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2025 SMA Conference:

Las Vegas, NV

November 5-8

societyformarketingadvances.org



Greetings from Jie Fowler, President

Dear SMA Community,

I want to take a moment to express my deepest gratitude to each and every one of you for making SMA 2024 in Tampa, FL, a remarkable success. With over 420 attendees representing 40 states and 13 countries, this conference truly showcased the strength and reach of our marketing community. Your enthusiasm, engagement, and dedication made SMA 2024 an unforgettable experience.

SMA annual conference features a broad spectrum of marketing topics. From digital transformation and consumer behavior to branding strategies and ethical marketing, SMA provides a platform for scholars to push the boundaries of knowledge and practice. One of the greatest strengths of the SMA conference is the dynamic exchange of ideas that takes place among scholars. Whether in formal presentations or informal hallway discussions, the energy and passion for marketing research and education are inspiring.

As we continue to grow and evolve, we are excited to announce that experiential consumption will be a key focus of 2025 SMA conference. This theme reflects the changing dynamics of consumer behavior, emphasizing how individuals engage with brands, products, and services in immersive and meaningful ways. We look forward to insightful discussions and research contributions that explore this concept in depth.

Additionally, SMA is strengthening our partnerships with academic journals to ensure that the groundbreaking research presented at our conference reaches wider audiences and drives impact. We are proud to collaborate with prestigious publications, including: Marketing Education Review (MER), Journal of Marketing Theory and Practice (JMTP), Journal of Macromarketing, International Journal of Advertising and more.

As we look ahead to SMA 2025, we encourage you to consider submitting your research. More details about our next gathering will be shared soon, so stay tuned! Looking forward to seeing you in Las Vegas!

Best regards,
SMA President

Jie Fowler



GREETINGS FROM THE 2024 PROGRAM CHAIR

Mark Pelletier

Hello, SMA Family!

We're excited to invite you to join us for the 2025 SMA Conference in Las Vegas, Nevada, this November. This year's theme, "All in on Experience: Betting on Consumer Insights and Engagement," highlights the critical role of immersive and insightful marketing strategies in today's dynamic consumer landscape.

Experiential marketing empowers marketers to build deeper connections with consumers by immersing them in dynamic brand interactions. Leveraging digital innovations—from augmented and virtual reality to personalized mobile experiences—marketers can transform traditional touchpoints into impactful, meaningful encounters. These strategies not only capture consumer attention but also foster long-lasting brand loyalty.

As always, we welcome papers exploring a broad spectrum of marketing topics, including experiential marketing, consumer behavior, sales and retail management, consumer well-being, macromarketing, social media strategies, and service marketing. In addition to our main sessions, we will feature interactive workshops, a doctoral student consortium, and journal special issues and symposiums.

You can find more details in the Call for Papers (CFP) here: <https://sma2025vegas.dryfta.com/index.php>
Submit your papers directly through our Dryfta website: <https://sma2025vegas.dryfta.com/73-submission-guidelines/attendees-authors-registration>

Hotel and travel information can be found at: <https://sma2025vegas.dryfta.com/72-travel-information>
Book your room directly at: https://book.passkey.com/event/50775346/owner/11282514/home?utm_campaign=296536269
The conference will take place at the Sahara Las Vegas, an iconic hotel located directly on the vibrant Las Vegas Strip. The Sahara combines classic Vegas charm with contemporary comfort, offering excellent amenities, dining, and entertainment options, making it an ideal venue to network and enjoy your stay.

Thank you for your continued support of SMA—your involvement is essential to our success, and we greatly value your contributions to our community. I look forward to welcoming you personally to an engaging and memorable conference experience in Las Vegas.

If you have questions or need further information, please don't hesitate to contact me at pelletierm@uncw.edu.

Warm regards,
Mark Pelletier 2025 SMA Program Chair

Mark Pelletier
SMA 2025 Program Chair,
President-Elect
pelletierm@uncw.edu



GREETINGS FROM THE 2025 PROGRAM CHAIR

Mark Pelletier

All In on Experience: Betting on Consumer Insight and Engagement

Las Vegas, NV

November 5-8, 2025

Las Vegas, the ultimate experiential destination, is a masterclass in crafting unforgettable moments—where vibrant visuals, dynamic soundscapes, and immersive interactions captivate millions each year. Inspired by this iconic setting, the 2025 SMA Conference invites marketing scholars to explore the evolving landscape of consumer experiences and engagement, uncovering how brands create meaningful and memorable connections in an increasingly complex marketplace.

