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Greetings from Pia A. Albinsson, President

What a wonderful event SMA 2019 was with the return to New Orleans. This was my third time with SMA in New Orleans and as many of you know New Orleans has a special place in my heart as I met my husband, David, at SMA 2009. We later got engaged during SMA 2011 in Memphis as the Mississippi river runs through both cities. In 2013 we decided to return to New Orleans to get married as David's family lives in the area. We have continued attending and being active in SMA and we brought our kids to both Hilton Head SMA 2013 and New Orleans for SMA 2014. With this said SMA means a lot to both of us professionally and personally. However, with school aged children as you may recognize, it gets more difficult for us to attend the same conferences, but SMA will always be our conference. I am grateful for what SMA has offered me throughout the years. I attended the 2008 Doctoral Consortium in St. Petersburg at the Tradewinds and I cherished every moment of the event, having the opportunity to interact with many prominent yet friendly faculty and meeting doctoral students from around the US and the world. In 2014, when I saw that SMA was searching for a new secretary I was so excited about this opportunity. I emailed **Chris Hopkins** who was in charge of the election process at the time and expressed my interest. I was immensely honored when I was elected and I served proudly in this role for four years before being program chair last year. Before joining the SMA Executive Committee, I had no idea of what goes behind the organization of a conference. I am so grateful and appreciative of having had the best SMA EC members ever to work with during these years. Thank you to everyone who have served on the EC from 2014-2020 for your assistance, support, and team effort in my various roles.

However, many more need to be recognized and thanked for their service to SMA and the recent SMA 2019 conference that brought attendees from 23 countries and 35 U.S. states. Thank you to **Elten Briggs, Brian Rutherford** and **Kevin Shanahan** who successfully organized the 31st annual Doctoral Consortium. **Chris Newman** chaired the Doctoral Dissertation Proposal Competition and **Greg Marshall** made it possible for us to hear from **Christine Moorman**, as the 2019 Routledge - Taylor and Francis SMA Distinguished Scholar Award recipient (please see the four main points from her talk below). **Chris Hopkins** arranged for us to hear from 10 editors at the Meet the Editors session! Past President and current chair of the Board of Governors **Diane Edmondson** arranged for two journal special issues to be associated with SMA 2019 research tracks.

Pre-conference workshops were organized by **Barry Babin, Nina Krey, Joe Hair, Lucy Matthews**, and **Eric Harvey** on topics such as CB-SEM, PLS-SEM, Meta-Analysis, and Teaching Social Media Marketing. Thank you to all workshop facilitators who continue to add value to SMA. **Larry Neale** and **Barbara Wooldridge** chaired the teaching competitions and **Joel Whalen** and **Kesha Coker** chaired the increasingly popular Teaching moments. Thanks also to the **28 Research track chairs** and the **186 reviewers** that offered feedback to around 300 panels, presentations and papers submitted.

2020 SMA Conference:

Fort Worth, Tx

November 4 - 7

societyformarketingadvances.org

Greetings from Pia A. Albinsson, President

I also want to offer a big heartfelt thank you to my co-program chairs **Alvin Williams, Joe Hair, and Rusty Brooks** and immediate past President **Charlene Davis** for their support and guidance in organizing our last conference. Thank you also to the 2018-2019 Executive Committee who were crucial to making the conference happen; **Sandy Sen, Michael Levin, Rebecca VanMeter, Holly Syrdal, Kesha Coker, Lucy Matthews, and Jie Fowler**.

The **2019-2020 Executive Committee** and Program chair **Michael Levin** is already working hard to make SMA 2020 another memorable and successful event for our members. SMA 2020 will be in Fort Worth for the first time and you can read a lot more about this event in this newsletter (page 14-16) and on our website. Please mark your calendars now for November 4-7 and start submitting your work on Easy Chair, which is the submission system we have used the last two years.

SMA is proud that our SMA members were able to learn so much about publishing from **Dr. Chris Moorman, the 2019 Routledge - Taylor and Francis SMA Distinguished Scholar Award recipient**. As not all SMA 2019 attendees may have been able to attend her talk, I asked Chris to summarize her session with a few key take-away points. She graciously agreed and suggests that scholars should:

1. **Focus on the impact of your research, not just publishing. Follow Jerry Zaltman's recommendation to use the following criteria when deciding which research questions to pursue: "How many people will change what they are doing (thinking) by how much, if you answer this research question?"**
2. **Editorial decisions are dominated by how interesting and important your ideas are—not how perfect your studies are. Further, strong ideas can compensate for imperfect studies, but perfect studies cannot compensate for weak ideas.**
3. **Challenges to developing strong new ideas: (a) Reading only the academic literature and (b) Failing to pay attention to the real world of marketing.**
4. **Take steps to expose yourself to what is happening in the real world of marketing and think deeply about the questions and problems lurking in the experiences of managers, consumers, policy makers, and other societal stakeholders concerned with marketing.**

(From Chris Moorman's, Editor of Journal of Marketing – plenary talk, SMA 2019)

We hope that our members enjoyed this session and are planning to submit impactful and relevant research to SMA 2020!

I look forward to seeing you in Texas!!!



Pia A. Albinsson, President
albinssonpa@appstate.edu

SMA 2020 needs YOU!!



SMA rides out to Fort Worth! The 57th Annual SMA Conference marks another terrific event, combining the best of what makes SMA special with the addition of new tracks, events, and activities.

The 2020 Conference theme, **Analysis for a Brave New Marketing World**, offers marketing educators and researchers the opportunity to explore and reflect on the explosion of data, the needed tools to make sense of it, and the ability to translate data into actionable recommendations.



We hope to see you in culturally and historically rich Fort Worth.

Our hotel, the Fort Worth Hilton sits conveniently located downtown on 815 Main Street. The city boasts the famous Stockyards including Billy Bob's, outdoor attractions such as the Botanical Gardens, Water Gardens, and Japanese Gardens, and museums including the Kimbell, Amon Carter, and JFK. Local brew pubs and restaurants provide night time entertainment.

The SMA room rate appears as \$ 189 per night (single or double) plus taxes. This discounted rate is available Wednesday through Saturday of the conference week by calling the hotel +1-817-870-2100 (Please indicate your association with SMA to receive this special rate). This rate is available until October 15, 2020 on a first come, first-serve basis. The hotel will honor the conference rate a few days prior and post the conference based upon availability.

Call for Papers: See page 14-16 in this newsletter for the 2020 Call for Papers. Submissions include Papers (complete works), Presentations (early stage work), and Perspectives (panel sessions or multi-paper sessions in a specific area).

SUBMISSIONS ARE NOW OPEN!

