SMA | SOCIETY FOR MARKETING ADVANCES

Vol LI Num 2   **Spring 2024**

Greetings from Dana Harrison, President

2024 SMA Conference: Tampa, FL November 6– 9

societyformarketingadvances.org

Dear 2024 SMA Members,

We had a remarkable turnout at SMA 2023, with over 325 attendees representing 37 states and 13 countries.

I want to extend my sincere gratitude for your active participation and valuable contributions to the conference. Every year, we are reminded that SMA is only a success due to its remarkable members. Your commitment to advancing knowledge in our field is truly commendable. This event takes an enormous team of volunteers – consortium leaders, track chairs, reviewers, workshop facilitators, journal editors, competition coordinators, and so many more people pitching in during the conference. It is a privilege to be part of an organization known for its collaborative spirit and dynamic environment.

Please join us for the Fall 2024 conference in Tampa. Jie Fowler has worked diligently to finalize the call for papers with several exciting special issues.

Don't forget to nominate your students for the annual doctoral consortium led by Pia Albinsson, Appalachian State University, Sharon Beatty, University of Alabama, and Chris Hopkins, Auburn University. The program includes a lineup of global scholars in the marketing discipline and serves to help guide students in their future careers in academia.

Back by popular demand for Fall 2024 are two popular pre-conference workshops. *Issues and Answers in Scale Development and CB-SEM* was conducted by Barry J. Babin, Louisiana Tech University, and Nina Krey, Rowan University. Merlyn Griffiths, University of North Carolina, Greensboro, conducted the workshop *Finding Novel Research Ideas*. Please keep reading this newsletter to see all the exciting work by the Executive Committee. Sarah has an exciting workshop lined up for this spring. Mark finalized the conference location for 2025 in Las Vegas and continues to search for great spots in 2026. Alisha recently finalized the proceedings from the conference. James is searching for sponsors and working on placement services at this year's conference. Jeff has transitioned into the role of Treasurer. Heidi has spent time refining the website for SMA 2024 and sending member emails. Sandy created this fabulous newsletter!

I look forward to seeing you in November 2024. Don't hesitate to let us know if you have any questions over the next several months, and don't forget to invite your colleagues and friends to join us in Tampa.
Kind Regards,
Dana

Dana E. Harrison
President
harrisondl@etsu.edu

GREETINGS FROM THE 2024 PROGRAM CHAIR
Jie G. Fowler

Hello, SMA family!

I hope you had a great holiday season. Please join us for the SMA 2024 conference in Tampa, Florida, in November. This year's conference theme is the Age of Artificial intelligence (AI), which emphasizes technology's impact on everyday life.

AI-powered tools enable marketers to better understand consumer behavior and sentiment. AI also enhances CRM systems by providing insights into consumer interactions. Marketers who incorporate AI into CRM platforms can deliver more personalized and timely communications, nurture leads more effectively, and identify sales opportunities. Additionally, AI helps marketers create more personalized, data-driven, and effective marketing campaigns. For example, AI-powered tools can generate high-quality, relevant content that appeals to target audiences, such as blog posts, product descriptions, ad copy, and social media posts, saving marketers time and effort.

Jie G. Fowler
SMA 2024 Program Chair,
President-Elect
jgfowler@valdosta.edu

We welcome papers on various aspects of marketing, such as artificial intelligence and social media, sales, retailing, consumer behavior, digital marketing, healthcare and consumer well-being, macromarketing, and service marketing. We also host workshops, a doctoral student consortium, and journal special issues/ symposiums at the conference.

Please see the Call for papers/CFP at https://sma2024tampa.dryfta.com/

You may submit the conference paper by visiting the link:

https://sma2024tampa.dryfta.com/attendees-authors-registration.

For Hotel information, please visit this link:

https://sma2024tampa.dryfta.com/79-conference-registration/72-travel-information

We appreciate your ongoing support for SMA. Your participation is critical to the success of our organization. Your services and contributions are greatly appreciated. I look forward to meeting you at the conference and sharing this exciting experience.

If you have any questions or need additional information, please contact me at jgfowler@valdosta.edu.

Kind Regards,

Jie G. Fowler
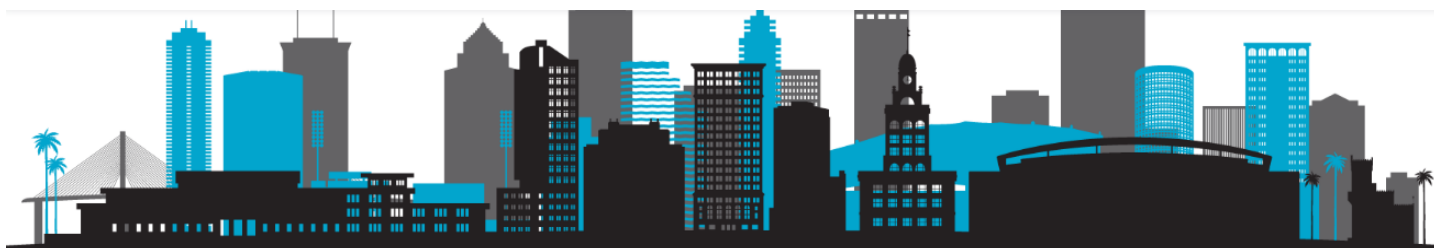
GREETINGS FROM THE 2024 PROGRAM CHAIR
Jie G. Fowler

THE AGE OF AI

Tampa, FL

November 6-9, 2024

Artificial Intelligence (AI) is not a recent invention but has undergone significant evolution over the decades. The field traces its roots back to the mid-20th century when pioneers like Alan Turing laid the theoretical foundations for machine learning. However, it wasn't until the 21st century that AI truly began to flourish due to advances in computing power, data availability, and algorithmic innovations.

