

Greetings from Michael A. Levin, President

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In less than two months, we will gather for what will be a special Society for Marketing Advances' conference. We will see each other face to face. We will renew our friendships and forge new ones while continuing our safety protocol efforts.

Our conference theme, Make 'em Saying "WOW:" How Marketers Are Wowing Customers, takes on a sense of urgency and timeliness as businesses adjust to supply chain disruptions. Retailers and customer services representatives attempt to deal with out-of-stock situations, delayed shipments of products, and other issues related to the pandemic.

As we prepare for the upcoming conference, I remain thankful for and indebted to the executive committee. This all volunteer group give of their time and energy to organize and manage a conference that consistently lives up to its reputation as the friendliest conference. We look forward to learning what each of us has been researching and receiving valuable feedback to help move our research toward publication.

Our 2021 Program Chair and President-Elect, Rebecca VanMeter, is in the process of creating an amazing conference program that will include several pre-conference workshops. Additionally, SMA is honoring Dr. Lisa Scheer as the 2021 Routledge – Taylor & Francis / SMA Distinguished Scholar. Dr. Scheer serves as the Hibbs Distinguished Professor of Marketing and coordinates the doctoral program at the University of Missouri. She will present on Friday, November 5. Please refer to page 11 in this newsletter for additional information.

In addition to our popular sessions, Meet the Editors and Teaching Moments, we have added two preconference on modeling as well as meditation/moderation. Finally, the 33rd Annual Doctoral Consortium will be held on November 3. This year's SMA conference looks like one of our intellectually stimulating conferences.

I look forward to seeing you all.



Michael Levin, President
President 2021,
Society for Marketing Advances
mlevin@otterbein.edu

2021 SMA Conference:
Orlando, FL
November 3 - 6

societyformarketingadvances.org



NOTES FROM THE 2021 PROGRAM CHAIR

Rebecca VanMeter

The 59th Annual SMA Conference moves back to a face-to-face format following a successful 2020 virtual conference. While the virtual conference went so well, I am so thrilled to be seeing all of our members back in person. I've heard from many of you that you, like I, have missed the networking and comradery of attending a conference. For 2021, there have been over 260 paper, presentation, and panel submissions covering a wide variety of marketing topics in addition to the SMA Teaching Moments, and record number of submissions to the Doctoral Dissertation Proposal Competition ran by Christopher Newman.

The SMA Conference is offering a pre-conference workshop on Modeling Workshop with long-time members George Dietz & Joel Collier and a Meta-Analysis workshop with Barry Babin and Nina Krey. These workshops will provide a great deal of useful information to members.

The 33rd Annual Doctoral Consortium will be offered as part of this year's conference. We are so excited to have some esteemed colleagues returning and some new blood entering. This year the doctoral consortium program is run by chairs Brian Rutherford, Kevin Shanahan, David Hardesty, and Jonathon Hasford is sure to keep the students engaged by hearing from some of Marketing's most spectacular scholars.

In addition, the 2021 Routledge – Taylor & Francis / SMA Distinguished Scholar Award recipient is Lisa Scheer. Lisa serves as the Hibbs Distinguished Professor and marketing doctoral program coordinator at the University of Missouri and Professor of Strategic Business-to-Business Management at University of Graz (Austria). She has more 11,000 citations and published more than 25 articles in several top journals including Journal of Marketing, Journal of Marketing Research, International Journal of Marketing, Marketing Letters, Journal of the Academy of Marketing Science, and Academy of Management Journal. Professor Scheer has a strong commitment to mentoring and developing doctoral students and junior faculty. Given this combination she serves as a role model for all of us in the marketing discipline and we are honored to have Lisa Scheer as our 21st T&F/SMA Distinguished Scholar.

We are elated to be back face-to-face. We are **STRONGLY ENCOURAGING** all members/friends to be fully vaccinated prior to attending. At this time there is no virtual offerings for friends/members located in the United States. SMA is closely monitoring the CDC guidelines for travel and they are being followed:

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/travel-during-covid19.html>

NOTES FROM THE 2021 PROGRAM CHAIR –Contd

Rebecca VanMeter

Please know we, SMA Executive Committee and Board of Directors, do not make this decision lightly. We are looking out for both the financial health of the conference and for the health of our members. Just a little insight for you all to understand our position: running a virtual option would be like running two conferences at once. We are all a voluntary army with full time jobs as professors and some of us untenured still. We just are not able to do both because we don't have the man power or bandwidth to pull that off while maintaining SMA brand standards. Further, we have a contractual obligation to uphold with the hotel and they are not giving us ANY wiggle room in that contract. We have to look at this from both sides, not only from the service we provide to our friends/members, but also from the business perspective too.

