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**CALL FOR PAPERS**  
**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**  
**FEDERATION OF BUSINESS DISCIPLINES**  
**49<sup>th</sup> Annual ACME Conference • March 2-5, 2022**  
**New Orleans, Louisiana • Hilton New Orleans Riverside**

**Submission Deadline: September 20, 2021**

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 2022 ACME Conference in New Orleans, Louisiana. 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!

Our conference location is a popular tourist destination. New Orleans, nicknamed the *Big Easy*, is known for its rich cultural past that is a conglomeration of French, African, and American heritages. It is also famous for its vibrant live music scene, round-the-clock nightlife, unique and mouth-watering cuisine, iconic architecture, parks, and places for recreation. The conference hotel is walking distance from the French Quarter, Audubon Aquarium, and Butterfly Garden and Zoo, as well as countless restaurants and art galleries. We look forward to welcoming you at ACME 2022 in Crescent City New Orleans, home of Creole, crawfish, gumbo, Mardi Gras, jazz, and more!

While it is too early to know what the travel situation will be in March 2022, we plan to have a great on-ground conference. At the same time, to accommodate our international and domestic presenters who anticipate travel challenges, we will offer the ability to participate online as well. So, our current plan is to offer a hybrid conference which is predominantly on-ground with the opportunity for online presentation for those who are not able to travel.

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=acme2022>. See the list of tracks toward the end of this document. The deadline for submissions is **September 20, 2021**.

Full papers received on or before September 20, 2021, will be considered for the ***Best Paper in Track Award*** and the ***FBD Distinguished Paper Award***. ACME also offers the following three awards each year:

*ACME AccessCapon Teaching Innovation Competition and Award*  
*Lou E. Pelton Emerging Scholar Award*  
*FBD 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.

**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 Times New Roman font and one-inch margins. All submissions must be made in the PDF format. For full paper submissions, authors' names and identifying information should not appear anywhere in the submitted documents. The formatting instructions for the submissions are provided at <http://acme-fbd.org>.

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=acme2022>.

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.

Authors will be notified of acceptance status on or before **November 15, 2021**.

At least one author of accepted papers and extended abstracts will be required to register for the ACME Conference by the regular registration deadline (to be announced) and attend the conference in order to be included in the program and have their work included in the *ACME Conference Proceedings*. If more than one co-author presents 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 **December 1, 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. All submitted documents must be proofread and formatted as per the guidelines available on <http://acme-fbd.org>.

For more information, such as details about tracks, Track Chairs, style guidelines, submission procedures, *ACME Conference Proceedings*, and guidelines for ACME Awards, please visit the ACME website at <http://acme-fbd.org/>. If you have any questions, please contact one of the Track Chairs or the ACME Program Chair listed below.

We look forward to seeing you at ACME 2022 in New Orleans!



**Rajasree K. Rajamma, Ph.D.**

ACME Program Chair, 2021-2022

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**Lilly Ye, Ph.D.**

ACME Vice President for Membership and Associate Program Chair, 2021-2022

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## 10 Reasons Why You Should Attend the ACME 2022 Conference

### ACME is . . .

1. Packed with interesting sessions and fun times with your ACME colleagues.
2. An 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.
5. An opportunity to hone your skills in research and teaching and learn current practices.
6. An unbeatable value! Registration includes a one-year ACME and FBD membership.

### ACME gives you the opportunity to . . .

7. Showcase your work in the *ACME Conference 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 AxcessCapon Teaching Innovation Competition*, and the *Lou E. Pelton Emerging Scholar Award*.
9. Join together in recognizing ACME colleagues at the Annual Awards Luncheon and Business Meeting.
10. Enjoy camaraderie and network with ACME and FBD colleagues from all around the world.

## 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:

**Tommy Hsu**, *Tarleton State University, Stephenville, Texas*

[hsu@tarleton.edu](mailto:hsu@tarleton.edu) • (817) 717-3299

### 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:

**David G. Taylor**, *Sacred Heart University, Fairfield, Connecticut*

[taylord44@sacredheart.edu](mailto:taylord44@sacredheart.edu) • (203) 416-3450

### 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:

**Gary Holmes**, *University of North Texas at Dallas, Texas*

[gary.holmes@untdallas.edu](mailto:gary.holmes@untdallas.edu) • (972) 338-1870



**Saeed Tajdini**, *Indiana University Southeast, New Albany, Indiana*

[stajdini@ius.edu](mailto:stajdini@ius.edu) • (812) 941-2628

#### 4. DATA DRIVEN MARKETING FOR CONSUMER INSIGHTS

Submissions that are data analytics, AI, or Big Data focused or those 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 data analytics that generate consumer insights for research or practice.



