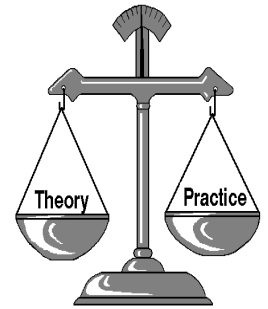
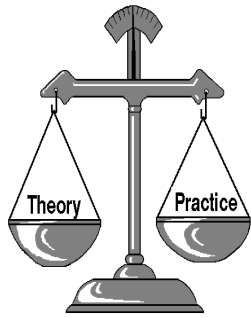


CALL FOR PAPERS

ASSOCIATION OF MARKETING THEORY AND PRACTICE

2011 ANNUAL MEETING
Panama City Beach, Florida
March 24 – 26, 2011

Hosted by
Kennesaw State University
Michael J. Coles College of Business



Deadline for paper submission
October 15, 2010

ANNOUNCEMENT:

The 2011 Annual meeting of the Association of Marketing Theory and Practice will be held at the **Edgewater Beach Resort**, March 24 – 26, 2011. Sessions will consist of the presentation and discussion of papers that have been accepted following a double-blind review process.

PAPERS NOW BEING ACCEPTED:

Papers may be submitted online to the tracks listed below. Authors who are uncertain regarding the track to which their paper should be submitted should send their papers to the track judged most appropriate. The Program Chair will resolve any questions as to where papers should be assigned for review. **Abstracts will not be considered for review.** See the AMTP website <http://www.amtp.org/ocs/index.php/amtp/amtp2011/index> for full guidelines.

Panama City Beach, FL - The Gulf Coast of Florida has captivated millions with its unrivaled beauty, family-friendly entertainment and Southern charm. People who vacationed here as children with their families are continuing the tradition with their own families. Many people are making it a new tradition. Some are relocating—to a place that many can only describe as paradise. With spellbinding scenery, countless outdoor activities and great shopping, golf and dining, who could ask for more? A new international airport is scheduled to open in May 2010 with major air service provided by Southwest, Delta, and other major carriers!

GUIDELINES FOR SUBMISSION OF PAPERS

1. Papers are to be submitted to the appropriate track by going online and following the instructions for electronic submission. These are found by going to <http://www.amtp.org/ocs/index.php/amtp/amtp2011/index>
2. Papers submitted must not have been published, accepted for publication, or be under consideration for publication elsewhere. Please follow the instructions for ensuring a blind submission. **ABSTRACTS WILL NOT BE CONSIDERED FOR REVIEW AND WILL BE RETURNED TO THE AUTHOR AS DECLINED.** After acceptance of a full paper, the author(s) may choose to publish an abstract in the proceedings.

3. Papers must should be about 20 typewritten pages using a Times Roman 12 pitch font, including tables, figures, and references.
4. Each submitted paper should be accompanied by information with the author's(s) name(s), academic rank, affiliation, address, office phone number, and e-mail addresses. **These may all be entered at** <http://www.amtp.org/ocs/index.php/amtp/amtp2011/index>
5. At least one author of an accepted paper MUST register for the conference within 10 days of notification of acceptance of the paper. **ANY PAPERS THAT ARE NOT REPRESENTED BY A REGISTERED AND PAID AUTHOR OR COAUTHOR BY JANUARY 22, 2011 WILL NOT BE PUBLISHED IN THE PROCEEDINGS OR CONSIDERED ACCEPTED.** At least one author must present the paper in person. All authors, including special topics participants who attend the meeting must register for the conference.

CONFERENCE TRACK INFORMATION

PLEASE NOTE: All papers must be submitted electronically at <http://www.amtp.org/ocs/index.php/amtp/amtp2011/index> **Please do not send papers to Track Directors via email.**

Marketing Education/The Dynamic Business School Environment

Papers are welcome pertaining to any aspect of marketing education or changes in business school management. Track Director - Mark Toncar, Department of Marketing, Youngstown State University, One University Plaza, Youngstown, OH 44555-0001, Phone: (330) 941-7256, Fax: (330) 941-1871, mtoncar@ysu.edu

Service Marketing/Nonprofit Marketing/Ethics

Papers pertaining to any aspect of services, nonprofit marketing, and ethics are encouraged. Track Directors – Ismet and Meral Anitsal, Tennessee Tech University, College of Business Department of Economics, Finance, and Marketing Campus Box 5083 Cookeville, TN 38505 Phone: (931) 372-3471 ianitsal@tntech.edu or manitsal@tntech.edu

Promotion/Retailing/Sales/Sales Management

All papers pertaining to the general topics of promotion, retailing, sales or sales management. Track Director - Leisa Flynn, University of Southern Mississippi, The College of Business, 821 Academic Way, PO Box 3061110, Tallahassee, FL 32306-1110 eflynn@cob.fsu.edu