Thank you for your understanding during this most uncertain time. Please know we value you and hope that if you cannot attend this year, then you will rejoin us once you feel comfortable.

The tentative schedule is also now available online. The final program will be ready in a few weeks. Check it out now and make sure everything is right. Please let me know if your work is listed incorrectly. <https://www.societyformarketingadvances.org/>

SMA 2021 offers something for everyone – scholarship, education, and networking. We cannot wait to see you in beautiful Orlando. Make your hotel reservations and register now to ensure your spot at SMA 2021.

I can't wait to see your face in just a few weeks!

Rebecca VanMeter
SMA 2021 Program Chair, President-Elect
vanmeter@bsu.edu



Pre-Conference Workshops

Meta Analysis Workshop

Facilitators: Barry Babin (Louisiana Tech University) and Nina Krey (Rowan University).



Nina Krey

Drawing strong conclusions from any single study is tenuous as all individual studies are idiosyncratic to some degree. Meta-analysis is the single most useful tool in synthesizing research. While the concept of taking an average of a group of studies is simple, the researcher faces many decisions in trying to determine the overall effect size across a range of studies.

This seminar introduces users to meta-analytic techniques and provides hands-on examples of how to conduct a straight-forward meta-analysis. In addition, we introduce moderation analysis techniques including sub-group analysis and meta-regression. We also discuss best practices and rules of thumb in carrying out the analyses and drawing conclusions. This workshop is led by Dr. Barry Babin (Louisiana Tech University) and Nina Krey (Rowan University).



Barry Babin

Modeling, Mediation & Moderation Workshop

Presenters: George Deitz (University of Memphis) and Joel Collier (Mississippi State University)

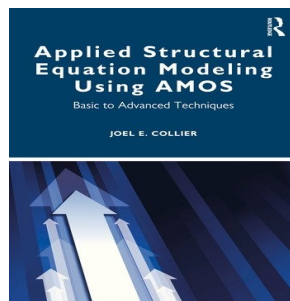
Course set up: The session will handle the following:

a) Basic SEM analysis: Confirmatory Factory Analysis, Path Analysis, Full Structural Analysis; b) Advanced topics such as mediation, moderation, and using categorical variables in SEM.

The workshop will utilize the content of the newly released book, “Applied Structural Equation Modeling using AMOS” by Joel Collier.



Joel Collier



George Deitz



[33rd Annual Doctoral Consortium](#)

The **Society for Marketing Advances (SMA) 33rd annual Doctoral Consortium** will be held in conjunction with the SMA conference on **November 3** from **8.30 am to 5.30 pm**. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate out-standing doctoral candidates as 2021 consortium fellows.

Doctoral Consortium Fellows (participants) experience unique learning and networking opportunities designed to help future marketing academicians succeed. Doctoral Consortium Fellows work together with top marketing scholars in professional development and career planning sessions that incorporate research, teaching, and service.

Doctoral students attending the consortium come from leading universities across the United States and abroad. The success of the program is evident by the number of Doctoral Consortium Fellows that return year after year to offer insight and advice to new Fellows. The Doctoral Consortium is in keeping with SMA tradition, offering the attention, hospitality, and warmth that typify our organization.

We have had a great response from around the country. We would like to ask faculty and doctoral program coordinators to get their nominations in soon as possible as fellow spots are going quickly. The selection and registration process begins with a doctoral candidate, typically one per doctoral granting institution, being nominated by a faculty member. Once the nominee's eligibility has been confirmed, we ask that a registration form and fee be submitted.

Registration materials are available at the SMA web site (<https://societyformarketingadvances.org>). The early registration rate is \$275 and includes consortium registration, all consortium and conference events. This rate is \$325 if paid after October 1 and before November 02, 2021.

If you have any questions please contact us via e-mail and we will be happy respond. Looking forward to seeing you.

