



The 35th Annual Meeting
Sandestin Golf & Beach Resort, Miramar Beach, FL
March 21 - March 24, 2027

Hosted by Georgia Southern University Parker College of Business

Extended Submission Deadline: November 1, 2026

The 35th Annual meeting of the 2027 Association of Marketing Theory and Practice will be held at the **Sandestin Golf & Beach Resort, Miramar Beach, FL**. Visit [amtp.org](https://www.amtp.org) for submission steps, track information, registration, programs, and hotel & travel details. Sessions will consist of accepted presentations and panel discussions.

ALL SUBMISSIONS MUST BE ANONYMOUS FOR THE DOUBLE-BLIND REVIEW PROCESS. WORKING PAPERS AND STRONG 2-3 PAGE EXTENDED ABSTRACTS ARE CONSIDERED FOR ACCEPTANCE. SHORT ABSTRACTS WILL NOT BE CONSIDERED FOR REVIEW. EXTENDED ABSTRACTS ARE NOT CONSIDERED FOR THE BEST PAPER IN TRACK AWARDS.

GENERAL GUIDELINES FOR SUBMISSION OF PAPERS

Step 1: INITIAL SUBMISSION

Papers should be submitted online by visiting:
<https://www.amtp.org/submit-and-register>

For initial submissions, you will be routed to the Digital Commons submission site and must login or create an account to use the system. If you already have an account, please use your existing login credentials. Competitive student papers must be submitted to the SDNT Track.

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.** The papers judged to be the Top Paper in Conference, Best Paper in Track, and Best Student Paper will receive recognition at the award luncheon.

Step 2: PROCEEDINGS SUBMISSION

After acceptance of a submission, the author(s) may choose to publish an extended abstract or the full paper in online proceedings. **Follow the submission guidelines to the proceedings in Step 2 at <https://www.amtp.org/submit-and-register>.**

Papers submitted must not have been published previously, accepted for publication, or be under consideration for publication elsewhere. Please follow the formatting instructions provided on the amtp.org website.

ANY PAPERS THAT ARE NOT REPRESENTED BY A REGISTERED AND PAID AUTHOR OR COAUTHOR BY FEBRUARY 1, 2027 WILL NOT BE PUBLISHED IN THE PROCEEDINGS OR CONSIDERED ACCEPTED.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.**

Step 3: REGISTRATION

Fee for early registration by **2/1/2027** is **\$320** and includes a welcome reception, luncheon, and dinner. Student registration fee is **\$250. At least one author for each accepted paper and all presenters must register within fifteen (15) days of notice of acceptance to ensure inclusion in the proceedings.** Late registration fee after **2/1/2027** is \$360. No refunds are issued after this date.

Vendor registration includes a display table and one member registration for all conference events. If any member, organization, or academic institution wishes to sponsor any of the events, please use appropriate section on the registration page. AMTP is a non-profit organization, any donations are tax-exempt.

Step 4: HOTEL RESERVATION

Hotel Reservation information and details for the group rate are provided at: <https://www.amtp.org/travel-information>

Group rate is guaranteed until **February 26, 2027.**

AMTP CONFERENCE ORGANIZING TEAM

Executive Director	President	Program Chair	Operations & IT Manager	Practitioner Engagement	Secretary	Proceedings Editor
Jim Randall (Emeritus) Georgia Southern University	Tulay Girard Penn State Altoona tug1@psu.edu	Aysen Bakir Illinois State University abakir2@ilstu.edu	Stefan Sleep Kennesaw State University ssleep@kennesaw.edu	Jeff Hendrix Liberty University Jdhendrix1@liberty.edu	Kristina Harrison Indiana State University kriharr@iu.edu	Gallayane Yaoyuneyong University of Southern Mississippi

CONFERENCE TRACKS

All initial papers must be formatted and submitted electronically via www.amtp.org.

Fill out all information and select a track for your submission from the list below.

Branding, Strategy & Marketing Management (BRAN)

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

Track Chairs - **Antoinette Okono**, Houston Christian University (aokono@hc.edu) & **Mike Musante**, Springfield College (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**, University of Tampa (nserin@ut.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)

Entrepreneurship and Small Business (ENTR)

Papers covering 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) & **Meral Anitsal**, Tennessee Tech University (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 – **Aysen Bakir**, Illinois State University (abakir2@ilstu.edu)

Marketing Analytics (MANA)

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

Track Chair – **Kenny O'Connor**, University of West Florida, (koconnor1@uwf.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)

Marketing Technology (MTEC)

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

Track Chairs – **Todd Haderlie**, University of North Florida (Todd.haderlie@unf.edu) & **Shivam Agarwal**, Trinity University (Agarwalshi019@trinity.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 – **Ayse Banu Elmadag Bas**, University of Southern Mississippi (Banu.ElmadagBas@usm.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 – **Amit S. Singh**, Southern Connecticut State University (singha9@southernct.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 - **Estelle van Tonder**, University of Johannesburg, South Africa (estellevantonder4@gmail.com)

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)

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 – **Robin Hardin**, University of Tennessee (robh@utk.edu) and **Michelle Childs**, University of Tennessee (mlchilds@utk.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)

Student Papers (SDNT)

All student papers that are to compete for the Best Student Paper Award should be submitted to this track.

Track Chair - **Emel Yarimoglu**, Anglo American University, Prague (emel.yarimoglu@aauni.edu)