AI rapidly infiltrates various aspects of our lives, from healthcare to social media and transportation to entertainment, and is poised to redefine how we work, communicate, and live. AI is not just a tool; it is a paradigm shift that promises to address complex problems and enhance human capabilities. For example, AI-powered language translation tools break down communication barriers, fostering global collaboration. AI augments human abilities in creative fields, assisting artists, writers, and musicians in generating innovative content. It helps researchers in sifting through vast datasets, accelerating scientific discoveries.

Ethical considerations become paramount as AI advances. Concerns about job displacement due to automation are valid, necessitating strategies for workforce reskilling and economic adaptation. Bias in AI algorithms, resulting from biased training data, poses a significant ethical challenge, leading to discriminatory outcomes in various applications such as criminal justice and hiring. Transparency, fairness, and accountability in AI development and deployment are critical to mitigating these issues.

While AI has made remarkable strides, numerous challenges remain. AI's long-term societal impact raises questions about its role in our society. Therefore, this call for papers encourages marketing scholars to share research on various aspects of AI, including consumer behavior, advertising, data analytics, tourism, etc. We also welcome all marketing research beyond AI, which enriches the knowledge of marketing theory and practice.

Chat GPT (in-line with this year's conference theme) and Jie Fowler

**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 2024 PROGRAM CHAIR –Continued
Jie G. Fowler

CFP SMA 2024

Please log in to the conference website for the journal's special issues, journal symposiums, and pre-conference workshops.

Journal of Macromarketing
Journal of Consumer Marketing
International Journal of Advertising
Journal of Marketing Theory and Practice
Marketing Education Review
More journals are forthcoming
Please see Journal CF at https://sma2024tampa.dryfta.com/index.php

Conference paper submission
https://sma2024tampa.dryfta.com/

ARTIFICIAL INTELLIGENCE AND MARKETING
Atefeh Yazdanparast Ardestani
ayazdanparast@clarku.edu
Clark University

Sphurti Sewak
ssewak@ilsu.edu
Illinois State University

BRANDING AND IMC
Sona Klucarova
sklucarova@unomaha.edu
University of Nebraska at Omaha

Cheryl-Iyn Ngoh
cngoh@calpoly.edu
Cal Poly

Catherine Hessick
catherinehessick@muhlenberg.edu
Muhlenberg College

CONSUMER BEHAVIOR
Gary Futrell
gdfutrell@valdosta.edu
Valdosta State University

Jamye Foster
Jamye.Foster@usm.edu
The University of Southern Mississippi

**To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon.
**Awards will be announced on SMA website.

SMA SOCIETY FOR MARKETING ADVANCES

GREETINGS FROM THE 2024 PROGRAM CHAIR –Continued
Jie G. Fowler

Laura Boman
lboman@kennesaw.edu
Kennesaw State University

DIGITAL MARKETING
Brittany Beck
beckbb@appstate.edu
Appalachian State University

Lubna Nafees
nafeesl@appstate.edu
Appalachian State University

DOCTORAL STUDENT RESEARCH (Only open to doctoral students) TRACK
*Best paper will receive the Mathew Joseph Award
Jamie Grigsby
jgrigsby@missouristate.edu
Missouri State University

Brittany Beck
beckbb@appstate.edu
Appalachian State University

HEALTHCARE MARKETING AND CONSUMER WELL BEING
Suzanne Makarem
scmakarem@vcu.edu
Virginia Commonwealth University

Heejung Park
hepark@nmu.edu
Northern Michigan University

INFLUENCER MARKETING
Sandy Sen
ssen@semo.edu
Southeast Missouri State University

Holly A. Syrdal
holly.syrdal@txstate.edu
Texas State University

Susan Myers
smyers@uca.edu
University of Central Arkansas

LUXURY CONSUMPTION
Aniruddha Pangarkar
pangarka@uwgb.edu
The University of Wisconsin-Green Bay

MARKETING FUTUROLOGY OR PHILOSOPHY
*Journal of Macromarketing Special Issue
Mike Hymen
mhyman@nmsu.edu
**To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon.
**Awards will be announced on SMA website.

SMA SOCIETY FOR MARKETING ADVANCES

GREETINGS FROM THE 2024 PROGRAM CHAIR –Continued
Jie G. Fowler

New Mexico State University

MARKETING AND PUBLIC POLICY
Amy Watson
amywatson@valdosta.edu
Valdosta State University

Alec N Slepchuk
alec.slepchuk@louisiana.edu
University of Louisiana at Lafayette

MARKETING STRATEGY
Michael Levin
michael.levin@louisiana.edu
University of Louisiana at Lafayette

Muhammad M. Mollah
mmollah@calstatela.edu
California State University, Los Angeles

MARKETING EDUCATION
Kate Nicewicz Scott
kate.nicewicz@wku.edu
West Kentucky University

Timothy H Reisenwitz
treisenw@valdosta.edu
Valdosta State University

SALES
Simran Kaur
simran.singh@monash.edu
Monash University Malays

SERVICES MARKETING
Nicole Kirpalani,
nkirpalani@stmarytx.edu
St. Mary's University

Udit Sharma
sharmaud@msu.edu
Michigan State University

SENSORY MARKETING
Subhash Jha
sjha1@memphis.edu
The University of Memphis

THE SHARING ECONOMY AND COLLABORATIVE CONSUMPTION
*Journal of Consumer Marketing Special Issue
Pia Albinsson
albinssonpa@appstate.edu
Appalachian State University
**To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon.
**Awards will be announced on SMA website.