Co-chairs

Brian Rutherford



Bruther1@kennesaw.edu

Kevin Shanahan



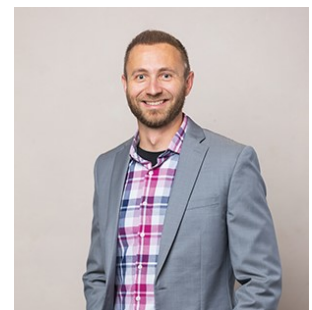
KShanahan@business.msstate.edu

David M. Hardesty



dmhard3@email.uky.edu

Jonathan Hasford



jhasford@utk.edu

33rd Annual Doctoral Consortium

Tentative Speaker List

Barry Babin, University of Mississippi	Kelly Hewett, University of Tennessee, Knoxville
Mike Barone, University of Louisville	Christopher D. Hopkins, Auburn University
Sharon Beatty, University of Alabama, Emerita	Blair Kidwell, University of North Texas
Matt Bernthal, Florida Southern College	William Locander, Louisiana Tech University
Michael Breazeale, Mississippi State University	Sarah Magnotta, Towson University
Scot Burton, University of Arkansas	Greg Marshall, Rollins College
Danny Butler, Auburn University	Ron Niedrich, Louisiana State University
Joseph J. Cronin, Florida State University	Lisa Scheer, University of Missouri
Adam Farmer, University of Alabama	Tracy Suter, University of Tulsa
O.C. Ferrell, Auburn University	Charles Ray Taylor, Villanova University
Judith Folse, Louisiana State University	Michael Tsiros, University of Miami
John Ford, Old Dominion University	Barbara Wooldridge, The University of Texas at Tyler
Joseph Hair, University of South Alabama	

Tentative Program

Wednesday

8:30 a.m. – 9:00 a.m.

Welcome and Introductions by Consortium Co-Chairs

9:00-10:00 (Session One)

Playing Well with Others: Managing Relationships in Academia

10:00 a.m. – 10:15 a.m.

Refreshment Break

10:15-11:00 (Session Two)

As You Start Your Career

11:00-12:00 (Session Three)

The Review Process and the Role of the Associate Editor

Noon – 1:30 pm (Session Four)

Lunch and Approaches to Effective Teaching

1:30 pm -- 2:30pm (Session Five)

Networking and Preparing for the Job Market

2:30pm -- 3:15pm (Session Six)

Innovation in Teaching

3:15pm -- 3:30pm

Refreshment Break

3:30pm -- 4:30pm (Session Seven)

Your Relationship with your Department Chair

4:30pm -- 5:30pm (Session Eight)

Negotiating a Faculty Offer and Relocation



FROM THE EDITOR

This fall will be very busy for MER. The process of finding a new editor to take the helm of MER has begun. It is hard to believe that I have served as editor for close to three years. The new editor will be introduced in November at the SMA Conference in Orlando during the MER Editorial Review Board (ERB) meeting or for all our hard-working members that could not make the trip to Orlando or had so much fun that wanted to meet again during the ZOOM ERB meeting. Dates will be announced, and email invitations will be sent closer to the date.

I am pleased to announce our special issue on COVID-19 is schedule for publication October 2021. Our next Special Issue will focus on Diversity and Inclusion Practices in Marketing Education with guest editors Iliia Protopapa (ilia.protopapa@kcl.ac.uk) and Kirk Plangger (kirk.plangger@kcl.ac.uk) of Kings College London, UK with a submission deadline March 2022. Please see a brief excerpt of the call below. The full call can be found on the MER homepage. I strongly encourage you a submit a paper to this issue.

In the spirit of diversity and inclusion, we welcome submissions to the Marketing Education Review special issue on "Diversity and Inclusion Practices in Marketing Education" that may draw on diverse theoretical domains, methodological approaches, and data sources. We are especially interested in marketing education research that identifies positive, meaningful, and implementable solutions. Potential research topics may include, but are not limited to, the following:

- Conceptually aligning diversity and inclusion activities that occur in the marketplace with marketing education practice
- Identifying teaching methods that seek to overcome pervasive stereotypes in society to bring student awareness and action
- Designing activities to unpack students own unconscious biases and assist them in recognizing the implications of these biases
- Mapping which employable skills are needed for students to gain cultural competences
- Championing organic inclusivity in the classroom that enables and encourages minority students to voice their contributions
- Developing actionable strategies to attract new marketing students from under-represented local groups, including racial, sexual orientation, gender, socioeconomic status, and ability groups
- Formulating educational practices that facilitate excellence from all students regardless of mental and physical health challenges
- Investigating how to include diversity in a remote or virtual classroom

Please feel free to contact Iliia and Kirk with any questions on the special issue and as always I am an email away (brosswoo@uttyler.edu).



