

Greetings from Lucy M. Matthews, President

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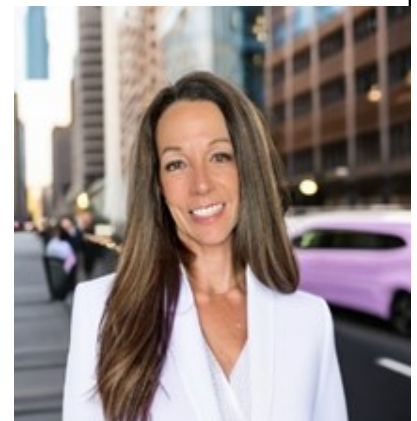
It is hard to believe that we are already back into the swing of things, and summer is but a memory! I hope you all have had an opportunity to take some time for rest and relaxation. Perhaps you even had some time to be productive in research; at a minimum, you have a fantastic research manuscript submitted to the Fall conference in Fort Worth! Dana has been working diligently to make this year a success. We pushed back the deadline to accommodate several requests. She's worked with the track chairs to process the reviews and get notifications sent out. We appreciate everyone working with the new Dryfta system. This is our event platform, so anything related to the conference will be done on the page. This includes conference registration, workshops, consortium, and hotel registration link. While it can be challenging working through a new software platform, we hope you find Dryfta easier to navigate in time.

Mark Pelletier, Dana Harrison, and I had the opportunity to conduct the site visit for the Hilton in Fort Worth, and I can say that it is going to be a wonderful location. There are many restaurants and bars within walking distance. Additionally, the Stockyards, which includes the famous Billy Bob's Texas, has many shops and more restaurants just 3.2 miles away. If you haven't already submitted, you will definitely want to come join us!

As if having a new conference platform was not enough, Heidi Dent, the incoming director of electronic communications, has already been hard at work creating our new website. It was time for a refresh, and we are excited for the upcoming launch. We appreciate Heidi jumping into the position early and making such a wonderful contribution to the organization!

I'm looking forward to seeing you all at the conference in November! Please reach out if you have any issues or suggestions for this year's conference. If you or your department is interested in being a sponsor of this year's conference, please reach out to Mark Pelletier.

All the best,
Lucy Matthews
 lucy.matthews@mtsu.edu



2023 SMA Conference:
 Fort Worth, Tx
 November 8- 11

societyformarketingadvances.org



GREETINGS FROM THE 2023 PROGRAM CHAIR

Dana Harrison

Hello!

The SMA 2023 conference is approaching quickly. Hopefully, you are having a wonderful Fall semester.

Authors of accepted submissions should have been notified, and authors can locate reviews inside of the Dryfta account. However, if you have not received a final notification or are unable to locate your review, please contact me as soon as possible. There was an issue initially with letters only being sent to the submitting author, as well as reviews being visible by authors. Over the next few days, all submissions will be examined to verify the reviews are visible.

If you have not registered for the conference or reserved your hotel room, please consider doing so as quickly as possible. The conference registration early bird rate ends on September 30th. You can register for the Conference by visiting this link: <https://sma2023.dryfta.com/attendee-registration-tickets>. For Hotel information please visit this link: <https://sma2023.dryfta.com/72-travel-information>.

This year, we are pleased to offer two workshops. Issues and Answers in Scale Development and SEM, will be instructed by Dr. Barry Babin and Dr. Nina Krey, and Finding Novel Research Ideas will be facilitated by Dr. Merlyn Griffiths. Please find more information here: <https://sma2023.dryfta.com/attendee-registration-tickets/75-workshops>. You can register for these workshops during the conference registration process.

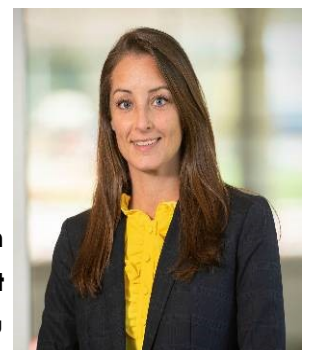
Following the pattern of previous years, we anticipate that the conference program will be available by October 1st. As soon as it is ready, a notification email will be sent out to all members.

