

**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES
Call for Papers – 39th Annual Meeting
February 29-March 3, 2012 in New Orleans, LA**

The Association of Collegiate Marketing Educators (ACME), in conjunction with the Federation of Business Disciplines (FBD), invites scholars, doctoral students, and business practitioners to submit papers or proposals for presentation at the 2012 ACME Conference.

All papers will be double-blind reviewed by academic peer reviewers. Proposals for presentations in special panels of “research in progress” will be accepted at the discretion of track chairs. Such “work in progress” papers will not be included in the proceedings, but will be listed in the program and the program will be reproduced in the proceedings. At least one author of accepted papers and presentations will be required to register for the ACME and FBD conference and attend the meeting in order to have their work included in the proceedings. Full papers must be submitted to track chairs for papers to be considered as refereed papers and to be included in the proceedings as such in either full or extended abstract form. Authors of accepted refereed papers must submit either their full paper or a two-page extended abstract for publication in the proceedings CD and on the ACME website. Authors of papers accepted as research in progress will be acknowledged in the proceedings, but such papers will not be published in the proceedings in any form. Proposals for special sessions, panels and workshops are welcome and will be acknowledged in the proceedings. Continuing education certificates for appropriate workshops will be presented.

Authors are invited to submit papers to one or more of the following tracks, but a paper must be submitted to only one track. Only full papers received by or on **October 15, 2011** will be considered for “Best Paper in Track” or “Best Paper at Conference” awards. Accepted authors will be notified by December.

NOTE: Papers and/or Proposals may be submitted after the deadline, but the deadline for guaranteed consideration is November 1, 2011.

Latest information on style guidelines, submission procedures, changes in track composition is always available on our website www.a-cme.org. Since this may not be the latest version of call for papers, always check the website to ensure you have the most up to date version.

2011 – 2012 ELECTED AND APPOINTED ACME OFFICERS

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Board of Directors*: Patrick Fountain, Maxwell Hsu, Kimball P. Marshall, David Paul, Ashish Chandra.

ASSURANCE OF LEARNING

Nancy Albers-Miller

Berry College
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706 238 5891

The assurance of learning track welcomes submissions on topics related assurance of learning, assessment, measurement of learning outcomes and reaffirmation of accreditation. Conceptual and empirical studies and manuscripts on best practices and innovations are encouraged.

NEW MEDIA, ADVERTISING AND MARKETING COMMUNICATIONS

Sharon Thach

Tennessee State University
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This track accepts research in all topics in marketing regarding promotion: advertising, publicity/public relations and media choices. We especially encourage papers on the uses, applications, and issues regarding use of new media (including blogs, mobile apps, social net groups, professional net groups) for both B-to B and B-to C promotions and customer retention.

B-TO-B & NEW PRODUCT DEVELOPMENT

Prashant Srivastava

University of Akron
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330 972 5270

This track covers the design and development of new products and services and management of innovation in consumer and business-to-business contexts. The track also covers any issues related to business to business marketing.

PHARMACEUTICAL AND HEALTHCARE MARKETING

Ashish Chandra*

University of Houston - Clear Lake
chandra@uhcl.edu
832-842-2030

This track seeks academic information and analysis on pharmaceutical and healthcare marketing, highlighting cutting edge research, new concepts and theories, and fresh practical ideas and initiatives that can be readily applied in the pharmaceutical and healthcare industries.

NEW MEDIA, NOT-FOR-PROFIT MARKETING AND SOCIAL MARKETING

Maxwell Hsu*

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262 472 5471

This track seeks quality manuscripts that examine or illustrate how social media marketing is being developed/applied/integrated by marketing practitioners in various industries. In addition, this track welcomes conceptual and empirical studies concerning not-for-profit marketing programs/efforts that attract attention and encourage donations from the target audience.

ARTS AND MUSIC MARKETING

Clyde Rolston

Belmont University
clyde.rolston@belmont.edu
615 460 5436

This track seeks papers addressing how the fine arts and popular culture market themselves to consumers and how they are used to market other products and services. Topics may include sports marketing, museum and art gallery marketing, as well as the use of music in commercials.

GLOBAL AND CROSS-CULTURAL MARKETING

Gordon Mosley

Troy University
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334 670 3146

Papers appropriate for this track would include conceptual and empirical studies concerning all international business and marketing issues, and intercultural marketing within one nation containing two or more distinct cultures.

