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THE SMA JOURNEY

The SMA journey started in 1963. For 55 years, SMA has fostered a tradition of scholarship, relationships, support, networking, and just plain fun. The 55-year journey has attracted different people from different backgrounds, geographical areas, with varied marketing interests, research orientations, teaching traditions, and service commitments, to form the heart of a relevant, dynamic academic society.

As with any journey, SMA has experienced some detours, some planned and others encouraged by external variables. SMA has embraced detours in research and scholarship in a range of sub-disciplines – consumer behavior, strategy, promotion, research methods, supply chain management, social media, among countless others. Collectively, these detours have made SMA stronger, more vibrant and much better positioned to embrace the many changes in our field.

Each SMA conference encourages us to go a few more miles down particular paths on our journey that ultimately strengthen us as an academic discipline and as a profession. Detours have made the SMA journey more exciting and energetic. These detours have impacted the capacity of SMA to effect substantive change in marketing theory and practice.

As we prepare for SMA 2017, we invite you to participate in your own SMA journey. See what detours lie ahead in terms of interesting sessions and workshops, spirited conversations and networking, rekindling research interests, job search opportunities, along with the varied allures of Louisville and Bourbon country! My personal SMA journey started in 1979. I invite you to join me on my 38th stop along the SMA path as we gather at the Hyatt Hotel in Louisville in November.

A highlight of this year's SMA Journey is the recognition of Donald R. Lehmann, the George E. Warren Professor of Business, Columbia University Graduate School of Business, as the 2017 SMA Routledge/Taylor & Francis Distinguished Scholar. Don's research interests include modeling choice and decision-making, meta-analysis, the introduction and adoption of innovations, and the measurement and management of marketing assets. He is past President, Association of Consumer Research and has served as Executive Director of the Marketing Science Institute.

A special thanks to Diane Edmondson, 2017 Program Chair, for her efforts toward enriching the SMA journey. A great officer team consisting of Rebecca VanMeter, Pia Albinsson, Michael Levin, Kesha Coker, Jie Fowler, Jamie Pleasant, and Cheryl Ward offered tremendous support in shaping the 2017 SMA Journey! See you in Louisville!



Alvin Williams

**2017 SMA Conference:
Louisville, KY**

November 7-11th

marketingadvances.org

Message from Program Chair, Diane R. Edmondson

The 55th Annual SMA Conference promises to be another exciting event filled with a mix of SMA regulars and newcomers in a brand new SMA location, Louisville, KY. For 2017, there were over 240 paper, presentation, and panel submissions covering a wide variety of marketing topics in addition to the Cengage Pride-Ferrell Innovations in Teaching Competition, Axxess Capon Distinguished Teaching Competition, SMA Teaching Moments, and the Doctoral Dissertation Proposal Competition.

Furthermore, this year's conference has two journal special issues related to it. The first is a *Journal of Business Research* special issue related to the Retail and Distribution Symposium. The second is a *Journal of Managerial Issues* special issue related to the conference theme, "Ethical Decisions in Lifestyle Choices."

Besides the post-conference Retail and Distribution Symposium, the SMA Conference is also offering the following pre-conference workshops: the SEM Workshop, the Online Teaching Workshop, and the Effective Use of Simulation Workshop. All of these workshops will provide a great deal of useful information to members. More information about each of these workshops will be sent out soon.

The 29th Annual Doctoral Consortium will be offered at the 2017 Conference. The doctoral consortium program created by co-chairs Chris Hopkins and Kevin Shanahan looks outstanding and participating doctoral students will certainly find it beneficial!

In addition, the 2017 SMA Routledge/Taylor & Francis Distinguished Scholar Award recipient is Donald R. Lehmann. Don is the George E. Warren Professor of Business at Columbia University. With over 140 articles and books, Don's presentation on Friday, November 10th at 10:30AM is a presentation members do not want to miss.

SMA 2017 offers something for everyone – scholarship, networking, great food, and a new city to explore! Mark your calendars to ensure that you attend SMA 2017. Don't forget to bring your best Derby hat! I hope to see you there!