Consumer experience has become the definitive differentiator in today's marketing landscape. Businesses are 'betting big' on strategies that transform routine touchpoints into extraordinary consumption journeys, leveraging behavioral science, immersive storytelling, and cutting-edge technology to deepen engagement. This year's theme challenges researchers to go 'all in' on bold and innovative ideas, delving into the interplay between digital and physical experiences, branding, product innovation, and the human touch in fostering lasting consumer relationships.

However, as with any high-stakes gamble, crafting impactful experiences comes with challenges. Scholars are encouraged to examine the ethical concerns of data privacy, the risks of over-automation, and the importance of inclusivity in engagement strategies. As brands navigate this delicate balance, marketing research plays a crucial role in shaping the future of consumer interactions.

The 2025 SMA Conference welcomes submissions across all areas of marketing research, with a special focus on experiential consumption, sensory marketing, branding, and digital engagement. Contributions outside the theme that advance marketing theory and practice are equally encouraged.

Join us in Las Vegas and be part of the conversation shaping the future of consumer experiences!

Mark Pelletier

2025 SMA Program Chair

GREETINGS FROM THE 2025 PROGRAM CHAIR –Continued

Mark Pelletier

CFP SMA 2025

Tracks

ARTIFICIAL INTELLIGENCE AND MARKETING

Atefeh Yazdanparast Ardestani
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DOCTORAL STUDENT RESEARCH (Only open to doctoral students) TRACK

***Best paper will receive the Mathew Joseph Award**

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****To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon.**

****Awards will be announced on SMA website.**

GREETINGS FROM THE 2025 PROGRAM CHAIR –Continued

Mark Pelletier

THE EXPERIENCE ECONOMY

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LUXURY CONSUMPTION

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SOCIALLY RESPONSIBLE MARKETING UNDER CONDITIONS OF AI (Related to Journal of Macromarketing SI)

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MARKETING AND PUBLIC POLICY

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****Awards will be announced on SMA website.**

GREETINGS FROM THE 2025 PROGRAM CHAIR –Continued

Mark Pelletier

MARKETING EDUCATION

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University of Lethbridge

TOURISM, HOSPITALITY, FOOD, MUSIC & SPORTS MARKETING

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SPECIAL SESSIONS/ PANEL PROPOSALS

Linda (Joie) Hain
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Clayton State University

DISTINGUISHING TEACHING (Please email the document to Cindy B. Rippé directly)

Cindy B. Rippé
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University of Georgia

INNOVATION IN TEACHING COMPETITION

Larry Neale
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Queensland University of Technology

TEACHING MOMENTS

Michelle Sullivan
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GREETINGS FROM THE 2025 PROGRAM CHAIR –Continued

Mark Pelletier

East Tennessee State University

Jen Riley
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Vanderbilt University

DISSERTATION COMPETITION

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Christopher Newman
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University of Mississippi

37TH ANNUAL DOCTORAL CONSORTIUM

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

Journal CFP

**International Journal of Advertising*

[IJA symposium](#)

**Journal of Macromarketing*

[How can AI lead to market and consumer emancipation](#)

** Journal of Marketing Analytics, Forthcoming*

**Journal of Marketing Theory and Practice, Forthcoming*

**Journal of Consumer Marketing*

[The Future of Influence in the Age of AI: Cultural Dynamics, Experiential Consumption, and Consumer Well-Being](#)

Conference paper submission
<https://sma2025vegas.dryfta.com/>

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**Awards will be announced on SMA website.

Society for Marketing Advances - 37th Annual Doctoral Consortium

The Society of Marketing Advances proudly announces its 37th Annual Doctoral Consortium, which takes place on November 5 - 6, 2025, in conjunction with the SMA annual conference (November 5 – 89) in Las Vegas, Nevada at the Sahara Las Vegas. As this year's co-program chairs, we'd like to welcome both nominators and nominees to begin thinking about the nomination of excellent doctoral students from your program. Specifically, we invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates from their program as their 2025 doctoral consortium fellow(s). More than one student per school may be nominated and self-nomination is acceptable. Please note the various dates we provide below and the materials necessary for nomination.

The selection and registration process begins with a submission package, which will include the nominee's CV, and a 250 (or less)-word bio and picture. We encourage Doctoral Program Coordinators and faculty to nominate outstanding students, or students may nominate themselves. Please send these materials to Dr. Christopher Hopkins by September 30TH at cdh0059@auburn.edu. Once the nominee's eligibility has been confirmed, the nominee will be asked to complete the conference registration form and submit the conference/consortium registration fee. Registration rate for the consortium and conference 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 15, 2025.

Registration materials will be made available via the SMA website soon. Please watch for a web blast providing a link for all necessary information.

