



American Collegiate  
Retailing Association  
*educating tomorrow's retail leaders*

**2010 Spring ACRA Conference Held in Conjunction with  
University of Florida Retailing Smarter Conference  
June 23-25, 2010**

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You are invited to submit completed papers to the 2010 ACRA Spring conference in Orland, FL. All papers will be double blind reviewed. The paper submission deadline is **March 15, 2010**.

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**GUIDELINES FOR SUBMITTING A PAPER INCLUDE:**

- Submit manuscript and separate cover letter as e-mail attachments in Word format to [heyanc@csufresno.edu](mailto:heyanc@csufresno.edu). Type "**ACRA Submission**" in the subject heading.
- Attached manuscript should begin with the title of the paper followed by the body of the paper.
- Author names should **not** be included.
- A separate electronic cover letter should include the complete title of the paper and the names, addresses, affiliations, telephone numbers, and email addresses of each author. It is very important that all requested information is included for each author.
- Paper should not exceed fifteen (15) double-spaced pages including text, references and exhibits. Complete papers must be submitted – abstracts will not be considered for review and will be returned to the authors as rejected.
- At least one author must be a member of ACRA. (You may join ACRA prior to the conference). Membership applications are available online at [www.acraretail.org/MembershipInformation.html](http://www.acraretail.org/MembershipInformation.html)
- Papers submitted must not have been published, accepted for publication, or under consideration for publication elsewhere.
- Authors will have the choice to publish the entire paper in the Proceedings or an extended abstract.
- Authors of accepted papers must return submit a copy of the revised (if necessary) copy of the paper or abstract to the Proceedings Editor by the specified deadline. Failure to do so will result in the paper being withdrawn from the conference. At least one author must present the paper at the conference in person.
- The first author listed on the title page will serve as the contact person unless otherwise noted in the submission. Confirmation of receipt of manuscript and reviewer comments will be sent to authors by e-mail.
- If you do not receive confirmation of receipt within 3 days of e-mailing your manuscript, contact He Yan Beal at (559) 278-2254 or at [heyanc@csufresno.edu](mailto:heyanc@csufresno.edu) to be sure it was received.
- There will be a special track for doctoral students at this conference. At the time of submission to He Yan Beal, please indicate if the paper is authored by or if it will be presented by a doctoral student. Doctoral students may join ACRA.
- If you would be willing to serve as a reviewer, please contact He Yan Beal at California State University, Fresno.