This annual conference is a testament to our commitment to fostering professional growth and collaboration among our members. It always offers a platform for knowledge sharing, networking, and discussions on critical issues in our field. Don't miss the opportunity to connect with fellow members, gain valuable insights, and contribute to the growth of our association.

Thank you for your continued support for SMA. Your involvement is what makes our association thrive. Your contributions and service are highly valued. I look forward to seeing you at the conference and sharing this exciting experience with you. If you have any questions or need further information, please do not hesitate to reach out to me at harrisondl@etsu.edu.

Kind Regards,
Dana E. Harrison
SMA Program Chair/President Elect

Dana Harrison
SMA 2023 Program Chair, President-Elect
harrisondl@etsu.edu



35th Annual Doctoral Consortium

SMA's 35th annual Doctoral Consortium will be held in conjunction with the SMA conference in Fort Worth, Texas on November 8-9. The SMA Executive Committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates as 2023 consortium fellows (self-nominations with faculty support are accepted). Please register by Sept. 30th.

Doctoral Consortium Fellows (participants) will experience unique learning and networking opportunities. Doctoral Consortium Fellows will interact and learn from marketing scholars in excellent career-boosting sessions. This year we have several sessions on publishing and your career and a fantastic research methods and analytics session by Dr. Joe Hair and Barry Babin. Linda Price, always an animated lively speaker, will present a great thought-provoking session. We also have a speed doctoring session where experts will interact with students on dissertation ideas. Importantly, we have fabulous lunches—the first day with a set of wonderful young scholars and the second day (out of the hotel) with eminent scholars—including Linda Price, Mark Houston, Greg Marshall, and David Wooten. Students also attend the conference's Meet with Editors' Session as part of the consortium.

Potential candidates need to get their applications in as soon as possible as fellow spots are going quickly. For information on the application, selection, and registration process, please see <https://sma2023.dryfta.com/attendee-registration-tickets/77-doctoral-consortium>

Early registration rate is \$275 and includes consortium registration, all consortium and conference events. This rate will increase to \$325 after September 30.

If you have any questions, please contact us via e-mail and we will be happy to respond. Looking forward to seeing you in Fort Worth. See the tentative program below.

Co-Chairs



Christopher D. Hopkins
cdh0059@auburn.edu



Pia A. Albinsson
albinssonpa@appstate.edu



Sharon E. Beatty
sbeatty@cba.ua.edu

**2023 Doctoral Consortium Tentative speakers and program
Wednesday, Nov. 8, 2023**

9 – 9:30 am Welcome and Introductions by Consortium Co-Chairs

Christopher D. Hopkins, Auburn University
Pia A. Albinsson, Appalachian State University
Sharon Beatty, University of Alabama

9:30 – 10:45 am Session 1: Approach to Effective Teaching

Danny Butler, Auburn University

11:15 – 12:15 Session 2: Relationships in Academia: Playing Well with Others

Sharon Beatty, U. of Alabama
Stephanie Gillison, U. of Tennessee, Chattanooga
Mary Harrison, Birmingham Southern University

12:15 – 1:30 Lunch with Young Scholars: Kelley Cours Anderson, College of Charleston; Christian Barney, Georgia Southern University; Susy Jaramillo, University of Memphis, Breanna Mertz; Samford University.

1:30 – 2:30 Session 3: Navigating the Publishing Process

Nancy Sirianni, Texas State University
Julie Baker, Texas Christian University

2:30 – 3:30 Session 4: Issues in Research Methods and Analytics

Joe Hair, University of South Alabama
Barry Babin, University of Mississippi

4 – 4:45 Session 5: Emerging Issues in Publishing

O.C. Ferrell, Auburn University
Linda Ferrell, Auburn University

4:45 – 5:00 Wrap-up by Co-Chairs

6 pm SMA Welcome Reception

Thursday, Nov. 9, 2023

8:30 – 10:00 Session 6: Speed Doctoring

Chair: Chris Newman, University of Mississippi
Raj Agnihotri, Iowa State University, Sharon Beatty, U. of Alabama
Dora Bock, Auburn University, Nancy Sirianni, Texas State University

10:30 – 12:00 Session 7: Making contexts matter: Selecting and leveraging research contexts for theoretical insights and substantive importance

Linda Price, University of Wyoming

12:00 – 2:00 Lunch with Eminent Scholars:

Linda Price, University of Wyoming, Mark Houston, Texas Christian University, Greg Marshall, Rollins College and David Wooten, University of Michigan.

