



Association of Collegiate Marketing Educators

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Federation of Business Disciplines (FBD)

Call for Nominations

2027 LOU E. PELTON EMERGING SCHOLAR AWARD

Complete Nominations Due: October 5, 2026, 5:00 p.m. CST

The Association of Collegiate Marketing Educators (ACME) invites nominations for the 2027 Lou E. Pelton Emerging Scholar Award, funded by the generosity of Dr. Lou E. Pelton. The award comprises \$500, a plaque, and recognition at the ACME Annual Conference, to be held in Dallas, Texas, on March 10-13, 2027 (please [CLICK HERE](#) to see the complete Call for Papers).

Eligibility

The award is open to faculty members who meet the following criteria as of the beginning of the 2026-27 academic year:

- Completion of the requirements of a doctoral degree in marketing or a closely related discipline, and
- One to five (1-5) years of full-time employment as a marketing faculty member after the award of the doctoral degree.

Preference will be given to those with an existing association with ACME in the capacity of a participant, presenter, and/or volunteer at previous ACME conferences.

- An eligible faculty member may self-nominate for the award, or a third party may nominate an eligible faculty member with the nominee's written consent.
- Current voting officers of ACME are not eligible for the award.
- You may also nominate your colleagues in the early phases of their careers, by including their written consent.

Application Process

Submit an application portfolio for this nomination, including the following:

- the candidate's curriculum vita, including the date of award of the doctoral degree,
- a summary of the candidate's teaching accomplishments and supporting documentation,
- a summary of the candidate's research accomplishments and supporting copies of research publications,

- a summary of the candidate’s service contributions to the university/college and the profession of marketing and supporting documentation, and
- a statement detailing the candidate’s participation in and/or service to ACME, if applicable.

Submit one consolidated PDF file of the above-listed nomination materials by **October 5, 2026**, at **5:00 pm CST**, via Microsoft's Conference Management Toolkit (CMT) (CLICK [HERE](#)).

To submit your application:

- click on the “Create New Submission” tab and select “Awards Application Track.”
- At bottom of the page, choose the LOU E. PELTON EMERGING SCHOLAR AWARD listed as the subject area.
- Upload or drag and drop your files, then click Submit.

Please ensure that your submission and uploaded files clearly indicate the award for which you are being considered. **Name your file** “[ACME LEP ESM] [space] [your first name] [space] [your last name].”

Requirements for Award Recipient

The award recipient is required to:

- register for the 2027 ACME Conference by February 24, 2027
- attend the conference,
- attend the FBD Award Dinner on March 10, 2027, and
- attend the ACME Awards luncheon and business meeting on March 12, 2027, in Dallas, Texas.

Acknowledgment

ACME expresses its gratitude to Dr. Lou E. Pelton, Past President of FBD and ACME and an ardent supporter of ACME, for his kind encouragement and support of the growth and development of emerging marketing faculty through his sponsorship of this award.

Questions?

If you have questions about the award, please contact:

Lili Gai, Ph.D. Immediate Past President and Board of Directors Member,
University of Texas Permian Basin, Odessa, Texas; gai_l@utpb.edu

or

Yolanda Obaze, Ph.D., Program Chair,
University of Evansville, Evansville, Indiana, yo21@evansville.edu