



ASSOCIATION OF MARKETING THEORY & PRACTICE

## CALL FOR PAPERS

The 32th ANNUAL MEETING

Sonesta Resort, Hilton Head, SC

March 13-16, 2024

Hosted by Georgia Southern University  
Parker College of Business

**Extended Submission Deadline  
December 15, 2023**

### ANNOUNCEMENT:

The 32th Annual meeting of the 2024 Association of Marketing Theory and Practice will be held at the **Sonesta Resort, Hilton Head, SC**. Visit [AMTP.org](http://AMTP.org) for hotel & travel details. Sessions will consist of the presentation, panels, and discussion of papers that have been accepted following a double-blind review process.

### PAPERS NOW BEING ACCEPTED:

**All papers must be ANONYMOUS** and submitted online ([www.amtp.org](http://www.amtp.org)) to one of the tracks listed on the next page. **WORKING PAPERS AND STRONG EXTENDED ABSTRACTS ARE CONSIDERED FOR ACCEPTANCE. SHORT ABSTRACTS WILL NOT BE CONSIDERED FOR REVIEW AND WILL BE RETURNED TO THE AUTHOR AS REJECTED. EXTENDED ABSTRACTS WILL NOT BE CONSIDERED FOR THE BEST PAPER IN TRACK AWARDS.**

### GENERAL GUIDELINES FOR SUBMISSION OF PAPERS

1. Papers are to be submitted by going online to [AMTP.org](http://AMTP.org) and following the instructions for electronic submission. You will be routed to the Digital Commons submission site, and must create an account to use the system. If you already have an account, please use your existing account.
2. Papers submitted must not have been published, accepted for publication, or be under consideration for publication elsewhere. Please follow the formatting instructions provided on the [AMTP.org](http://AMTP.org) website. After acceptance of a full paper, the author(s) may choose to publish an extended abstract or the full paper in online proceedings.

3. During the submission process you will be asked to provide information such as the author's(s') name(s), academic rank, affiliation, address, office phone number, and email address. **It is very important that the submission entry provide all information requested from authors. These are entered as part of the paper submission process.**
4. **ANY PAPERS THAT ARE NOT REPRESENTED BY A REGISTERED AND PAID AUTHOR OR COAUTHOR BY FEBRUARY 1, 2024 WILL NOT BE PUBLISHED IN THE PROCEEDINGS OR CONSIDERED ACCEPTED.** At least one author must present the paper in person or virtually. **All panel participants must present and register for the conference.**

### Registration and Other Information

#### Registration:

Fee for early registration by **2/1/2024** is **\$320** and includes a business luncheon, a dinner and receptions. Student registration fee is \$250. **At least one author for each accepted paper must register within ten (10) days of notice of acceptance to ensure inclusion in the Proceedings.**

Late registration fee after 2/1/2024 is **\$360**. No refunds will be given on conference registration after the program is in press or after February 1, 2024.

#### AWARDS:

The papers judged to be the Top Paper in Conference and Top Paper in Tracks will receive recognition.

#### Conference Chair

Manisha Mathur  
Augusta University  
[mmathur@augusta.edu](mailto:mmathur@augusta.edu)

#### AMTP President

Tulay Girard  
Penn State Altoona  
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#### Executive Assistant

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James Randall  
Georgia Southern University  
[jrandall@georgiasouthern.edu](mailto:jrandall@georgiasouthern.edu)

#### CONFERENCE HOTEL

Reservation information and details are provided at [www.amtp.org](http://www.amtp.org).

#### AMTP Group Room Rate:

\$179.00 per night Rates guaranteed until February 10, 2024

## CONFERENCE TRACK INFORMATION

**All papers must be submitted electronically via [www.amtp.org](http://www.amtp.org).**

**Fill out all information and select a track for your submission.**

### **Branding, Strategy & Marketing Management (BRAN)**

Papers are encouraged that deal with any aspect of strategy, marketing management, or branding.

Track Chair - **Mike Musante**, Springfield College ([mmusante@springfieldcollege.edu](mailto:mmusante@springfieldcollege.edu))

### **Consumer Behavior and Consumer Data (CONS)**

Papers pertaining to any aspect of demographics, consumer behavior research methods (PLSR, SEM, Fuzzy Logic, etc.), STP, customer journeys, or neuro-marketing are encouraged.

Track Chair - **Nuket Serin**, Bellarmine University ([nserin@bellarmine.edu](mailto:nserin@bellarmine.edu))

### **Cross-Cultural, Multi-Cultural and Global Marketing (CROS)**

This track welcomes scholarly work on topics that explore cultural influences on marketing in both local and international contexts. Papers may explore cross-cultural or multicultural consumer behavior, as well as papers that focus on studies in global marketing.

