



CALL FOR PAPERS
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
52nd Annual Conference • March 19-22, 2025
• Marriott Tulsa Southern Hills • Tulsa, Oklahoma

Submission Deadline: September 30, 2024

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 research and pedagogical work for presentation at the 2025 ACME Conference to be held in the beautiful city of **Tulsa, Oklahoma!** 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.

Tulsa, Oklahoma is a tourist destination city. Tulsa, the second largest city in Oklahoma, is known for its rich history, diversified cultural scenic spots, and beautiful landscapes. Popular attractions include the world-renowned Philbrook Museum of Art, River Parks along the Arkansas River, and more. Tulsa offers a unique experience for visitors of all ages. The conference hotel, Marriott Tulsa Hotel Southern Hills, offers a welcoming atmosphere and an array of attractions nearby, including the River Spirit Casino, the Gathering Place, and Turkey Mountain for hikers.

ACME 2025 welcomes submissions with an academic, practitioner, and/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**. Please see more details for each type of submission below. Authors are also invited to include their work, either in full paper or extended abstract form, in the *ACME Proceedings*.

See the list of tracks toward the end of this document. The deadline for submissions is **September 30, 2024**.

Please submit your manuscripts and proposals to the appropriate track via the EasyChair online submission link at <https://easychair.org/conferences/?conf=acme2025>.

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 three awards each year:

ACME Teaching Innovation Competition and Award
Lou E. Pelton Emerging Scholar Award
ACME Trailblazer Award
FBD Outstanding Educator Award

Announcements about award criteria and application procedures are available on <https://www.acmeconference.org/>.

Types of Submissions

Each track accepts full papers, extended abstracts, and other types of submissions as listed below. Empirical research, conceptual pieces, case studies, and practical applications are all welcome. Submissions may be from the areas of teaching, research, or service that examine issues relevant to the topic of the track. Interdisciplinary research and educational papers related to any of the tracks are welcome.

Full Competitive Papers: Competitive papers are fully-developed papers reporting completed conceptual or empirical research, and no longer than **20** pages. Upon acceptance, authors will have the option to publish the entire paper or an extended abstract in the *ACME Conference Proceedings*. Case studies are also accepted.

Extended Abstracts: Reports on research-in-progress may be submitted as extended abstracts. These submissions should be at least two pages in length and include the research question(s) and importance, highlights of literature review, overview of methodology and/or procedure(s), important findings to date, and a minimum of five scholarly references.

Special Sessions, Panel Discussions, and Workshops: ACME invites proposals for special sessions, panel discussions, and workshops as outlined below.

- Special Sessions are comprised of 3 to 5 papers or presentations on a common theme.
- Panel Discussions are comprised of discussion by 3 to 6 panelists on a common theme.
- Workshops are training opportunities for marketing educators to gain relevant new skills and knowledge.

Submissions for Special Sessions, Panel Discussions, and Workshops should be two to five pages in length and include the topic and its importance, details of planned format and activities, qualifications for attendees, if any, and expected audience benefits. The name, brief biography, and contact information for each presenter, panelist, or workshop facilitator must also be provided, together with documentation of willingness to participate. In addition, workshop proposals should include specific learning objectives and an overview of how active learning techniques will be employed during the workshop. Please see the formatting instructions [HERE](#).

Posters: Poster sessions are jointly-hosted by FBD and its member associations. Posters may describe research projects, recently completed work, results of work in progress, presentation of data, or speculative or innovative work in any area of marketing. Poster sessions offer the opportunity to have substantive discussions with interested colleagues and gain feedback on your work. Student poster submissions are encouraged, too; participating in a poster session is great

practice for presenting your research. Each poster presentation submission should contain a title page and a 250-word abstract.

Instructions for Authors and Submission Guidelines

Submissions should be double-spaced, with 12-point Times New Roman font and one-inch margins. All submissions must be made in the PDF format. For full paper submissions, authors' names and identifying information should not appear anywhere in the submitted documents. Please see the formatting instructions for the submissions [HERE](#).

