

## Tracks for 2018\*

Advertising/Direct Marketing	Cynthia Hanson, Highpoint University
Analytics, Technology, The Internet of Things {I-O-T}	Beverly Wright, Georgia Institute of Technology
Arts, Music and Entertainment Marketing	Jon Littlefield, Dalton State College
Business to Business Marketing/Supply Chain Management	Alan Smith, Robert Morris University
Consumer Behavior/Retailing	Elizabeth Alexander, Marshall University
Culture, Identity, and Ethnicity	Lynette Kvasny Yarger, Pennsylvania State University
Education/Experiential Learning	George Stone, North Carolina Agricultural and Technical State University
Entrepreneurship/Small Business Marketing	Michael Jones, Southeastern Louisiana University
Ethical Business and Marketing Considerations	Heather Kirkwood, State University of New York Farmingdale
Food Marketing	Deirdre Guion Peoples, North Carolina Central University
Global Marketing	Cheryl Ward, Middle Tennessee State University
Green Marketing/Sustainability	Tommy Hsu, Tarleton State University
Health Care Marketing	Harish Sujjan, Tulane University
Hospitality and Tourism	Amanda Helm, Xavier University New Orleans
Marketing Research	Harriette Bettis-Outland, University of West Florida
Marketing Strategy	Amye Melton, Austin Peay State University
Nonprofit Marketing	Yvette Bonaparte, North Carolina Central University
Professional Sales/Sales Management	Lucy Matthews, Middle Tennessee State University
Services Marketing	Brian Kinard, University of North Carolina - Wilmington
Social Media Marketing	Terry Damron, Austin Peay State University
Social Marketing/Corporate Social Responsibility	Mita Sujjan, Tulane University
Special Sessions/Creativity & Innovation/Case Studies/Methodology	Lenita Davis, University of Arkansas Little Rock
Sports Marketing	Ramon Avila, Ball State University

*\*Includes e-marketing*