



ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Call for Nominations

2024 Trailblazer Award for Impactful Contributions In Marketing

Complete Nominations Due: September 30, 2023, 5:00 p.m. CST

Overview

The Association of Collegiate Marketing Educators (ACME), an affiliate of the Federation of Business Disciplines (FBD), invites nominations for the 2024 Trailblazer Award. ACME is a professional organization founded to encourage exploration and development of superior marketing practices from academic and practitioner perspectives. In line with ACME's objectives, the ACME Trailblazer Award honors academic faculty for their illustrious contributions to the marketing discipline over a lifetime/long period of time.

The award comprises a complimentary conference registration and one night of lodging provided by ACME, 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 nominee must have a terminal degree and have been active in academia at least for 20 years.
- The nominee must be a highly recognized, inspirational figure in the field of marketing through their impactful research contributions. This impact will be measured in terms of (1) the number of premium (A*, A+) publications and (2) citations garnered over the lifetime (with an H Index of 40 or above – Truly exceptional range).
- The nominee should be a currently active marketing academic.

Current ACME officers are not eligible for consideration.

You may also nominate your colleagues with written consent from them.

Application Process

Nominations and all supporting materials should be submitted electronically via EasyChair, by **September 30, 2023, at 5:00 pm CST**. The nomination package should include:

1. **Statement of Eligibility** (limited to two pages): A narrative statement providing details about the applicant's eligibility for consideration for the ACME Trailblazer Award. This statement should provide evidence of the nominee's status as a trailblazer in the field of marketing. In addition, the statement should also include a reference to how the nominator is associated with the nominee.
2. **Supporting documentation:** Documentation from reliable sources that support the accomplishments outlined in the statement of eligibility.
3. **Recent CV:** The nominee's recent curriculum vita, including the date of award of the doctoral degree.

Submit one consolidated PDF file of the above-listed nomination materials by **September 30, 2023**, at **5:00 pm CST**, via the EasyChair online submission link ([CLICK HERE](#)).

Name your file "[ACME Trailblazer] [space] [nominee's first name] [space] [nominee's last name]."

Review Process

The selection committee will be appointed by the ACME officers and chaired by the ACME President. The selection committee will consist of (1) ACME President, (2) Program Chair, (3) Chair of the ACME Board of Directors (at least at the rank of Associate Professor; if the Chair does not qualify, he/she may nominate another member of the Board), (4) an ACME member with a good research record of at least at the rank of Associate Professor, and, if possible, (5) a non-ACME member with a good research record of at least at the rank of Associate Professor. The committee will review all nomination materials and select one individual to be honored at the ACME Annual Conference. The award recipient will be notified by **November 15, 2023**.

Requirements for Award Recipient

The award recipient is required to:

- Serve as a plenary speaker for the ACME Conference that year,
- Attend the ACME Awards Luncheon and Business Meeting during the conference in person, and
- Be a mentor/speaker during 1-2 sessions organized by ACME for its membership, held via Zoom, during the following Fall semester.

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;

or

Atefeh Yazdanparast, Ph.D., ACME Program Chair 2023-2024, Clark University, ayazdanparast@clarku.edu.