In the interest of academic integrity, a submission to ACME should not be under submission or review elsewhere, accepted for publication/presentation, or published/presented in a publication or conference.

Submit your manuscripts and proposals to the appropriate track (see list of tracks below) via the EasyChair online submission link: <https://easychair.org/conferences/?conf=acme2025>.

Submissions will be double-blind reviewed by academic peer reviewers. Authors may submit more than one paper or proposal, but each submission may be directed to only one track. In the interest of scheduling flexibility, an author may not be a presenter in more than two sessions.

Authors will be notified of acceptance status on or before **November 15, 2024**.

At least one author of accepted papers and extended abstracts will be required to register for the ACME Conference by the regular registration deadline (*February, 2025, tentatively*) and attend the conference in order to be included in the program and have their work included in the *ACME Conference Proceedings*. If more than one co-author presents at the conference, each must register as an ACME attendee. All participants in special sessions, panel discussions, and workshops must register as ACME attendees. Authors of other types of submissions are encouraged to submit to the *Proceedings*, too.

Authors of accepted competitive paper manuscripts must submit to the EasyChair online submission system, no later than **December 15, 2024**, the final revised form of either the full paper or a two-page extended abstract for publication in the *ACME Conference Proceedings*, which will be electronically published on the ACME website. All submitted documents must be proofread and formatted as per the guidelines available on <https://www.acmeconference.org/>.

For more information, such as style guidelines, submission procedures, *ACME Conference Proceedings*, and guidelines for ACME Awards, please visit the ACME website at <https://www.acmeconference.org/>. If you have any questions, please contact one of the Track Chairs or the ACME Program Chair listed below.

We look forward to seeing you at ACME 2025 in Tulsa, Oklahoma!



Lili Gai, Ph.D.
ACME 2024-2025 Program Chair
The University of Texas Permian Basin, Odessa, Texas
gai_1@utpb.edu



Gina Tran, Secretary and Director of Communications
Vice President for Membership and Associate Program Chair
Florida Gulf Coast University, Fort Myers, Florida
gtran@fgcu.edu

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 2025 CONFERENCE TRACKS

1. MARKETING ANALYTICS, RESEARCH METHODOLOGY, & AI APPLICATION

Submissions focusing on artificial intelligence (AI), machine learning, big data, and data analytics, as well as research advancing measurement techniques, research methodologies, and data analysis procedures for measuring metrics. Research focusing on issues related to data analytics that generate consumer insights for research or practice are welcome as well.



Mark Case, Ph.D.
Florida Gulf Coast University
mcase@fgcu.edu



Prachi Gala, Ph.D.
Kennesaw State University
pgala4@kennesaw.edu

2. ADVERTISING AND INTEGRATED MARKETING COMMUNICATIONS

Submissions related to promotion, such as advertising, direct marketing, sales promotion, publicity, public relations, and media choices. Uses, applications, and issues regarding use of integrated marketing communications for both B-to-B and B-to-C promotions and customer acquisition and customer retention.



Ayan Ghosh Dastidar, Ph.D.
Clark University
AGhoshDastidar@clarku.edu



Md Rokonuzzaman, Ph. D.
Clayton State University
MdRokonuzzaman@clayton.edu

3. BRANDING & BRAND MANAGEMENT

Submissions related to product management, branding, and brand management, including but not limited to: new product development, product planning, brand creation, brand awareness, brand extension, brand equity, branding strategies, brand leadership, brand personality, brand identity and reputation, corporate reputation, and reputation management.



Pengyi Shen, Ph.D.
Jiangxi University of Finance and Economics
Pengyis2008@163.com

4. CONSUMER BEHAVIOR AND PSYCHOLOGY

Submissions related to the psychology of the consumer's decision-making and buying process, such as market segmentation, motivation, personality, perception, learning, attitude, family and social class, culture, sub-culture, reference groups, diffusion of innovation, decision making, and social responsibility.