Deadline: June 30, 2020 (no extension)

Submit via Easy Chair:

<https://easychair.org/conferences/?conf=sma2020>

For questions or suggestions, please contact

Michael Levin, program chair, at

mlevin@otterbein.edu

[#society4mktadv](#)



Pre-Conference Workshops

CB-SEM Workshop

Multivariate Data Analysis is among the most cited research references in the social sciences. The addition of multiple chapters on structural equation modeling in the 6th edition accelerated the pace of citations. Like in the text, the workshop provides a user-friendly approach in providing an SEM refresher with a strong emphasis on confirmatory factor analysis and psychometrics. Scale development and scale validation remains a backbone for behavioral research in the social sciences. Attendees will get hands-on experience in the basics of using AMOS in simple and complex applications. The seminar remains flexible to address questions and comments from the audience. **Facilitators: Barry Babin (Louisiana Tech University), Joseph F. Hair, Jr. (University of South Alabama) and Nina Krey (Rowan University).**

Meta Analysis Workshop

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).**

Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 Workshop

Presenters: Joseph F. Hair, Jr. (University of South Alabama) and Lucy Matthews (Middle Tennessee State University)

Course set-up: The workshop builds on the contents and the data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2017). Handouts with major concepts will be provided as well as a copy of the book. Most of the workshop will involve “hands-on” analysis of the dataset using the SmartPLS 3.0 software. The SmartPLS 3.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered. Requirements: Participants must bring a laptop with the SmartPLS 3.0 software readily installed. A 60 day license code will be provided to all participants. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

Who should attend? Individuals wishing to learn PLS-SEM topics and the SmartPLS software for their PhD research and/or top-tier journal publications. The workshop will begin with the basic knowledge of PLS-SEM and progress into advanced topics such as higher order constructs, mediation, multi-group analysis, measurement invariance, and moderation.

Social Media Data Analysis Workshop Interpretive Techniques for Social Media Research”

Facilitator: Dr. Jenna Drenten (Loyola University Chicago)

Modern life is deeply intertwined with social media—people share life stories on YouTube, offer political opinions on Twitter, and post hashtagged selfies on Instagram. As online and offline spaces increasingly converge, social media platforms offer opportunities to better understand society. Widely available tools for capturing large-scale quantitative datasets allow researchers to count and measure social media content. While such metrics are important, they do not necessarily account for lived experiences or symbolic meaning within the data. Studying social media through interpretive methods is critical to understanding culture, beyond automated analytics. For instance, on image-based sites like Instagram, what users say in their captions complement what they show in their photos. Therefore, text analyses alone may not fully capture the meaning embedded within social media images.

The aim of this workshop is to equip attendees with skills to collect, analyze, and interpret qualitative data from popular social media platforms including Twitter, YouTube, TikTok, Instagram, Pinterest, and Facebook. Drawing on interpretive methods, we will address the following:

- Benefits and opportunities for engaging in qualitative social media analyses for humanistic inquiry
- Methods for capturing social media data, including hashtag tracking and manual approaches for troubleshooting API roadblocks
- Approaches for examining image-based social media data, including narrative analysis, autodiving, and visual content analysis
- Critical questions around ethics and privacy in social media research

32nd Annual Doctoral Consortium

The Society for Marketing Advances (SMA) 32nd annual Doctoral Consortium will be held in conjunction with the SMA conference in Fort Worth, Texas on November 4th and 5th. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates as 2020 consortium fellows. The consortium faculty will include a stellar line-up of scholars. Some of the stellar faculty that were part of previous consortiums include names like O. C. Ferrell (Auburn University), A. Parasuraman (University of Miami), Danny Butler (Auburn University), Bill Moncrief (Texas Christian University), Greg Marshall, (Rollins College), Bob McDonald (Texas Tech University), Linda Ferrell (Auburn University), Michael A. Levin (Otterbein University), Les Carlson (University of Nebraska), Naveen Donthu (Georgia State University), Christopher Newman (University of Mississippi), Joseph J. Cronin, (Florida State University), Dora Bock (Auburn University), Diana Haytko (East Carolina University), Laurel Copeland Cooke (West Virginia University) and Mark Pelletier (University of North Carolina-Wilmington) among others.

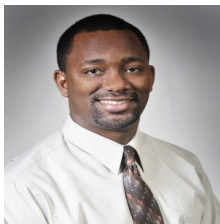
The selection and registration process begins with a doctoral candidate, typically one per doctoral granting institution, being nominated by a faculty member. Once the nominee's eligibility has been confirmed, we ask that a registration form and fee be submitted. Registration materials are available at the SMA web site (<https://societyformarketingadvances.org/Doctoral-Consortium>). The early registration rate is \$275 and includes consortium registration, all consortium and conference events and access to the SMA Placement Service. This rate is \$325 if paid after October 1, 2020.

As your hosts, we would like to continue the tradition of making this both an informative and memorable experience, and to do so with the hospitality and collegiality at the heart of the Society for Marketing Advances.

Looking forward to seeing you in Fort Worth!

Co-chairs

Elten Briggs (ebriggs@uta.edu)



Elten Briggs (Ph.D., University of Oklahoma) is an Associate Professor and Chair of the department of marketing at the University of Texas at Arlington. His primary research interest is in the area of services marketing, with emphasis on B2B services, frontline employees, retailing, and multiculturalism. He has been honored at the Society of Marketing Advances Annual Conference as a winner of the doctoral dissertation proposal competition, and with the McGraw-Hill/Irwin Stephen J. Shaw Award for Outstanding Conference Paper. His research has been published in a variety of peer-reviewed outlets including the *Journal of Service Research*, *Journal of Business Research*, *Journal of Advertising*, and *Industrial Marketing Management*. Dr. Briggs is presently a member of the editorial review board for the *Service Industries Journal*. Since 2016, five students have completed their doctoral degrees with him serving as their dissertation committee chair or co-chair.

Brian Rutherford (Bruther1@kennesaw.edu)

Dr. Rutherford is the Executive Director of the Doctoral Program for the Coles College of Business at Kennesaw State University (Kennesaw, Georgia). He received his Ph.D. in Marketing from Georgia State University. Prior to joining the faculty at Kennesaw State University, he was a faculty member at Purdue University (West Lafayette, Indiana). Dr. Rutherford has served on over 30 dissertation committees and has published over 50 peer-reviewed journal articles. His research appears in leading publications that focus on sales management and business-to-business marketing. Dr. Rutherford serves as the Editor of *Marketing Management Journal* and one of the three Associate Editors of *The Journal of Marketing Theory and Practice*.



Kevin Shanahan(KShanahan@business.msstate.edu)



Kevin Shanahan is an Associate Professor of Marketing at Mississippi State University. His research has been published in the *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Public Policy and Marketing*, and *Journal of Business Research*, among others. Dr. Shanahan previously served as the Vice President of Communication for the Society for Marketing Advances, Proceedings Editor for the Society for Marketing Advances Annual Conference and as Associate Editor of *Marketing Education Review*. He currently serves as the Associate Editor for the *Journal of Global Scholars of Marketing Science*. Dr. Shanahan has co-chaired the SMA Doctoral Consortium 4 times, co-chaired the AMS Dissertation Proposal Award, and presented at the AMS Doctoral Consortium

2020 SMA Doctoral Dissertation Competition

Submission Deadline July 1, 2020

SMA is proud to sponsor the Annual Doctoral Dissertation Proposal Award to recognize the best of emerging scholarship in marketing. We are pleased to invite all eligible doctoral candidates to submit their work. The awards, eligibility requirements, and submission criteria can be found below.

