2018 CONFERENCE – CALL FOR SUBMISSIONS

The Applied Sport Management Association invites scholars, practitioners, and students to submit their work for consideration at the 2018 Applied Sport Management Conference. This year, submissions from the following categories will be accepted:

1. Oral presentations (approximately 25 minutes)
2. Poster Presentations
3. 50-minute panel or workshop sessions (industry-focused panel, research-focused symposia, or teaching/research focused workshop)
4. Works in progress papers

Submissions may include empirical research, case studies, conceptual/theoretical work, and teaching-related presentations. Submissions to the ASMA conference should not be concurrently submitted to another conference or have been previously presented at a conference. The deadline for oral presentation, poster presentation, and 50-minute panel or workshop submissions is November 17, 2017. Works in progress submissions will be accepted until January 14, 2018.

The ASMA conference will be held February 15-17, 2018, hosted by Baylor University in Waco, TX. For information about the conference and ASMA, please visit: [http://appliedsportmanagement.org/](http://appliedsportmanagement.org/)

General Submission Guidelines

- **Authors’ names should not appear on more than two submissions**, regardless of co-authorship or type of presentation. An exception is made for authors who are serving as an advisor to a student who is submitting research; when listing authorship, the advisor should be clearly identified with the word “advisor” in parenthesis after his/her name.
- All submissions should be sent as email attachments (Microsoft Word format) to the respective chairs of the various submission categories.
- The subject line for submissions should read: “Applied Sport Management Conference Submission”

Oral Presentation and Poster Presentation Guidelines

- Abstracts should be submitted to Dr. Adam Love, Conference Academic Chair, via e-mail to adamlove@utk.edu
- Abstracts should be written using the following guide:
  - 12-point, Times New Roman font, single-spaced text
  - Page 1: Title Page
    - The title of the abstract should be centered near the top of the page.
    - Below the title, list all author names and affiliations in order of contribution.
    - Centered at the bottom of page one, provide the principal author’s contact information: mailing address, e-mail address, and telephone number.
  - Page 2: Abstract Page
    - Do not place author names or affiliations on this page.
    - The title of the abstract should be centered at the top of the page.
    - Listed below the title and aligned to the left of the page, indicate the type of presentation you are submitting: (a) oral presentation or (b) poster presentation.
    - Below the type of presentation, provide your abstract. Abstracts are limited to 500 words (including references). The abstract should include text only (no tables/figures). Authors should make an effort to be parsimonious with the use of citations in the abstract; however, any citations should be accompanied by a corresponding reference at the end of the abstract.
    - Given the applied focus of the conference, authors should make sure to specifically discuss the implications of the research for practitioners in sport.
50-minute Panel or Workshop Session Guidelines

- Submissions in this category should be sent to Dr. Laura Hatfield, Panel and Workshop Session Chair, via e-mail to lmhatfield@liberty.edu
- Panel or workshop sessions will consist of 50-minute sessions focusing on three possible target audiences (a) industry panels, (b) research symposia, and (c) teaching/research workshops. All panels and workshop sessions should fit into a 50-minute session.
  - Panels (Industry focused): Panel submissions are industry focused and should include a 2-4 page description of the focus of the panel and its intended contribution, offer participants and facilitator bios, and explain the intended target audience.
  - Symposia (Research focused): The body of the proposal should include a 2-4 page summary of the session and a 2-3 page description of each presentation (if relevant) in the session.
  - Workshops (Teaching and/or research focused): Submissions should provide a 2-4 page description of the focus of the workshop (e.g., teaching, research methods, etc.), the intended target audience, proposed session content and format, and a clear description of how the session will add value for a target audience.

Works in Progress Guidelines

- Submissions in this category should be sent to Dr. Chad Seifried, Works in Progress Chair, via e-mail to cseifried@lsu.edu
- The Works in Progress session would require a short 1,000-2,000 word document focused on either a research proposal, conceptual paper, or empirical work.
- The goal of this component of the conference is to help interested faculty and/or students generate feedback or generally discuss literature, hypothesis or research questions, locations for data collection, and theoretical possibilities. Likely, the works in progress discussion will involve the assignment to a group where all author(s) are expected to read each other’s documents.
- Managed by a senior scholar of the sport management academic field, author(s) would informally present their ideas and listen while others discuss their impressions and/or thoughts about the document and its purposes, context, theoretical lens, etc.
- The deadline for works in progress submissions is **January 14, 2018**.

Case Study Competition

- The 2018 ASMA conference will feature a student case study competition focused on the topic of creating a bid for fan events surrounding the College Football Playoff Championship Game. The case will blend event planning and management concepts with marketing and sponsorship activation concepts. More information will be available as the date of the conference approaches. For questions about the case study competition, contact Patrick Marsh at patrick_marsh@baylor.edu.

Conference Inquiries

Specific inquiries about submissions to the conference should be directed to the following program chairs:

**General conference questions:**
Dr. Marshall Magnusen, Conference Director, Marshall_Magnusen@baylor.edu

**Oral presentations and poster presentations:**
Dr. Adam Love, Conference Academic Chair, adamlove@utk.edu

**Panel or workshop sessions:**
Dr. Laura Hatfield, Panel and Workshop Session Chair, lmhatfield@liberty.edu

**Works in progress:**
Dr. Chad Seifried, Works in Progress Chair, cseifried@lsu.edu

**Case study competition:**
Patrick Marsh, Case Study Competition Chair, patrick_marsh@baylor.edu