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CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
51st Annual ACME Conference • April 10-13, 2024
Galveston, Texas • Moody Gardens Hotel & Convention Center

Submission Deadline: September 30, 2023

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 2024 ACME Conference to be held in the beautiful city of Galveston, 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. Galveston is home to some of the best attractions Texas has to offer, including the Kemah Boardwalk, miles of beautiful beaches along the Bolivar Peninsula, and the Galveston Island Historic Pleasure Pier amusement park. Galveston also offers a plethora of unique museums, including The Bryan Museum, Texas Seaport Museum, and Galveston Railroad Museum. Having one of the largest and well-preserved concentrations of Victorian architecture in the country, Galveston allows visitors to explore the island's rich history by touring one of its popular historic mansions. The conference hotel is a tropical paradise on the Galveston coast, located next door to Schlitterbahn Waterpark and steps from Moody Gardens.

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 2023. 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 30, 2023**. 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 2023. 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 Galveston!

Atefeh Yazdanparast, Ph.D.

ACME Program Chair, 2023-2024

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10 Reasons Why You Should Attend the 2024 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 2024 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 Atefeh Yazdanparast, ACME Program Chair for 2023-2024, at ayazdanparast@clarku.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 Galveston!



Association of Collegiate Marketing Educators