Best Proposal Award

- \$1,000 cash with no restrictions on use
- Complimentary conference registration
- Recognition and plaque at awards ceremony
- Presentation of the proposal in an Annual Conference Special Session

Runner-up Proposal Award

- \$500 cash with no restrictions on use
- Complimentary conference registration
- Recognition and plaque at awards ceremony
- Presentation of the proposal in an Annual Conference Special Session

Winners of the Best Retail Proposal and Best Services Proposal are also eligible for the Best Proposal and Runner-Up Proposal Award.

Submission Criteria and Procedures:

Eligible entrants are doctoral candidates who have successfully defended their dissertation proposal, but have not completed the final defense of the dissertation prior to the submission deadline. The candidate's dissertation advisor must submit a letter stating that he/she meets this criterion. The paper must be solo-authored by the student (no multiple author papers of any type will be accepted).

Each entry should be in the form of a dissertation proposal that includes the nature of the problem to be researched, relevant theory, hypotheses to be tested, method, analysis, and indicative references. The proposal must focus on some aspect of marketing.

Proposals are evaluated through blind reviews, and reviewer comments will be provided to the author. Thus, authors should avoid identifying themselves, their advisor(s), or their university in the text. Instead, please include the following info on a cover page: title, author's name, institutional affiliation, postal mail address, e-mail address, telephone number, and name of primary dissertation advisor. Proposals should also include an abstract of 150 words or less, and are limited to 15 pages (including title page, abstract, figures, tables, and references). Documents must be double-spaced, using Times New Roman 11-point font with 1 inch margins. Authors must use the style of the Journal of Marketing. Proposals not complying with all of these guidelines will not be eligible.

Submission deadline is **JULY 1, 2020**. Submit entries electronically as an email attachment (MS Word .doc file) to Christopher Newman at cnewman@bus.olemiss.edu. Please write "SMA Proposal Competition" in the subject line. No hard copy submissions will be accepted. The winner(s) **MUST** attend the Society for Marketing Advances Annual Conference and present their research in order to receive their award.

For questions or additional information please visit

<https://societyformarketingadvances.org/Dissertation-Proposal-Competition>

or contact:

Christopher Newman
University of Mississippi
cnewman@bus.olemiss.edu



Reflections by 2019 Doctoral Consortium attendees



"I was honored to be a participant at the Society of Marketing Advances' 31st Annual Doctoral Consortium! As a first-time conference reviewer and presenter, I was admittedly nervous to attend SMA. However, attending the consortium as a prelude gave me the confidence I needed and a group I could call my own. Exposure to so many scholars, editors, and top-tier researchers was invaluable. The academic journey can often feel as though you are floating alone with no shore in sight. The consortium was my lifeboat. I learned so much about navigating the academic waters including interviewing, networking, publishing, and general strategies for success. The environment of the consortium not only helped me understand how to best maximize my academic career, it also helped me envision what will be expected of me at the next level and helped equip me with the mindset and connections to achieve my goals. I thoroughly enjoyed my experience and look forward to the day I can tell future doctoral students words of wisdom as well. "

Jen Riley
PhD student
Kennesaw State University



"Attending the Society for Marketing Advances Doctoral Consortium was a wonderfully enriching experience. It was an honor to hear from some of the best and brightest in our field as they shared years of insightful knowledge. It was also a pleasure to connect with and learn alongside current and upcoming scholars. Reflecting on SMA's Consortium, I feel that I am undoubtedly more equipped for my academic future, and I will forever be grateful for the friendships, knowledge, and memories that I have gained. Needless to say, I very much look forward to attending SMA for years to come!"

Breanne A. Mertz
2nd Year Doctoral Student





The Society for Marketing Advances is looking for THREE doctoral students to serve in a support role for the upcoming 2020 conference in Fort Worth, TX. Students must be in a doctoral program during the Fall of 2020, be prompt, and be proficient in English. The students will support SMA daily in several ways (i.e., technical support for meeting rooms, set up and break down of equipment, facilitate registration, etc.). Students must be available to work every day during the hours of 7:30am to 5:30pm. Number of hours will vary depending on the day's events. In return these three students will have their conference registration fees waived; will be able to attend all SMA events (evening receptions & luncheons); breakfasts, lunches and snacks will be provided every day; and students will receive a staff room rate of \$100 a night at the lovely Fort Worth Hilton Hotel checking-in on Tuesday, checking out Sunday. This room can be shared if students wish to reduce costs further. **It should also be noted that the selected doctoral students are not allowed to attend the 2020 Doctoral Consortium since they need to be available all the days to assist in the conference.**

In order to apply for this process please provide the following information along with a letter of recommendation from your departmental doctoral coordinator or department chair. The letter should address *the characteristics you possess and why you would be a good person to serve as the face of SMA to all those who attend the conference.*

In an email to **Pia A. Albinsson** at **albinssonpa@appstate.edu** , please provide the following information by **May 1, 2020**:

In an email please provide the following information.

Name:

Country of Origin:

Doctoral Institute:

Number of Years in Program:

Have you ever attended SMA? Yes, in 201____, _____, _____, No

Why do you want to serve as SMA Support?

Do you have any special skills that would make you a good fit for SMA Support?

News from Academic Placement Services

Greetings from Academic Placement Services (APS)! At the 2020 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 2020 conference in Fort Worth, APS 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 information, please visit the [APS web page](#) or contact Holly Syrdal at holly.syrdal@txstate.edu.



Officer's Report from Director of Electronic Communication

Check out SMA's new Twitter feed - @Society4MktAdv (<https://twitter.com/society4mktadv>) for marketing news you can use in your classroom. Whether it is to break the ice every class session or to find recent marketing examples for topics or for project and case analysis ideas, or to inspire your students to keep up with what's happening in their chosen field, these news tweets are there for the taking.

You can contribute too . . . just click the icon  for the news item and insert "@society4mktadv" (without the quotes) in the pop-up window and hit the tweet button. Your tweet will be sent to the SMA Twitter account. This could be a great crowdsourced effort to keep us, marketing faculty & students, up-to-date on the happenings the marketplace. PS: For your marketing news tweets to be visible to the SMA account, please set your Twitter account to 'public.'

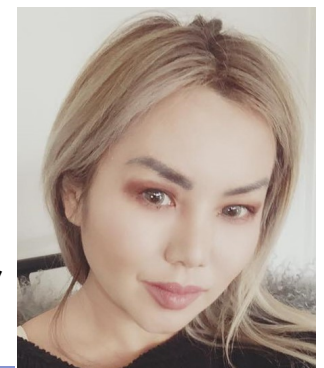
So, please follow @Society4MktAdv and let's enlighten each other!