MARKETING RESEARCH

Sanjay Mehta

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This track seeks quality manuscripts that develop or apply advances in research methodologies, measurement techniques, or data analysis procedures to the teaching and practice of marketing. Appropriate topics for this track include: qualitative and quantitative research; online research; exploratory, descriptive, and causal research; sampling; etc. Both conceptual and empirical works are welcome.

MARKETING STRATEGY AND ENTREPRENEURSHIP

John Newbold

Sam Houston State University
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936 294 1274

This track is seeking papers that deal with corporate strategy, overall marketing strategy, or specific elements of marketing strategy. In addition, we are interested in papers that investigate aspects of entrepreneurship, both in small and large businesses.

CONSUMER BEHAVIOR AND CUSTOMER RELATIONSHIP MANAGEMENT

Vivek S. Natarajan

Lamar University
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Kishwar Joonas

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936 261 9214

For the consumer behavior track, we accept manuscripts relating to the consumer such as market segmentation, motivation, personality, perception, learning, attitude, family and social class, culture, sub-culture, diffusion of innovation, decision making, and social responsibility.

PERSONAL SELLING AND SALES MANAGEMENT

Michael Pass

Sam Houston State University
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936 294 1294

Conceptual and empirical works related to a variety of teaching and research topics are invited. Within the teaching area, topics such as innovative teaching methods, use of the web for teaching, client-based teaching methods, case study methods and role-play development are suitable. Research related topics may include studies of sales management issues, salesperson development and sales force strategies.

MARKETING EDUCATION

Renee Gravois Lee

Sam Houston State University
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936 294 4947

Nacef Mouri

George Mason University
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703-993-1769

The marketing education track invites papers, presentations, or panels on innovative teaching ideas, the scholarship of teaching and learning, and issues facing marketing educators. Sample topics include: teaching and learning methods, great assignment ideas, student development, curriculum development, alignment between curriculum and industry needs/practice, and online and blended course methods. This track brings together professors with shared interests in how we can strengthen our teaching.

RETAILING AND SERVICES MARKETING

Ramaprasad Unni

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615 963 7343

Please submit your research on topics relevant to the field of services marketing and/or retailing. Topics include but are not limited to: customer co-production, customer loyalty, innovative service design, role of technology in service delivery, multi-channel retailing, Internet pricing, location-based marketing for retailing, etc. Both empirical and conceptual papers are welcome.

EXPERIENTIAL AND SERVICE LEARNING

Patrick D. "Pat" Fountain*

East Central University
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580 559 5270

Lynn Murray

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The experiential and service learning track is a mixture of empirical research, conceptual pieces, case studies and practical application. Submissions for this track can range from formal research to sharing of best practices. All are invited to submit research about experiences, ideas and suggestions for helping students learn by applying what they are learning through action.

ETHICS, LEGAL AND PUBLIC POLICY WORKSHOP

John C. Knapp

Samford University
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205 726 4362

Papers and panels may address ethical and legal issues in marketing; corporate social performance/responsibility; strategic community relations/corporate-NGO partnerships; sustainability/environmental issues; ethical dimensions of international marketing; methods for teaching ethics in marketing; and other relevant topics.

Proposals for special sessions, panels, and/or workshops are welcome. Send proposals for special sessions and panels to the track that is most compatible with the theme. Please submit to vlukosius@tnstate.edu

STUDENT PAPERS

Nancy Albers-Miller
Berry College
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706 238 5891

The student papers track invites papers from students at all level. Doctoral students, master's students and undergraduate students are encouraged to submit manuscripts. Both empirical and conceptual papers are welcome. At least one author must be a student, but submissions may include co-authored papers with faculty mentors.

LOGISTICS AND SUPPLY CHAIN MANAGEMENT (IDEA ACADEMIC AND PRACTITIONER TRACKS)

Bimal Nepal
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Ismail Capar
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979 862 8312

This track includes the theory and applications of best practices in distribution, logistics, and supply chain management. Interdisciplinary research and educational papers are also welcome.

TECHNOLOGY TRANSFER & COMMERCIALIZATION AND NEW PRODUCT DEVELOPMENT

Kimball P. Marshall*
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