



Photos courtesy of <http://www.visithouston.com>

CALL FOR PAPERS

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS FEDERATION OF BUSINESS DISCIPLINES 50th Annual ACME Conference • March 8-11, 2023 Houston, Texas • Hyatt Regency Houston

Submission Deadline: September 30, 2022

The Association of Collegiate Marketing Educators (ACME), in conjunction with the Federation of Business Disciplines (FBD), invites faculty, students, and business practitioners to submit your work for presentation at the 2023 ACME Conference in Houston, Texas. Now in its 50th year, the ACME Conference is known for its collegial atmosphere, professional development, networking, and collaboration. Please join us as ACME celebrates 50 years of sharing quality research, engaging teaching ideas, and great fellowship!

Enjoy your time in Houston, the fourth-largest city and one of the most diverse metropolitan areas in the United States, fondly nicknamed *H-Town*, *Bayou City*, *Space City*, and *the 713*. One “don’t miss” attraction during your stay is NASA’s Johnson Space Center, where visitors can explore the fascinating world of space exploration. Other attractions include Houston’s many state-of-the-art museums, such as the Museum of National History and Museum of Fine Arts; as well as the Houston Zoo, Downtown Aquarium, Art Car Museum, Kemah Boardwalk, Houston Livestock Show and Rodeo, and much more. Be sure to feast on the delicious Southern, Tex-Mex, barbecue, and wide-ranging cuisines. Plus, enjoy the convenience of our downtown conference location at the Hyatt Regency Houston, surrounded by award-winning restaurants, shops, and a vibrant arts and theater district.

ACME submissions may have an academic, practitioner, or pedagogical focus. Student paper submissions (doctoral, masters, or undergraduate) are especially encouraged. We invite full competitive papers; extended abstracts; poster submissions; and proposals for special sessions, panel discussions, and workshops. Submissions will be accepted via EasyChair, starting in June 2022. Authors are also invited to include your work, in full paper or extended abstract form, in the *ACME Proceedings*.

The deadline for submissions is **September 30, 2022**. Full papers received prior to or on this date will be considered for the *Best Paper in Track* and *FBD Distinguished Paper Awards*.

ACME also offers the following awards each year: *Teaching Innovation Competition and Award*, *Lou E. Pelton Emerging Scholar Award*, and *FBD Outstanding Educator Award*.

For more information, such as details about tracks, Track Chairs, style guidelines, submission procedures, *ACME Proceedings*, and guidelines for ACME Awards, please visit the ACME website at <http://acme-fbd.org/>. The EasyChair submission portal will open in June 2022. Conference registration and hotel information will be available at <http://www.fbdonline.org/>. If you have any questions, please contact one of the Track Chairs listed on the ACME website (coming soon) or the ACME Program Chair.

We look forward to seeing you in Houston!

Lilly Ye, Ph.D.

ACME Program Chair, 2022-2023

Frostburg State University, Frostburg, Maryland

lye@frostburg.edu • +1 301.687.4258

∞ ∞ ∞ ∞ ∞ ∞ ∞ ∞

10 Reasons Why You Should Attend the 2023 ACME Conference

ACME is . . .

1. Packed with interesting sessions and fun times with your ACME colleagues.
2. An international conference with a collegial and intimate atmosphere for networking. Share ideas, find co-authors, and build friendships within academia that go beyond the conference.
3. An educator-, practitioner-, and student-friendly conference.
4. A great opportunity to present your work and gain valuable feedback.
5. An opportunity to hone your skills in research and teaching and learn current practices.
6. An unbeatable value! Registration includes a one-year ACME and FBD membership.

ACME gives you the opportunity to . . .

7. Showcase your work in the *ACME Conference Proceedings*, as a full paper or extended abstract. The published Proceedings are indexed in Google Scholar.
8. Earn recognition through various research and teaching awards offered by ACME, including *FBD Distinguished Paper Award*, *Best Paper in Track Awards*, *FBD Outstanding Educator Award*, *Teaching Innovation Competition and Award*, and the *Lou E. Pelton Emerging Scholar Award*.
9. Join together in recognizing ACME colleagues at the Annual Awards Luncheon and Business Meeting.
10. Enjoy camaraderie and network with ACME and FBD colleagues from all around the world.

ACME 2023 Conference Tracks

1. Advertising and Integrated Marketing Communications
2. Branding and Brand Management
3. Consumer Behavior and Psychology
4. Fashion Marketing and Merchandising
5. Health Care and Consumer Wellbeing
6. Global Marketing and Emerging Markets
7. Logistics and Supply Chain Management
8. Macromarketing and Political Marketing
9. Marketing Education and Experiential Learning
10. Marketing Metrics, Data Analytics, and Methodology
11. Marketing Strategy, New Product Development, and Innovation
12. Professional Selling and Sales Management
13. Public Policy, Sustainability, and Social Responsibility
14. Retailing and Electronic Commerce
15. Services, Tourism, and Hospitality Marketing
16. Social Media, Mobile Marketing, and Digital Marketing
17. Sports and Recreational Marketing
18. Tourism and Hospitality Marketing
19. Student Research
20. Special Sessions, Panel Discussions, Workshops, and Posters

∞ ∞ ∞ ∞ ∞ ∞ ∞ ∞

Get Involved

To volunteer as a **Track Chair**, contact Dr. Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.edu.

To volunteer as a **Reviewer**, contact the appropriate Track Chair or the Program Chair.

*Please share this ACME Call for Papers with your
academic colleagues, practitioner friends, and students.*

We look forward to receiving your submissions and seeing you in Houston!



Association of Collegiate Marketing Educators