SMA SOCIETY FOR MARKETING ADVANCES

GREETINGS FROM THE 2024 PROGRAM CHAIR –Continued
Jie G. Fowler

Hugo Guyader
hugo.guyader@liu.se
Linkoping University

Lucie K. Ozanne
lucie.ozanne@canterbury.ac.nz
University of Canterbury

RETAILING
Charles A. Ingene
caingene@ou.edu
The University of Oklahoma

Rhiannon Mesler,
rhiannon.mesler@uleth.ca
University of Lethbridge

TOURISM, HOSPITALITY, FOOD, MUSIC & SPORTS MARKETING
Dana Harrison
harrisondl@mail.etsu.edu
East Tennessee State University

Mark J Pelletier
pelletierm@uncw.edu
University of North Carolina Wilmington

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

SPECIAL SESSIONS/ PANEL PROPOSALS
Linda (Joie) Hain
lindahain@clayton.edu
Clayton State University

DISTINGUISHING TEACHING
Cindy B. Rippé
cindyrippe@uga.edu
University of Georgia

INNOVATION IN TEACHING COMPETITION
Larry Neale
l.neale@qut.edu.au
Queensland University of Technology

TEACHING MOMENT
Sullivan, Michelle
sullivac@mail.etsu.edu
East Tennessee State University

Jen Riley
jen.riley@vanderbilt.edu
Vanderbilt University

**To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon.
**Awards will be announced on SMA website.

SMA SOCIETY FOR MARKETING ADVANCES

GREETINGS FROM THE 2024 PROGRAM CHAIR –Continued
Jie G. Fowler

DISSERTATION COMPETETION
Lou E. Pelton
Lou E.Pelton@unt.edu
University of North Texas

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

36TH ANNUAL DOCTORAL CONSORTIUM
Pia A. Albinsson - Appalachian State University
Sharon Beatty - University of Alabama
Christopher Hopkins - Auburn University

**To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon.
**Awards will be announced on SMA website.

SMA SOCIETY FOR MARKETING ADVANCES

Society for Marketing Advances - 36th Annual Doctoral Consortium

The Society of Marketing Advances proudly announces its 36th Annual Doctoral Consortium, which takes place on November 6 - 7, 2024, in conjunction with the SMA annual conference (November 6 – 9) in Tampa, Florida at the Hilton Tampa Downtown Hotel. 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 2024 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, 2024.

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 is: The Age of Artificial Intelligence. Full information on the conference and accommodation can be found on SMA's conference website: SMA 2024 (dryfta.com).

We look forward to seeing you in Tampa!

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?

The Innovations in Teaching competition at SMA is an excellent forum to present your teaching innovations in a fun, competitive, collegial, and supportive format.

Submit a five page (max) explanation of your innovation by July 1, 2024 and include:

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

There is no need to prove efficacy, but rather you should focus on what makes your innovation innovative!

Finalists get the chance to present their innovation at SMA in Tampa, and Marketing Education Review usually reserves a spot for the winner in the upcoming special issue on teaching innovations.

I hope you will consider this opportunity.

Larry Neale

Queensland University of Technology

l.neale@qut.edu.au

****

Distinguished Teaching Competition

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

Cindy Rippé

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 2024** 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 2024.**

Co-chairs:	**Sullivan, Michelle**	**Jen Riley**
	sullivac@mail.etsu.edu	**jen.riley@vanderbilt.edu**
	East Tennessee State University	Vanderbilt University

2024 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, 2024.
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

Are you planning on adding a new position to your marketing department this upcoming school year? Make sure to put the SMA Academic Placement Services on your radar. This is a great opportunity to bring in some high-quality candidates for interviews.

This year I am also helping with SMA sponsorships. My Eastern Kentucky University Business-to-Business Sales and Marketing class helped generate sponsorship leads for local Tampa businesses as well as education organizations. We are excited to bring in some new sponsors, but also welcome back our loyal returning sponsors from past SMA Conferences. If you, your department/university, or any of your business contacts may be interested in sponsorship, reach out to me (james.blair@eku.edu). We have an amazing SMA community, so it is a great opportunity for sponsors to get connected with us.

Jim Blair
james.blair@eku.edu

Member News

Making a big splash!

Dr. Aidin Namin, Associate Professor of Marketing Analytics at **Loyola Marymount University, Los Angeles, CA** had quite a spectacular 2023. Here is a summary:
•**Received the AMA Teaching Innovation Award.**
•**Was recognized as "40-Under-40 Best Business Professors" by Poets&Quants.**
•**Received Best Paper Award Honorable Mention from the Journal of Interactive Marketing.**
•**Was selected as a finalist for the Henderson Award.**
•**Selected for the Advertising Educational Foundation Visiting Professor Program (AEF-VPP)**
Bravo Aidin - best wishes from the SMA family.

Moving up!

Melanie Koskie recently <u>defended her dissertation </u>from **Louisiana Tech University,** and will be <u>graduating in May</u>. She will be joining **East Carolina University** as an **Assistant Professor** this **Fall.**

Congratulations **Dr. Koskie** and BEST of Luck!