Mohan Menon
University of North Georgia
mohan.menon@ung.edu

Few words from the Proceedings Editor

The proceedings was published in February of 2020 on website. This issue features various research streams such as consumer behavior, global marketing, data analytics, sales management, supply chain, retailing, among others. It also highlights innovative teaching methods. I would like to thank the authors/attendees, the reviewers, the executive members, and the board of governors who contributed to this conference in New Orleans, LA. Look forward to seeing you next year in Texas.



Jie Fowler
Valdosta State University
jqfowler@valdosta.edu

Updates from the Executive Director

Since being involved in the executive committee of SMA, I've been enlightened into all that goes into the planning of these conferences. For instance, I just completed the site visit for our conference in 2022. As we look at location, there are a number of things that we try to accomplish.

- First and foremost, we look for attractive sites that we feel our members would enjoy visiting. We understand that warm climates are more desirable than cooler ones.
- We also try to make sure that there are reasonable flights and we look for as many direct flights as possible.
- Next, we try to keep the hotel cost under \$200 per night.
- Of course, the hotel has to have the space that we need in order to conduct the number of breakouts that we require. In order to use that space, we are required to guarantee a certain number of hotel nights. These are counted by the rooms booked inside the room block. We can't make our room block too large, because if we don't meet at least 80% of the room block, then we have to either pay for the meeting space, or we may be required to return to the hotel again in order to fulfill our contract.
- We are also required to spend a minimum amount on food and beverages. This amount varies by hotel location. We try to negotiate a small amount regardless of what we spend. This is because if we don't meet the food and beverage minimum, we have to pay for the space which would take us to the food and beverage minimum.
- Finally, the location of the hotel needs to be in a desirable location. We hope to have a variety of food within walking distance and a variety of things for our members to do after hours.

That being said, we are currently working to secure our 2022 location. We are thrilled with the 2020 and 2021 locations. When the time comes to book your hotel for the conference, please try to stay within the block of rooms. Additionally, we will try to release the schedule as soon as possible so you can book just the nights that you need. When nights are released later on due to cancellations, we often are unable to rebook those rooms. Should you for any reason encounter a problem with your room block, please let me know and I will do what I can to work with the hotel to accommodate your stay.

Beyond this year's conference, please mark your calendars for:

2021 – Orlando, Florida November 2-6 at Hilton Orlando Buena Vista Palace – The hotel has a walkway connected to Disney Springs and an onsite lazy river (photos below). You won't want to miss this amazing location!

Thank you for your continued support of SMA!



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

Preliminary Treasurer's update

Fiscal Year 2020

This report serves as a preliminary report as it is produced near the conclusion of the Society for Marketing Advances' fiscal year. As of this date, we hold the following amounts in checking and savings accounts:

Mar. 1, 2020 - \$106,812.80
Mar. 1, 2019 - \$112,144.54
Mar. 1, 2018 - \$86,000.72
Mar. 1, 2017 - \$55,243.16

Of this amount, we hold **\$50,000 in reserves** in case we need to cancel a conference and maintain a reserve of **\$28,000 for payment of the contract with Taylor & Francis.**

The last two years, we have augmented our revenue with special evening programs such as the bourbon tasting in 2017 and the rum and vodka distillery tour in 2018.

Furthermore, we have solidified our finances by pursuing tax exempt status in the state that we hold our annual conference and by changing our conference fee structure. In the next several years, we want to maintain our financial soundness that we currently enjoy.

Treasurer

Michael Levin
 Otterbein University
mlevin@otterbein.edu



FROM THE EDITOR

MER is experiencing a very busy spring. **Co-editors Cindy Rippe (University of North Georgia) and Kesha Coker (Ball State University)** are working hard to finalize the **Summer 2020 Innovations issue**. **James Meade (University of West Florida) and Rebecca VanMeter (Ball State University)** will be co-editors for the **Innovation 2021 summer issue**. A permanent call for the website is being developed for all future Innovation issues, but you can plan and expect a submission deadline for the 2021 issue for some time in August of 2020. In 2019 the journal moved to four issues a year – so please send manuscripts as we have more opportunities for you to be published. Our reviewers work hard to assist our authors to create a publishable manuscript. I am also open to ideas for a special issue dedicated to a marketing education topic of interest. Do not hesitate to contact me if you have questions about a paper or submitting I am more than happy to chat via email or phone (bwooldridge@uttyler.edu, 903-566-7246).

For more information about the MER please visit www.marketingeducationreview.com.

Barbara Wooldridge, Editor





**Call for Papers- Summer 2021 Innovation Issue
Better Together: Teaching Innovations in Marketing**

Guest Editors:

James A. Mead, University of West Florida (jmead@uwf.edu)
Rebecca A. VanMeter, Ball State University (vanmeter@bsu.edu)

Submission deadline: August 15, 2020

As marketing educators, we are *better together* when we share our teaching innovations to communicate successes, learn from mistakes, and positively impact student learning. We meet at conferences, share, connect, and continue the tradition of helping each other grow with this Better Together: Teaching Innovations issue of MER. This issue will feature the *best of the best* of teaching innovations in marketing. Submissions may focus on instruction related to any aspect of marketing, from any marketing-related course, at either the graduate or undergraduate level. Papers should clearly explain how the innovation is both *novel* and *effective* in addressing the pedagogical challenge or opportunity identified. Papers should also clearly articulate how readers could adopt the innovation in their marketing classrooms.

Authors should consider the following outline when preparing a manuscript:

1. Clearly state the challenge or opportunity the innovation is intended to address.
2. Explain how the challenge or opportunity relates to marketing curriculum objectives.
3. Outline the innovation itself:
 - a. What information do the students have about or related to the topic?
 - b. What information did the instructor want the students to know *after* this innovation?
 - c. What is the basic process used to deliver the information, including time and resources?
 - d. What materials did the instructor provide to the students? Provide sample(s), if possible.
4. Explain how the innovation is *novel* (i.e., how is it different from existing instructional methods).
5. Explain how the innovation is *effective* (i.e., how well it addresses the challenge or opportunity).
6. Report assessment results, if available, to demonstrate the innovation's effectiveness. Quantitative evidence in the form of pre/post assessment or assessment across semesters is highly encouraged.
7. Summarize challenges or concerns encountered when using the innovation and how an instructor might deal with them.
8. Comment on the adaptability of the innovation across marketing courses.

Marketing Education Review receives all manuscript submissions electronically via its ScholarOne Manuscripts site located at <http://mc.manuscriptcentral.com/mmer>.

Authors must select Innovation Issue and not the regular issue. **There is a 14-page, double-spaced maximum length for submissions (body, figures, tables, and references). This page limit does not include the abstract or supplemental online material.** Submissions that do not follow the required formatting style will not be considered for publication.

Please consult the *MER* site for details on the formatting requirements for submissions at: <https://www.tandfonline.com/action/authorSubmission?journalCode=mmer20&page=instructions>.

JMTP

JOURNAL OF MARKETING THEORY AND PRACTICE

Greetings from the Journal of Marketing Theory and Practice!

