



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/>

2019 Program Chair

Dr. Tommy Hsu
Tarleton State University
Email: hsu@tarleton.edu

Proceedings Editor

Mrs. Laura Robinson
Kennesaw State University
Email: lrobin39@kennesaw.edu

Assistant Proceedings Editors

Mr. Muhammad Bilal

Atlantic Marketing Association President

Dr. Aberdeen Leila Borders
Kennesaw State University
Email: aborder4@kennesaw.edu

Executive Director

Dr. Deborah H. Lester
Kennesaw State University
Email: dlester@kennesaw.edu

Associate Director

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

Assistant Executive Director

Dr. Keith Tudor
Kennesaw State University
Email: ktudor@kennesaw.edu

2019 Conference Track Chairs

Submit questions regarding tracks to:
Dr. Tommy Hsu, Program Chair
Email: hsu@tarleton.edu

Advertising / Direct Marketing
Dr. Ceren Ekebas-Turedi
Purdue University Northwest
Email: cturedi@pnw.edu

Analytics, Technology, The Internet of Things
Dr. Beverly Wright
Aspirent
Email: Beverly.Wright@aspirent.com

Arts, Music and Entertainment Marketing
Dr. Jon Littlefield
Dalton State College
Email: jlittlefield@daltonstate.edu

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. Wooyang Kim
Minnesota State University
Email: wooyang.kim@mnstate.edu

Education/Experiential Learning
Dr. Kirsten Passyn
The Citadel: The Military College of South Carolina
Email: kpassyn@citadel.edu

Entrepreneurship / Small Business Marketing
Dr. Michael Jones
Southeastern Louisiana University
Email: michael.jones@southeastern.edu

Ethical Business and Marketing Considerations
Dr. Heather Kirkwood
State University of New York-Farmingdale
Email: heather.kirkwood@farmingdale.edu

Food Marketing
Dr. Deirdre Guion-Peoples
North Carolina Central University
Email: dguion@nccu.edu

Global Marketing
Dr. Aray Chen
Tarleton State University
Email: araychen@tarleton.edu

Green Marketing / Sustainability
Dr. Amiee Mellon
University of Montevallo
Email: amellon@montevallo.edu

Hospitality and Tourism
Dr. Meral Anitsal
Tennessee Tech University
Email: manitsal@tntech.edu
Dr. Ismet Anitsal
Tennessee Tech University
Email: ianitsal@tntech.edu

Marketing Research
Dr. Harriette Bettis-Outland
University of West Florida
Email: hbettiso@uwf.edu

Marketing Strategy
Dr. Ceyhan "C.K." Kilic
Tarleton State University
Email: kilic@tarleton.edu

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

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. Yi-chia "Shair" Wu
Tarleton State University
Email: yichiawu@tarleton.edu

Social Media Marketing
Dr. Terry Damron
Austin Peay State University
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 2019 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,
Michael J. Coles College of Business, 1000 Chastain Road, Kennesaw, GA 30144-5591
Payment can also be made electronically through our Square Store.
<https://squareup.com/store/atlantic-marketing-association>