Member News

<u>Book release</u>

Understanding Collaborative Consumption

Edited by **Pia A. Albinsson**, Appalachian State University, US, **B. Yasanthi Perera**, Brock University, Canada and **Stephanie J. Lawson**, Appalachian State University, US

'It bears repeating that without some form of sharing or collaborative consumption, the human species would very likely not have survived. Together with collaborative production, such as hunting and gathering, barn raising and harvesting, what we have here is the basic formula for human coexistence updated for modern times.'
– Russell Belk, York University, Canada

This dynamic book explores the importance of collaborative consumption. Doing so is relevant at a time when the sharing economy has established itself as part of the mainstream market. Nearly 40 expert scholars across the globe go beyond the existing literature to investigate understudied community efforts and spaces, including innovative topics such as hand-me-downs and coworking.
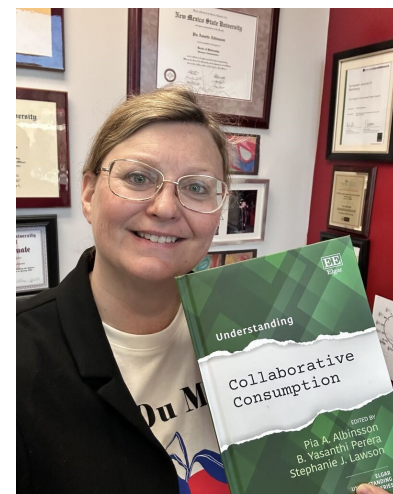
Championing an interdisciplinary approach, *Understanding Collaborative Consumption* follows a detailed framework to dissect its role within the sharing economy. Setting out a schema for understanding collaborative consumption and its paradoxes, it analyses the role of the consumer and provides an exploration of grassroots and community efforts. Contributors discuss platformed and branded efforts to extend the reciprocity based market, and conclude with an appraisal of negative externalities and emerging trends.

Providing an in-depth examination of a sector that has in recent years rapidly grown in scope and breadth, this book will be a crucial read for academics and researchers of business management, marketing and sociology. It will also prove valuable to students and scholars interested in economic entrepreneurship, branding and the sharing economy.

Contributors include: Pia A. Albinsson, Dan Bradbury, Jan-Hendrik Bucher,Lagnajita Chatterjee, Alexander Davidson, Eileen Davenport, Irene Di Bernardo, Amy Greiner Fehl, Meegan Feori-Payne, Mark R. Gleim, Johanna Gollnhofer, Antje Graul, Merlyn A. Griffiths, Yang (Jenny) Guo, Hugo Guyader, Channelle D. James, Bernadette Kamleitner, Chantell LaPan, Stephanie J. Lawson, Hanna Leipämaa-Leskinen, Will Low, Hannu Makkonen, Marlys Mason, Debi P. Mishra, Adrienne F. Muldrow, Xiaodong Nie, Elina Närvänen, Lucie K. Ozanne, B. Yasanthi Perera, Rebeca Perren, Angelo Ranieri, Susanne Ruckelshausen, Birgit Teufer, Aristeidis Theotokis, Marco Tregua, Niklas Woermann

2024 256 pp Hardback 978 1 0353 0752 4 £105.00 / $145.00
eBook   978 1 0353 0753 1

Understanding series
More details: https://www.e-elgar.com/shop/gbp/understanding-collaborative-consumption-9781035307524.html
Sample chapter: https://doi.org/10.4337/9781035307531

SMA SOCIETY FOR MARKETING ADVANCES

JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

From the Editor

Greetings from the Journal of Marketing Theory and Practice! I and Dr. Annie Cui, managing editor, would like to thank the members of the SMA community for their support of JMTP.

The Fall SMA conference saw the annual meeting of the senior advisory board and editorial review board members. A great deal of discussion concerned the future direction of the journal. At the conference, we were pleased to announce Dr. Khashayar (Kash) Afshar, Assistant Professor of Marketing, University of Mississippi, as the recipient of the 2023 JMTP Best Reviewer Awards; without the efforts of his and many other dedicated reviewers, the journal would not be able to function.

2023 Outstanding Paper Award was presented to **Drs. Ove Oklevik, Herbjørn Nysveen,** and **Per E. Pedersen** for their publication titled, "Exploring the relationship between co-creation (DART), brand experience strength, and brand satisfaction: a brand engagement perspective."

I would also like to share with the SMA family a significant update. JMTP achieved **153960 downloads** in **2023**. To put this record growth in perspective, here are the numbers from the last **4 years: 69023 (2020), 107826 (2021), 124565 (2022)**.
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 I Twitter/X I Facebook

Special Issue Updates

Finding the balance between big data, analytics, and ethics (New deadline: 31 October 2024); SI Editor(s): Dana Harrison, O.C. Ferrell, Bryan Hochstein, and Michael Peasley; harrisondl@etsu.edu; ocf0003@auburn.edu; bwhochstein@ua.edu; michael.peasley@mtsu.edu

Adapting to the Global Shift: Contemporary Challenges in B2B Firm Internationalization (Deadline: 31 March 2024); SI Editor(s): Xinchun Wang, Lixun Su, Ruiqi Wei; Xinchun.wang@mail.wvu.edu; Lixun.su@eku.edu; wei@em-lyon.com

Profit with Purpose: How Marketing Can Drive Progress towards the UN SDGs (Deadline: 31 May 2024); SI Editor(s): Pelin Bicen and Colin Gabler; pbicen@suffolk.edu; cbg0035@auburn.edu

I want to convey to the SMA family that it is a privilege to serve the journal, 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**

MER
The Journal for
the Scholarship of
Teaching in
Marketing Education

Marketing Education Review

FROM THE EDITOR

As the year progresses, I find myself reflecting on the conclusion of my term as editor. It is with a deep sense of appreciation that I extend my heartfelt gratitude to each and every one of you for your unwavering dedication and invaluable contributions to our journal. Working alongside such a distinguished group of individuals (guest editors, SMA, Taylor & Francis) has been an absolute privilege—a journey filled with inspiration, collaboration, and shared passion for advancing the field of marketing education.

