



Submission Deadline: May 1, 2023

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 1
Submission Deadline

September 27 - September 29
Hospitality Suite

September 28 – September 30
Sessions

Call For Papers 2023

Atlantic Marketing Association *48th Annual Conference*

WILMINGTON, NORTH CAROLINA
SEPTEMBER 28 - SEPTEMBER 30

Hotel Ballast by Hilton - *Riverfront*

Hotel Ballast is ideally situated on the historic Cape Fear River providing stunning views of the USS North Carolina Battleship, with a museum and self-guided tours available. Walk Wilmington's Historic District, touring antebellum gems like the Bellamy Mansion or Burgwin-Wright house and museum. Enjoy the rich maritime history and modern port city amenities along the Cape Fear River Riverwalk. A short drive provides access to the pristine beaches of Wrightsville Beach, or a walk through the lovely Airlie Gardens - sure to be spectacularly filled with blooming azaleas. This year's conference will feature cash prizes for best paper, best abstract, best student paper and a supportive review environment.

Program Chair:

Dr. Jon Littlefield, Dalton State College
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www.atlanticmarketingassociation.com

Atlantic Marketing Journal

Editor: Dr. Diane R. Edmondson

Middle Tennessee State University

Email: diane.edmondson@mtsu.edu

Papers accepted for the conference are automatically eligible for further peer review for publication in 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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Supply Chain Management and Logistics

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Student Submissions

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Conference Includes:

USS North Carolina Battleship Tour

All registered participants attending the conference will receive a complimentary pass to tour the USS North Carolina Battleship.

Conference Awards*

Top Paper in Conference: \$500

Top Abstract in Conference: \$250

Top Student Paper in Conference: \$250

*At least one author must register and present at the conference to be eligible for an award. Student award requires a student author to present at the conference.

Submission and Registration Information:
www.atlanticmarketingassociation.com