



Submission Deadline:
June 1, 2024

General Information

Track chairs accept only electronic submissions (full papers or extended abstracts with references) for review as WORD documents submitted via Digital Commons.

Papers should be submitted directly via Digital Commons
<http://digitalcommons.kennesaw.edu/>

Submission indicates that the paper has not been previously published or is under review elsewhere.

All papers must be a minimum of 750 words excluding references, figures and tables.

Typical length of full papers is 15 double (including references, figures, and tables).

Typical length of abstracts is 5 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).

At least one author per accepted paper must register for and attend the conference. Papers where an author has not registered for the conference at least 30 days prior to the conference will not appear in the program or the proceedings.

Upon acceptance, authors agree to provide a final formatted electronic copy of the paper (or abstract) in digital commons for the proceedings. Authors agree that accepted papers will be presented at the conference.

Authors of abstracts will need to submit full papers in order to have their work considered for the journal.

IMPORTANT DATES

June 1
Submission Deadline

September 25 - September 27
Hospitality Suite

September 26 - September 28
Meeting Sessions

Call For Papers 2024

Atlantic Marketing Association
49th Annual Conference

CHARLESTON, SOUTH CAROLINA
SEPTEMBER 26 - SEPTEMBER 28

Hyatt Place Charleston -
Historic District

As one of the newest hotels in the Historic District, discover a blend of southern charm and modern comfort at Hyatt Place Charleston. From their convenient King Street location, guests can hop on the complimentary downtown shuttle to check out the South Carolina Aquarium, City Market, and Charleston Museum. The hotel provides easy access to local shops, nearby restaurants and downtown attractions such as ghost walks, horse-drawn carriage rides, and boat tours.

After, relax in the spacious hotel rooms and spend an evening at the rooftop bar enjoying the stunning city views.

Call (800) 994-0468 to make reservations.

Must register by 5 PM EST on August 26 and mention the *Atlantic Marketing Association* to receive the conference rate.

Conference Includes: **Charleston Ghost Tour**

As Charleston is widely considered to be one of the most haunted cities in America, all registered participants attending the conference will receive a complimentary ticket for a ghost tour. You'll visit many of the most haunted locations in Charleston, hearing the ghost stories where they took place.

Atlantic Marketing Journal

Dr. Diane R. Edmondson - *Editor*
Middle Tennessee State University
Email: diane.edmondson@mtsu.edu

Best Paper in Track award recipients will receive expedited review upon submission to the *Atlantic Marketing Journal*. The journal is a double blind, peer-reviewed journal listed in Cabell's Directory of Publishing Opportunities.

<http://digitalcommons.kennesaw.edu/amj/>

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Services Marketing

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Social Media Marketing

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Sports Marketing

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Student Submissions

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***We Look Forward to Seeing You in
Charleston, South Carolina!***