I am both honored and privileged to begin my term as the new Editor-in-Chief of the Journal of Marketing Theory and Practice. I am excited to begin a new chapter of service to the discipline and the Society for Marketing Advances. I owe a special debt of gratitude to both Karen Flaherty and Greg Marshall (both former editors), for their support and encouragement, as they have been so helpful in making my transition into the editor role seamless. I am also pleased to have our exceptional core of Associate Editors returning. Brian Rutherford, Michael Hyman and Velitchka Kaltcheva are all the unsung heroes of JMTP and without their contribution, the journal would not succeed in forwarding the quality of work it has become known for. I also want to thank our publisher, Taylor and Francis for all of their timely support and guidance. I especially want to thank Laura Raines and Janelle Valenti for all of their help and encouragement.

As the incoming EIC, I have made a few additions to the JMTP team. We have appointed Dora Bock as incoming managing editor to assist me in the day-to-day facilitation of submissions. We have also expanded our Associate Editor team as we have added Jeremy Wolter. Both Jeremy and Dora are colleagues at Auburn University and their service will further streamline both turnaround and efficiency of the review process. We have also completed updates to the webpage, Senior Advisory Board and Editorial Review Board.

<https://www.tandfonline.com/loi/mmtp20>

At the Fall SMA conference, we were pleased to announce Bob McDonald (Texas Tech University) and Gary Frankwick (University of Texas at El Paso), as recipients of the JMTP Best Reviewer Awards, without the efforts of these and many other dedicated reviewers, the journal would not be able to function. The Fall conference saw the annual meeting of the Editorial Review Board. A great deal of discussion concerned the future direction of the journal. It was decided that the journal would move forward with an upcoming special issue dealing with the future of Marketing Research, herein internationally recognized experts will present discussion concerning what they see as the future avenues for knowledge exploration within their respective fields. Areas that will be addressed include Advertising and Sales Promotion, Retailing, B2B, Services, Digital Marketing, Supply Chain/Channels, Sales, International Business, Ethics/CSR, Technology, Big Data, etc. Bob McDonald, Diana Haytko, Brian Rutherford and Rebecca VanMeter, will co-edit this issue. Look for this issue in early 2021. Other special issue topics under development included social marketing/SCR and sport marketing. Information concerning Calls for Papers will be forthcoming very soon. We have further decided that award winning, Full Paper submissions to the Fall 2020 conference, upon recommendation from the

reviewers, will be fast-tracked through the review process if submitted to JMTP.

Issue 28(1), Winter, 2020 is now available online via the JMTP website. In this issue I outline my future vision for the journal in the upcoming year. Articles appearing in this issue include:

A "perfect vision" for 2020

Christopher D. Hopkins

Antecedents of the adoption process: Insights from consumer packaged food goods.

Kyoungmi (Kate) Kim, Arthur W. Allaway, and Giles D'Souza

Revealing the unique blend of meanings in corporate identity: An application of the semiotic square.

Paola Signori and Daniel J. Flint

Is cause-related marketing a winning strategy? An event study analysis.

Neel Das, Chris McNeil, Richard W. Pouder, and Joseph P. Daly

Why are industrial firms high or low brand sensitive? An empirical investigation

Priyanka Sharma and Raghu Nandan Sengupta

The Austrian view and value co-creation process in solution-oriented firms: A seven stage, "solution prototyping" framework

Christopher R. Plouffe, Duane Nagel, Leff Bonney, Bryan Hochstein, and Jim Salas

Unplanned purchase decision making under simultaneous financial and time pressure

Eric Van Steenburg and Iman Naderi

We were saddened to learn of the passing of former EIC and Senior Advisory Board member, Michael J. Dorsch, in November of 2019. I had the privilege of serving on the faculty at Clemson University for sixteen years with Mike. A motivated scholar and outstanding reviewer, Mike's legacy of excellence will live on through JMTP. Our thoughts and condolences go out to the Clemson faculty and to his family. All who knew him will sorely miss him.

In closing, I would like to thank the members of the SMA community for your support of JMTP. It will be a pleasure to serve as editor. I very much value your involvement in 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





Analysis for a Brave New Marketing World

November 4 – 7, 2020
Fort Worth, Texas

Fort Worth represents where the wide-open west begins. The city started as a transportation hub first on the Chisholm Trail and then as a stop on the Texas and Pacific Railway. Since then, Fort Worth's fortunes waxed and waned as the price of cattle and natural resources rose and fell. Today, this Queen City of the Prairie stands as a beacon of the arts as a part of the larger Dallas – Fort Worth metro area.

The Fort Worth Hilton sits in the Downtown area that features several Art Deco and Beaux Arts style buildings. The city also boasts 13 museums each with a different architecture style, including: the Kimball, Modern Museum of Art and the Amon Carter Museum of American Art. Additionally, a renown zoo, botanical garden, the Stockyards, and a varied night life including the famous Billy Bob's provide a variety of entertainment and sight-seeing options.

Two airports serve the Metroplex. Dallas-Fort Worth International Airport, located between the two cities, offers several direct international and domestic flights. Love Field in Dallas serves as the hub for Southwest Airlines. Easy transportation options remain for both airports.

Join us in Fort Worth as we consider the impact of how wide-open datasets and data sources are generating a brave new world for Marketing. While all papers and special topics are encouraged, we are keen on conceptual and empirical papers that explore how the exponential growth in and corresponding access to data has impacted the different areas of our discipline.

