



**Submission Deadline:  
May 16, 2025**

**General Information**

Track chairs accept only electronic submissions (full papers or extended abstracts with references) for review as WORD documents submitted via Digital Commons.

Papers should be submitted directly via Digital Commons  
<http://digitalcommons.kennesaw.edu/>

Submission indicates that the paper has not been previously published or is under review elsewhere.

All papers must be a minimum of 750 words excluding references, figures and tables.

Typical length of full papers is 15 double (including references, figures, and tables).

Typical length of abstracts is 5 double spaced pages, Times New Roman 12 pt. font (including references, figures, and tables).

At least one author per accepted paper must register for and attend the conference. Papers where an author has not registered for the conference at least 30 days prior to the conference will not appear in the program or the proceedings.

Upon acceptance, authors agree to provide a final formatted electronic copy of the paper (or abstract) in digital commons for the proceedings. Authors agree that accepted papers will be presented at the conference.

Authors of abstracts will need to submit full papers in order to have their work considered for the journal.

**IMPORTANT DATES**

**May 16  
Submission Deadline**

**September 10 - September 12  
Hospitality Suite**

**September 11 - September 13  
Meeting Sessions**

**Call For Papers 2025**

**Atlantic Marketing Association  
50<sup>th</sup> Annual Conference**

**PORTLAND, MAINE  
SEPTEMBER 11 - SEPTEMBER 13**

***Holiday Inn By-the-Bay***

The largest hotel and convention center north of Boston, the Holiday Inn By-the-Bay is situated in the historic downtown waterfront area of Portland and is just steps away from the Old Port's many distinctive shops, bars, cozy restaurants, and water cruises. Turn the corner and Portland's arts district flourishes with galleries, theaters, and the renowned Portland Museum of Art.

Within a short drive of the hotel, visitors can experience the famous Portland Headlight that overlooks the Atlantic Ocean and the islands of Casco Bay. For nature lovers, the Gilsland Farm Audubon Center offers a 65-acre nature sanctuary with two miles of walking trails and scenic vistas of tidal estuaries and bays.

Call (207) 775 - 2311 to make reservations.

Must register by 5 PM EST on August 10 and mention the *Atlantic Marketing Association* to receive the conference rate.



**Conference Includes:  
Casco Bay Cruise**



The best way to catch Portland's history is from the water. Gliding along Diamond Pass, you'll catch views of coastal islands, a historic fort, famous lighthouses, and likely some lobster boats bobbing in the breeze. The conference cruise is scheduled for Friday afternoon following the awards luncheon (weather permitting).

## **Atlantic Marketing Journal**

Dr. Diane R. Edmondson - *Editor*  
Middle Tennessee State University  
Email: [diane.edmondson@mtsu.edu](mailto:diane.edmondson@mtsu.edu)

Best Paper in Track award recipients will receive expedited review upon submission to the *Atlantic Marketing Journal*. The journal is a double blind, peer-reviewed journal listed in Cabell's Directory of Publishing Opportunities.

<http://digitalcommons.kennesaw.edu/amj/>

### **President**

Dr. Terry Damron  
Austin Peay State University  
Email: [damront@apsu.edu](mailto:damront@apsu.edu)

### **Executive Director**

Dr. Brian R. Kinard  
University of North Carolina Wilmington  
Email: [kinarbd@uncw.edu](mailto:kinarbd@uncw.edu)

### **Associate Executive Director**

Dr. Terry Damron  
Austin Peay State University  
Email: [damront@apsu.edu](mailto:damront@apsu.edu)

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**\*Open Position\***

### **Webmaster**

Mrs. Tyra Burton  
Kennesaw State University  
Email: [tburto13@kennesaw.edu](mailto:tburto13@kennesaw.edu)

### **Conference Registration**

Mrs. Tyra Burton  
Kennesaw State University  
Email: [tburto13@kennesaw.edu](mailto:tburto13@kennesaw.edu)

## **2025 Conference Program Chair**

Dr. Kirsten Passyn  
The Citadel  
Email: [kpassyn@citadel.edu](mailto:kpassyn@citadel.edu)

### **2025 Conference Track Chairs**

#### **Advertising, Digital Marketing & Promotion**

Dr. Jianping "Coco" Huang  
Jacksonville State University  
Email: [jhuang@jsu.edu](mailto:jhuang@jsu.edu)

#### **Business-to-Business, Supply Chain & Logistics**

Dr. John Dickens  
The Citadel  
Email: [jdicken2@citadel.edu](mailto:jdicken2@citadel.edu)

#### **Case Studies**

Dr. David Shows  
Appalachian State University  
Email: [showsgd@appstate.edu](mailto:showsgd@appstate.edu)

#### **Consumer Behavior**

Dr. Terry Damron  
Austin Peay State University  
Email: [damront@apsu.edu](mailto:damront@apsu.edu)

#### **Entertainment: Music, Arts & Sports**

Dr. Laura Boman  
Kennesaw State University  
Email: [lboman@kennesaw.edu](mailto:lboman@kennesaw.edu)

#### **Geomarketing**

Dr. Mark Sciuchetti  
Jacksonville State University  
Email: [msciuchetti@jsu.edu](mailto:msciuchetti@jsu.edu)

#### **Student Submissions**

Dr. Jon Littlefield  
Dalton State College  
Email: [jlittlefield@daltonstate.edu](mailto:jlittlefield@daltonstate.edu)

#### **Health Care Marketing**

Dr. Sanjay Puligadda  
Miami University  
Email: [puligsan@miamioh.edu](mailto:puligsan@miamioh.edu)

#### **Marketing Education & Experiential Learning**

Ms. Michelle Carpenter  
Old Dominion University  
Email: [mcarpent@odu.edu](mailto:mcarpent@odu.edu)

#### **Marketing Strategy, Research & Analytics**

Dr. Jiyoung An  
Fayetteville State University  
Email: [jan@uncfsu.edu](mailto:jan@uncfsu.edu)

#### **Professional Sales & Sales Management**

Dr. Nik Nikolov  
Kennesaw State University  
Email: [ann4276@kennesaw.edu](mailto:ann4276@kennesaw.edu)

#### **Retailing & Services Marketing**

Dr. Marko Grünhagen  
Eastern Illinois University  
Email: [mgrunhagen@eiu.edu](mailto:mgrunhagen@eiu.edu)

#### **Social Media Marketing**

Dr. Cynthia Hanson  
High Point University  
Email: [chanson@highpoint.edu](mailto:chanson@highpoint.edu)

***We Look Forward  
to Seeing You in  
Portland, Maine!***

