

*Educating Tomorrow's  
Retail Leaders*

**ACRA**  
American Collegiate Retailing Association

## 2019 ACRA CONFERENCE

(IN CONJUNCTION WITH THE GLOBAL RETAILING CONFERENCE)

April 4th and April 5th – 6th, 2019

Marriott University Park

Tucson, Arizona

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**Conference Information**

This year's ACRA Spring Conference will be held April 5-6, 2019 in Tucson, Arizona. It will begin on Friday April 5th, following the prestigious Annual Global Retailing Conference. For more information, please see the information found in the box below. This year's conference theme is 'Customer Centricity'. The conference welcomes submissions on this theme or any other topics relevant to one of the tracks.

**Global Retailing Conference 2019: The Terry J. Lundgren Center for Retailing, University of Arizona**

As a special benefit for ACRA members only, the Global Retailing Conference (GRC) is offering a discounted rate of \$300 for attendance, transportation, and lunch for the April 4th Sessions of GRC. Take advantage of this exciting opportunity to mingle with the biggest names in the industry! Make plans to join us for both conferences.

ACRA members will be picked up from the Marriott University Park and taken to the GRC to attend all sessions on April 4th. To register, go to: <https://www.regonline.com/registration/Checkin.aspx?EventID=2537964> . Select, Registration type, then select Non-Profits, Colleges, Universities. Then enter ACRA as your discount code.

For more information on the GRC, please click <https://terrylundgrencenter.org/programs/global-retailing-conference>

## *Call for Papers*

This call includes guidelines for submissions of research papers (full and extended abstract) and workshop/special sessions.

**The deadline for all submissions is December 15<sup>th</sup>, 2018.** Decisions will be provided by end of January. All submissions will be completed via **ACRA 2019 EasyChair Submission Site**

<https://easychair.org/conferences/?conf=acra2019tucson>. All submissions will be **peer-reviewed** and we welcome submissions of 1) Extended Abstracts; 2) Competitive (Full) Papers; and 3) Workshop/Special Sessions

### *Extended Abstract Submission Guidelines*

- Extended abstracts are 2-5 pages research summaries (exclusive of title page and references). There is a strict 2-page minimum and a 5-page maximum (double-spaced).
- On the cover page, please include the paper title, contact information of all authors, and a short 100-word single-spaced abstract.
- Please submit your extended abstract in WORD (.doc or .docx) document via Easy Chair.
- The style guide for this submission is APA.
- At least one author must register and attend the conference.
- These submissions will be reviewed by a selected panel. For inquiries regarding the extended abstract, please contact the conference chairs.

### *Competitive Full Paper Submission Guidelines*

- Competitive papers are full papers that are submitted to one of nine designated tracks. Authors must prepare two separate documents (Title Page + Main Body).
- On the "Title Page" document, please include the paper title, **the designated track** (see below), contact information of all authors, and a short 100 word single-spaced abstract.

- The “Main Body” document must not exceed 25-pages (double-spaced). This is all inclusive, including exhibits, references, tables/figures, appendices.
- Please submit your full papers in WORD (.doc or .docx) via Easy Chair. Competitive papers will be double-blind reviewed. Authors should not reveal their identities in the manuscript.
- The style guide for this submission is APA.
- To be considered for acceptance, the paper or a similar version of the paper must not be a) have been previously published, b) have been accepted for publication elsewhere, c) be under consideration for publication elsewhere, or d) be submitted for review elsewhere during the conference review process.
- At least one author must register and attend the conference.
- Authors who are uncertain regarding the track or inquiries regarding the competitive full paper may contact the conference chair(s) for suggestions.

