

Tracks for 2018*	Track Chairs
Advertising/Direct Marketing	Cindy Hanson
Analytics, Technology, The Internet of Things {I-O-T}	Beverly Wright
Arts, Music and Entertainment Marketing	Jon Littlefield
Business-to-Business Marketing/Supply Chain Management	Alan Smith
Consumer Behavior/Retailing	Bridget Nichols
Culture, Identity, and Ethnicity	Lynette Kvasny Yarger
Education/Experiential Learning	George Stone
Entrepreneurship/Small Business Marketing	Michael Jones
Ethical Business and Marketing Considerations	Heather Kirkwood
Food Marketing	Deirdre Guion Peoples
Global Marketing	Cheryl Ward
Green Marketing/Sustainability	Tommy Hsu
Health Care Marketing	Harish Sujan
Hospitality and Tourism	Joe Ricks
Marketing Research	Harriette Bettis-Outland
Marketing Strategy	Amye Melton
Nonprofit Marketing	Yvette Bonaparte
Professional Sales/Sales Management	Lucy Matthews
Services Marketing	Brian Kinard
Social Media Marketing	Terry Damron
Social Marketing/Corporate Social Responsibility	Mita Sujan
Special Sessions/Creativity & Innovation/Case Studies/Methodology/Financials	Lenita Davis
Sports Marketing	Ramon Avila
*All may include e-marketing submissions	