As your hosts, we would like to continue the SMA tradition of making this an informative, memorable, and rewarding experience for all. We are lining up an all-star cast of eminent and emerging scholars in the field, with an exciting, interactive two-day program that doctoral students will not want to miss! Further, several opportunities for fellows to network with both newly-minted PhD scholars and eminent scholars from various subdisciplines in marketing will be a part of the program. Events will include opportunities for students to gain knowledge in teaching, research methods, publication advice, as well as the inclusion of an interactive session we call Speed Doctoring, in which students have an opportunity to get feedback on their dissertation ideas from multiple scholars and fellows.

The focus of this year's SMA conference in line with the service offerings in Las Vegas is: All In on Experience: Betting on Consumer Insight and Engagement. Full information on the conference and accommodation can be found on SMA's conference website: [SMA 2024 \(dryfta.com\)](http://SMA2024.dryfta.com).

We look forward to seeing you in Las Vegas!

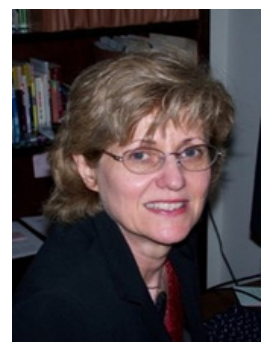
Co-Chairs



Christopher D. Hopkins
cdh0059@auburn.edu



Pia A. Albinsson
albinssonpa@appstate.edu



Sharon E. Beatty
sbeatty@cba.ua.edu

Innovations in Teaching Competition

Are you an innovative teacher? Do you want to be recognized for your innovation? Would you like to meet other innovative instructors and share your ideas? The Innovations in Teaching competition at SMA is an excellent forum to present your teaching innovations in a fun, competitive, collegial, and supportive environment.

Submit a five-page (max) explanation of your innovation by **July 1, 2025** and include:

- the challenge or opportunity your innovation addresses
- how your innovation is implemented, and for which marketing courses would it best fit
- what makes it innovative

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

I hope you will consider this opportunity and please reach out to me via email if you have any questions.

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

Distinguished Teaching Competition

This national competition recognizes mid-career and senior academics who demonstrate outstanding teaching excellence and innovation. Ideal candidates will have a strong record of impactful teaching innovation and contributions to the discipline through service and scholarly work (e.g., journal publications focused on teaching and learning).

To view past winners and get a sense of the caliber of previous recipients, please visit: 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>.

Self-nominations are welcome, or you may nominate a colleague—we'll happily reach out to them. If you have any questions or would like to recommend someone, please get in touch with Cindy.Rippe@ung.edu.

Cindy Rippe
University of North Georgia .

SMA Teaching Moments

We are delighted to announce the call for submissions for the much-anticipated Teaching Moments track at the upcoming SMA 2025 conference. This track has consistently stood out as a highlight, capturing the imagination and enthusiasm of our attendees.

In a dynamic showcase of pedagogical ingenuity, each participant will be afforded a brief window of three minutes to share their groundbreaking teaching methodologies. These presentations are designed to capture innovative strategies that enhance student engagement and learning outcomes, applicable across both online platforms and traditional classroom settings.

At the end of the three minutes, each presenter will be greeted with thunderous applause, an acknowledgment of the transformative ideas shared and the collaborative spirit of the educational community at SMA.

The feedback from past participants speaks volumes about the impact of the Teaching Moments track. Attendees have expressed profound appreciation, with testimonials reflecting the tangible benefits reaped from implementing the shared ideas. "I have taken away so many great ideas from these sessions and used them successfully to make my class more hands-on and fun," one participant noted. Another echoed the sentiment, stating, "This is my favorite session to attend at SMA every year!"

Please submit your proposals and join us in what promises to be a riveting and inspiring exchange at **SMA 2025**.

Co-chairs:

Sullivan, Michelle
sullivan@mail.etsu.edu
East Tennessee State University

Jen Riley
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Vanderbilt University

2025 SMA Doctoral Dissertation Competition

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

- \$250 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

- \$150 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

Submission Criteria and Procedures:

Eligible entrants are doctoral candidates who are in any stage of their dissertation phase. Thus, eligible students must have completed all their coursework but not yet defended their dissertation at the time of submission. The candidate's dissertation advisor may be asked to submit a letter stating that he/she meets this criteria. 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. Documents must be formatted in MS Word, double-spaced, using Times New Roman 12-point font with 1 inch margins all around and must use the style of the Journal of Marketing. Proposals are limited to 15 pages, including title page (see below), an abstract of 150 words or less, all figures, tables, and references. The submission must be solo-authored by the doctoral candidate. Proposals not complying with all of these guidelines will not be eligible for review.

