

*Educating Tomorrow's  
Retail Leaders*

**ACRA**  
American Collegiate Retailing Association

**2020 ACRA CONFERENCE**

**New Orleans, Louisiana**

**Higgins Hotel and Conference Center**

**March 25 – 27, 2020**

**Research/workshop submission deadline: Dec 1, 2019**

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## New Orleans, Louisiana

Join us in the unique city of New Orleans, Louisiana next spring from March 25 - 27, 2020 when ACRA, Louisiana State University, and the University of Houston host our annual conference proceedings. New Orleans offers a rich history, cuisine, and diverse multicultural people for our members to experience.

The conference will take place at the bustling [Hilton Executive Curio Higgins Hotel and Conference Center](#), opening in October 2019. In addition to great food and a short-walk to the French Quarter, the hotel houses the renowned National World War II Museum. You may want to think about staying an extra day to immerse yourself in the Big Easy and sample some of the best jazz and cuisine that America has to offer.

## *Call for Papers*

This call includes guidelines for submissions of research papers (full and extended abstract) and workshop/special sessions. The website will be updated soon.

**The deadline for all submissions is December 1 2019.** You will receive decisions by the end of December. All submissions must be via **ACRA 2020 New Orleans EasyChair Submission Site** at <https://easychair.org/conferences/?conf=acra2020neworleans>. 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 at <https://easychair.org/conferences/?conf=acra2020neworleans>
- 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 six 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.
- Please ensure that the paper or a similar version of the paper must not be a) be 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:* Career Development, Retail Education and Pedagogy

*Track 2:* Consumer/Shopper Psychology and Behavior

*Track 3:* Ethics, Corporate Social Responsibility and Sustainability

*Track 4:* Local, Global Retailing and Entrepreneurship

*Track 5:* Omni Channel Retailing and Social Media

*Track 6:* Extended Abstracts and Workshop Proposals

*Track 7:* Potpourri

### *Best Papers and Journal Special Issues*

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

- Overall best research paper and a runner-up
- Best pedagogy paper and a runner up
- A best graduate student paper and a runner-up

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 for submission to a special issue for the [\*International Journal of Retail Distribution and Management\*](#).

### *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. PatralliChatterjee ([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 using this link: <https://tinyurl.com/y3siw5t5> Conference chairs will have access to the information and may 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. In order to qualify for a graduate student scholarship, your major professor must also register for the conference and attend the conference.

### *Accommodations*

The ACRA 2020 Conference will be at the Higgins Hotel and Conference Center Curio by Hilton, a brand new four- diamond hotel, immediately adjacent to the number one attraction in the city – the National WWII Museum. There are four levels of accommodations available to our group available at pre-opening rate:

*Single \$149 per night, Double \$149 per night, Suite \$215 per night, 1 Bedroom with Parlor: \$295 Special Rates*

*Start date: 3/25/2020 - End date: 3/28/2020*

**The reservation system for ACRA members is not available at this time.** It will open after the hotel opening scheduled for Oct. 22, 2019. Each guest must make their own reservation by calling 504 828 1941 or via a personalized URL when available prior to February 24, 2020. *We will share the reservation URL as soon as it is available.*

Higgins Hotel will reserve rooms for Group until February 24, 2020. Rooms remaining after this date will

be released and group rate will no longer be available. Individuals will receive a refund of their one-night deposit if cancelled outside of 72 hours of arrival. Guests are encouraged to arrive up to three days early or stay over at the special group rates in order to take advantage of a day spent at the National WWII Museum and the hotel will extend the group rate for dates not included in our contract.

Since this is a new hotel, they have allocated 40 rooms per night on March 25-27. If we run out of rooms by Jan. 24, 2020 the hotel will add additional rooms at group rates. We are working on activities and excursions and share them with you soon.

**ACRA website update:** The new ACRA website is under construction and we will share the URL with you soon. The ACRA2020 CFP, information about activities and excursions will be updated soon.

***Hope to see you all in New Orleans!***