2:00 – 3:30 Session 8: Meet the Editors

Chair: Christopher D. Hopkins, Auburn University
Raj Agnihotri Journal of Marketing Theory and Practice Iowa State
Neel Das Journal of Consumer Marketing Appalachian State University
Mark Houston Journal of the Academy of Marketing Science Texas Christian University
Anjala Krishen Journal of Marketing Analytics University of Nevada, Las Vegas
Mark Lee Marketing Education Review Ryerson University
Greg Marshall European Journal of Marketing Rollins College
Linda Price Journal of Consumer Research University of Wyoming
Stacy Robinson Journal of Business Research University of Alabama
Adam Mills International Journal of Advertising Loyola University
Kevin Shanahan Journal of Global Scholars in Marketing Research Mississippi State University
David Wooten Journal of Consumer Psychology University of Michigan

4:00 – 4:45 Session 9: Getting Along with Dept Chair

Greg Marshall, Rollins College and Bill Locander, Louisiana Tech University

4:45 – 5:00 Wrap-Up by Co-Chairs

2023 Conference Workshops

This year, there will be two half-day conference workshops on Wednesday, November 8th. Workshops are \$75 each for conference attendees and can be selected during the conference registration process.

Issues and Answers in Scale Development and SEM: Finding Novel Research Ideas:



Barry Babin
Louisiana Tech
University

Don't miss the Issues and Answers in Scale Development and SEM with Dr. Barry Babin and Dr. Nina Krey. This workshop will include an interactive overview of the analytics involved in psychometric scale validation and use of Analysis of Covariance Structures (Structural Equations Modeling) in general. An overview of the statistical principles involved and hands-on demonstrations of how to perform the analyses needed to test confirmatory structures and learn from the results of those test. Demonstrations will be performed using both AMOS and lavaan (R).



Nina Krey
Rowan University

Where do those amazing research ideas come from? The answer is - everywhere! You too can find the most interesting and innovative research ideas, if you know where to look and how to find them. Join Dr. Merlyn Griffiths in this original workshop to explore the creativity in "novel research" and how to find your stream that intrigues your audience and makes a transdisciplinary impact. This interactive workshop will examine the use of personal experience and current events as the foundation for crafting new research ideas.



Merlyn Griffiths
University of
North Carolina-

<https://sma2023.dryfta.com/attendee-registration-tickets/75-workshops>

Know your SMA Executive Committee: Alisha Horky, Proceedings Editor



Alisha Horky
University of North
Alabama

Hello! My name is Alisha Horky, and I am delighted to serve as the SMA proceedings editor. I am an Associate Professor of Marketing at the University of North Alabama in Florence, Alabama. Outside of work I enjoy reading, knitting, and spending time outdoors with my husband and son. The 2023 conference in Texas will be my 15th SMA conference, and I look forward to it every year. I've always enjoyed presenting research and teaching moments and have also served as a reviewer, session chair, and track chair. It's an honor to be trusted with your intellectual contributions as we prepare them to be published in the proceedings. I look forward to seeing you all in Fort Worth!

<https://www.societyformarketingadvances.org/>

Updates from the Executive Director

Lucy, Dana, and I just returned from visiting a potential site for our 2025 SMA Annual Conference. Some might read that and think, "I can't believe they plan it out that far in advance!" Well, I'm here to tell you that we sure do! It was a great visit, and we toured three hotels and visited all their convention space. It should be a fun location, so keep your fingers crossed.

