



Call for Papers 2019

Atlantic Marketing Association
44th Annual Conference
www.atlanticmarketingassociation.com

September 25-28, 2019
Asheville, NC

Conference Hotel:
DoubleTree By Hilton Hotel
Asheville - Biltmore

Asheville is a city in western North Carolina's Blue Ridge Mountains. It's known for a vibrant arts scene and historic architecture, including the dome-topped Basilica of Saint Lawrence. The vast 19th-century Biltmore estate displays artwork by masters like Renoir. The Downtown Art District is filled with galleries and museums, and in the nearby River Arts District, former factory buildings house artists' studios!

Submission Deadline May 1st, 2019

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.
- For formatting and submission instructions see [Atlantic Marketing Association website](#)
- At least one author per accepted paper *must register for, attend, and present an accepted paper at 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.

Sessions: Sept. 26-28, 2019
Hospitality Suite: Sept. 25-27, 2019

Atlantic Marketing Journal

Papers accepted for the conference are automatically eligible for further peer review for publication in 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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2019 Conference Tracks

Submit questions regarding tracks to:
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Advertising / Direct Marketing

Analytics, Technology, The Internet of Things

Arts, Music and Entertainment Marketing

Business-to-Business Marketing / Supply Chain Management

Consumer Behavior / Retailing

Culture, Identity, and Ethnicity

Education/Experiential Learning

Entrepreneurship / Small Business Marketing

Ethical Business and Marketing Considerations

Food Marketing

Global Marketing

Green Marketing / Sustainability

Health Care Marketing

Hospitality and Tourism

Marketing Research

Marketing Strategy

Nonprofit Marketing

Professional Sales / Sales Management

Services Marketing

**Social Marketing/
Corporate Social Responsibility**

Social Media Marketing

Sports Marketing

Special Sessions / Case Studies