Marketing Education Review has been a platform for showcasing innovative approaches and rigorous research that enhance classroom instruction and student learning. As I step down from my role, I am confident in the continued success of Marketing Education Review under new leadership. The search for a new editor is underway, and I look forward to working with the new editor in ensuring a smooth transition. Thank you for your support, collaboration, and unwavering commitment to excellence. It has been a rewarding journey, and I am grateful for the opportunity to have served as your editor.

In the upcoming edition of our teaching innovation issue, we are thrilled to announce that Jen Riley, Priscilla Pena, and Nicole Davis will be serving as guest editors for our special issue titled "Transformative Pedagogies: Harnessing New Technologies to Elevate the Student Experience." Their expertise promises to inspire groundbreaking insights and strategies. We eagerly anticipate receiving your submissions by September 1st. This longstanding tradition has been a beacon of inspiration, igniting countless ideas and discussions on teaching innovation. We are committed to fostering a collaborative environment where like-minded scholars can share their knowledge and expertise, enriching the field of Marketing Education.

I am always eager to connect with fellow enthusiasts of Marketing Education! Whether you're a seasoned educator or a rising talent, there are ample opportunities for individuals to engage with our journal. If you're interested in learning more or contributing, please reach out to me at lee.mark@torontomu.ca. I'm continuously seeking to expand our team, including our Editorial board and Ad-hoc reviewers. Additionally, I'm excited about connecting with individuals at SMA Tampa Bay this November. Looking forward to it!

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

2024 Taylor & Francis/Routledge Society for Marketing Advances

Society for Marketing Advances (SMA) is proud to announce the recipient of the 2024 Taylor & Francis/Routledge Society for Marketing Advances Distinguished Scholar Award - **Dr. Eli Jones** at Texas **A&M University**. Dr. Jones will be recognized at the 2024 SMA Annual Conference in Tampa, FL (Nov 6-9,2024).

Dr. Eli Jones, a highly accomplished Professor of Marketing with extensive business experience in sales and sales management, has a proven track record of leadership. He currently serves as the Lowry **and Peggy Mays Eminent Scholar** at Texas A&M University. Prior to this, he held esteemed leadership roles as **Dean** of **Mays Business School**, Dean of the **Sam M. Walton College of Business** at the **University of Arkansas**, and Dean of the **E. J. Ourso College of Business** at **Louisiana State University**.

Jones has made significant contributions to the academic community, publishing over **50 peer-reviewed research articles** in top academic journals, and co-authoring several professional books on sales, leadership, and personal development. Peers have **cited** his research approximately **10,000 times.** .

Dr. Jones's influence extends beyond academia as he actively engages with the business community. His service on several **boards**, including the **American Marketing Association (AMA), First Financial Bankshares, Inc., Insperity, and the Invesco Funds Complex,** is a testament to his dedication to community involvement. His roles as Chair of the Compensation Committee at Insperity and his current positions on the Compensation Committee of First Financial Bank and the Audit Committee of the Invesco Funds Complex further underscore his commitment.

In 2024, he was recognized by BoardProspects as one of the **Top 100 Black Corporate Directors** making a difference. In 2021, he was recognized by *Savoy magazine* as a **Most Influential Corporate Board member,** and he is a recipient of the **Aggie Impact Award** for making a **global impact in his community and profession**. He has received prestigious awards for his contributions to the sales and sales management discipline, marketing education, and his community and profession. These **awards** include the **AMA-Irwin-McGraw-Hill Distinguished Marketing Educator Award** and the **Academy of Marketing Science Distinguished Educator Award,** and he is also an **AMA Fellow.** Those awards are the top awards given to marketing professors worldwide. In **2016,** the **AMA Sales Special Interest Group** awarded Jones the **Lifetime Achievement Award,** which honors an individual who has made meaningful contributions to the academic sales discipline over a long period of time. Two of his most cherished awards are from his **alma mater, Texas A&M University.** In **2009,** Jones was recognized as an **Outstanding Doctoral Alumnus,** and in **2022,** he received **Mays Business School's Outstanding Alumnus Award**. Together, these awards symbolize his commitment to bridging academia and business.

Eli Jones holds a **Doctorate in Marketing,** an **MBA,** and a **Bachelor of Science in Journalism,** all from Texas **A&M**

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.**

SOCIETY FOR MARKETING ADVANCES

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 2024 conference in Tampa, FL. Students must be in a doctoral program during the Fall of 2024, 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 Hilton Tampa Downtown 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 2024 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, 2024:
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?

SOCIETY FOR MARKETING ADVANCES

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 $1000. 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 2024, 2025 and 2026, the award would bear your name from 2024 through 2026.

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, 2024 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, Mark Pelletier**, at pelletierm@uncw.edu for more information.

TAMPA BAY —A Visual Introduction

All photo assets used with permission from https://www.visittampabay.com/

#SMA2023 - A RECAP

Discover the Big Guava! Tampa Bay at a glance.

The Hotel: Hilton Downtown Tampa

FUN facts about the Cigar City and things to do

Did you know?

The Cigar Industry helped build Tampa –hence the name 'Cigar City'.

Tampa is the birthplace of the Cuban Sandwich!

