Educating Tomorrow's
Retail Leaders

ACRA
American Collegiate Retailing Association

2022 ACRA Annual Conference

March 3 – 6, 2022

New Orleans, Louisiana

(Submission deadline: November 30, 2021)

Call for Papers

The 2022 ACRA Annual Conference (American Collegiate Retailing association) will be held from March 3 to March 6 in New Orleans, Louisiana. This conference brings together academics in the areas of retailing (ACRA members), supply chain management, and merchandising with the goal of coalescing the ideas of experts from multiple disciplines. Join us and share your research thoughts and ideas.

We are thrilled to announce that two plenary talks will be by Professor Peter Popkowski-Leszczyc from the University of Queensland, an expert on Internet auctions, and David Rubenstein from Rubensteins Men's Clothing and Shoes, the gold standard for men's apparel in New Orleans since 1924. The speakers will discuss current and future trends impacting the industry and academia. Full details will be announced in the conference program.

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

The deadline for all submissions is November 30, 2021. Review decisions will be announced by mid-January. All submissions must be via ACRA 2022 Submission Site at https://easychair.org/conferences/?conf=acraama2022. All submissions will be peer-reviewed and we welcome submissions for 1) Extended Abstracts; 2) Competitive (Full) Papers (qualified full papers will be invited for submission to our sponsoring journals) ; 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.
- The style guide for this submission is APA.
- At least one author must register and attend the virtual conference.
- These submissions will be reviewed by a selected panel. For inquiries regarding the extended abstract, please contact the conference chair.

Competitive (Full) Paper Submission Guidelines

- Competitive papers are full papers that are submitted to one of eight 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 pdf format 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

Research exploring retail employment, career development, and education. New methods, technology, and pedagogical techniques to enhance education in the classroom and online. Human resources, changes in career paths, and the impact of new technology in retail are also welcome.

Track 2: Consumer/Shopper Psychology and Behavior

Research exploring consumer and shopper psychology and behavior. Exploration of the influence of values, pricing, in-store and online advertising on consumers and shoppers. Brandscape, servicescape, atmospherics, demographics, psychographics, and other key drivers of consumer and shopper behavior are also welcome.

Track 3: Ethics, Corporate Social Responsibility, and Sustainability

Research exploring the role of ethics, corporate social responsibility, and sustainability

and the influence on retail brands, operations, as well as consumers and shoppers.

Track 4: Local, Global Retailing and Entrepreneurship

Research exploring hyper-local, local, regional, national and global retail and entrepreneurship. The influence of pricing, technology, and advertising in business formation. Farmers markets, locally grown food, grocery retailing are explored. The influence of new technologies that can drive entrepreneurship particularly at the hyper- local and local retail level are also welcome.

Track 5: Digitalization in Retailing and New Retailing

Research exploring the integration of in-store, online, mobile, and social retail formats. The impact of social media, online reviews, review sites (e.g., Yelp), influencers, and the various social media platforms (e.g., Facebook, Instagram, LinkedIn, etc.) on retail and pricing. Changing retail paradigms from pure-play internet retailers incorporating in- store, retail micro-sites, online entrepreneurship, and new retail formats are also welcome.

Track 6: Supply Chain Management

Research exploring various supply chain management topics including but not limited to supply chain strategies (e.g., strategic alignment, new supply chain strategy paradigm) supply chain disruption (e.g., bullwhip effect, global sourcing), supply chain sustainability (e.g., green logistics, green warehouse) supply chain IS applications (e.g., blockchain, social CRM), and supply chain resilience (e.g., risk management, crisis management).

Track 7: Big Data Analytics

Research exploring the adoption, implementation, or application of big data analytics in supply chain management. Topics include (but are not limited to) the following: risk analysis applications in supply chain management using big data analytics; adoption and diffusion of big data analytics throughout firms in supply chain management; enhancing crisis management capabilities applying big data analytics in supply chain management; exploring social media sentiment using big data analytics tools in supply chain management; applications of big data analytics in strategic marketing and pricing in supply chain management.