Pre-Conference Workshops

CB-SEM Workshop

Barry J. Babin
Louisiana Tech University
bbabin@latech.edu

Joseph F. Hair, Jr.
University of South Alabama
jhair@southalabama.edu

Nina Krey
Rowan University
krey@rowan.edu

Meta-Analysis Workshop

Barry J. Babin
Louisiana Tech University
bbabin@latech.edu

Nina Krey
Rowan University
krey@rowan.edu

Partial Least Squares (PLS-SEM) Workshop

Joseph F. Hair, Jr.
University of South Alabama
jhair@southalabama.edu

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

Social Media Data Analysis Workshop

Jenna Drenten
Loyola University, Chicago
jdrenten@luc.edu

Events and Event Chairs

Doctoral Dissertation Proposal Competition

Christopher Newman
University of Mississippi
cnewman@bus.olemiss.edu

Steven J. Shaw – Joe Hair Best Paper in Conference

Shannon McCarthy
University of Central Missouri

32nd Annual Doctoral Consortium

Elten Briggs
University of Texas Arlington
ebriggs@uta.edu

Brian Rutherford
Kennesaw State University
Bruther1@kennesaw.edu

Kevin Shanahan
Mississippi State University
shanahan@business.msstate.edu

Teaching Tracks and Track Chairs

Cengage Pride-Ferrell Innovations in Teaching

Larry Neale
Queensland University of Technology
l.neale@qut.edu.au

Axcess Capon Distinguished Teaching

Barbara Wooldridge
University of Texas at Tyler
bwooldridge@uttyler.edu

SMA Teaching Moments

Charlie Drehmer
DePaul University
c_drehmer@yahoo.com

Prachi Gala
Elon University
pgala@elon.edu

Research Tracks and Track Chairs

Advertising, Promotion, & IMC

Ilgim Benoit
Appalachian State University

Elika Kordrostami
Rowan University

Business-to-Business Marketing & Supply Chain

Christine Sarah Pitt
Kungliga Tekniska Högskolan

Jan Kietzmann
University of Victoria

Consumer Behavior

Manveer Mann
Montclair State University

B. Yasanthi Perera
Brock University

Cross-Cultural & Global Marketing

Ceyhan Kilic
Tarleton State University

Turkan Kilic
West Texas A&M University

Digital & Social Media

Michael Peasley
Middle Tennessee State University

Lubna Nafees
Appalachian State University

Emerging Markets

Richa Agrawal
IIT Madras

Mini Mathur
MICA

Ethics, Corporate Social Responsibility, & Religion

Elizabeth Minton
University of Wyoming

Marketing Education & Pedagogy

Sarita Ray Chaudhury
Humboldt State University

Adam Mills
Loyola University, New Orleans

Marketing Strategy & Entrepreneurship

Alisha Horky
Columbus State University

Leyland Pitt
Simon Fraser University

Personal Selling & Sales Management

Raj Srivastava
Middle Tennessee State University

Mark Pelletier
University of North Carolina,
Wilmington

Product Development & Branding

Sarah Lefebvre
Murray State University

Alex Krallman
University of Alabama, Birmingham

Public Policy & Macromarketing

Yam B. Limbu
Montclair State University

Sonja Martin Poole
University of San Francisco

Research Methods & Analytics

Jaebeom Suh
Kansas State University

Maxwell Hsu
University of Wisconsin, Whitewater

Retailing & Pricing

Bidisha Burman
University of the Pacific

Miles Condon
Saint Norbert University

Services Marketing

Todd Bacile
Loyola University, New Orleans

Jeremy Wolter
Auburn University

Special Sessions

Bob Barnwell
Longwood University

Videography

Laurel Cook
West Virginia University

Jacob Hiler
Ohio University

The winner of the Best Paper in the Marketing Education track will be fast tracked for publication in Marketing Education Review. Other papers accepted in this track are encouraged to submit to a special issue of Marketing Education Review.

The winner of the Best Paper for the conference will be fast tracked for publication in the Journal of Marketing Theory & Practice.

Submission Guidelines

- Full papers or presentations with references are accepted for review. Special sessions and panel submissions are also accepted. Hereafter, 'papers' includes papers, presentations, and panels.
- Paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere.
- Papers, Presentations, and Panel submissions should be submitted using the Easy Chair System. Do NOT submit papers directly to track chairs.
- All Paper and Presentation submissions are blind reviewed by multiple reviewers. Authors should avoid identifying themselves in the text or title. Panel sessions are reviewed by Track Chairs and/or Program Chair.
- All papers must be a minimum of 750 words, excluding references, figures, and tables. Maximum length of full papers is 20 double spaced pages, including references, figures, and tables. Maximum length of presentations is five double spaced pages, including references, figures, and tables. Refer to Information for Authors for details.
- At least one author per accepted paper must register, pay for, and attend the conference.
- Only full paper submissions will be considered for Best Paper Awards. Authors of full papers have the option to publish either the full paper or the Summary Brief in the proceedings.

For questions or problems, please contact

Program Chair Michael A. Levin (mlevin@otterbein.edu)
President Pia A. Albinsson (albinssonpa@appstate.edu)

Due date for submissions: **June 30, 2020**

Submissions open: **March 1, 2020**

via the Easy Chair Conference system

<https://easychair.org/conferences/?conf=sma2020>



Fort Worth
Stock Yards



Amon Carter
Museum of American Art



Fort Worth
Botanical Gardens

Cengage Pride-Ferrell Innovations in Teaching

Are you an innovative teacher?
Do you want to be recognized for your innovation?
Would you like to meet other innovative instructors?

The Cengage Pride-Ferrell Innovations in Teaching competition at SMA is an excellent forum to present your teaching innovations in a competitive, collegial, and supportive format. Submit a five page (max) explanation of your innovation by June 30, 2020 and include:

- the challenge or opportunity your innovation addresses
- how your innovation is implemented
- what makes it innovative

There is no need to prove efficacy, but rather you should focus on what makes your innovation innovative! Finalists get the chance to present their innovation at SMA in Fort Worth, and Marketing Education Review usually reserves a spot for the winner in the upcoming special issue on teaching innovations. I hope you will consider this opportunity.

Larry Neale
Queensland University of Technology
l.neale@qut.edu.au

The Axxess Capon Distinguished Teaching Competition

This national competition is designed for academics that are in mid-career or later. The ideal competitor has a strong history of teaching excellence and innovation. Evidence of development of pedagogy of teaching via service or journal articles is a must. Past winners can be found at: <https://societyformarketingadvances.org/Distinguished-Teaching-Competition>. Please feel free to self-nominate or suggest a candidate and I will be happy to contact them. If you have questions, feel free to contact me at bwooldridge@uttyler.edu .

Barbara Ross Wooldridge
Editor Marketing Education Review
The University of Texas at Tyler

SMA Teaching Moments

Do you have a teaching innovation you would like to share? If so, we welcome your 100-word abstract submission for consideration for the 2020 SMA Teaching Moments track. You can present your teaching moment in a lively 3-minute session at the conference and share your abstract in the conference proceedings. Please submit your teaching moment by June 30, 2020 using the Easychair link given below:

<https://easychair.org/conferences/?conf=sma2020>

SMA Teaching Moments track chairs: Charlie Drehmer (c_drehmer@yahoo.com) and Prachi Gala (pgala@elon.edu). We look forward to seeing you in Fort Worth for SMA 2020!

BRAND NEW TRACK ANNOUNCEMENT!

SMA 2020 - Call for Videographies

We are excited to announce a Videography Track is coming to the Society for Marketing Advances Conference in 2020. We warmly welcome submissions from all levels of video-making expertise. Importantly, we will be available to help guide you through this inaugural track's submission process. The unique value of this track includes an audio-visual element of marketing research phenomena- a first for SMA!

