



## Call for Papers 2017

Atlantic Marketing Association  
42<sup>nd</sup> Annual Conference

[www.atlanticmarketingassociation.com](http://www.atlanticmarketingassociation.com)

September 27-30, 2017

Williamsburg, VA

Williamsburg Lodge

Set on a tree-lined street near Revolutionary-era reenactments in Colonial Williamsburg, this traditional, redbrick hotel is 4.9 miles from Busch Gardens and 6 miles from Jamestown Settlement, a living history museum.

Decorated rooms and suites feature folk art, free WIFI, coffemakers and other extras. Free perks include parking, a local shuttle, access to a fitness center with 2 pools (1 heated), and an American restaurant offering a breakfast buffet and casual lobby bar. Rental bikes are available.

Call 1-800-261-9530; to receive special rates use CODE 39992 or Atlantic Marketing Association 2017 Conference to make reservations. Must register by 5PM EST on August 29, 2017 to receive the discounted rates.

Sessions: Sept. 27-30, 2017  
Hospitality Suite: Sept. 27-29, 2017

**Program Chair:**  
Dr. Joe Cangelosi  
University of Central Arkansas  
Email: [joec@uca.edu](mailto:joec@uca.edu)

**Submission Deadline:**  
**June 1, 2017**

### General Information

- Full papers or extended abstracts with references are accepted for review (Hereafter, 'papers' include extended abstracts).
- Papers should be submitted directly to track chairs.
- Track chairs accept only electronic submissions. Please attach your paper as an MS Word document (.docx).
- Papers will be reviewed using a blind evaluation process. Author names, affiliations, and contact information should appear only on the title page. Authors should refrain from identifying themselves or their institution elsewhere in the paper. Title pages should be emailed as a separate file to the track chair.
- 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 spaced, 12 pt. font, (pages including references, figures, and tables). Typical length of abstracts is 5 double spaced, 12 pt. font (pages 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 to the track chair.

**Proceedings editor:** Dr. Leila Borders  
Kennesaw State University  
Email: [aborder4@kennesaw.edu](mailto:aborder4@kennesaw.edu)

- Authors agree that accepted papers will be published in the refereed proceedings and will be presented at the conference.
- All accepted papers may be eligible for publication in the *Atlantic Marketing Journal* (upon further peer review). Authors of abstracts will need to submit full papers in order to have their work considered for the journal.

### 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/>

### **President**

Dr. Diane Edmondson  
Middle Tennessee State University  
Email: [diane.edmondson@mtsu.edu](mailto:diane.edmondson@mtsu.edu)

### **Executive Director**

Dr. Deborah H. Lester  
Kennesaw State University  
Email: [dlester@kennesaw.edu](mailto:dlester@kennesaw.edu)

### **Associate Director**

Dr. Brian Kinard  
University of North Carolina Wilmington  
Email: [kinardb@uncw.edu](mailto:kinardb@uncw.edu)

### **Assistant Executive Director**

Dr. Keith Tudor  
Kennesaw State University  
Email: [ktudor@kennesaw.edu](mailto:ktudor@kennesaw.edu)

**2017 Conference Track Chairs**

Questions regarding the appropriate track for submission should be directed to:  
Dr. Joe Cangelosi, Program Chair:  
Email: [joec@uca.edu](mailto:joec@uca.edu)

**Advertising / Direct Marketing**

Dr. Jennifer Hutchins  
Kennesaw State University  
Email: [jhutch35@kennesaw.edu](mailto:jhutch35@kennesaw.edu)

**Business-to-Business Marketing / Supply Chain Management**

Dr. Alan D. Smith  
Robert Morris University  
Email: [smitha@rmu.edu](mailto:smitha@rmu.edu)

**Consumer Behavior / Marketing Research**

Dr. Elizabeth Alexander  
Marshall University  
Email: [alexanec@marshall.edu](mailto:alexanec@marshall.edu)