Diane R. Edmondson

2017 SMA Program Chair and President-Elect
Middle Tennessee State University
Diane.edmondson@mtsu.edu



Early Registration Ends October 1, 2017—Please register on the SMA website:

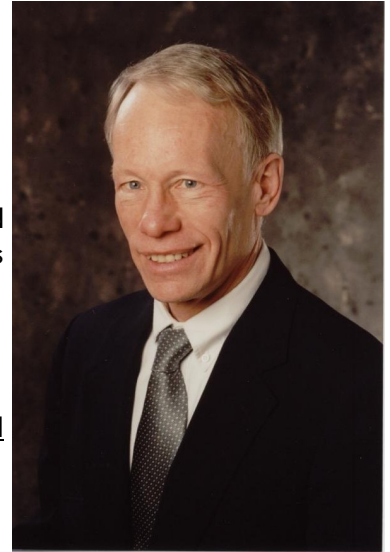
<http://www.marketingadvances.org>

DONALD R. LEHMANN

2017 SMA Routledge/Taylor & Francis Distinguished Scholar Award recipient

Donald R. Lehmann is George E. Warren Professor of Business at Columbia University Graduate School of Business. He has a B.S. degree in mathematics from Union College, Schenectady, New York, and an M.S.I.A. and PhD from the Krannert School of Purdue University.

His research interests include modeling choice and decision making, meta-analysis, the introduction and adoption of innovations, and the measurement and management of marketing assets (customers and brands). He has taught courses in marketing, management, and statistics at Columbia, and has also taught at Cornell, Dartmouth, and New York University. He has published in and served on the editorial boards of Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Management Science, and Marketing Science, and was the founding editor of Marketing Letters and editor of the International Journal of Research in Marketing. In addition to numerous journal articles, he has published several books including Market Research and Analysis, Analysis for Marketing Planning, Product Management, Meta Analysis in Marketing, and Managing Customers as Investments. He has won best paper awards from several journals, multiple lifetime achievement awards, and is a Fellow of both the Association for Consumer Research, the Informs Society for Marketing Science, and the American Marketing Association.



Professor Lehmann has served as Executive Director of the Marketing Science Institute and as President of the Association for Consumer Research.

Please plan on attending Don's presentation November 10th, 10.30 am.



Arrive Early or Stay Late in Louisville...

There are many things to do in Louisville. Visit the Louisville Slugger Museum, the Mohammad Ali Museum, the Evan Williams Bourbon experience, or take a walk from Kentucky to Indiana on the "Big Four" bridge that spans over the Ohio river. Also, step outside the Hyatt Regency for the 4th Street Live experience! Please stay tuned for more information for the opportunity to sign-up for an organized Kentucky Bourbon Tasting Experience or contact Rebecca VanMeter at vanmeter@bsu.edu for more information!