Seth Ketron, Ph.D.
University of St. Thomas
ketr8015@stthomas.edu

5. RETAILING, E-TAILING & FASHION MARKETING

Submissions related to all aspects of retailing, multi-channel marketing, and omnichannel marketing for both business-to-business and business-to-consumer arenas, as well as research related to retail merchandise management, fashion show production, and fashion branding and promotion.



Sua Jeon, Ph.D.
Texas Wesleyan University
sjeon@txwes.edu



Swagata Chakraborty, Ph.D.
University of North Texas
Swagata.Chakraborty@unt.edu

6. HEALTH CARE MARKETING & CONSUMER WELLBEING



Jiani Jiang, Ph. D
Concordia College
jjiang3@cord.edu

7. GLOBAL MARKETING & EMERGING MARKETS

Submissions related to international business and marketing as well as marketing across cultures in one or more countries, including distribution, promotional, pricing, and market offering off shoring strategies related to regional lifestyle and cultural similarities and differences.



Sudipto Sarkar,
Frostburg State University
ssarkar@frostburg.edu

8. **MARKETING CHANNEL & LOGISTICS**

Submissions related to theory, applications, and best practices in distribution, logistics, and value chain management of market offerings and studies involving strategic buying and selling within and across channels of distribution. This track also covers the distribution related aspects of business development, operations management, information systems and analytics, organizational behavior, economics, strategic management, and business-to-business marketing.



Yolanda Obaze,
University of Evansville
yo21@evansville.edu



Yiming Zhuang,
Frostburg State University
yzhuang@frostburg.edu

9. **MACRO-MARKETING, ENVIRONMENTAL, SOCIAL, AND CORPORATE GOVERNANCE (ESG) AND POLITICAL MARKETING**

Submissions addressing public policy, corporate social responsibility (CSR), strategic community relations, sustainability and environmental issues, ethical dimensions of business within marketing, as well as political marketing.



Julie Haworth,
University of Texas at Dallas
haworth@utdallas.edu



Weixing Ford,
Texas A&M University-San Antonio
Weixing.Ford@tamusa.edu

10. MARKETING EDUCATION AND EXPERIENTIAL LEARNING

Submissions on innovative teaching ideas, the scholarship of teaching and learning, experiential and service learning, and other issues facing marketing educators. Sample topics include: teaching and learning methods, great assignment ideas, student development, curriculum development, alignment between curriculum and industry needs and practice, and online and blended course methods. This track brings together professors with shared interests in how we can strengthen our teaching and learning approaches.



Adam J. Mills,
Loyola University
ajmills@loyno.edu



Katharine Howie,
University of Southern Mississippi
Katie.Howie@usm.edu

11. MARKETING STRATEGY & INNOVATION

Submissions related to corporate strategy, either specific elements of or overall marketing strategy of a firm, or papers that investigate various aspects of entrepreneurship in small, medium, or large businesses.



Aisha Ghimire, Ph.D.
University of Southern Mississippi
Aisha.ghimire@usm.edu

12. PERSONAL SELLING AND SALES MANAGEMENT

Submissions related to all aspects of professional selling and management of sales teams and sales personnel including sales management issues, salesperson development and sales force strategies, and ethical issues in selling.



Tim Butler,
Southeastern Louisiana University
tim.butler@selu.edu

13. SOCIAL MEDIA, MOBILE MARKETING, AND DIGITAL MARKETING

Submissions related to digital marketing and the use of the Web, including the application of tools such as search engines, blogs, mobile apps, and social networking sites. Submissions may address B-to-B and B-to-C promotions, customer acquisition, and customer retention. Cases as well as empirical research reports are encouraged.