Track 8: Post-pandemic Consumer, Retailing and Marketing Activities

Research exploring the impact of the pandemic on retailers, suppliers, supply chain, consumers, and shoppers. Inventory levels, out-of-stock, pricing, business performance, closures, changes in retail space and malls are explored. The impact local

economies, entrepreneurship, recovery, employment, and social support activities are also welcome.

Track 9: Employee Relations, Customer Service Management, and Others

Research exploring employee relations, customer service management. Interesting new topics which have the ability to impact the current and future state of retail as well as reflections on the past are also welcome. Diversity and inclusion in hiring at all levels of the organization and supply chain, the impact on the retail environment, representation in online retail and retailer and supplier advertising are also welcome.

Best Papers

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.

Publication

1) Overall best papers may be invited for submission to a special Issue for the *International Journal of Retail Distribution and Management*.

2) Papers related to business analytics will be invited for submission to special issue for the *International Journal of Business Analytics* .

The International Journal of Business Analytics (IJBAN) is an indispensable resource for practitioners and academics that work in Business Analytics and related fields. The journal bridges the gap among different disciplines such as data mining, business process optimization, applied business statistics, and business intelligence/information systems. The journal supports and provides analytical tools to allow companies and organizations to make frequent, faster, smarter, data-driven, and real-time decisions. IJBAN is currently indexed at SCOPUS, Cabell's Directories, Web of Science, Google Scholar, INSPEC, and UGC-CARE List.

Workshop Proposals Submission Guidelines

- Proposals for workshops and special session topics of interest to ACRA and 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, contact details, email, and 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@montclair.edu).

Invitation to Review for the Conference

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://bit.ly/2GPzbOo

Conference/Track chairs will have access to the information and may send you an invite to serve as a reviewer.

Venue

The conference will be held in
HIGGINS HOTEL & CONFERENCE CENTER 1000 MAGAZINE ST, NEW ORLEANS, LA 70130
(504) 528-1941 FOR RESERVATIONS ONLY: 833-357-1172
https://www.higginshotelnola.com/

Program Committee

ACRA Conference Chair

ACRA Conference Chair

Dr. Chuanlan Liu Chuanlan Liu PhD & MBA Professor of Merchandising
Graduate Advisor
145 Human Ecology Building Louisiana State University
Tel: 225-5782400; Fax: 225-5782697
Email: clliu@lsu.edu

ACRA Conference Co-chairs

Dr. Charles Gengler
Dean, Marilyn Davies College of Business Professor of Marketing
Office: B400C
Tel: 713-221-8179
Email:genglerc@uhd.edu

Dr. Chunmin Lang
Associate Professor of Merchandising 143 Human Ecology Building
Louisiana State University Tel: 225-578-7757
Email: cmlang@lsu.edu

American Collegiate Retailing Association Board of Directors (Conference Organizers)

Dr. Patrali Cha†erjee (President) Chairperson and Professor Department of Marketing Montclair State University Montclair, NJ chatterjeep@montclair.edu

Dr. Archana Kumar (Vice President) Associate Professor Department of Marketing Montclair State University Montclair, NJ kumara@montclair.edu

Dr. Jeff Campbell (Secretary)
Chairperson and Associate Professor Department of Retailing University of South Carolina Columbia, SC jcampbell@hsrm.sc.edu

Dr. Greg Clare (Treasurer)
Associate Professor and Associate Department Head
Dept. of Design, Housing and Merchandising Oklahoma State University Stillwater, OK greg.clare@okstate.edu

Dr. Heejin (Jeanie) Lim (Development Officer)
Associate Professor

Dept. of Retail, Hospitality, and Tourism Management University of Tennessee, Knoxville
Knoxville, TN
hlim@utk.edu

Dr. Robert Paul Jones (Past President)
Chairperson and Associate Professor
Dept. of Hospitality and Retail Management Texas Tech University Lubbock, TX
robert.p.jones@ttu.edu

Dr. Maryam Tofighi (Editorial Assistant for IJR&DM)
Assistant Professor of Marketing California State University, Los Angeles CA
mtofigh@calstatela.edu