



ASSOCIATION OF MARKETING THEORY & PRACTICE

## CALL FOR PAPERS

2021 ANNUAL MEETING

ONLINE

March 18 – 20, 2021

Hosted by Georgia Southern University  
Parker College of Business

**Deadline for paper submission  
January 7, 2020**

### ANNOUNCEMENT:

The 2021 Annual meeting of the Association of Marketing Theory and Practice will be held virtually through an online platform. 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. **Extended abstracts are also accepted based on our guidelines.** Check AMTP.org for full submission formatting guidelines.

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### GENERAL GUIDELINES FOR SUBMISSION OF PAPERS

1. Papers are to be submitted by going online to 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 both within the AMTP.org website and Digital Commons. After acceptance of a submission, the author(s) may choose to publish an abstract or the full paper in 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 e-mail address. **It is very important that the entry provide all information requested from authors. These are entered as part of the paper submission process.**
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 **ANY PAPERS THAT ARE NOT REPRESENTED BY A REGISTERED AND PAID AUTHOR OR COAUTHOR BY FEBRUARY 15, 2021 WILL NOT BE PUBLISHED IN THE PROCEEDINGS OR CONSIDERED ACCEPTED.** At least one author must present the paper in person.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.

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### Registration and Other Information

#### Registration:

Fee for early registration by 3/15/2021 is **\$150.00**.

**At least one author must register within ten (10) days of notice of acceptance to insure inclusion in the Proceedings.**

Late registration fee after 3/15/2020 is **\$175.00**; student registration fee is **\$100**. No refunds will be given on conference registration after the program is in press or after March 22, 2021.

#### AWARDS:

The papers judged to be the Top Paper in Conference and Top Paper in Tracks will receive recognition. All papers accepted by the peer review process will be published in the [Online Proceedings](#) of the Conference.

#### Executive Director

James Randall  
Georgia Southern University

#### AMTP President

Ismet Anitsal  
Missouri State University

#### Program Chair

Lindsay R.L. Larson  
Georgia Southern University

## **CONFERENCE TRACK INFORMATION**

For complete track descriptions, visit [AMTP.org/tracks](http://AMTP.org/tracks)

**PLEASE NOTE: All papers must be submitted electronically via AMTP.org. You will select a track as you fill out your submission.**

**Do not send papers to track chairs via email.**

### **Cross-Cultural, Multi-Cultural and Global Marketing**

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 Leslies, University of Technology, Jamaica

### **Marketing Education and The Dynamic Business School Environment**

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

Track Chair - Jennifer Hutchins, Kennesaw State University

### **Branding, Strategy & Marketing Management**

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

Track Chair - Mike Musante, Springfield College

### **Consumer Behavior and Consumer Data**

Papers pertaining to any aspect of demographics, consumer behavior or marketing research, especially those involving research methods (PLSR, SEM, Fuzzy Logic, etc.), STP, data mining, customer journeys, neuro-marketing, or predictive analytics.

Track Chair - Monica Fine, Coastal Carolina University

### **Professional Selling, Sales Management and B2B Marketing**

Papers focused on topics of the professional sales environment or business market may include 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.

Track Chair - Dorene Ciletti, Duquesne University

### **Promotion and Advertising**

Papers focusing on promotions and advertising in any medium are encouraged. Both conceptual and empirical papers are accepted..

Track Chair – Trang Phuc Tran, East Carolina University

### **Retailing and Service Marketing**

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 - Dora Bock, Auburn University

### **Social Media and Digital Marketing**

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

### **Sport Marketing**

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.)

Track Chair - Vassilis Dalakas, Cal State University San Marcos

### **Supply Chain, Consumer Access, CRM and SRM**

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

### **Entrepreneurship and Small Business**

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 Co-Chairs - Ismet Anitsal, Missouri State University & Meral Anitsal, Tennessee Tech University

### **Non-profit Marketing, Marketing Ethics and CSR**

Papers concerning non-profit marketing, issues in business ethics, corporate social responsibility or consumer welfare are encouraged.

Track Chair - Ismail Karabas, Murray State University

### **Panels and Special Sessions**

Panel / discussion session concepts are welcome, and should include the topic, outline, and tentative list of discussants

Track Chair - Lindsay Larson, Georgia Southern University