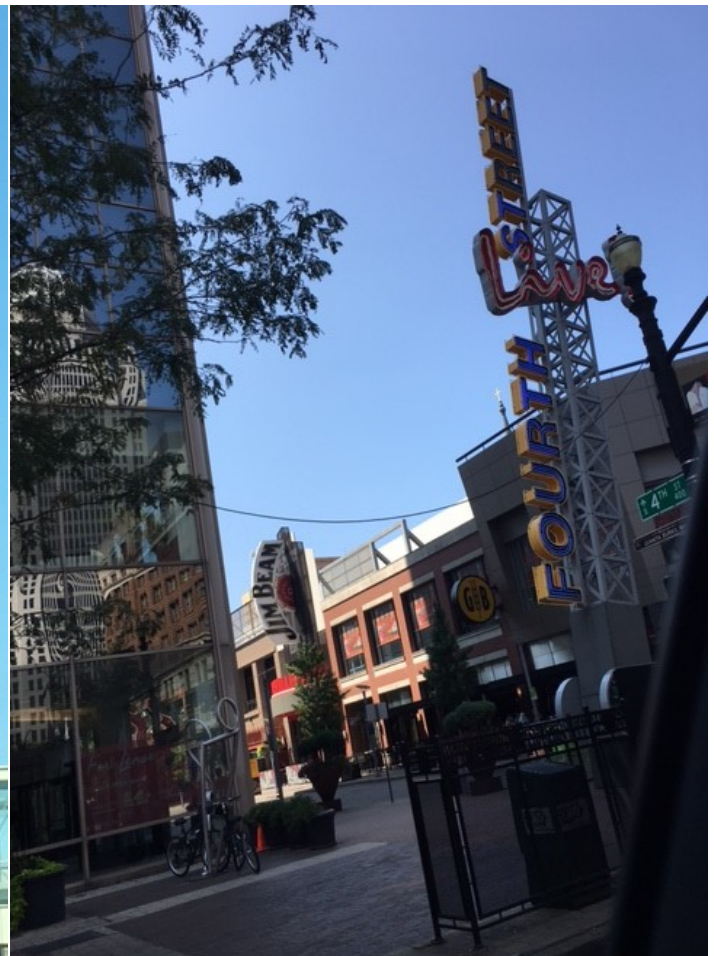


Important Hotel Information

Fall in love with the gateway to the South at the beautiful and contemporary downtown **Hyatt Regency Louisville Hotel**. With its inviting environment, upscale amenities, and exceptional service, Hyatt Regency Louisville offers plenty of southern hospitality in the heart of city's thriving business and entertainment districts. Experience the Hyatt Regency Louisville's refreshing, modern design after a \$16M renovation, from the cool aesthetic of the rooms to the beautiful pool area. Located mere moments away from the hotel are fun attractions such as Fourth Street Live!, the Muhammad Ali Center, the Evan Williams Bourbon Experience, the Louisville Slugger Museum, and so much more. Southern Living magazine has also named Louisville as one of the "top 10 tastiest towns in the South," and Zagat named Louisville "one of the top eight foodie getaways in the world."

SMA Room Rate: **\$159** for single/double occupancy. Reservations must be made on or before **October 17, 2017**

Reservations: Online reservations available at <https://aws.passkey.com/go/societyformarketingadvances> - OR - call the hotel at [888-421-1442](tel:888-421-1442)



News from Academic Placement Services

Greetings from Academic Placement Services. We offer a professional, but relaxed atmosphere in which job applicants and schools can meet and interview.

Dropbox continues to be utilized so that both Universities and Applicants has almost instant access to job postings and applicant information.

For the 2017 conference, Academic Placement will operate during the following days and times:

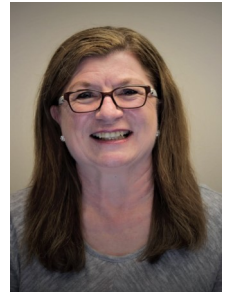
Wednesday, November 8th from 4:00 p.m. – 6:00 p.m.

Thursday, November 9th from 8:30 a.m. - 5:30 p.m.

Friday, November 10th from 8:30 a.m. – 5:30 p.m.

Best wishes to all and I hope to see you in Louisville!

For additional information about SMA's Academic Placement Services, please visit the SMA website or contact **Cheryl Ward** at Cheryl.ward@mtsu.edu or (615) 898-2433.



29th Annual Doctoral Consortium

The Society for Marketing Advances (SMA) 29th annual Doctoral Consortium will be held in conjunction with the SMA conference in Louisville, KY on November 8th and 9th. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates as 2017 consortium fellows.

The consortium faculty includes a stellar line-up of scholars, those participating include:

O. C. Ferrell (Auburn University), A. Parasuraman (University of Miami), Danny Butler (Auburn University), D. Joel Whalen (DePaul University), Mary Anne Raymond (Clemson University), Bob McDonald (Texas Tech University), Michael A. Levin (Otterbein University), Les Carlson (University of Nebraska), Naveen Donthu (Georgia State University), Greg Marshall (Rollins College), Bill Moncrief (Texas Christian University), Christopher Newman (University of Mississippi), Judith Garretson-Folse (Louisiana State University), Tracy Suter (University of Tulsa), Joseph J. Cronin, (Florida State University), Adam Rapp (Ohio University), Pam Kennett Hensel (University of New Orleans), and Stephanie Noble (University of Tennessee).

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 (www.marketingadvances.org). The early registration rate is \$250 and includes consortium registration, all consortium and conference events and access to the SMA Placement Service. This rate is \$300 if paid after October 1, 2017.

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 meeting you in Louisville!

Christopher D. Hopkins (CDH0059@auburn.edu)
Kevin Shanahan (KShanahan@business.msstate.edu)



Pre-conference workshops

SEM Workshop - Wednesday, November 8, 2017 [Full day - 8:30-5:30]

The workshop is a day-long, hands-on opportunity to learn more about and learn how to perform structural equation modeling (SEM). The workshop is appropriate for individuals with practically any level of previous SEM experience. We will rely heavily on AMOS software. So, if you are a beginner and want to get started, or if you dabbled in SEM some years ago and need a refresher, or if you know SEM but do not know AMOS, or if you know how to use SEM software but do not really understand what SEM is and how it is different from other approaches, this is a perfect workshop. The workshop particularly emphasizes SEM applications involving psychometric theory (scale development), measurement theory, multiple-group analysis, testing process theories, and plenty of opportunities for interaction addressing individual questions of interest. Joe and Barry have decades of experience doing workshops on SEM and other multivariate data analysis tools and have conducted workshops at universities in practically every corner of the World. Don't miss this opportunity to engage with these experts personally in a hands-on but fun workshop.