The winner(s) MUST attend the Society for Marketing Advances Annual Conference and present their research in order to receive their award. Students that do not win are still strongly encouraged to present their paper in a special doctoral dissertation session(s) at the conference.

Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following info on a separate title page: title, author's name, institutional affiliation, postal mail address, e-mail address, telephone number, and name of primary dissertation advisor.

Proposals are evaluated through blind reviews, and reviewer comments will be provided to the author.

THE SUBMISSION DEADLINE IS JULY 1, 2025.

How do I submit? Submit your paper (with the abstract included) electronically through the SMA submission system just as you normally would at www.societyformarketingadvances.org. Make sure to select the "Dissertation Proposal Competition" track when submitting. Then separately email the paper and abstract to Lou E. Pelton at Lou.E.Pelton@unt.edu, and Christopher Newman at cnewman@bus.olemiss.edu. Please write "SMA Proposal Competition" in the subject line.

For questions please contact:

Dr. Lou E. Pelton at Lou.E.Pelton@unt.edu

Dr. Christopher Newman at cnewman@bus.olemiss.edu.

Academic Placement Services Update

This past year we had 12 Hiring Institutions and 30 Job Candidates participating in the Society for Marketing Advances Academic Placement Service. If your university is hiring or you are on the search for a new place to call home, please sign up for Academic Placement Services this year. This is a great opportunity for universities to connect with some outstanding job candidates to fill their marketing faculty positions.

Are you or a contact looking to be an official SMA sponsor? This is a great opportunity to connect with marketing faculty about your programs and products. We are excited to welcome back our loyal returning sponsors and bring in some new sponsors too. If you, your department/ university, or any of your business contacts may be interested in sponsorship, please reach out so we can let you know about some opportunities that would be a good fit. We are excited to connect our sponsors with our amazing SMA community.

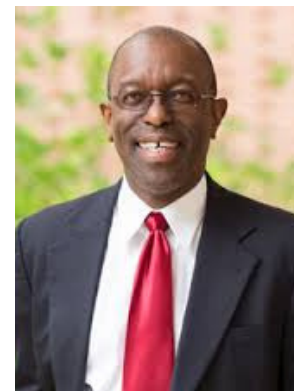
Jim Blair
james.blair@eku.edu



Member News

New Beginnings

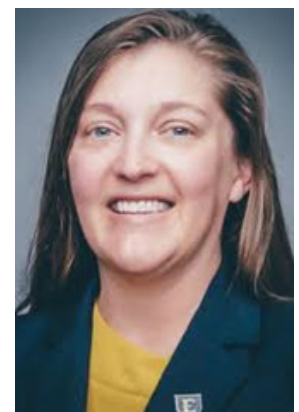
We want to thank **Dr. Alvin Williams** for his service to the academy and continued engagement with SMA. He recently retired April 1, 2025 after 16 years at the University of South Alabama and 28 years at the University of Southern Mississippi!



Moving up!

Michelle Sullivan recently defended her dissertation *THE IMPACT OF BRAND ACTIVISM ON CONSUMER BEHAVIOR: EXPLORING THE MEDIATING AND MODERATING FACTORS IN POLITICAL CONSUMERISM* from University of South Alabama, and will be graduating in May. Her PhD concentration is in Marketing.

Congratulations **Dr. Sullivan!**





From the Editors

Greetings from the Journal of Marketing Theory and Practice! We would like to thank the members of the SMA community for their support of JMTP.

The Fall SMA Conference featured the annual meetings of both the Senior Advisory Board and the Editorial Review Board for JMTP. A significant portion of the discussion centered on shaping the journal's future direction and strategic priorities. We were also pleased to announce Dr. Audhesh Paswan, Professor of Marketing at the University of North Texas, as the recipient of the 2024 JMTP Best Reviewer Award. The continued success of the journal relies heavily on the invaluable contributions of dedicated reviewers like Dr. Paswan, whose commitment helps uphold the journal's scholarly excellence.

2024 Outstanding Paper Award was presented to Drs. Christopher L. Campagna, Naveen Donthu, and Boonghee Yoo for their publication titled, "Brand Authenticity: Literature Review, Comprehensive Definition, And An Amalgamated Scale." 2024 Top Cited Article (191 citations in the past 12 months) was presented to Drs. Marko Sarstedt, Joseph F. Hair Jr, and Christian M. Ringle for their publication titled, "PLS-SEM: Indeed A Silver Bullet" – Retrospective Observations And Recent Advances." 2024 Top Downloaded Article (4,132 downloads in the past 12 months) was presented to Drs. Eugene Cheng-Xi Aw and Raj Agnihotri for their publication titled, "Influencer Marketing Research: Review And Future Research Agenda."