Barbara Ross Wooldridge

brosswoo@uttyler.edu

Updates from the Executive Director

We are so excited to be back face-to-face this year. Below is a reminder of our upcoming dates and locations:

November 2-6, 2021 – Orlando, Florida at Hilton Orlando Buena Vista Palace – The hotel has an onsite lazy river and is within walking distance of Disney Springs offering lots of food options (photos below).



November 1-5, 2022 – Charlotte, North Carolina at Hilton Charlotte University Place – A new location for SMA, the hotel is located on a small body of water with restaurants, shops, and a walking trail around the perimeter (photos below). The hotel offers a shuttle to locations within 5 miles which includes IKEA! Within walking distance is UNC Charlotte and the LYNX blue line giving access to Uptown, the NASCAR Hall of Fame and MANY local breweries and restaurants.



November 7-11, 2023 – Dallas/Fort Worth, TX at Hilton Fort Worth –The hotel is the renowned site of JFK's last night (photos below) and sits in the heart of downtown Fort Worth. There are many attractions downtown including the Fort Worth Stockyards, FW Water Gardens, FW Zoo, Modern Art Museum, FW Botanic Garden, FW Museum of Science (planetarium and IMAX), National Cowgirl Museum and more!



Lucy Matthews
Middle Tennessee State
University
lucy.matthews@mtsu.edu

Please contact me if interested in sponsoring an event or track at SMA: Lucy.matthews@mtsu.edu

As next year's program chair, please email me if you are interested in serving as a track chair. I still have a few tracks in need of chairs.

Conference and Hotel Registration information

2021 Conference Registration Fees

Below is the cost information for the annual SMA conference. These prices include a complementary one-year SMA membership. The winner of Doctoral Dissertation Proposal Competition will earn complimentary conference registration.

Membership	Early Bird Registration (Pre-conference – Sept 30)	Regular Registration (Oct 01 – Nov 02)	Late Registration (Nov 03 - 06 Noon)
Fellows & Regular Conference Attendee	\$ 350.00	\$ 400.00	\$ 450.00
Students	\$ 225.00	\$ 275.00	\$ 325.00
Doctoral Consortium	\$ 275.00	\$ 325.00	N/A

HOW TO REGISTER

Returning Conference Attendees (attended last year's conference): If you attended last year's conference, Go to: <https://societyformarketingadvances.org/Sys/Login>.

- If you forgot your password, please click **Forgot Password** and enter the email address you used to register for the conference last year. An email will be sent to that address. If your email has changed, please contact the Director of Electronic Communications (Mohan Menon: mohan.menon@ung.edu) first for further assistance.
- Check your email and follow the password reset instructions.

Use your new password to [log in](#) to your account and register for your event of interest - [Registration Link](#)

1 Note. With the transition to the new website, some users' profiles did not transfer. If you attended the conference last year but still cannot access your account, please follow the steps below for "New Conference Attendees" to register for the conference.

1. New Conference Attendees: If you did not attend last year's conference . . .

2. Select your event of interest by clicking on the [Registration Link](#).

3. Click **Register**.

Follow the on-screen instructions to register for the event and create a user profile.

2021 SMA Annual Conference Theme

Make 'em Saying "WOW:" How Marketers Are Wowing Customers

November 3 - 6, 2021

The conference kicks off Wednesday with the pre-conference workshops and the Welcome Reception at 5:30p. Presentations will be Thursday - Saturday at noon. If you've not made your hotel reservations, please do so ASAP as the block is over 75% already. Tentative Program schedule is available [here](#).

