AMHCR  2007  Conference call for papers, etc.

RESEARCH PAPERS ARE BEING SOLICITED IN THE FOLLOWING TOPIC AREAS:

- Developments in science and technology relating to health care and health care marketing,
- Innovations in health care marketing, product development, health promotion and technology,
- Health care and target markets,
- Health care decision making
- Preventive health care,
- Health care marketing strategies,
- New directions in health care,
- Public policy, legal and economic developments which impact the health care industry,
- Papers on other similar topics will be considered.

MANUSCRIPT PREPARATION INFORMATION

Submit three (3) typed, double spaced printed copies of your manuscript or email a single MSWord file attachment. Abstracts will be permitted in the Proceedings, however, a full-length version of the paper must be submitted for review. All papers must have abstracts not to exceed 120 words. Author names should not appear anywhere in the paper except on the title page. Journal of Consumer Research format and style should be used (e.g., references). Please check the JCR style sheet for details. The title page should include:
- title
- author(s)
- affiliation(s)
- address(es)
- contact information (telephone & email)

Indicate in your cover letter of your intention to submit a full length paper or abstract. On acceptance, abstracts may be 150-220 words; no longer than one manuscript page in length. “References available on request” is acceptable when publishing only an abstract. A complete reference list is required.

At least one author on any submitted paper is expected to present the work at the AMHCR Conference upon acceptance.

Special topic sessions are invited. Proposals must include 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.

For additional information, please contact Joe Hair jhair3@comcast.net or Mike Weigold at mweigold@jou.ufl.edu

SUBMIT PAPERS AND SPECIAL SESSIONS BY September 15, 2006 TO:

Mike Weigold  
2018 Weimer Hall  
P.O. Box 118400  
Weimer Hall, University of Florida  
Gainesville, FL 32611-8400  
(352) 392-8199  
mweigold@jou.ufl.edu

Acceptance decisions are announced in late October.

STUDENT AWARD

The AMHCR Officers and Board of Directors encourages submissions of marketing and health research conducted by graduate students in all fields. 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 AMHCR 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 will be used for determining the award winning paper.

ABOUT THE CONFERENCE:

The conference will be held at the Snow King Resort in Jackson Hole, WY, March 7-11, 2007. Jackson has a full-service airport and hotel transfers are free.

JACKSON, WYOMING

Jackson is the county seat of Teton County. Jackson is the name of the Town, and "Jackson Hole" as it's often called, refers to the whole area which is a 50 miles long valley surrounded by high mountains. The current population of Jackson is approximately 8,647. Jackson is a popular tourism destination because of its proximity to Yellowstone & Grand Teton National Parks, its unmatched scenic beauty, the world-class skiing, and its western character.

Snow King Resort is the largest full service year round resort in Jackson Hole. Located at the base of Snow King Mountain Ski Area, the resort offers great access to numerous winter activities including King Tubes; Snow King Tube Park, ice skating at Snow King Center, skiing at Jackson Hole Mountain Resort and Grand Targhee, snowmobiling in Yellowstone National Park, snowshoeing in Grand Teton National Park and much more. Located in the heart of Jackson Hole, Snow King offers comfortable lodging only 6 blocks from downtown Jackson. The resort is close to shopping, restaurants and nightlife while surrounded by over 400 acres of the Bridger Teton National Forest.

Make plans today to attend the 2007 AMHCR conference!

PLEASE POST OR SHARE THIS INFORMATION WITH COLLEAGUES
ABOUT THE ASSOCIATION

AMHCR 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 health care; to promoting and providing a forum for the presentation and application of research and related scientific activities; to assisting the formation of public policy basis of accumulating knowledge related to health care.

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Call for Papers

25th Annual
Association for Marketing and Health Care Research Annual Conference

March 7-11, 2007
Snow King Resort, Jackson, WY

Purpose of Conference . . . .

The purpose of this conference is to provide a forum for those with professional interests in health and health care 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 health care research and related areas are invited.

Visit our Website:
www.jou.ufl.edu/people/faculty/mweigold/AMHCR.htm