



Call for Papers 2018

Atlantic Marketing Association
43rd Annual Conference
www.atlanticmarketingassociation.com

September 26-29, 2018
New Orleans, LA

Conference Hotel:
Renaissance New Orleans
Pere Marquette

New Orleans is one of the world's most fascinating cities – it's home to a truly unique melting pot of culture, food and music. Come down and experience New Orleans, one of America's most culturally and historically-rich destinations!

New: Illustrations of Student Research!

Submission Deadline
May 3, 2018

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. 26-29, 2018

Hospitality Suite: Sept. 26-28, 2018

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/>

2018 Program Chair

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2018 Conference Track Chairs

Submit questions regarding tracks to:
Dr. Aberdeen Leila Borders, Program Chair
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Advertising / Direct Marketing

Dr. Cindy Hanson
High Point University
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Analytics, Technology, The Internet of Things

Dr. Beverly Wright
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Arts, Music and Entertainment Marketing

Dr. Jon Littlefield
Dalton State College
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Business-to-Business Marketing / Supply Chain Management

Dr. Alan D. Smith
Robert Morris University
Email: smitha@rmu.edu

Consumer Behavior / Retailing

Dr. Elizabeth Alexander
Marshall University
Email: alexanec@marshall.edu

Culture, Identity, and Ethnicity

Dr. Lynette Yarger
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Education/Experiential Learning

Dr. George Stone
North Carolina A&T State University
Email: gwstone@ncat.edu

Entrepreneurship / Small Business Marketing

Dr. Michael Jones
Southeastern Louisiana University
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Ethical Business and Marketing Considerations

Dr. Heather Kirkwood
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Food Marketing

Dr. Deirdre Guion-Peoples
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Global Marketing

Dr. Cheryl Ward
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Green Marketing / Sustainability

Dr. Tommy Hsu
Tarleton State University
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Health Care Marketing

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Hospitality and Tourism

Dr. Amanda Helm
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Marketing Research

Dr. Harriette Bettis-Outland
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Marketing Strategy

Dr. Amye Melton
Austin Peay State University
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Nonprofit Marketing

Dr. Yvette Bonaparte
North Carolina Central University
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Professional Sales / Sales Management

Dr. Lucy Matthews
Middle Tennessee State University
Email: lucy.matthews@mtsu.edu

Services Marketing

Dr. Brian Kinard
University of North Carolina at Wilmington
Email: Kinardb@uncw.edu

Social Marketing/ Corporate Social Responsibility

Dr. Mita Suján
Tulane University
Email: msujan@tulane.edu

Social Media Marketing

Dr. Terry Damron
Austin Peay State University
E-mail: damront@apsu.edu

Sports Marketing

Dr. Ramon Avila
Ball State University
Email: ravila@bsu.edu

Special Sessions / Case Studies

Dr. Lenita Davis
University of Arkansas at Little Rock
Email: lmdavis@ualr.edu

Atlantic Marketing Association 2018 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: _____

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Payment can also be made electronically through our Square Store.
<https://squareup.com/store/atlantic-marketing-association>