



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 Track Chairs

Submit questions regarding tracks to:
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Social Marketing/ Corporate Social Responsibility
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Social Media Marketing
Dr. Terry Damron
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E-mail: damront@apsu.edu

Sports Marketing
Dr. Tommy Hsu
Tarleton State University
Email: hsu@tarleton.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>