



ASSOCIATION FOR MARKETING & HEALTH CARE RESEARCH
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Call for Papers & Session Proposals

28th Annual Conference

New Tracks focusing on Family Business Issues

February 25th - 27th, 2009

Snow King Resort
Jackson, Wyoming

The purpose of this conference is to provide an interdisciplinary, international forum for academics and practitioners with an interest in marketing/management and healthcare research to meet and exchange research insights, ideas and experiences. Competitive papers, student authored papers, special sessions, and tutorial/workshop proposals on current topics in healthcare research and related areas are invited.

◆ PAPERS ARE BEING SOLICITED IN THE FOLLOWING TRACKS

- 1) **Health services research methods** – innovations in healthcare research methodologies and data analysis
- 2) **International health services research**
- 3) **Services and issues in special populations** – aging, adolescent, gender-associated, ethnicity-oriented
- 4) **Health communications** – advertising, health education, disease prevention, health promotions
- 5) **Environmental trends related to health services** – public policy, legal and economic developments impacting the healthcare industry, electronic medical records
- 6) **Family business ownership issues** – coping with the rising cost of healthcare, providing for employees, organization and governance
- 7) **Family business operations issues** – ethics, marketing, strategy, competitiveness

Manuscripts in other areas are welcomed. If uncertain about the fit of your manuscript within a particular track, your submission will be categorized and routed appropriately on receipt.

◆ SPECIAL TOPICS SESSIONS

Special topic sessions are invited. Proposals must include a title, rationale for the topic to be addressed in a special session, a one-page abstract of session objectives, identification of participants and their affiliations, and topic area of coverage. All session participants must register for the conference.

**Submit papers and special sessions
by November 10, 2008**

◆ PREPARATION OF MANUSCRIPTS

Manuscripts/special session ideas should be submitted to the program chairs.

Submissions will then be routed to the appropriate track chair. Please submit your manuscript to one of the Program chairs listed below:

Joe Hair
jhair3@kennesaw.edu

Torsten Pieper
tpieper@kennesaw.edu

All accepted manuscripts will be published in the Proceedings, *Advances in Healthcare Research*. Publication is contingent upon at least one author pre-registering for the conference and presenting the paper. AMHCR does not retain copyright of the submission so authors are free to subsequently publish the manuscript elsewhere. Additionally, upon the author's request, for the purposes of the proceedings, "abstract only" is acceptable.

Manuscripts should not exceed 15 pages, including text, references, figures and tables. Author names should not appear anywhere in the paper except on the title page. American Psychological Association or Journal of Consumer Research style should be used. Please check the AMHCR website for more information:

<http://www.amhcr.org>

The title page should include: title, author(s) names, affiliation(s), address(es), and contact information (telephone number, email address).

Indicate in your cover letter whether you prefer abstract only or manuscript for the proceedings. For abstract only, the abstract must be no longer than 150-220 words or one manuscript page in length.

“References available on request” is acceptable when publishing only an abstract. A complete reference list is required for all full-length manuscripts.

REVIEW PROCESS

All papers will go through a double-blind review process. Acceptance decisions will be announced December 1, 2008. *Details on preparing your paper for the Proceedings will be provided with the acceptance notification. Final manuscripts will be due to the Proceedings editor by January 12, 2009.*

STUDENT AWARD

The AMHCR Officers and Board of Directors encourage submissions of health services research conducted by graduate students in all fields. A free conference registration is given to the student who has submitted the most outstanding original (full-length) paper to the conference. (On co-authored papers, the student must be the lead author.) Submissions must meet the manuscript guidelines and be accompanied by a nomination letter from the student’s major professor (or an AMHCR member in good standing) to be considered for this honor. A committee of AMCHR judges will determine the winner and present the award at the conference banquet.

BEST PAPER AWARD

An award will be presented at the annual conference for the best paper submission. All completed papers submitted to the conference are considered for this award. A blind review process coordinated by the conference co-chairs will be used for determining the award-winning paper.

ABOUT THE CONFERENCE

The conference will be held at the SNOW KING Resort in Jackson, Wyoming, February 25-27, 2009. This conference provides a forum to discuss a wide variety of issues relating to healthcare. Individuals who may be interested in attending include academics, healthcare practitioners, health services administrators and others who have an interest in health services issues.

JACKSON, WYOMING

Jackson Hole is one of the most beautiful and unique places you will find anywhere. The skiing is without a doubt world class, with three resorts to choose from – Jackson Hole, Grand Targhee and Snow King Mountain.

Plan to spend some time off the slopes too. A multitude of activities exist. You just have to find time to do them. Cross-country skiing and snowshoeing to snowmobiling in Yellowstone National Park are just a few of the exciting adventures that you can take.

Those who prefer not to ski will find the venue equally enjoyable, with ample and unique shopping, cultural and dining opportunities that reflect the Jackson Hole atmosphere.

TRAVELING TO JACKSON

Direct flights to Jackson Hole Airport (JAC) are available from a number of major US cities, including Atlanta, Chicago, Dallas, Denver, Minneapolis, Newark, and Salt Lake City. Other connection options include Idaho Falls Airport (IDA), just 90 miles away.

ABOUT THE ASSOCIATION

The Association for Marketing & Health Care Research is dedicated to advancing relevant knowledge and increasing the professional competence of individuals and organizations working to develop and market products and

services related to healthcare; to promoting and providing a forum for the presentation and application of research and related scientific activities; and to assisting the formation of public policy by accumulating knowledge related to healthcare.

QUESTIONS?

Contact: Program Co-chairs

Joe Hair (jhair3@kennesaw.edu)
Torsten Pieper (tpieper@kennesaw.edu)

VISIT OUR WEB-SITE:

<http://www.amhcr.org>

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