Track Chairs:

**Zhenning "Jimmy" Xu**, *California State University, Bakersfield*  
[zxu3@csub.edu](mailto:zxu3@csub.edu) • (661) 654-3505



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

#### 5. FASHION MARKETING AND MERCHANDISING

Submissions related to product development, demand forecasting, buying and planning, inventory management, retail merchandise management and global retailing, distribution fashion show production, and fashion branding and promotion.



Track Chairs:

**Sua Jeon**, *Texas Wesleyan University, Fort Worth, Texas*  
[sjeon@txwes.edu](mailto:sjeon@txwes.edu) • (817) 531-4840



**Kiseol Yang**, *University of North Texas, Denton, Texas*  
[kiseol.yang@unt.edu](mailto:kiseol.yang@unt.edu) • (940) 435-8881

#### 6. GLOBAL MARKETING

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:

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



**Sangeeta Devanathan**, *Jain University, Bangalore, India.*  
[d.sangeeta13@gmail.com](mailto:d.sangeeta13@gmail.com) • +91 9880752439

## 7. PUBLIC POLICY, SUSTAINABILITY, AND SOCIAL RESPONSIBILITY

Submissions addressing public policy, 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](mailto:haworth@utdallas.edu) • (972) 883-5940



**Kate Abraham**, *Concordia University, Chicago, Illinois*  
[kabraham386@gmail.com](mailto:kabraham386@gmail.com) • (312) 686-3400

## 8. 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**, *North Carolina A&T State University, Greensboro, North Carolina*  
[asmalhan@ncat.edu](mailto:asmalhan@ncat.edu) • (336) 285-3345



## 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 Chairs:

**Subhro Mitra**, *University of North Texas Dallas, Texas*  
[subhro.mitra@untdallas.edu](mailto:subhro.mitra@untdallas.edu) • (701) 200-4699

## 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:

**Irfan Ahmed**, *Sam Houston State University, Huntsville, Texas*  
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**Ardhendu Shekhar Singh**, *Symbiosis International (Deemed University), Pune India*  
[shekhar.ardhendu@gmail.com](mailto:shekhar.ardhendu@gmail.com) • +91 (879) 310-3539

## 11. MARKETING EDUCATION AND EXPERIENTIAL 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](mailto:ajmills@loyno.edu) • (504) 864-7973

## 12. MARKETING STRATEGY, NEW PRODUCT DEVELOPMENT, 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:

**Jun Yu**, *University of Louisiana, Monroe, Louisiana*  
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**Prachi Gala**, *Kennesaw State University, Kennesaw, Georgia*  
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## 13. PERSONAL 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:

**J. Ricky Fergurson**, *Indiana State University, Terre Haute, Indiana*  
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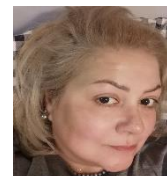
## 14. RETAILING AND ELECTRONIC COMMERCE

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:

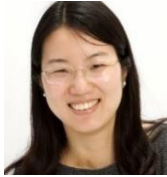
**Joyce Zhou**, *University of Louisiana, Monroe, Louisiana*  
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**Ayse Ersoy**, *Cape Breton University, Nova Scotia, Canada*  
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## 15. SERVICES, TOURISM AND HOSPITALITY MARKETING

Submissions related to business and marketing relevant to the services, 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:

**Jingxian “Kelly” Jiang**, *Texas A&M University, College Station, Texas*

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## 16. 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. Cases as well as empirical research reports are encouraged.



Track Chairs:

**Scott D. Roberts**, *University of the Incarnate Word, San Antonio, Texas*

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**Eyad Youssef**, *Frostburg State University, Frostburg, MD*

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## 17. SPORTS 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:

**Joshua Shuart**, *Sacred Heart University, Fairfield, Connecticut*

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## 18. STUDENT RESEARCH

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:

**Marilyn Eastman**, *Morningside College, Sioux City, Iowa*  
[eastmanm@morningside.edu](mailto:eastmanm@morningside.edu) • (712) 274-5498

## 19. SPECIAL SESSIONS, PANEL DISCUSSIONS, WORKSHOPS, AND POSTERS

Please see the guidelines above for submissions in these categories.



Track Chair:

**Atefeh Yazdanparast**, Clark University, Worcester, Massachusetts  
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If you have any questions about which track is most appropriate for your work, please contact the Program Chair or the Associate Program Chair.

## ACME OFFICERS FOR 2021-2022

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**GET INVOLVED**

To volunteer as a **Track Chair**, contact Rajasree K. Rajamma, ACME Program Chair for 2021-2022, at [rrajamma@fairfield.edu](mailto:rrajamma@fairfield.edu).

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

To be a **Sponsor** for ACME 2022, contact the ACME President or Program Chair. Sponsors will be recognized in the ACME Conference Program as well as the *ACME Conference Proceedings*.

*Please share this ACME 2022 Call for Papers with your academic colleagues, practitioner friends, and students.*

*We look forward to receiving your submissions and seeing you in New Orleans!*