



## 2018 AMA/ACRA 3rd TRIENNIAL CONFERENCE

**June 6-9, 2018**  
**Ryerson University**  
**Toronto, Ontario, Canada**



**Dr. Frances Gunn**  
Host, Ryerson University  
fgunn@ryerson.ca

**Dr. Lauren Beitelspacher**  
AMA, Babson College  
lbeitelspacher@babson.edu

**Dr. Jane Swinney**  
ACRA, Oklahoma State University  
jane.swinney@okstate.edu

**Dr. Maria Elena Vazquez**  
International, Tecnologico de Monterrey  
mevl@itesm.mx

**Dr. Seung Hwan (Mark) Lee**  
Host, Ryerson University  
lee.mark@ryerson.ca

**Dr. Gopal Iyer**  
AMA, Florida Atlantic University  
giyer@fau.edu

**Dr. Robert Paul Jones**  
ACRA, University of Texas - Tyler  
rjones@uttyler.edu

**Dr. Jens Nordfalt**  
International, Stockholm School of Economics  
Jens.Nordfalt@hhs.se

## **Conference Information**

Ryerson University is the host for the ACRA/AMA Triennial Conference. The conference will be held at the Ted Rogers School of Management at Ryerson University (Toronto, Ontario) on Wednesday (June 6<sup>th</sup>, 2018) to Saturday (June 9<sup>th</sup>, 2018). The conference theme: "Rethinking Retail" highlights the growing importance of technology and omnichannel in retailing. The conference welcomes submissions on this theme or on any other topics relevant to one of the divisions.

For more information, please visit the conference website:

<http://amaacra.blog.ryerson.ca/>

---

## **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 January 8<sup>th</sup>, 2018 (The Deadline has been extended to JANUARY 31<sup>st</sup>)** Decisions will be provided by end of February. All submissions will be completed via **AMA/ACRA 2018 EasyChair Submission Site**

(<https://easychair.org/conferences/?conf=2018acraamatriennial>). All contributions will be peer reviewed and we welcome submissions of 1) Extended Abstracts; 2) Competitive (Full) Papers; and 3) Workshop/Special Sessions

---

### **1) 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.
- 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 Dr. Gopal Iyer (giyer@fau.edu) and Dr. Lauren Beitelspacher (lbeitelspacher@babson.edu).

### **2) 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) to the designated Track Chairs. Competitive papers will be double-blind reviewed. Authors will not know who the reviewers are and the reviewers will not know who the authors are. 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 Dr. SH Mark Lee ([lee.mark@ryerson.ca](mailto:lee.mark@ryerson.ca)) for consultation.

#### Track Chair Information:

- Track 1: Atmospherics, Merchandising, In-store activities
- Track 2: Career Development, Retail Education and 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
- Track 10: The 4P's (Product, Price, Promotion, Place)

#### Best Papers and Journal Special Issues

- One best paper from each track will be selected from accepted full papers and the author(s) will be recognized at the conference. An overall best conference paper award will also be recognized.

Papers may be invited to partake in a special issue for International Journal of Retail Distribution and Management for early career researchers. We will also have a special issue from Journal of Retailing and Consumer Services with a focus on papers related to pricing and/or consumer behavior.

### **3) Workshop Proposals Submission Guidelines**

- Proposals for workshops and special session topics of interest to ACRA/AMA 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/AMA 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 ([chatterjee@montclair.edu](mailto:chatterjee@montclair.edu)).

## **Plenary Sessions**

- The conference will hold plenary sessions which will feature leading academic and industry thought leaders. More information will be provided via the conference website.

---

## **Additional Information**

Please refer to the conference website (<http://amaacra.blog.ryerson.ca/>) for more information.

### **Invitation to review for ACRA/AMA**

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://ryersontrsm.qualtrics.com/jfe/form/SV\\_ewATX7rQPtuvdKR](https://ryersontrsm.qualtrics.com/jfe/form/SV_ewATX7rQPtuvdKR)

Your information will be forwarded to the organizers and track 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:**

- Room blocks in multiple hotels near the conference venue (Ted Rogers School of Management, Ryerson University) have been secured with discounted conference rates. This list includes the Ryerson's ILLC (student residence), the Bond Place Hotel, the Marriot Eaton Center, and the Chelsea Hotel. All recommended hotels are within walking distance to the university and are situated in the heart of downtown Toronto near the Yonge/Dundas Square. Full booking instructions will be provided via the conference website closer to the submission deadline.

### **Activities and Excursions:**

- Prior and during the conference, there will be excursion opportunities in the city of Toronto. Details will be provided via the conference website closer to the submission deadline.