We would also like to share with the SMA family a significant update. JMTP achieved over 160,000+ downloads in 2024, a 133% increase since 2020 and a 4.4% year-over-year growth from last year.

The credit goes to all our authors, reviewers, ERB members, SAB members, the editorial team, and the T&F support group. Notably, Social Media Editor, Dr. Jennifer L. Stevens (The University of Toledo) has initiated several campaigns and journal is reaping the benefits of her efforts and strategy.

You can find JMTP online at: [LinkedIn](#) | [Twitter/X](#) | [Facebook](#)

We want to express to the SMA community that it is truly a privilege to serve the journal, and we deeply value your ongoing contributions and engagement. We encourage you to continue considering JMTP as an outlet for your scholarly work.

If you are interested in serving as a reviewer and supporting the journal's mission, we would be delighted to hear from you. Please feel free to reach out to us at raj2@iastate.edu or annie.cui@mail.wvu.edu.



Annie Peng Cui,
Co-Editor-in-Chief



Raj Agnihotri,
Co-Editor-in-Chief



For those of you who do not know me, I am Chris Hopkins, Jean Howard Lowe Professor of Marketing at Auburn University and in January of 2025 I assumed the role as the new Editor-in-Chief of Marketing Education Review. I cannot tell you how honored and humbled I am to assume this new role. I would first like to thank the selection committee consisting of Greg Marshall and Pia Albinsson for their faith in bestowing me with the privilege of serving MER and SMA. I assure you; I will make every effort to live up to your confidence. I would also like to thank Mark Lee, the former EIC for all his efforts in working to make the transition a smooth one. Mark has left the journal in excellent shape, and I am forever in his debt for his kindness and patient support throughout my move into this new role. Finally, I would like to thank Hannah Shakespeare, Portfolio Manager, with Taylor and Francis/Routledge for all her support as I learn the nuances of Scholar One and MER.

This is an exciting time for MER as we have several special issues underway or in development for the future. First, we have our annual Innovations in Teaching Competition Special Issue on “Transformative Pedagogies: Harnessing New Technologies to Elevate the Student Experience.” with guest editors, Priscilla Peña, Jen Riley, and Nicole Davis. This special issue is concluding soon with manuscripts being accepted or nearing final decisions, with publication later this year. We next have a special issue entitled “Leveraging Artificial Intelligence Ethically for Enhanced Marketing Education,” special issue editors are Melanie B. Richards and Chelsie M. Dubay. This special issue has had an overwhelming response rate and is expected to be one of MER’s most impactful issues. We anticipate publication sometime in early 2026.

Moving forward, we just recently approved a proposal for a special issue entitled, “The Evolving Role of Marketing Education in a Rapidly Changing World.” This issue will be edited by Emily Tanner and Ania Rynarzewska. These guest editors will be hosting a symposium at the November meeting in Las Vegas, where valuable information for publishing in the issue will be presented. Interested researchers can gain additional information about the issue at the MER website (Society for Marketing Advances / MER Symposium and Special Issue: The Evolving Role of Marketing Education in a Rapidly Changing World). The symposium submission deadline will be June 1, 2025 and the special issue submission deadline is set for March 1, 2026.

We also have two additional special issues in the works, the annual Innovations in Teaching for the 2025 meeting will be guest edited by the 2024 winners, Priyanka Singh and Lei Huang, with CFP, going out in early Summer. We are also in the early stages of developing a special issue entitled “Revisiting Effective Teaching Practices in Professional Sales and Sales Management.” A call for proposals will be out soon.

Finally, as we are moving forward, MER is hoping to appoint a Director of Social Media to manage our Social Media presence and promote the journal. Keep an eye out for a Call for Nominations for this position. I also hope to significantly expand our editorial review board, both domestically and internationally.

I am very excited about the future of MER and welcome any thoughts or questions you may have about the journal and our special issues. If you have interest in serving as an Ad Hoc reviewer or serving on the editorial review board, feel free to contact me anytime at MER@auburn.edu. Doctoral students in particular are encouraged to consider serving as Ad Hoc reviewers.

Best wishes,

Chris



2025 Taylor & Francis/Routledge Society for Marketing Advances

Society for Marketing Advances (SMA) is proud to announce the recipient of the 2025 Taylor & Francis/Routledge Society for Marketing Advances Distinguished Scholar Award – Dr. Joe F. Hair, Jr. at the University of South Alabama. Dr. Hair will be recognized at the 2025 SMA Annual Conference in Las Vegas, NV (November 5th-8th).