Reserve your Room:

[Click](#) or Call 855-757-4984 (Group code: SMA)

Hilton Orlando Buena Vista Palace, Orlando, FL

[Visit Orlando & Explore](#) | [Hilton EventReady Factsheet](#) | [Post-Covid Hygiene](#)

Room	Single Rate	Double Rate	Triple Rate	Quad Rate
Standard Room	\$195	\$195	\$215	\$235

Optional Discounted Resort Fees

An Optional Daily Resort Service Charge of \$20.00 plus 12.5% tax per room, per night, will be added to the room rate & includes:

- Guestroom High Speed Internet Access
- Disney Bus Transportation to All Disney Theme Parks and Disney Springs
- One (1) 2 oz. Daily Sun-Care Product
- \$5.00 off One Attraction Ticket
- 10% off Food & Beverage, excludes Citrus 28 and Room Service
- DVDNow Rentals
- Float Lagoon access
- Local, Toll-Free, and Domestic Long-Distance Calls

Group shall be solely and fully responsible for informing Group's attendees of all applicable daily resort fees and service fees, as such fees are separate and distinct from the sleeping room rate and applicable taxes. Should any attendee object to paying for an automatic charge [such as a daily resort fee and taxes (if any) thereon, etc.] on the basis of inadequate notice of the fee, the fees to which such guest objects shall be posted to the Group's Master Account. The Hotel will endeavor to advise guests who make reservations directly with the Hotel of applicable daily resort fees and service fees.

JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

Greetings from the Journal of Marketing Theory and Practice.

I am excited to share some important updates from the journal with you. First off, the next issue of JMTP, Volume 29 (4), is slated for publication soon. The articles in the issue cover a broad range of topics. They include:

Multiple-dimensions of corporate social responsibility and global brand value: a stakeholder theory perspective
Hyun Gon Kim, Wootae Chun, and Zhan Wang

The effect of online search volume on financial performance: Marketing insight from Google trends data of the top five US technology firms
Ran Liu, Enxi An, and Wenkai Zhou

The roles of consumer entitlement, persuasion knowledge, and perceived product knowledge on perceptions of sales pressure
James J. Zboja, Susan Brudvig, Mary Dana Laird, and Ronald A. Clark

Flipping the script: Consumers' propensity for self-medication
Rajasree K. Rajamma, Audhesh K. Paswan, and Lou E. Pelton

Corporate environmentalism and brand value: A natural resource-based perspective
Mahabubur Rahman, M. Ángeles Rodríguez-Serrano, and Anisur R. Faroque

Influence of supply chain technology responsiveness on supply chain and market performance
W. Keith Story, George D. Deitz, and Robert Glenn Richey

Cultural aspect of informational and normative influences on purchasing intentions: An eye-tracking approach
Emi Moriuchi

CSR and job satisfaction: Role of CSR importance to employee and procedural justice
Feisal Murshed, Sandipan Sen, Katrina Savitskie, and Hangjun Xu

An analytical model for comparing the profitability of competing online marketing channels: Search engine marketing versus e-commerce marketplace
Silvia Angeloni and Claudio Ross

I am pleased to announce that our next special issue, "The Role of Frontline Employees at the Wake of Robotics, Artificial intelligence and other Novel Technologies." This special issue is scheduled to be published in early 2023 and is co-edited by Dr. Raj Agnihotri (Iowa State University, USA) and Dr. Valter Afonso Vieira (State University of Maringá, Brazil), see Special Issue Call for Papers follows.

JMTP, in partnership with the Harbert College of Business at Auburn University will be sponsoring the "Inclusion, Diversity, Equity, & Access (IDEA) in Marketing," competitive track at the upcoming SMA conference. This track is co-chaired by Jeff Tanner and Jeanette Sims. Outstanding papers will fast tracked through the review process with JMTP.

Finally, the 2021 JMTP editorial board meeting is once again slated to take place at the SMA conference. This year, we look forward to meeting in Orlando, Florida on Friday morning from 7:30-9:00am.

In closing, I would like to thank the members of the SMA community for your support of JMTP. It is a pleasure to serve as editor, I value your involvement with the journal. Please continue to consider the journal as an outlet for your work! If you would like to serve as a reviewer for the journal, please contact us at CDH0059@auburn.edu.