Internet Marketing/Interactive Marketing/Mobile Marketing/Direct Marketing

All papers pertaining to any aspect of electronic marketing, e-commerce, web design, interactive and direct marketing, social media and mobile marketing are encouraged. Track Director - Tulay Girard, Ph.D., Penn State Altoona, 3000 Ivy Side Park, Altoona, PA 16601 Phone (814) 949-5259 Fax (814) 949-5456 tug1@psu.edu

Marketing Research/Demographics/Consumer Behavior

Papers pertaining to any aspect of demographics, consumer behavior or marketing research are encouraged. Track Director - Michael Latta, E. Craig Wall Sr. College of Business Administration, Coastal Carolina University, Conway, SC 29528-6054, Phone 843-349-6476, mlatta@coastal.edu

Public Policy and Public Marketing

Papers are encouraged that focus on marketing efforts of cities, governments, and/or other public institutions to increase awareness, encourage or change behaviors, and

other issues related to public policy. Track Director - Renee J. Fontenot, Georgia College & State University, J. Whitney Bunting College of Business, CBX 012, Milledgeville, GA 31061 Phone 478-445-2593; fax 478-445-5249; renee.fontenot@gcsu.edu

Marketing Management/Strategy/Branding

Papers are encouraged that deal with any aspect of strategy, marketing management, or branding. Track Director - Mike Musante, School of Business, Quinnipiac University, Mount Carmel Ave., Hamden, CT 06518 Phone: (203) 582-3417 Fax (203) 582-8664 Michael.musante@Quinnipiac.edu

Supply Chain Management/International Marketing/Business to Business Marketing

All papers pertaining to the art of managing the flow of products from the sources of materials to the user of the end products, any aspect of business to business or global marketing. Track Director - Kenneth A. Saban, A.J. Palumbo School of Business, Duquesne University, 925 Rockwell Hall, Pittsburgh, PA 15282 Phone: (412) 396-5152 Fax (412) 396-4764 saban@duq.edu

Cross-Cultural Marketing and Entrepreneurship/Small Business Marketing

Papers are encouraged on a broad range of cross-cultural and small business marketing issues. Topics include, but are not limited to: cultural influences on contemporary marketing, cross-cultural consumer behavior, cross-cultural marketing practices, unique challenges of integrated marketing for small businesses, regional marketing issues, and special marketing problems of entrepreneurs/small businesses. Track Director - Clinton Amos, Augusta State University, Allgood Hall 112, 2500 Walton Way, Augusta, GA 30904 Phone (706) 677-4546 Fax (706) 677-4587 clamos@aug.edu

Sports Marketing

Papers in sports marketing and/or management with an emphasis on sales, sponsorship, ticketing, organizational structure, advertising, public relations, sustainability, and communications focusing on professional and/or university athletics, sports suppliers, retailers, and the media. Track Directors - John Lanasa, Chair of Marketing and Sports Marketing, and Ron Dick, Duquesne University, Forbes Ave., Pittsburgh Pa. 15282. Phone 412-396-5153 Lanasa@duq.edu and dickr@duq.edu

SEE <http://www.amtp.org/ocs/index.php/amtp/amtp2011/index> for updated Track information

Registration and Other Information

Registration:

Fee for early registration (February 26, 2011) is \$285.00 includes the luncheon and other conference events, the 2011 Proceedings, and the Journal of Marketing Theory and Practice.

Late registration fee is \$325.00. Authors must register within ten (10) days of notice of acceptance to insure inclusion in the Proceedings. No refunds will be given on conference registration after the program is in press or after February 12, 2011.

Program Chair

Dr. Rick Mathisen

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AWARDS:

The paper judged to be the TOP PAPER in Conference in terms of quality and relevance will have the opportunity be revised and published in the Journal of Marketing Theory and Practice. These and the best in track papers will also have the same opportunity in the Journal of Applied Marketing Theory. All papers accepted by the peer review process will be published in the Proceedings of the Conference published online and in a CD version.

HEADQUARTERS HOTEL

Edgewater Beach Resort, Panama City Beach, FL.
(800) 874-8686 Use the code AMTP.

Room Rates:

Villa 1 Bedroom \$109.00 per night
Villa 2 Bedroom \$159.00 per night
Standard 1 Bedroom \$149 per night
Deluxe 1 Bedroom \$149 per night
Deluxe 2 Bedroom \$199 per night
Rates guaranteed until February 26, 2011

SPECIAL SESSIONS:

Proposals for panels or special sessions can be sent to Dr. Morgan Miles, College of Business Administration, P.O. Box 8154, Georgia Southern University, Statesboro, GA 30460-8154. Phone (912) 681-0777. Fax (912) 871-1523.
mmiles@georgiasouthern.edu

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