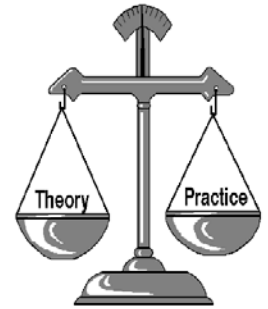
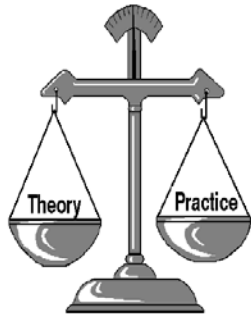


CALL FOR PAPERS

ASSOCIATION OF MARKETING THEORY AND PRACTICE

2018 ANNUAL MEETING
Ponte Vedra Beach, Florida
March 14 – 17, 2018

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



**Deadline for paper submission
December 1, 2017**

ANNOUNCEMENT:

The 2018 Annual meeting of the Association of Marketing Theory and Practice will be held at the **Marriott Resort Sawgrass**, March 14 – 17, 2018. 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 Conference Manager 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/amp/AMTP2018> for full guidelines.

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/amp/AMTP2018> You must create an account to use the system. If you already have an account, please use the existing account. New users should sign up as an author. Clicking on Author you will see a New Submission link. Click there to begin your submission.
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 REJECTED.** After acceptance of a full paper, the author(s) may choose to publish an abstract in the proceedings.
3. Each paper submission should be accompanied by information with the author's(s') name(s), academic rank, affiliation, address, office phone number, and e-mail addresses. **It is very important that the entry provide all information requested above for all authors. These are entered as part of the paper submission process. Please refer to the instructions at <http://www.amtp.org/ocs/index.php/amp/AMTP2018> under the 2018 Conference Information.**
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 31, 2018 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 following instructions at <http://www.amtp.org/ocs/index.php/amp/AMTP2018> Do not send papers to track chairs via email. When your paper is being submitted you will request the track for the submission.

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 - Christine Lai, SUNY Buffalo State College

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 - Jennifer Hutchins, Kennesaw State University

Marketing Management/Strategy/Branding

Papers are encouraged that deal with any aspect of strategy, marketing management, or branding. Track Director - Mike Musante, Springfield College

Market Research/Demographics/Consumer Behavior

Papers pertaining to any aspect of demographics, consumer behavior or marketing research are encouraged. Track Director - Michael Latta, Coastal Carolina University

Professional Selling and Sales Management

This track will consider research related to professional selling and sales management. Papers focused on professional sales environments are encouraged. Topics of interest include but are not limited to sales planning, sales analytics, sales leadership, sales strategy, salesforce allocation, selling models, sales enablement, sales training,

pipeline management, sales optimization, global sales management, sales compensation, CRM, trends in professional selling, and sales education. Track Director - Dorene Ciletti, Duquesne University

Promotion/Retailing

All papers pertaining to the general topics of promotion, retailing, sales or sales management. Track Director - Leisa Flynn, University of Southern Mississippi

Service Marketing/Nonprofit Marketing/Ethics

Papers pertaining to any aspect of services, nonprofit marketing, and ethics are encouraged. Track Directors - Ismet Anitsal, Tennessee Tech University and Meral Anitsal, Tennessee Tech University

Social Media/Internet/Mobile/Direct Marketing

All papers pertaining to any aspect of Internet and social media marketing, e-commerce, web design, interactive and direct marketing, and mobile marketing are encouraged. Track Directors - Jamye Foster, University of Southern Mississippi and Gary Futrell, Valdosta State University

Sport 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 Director - Ron Dick, Duquesne University

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. Also marketing to businesses and international customers. Track Director - Steve LeMay, University of West Florida

General Papers/ Panels and Special Sessions

Papers that do not fit in the above tracks. These may be assigned to one of the above tracks. Panels and Special Session must be submitted here. Track Director - Rick Mathisen, Kennesaw State University

Registration and Other Information

Registration:

Fee for early registration (February 9, 2018) is \$320.00 includes the business luncheon and other conference events.

Late registration fee is \$360.00. **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 9, 2018.

Conference Manager

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AWARDS:

The papers judged to be the Top Paper in Conference and Top Paper in Tracks in terms of quality and relevance will have the opportunity to be revised and published in the Journal of Applied Marketing Theory. All papers accepted by the peer review process will be published in the Online Proceedings of the Conference.

HEADQUARTERS HOTEL

Marriott Resort Sawgrass, Ponte Vedra Beach, FL
32082 29572 See Accommodations on the right menu at
<http://www.amp.org/ocs/index.php/amp/AMTP2018>

for Reservation information.

Room Rates:

\$169.00 per night

Rates guaranteed until February 13, 2018

Rick Mathisen
Kennesaw State University
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560 Parliament Garden Way NW, MB0406
Kennesaw, GA 30144

2018

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