



ACME 2021 VIRTUAL



ACME 2021 IS GOING VIRTUAL

CALL FOR PAPERS

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

48TH ANNUAL ACME VIRTUAL CONFERENCE • MARCH 17-20, 2021

SUBMISSION DEADLINE: OCTOBER 31, 2020

The Association of Collegiate Marketing Educators (ACME) invites faculty, students, and business practitioners to submit your work for presentation at the 2021 ACME Conference. Join us for a virtual conference that will take place March 17-20, 2021. 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.

In response to the emerging situation with the COVID-19 pandemic, ACME 2021 will be 100% virtual. The registration fee for this year has been reduced and registration includes a one-year ACME membership. We are planning for a great conference and we hope you will submit your work and join us!

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, 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, in full paper or extended abstract form, in the *ACME Conference Proceedings*.

Please submit your manuscripts and proposals to the appropriate Track via the EASYCHAIR online submission link at <https://easychair.org/conferences/?conf=acme2021>. See the list of TRACKS toward the end of this document. The deadline for submissions is **October 31, 2020**.

Full papers received on or before October 31, 2020, will be considered for the ***Best Paper in Track Award*** and the ***ACME Distinguished Paper Award***. ACME also offers the following three awards each year:

*ACME AccessCapon Teaching Innovation Competition Award
Lou E. Pelton Award for Early Career Excellence in Marketing
ACME Outstanding Educator Award*

Announcements about award criteria and application procedures are available on <http://acme-fbd.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.

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.

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=acme2021>.

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.

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

Authors will be notified of acceptance status by January 1, 2021.

At least one author of accepted papers and extended abstracts will be required to register for the ACME Virtual Conference by the early registration deadline (January 31, 2021) 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 presents at the virtual 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 31, 2021, 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, submission guidelines for ACME Awards, and conference registration information please visit <http://acme-fbd.org/>.

Contact Us

If you have any questions, please contact the Program Chair, Vice President for Membership/Associate Program Chair, or a Track Chair (see list of Track Chairs below).

We look forward to seeing you at the ACME Virtual Conference!

Türkan Dursun-Kilic, Program Chair, 2020-2021

West Texas A&M University, Canyon, Texas
tkilic@wtamu.edu • (806) 651-2506

Rajasree K. Rajamma, Vice President for Membership/Associate Program Chair, 2020-2021

Fairfield University, Fairfield, Connecticut
rjamma@fairfield.edu • (203) 254-4000 x2834

9 REASONS WHY YOU SHOULD ATTEND THE 2021 ACME CONFERENCE

ACME is . . .

- 1) A small international conference with a collegial and intimate atmosphere for networking.
- 2) An unbeatable value! The registration fee is affordable and includes a one-year ACME membership.
- 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.

ACME gives you the opportunity to . . .

- 1) Share ideas, find co-authors, and build friendships within academia that go beyond the conference.
- 2) Showcase your work in the *ACME Proceedings*, as a full paper or extended abstract. The published Proceedings are indexed in Google Scholar.
- 3) Earn recognition through various research and teaching awards offered by ACME, including ACME Distinguished Paper Award, Best Paper in Track Awards, ACME AxxessCapon Teaching Innovation Competition Awards, and the Lou E. Pelton Award for Early Career Excellence in Marketing.
- 4) Join together in recognizing ACME colleagues at the Annual Awards Ceremony and Virtual Business Meeting.

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:

Nazuk Sharma, *Fairfield University, Fairfield, Connecticut*
nsharma@fairfield.edu • (203) 254-4000 x2325

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:

Michael R. Sciandra, *Fairfield University, Fairfield, Connecticut*
msciandra@fairfield.edu • (203) 254-4000 x2838

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:

Sunny (Shuoyang) Zhang, *University of St. Thomas, Houston, Texas*
zhangs1@stthom.edu • (713) 525-2104



Ceren Ekebas-Turedi, *Purdue University Northwest, Hammond, Indiana*
cturedi@pnw.edu • (219) 785-5496

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 communities and 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) 531-4840

7. HEALTH CARE AND PHARMACEUTICAL MARKETING

Submissions related to the health care business and pharmaceutical marketing including such related sub-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 Chair:

Amit Malhan, *NC A&T State University, Greensboro, North Carolina*
asmalhan@ncat.edu • (336) 285-3345

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:

Irfan Ahmed, *Sam Houston State University, Huntsville, Texas*
irfanahmed@shsu.edu • (936) 294-1276



Ardhendu Shekhar Singh, *Symbiosis International (Deemed University), Pune, Maharashtra, India*
shekhar.ardhendu@ssbf.edu.in • +91 (202) 811-6877

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) 458-4787

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 Chairs:

Guanyu Geng, *University of North Texas, Denton, Texas*
guanyu.geng@unt.edu • (940) 399-4515



Amir Javadinia, *Florida Atlantic University, Boca Raton, Florida*
sjavadinia@fau.edu • (561) 297-1378

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

Tanawat Hirunyawipada, *University of Dayton, Dayton, Ohio*
thirunyawipada1@udayton.edu • (937) 229-3721

14. MARKETING DURING TURBULENT TIMES

Submissions related to the dramatic geopolitical, sociocultural, environmental, economic and health crises that are transforming the marketing world, such as the COVID-19 pandemic, Brexit, climate change, trade wars, consumer ethnocentrism, anti-globalism and/or related topics.



Track Chair:
David G. Taylor, *Sacred Heart University, Fairfield, Connecticut*
taylord44@sacredheart.edu • (203) 416-3450

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 Chairs:
J. Ricky Ferguson, *Indiana State University, Terre Haute, Indiana*
ricky.ferguson@indstate.edu • (812) 237-2116



Eddie Inyang, *The College of New Jersey, Ewing, New Jersey*
inyanga@tcnj.edu • (609) 771-3027

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 Chair:

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

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:

Gary Holmes, *University of North Texas at Dallas, Texas*
gary.holmes@untdallas.edu • (972) 338-1870

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 Chairs:

Arjun Singh, *University of Texas Rio Grande Valley, Texas*
arjun.singh@utrgv.edu • (956) 665-5021



Jingxian "Kelly" Jiang, *Texas A&M University, College Station, Texas*
kellyjiang@exchange.tamu.edu • (979) 422-9520

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. Student researchers and faculty mentors may be invited to serve on panel discussions and will be recognized during the conference.



Track Chair:

Renée Gravois, *Sam Houston State University, Huntsville, Texas*
renee.gravois@shsu.edu • (936) 294-4947

21. SPECIAL SESSIONS, PANEL DISCUSSIONS, AND WORKSHOPS

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

Türkan Dursun-Kilic, Program Chair, 2020-2021

West Texas A&M University, Canyon, Texas

tkilic@wtamu.edu • (806) 651-2506

Rajasree K. Rajamma, Vice President for Membership/Associate Program Chair, 2020-2021

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OTHER ACME OFFICERS FOR 2020-2021

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GET INVOLVED

To volunteer as a **Track Chair**, contact Türkan Dursun-Kilic, ACME Program Chair, tkilic@wtamu.edu.

To volunteer as a **reviewer**, contact the appropriate Track Chair or the ACME Program Chair.

To be a **sponsor** for ACME 2021, contact the ACME President or the ACME Program Chair. Sponsors will be recognized in the ACME Conference Program as well as the ACME Proceedings.

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

We look forward to receiving your submissions and seeing you at the ACME Virtual Conference!