Christopher D. Hopkins,
Editor-In-Chief



CALL FOR PAPERS

The Role of Frontline Employees at the Wake of Robotics, Artificial intelligence and other Novel Technologies

Edited by **Dr. Raj Agnihotri (Iowa State University, USA)** and **Dr. Valter Afonso Vieira (State University of Maringá, Brazil)**

"Automation of consumption" has become a new reality in today's marketplace (Sheth 2021). Accordingly, scholars increasingly focus on the impact of Robotics, AI, and other novel technologies on customer experiences and engagement (Agnihotri 2020; Mende et al. 2019). However, how these technologies will shape the future of frontline employees (sales and service professionals) has not received the attention it deserves. On the one hand, these novel technologies could be perceived as a replacement for frontline employees (Lin et al. 2020); on the other hand, they open up human-machine integration possibilities (Davenport et al. 2020; Huang and Rust 2018). For example, numerous opportunities exist for AI usage by sales professionals (Luo et al. 2021; Rapp and Beeler 2021), ranging from sales process enablement to pre-and post-sales tasks facilitation (Agnihotri 2021; Syam and Sharma 2018). In this special issue of the Journal of Marketing Theory and Practice (JMTP), we will publish papers that specifically focus on the impact of such novel technologies on the role of sales and service employees. We specially encourage empirical research (qualitative and quantitative) as well as theoretical manuscripts, that enriches our current knowledge and provide concrete directions for future research.

Possible topics:

- Understand how AI and AI-driven robotics can be leveraged to affect organizational frontlines, and other relevant firm outcomes.
- What will the future of frontline (sales and service) employees would look like?
- What about the nature of these jobs and the quality of services delivered?
- What will be the role of robots, artificial intelligence and new technology in customer interface?
- How frontline employees are using robots, artificial intelligence, and social media analytics for selling, creating experience, and engaging customers?

The editors are looking to publish leading-edge papers with a different range of methodologies, theories, concepts, models and applications on any aspect of frontline employees at the wake of robotics, artificial intelligence and other novel technologies. In addition, JMTP journal and the editors has no preferable methodologies, but is open to qualitative, quantitative, theoretical, and historical approaches.

Submission Guidelines and Deadlines

Papers targeting the special section should be submitted through the JMTP submission system (<https://mc.manuscriptcentral.com/jmtp>) and will undergo a similar review process as regularly submitted papers. Submissions for the special section begin December 1, 2021 with the final deadline for submissions being January 30, 2022.

Special Issue Editors

Questions pertaining to the special section should be submitted to the JMTP Editorial Office or directed to one of the special issue editors.

Dr. Raj Agnihotri (raj2@iastate.edu) is Dean's Fellow in Marketing and Director of Ivy Sales Forum at Ivy College of Business, Iowa State University.

Dr. Valter Afonso Vieira (vavieira@uem.br) is Professor of Marketing and Associate Dean at School of Management at State University of Maringá, Brazil

2021 Routledge – Taylor & Francis / SMA Distinguished Scholar Award

The Society for Marketing Advances (SMA) is very proud to announce the name of **Dr. Lisa Scheer** as the **2021 Routledge – Taylor & Francis / SMA Distinguished Scholar**.

Lisa Scheer is the Hibbs Distinguished Professor and marketing doctoral program coordinator at the University of Missouri and Professor of Strategic Business-to-Business Management at University of Graz (Austria). Dr. Scheer is the absolute perfect choice for the Society for Marketing Advances 2021 and Routledge/Taylor & Francis Publishing Distinguished Scholar. She is a very dedicated scholars in the marketing discipline with over 11,000 citations. Further, Professor Scheer has a strong commitment to mentoring and developing doctoral students and junior faculty. Given this combination she serves as a role model for all of us in the marketing discipline and we are honored to have Lisa Scheer as our 21st T&F/SMA Distinguished Scholar.



Professor Scheer's research on marketing strategy and relationships is academically rigorous and managerially relevant, published in *Journal of Marketing Research*, *Journal of Marketing*, *Academy of Management Journal*, *Journal of the Academy of Marketing Science*, *International Journal of Research in Marketing*, *Journal of International Marketing*, and others. Dr. Scheer is the 2021 Society for Marketing Advances Distinguished Scholar, an ISBM Fellow and has received the AMA's Interorganizational SIG Lifetime Achievement Award, AMA's Louis Stern Research Award, and EMAC's Steenkamp Award for long-term research impact.

She is an AE for *JAMS* and *IJRM* and on editorial boards for *JMR*, *JM*, *Journal of Retailing*, *AMS Review*, *Journal of International Marketing* and several other international journals. Dr. Scheer developed, organized, and chaired the inaugural Marketing Strategy Consortium, co-chaired the AMA/Sheth Doctoral Consortium and AMA Summer and Winter Conferences, and has been the ISBM PhD Camp Director. She has been a featured scholar or keynote speaker in Austria, Belgium, Canada, Germany, the Netherlands, Switzerland, Turkey, the UK and the USA. She received her PhD from Northwestern University.