The 'Twist Dance' craze started at Tampa Bay.

Late Great Ray Charles started his career at Tampa Bay.

Tampa Bay loves to make beer since 1897.

Manatees love Tampa Bay.

Source: 11 Things to Know about Tampa Bay (visittampabay.com)

Some places to visit

Sunshine Skyway Bridge

ZooTampa at Lowry Park

Clearwater Beach

Tampa Riverwalk

Ybor City Historic Walking Tour

Busch Gardens

Dolphin Sightseeing Cruise

Tampa Bay History Center

Tampa Museum of Art

Places to eat : Personal favorites

Columbia Restaurant: Oldest restaurant in Florida with amazing Spanish cuisine and Live Flamenco shows. Reservations recommended. $$

Bern's Steak House: Largest wine collection and an AMAZING Dessert (Yes you heard it right!) room. Reservations recommended. Dress code. $$$$

SMA SOCIETY FOR MARKETING ADVANCES

Conference and Hotel Registration information

2024 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 9 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:
Conference Registration (dryfta.com)

2024 SMA Annual Conference Theme
The Age of Artificial Intelligence (AI)

November 6 - 9, 2024

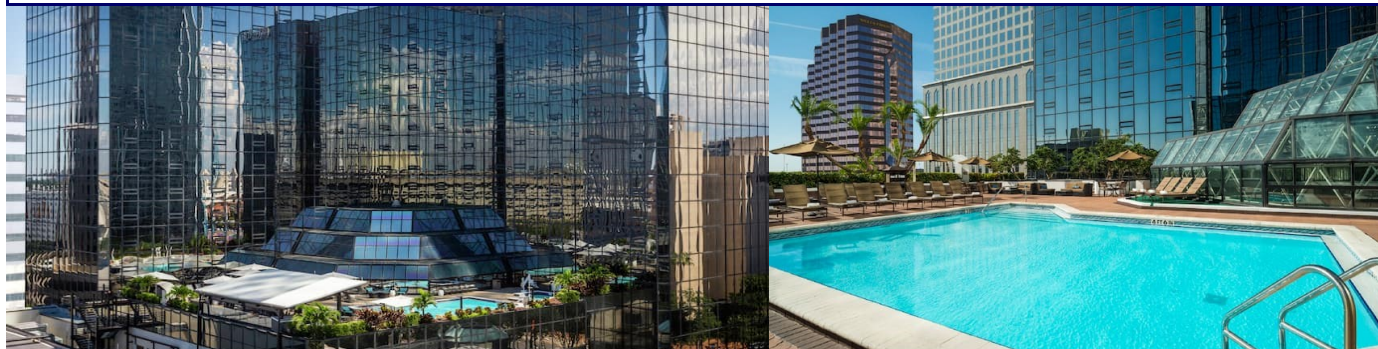**Please make your hotel reservations, by October 12, 2024.**

Reserve your Room:
https://book.passkey.com/event/50726303/owner/2000/home

Hilton Tampa Downtown
211 North Tampa Street
Tampa, FL 33602, UNITED STATES
Tel: +1-813-204-3000

Room	2 Double Beds Room	1 King Bed with sofa bed
Rates	$249 + tax	$249 + tax

Board of Governors

Current Board of Governors (2023—2024)

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

Dana Harrison
East Tennessee University
President

Christopher Hopkins
Auburn University
SMA Distinguished Fellow

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

Lucy Matthews
Middle Tennessee State University
2022 –2023 SMA President

Mark Pelletier
University of North Carolina
Wilmington
Executive Director

Greg Marshall
Rollins College
SMA Distinguished Service Award

Michael Levin
Otterbein University
2020 - 2021 SMA President

Rhiannon Mesler
University of Lethbridge
Member-At-Large

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

Lubna Nafees
Appalachian State University
Member-at-Large

Alvin J. Williams
University of South Alabama
SMA Distinguished Service Award

Linda Swayne
University of North Carolina, Charlotte
SMA Distinguished Service Award

Jie Fowler
Valdosta State University
2024 Conference Chair and President
-Elect 2024

All photo assets used with permission from https://www.visittampabay.com/

President
Dana Harrison
East Tennessee State
University
harrisondl@etsu.edu

**Academic Placement
Services Director**
James Blair
Eastern Kentucky
University
James.Blair@eku.edu

Secretary
Sandipan (Sandy) Sen
Southeast Missouri State
University,
ssen@semo.edu

**Director of Electronic
Communications**
Heidi Dent
Western Carolina University
hdent@wcu.edu

Director of Membership
Sarah Lefebvre
Murray State University
slefebvre@murraystate.edu

Proceedings Editor
Alisha Horky
University of North
Alabama
ahorky@una.edu

Executive Director
Mark Pelletier
University of North
Carolina Wilmington
pelletierm@uncw.edu

Treasurer
Jeff Tanner
Old Dominion University
jtanner@odu.edu

**2024 Conf. Chair
President Elect**
Jie G. Fowler
Valdosta State
University
jgfowler@valdosta.edu

2024 SMA Annual Conference
November 6 – 9, 2024
Tampa, FL

societyformarketingadvances.org

IJA-SMA SYMPOSIUM AND PUBLICATION
CFP

International Journal of Advertising (IJA) is an international, peer-reviewed journal that publishes high-quality, original research contributions to scientific knowledge. All manuscript submissions are subject to initial appraisal by the Editor *and/ or Guest Editors* 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 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-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 considered for publication in one of* 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. *While the SMA 2024 conference theme is "The Age of AI" papers for the IJA-SMA symposium do not need to adhere only to this theme.* It should be noted that data does not *need to be international or* cross-cultural. For example, the data obtained solely in the United States is adequate for submission.

