



Photos courtesy of [www.visitdallas.com](http://www.visitdallas.com)

**CALL FOR PAPERS**  
**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS**  
**FEDERATION OF BUSINESS DISCIPLINES**  
**53<sup>rd</sup> Annual ACME Conference • March 18-21, 2026**  
**Dallas, Texas • Renaissance Dallas Richardson Hotel**

**Submission Deadline: September 15, 2025**

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 2026 ACME Conference to be held in the beautiful city of Dallas, Texas! 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, offering attractions for every member of the family. Dallas, Texas, is a vibrant and dynamic city known for its rich history, diverse culture, and booming economy. As one of the largest metropolitan areas in the U.S., it serves as a major hub for business, technology, and finance. The city boasts iconic landmarks like the Reunion Tower, Dealey Plaza, and the Dallas Arts District, one of the largest arts districts in the country. Sports enthusiasts can cheer for teams like the Dallas Cowboys, Mavericks, and Stars, while food lovers can indulge in world-famous Texas barbecue and Tex-Mex cuisine. With thriving music and nightlife scene, Dallas offers entertainment for all tastes. Its blend of southern hospitality and modern innovation makes it a top destination for visitors and residents alike.

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; poster submissions; and proposals for special sessions, panel discussions, and workshops. Submissions will be accepted via Microsoft CMT (<https://cmt3.research.microsoft.com/ACME2026>), starting in June 2025. Authors are also invited to include their work, in full paper or extended abstract form, in the *ACME Proceedings*.

The deadline for submissions is **September 15, 2025**. Full papers received by or on this date will

be considered for the *ACME Best Paper in Track* and *FBD Distinguished Paper Awards*. ACME also offers the following awards each year:

***ACME Teaching Innovation Competition and Award***  
***Lou E. Pelton Emerging Scholar Award***  
***ACME Trailblazer Award***  
***FBD Outstanding Educator Award***

Announcements about award criteria and application procedures are available on <https://www.acmeconference.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. Please see the formatting instructions [HERE](#).

***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. Please see the formatting instructions for the submissions [HERE](#).

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 online submission link: <https://cmt3.research.microsoft.com/ACME2026>.

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. Authors will be notified of acceptance status on or before **November 15, 2025**.

At least one author of accepted papers and extended abstracts will be required to register for the ACME Conference by the regular registration deadline (**February 2026, tentatively**) 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 other types of submissions are encouraged to submit to the *Proceedings*, too.

Authors of accepted competitive paper manuscripts must submit to the Microsoft online submission system, no later than **November 30, 2025**, 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 <https://www.acmeconference.org/>.

**Proceedings Editors:** Ata Jameei, Ph.D., Fairfield University

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



**Zhenning "Jimmy" Xu, Ph.D.**  
ACME 2025-2026 Program Chair  
California State University Bakersfield



**Yolanda Obaze, Ph.D.**  
Vice President for Membership and Associate Program Chair  
University of Evansville



**Adam J. Mills, Ph.D.**  
Secretary and Director of Communications  
Loyola University New Orleans

## Tracks and Track Chairs

### **MARKETING & AI APPLICATIONS**

Vinu Simon, Ph.D.  
Sam Houston State University  
[vas048@shsu.edu](mailto:vas048@shsu.edu)  
Ata Jameei, Ph.D.  
Fairfield University  
[ajameei@fairfield.edu](mailto:ajameei@fairfield.edu)

### **MARKETING ANALYTICS & RESEARCH METHODOLOGY**

Prachi Gala, Ph.D.  
Kennesaw State University  
[pgala4@kennesaw.edu](mailto:pgala4@kennesaw.edu)  
Wei Cai, Ph.D.  
East China University of Technology  
[caiewww@126.com](mailto:caiewww@126.com)

### **ADVERTISING, BRANDING, AND INTEGRATED MARKETING COMMUNICATIONS**

Sunme Lee, Ph.D.  
Texas A&M University-Central Texas  
[sunme.lee@tamuct.edu](mailto:sunme.lee@tamuct.edu)  
Arezoo Davari, Ph.D.  
Eastern Washington University  
[adavari@ewu.edu](mailto:adavari@ewu.edu)

### **CONSUMER BEHAVIOR, PSYCHOLOGY, & HEALTH CARE MARKETING**

Joyce Zhou, Ph.D.  
The University of Louisiana Monroe  
[zhou@ulm.edu](mailto:zhou@ulm.edu)  
Shabnam Azimi, Ph.D.  
Loyola University Chicago  
[sazimi@luc.edu](mailto:sazimi@luc.edu)

