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CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
53th Annual ACME Conference • March 18-21, 2026
Dallas, Texas • Renaissance Dallas Richardson Hotel

Submission Deadline: September 05, 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 EasyChair, starting in May 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 05, 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: *ACME Teaching Innovation Competition and Award*, *Lou E. Pelton Emerging Scholar Award*, *ACME Trailblazer Award*, and *FBD Outstanding Educator Award*.

For more information, such as details about tracks, Track Chairs, style guidelines, submission procedures, *ACME Proceedings*, and guidelines for ACME Awards, please visit the ACME website at <https://www.acmeconference.org/>. The EasyChair submission portal will open in May 2025. Conference registration and hotel information will be available at <http://www.fbdonline.org/>. If you have any questions, please contact one of the Track Chairs listed on the ACME website (coming soon) or the ACME Program Chair.

We look forward to seeing you in Dallas, Texas!

10 Reasons Why You Should Attend the 2026 ACME Conference

ACME is . . .

- 1) An unbeatable value! Registration includes a one-year ACME and FBD membership.
- 2) A small 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 from colleagues.
- 5) Conference days packed with interesting sessions and fun times with colleagues.
- 6) An opportunity to present on-ground or online, for those with travel restrictions.

ACME gives you the opportunity to . . .

- 7) Showcase your work in the *ACME 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 Teaching Innovation Competition and Award*, *ACME Trailblazer Award*, and the *Lou E. Pelton Emerging Scholar Award*.
- 9) Attend an informal no-host dinner with ACME and FBD colleagues at a local ethnic restaurant.
- 10) Enjoy continued engagement with ACME through virtual webinars/sessions by our Trailblazer Award recipient.

ACME 2026 Conference Tracks

1. Advertising and Integrated Marketing Communications
2. Branding and Brand Management
3. Consumer Behavior and Psychology
4. Ethics, Legal, and Public Policy Issues
5. Fashion Marketing
6. Health Care and Consumer Wellbeing
7. Global Marketing and Emerging Markets
8. Logistics and Supply Chain Management
9. Macromarketing and Political Marketing
10. Marketing Education
11. Marketing Metrics, Data Analytics, and Methodology
12. Marketing Strategy and Innovation
13. Music, Fine Arts, and Entertainment Marketing
14. Professional Selling and Sales Management
15. Retailing and Electronic Commerce
16. Social Media, Mobile, and Digital Marketing
17. Sports, Video-Gaming, and Recreational Marketing
18. Tourism and Hospitality Marketing
19. Student Papers

Get Involved

To volunteer as a **Track Chair**, contact “Jimmy” Zhenning Xu, ACME Program Chair for 2025-2026, at zxu3@csu.edu

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

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

We look forward to receiving your submissions and seeing you in Dallas, Texas!



Association of Collegiate Marketing Educators