Track Chair - **Neleen Leslie-Piper**, John Carroll University ([neleenlesliepiper@gmail.com](mailto:neleenlesliepiper@gmail.com))

### **Entrepreneurship and Small Business (ENTR)**

Papers covering all aspects of entrepreneurship and small business from new venture formation, institutional, sustainable to social entrepreneurship as well as self-employment/marketing phenomena. Topics may discuss diversity, design, innovations, low income markets, regional marketing challenges or emerging markets.

Track Chairs - **Ismet Anitsal**, Missouri State University ([ianitsal@missouristate.edu](mailto:ianitsal@missouristate.edu)) & **Meral Anitsal**, Tennessee Tech University ([manitsal@tntech.edu](mailto:manitsal@tntech.edu))

### **General Papers, Panels and Special Sessions (GENE)**

Panels and Special Panel/Discussion Session concepts are welcome and should include the topic, outline, and a list of discussants.

Track Chair - **Lindsay Levine**, Georgia Southern University ([lindsaylevine@georgiasouthern.edu](mailto:lindsaylevine@georgiasouthern.edu))

### **Marketing Analytics (MANA)**

Papers related to marketing analytics, big data, data mining, marketing research, predictive analysis, marketing metrics are encouraged.

Track Chair - **Jana Stupavski**, University of South Alabama ([jstupavsky@southalabama.edu](mailto:jstupavsky@southalabama.edu))

### **Marketing Education and The Dynamic Business School Environment (MARK)**

Papers are encouraged that introduce or promote ideas, information, and teaching/learning strategies and technologies pertaining to the process of educating marketing students. Additionally, papers might include topics around the management of business schools or marketing programs.

Track Chair - **Gallayanee Yaoyuneyong**, University of Southern Mississippi ([gallayanee.yaoyuneyong@usm.edu](mailto:gallayanee.yaoyuneyong@usm.edu))

### **Marketing Technology (MTECH)**

Papers related to marketing technology, artificial intelligence, virtual reality, meta verse, cryptocurrencies, and NFTs are encouraged.

Track Chair - **Todd Haderlie**, Florida International University ([thade003@fiu.edu](mailto:thade003@fiu.edu))

### **Non-profit Marketing, Marketing Ethics and CSR (NONP)**

Papers concerning non-profit marketing, issues in business ethics, corporate social responsibility, or consumer welfare are encouraged. Suggested topics include strategic communication, promotion, and consumer engagement in non-profit organizations; stakeholder, international, and cultural issues in marketing ethics; value creation, social factors, outcomes, and perceptions of CSR.

Track Chair - **Olga Vilceanu**, Rowan University ([vilceanu@rowan.edu](mailto:vilceanu@rowan.edu))

### **Retailing and Services Marketing (RETA)**

Papers pertaining to the general topic of service marketing & retailing. Topics may include (but are not limited to) the organizational frontline, customer experience, customer relationships, service delivery, service recovery, the sharing economy, and service innovation.

Track Chair - **Ismail Karabas**, Murray State University ([ikarabas@murraystate.edu](mailto:ikarabas@murraystate.edu))

### **Professional Selling, Sales Management, Promotion and Advertising, B2B Marketing (PROF)**

Papers focusing on promotions and advertising in any medium, and the professional sales environment or business market including sales planning, analytics, leadership, strategy, salesforce allocation, selling models, social selling, compensation, training, optimization, pipeline management, business buying and buyer behavior, B2B brand strategy, business relationships and networks. Both conceptual and empirical papers are welcomed.

Track Chair - **Billy Jones**, Georgia Southern University ([wjones@georgiasouthern.edu](mailto:wjones@georgiasouthern.edu))

### **Social Media and Digital Marketing (SOCI)**

Papers pertaining to digital and social media marketing, including internet, mobile, and direct marketing, and their impact on the market environment and implications for marketing activities.

Track Chair - **Manisha Mathur**, Augusta University ([mmathur@augusta.edu](mailto:mmathur@augusta.edu))

### **Sports Marketing (SPOR)**

Papers on the marketing of sport (such as fan behavior, ticketing, sales, sports suppliers or retailers, sport participation, media) or marketing through sport (such as sponsorship, licensing, endorsements, naming rights). Papers may focus on any level of sports (professional major leagues, professional minor leagues, collegiate, etc.) as well as on emerging sports topics (such as esports).

Track Chair - **Laura Boman**, Kennesaw State University ([lboman@kennesaw.edu](mailto:lboman@kennesaw.edu))

### **Supply Chain, Consumer Access, CRM and SRM (SUPP)**

Papers on how organizations design and coordinate the networks through which customers get, use, deliver, and dispose of material goods; acquire and distribute services; and maintain contact with customers, clients, and suppliers. Special topics on industry analyses, customer relationship management and supplier relationship management.

Track Chair - **Steve LeMay**, University of West Florida ([slemay@uwf.edu](mailto:slemay@uwf.edu))