**Entrepreneurship / Small Business Marketing**

Dr. Parker Woodroof  
University of Central Arkansas  
Email: [parkerw@uca.edu](mailto:parkerw@uca.edu)

**Global Marketing**

Dr. Bill Neese  
Troy University  
Email: [wneese@troy.edu](mailto:wneese@troy.edu)

**Green Marketing / Sustainability**

Dr. Russell Wahlers  
Ball State University  
Email: [rwahlers@bsu.edu](mailto:rwahlers@bsu.edu)

**Internet / Social Media Marketing**

Dr. Terry Damron  
Austin Peay State University  
E-mail: [damront@apsu.edu](mailto:damront@apsu.edu)

**Nonprofit / Public Sector Marketing**

Dr. Cheryl Ward  
Middle Tennessee State University  
Email: [cheryl.ward@mtsu.edu](mailto:cheryl.ward@mtsu.edu)

**Marketing Education**

Dr. George Stone  
North Carolina A&T University  
Email: [gwstone@ncat.edu](mailto:gwstone@ncat.edu)

**Marketing Strategy**

Dr. Amye Melton  
Austin Peay State University  
Email: [meltona@apsu.edu](mailto:meltona@apsu.edu)

Dr. Terry Damron  
Austin Peay State University  
Email: [damront@apsu.edu](mailto:damront@apsu.edu)

**Music / Arts / Entertainment**

Dr. Jon Littlefield  
Dalton State College  
Email: [jlittlefield@daltonstate.edu](mailto:jlittlefield@daltonstate.edu)

**Professional Sales / Sales Management**

Dr. Tommy Hsu  
Tareyton State University  
Email: [hsu@tareyton.edu](mailto:hsu@tareyton.edu)

**Retailing**

Dr. Bridget Nichols  
Northern Kentucky University  
Email: [nicholsb1@nku.edu](mailto:nicholsb1@nku.edu)

**Services Marketing**

Dr. Heather Kirkwood  
State University of New York-Farmingdale  
Email: [heather.kirkwood@farmingdale.edu](mailto:heather.kirkwood@farmingdale.edu)

**Special Sessions/Case Studies**

Dr. Meral Anitsal  
Tennessee Tech University  
Email: [manitsal@tntech.edu](mailto:manitsal@tntech.edu)

Dr. Ismet Anitsal  
Tennessee Tech University  
Email: [ianitsal@tntech.edu](mailto:ianitsal@tntech.edu)

**Sports Marketing**

Dr. Thomas Tanner  
Bloomberg University of Pennsylvania  
Email: [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)

**Health Care Marketing**

Dr. Mike Petrochuk  
Walsh University  
Email: [mpetrochuk@walsh.edu](mailto:mpetrochuk@walsh.edu)

**Teaching Workshop: Teaching Undergrads Marketing Analytics**

Submit Proposals to:  
Dr. Robert Riggie  
The Citadel  
[Bob.Riggie@citadel.edu](mailto:Bob.Riggie@citadel.edu)

**Atlantic Marketing Association 2017 Annual Conference Registration**

Name: \_\_\_\_\_ Preferred Name on Badge: \_\_\_\_\_

Department: \_\_\_\_\_

College / University: \_\_\_\_\_

Street Address / P.O. Box: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Office Phone: \_\_\_\_\_ Home / Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Amount Enclosed: \_\_\_\_\_ Early Registration \$150 (Before August 15th): \_\_\_\_\_

Student \$75: \_\_\_\_\_ Late \$200 (After August 15): \_\_\_\_\_ \$75 Guest: \_\_\_\_\_

**Mail to:** Atlantic Marketing Association C/O Dr. Deborah Lester, Kennesaw State University, MD 0406  
Michael J. Coles College of Business, 560 Parliament Garden Way, NW, Kennesaw, GA 30144  
Payment can also be made electronically through our Square Store.  
<https://squareup.com/store/atlantic-marketing-association>