Below are a few examples of academic videographies to familiarize you with this exciting type of research:

1. "Mapping the Extended Frontiers of Escapism: Binge-Watching and Hyperdiegetic Exploration" - Scott Jones, James Cronin, & Maria G. Piacentini - Journal of Marketing Management - <https://www.tandfonline.com/doi/full/10.1080/0267257X.2018.1477818>
2. "Footwear with Feeling: A Cultural Approach to Product Development - Skye-Maree Dixon & Avi Shankar - Journal of Marketing Management - <https://www.tandfonline.com/doi/full/10.1080/0267257X.2018.1477821>
3. "Faces of Fear: Consumer Empowerment Through Active Escapism" - Jacob Hiler & Elana Harnish - Association for Consumer Research - Trailer Link: <https://vimeo.com/366664832>
4. "Pac-Man and the Pack Mentality" - Avery Kerns - Honors Tutorial College Thesis - Ohio University - <https://vimeo.com/331353884/849a719ab9>

Videography Track Co-Chairs

Jacob Hiler, Assistant Professor of Marketing
Ohio University
hilerj@ohio.edu

Laurel Aynne Cook, Assistant Professor of Marketing
West Virginia University
Laurel.Cook@mail.wvu.edu

Submission Guidelines

- * Videographies are typically an average of 20 minutes in length. Though we do not have a time limit on the videography, most successful videographies hover around this mark to tell a compelling story in a succinct and compelling fashion.
- * It is our philosophy that videography is a medium for communicating research insights (just like written word is for the traditional journal article-based research) rather than simply a qualitative methodology as it is often thought of. As such, we accept and encourage videographies with a wide range of methodologies. Though most videographies are qualitative & observational in nature as there is a natural fit with those methodologies, there have been many fantastic examples of mixed method research, field experiments, and other quantitative research being done in compelling ways in videography.
- * Video submissions must comply with copyright regulations. A list of useful resources to ensure that you comply can be found here: http://www.youtube.com/t/copyright_what_is
- * Video submissions, open on March 1, should be uploaded to Vimeo (<http://vimeo.com>) by Tuesday, June 30, 2020 (firm deadline) and password-protected. The link and password should be provided during the submission process.

Please make sure to not include any of the author's names or information in the initial film submission in order to ensure a double-blind peer review process.

Submissions will also require the authors to provide a structured abstract of up to 300 words, which will be published in the SMA proceedings. This structured abstract should include brief statements on the following:

- Contribution to knowledge
- Foundations in existing literature including a few references
- Methodology
- General findings & implications
- Up to three key words or topics

Review Criteria

1. Videography will be judged on the following criteria:
2. Contribution to the existing literature, theory, methodology, etc.
3. Methodological rigor
4. Production values
 - Editing
 - Video quality
 - Audio quality
 - Narration
 - Etc.
5. Theatrical or dramatic qualities
6. Timeliness and novelty of the topic
7. Ethical conduct

Acceptances

- ⇒ Notifications of your submission outcome (e.g., acceptance) will be provided by Friday, August 7, 2020 along with a copy of your reviews.
- ⇒ Your structured abstract should be sent to SMA's Proceedings Editor, Dana Harrison (harrisondl@etsu.edu), by Sunday, September 13, 2020.
- ⇒ A short (~2 minute) trailer for the accepted film should be submitted by October 15, 2020.
- ⇒ The films will be presented at the Society for Marketing Advances Conference from November 4-7. At least one of the researchers must attend to present the film.

If you have any questions please reach out to us. We are very excited to see your films!

2020 SMA DISTINGUISHED SCHOLAR ANNOUNCEMENT



We are very pleased and honored to announce that **Dr. Michael Ahearne** from **University of Houston** is the **2020 SMA Distinguished Scholar**.

Michael Ahearne (Ph.D., Indiana University) is **Professor of Marketing and C.T. Bauer Chair in Marketing** at the **University of Houston**. He is also **Research Director** of the **Sales Excellence Institute**.

Mike's research has primarily focused on improving the performance of salespeople and sales organizations. He has published over **40 articles** in leading journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Strategic Management Journal*, *Journal of Applied Psychology*, and *Organizational Behavior and Human Decision Processes*. *Mike was recently recognized by the American Marketing Association as one of the 10 most research productive scholars in the field of marketing*. His research has been profiled in the *Wall Street Journal*, *Business 2.0*, *Business Investors Daily*, *Fox News*, *INC Magazine* and many other news outlets.

Mike's textbook ***Selling Today: Partnering to Create Customer Value*** is the **highest grossing** professional selling **textbook** in the **world**, with copies being distributed in over forty countries. Paired with the many teaching awards he has won at the MBA and undergraduate levels in Sales, Sales Management, and Key Account Management, Mike has a proven track record of excellence when it comes to disseminating knowledge in his field. He has also had a significant impact outside of the classroom based on the reach of the **Sales Excellence Institute**, which is widely regarded as the **worldwide leader in sales education and research**. Mike was recently honored as the **inaugural winner** of the **Sales Education Foundation's Research Dissemination Award** for the impact of his research on business practice.

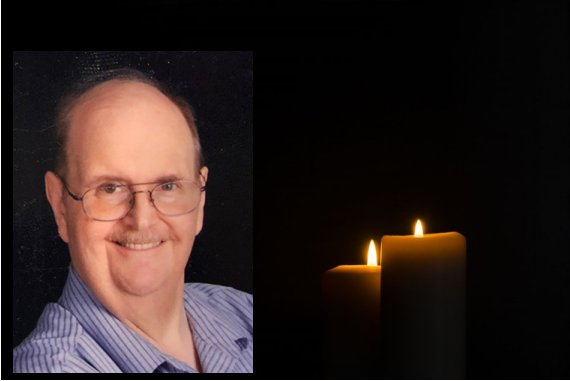
Before entering academia, Mike played professional **baseball** for the **Montreal Expos** and worked in marketing research and sales operations for **Eli Lilly** and **PCS Healthcare**. He actively **consults** in many industries including insurance, health care, consumer packaged goods, technology and transportation.

2019 SMA DISTINGUISHED SCHOLAR: Christine Moorman, Duke University, USA



MEMBER NEWS

In Memoriam



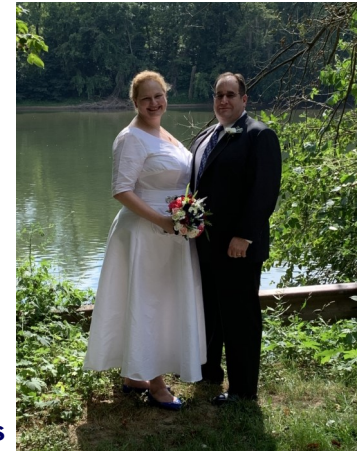
Dr. Jeffrey Totten, Associate Professor of Marketing at **McNeese State University**, passed away on **January 7, 2020**. A native of Louisiana, Jeff was 63 years old. He is survived by his wife, Dr. Barbara Schuldt. Jeff was a long-time member of SMA and served on the initial SMA Board of Governors, elected by the membership as an at-large representative. He attended nearly every SMA meeting from the time he was an Assistant Professor, despite his progressively worsening kidney disease. He worked his dialysis around the meeting days and did not complain. He attended the membership meeting this past November. He loved to co-author with his students and introduce them to SMA. He will be missed.

Rest in peace, Jeff.

New Beginnings!

"Hello SMA friends and colleagues! The last year has been full of changes. In **August I was married in a small ceremony along the Potomoc River**. My **new husband, Scott**, works as a government contractor headquartered in the **D.C. area**, so I moved to Maryland to be with him. Luckily, a job opportunity became available for me. I am now at the **University of Maryland at College Park**. Going from a small private college of 1500 to a large public school of more than 40,000 was quite an adjustment, but everyone is incredibly nice and I love it. *I look forward to catching up with all of you soon at the next conference!*"

Wendy Barnes



Congratulations Wendy and Scott!