What do we look for in a site visit? There is a lot that goes into a visit, and there are some essential things that we look for. First and foremost, we want to experience the hotel as our SMA members would. That includes the check-in process, quality of rooms, and staff service. What is the general feel and look of the hotel? How far is the hotel from the airport? What restaurant options are at the hotel or nearby? Do the rooms have coffee makers, or is there a coffee shop somewhere in the hotel? How is the overnight in the hotel experience? These are all things that we look for.

From there, we meet with the group sales representative who gives us a tour of the hotel and, importantly, the conference space. We try to picture what convention rooms we would use for breakout sessions, the doctoral consortium, the meet the editor's session, etc. Also, we look to where we can hold events like the awards luncheon and the presidential reception. We ensured the convention space had ample Wi-Fi on this last trip.

We know how important location and hotel quality are to each of our SMA members, so we put a lot of focus and attention into finding the best conference site location. Speaking of great locations, we're looking forward to seeing everyone in Ft. Worth, Texas.



Mark Pelletier
Executive Director
pelletierm@uncw.edu

SMA Executive Committee: Welcoming new members

Jeff Tanner: Incoming Treasurer

This fall's SMA conference marks not only my 39th SMA meeting, but also a return to DFW where I grew up. This meeting also marks the official transition for me to begin as treasurer, and I'm looking forward to that service.

The Society for Marketing Advances is in good financial shape. I applaud the members of the Executive Committee for the past ten years or so who have led SMA out of financial hardship, through a pandemic, and into a strong, vibrant organization. I encourage you to consider how you can develop your professional career through SMA. For example, chair a track in an area of importance to you. Not only will your work as track chair influence the field by raising awareness of your area of work, but you'll also create a supportive community of scholars who are working in that area as well. And you'll be surprised at the impact on your own work. At least, that's been my experience. I began co-chairing tracks and continue to do so, including this fall's track on social impact with Ginger Conlon. Several of these tracks, like this year's, then led to editing special issues for various journals such as JMTP, JGSMS, MER, and others.



Jeff Tanner
jtanner@odu.edu

Over the years, I've served on SMA's Board of Governors, started the Teaching Moments movement with Joel Whelan, was named Distinguished Teacher in 2013, and served as a judge in that competition for six years. There are so many ways you can participate in addition to presenting a paper. Take advantage of all that SMA has to offer. SMA is a special organization, full of supportive and encouraging scholars.

I'm looking forward to making new friends and seeing many old friends in Ft. Worth. I hope you'll come scoot a boot (that's Texan for dance!).

2024 SMA Conference Tampa –We need YOU!

In 2024, the annual conference of the Society for Marketing Advances will be held in Tampa, Florida, and it is an honor for me to make this announcement as the incoming president-elect for that year. We are currently seeking volunteers to serve as track chairs for a variety of research fields, such as consumer behavior, promotions, digital marketing, data analytics, marketing education, sustainability, marketing, and public policy, the gap between theories and practice, marketing and interdisciplinary studies, etc. If you are interested in serving as a track chair in Tampa in 2024, please send an email to igfowler@valdosta.edu. The following year, we are excited to meet you in Tampa.



Jie G. Fowler
2024 Conference Chair
igfowler@valdosta.edu

SMA Executive Committee: Welcoming new members

Heidi Dent : Incoming Director of Electronic Communications

Hi everyone! I started attending and following Society for Marketing Advances during my doctoral program after a colleague attended a conference and discussed how great this association is. Since that time, I have enjoyed the workshops and conferences and was excited to have the opportunity to participate on the Executive Committee as the Director of Electronic Communications.

I am currently an Assistant Professor of Marketing at Western Carolina University. I teach undergraduate marketing courses, including digital marketing, marketing principles, marketing technology, and marketing topics, and supervise marketing internships. When we sold our company in 2014, I returned to school for my doctorate. Before academia, I led sales and marketing functions in the business-to-business professional service sector for over 25 years at my company and others, from Fortune 50 to small business start-ups. I focused on digital marketing, branding and reputation, UX, and website design. I led the design and UX, including a proprietary internal operations application, multiple mobile applications, a multi-application web platform, eCommerce, communication, ATS, and project management applications. I am certified in design thinking principles, social intelligence, and many marketing technologies.