Scott D. Roberts,
University of the Incarnate Word,
scott.roberts@uiwtx.edu



Sphurti Sewak, Ph.D.
Illinois State University
ssewak@ilstu.edu

14. SPORTS GAMING, SERVICES, HOSPITALITY, & RECREATIONAL MARKETING

Submissions related to the marketing of physical activities, sports, video-gaming, e-sports, tourism and hospitality industry, including attractions management, activities administration, convention planning, customer service, event planning, food service, gaming, lodging sales, resort management, and travel marketing and leisure and recreational activities and organizations.



Sabrina Reed, Ph.D.
University of Southern Mississippi
Sabrina.reed@usm.edu



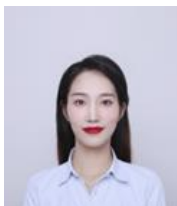
Jingbo Zhang, Ph.D.
University of Texas Permian Basin
Zhang_j@utpb.edu



Jeff Christensen,
Brigham Young University-Hawaii
jeff.christensen@byuh.edu

15. STUDENT RESEARCH

Students at all levels (undergraduate, masters, doctoral) are invited to submit their work to the Student Papers Track. We welcome conceptual and empirical papers utilizing qualitative, quantitative, or mixed methods. Submissions must be authored by one or more students; however, papers with faculty co-authors in a supportive, mentoring role will also be considered. Student researchers and faculty mentors may be invited to serve on panel discussions and will be recognized during the conference.



Tao Jiang, Ph.D.
Zhejiang University of Science and Technology
Joyjiang1993@163.com



Dan Liu
Heilongjiang University
danliu@hlju.edu.cn

16. SPECIAL SESSIONS, PANEL DISCUSSIONS, WORKSHOPS, AND POSTERS

Please see the guidelines above for submissions in these categories.



Vaidas Lukosius,
Tennessee State University
vlukosius@tnstate.edu



Yang (Jack) Lu, Ph.D.
Beijing Technology and Business University
ziyuu@gmail.com

If you have any questions about which track is most appropriate for your work, please contact the Program Chair or the Associate Program Chair.

ACME OFFICERS FOR 2024-2025

Atefeh Yazdanparast Ardestani, Ph.D. President

Clark University, Worcester, Massachusetts

ayazdanparast@clarku.edu

Lili Gai, Ph.D. Program Chair

University of Texas Permian Basin, Odessa, Texas

gai_l@utpb.edu

Gina Tran, Vice President for Membership and Associate Program Chair

Florida Gulf Coast University, Fort Myers, Florida

gtran@fgcu.edu

Lilly Ye, Ph.D., Past President

Frostburg State University, Frostburg, Maryland

lye@frostburg.edu

Zhenning “Jimmy” Xu, Secretary and Director of Communications

California State University, Bakersfield, California

zxu3@csub.edu

Sanjay S. Mehta, Ph.D., Treasurer

Sam Houston State University, Huntsville, Texas

mehta@shsu.edu

Irfan Ahmed, Ph.D., Historian

Sam Houston State University, Huntsville, Texas

irfanahmed@shsu.edu

Renée Gravois, Ph.D., Executive Director

Sam Houston State University, Huntsville, Texas

renee.gravois@shsu.edu

Other Program Planning Committee Members:

Yiming Zhuang, Ph.D.

Frostburg State University, Frostburg, Maryland

yzhuang@frostburg.edu

GET INVOLVED

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

To be a **Sponsor** for ACME 2024, contact the ACME President or Program Chair. Sponsors will be recognized in the ACME Conference Program as well as the *ACME Conference Proceedings*.

To volunteer as a **Track Chair** for **ACME 2025**, contact Lili Gai, ACME Program Chair for 2024-2025, at gai_1@utpb.edu

Please share this ACME 2024 Call for Papers with your academic colleagues, practitioner friends, and students.

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

Lili Gai, Ph.D.

ACME Program Chair, 2024-2025
University of Texas Permian Basin
Gai_1@utpb.edu

Gina Tran Ph.D.

ACME Vice President for Membership &
Associate Program Chair, 2024-2025
Florida Gulf Coast University
gtran@fgcu.edu