### **RETAILING, E-RETAILING & FASHION MARKETING**

Sua Jeon, Ph.D.  
Texas Wesleyan University  
[sjeon@txwes.edu](mailto:sjeon@txwes.edu)

Swagata Chakraborty, Ph.D.  
University of North Texas  
[Swagata.Chakraborty@unt.edu](mailto:Swagata.Chakraborty@unt.edu)

### **GLOBAL MARKETING & EMERGING MARKETS**

Sudipto Sarkar, Ph.D.  
Frostburg State University  
[ssarkar@frostburg.edu](mailto:ssarkar@frostburg.edu)  
Weixing Ford, Ph.D.  
Texas A&M University - San Antonio  
[wmford@tamusa.edu](mailto:wmford@tamusa.edu)

### **MARKETING CHANNEL & LOGISTICS**

Jingbo Zhang, Ph.D.  
The University of Texas at Permian Basin  
[Zhang\\_j@utpb.edu](mailto:Zhang_j@utpb.edu)  
Weihua Gan, Ph.D.  
East China Jiaotong University  
[weihuagan@163.com](mailto:weihuagan@163.com)

### **MACRO-MARKETING, ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE (ESG) AND POLITICAL MARKETING**

Julie Haworth, Ph.D.  
The University of Texas at Dallas  
[haworth@utdallas.edu](mailto:haworth@utdallas.edu)

### **MARKETING EDUCATION AND EXPERIENTIAL LEARNING**

Yi-Chia "Shair" Wu, Ph.D.  
Tarleton State University  
[yichiawu@tarleton.edu](mailto:yichiawu@tarleton.edu)

### **MARKETING STRATEGY & PERSONAL SELLING AND SALES MANAGEMENT**

Daniel Rajaratnam, Ph.D.  
The University of Texas at Dallas  
[daniel.rajaratnam@utdallas.edu](mailto:daniel.rajaratnam@utdallas.edu)  
Diane Kirkland,

California State University, Bakersfield  
[dkirkland2@csub.edu](mailto:dkirkland2@csub.edu)

Vaidas Lukosius, Ph.D.  
Tennessee State University  
[vlukosius@tnstate.edu](mailto:vlukosius@tnstate.edu)

**SOCIAL MEDIA, MOBILE  
MARKETING, DIGITAL  
MARKETING, & SPORTS  
MARKETING**

Gerardo Moreira, Ph.D.  
New Mexico Highlands University  
[gmoreira@nmhu.edu](mailto:gmoreira@nmhu.edu)  
Mona Safizadeh Shabestar, Ph.D.  
The University of Texas Rio Grande  
Valley  
[mona.safizadehshabestar@utrgv.edu](mailto:mona.safizadehshabestar@utrgv.edu)

**STUDENT RESEARCH**

Pushkala Raman, Ph.D.  
Texas Women University  
[PRaman@twu.edu](mailto:PRaman@twu.edu)

**SPECIAL SESSIONS, PANEL  
DISCUSSIONS, WORKSHOPS, AND  
POSTERS**

**ACME OFFICERS FOR 2025-2026**

**Lili Gai, Ph.D.**  
President  
University of Texas Permian Basin, Odessa,  
Texas, [gai\\_l@utpb.edu](mailto:gai_l@utpb.edu)

**Zhenning “Jimmy” Xu, Ph.D.**  
Program Chair  
California State University, Bakersfield,  
California, [zxu3@csub.edu](mailto:zxu3@csub.edu)

**Yolanda Obaze, Ph.D.**  
Vice President for Membership and  
Associate Program Chair  
University of Evansville, Evansville, Indiana  
[yo21@evansville.edu](mailto:yo21@evansville.edu)

**Adam J. Mills, Ph.D.**

Secretary and Director of  
Communications  
Loyola University New Orleans,  
[ajmills@loyno.edu](mailto:ajmills@loyno.edu)

**Atefeh Yazdanparast Ardestani,  
Ph.D.**  
Past President  
Clark University, Worcester,  
Massachusetts,  
[ayazdanparast@clarku.edu](mailto:ayazdanparast@clarku.edu)

**Sanjay S. Mehta, Ph.D.**  
Treasurer  
Sam Houston State University, Huntsville,  
Texas, [mehta@shsu.edu](mailto:mehta@shsu.edu)

**Renée Gravois, Ph.D.**  
Executive Director

Sam Houston State University, Huntsville,  
Texas, [renee.gravois@shsu.edu](mailto:renee.gravois@shsu.edu)

**Julie Haworth, Ph.D.** Local Coordinator  
*University of Texas at Dallas*  
[haworth@utdallas.edu](mailto:haworth@utdallas.edu)