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

and

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

Effective Use of Simulation Workshop - Wednesday, November 8, 2017 [half day - 9am to noon]

Bring your laptop and investigate the differences among simulations, learn how to incorporate a simulation into your courses, and look at team contracts, peer evaluations, and student evaluations. Register now as seats are limited.

Catharine (Cathy) Curran
University of Massachusetts Dartmouth
Cathy.curran@umassd.edu

Online Teaching Workshop - Wednesday, November 8, 2017 [half day - 1-5pm]

Keep up with the latest in online teaching. Cathy will show you how to move curriculum online and *digitize* your courses. Other subject matter covered in this workshop are creating an interactive online space, best practices for undergraduate and MBA classes, and Blackboard *tips and tricks*. Bring your laptop! Register now as seats are limited.

Catharine (Cathy) Curran
University of Massachusetts Dartmouth
Cathy.curran@umassd.edu

Post-conference workshop

SMA Retail and Distribution Symposium - Saturday, November 11, 2017 [full day - 8:00-5:00]

Charles A. Ingene
The University of Oklahoma

caingene@ou.edu

and

Maria Kalamas Hadden
Kennesaw State University

mkalamas@kennesaw.edu



MER's annual Innovations in Marketing Education special issue is still open for submissions! Special Issue Editor Jane Machin, Radford University, will accept manuscripts through September 21. With an interest to expose as many innovations as possible, submissions are limited to 10 pages plus the abstract. Please submit your Innovations article through the usual MER website, <http://www.tandfonline.com/loi/mmer20>. The Editorial Board will meet at SMA. Please join us for an update on the journal's progress. Check the conference program for details.

The Journal's first curation, Sales & Sales Management, was completed by Dawn Deeter (Kansas State). You can check out the curation at the journal's website (http://explore.tandfonline.com/page/pgas/mmer-curate?utm_source=CPB&utm_medium=cms&utm_campaign=JMF01209). If you have an interest in pursuing another curation, please email Jeff Tanner, jtanner@odu.edu.



Thank you!

Jeff Tanner, Editor

Marketing Education Review

The logo for the Society for Marketing Advances (SMA). It features the letters 'SMA' in a large, bold, black sans-serif font. The letter 'A' has a blue triangle above it. To the right of 'SMA', the full name 'SOCIETY FOR MARKETING ADVANCES' is written in a smaller, black, all-caps sans-serif font. The background is a light blue gradient with wavy lines.

JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

Greetings from the *Journal of Marketing Theory and Practice!*

I am excited to share some important updates from the journal with you. This September, JMTP will be moving to an Associate Editor structure. I am pleased to announce that Michael Hyman of New Mexico State University, Velitchka (Vili) Kaltcheva of Loyola Marymount University, and Brian Rutherford of Kennesaw State University have accepted our invitation to join the editorial team as Associate Editors. The *Journal of Marketing Theory and Practice* has always emphasized the importance of providing authors with an efficient and quality review experience. I am confident that, with the addition of Mike, Vili, and Brian to the editorial team, we can further enhance the high quality feedback that authors receive on manuscripts submitted to JMTP. This change will also enable us to continue to process manuscripts as efficiently as possible, despite an increasing number of submissions.

The next issue of JMTP, Volume 25 (4), is slated for publication soon. The articles included in the issue cover a broad range of timely topics. They include:

“What You Ask Changes What I Pay: Framing Effects in Pay What You Want Pricing”--Annie Peng Cui, Jennifer Wiggins

“From Electronic WOM to Social eWOM: Bridging the Trust Deficit”--Jaakko Pihlaja, Hannu Saarijärvi, Mark T. Spence, Mika Yrjölä

“A New Perspective of Salesperson Motivation and Salesforce Outcomes: The Mediating Role of Salesperson – Brand Identification”--Michael L. Mallin, Bashar S. Gammoh, Ellen Bolman Pullins, Catherine M. Johnson

“When Is Consumer Desire Driven by Difficulty of Recall? The Effects of the Type of

Information and Time Pressure”--Richard Huaman-Ramirez, Dwight Merunka

“Please Clap! How Customer Service Quality Perception Affects the Authenticity of Sustainability Initiatives”--Sebastian Brockhaus, Clinton Amos, Amydee M. Fawcett, A. Michael Knemeyer, Stanley E. Fawcett

“Altruistic Punishment: a Consumer Response to Service Failure”--Renata Gonçalves Santos Silva, Patricia Liebesny Broilo, Lélis Ba-lestrin Espartel, Kenny Basso

Also, the special issue on Social Media Marketing: “Advancing Our Understanding of the Theory and Practice of Social Media Marketing” is scheduled to be published as the first issue of the 2018 year. The special issue is co-edited by Tracy Tuten, of East Carolina University, and Alma Mintu-Wimsatt, of Texas A&M – Commerce.