Dr. Joe Hair is the Director of the Ph.D. Program in Business Administration, Mitchell College of Business, University of South Alabama, U.S.A. He is ranked #1 globally by Clarivate Analytics in Marketing, Multivariate Data Analysis, SEM and PLS-SEM. Dr. Hair has been active for many years in the SMA, having served as President, Treasurer, Secretary, Proceedings Editor, Fellow, and Chair/Member of the SMA Board of Governors.

His career citations exceed 515,000 and his H-Index is 136 and I-10 is 580. Joe has published over 145 editions of his books, including Multivariate Data Analysis, Cengage Learning, U.K., 8th edition 2019; Essentials of Marketing Research Methods, McGraw-Hill, Inc., 7th edition 2026; Essentials of Business Research Methods, Routledge, 5th edition 2024; A Primer on Partial Least Squares Structural Equation Modeling, Sage, 3rd edition, 2022; Advanced Issues in Partial Least Squares Structural Equation Modeling, Sage, 2nd edition, 2024; Partial Least Squares Structural Equation Modeling (PLS_SEM) Using R, Springer, 2022; and Essentials of Marketing Analytics, 2nd edition, McGraw-Hill, 2024.

He has published 160+ articles in scholarly journals such as the Journal of Marketing Research, Journal of Academy of Marketing Science, Organizational Research Methods, Harvard Business Review, European Journal of Marketing, Journal of Family Business Strategy, Journal of Marketing Theory & Practice, European Management Journal, and others. He is currently co-authoring a new book on Analytics Based Selling in the Era of Big Data, Sage, forthcoming 2026.

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





VOLUNTEER OPPORTUNITY FOR DOCTORAL STUDENTS

The Society for Marketing Advances is looking for FOUR doctoral students to serve in a support role for the upcoming 2025 conference in Las Vegas, NV. Students must be in a doctoral program during the Fall of 2025, 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); lunches and snacks will be provided every day; and students will share a staff room rate of approximately \$100 a night at the lovely Sahara Las Vegas checking-in on Tuesday, checking out Saturday. They must be available the entirety of the conference. It should also be noted that the selected doctoral students are not allowed to attend the 2025 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 Mark Pelletier at pelletierm@uncw.edu, please provide the following information by September 1, 2025: In the email please provide the following information. Name: Country of Origin: Doctoral Institute: Number of Years in Program: Have you ever attended SMA? Yes, in 202____, _____, _____, 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?



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 \$1,000. 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 2025, 2026 and 2027, the award would bear your name from 2025 through 2027.

Named awards will be announced on the website, social media, in the Conference Program, at the Awards Luncheon, and advertised throughout the year. Sponsor commitments are requested by August 1st, 2025 for planning purposes and to be included in the program.

There are also other Sponsorships available including: Doctoral Consortium Teaching Competitions Doctoral Dissertation Proposal Competition Best Paper Sponsors Morning and Afternoon Breaks Welcome and President's Reception App Sponsor Individual Supporter.

Please contact the **Executive Director, Bryan Hochstein**, at bwhochstein@ua.edu for more information.

LAS VEGAS –A Visual Introduction



#SMA2024 - A RECAP



Discover the Sahara! Las Vegas at a glance.

The Hotel: Sahara Las Vegas



FUN facts about the Sin City and things to do

Did you know?

There is a secret city below Las Vegas!

The Beam from the Luxor can be seen from space!

The Golden Nugget has a waterslide that goes through a shark tank!

You can still catch tons of Elvis impersonators performing around the city!

Some places to visit

- The Strip
- Bellagio Fountains
- Fremont Street Experience
- The Venetian and Gondola Rides
- High Roller Observation Wheel
- Red Rock Canyon
- Neon Museum
- The Mob Museum
- AREA15

Places to eat : Personal favorites

É by José Andrés (Inside Jaleo at The Cosmopolitan)

A hidden, ultra-exclusive chef's tasting counter with only 8 seats. It's a multi-course avant-garde Spanish dining experience that feels more like theater than dinner. Perfect for foodies who want something unforgettable.

Gordon Ramsay Hell's Kitchen (Caesars Palace)

Inspired by the hit TV show, this spot serves modern American cuisine with a twist. Signature dishes include the famous Beef Wellington and sticky toffee pudding. It's delicious, stylish, and very "Vegas."

Conference and Hotel Registration Information:

2025 SMA Annual Conference Theme
All In on Experience: Betting on Customer Insights and Engagement

November 5 - 8, 2025

Please make your hotel reservations, by October 12, 2025.

