



**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS  
FEDERATION OF BUSINESS DISCIPLINES**

**Call for Nominations**

**2024 Lou E. Pelton Emerging Scholar Award**

**Complete Nominations Due: October 23, 2023, 5:00 p.m. CST**

The Association of Collegiate Marketing Educators (ACME) invites nominations for the 2024 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 Galveston, TX, *April 10 to 13, 2024* (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 2023-24 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 Track Chair 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 each 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 for consideration by **October 23, 2023**, at **5:00 pm CST**, via the EasyChair online submission link ([CLICK HERE](#)). 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 2024 ACME Conference by **March 11, 2024**, tentatively,
- attend the conference in Galveston, TX, and
- attend the ACME 2024 Awards luncheon and Business Meeting on **April 12, 2024**.

## 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., Vice President for Membership and Associate Program Chair, Chair of the Selection Committee 2023-2024, The University of Texas Permian Basin, [gai\\_l@utpb.edu](mailto:gai_l@utpb.edu);

or

Atefeh Yazdanparast, Ph.D., ACME Program Chair 2023-2024, Clark University, [ayazdanparast@clarku.edu](mailto:ayazdanparast@clarku.edu).