



Atlantic
Marketing
Association

Submission Deadline:
May 15, 2026

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 15
Submission Deadline

October 2
Luncheon and Ryman Auditorium Tour

October 1 - October 3
Meeting Sessions

Call For Papers 2026

Atlantic Marketing Association
51st Annual Conference

NASHVILLE, TENNESSEE
SEPTEMBER 30 - OCTOBER 3

Drury Plaza Hotel Nashville Downtown

Located in the heart of "Music City," the Drury Plaza Hotel Nashville Downtown is perfect whether traveling for business or leisure. Guests enjoy free hot breakfast, dinnertime snacks and drinks at 5:30 Kickback®, complimentary Wi-Fi, fitness center, pools, and more! An easy two block walk to Broadway, you will be minutes away from local attractions such as the Bridgestone Arena, Country Music Hall of Fame and Ryman Auditorium.

Call 1-800-325-0720 to make reservations.

Must register by 5 PM EST on August 30 and mention the Atlantic Marketing Association to receive the conference rate.

Conference Includes: **Ryman Auditorium Tour**

Discover this iconic downtown Nashville landmark and former home of the Grand Ole Opry, where the stage has more stories to tell than we could ever count. This American music treasure is hallowed where artists, dreamers, fans and curious visitors tap into the magic that has powered Nashville's cultural engine for more than a century.



Atlantic Marketing Journal

Dr. Diane R. Edmondson - *Editor*
Middle Tennessee State University
Email: 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/>

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***We Look Forward to
Seeing You in
Nashville, TN!***

