, Maryland

zuberi@hood.edu • (301) 696-3366

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ACME Officers for 2019-2020

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