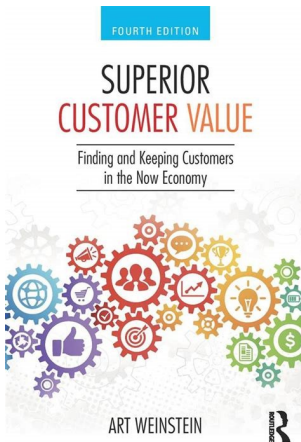
2020 Marshall University Outstanding Community Achievement Award

William J. Kehoe, the **William F. O'Dell Professor Emeritus of Commerce at the University of Virginia**, has been selected to receive the **2020 Marshall University Outstanding Community Achievement Award**. He previously served on the Marshall University faculty. He also received the **Charlottesville Virginia Outstanding Citizenship Award**. A current **Member at Large of the SMA Board of Governors**, Bill served as SMA President during 1991-1992, and was elected an **SMA Distinguished Fellow** in 1998. He also served as **Co-Editor (with Linda Whitten of Skyline College San Francisco) of the SMA Proceedings from 2003 through 2011**. During that period, Bill and Linda helped to move the SMA Proceeding from paper format, to CD-ROM format, to an on-line format.

Congratulations Bill!

MEMBER NEWS

SUPERIOR CUSTOMER VALUE Blog



Art Weinstein, Ph.D. Professor of Marketing at Nova Southeastern University, Florida discusses his new blog below. This project will be of interest to marketing students and faculty in Customer Value, CRM, Services Marketing, Marketing Principles, and Marketing Strategy courses.

The **CUSTOMER VALUE marketing blog** now has **19 insightful posts, dozens of subscribers, more than 3,000 views** from around the world, and more than **30 comments**. Nine of these topics were written by guest experts that are top marketing scholars. Read some excellent work on Segmenting Business Markets, Ethnographic Research, Customer Value in the Asian Airlines Business, Using Mobile Devices in the Retail Store, Psychological Pricing, Customer Ownership, Experiential Retailing, Customer Value Metrics, and Historical Entrepreneurship.

In addition, the blog can be read in dozens of languages and has key word search capabilities.

SCV-Weinstein.blogspot.com

How about a contribution from you? If you have or are interested in writing a blog post related to Customer Value (about 500-1,000 words), contact me at art@nova.edu

And, think about subscribing and sharing this resource with your colleagues, professional networks, and students (blog critiques are a great online discussion board activity, too).

Thank you for your interest in this value-creating project.



Call for Papers

Special Issue of the Journal of Global Marketing

“Ethical Issues in Pharmaceutical Marketing from an International Perspective”

Special Issue Guest Editors

Dr. Yam B. Limbu, Montclair State University, USA.

Dr. Bruce A. Huhmann, Virginia Commonwealth University, USA.

SMA members Drs. Bruce Huhmann and Yam Limbu are guest editors for a special issue on “Ethical Issues in Pharmaceutical Marketing from an International Perspective”. Please see the link below for more details on the Journal of Global Marketing ‘Special Issue’.

<https://rampages.us/organizationalethics/call-for-papers/>



Discover the MODERN WEST! Fort Worth at a glance.

The Hotel



Located in downtown Fort Worth the Hilton Fort Worth is a historically significant hotel convenient to many attractions and fun things to do. There are many art galleries in the area as well as the thriving entertainment scene at Sundance Square, all within walking distance of the hotel. Additionally, the hotel offers:

- On-site dining at Ruth's Chris Steak House, Café Texas and Starbucks®
- Short Uber/Taxi ride to other popular attractions such as the Fort

Worth Stockyards, Fort Worth Botanical Gardens, the Fort Worth Zoo, Bass Performance Hall, and the Fort Worth Museum of Science & History

- 20 miles from Dallas-Fort Worth International Airport (DFW) and 33 miles from Dallas Love Field Airport (DAL)
- World-famous Texas Motor Speedway, which features NASCAR and IRL races, is an easy 20-minute drive, as is AT&T Stadium, home of the Dallas Cowboys
- Complimentary WiFi available throughout the hotel

Take the train to Dallas; the Trinity Railway Express is within walking distance. There you can explore the Sixth Floor Museum at Dealey Plaza, the Perot Museum of Nature and Science, or the George Bush Presidential Library and Museum.

Please visit the hotel website for additional details about this property.



Some FUN things for you to do in Fort Worth

See priceless masterpieces in the world-renowned [Cultural District](#)

Explore the true Western Heritage in the [Stockyards National Historic District](#)

Shop and dine in the 35-block [Sundance Square](#) or catch a show at [Bass Performance Hall](#)

Dine in one of many Fort Worth [restaurants](#) offering everything from Tex-Mex and BBQ to world-class cuisine.

View more than 7,000 animals at the nationally top-ranked [Fort Worth Zoo](#)

Experience life in the fast lane at [Texas Motor Speedway](#)

Root for America's Team at AT&T Stadium with [Dallas Cowboy Game Packages](#)



BE A LEGEND with Your Own Named Award

The Executive Committee launched an initiative to add value to our annual conference by soliciting sponsors for cash awards for each Best Paper in Track. These awards bear the name of the sponsor, such as the Diane R. Edmondson Best Paper in Marketing Education Award. The goal is to enhance the quality of papers, create a distinction for SMA, and increase conference attendance.

Guidelines:

The minimum award amount is \$500. All awards are tax-deductible.

In the event of multiple authors, the cash award is divided equally among the winners.

The winner in each track will be determined by the track chairs with the recommendations of reviewers.

The idea is to award excellence in research. In order to maintain the value of the cash award, there may be years in which no winner is selected.

Only one sponsor will be accepted for each track for any given year.

Your name (or university name) will be attached to the award as long as you remain the sponsor, even in years when no winner is selected. For example, if your sponsored-award has a winner in 2020, 2021 and 2022, the award would bear your name from 2020 through 2023.

Named awards will be announced on the website, social media, in the Conference Program, at the Awards Luncheon, and advertised throughout the year.

Because the conference program goes to print in September each year, we need sponsor commitments by August 1st, 2020.

There are also other Sponsorships available including:

Doctoral Consortium

Teaching Competitions

Doctoral Dissertation Proposal Competition

Morning and Afternoon Breaks

Welcome and President's Reception

Individual Supporter

Please contact the **Executive Director, Lucy Matthews**, at Lucy.Matthews@mtsu.edu for more information.



SMA SOCIETY FOR MARKETING ADVANCES

2019-2020 SMA EXECUTIVE COMMITTEE

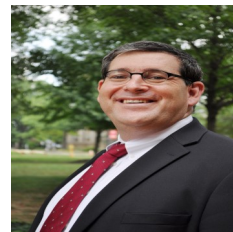
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Treasurer

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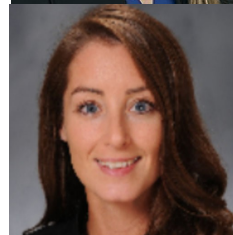


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