As mentioned, authors accepted to the IJA-SMA symposium to submit to IJA within 3 months of the conference e.g., February 15, 2025 to be considered by the Guest Editors.

Jie G. Fowler Ph.D.
Professor of Marketing
Department Head of Management and Marketing
President-Elect and Program Chair, Society for Marketing
jgfowler@valdosta.edu

Pia A. Albinsson Ph.D.
Beroth Professorship of Marketing
WCOB Dean's Club Professor of Marketing
Appalachian State University
albinssonpa@appstate.edu

CALL FOR PAPERS
Journal of Macromarketing
Special Issue on Futurology and Macromarketing
SUBMISSION DEADLINE: 30 August 2024

When asked about 'the future', many optimists may contemplate a Jetsons-type world of flying cars and robot maids or a StarTrek-type world of warp-capable starships with holodecks and transporters. In contrast, many pessimists may contemplate dystopian nightmares like those depicted in popular media (e.g., Black Mirror, Blade Runner, RoboCop, Westworld, Hunger Games).

Futurists, whose field of inquiry is 'future studies' or futurology, explicitly and systematically examine and evaluate possible, probable, and desirable futures, inform societal expectations about the future, and promote efforts to shape the future (Bell, 2003). In response to forecasts portending exponential change (Kurzweil, 2005), scholars and science popularizers have advocated 'futurizing' technology and the sciences (including social) by incorporating futurology principles into their weltanschauung, theories, teaching, and research (J. Bell, 2003; Cowen, 2013; Schor, 2010). We concur, and thus urge macromarketers to "adopt a mindset of professional futurists….[and] embrace whole-system change" (Eckersley, 2001, p.22).

New technologies will continue to emerge so rapidly that anticipating all their intended, unintended, and synergistic effects will be impossible. Human intuitions honed for eons by an environment that rewarded accurate linear projections (e.g., hunters succeeded by aiming their spears at a fleeing animal's future location) cannot fully envision the societal consequences of exponential advancements in genetics, artificial intelligence and robotics, information technology, and nanotechnology (Eckersley, 2001; Garreau, 2005; Kurzweil, 2005). However, such technological advances will likely permanently transform post-industrial society (Bell, 2003; Joy, 2000; McKibbin, 2004).

Although our world is verging on dramatic structural, technological, economic, and social shifts, business in general—and marketing in particular—seems unprepared for them. Futurology scholarship in macromarketing takes a long-term perspective. It evaluates the sources of societal change and foresees, delineates, and rates alternative possible, probable, and preferable futures. Macromarketers must recognize, support, and advocate for marketing's role in creating a desirable future to avoid future business environments shaped by self-interested bad actors. Macromarketing futurology is ponderable from either of the following perspectives: (1) What is technically possible? and (2) What is in Personkind's best interest?

Macromarketers can develop capabilities "to invent the future, to learn the future faster, and to deliver the future earlier" (Pattinson and Sood, 2010, p.417). Our goal for this special issue is not to warn against an impending apocalypse caused by global warming, hostile artificial intelligence, massive macroeconomic disruptions, errant asteroids, plagues, or other potential disaster inducers of our current economic trajectory (Bostrom, 2009, 2014; Bostrom and Cirkovic, 2008). Nor is it to laud technological breakthroughs that will usher in humanity's Golden Age. Instead, our goal is to suggest a perspective from which macromarketers may (1) identify and ponder alternative futures and their consequences, and (2) effectuate a desirable future for all stakeholders (i.e., circumscribed by a fair distribution of costs and benefits). In essence, marketing futurology should inform decisions that create a future reflective of humanity's sustainable preferences. Given its synergies with other social sciences and tech-related disciplines, macromarketing is the ideal field of scholarship to investigate humanity's future.

Researchable Questions

Marketing in general and macromarketing in particular are ideally suited to helping humanity manifest a desirable rather than undesirable world. Hence, this special issue will present marketing-related approaches to encouraging the former and discouraging the latter. Although the challenges to mitigating societal harm are profound, marketing-savvy policymakers are well-positioned to promote positive outcomes that can follow from social disruptions and discontinuities. To explore these challenges, this special issue of the *Journal of Macromarketing* will address topics that include, but are not limited to, the following:

Policymakers and Regulatory Bodies

- What are the economic and ethical implications of macromarketing efforts meant to 'nudge' societies toward policymakers' health, social, and economic directives?
- How can state and local governments enhance technological and societal change's short- and long-term economic effects?
- For regulatory bodies overseeing the marketing communications of for-profit entities, what challenges do disruptive societal changes pose?
- How could marketing-related public policy help private healthcare firms better prepare for future health crises?
- When should public policy temporarily discourage 'creative economic destruction?
- How should marketing-related public policy assist organizations in industries damaged extensively by technological displacement?
- Should public policy discourage anti-consumerism and sustainable consumption?
- How might emerging technologies like AI and GPT redefine social responsibility and ethical behavior?

Organizations

- How can marketers ensure that technological and societal changes do not disadvantage the most vulnerable in society, such as the BAME community, the elderly, the physically disabled, and the mentally ill?
- How can marketing practitioners and university faculty enhance Isaiah Berlin's 'freedom from' and 'freedom to' liberties (Yan and Hyman, 2023)?
- What are the risks and mitigation strategies associated with using emerging technologies like AI, big data analytics, and blockchain in ESG-focused macromarketing for a sustainable future, and how can these technologies be leveraged ethically?
- How can organizations use large language models, such as GPT, to anticipate market trends, identify emerging consumer needs, and develop proactive macromarketing strategies that align with a sustainable and desirable future?