### *Track Information*

- Track 1: Atmospheric, Merchandising, In-store activities
- Track 2: Career Development, Research Methods, and Retail Pedagogy
- Track 3: Consumer/Shopper Psychology and Behavior (satisfaction, loyalty, patronage behavior)
- Track 4: Entrepreneurship & Retail Strategy (branding, services, HR)
- Track 5: Ethics and Sustainability (CSR and green marketing)
- Track 6: Local, Rural, and International Retailing
- Track 7: Multi/Omni Channel (mobile, e-commerce, technology)
- Track 8: Networking, Social Media, and W-O-M
- Track 9: Grocery Retailing

### *Best Papers and Journal Special Issues*

ACRA will present the following awards (for full papers) at the conference:

- Overall best paper and a runner-up
- A best doctoral paper and a runner-up
- A best individual faculty paper
- A best collaborative paper (from two or more institutions working on the paper)

The overall best paper authors receive a \$300 prize while the other paper authors receive a \$100 prize while being recognized at the conference. These papers may be invited to submit to a special issue for ***International Journal of Retail Distribution and Management***. Full papers from the retail pedagogy track

focusing on *digital retailing education* may be invited to submit to the special issue from ***Journal of Advancement of Marketing Education*** (Please see the call here <http://www.mmaglobal.org/publications/jame/>)

### ***Workshop Proposals Submission Guidelines***

- Proposals for workshops and special session topics of interest to ACRA members are welcome. Session topics addressing methods to improve teaching, research, writing, or presentation skills are welcome along with sessions addressing emerging industry topics
- Proposals are limited to 1-page (single-spaced) which includes, a) name, address, email address, affiliation of facilitators/presenters; b) workshop/session title; c) type of session (e.g., industry panel, research panel, teaching panel, workshop, etc.); d) general content of the session and names of presenters/panelists; e) statement of benefit of session to ACRA members; f) All workshops/focused sessions should be designed for delivery within a 60-minute period. Participants leading the workshop/special sessions must register and attend the conference.
- For inquiries related to the workshop, please contact Dr. Patrali Chatterjee ([chatterjeep@mail.montclair.edu](mailto:chatterjeep@mail.montclair.edu)).

### ***Additional Information***

#### ***Invitation to review for ACRA***

We kindly request all members to consider volunteering to be a reviewer for the conference. If you are able to serve in this capacity, please provide your information in the link below:

<https://goo.gl/forms/QMtIHn7C44zNv4b02>

Your information will be forwarded to the conference chairs, and if needed, they will send you an invite to serve as a reviewer.

### *Graduate Student Conference Scholarship*

Graduate students with accepted papers/abstracts/workshops, are eligible to apply for a scholarship to offset some of the costs of attending the conference. More information will be provided via the conference website closer to the submission deadline.

### *Accommodations*

Rooms reserved for ACRA attendees at Marriott Tucson University Park, 880 East Second St., Tucson, AZ 85719 (Phone: 520.629.2805, 520.792.4100) with a room rate of \$ 165 for a king/standard double

**Special Rates Start date:** 4/2/19 - **End date:** 4/8/19

**Last day to book:** 3/3/19 [Book your group rate for American Collegiate Retail Association](#)

### *Invited Speaker*

Scott W. Hessell, Director, Terry J. Lundgren Center for Retailing, will address ACRA members on Saturday, April 6 at our breakfast session.

### *Activities and Excursions*

Currently plans are underway to provide a tour to **Biosphere 2** for all interested conference attendees. The University of Arizona Biosphere 2 consists of a unique large-scale experimental apparatus housing seven model ecosystems, a team of multidisciplinary scientists, a broad science education, and a public outreach program. The seven model ecosystems are: 1) a mature rain forest with over 90 tropical tree species, 2) a 2600 m<sup>3</sup> ocean, 3) forested swamps dominated by mangrove trees, 4) a tropical savanna grassland, 5) a 1400 m<sup>2</sup> coastal fog desert, 6) three desert hillslope grass-shrubland landscapes, and 7) Biosphere 2 campus serve as a 162,000 m<sup>2</sup> model city and urban ecosystem. The Biosphere 2 Science Program addresses societal grand challenges related to water, environmental and energy management through design of large-scale experimentation in each of these model ecosystems.

***Hope to see you all in Tucson!***