Reserve your Room:
Sahara Las Vegas
2535 S Las Vegas Blvd, Las Vegas, NV 89109
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https://book.passkey.com/event/50775346/owner/11282514/home?utm_campaign=296536269

HOW TO REGISTER:
2025 Conference Registration Site Forthcoming
Link:

Conference Registration (dryfta.com)

	Marra Style King Bed	
Rates	\$189 + tax per night	



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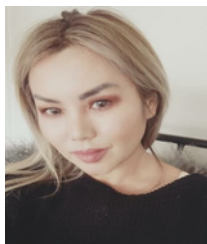
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**2025 SMA Annual
Conference November 5-8,
2025 Las Vegas**



IJA-SMA SYMPOSIUM CALL FOR PAPER

Las Vegas, NV

Nov 5-8, 2025

International Journal of Advertising (IJA) is an international, peer-reviewed journal which publishes high quality, original research contributions to scientific knowledge. All manuscript submissions are subject to initial appraisal by the Editor, and, if found suitable for further consideration, to peer review by independent, anonymous expert referees.

IJA publishes original contributions on all aspects of marketing communications from the academic, practitioner and public policy perspectives. It includes: advertising and media, direct marketing, sales promotions, sponsorship, public relations and integrated marketing communications (IMC). There are three features that distinguish IJA, which collectively provide a unique position for the journal.

1. IJA focuses on issues of concern to practitioners, academics and policy-makers from a conceptual perspective.
2. IJA has an underlying interest in public policy relating to marketing communications, which is regularly addressed in the journal and in frequent special issues.
3. The make-up of the IJA Editorial Advisory Board provides a comprehensive and genuinely international pool of reviewers. Each submission is assessed by three reviewers in a double-blind process.

Submission guidelines

Only **full papers** submitted for the IJA symposium will be eligible for presentation at the IJA-SMA symposium. At the symposium, authors will be given a 20 to 30-minute time slot to deliver their presentations, which will be evaluated by the guest editors/panels and audiences. Feedback will be given at the symposium. Following the symposium, selected/revised papers will undergo additional review, in order to be published in the journal's regular issues. The work must be submitted within three months following the Symposium, and the final decision will be made by experts who possess ample expertise in the field of advertising. It should be noted that data does not necessarily to be cross-cultural. For example, the data obtained solely in the United States is adequate for submission.

The initial submission should be made through the SMA website. Invited manuscripts must then be submitted to the *International Journal of Advertising (IJA)* submission site for a second round of blind review, with a deadline of **March 1, 2026**. Accepted papers will be published in upcoming regular issues of IJA.

Thank you, and we look forward to receiving your submission.

Guest Editor

Jie Fowler, Pia Albinsson, and Amy Watson

CALL FOR PAPERS**Journal of Macromarketing****The Special Issue on****How can AI Lead to Market and Consumer Emancipation? Revisiting the Transformative Ideals of Socially Responsible Marketing Under Conditions of AI**

Submission Deadline: March 1, 2026

Consumers' power and influence in shaping market dynamics fundamentally amplify market dynamics and consumer emancipation. It has now attained a level of nearly axiomatic recognition that the occurrence of empowerment enables consumers to contest exploitative institutions (Robinson & Acemoglu, 2012) and market frameworks, thereby affirming their preferences and values, which culminates in a more equitable interaction between consumers and the market (Fisk, 1981). Indeed, this very principle has been instrumental in the evolution of the entire field of Macromarketing.

Within contemporary academic conversations, Artificial Intelligence (AI) has surfaced as a zeitgeist, fundamentally transforming business and greatly enhancing human experiences in unique manners (Kunz & Wirtz, 2023). AI possesses the capability to streamline and magnify consumer preferences while concurrently fostering market efficiency (André et al., 2018), a phenomenon intriguingly being referred to as the Algorithmic Consumer Culture (Airoldi & Rokka, 2022). The profound capacity of AI to redefine consumer interactions and market dynamics is now broadly recognized within scholarly and professional communities (Guha, et al., 2024; Huang & Rust, 2021, 2022). This evolution presents marketers with the opportunity to harness the swift progressions within this domain (Davenport et al., 2020).

While the visual representation appears to illustrate a highly optimistic consumer landscape, the apprehensions surrounding artificial intelligence may be equally intricate (Fowler et al., 2024), with one of the most salient examples being the matter of consumer agency, which in itself constitutes the metatheoretical framework of market emancipation. This dichotomy engenders a multifaceted environment for consumers, enterprises, and regulatory bodies to negotiate (Puntoni, 2024). Empirical evidence suggests that as the delineation between human and machine becomes increasingly indistinct, such posthuman affiliations and circumstances may invoke a spectrum of adverse emotional responses (Zimmerman et al., 2023; Thyroff et al., 2023). Furthermore, Fowler et al. (2024) adopt a neocolonialism framework to provide novel insights into these dynamics, underscoring the imperative of pre-emptively addressing potential hazards associated with artificial intelligence. On the other hand, Ferrell et al. (2024) highlight the critical need for the formulation of ethical paradigms tailored to artificial intelligence to mitigate risks and avert negative repercussions for individuals and society at large. Shankar (2024) expands upon this dialogue by elucidating further ethical dilemmas and advocating for the development of accountable AI systems. These reflections accentuate the essentiality of instituting substantial social responsibility regarding artificial intelligence.