Heidi Dent
hdent@email.wcu.edu

I am excited to work on the new SMA website. I would welcome your ideas to make the website informative and engaging and provide a seamless experience between the main (societyformarketingadvances.com) and event websites (Dryfta). If you have any images, testimonials, or videos, please feel free to share, or if you have any ideas, please let me know.

I look forward to meeting and working with everyone.



From the Editor

Greetings from the Journal of Marketing Theory and Practice! I feel blessed to have an opportunity to work with Dr. Annie Cui (Managing Editor), our exceptional team of AEs, senior advisory board members, and editorial review board members and for their unwavering support to make sure the journal continues its growth journey. Hannah Shakespeare from Taylor and Francis continues her support as well. I would also like to give a shout out to our dedicated reviewers because without their service the journal would not be able to function.

If you recall, during the Fall 2022 conference, we had a great deal of discussion concerning the future direction of the journal. Following up on that, last spring, we worked on the feedback gathered from the group and have updated our editorial review board and senior advisory board. We will continue to do more work in that respect; however, I would like to share updates regarding our new team members.

To begin with, I would like you all to welcome Journal's very first, Social Media Editor, Dr. Jennifer L. Stevens (The University of Toledo). Jenn has already initiated several campaigns and journal is reaping the benefits of her efforts and strategy. Thanks to Jenn's efforts, you can find JMTP online at: [LinkedIn](#) | [Twitter/X](#) | [Facebook](#)

To enhance global reach, we welcomed two new AEs: Drs. Rakesh Singh (IMT-Ghaziabad, India) and Valter Afonso Vieira (State University of Maringá, Brazil).

We have also included several scholars to our ERB: Drs. Colin Gabler (Auburn University), Ashley Goreczny (Iowa State), Omar Itani (University of Texas- Rio Grand Valley), Ashish Kalra (University of Dayton), Mike Krush (Kansas State), Sudha Mani (Monash University), Edward Nowlin (Kansas State), Holly Syrdal (Texas State), Veronica Thomas (Old Dominion University), Siri Vivek (Eastern Michigan University), and Xinchun Wang (West Virginia University).

To expediate the process of bringing cutting edge research findings to the community, we have launched *Comment* and *Editorial* articles apart from our traditional *Original Articles*. Please reach out to me or explore the website to learn more about these opportunities.

The journal's annual downloads and views have continued to show impressive year-over-year growth, reflecting a growing interest in the journal's content. For the first time, Clarivate gave Impact Factors to journals in the Arts & Humanities Citation Index (AHCI) and the Emerging Sources Citation Index (ESCI). As such, *Journal of Marketing Theory and Practice* has received an Impact Factor for the first time. The 2022 Citescore (Scopus) is 5 and Journal Impact Factor is 3 (per Journal Citation Reports® Clarivate Analytics, 2023).

Finally, I would like to thank the members of the SMA community for their support of JMTP. It is a privilege to serve as editor, and I value your contributions and 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 get in touch with us at raj2@iastate.edu.



**Raj Agnihotri,
Editor-in-Chief**



FROM THE EDITOR

How has marketing education transformed during this digital evolution? In recent years, the explosive growth of online platforms and the widespread adoption of technology have dramatically transformed the way businesses reach and interact with their customers. Traditional marketing approaches, while still relevant, are no longer sufficient to address the complexities of the digital era. As the internet continues to shape consumer behavior and communication channels, marketing professionals must stay abreast of the latest trends, platforms, and strategies to effectively engage their target audiences.

Undoubtedly, the rapid pace of technological advancements necessitates continuous learning and adaptation, making it critical for marketing education to instill a growth mindset and an eagerness to embrace new technologies. Understanding the intricacies of these digital tools and how to integrate them cohesively is essential in understanding the boundaries of marketing education. Hence, we are in an age where encouraging collaboration among marketing education enthusiasts is important to foster an environment of creativity and knowledge-sharing.