Professor Scheer has so graciously accepted this award as Distinguished Scholar saying, "I never imagined being considered for such an award, much less actually receiving it. Thank you. I am supremely honored and look forward to participating in the upcoming SMA conference and doctoral consortium." We look forward to welcoming her to SMA and to hearing about her research in the presentation on Friday, November 5th at 10 a.m.

Academic Placement News

Greetings from Academic Placement Services (APS)! At the 2021 SMA conference, we will once again be offering a professional, but relaxed atmosphere in which job applicants and schools can meet and interview.

Dropbox will be utilized to post faculty vita and university positions so that both Universities and Applicants have almost instant access to job postings and applicant information.

For the 2021 conference in Orlando, the APS conference room will be available:

- Thursday from 8:30 a.m. – 5:00 p.m.
- Friday from 8:30 a.m. – 5:00 p.m.

To register or for additional info, please visit the APS web page (<https://societyformarketingadvances.org/Placement>) or contact **Holly Syrdal** at holly.syrdal@txstate.edu.



Holly Syrdal
Texas State University

Member News

Retirement

Sam Fullerton

After 44 years in academia, **Sam Fullerton** retired from Eastern Michigan University. He still holds the position of Emeritus Professor at Eastern Michigan as well as Extraordinary Professor at the NWU Business School at North-West University in South Africa. The fourth edition of his Sports Marketing textbook is scheduled for release next month.

People on the Move

Parker Woodroof has recently joined the Department of Marketing, Industrial Distribution & Economics (MIDE) at COLLAT School of Business, University of Alabama at Birmingham as an Assistant Professor. He was previous an Assistant Professor at University of Central Arkansas.

Accolades

Dr. William J. Kehoe, the William F. O'Dell Emeritus Professor of Commerce at the University of Virginia, former SMA President, former SMA Proceedings editor, and SMA Fellow, has been awarded a 2021 Lifetime Achievement Award by Marquis Who's Who. He also has been appointed to the DBA Advisory Board at Marshall University for the new DBA program being launched in fall 2021.



Call for Blog Posts on Customer Value

I am looking to add interesting and insightful content to my CUSTOMER VALUE blog to support upcoming Fall and Spring courses in Customer Value (MBA) and Customer Relationship Marketing (undergraduate). Topics include the digital economy, customer obsession, business models, value propositions, segmentation, service excellence, quality management, pricing, image, CRM, metrics, loyalty, retention, and more.

Students and marketing practitioners will benefit from your perspective on an important customer-centric topic. If you are interested in writing an expert guest blog, please send me your topic (about 1,000 words) at your earliest convenience. I'll be sure to make your work look good.

Thank you for your consideration and stay well. Art

Art Weinstein, Ph.D., Professor of Marketing, Nova Southeastern University, Fort Lauderdale, Florida (USA)
art@nova.edu <https://scv-weinstein.blogspot.com/>
Customer Value in the Now Economy [Named a Top 15 Business Education Blog]
Top 15 Business Education Blogs and Websites in 2021 (feedspot.com)

Board of Governors

Current Board of Governors (2020—2021)

Chair: Pia A. Albinsson
Appalachian State University
2019-2020 SMA President

John R. (Rusty) Brooks, Jr.
Houston Baptist University
Member-At-Large

J. Charlene Davis
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SMA Past President

Joseph F. Hair, Jr.
University of South Alabama
SMA Distinguished Fellow

Lucy Mathews
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SMA Exec. Dir.

David Ortinau
Retired, SMA Distinguished Fellow

Christopher Hopkins
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SMA Distinguished Fellow

Michael Levin
Otterbein University
2020 - 2021 SMA President

Rebecca VanMeter
Ball State University
2021 Program Chair

Diane E. Edmondson
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Yam B. Limbu
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University of Virginia
Member-At-Large



SMA SOCIETY FOR MARKETING ADVANCES

2020-2021 SMA EXECUTIVE COMMITTEE

**President –Elect,
2021 Conf. Chair**
Rebecca VanMeter-Brown
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**Academic Placement
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**Director of Electronic
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Treasurer
Jie G. Fowler
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