As artificial intelligence (AI) continues to exhibit its potential for transformative impact, it is imperative that it is utilized responsibly to address challenges such as algorithmic bias, erosion of human agency, and the exacerbating digital divide. Macromarketing provides a comprehensive framework for examining the alignment of AI with societal and environmental goals, thereby promoting inclusive and sustainable development. The Journal of Macromarketing has consistently led in addressing the most intricate issues, which are often 'affectionately' being termed as the 'wicked problems of marketing' (for an engaging discussion, refer to Wooliscroft [2016]); AI appears to be advancing in a similar trajectory, and the Journal bears an almost sacred obligation to engage with this matter. Recently, several commentaries and scholarly articles have been published in the Journal. However, a pressing necessity exists to address this topic with greater comprehensiveness in both

depth and breadth while prioritizing the agenda of consumer agency, social responsibility, and consumer experience.

As previously discussed, from a more comprehensive viewpoint of posthumanism, which interrogates conventional anthropocentric paradigms, the delineations among humans, artificial intelligence technologies, and other entities are intrinsically undergoing a reimagining. The emergence of AI and the resultant implications of such interactions on consumer vulnerability may cultivate novel, uncharted considerations and instigate more compelling and transformative alterations in the overarching narratives of market dynamics (for a notable pre-AI critique, see Campbell et al., [2013]). Abadía posits that posthumanism possesses the capacity to tackle differential precarity and advocate for global (in)justice (Abadía, 2021). Additionally, various scholars have underscored the necessity for a reconceptualization of how we ought to perceive macro conditions such as vulnerability, dignity, identity tensions, digital anxieties, and democratic principles, particularly as consumers increasingly engage with non-human mechanized entities and cyborgs (Giesler & Venkatesh, 2005; Cruz & Buchanan-Oliver, 2015; Belk et al., 2020; Daigle & Santoemma, 2022). Importantly, Danaher argues that AI and robotics may give rise to a 'crisis of moral patiency' as consumers are relegated to passive recipients of AI-generated decisions (Danaher, 2019). Moreover, it may yield intellectual stimulation to scrutinize and investigate the boundary conditions of social morality as discussed by Zygmunt Bauman, given that AI society may potentially challenge modalities of socio-political stability as decisions will be 'co-created.' Bauman's invocation of moral dilemmas amidst conditions of fluidity prompts critical inquiries and offers an opportunity to re-evaluate the moral frameworks within an incessantly evolving techno-human landscape (Bachmann, 2019). By incorporating social responsibility into the development and application of artificial intelligence, corporations, consumers, and policymakers can guarantee that AI technologies advance a sustainable, inclusive, and equitable future, adhering to the fundamental tenets of Macromarketing. We encourage submissions that employ comprehensive methodologies and substantive theories that possess the potential to significantly enrich the fields of marketing and consumer research, particularly in the context of Macromarketing. We urge authors to engage with a variety of theoretical perspectives to cultivate a more profound understanding of this fledgling topic.

Submissions should emphasize AI and social responsibility, with a focus on the following areas (but not limited to):

- Corporate Digital Responsibility (CDR)
- Consumer Ethics and Responsibilities in AI Usage
- Social Responsibility in AI-Driven Regulations and Public Policy
- AI's Role in Social Equity
- AI and Data Privacy
- AI, the Global South, and Exclusivity
- AI and Sustainability
- Consumer Literacy and AI
- AI's Impact on Vulnerable Consumer Groups
- AI and Social Justice Advocacy
- AI and Consumer Well-being/Quality of Life
- Ethical Consumption in the Context of AI
- AI, Culture, and Social justice
- Consumer agency and AI
- Posthumanism, moral crisis and AI

We welcome innovative research that bridges AI technology with ethical, societal, and environmental considerations, contributing to the ongoing discourse on responsible AI practices and their implications for businesses and society. Submissions should aim to advance understanding and provide actionable insights on the intersection of AI and social responsibility, fostering progress toward a fairer, more sustainable, and inclusive digital future.

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The following Symposiums for Special Issues CFPs listed below are forthcoming:

- Journal of Marketing Theory and Practice (JMTP) Society of Marketing Advances
- Marketing Education Review
- Journal of Consumer Marketing

Please refer to the SMA site for details in the future.