During the summer, many have been submitting to our next teaching innovation issue “*Fashion as Marketing Education Metaphor: Timeless Pieces and Of-the-Season Must Haves*”, co-edited by Dr. Amy Watson (Valdosta State University) and Dr. Michael Levin (University of Louisiana at Lafayette). We have received double-digit submissions, and I am continued to be impressed and inspired by the innovative ideas of our peers.

Another exciting opportunity is a special issue that we have been preparing on the topic of “*Societal Impact in Marketing Education*”, co-edited by Dr. Ginger Killian (Rollins College) and Dr. Jeff Tanner (Old Dominion University). In this issue, the goal of the special issue is to provide a resource for marketing educators seeking ideas to connect marketing concepts with societal impact in the community. More details can be found below. The due date for this submission is February 1st, 2024.

https://think.taylorandfrancis.com/special_issues/societal-impact-marketing-education/

As always, I am looking to connect with like-minded Marketing Education enthusiasts! Whether you are an experienced teacher or an emerging star, I can always find opportunities for individuals to be engaged with our journal. If you have a desire to learn more or help serve, please contact me at lee.mark@torontomu.ca. I am always looking to grow our team (i.e., Editorial board, Ad-hoc reviewers). I am also looking forward to the connecting with people in SMA Fort Worth this November.

Lastly, if anyone would like to connect with me on LinkedIn, I would welcome your connection: www.linkedin.com/in/prof-marklee

Seung Hwan (Mark) Lee
lee.mark@ryerson.ca



Fort Worth —A Visual Introduction



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](#)



SMA SOCIETY FOR MARKETING ADVANCES

Conference and Hotel Registration information

2023 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 – Oct 29)	Late Registration (Oct 30 - Nov 11 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

Registration link:

<https://sma2023.dryfta.com/attendee-registration-tickets>

2023 SMA Annual Conference Theme

THE WILD, WILD WEST: FINDING THE BALANCE BETWEEN BIG DATA, ANALYTICS, AND ETHICS

November 8 - 11, 2023

Please make your hotel reservations, by October 12, 2023.

Reserve your Room:

<https://sma2023.dryfta.com/72-travel-information>

Hilton Fort Worth
815 Main St Fort Worth,
Texas 76102 USA
phone +1 (817) 870-2100

Room	2 Double Beds Room	1 King Bed with sofa bed
Rates	\$189 + tax	\$189 + tax
		

2023 Taylor & Francis/Routledge Society for Marketing Advances Distinguished Scholar Award

Society for Marketing Advances (SMA) is proud to announce the recipient of the **2023 Taylor & Francis/Routledge Society for Marketing Advances Distinguished Scholar Award - Dr. Linda Price at University of Wyoming**. Dr. Price will be recognized at the 2023 SMA annual conference in **Dallas Fort Worth, TX (Nov 8-11,2023)** where she will also give a keynote address on **November 10, 2023 from 10.30 am to 12 pm**.



Dr. Linda L. Price is Professor of Marketing and Dick and Maggie Scarlett Chair at University of Wyoming, her alma mater. She has been named: *Association of Consumer Research Fellow, American Marketing Association Fellow, Academy of Marketing Science Distinguished Educator, CBSIG Lifetime Achievement Awardee*, and recipient of the *AMA V Kumar Doctoral Student Mentorship Award*. Her long record of service includes serving as Editor of *Journal of Consumer Research*, President of the *Association for Consumer Research*, and President of *American Marketing Association Academic Council*. She currently serves on the advisory board or editorial review board for several leading marketing journals. Linda combines qualitative and quantitative

methodologies to examine consumer and collective practices, identity, adaptation and change, materiality, and network interactions. Her work has applications for services marketing, brand relationships, customer experiences and sustainability. Several of her papers are considered seminal, and many introduced new constructs to the marketing field such as: the Market Maven, Commercial Friendships, Imagery Processing, the Fresh Start Mindset, and Family Identity. Much of her scholarship has been published with her beloved PhD students. Linda is most grateful for the opportunity she has had to meet, work with and mentor PhD students, watching them blossom and grow.

For more information about SMA please visit <https://societyformarketingadvances.org/>. For a list of previous recipients of the Distinguished Scholar award please visit <https://societyformarketingadvances.org/DScholars>.