I am also happy to announce that, earlier this year, the Editorial Review Board of the *Journal of Marketing Theory and Practice* recognized the author team of Lindsay Larson, Jackie Eastman, and Dora Bock for their contribution to the journal with the award for best paper of the year. The full citation and link to the article are provided below.

Citation:

Larson, Lindsay, Jacqueline K. Eastman, Dora E. Bock (2016), "A Multi-Method Exploration of the Relationship between Knowledge and Risk: The Impact on Millennials' Retirement Investment Decisions," *Journal of Marketing Theory and Practice*, 24 (1), 72-90.

Link to full text:

<http://www.tandfonline.com/doi/full/10.1080/10696679.2016.1089765>

Finally, the 2017 JMTP editorial board meeting is slated to take place at the SMA conference in Louisville on Friday, November 10th from 8:30 am to 10:00 am. In closing, I would like to thank the members of the SMA community for your support of JMTP. Please continue to consider the journal as an outlet for your work! For more information about the journal please visit www.jmtp-online.org, or contact us at editor@jmtp-online.org.

Thank you!

Karen Flaherty, Managing Editor



CALL FOR PAPERS—*Journal of Managerial Issues*

Special Issue: “Ethical Decisions in Lifestyle Choices”

DUE DATE FOR SUBMISSION: FEBRUARY 1, 2018

Expected Publication: Early to Mid 2019

GUEST EDITORS

Diane R. Edmondson, Middle Tennessee State University (Diane.Edmondson@mtsu.edu) Cheryl B. Ward, Middle Tennessee State University (Cheryl.Ward@mtsu.edu)

Journal of Managerial Issues (JMI) is pleased to announce a special issue in collaboration with the 2017 Society for Marketing Advances Conference.

This special issue aims to disseminate recent theoretical and empirical work that further contributes to the study of ethical decisions in lifestyle choices. A non-exhaustive list of possible topic areas include:

Marketing and Managerial Impact of Lifestyle Choices on Job Performance, Work Life, and Career Selection

Marketing and Managerial Impact of Lifestyle Choices on Consumer Marketing and Promotion

How Ethical Viewpoints impact Personal Choices on Lifestyle

Lifestyle Choices include, but is not limited to, recreation and leisure; stress; diet, exercise, and/or sleep; consumption of alcohol, drugs, and/or smoking; sex/gender; family support systems; peer pressure; education; disability; social class; self-esteem; culture; and race/ethnicity.

Submission guidelines: Manuscripts must not exceed 25 double-spaced pages in length with 1” margins and 12- point font. The page limit includes text pages, references, tables, and figures (cover page and abstract are not counted). Submissions to the special issue should be sent electronically in Microsoft Word format to Diane Edmondson (diane.edmondson@mtsu.edu) and Cheryl Ward (Cheryl.ward@mtsu.edu).

All submissions are subject to the standard double-blind review process. Manuscripts must be original, unpublished works not concurrently under review for publication at another outlet and are expected to follow the [standard formatting guidelines for JMI](#).

Collaboration with 2017 Society for Marketing Advances Conference: Authors are encouraged to submit their papers to the “Ethical Decisions in Lifestyle Choices” track for the 2017 SMA Conference by the SMA deadline, following the [submission guidelines of the conference](#). More information about the conference can be found at the SMA website, <http://www.marketingadvances.org/>. The editors of this issue will be available at the conference to provide feedback to interested authors.

PLEASE NOTE:

1. **Acceptances at the “Ethical Decisions in Lifestyle Choices” track of the 2017 Society for Marketing Advances Conference does not guarantee acceptance for the special issue.**
2. **Submission to or attendance at SMA is not imperative for manuscript submission to this special issue.**
3. **The standard administrative fee of \$100 for JMI for papers accepted into the special issue will apply. This minimal fee helps support the costs of publishing JMI. In addition, the standard fee of \$30 per page over the 25-page manuscript limit will also apply.**

Questions regarding the special issue may be addressed to the guest editors.

SMA SOCIETY FOR MARKETING ADVANCES

2016-2017 SMA EXECUTIVE COMMITTEE

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President-Elect 2017-2018

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Middle Tennessee State University
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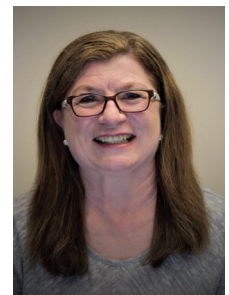
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