Member News

Laura Muñoz Award Announcement



Laura Muñoz,
Associate Professor
of Marketing,
University of Dallas

The **Laura Munoz award** is given to those who win three best paper awards during three consecutive years. This award signifies a sustained excellence in research and was created to honor Laura's late uncle, **Dr. Claudio Serviere**, who served as a role model for her to pursue a Ph.D. and be involved with the society.

Laura adopted two more dogs so now they are a family of seven!
From left to right: Saint, Jelly, Barnaby, and Ripley.



SCOB has a new Dean!



Dr. Aimee Mellon has accepted the position of **Dean** at the **Stephens College of Business (SCOB), University of Montevallo**. She previously served as a Department Chair and an Interim Dean between 2019 to 2023.

Aimee has a PhD in Marketing from Old Dominion University, and an MBA and BBA from University of Central Arkansas.

Congratulations Dean Mellon!

Moving up



Dr. Shannon McCarthy was awarded tenure and granted promotion to **Associate Professor of Marketing** at **Harmon College of Business and Professional Studies, University of Central Missouri**, during 2023 Spring semester. But there is more! This summer, she was named **Interim Chair** of the **Department of Marketing, Public Relations, and Sport Management**.

Congratulation Shannon from the SMA family!

And 'again' the winner is...

Jin-Woo Kim, an **Associate Professor of Marketing** at **Georgia Southern University**, received the **2022-2023 Professor of the Year award** from **Georgia Southern SAAC (Student-Athlete Advisory Committee)** on April 25th. He was also a **finalist** for the **Sun Belt Conference Faculty of the Year award**. It should be noted that Dr. Kim was also featured in our Spring 23 newsletter for receiving the college teaching award during April, 2022.



Member News

Emerging Leader



In May 2023, **Dr. Gina Brynildsen** was awarded the **"Emerging Leader Award"** from the **College of Business Administration at Sam Houston State University**. The Emerging Leader Award recognizes a junior faculty member who has gone above and beyond in teaching, research, and service. She is the **first recipient** of the award. **Gina** is currently an **Assistant Professor of Marketing at Sam Houston State University**.

Congratulations Dr. Brynildsen!

Congratulations Doc!

Over the past few months, **Alec Slepchuck** has successfully defended his dissertation, and graduated from **UMass-Amherst** with a **PhD in Marketing**. He began his **first academic job** as an **Assistant Professor of Marketing** at the **University of Louisiana at Lafayette**.

This short write up from UMass includes some additional information: <https://www.isenberg.umass.edu/news/place-i-was-meant-be-alec-slepchuk-13-23-phd-studying-isenberg>

Don't forget to congratulate **Dr. Slepchuck** when you see him next time!

At the helm...

Dr. Mick Andzulis has been reappointed as **Chair of the Marketing Department at Ohio University** for another three year term. Last year he had accepted an additional Chair role overseeing the Department of Sports Administration on an interim basis. This year, Mick has agreed to serve again in an interim capacity overseeing a second department at the Dean's request as **Chair of Analytics and Information Systems**. Dr. Andzulis was also reelected to a second term as **Secretary of Faculty Senate**. Busy busy!

"Hope everyone is doing well and look forward to seeing some familiar Marketing faces at our conferences this year!"

New Beginnings

Barbara Wooldridge moved from being a professor of Marketing at UT Tyler to a **Clinical Professor of Marketing** at the **Kelley School of Business at Indiana University**. **Colin Piacentine** started in new position as **Assistant Professor of Practice** at **Tombras School of Advertising and Public Relations, University of Tennessee**. **Congratulations!**



Alec Slepchuck
University of Louisiana at Lafayette



MICK (James "Mick" Andzulis)

Board of Governors

Current Board of Governors (2023—2024)

Diane R. Edmondson (Chair)
Middle Tennessee State University
Member-at-Large

Dana Harrison
East Tennessee University
2023 - 2024 SMA President

Christopher Hopkins
Auburn University
SMA Distinguished Fellow

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

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ahorky@una.edu



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pelletierm@uncw.edu



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