Consumers

- Which consumers' attitudes and beliefs are crucial to encouraging pro-social behavior that promotes a more equitable distribution of future societal benefits?
- What messaging best encourages the changes to public behavior needed to mitigate social harms caused by technological change?
- What macromarketing approach and messaging around future-centered issues excels in generating a sense of agency among targeted audiences?

- What are AI's ethical and economic consequences in shaping consumer choice, and how might macromarketing address these implications?
- How can AI-driven marketing protect and empower vulnerable populations in future consumer landscapes?
- How can AI shape consumer decision-making that aligns with Personkind's best interest and equitable future?

Methodology

- What role do systems thinking and other relevant approaches play in improving marketing and public policy efforts to address technological and societal change?
- Which foresight methodologies in marketing research (e.g., technology assessment, scenario-based research, Delphi technique) are most suitable for the rapidly changing market environments?
- If scenario planning is a process that creates possible credible yet uncertain futures (Keough and Shanahan, 2008) rather than predicts the future and works toward it (Hodgkinson & Wright 2002), when is qualitative, quantitative, or fuzzy scenario planning (Amer, Jetter, and Daim, 2011) most appropriate?
- Which consumer research techniques best enable assessments of consumers' anticipated future (e.g., Haryanto et al., 2017)?
- What metrics can macromarketers develop to promote transparency and accountability in environment-related marketing initiatives?

For this special issue, we welcome all types of investigations related to conceptualizing problems and solutions, behavioral insights, mapping and testing studies, and big data. All submissions must focus on marketing issues (broadly defined), and they must directly deal with marketing-related policy within a firm, an industry, a nonprofit organization, or a government agency.

References

Amer, M., A. Jetter, and T. Daim (2011), "Development of Fuzzy Cognitive Map (FCM) Based Scenarios for Wind Energy," *International Journal of Energy Sector Management,* 5 (4), 564-584

Bell, J.J. (2003), "Exploring the Singularity," *Futurist,* 37 (3), 18-25.

Bostrom, N. (2009), "The Future of Humanity," in *New Waves in Philosophy of Technology,* Olsen, Selinger, and Riis (Eds.). New York, NY: Palgrave McMillan, pp. 186-216.

Bostrom, N. (2014), *Superintelligence: Paths, Dangers, Strategies.* Oxford, UK: Oxford University Press.

Bostrom, N. and M. Cirkovic (Eds.) (2008), *Global Catastrophic Risks.* Oxford, UK: Oxford University Press.

Cowen, T. (2013), *Average is Over: Powering America beyond the Age of the Great Stagnation.* New York, NY: Dutton.

Eckersley, R. (2001), "Doomsday Scenarios: How the World May Go On Without Us," *Futurist,* 35 (6), 20-23.

Garreau, J. (2005), *Radical Evolution: The Promise and Peril of Enhancing Our Minds, Our Bodies—and What it Means to be Human (1st ed.)*. New York, NY: Doubleday.

Haryanto, J., M. Kashif, L. Moutinho, and Y. Pasharibu (2017), "What If the Future Never Comes? Understanding Consumer Perceptions of Future Anticipatory Efforts of Brands. *Asia Pacific Journal of Marketing and Logistics*, 29 (3), 669-685.

Hodgkinson, G., and G. Wright (2002), "Confronting Strategic Inertia in a Top Management Team: Learning from Failure," *Organization Studies*, 23, 949-977.

Hyman, M.R. and A. Kostyk (2019), "Guest Editorial: A Prospectus on Marketing Futurology," *European Journal of Marketing*, 53 (8), 1485-1503.

Joy, B. (2000), "Why the Future Doesn't Need Us," *Wired*, 8 (4), retrieved from http://archive.wired.com/wired/archive/8.04/joy.html.

Keough, S. and K. Shanahan (2008), "Scenario Planning: Toward a More Complete Model for Practice," *Advances in Developing Human Resources,* 10 (2), 166-178.

Kurzweil, R. (2005), *The Singularity is Near: When Humans Transcend Biology*. New York, NY: Viking.

McKibbin, B. (2004), *Enough: Staying Human in an Engineered Age*. New York, NY: St. Martin's Griffin.

Pattinson, H.M. and S.C. Sood (2010), "Marketers Expressing the Future: Scenario Planning for Marketing Action," *Futures*, 42 (4), 417-426.

Schor, J. (2010), *Plenitude: The New Economics of True Wealth*. New York, NY: Penguin Press.

Yan, T. and M.R. Hyman (2023), "Positive Liberty, Negative Liberty, and Marketing Regulations: A Holistic Analysis," *Journal of Macromarketing*. DOI: 10.1177/02761467231204041

Submission Requirements and Information

Submissions should follow the formatting guidelines for the *Journal of Macromarketing* at https://journals.sagepub.com/author-instructions/JMK. You should submit all manuscripts through the journal's online submission system at https://mc.manuscriptcentral.com/jmk.

Guest Editors

Please direct inquiries about this special issue to the co-editors.

Michael R. Hyman
President, Institute for Marketing Futurology and Philosophy
Distinguished Achievement Professor Emeritus of Marketing
5260 Redman Road
Las Cruces, NM 88011-7556
Phone: (575) 522-8463; Email: mhyman@nmsu.edu

Zhilin (Forrest) Yang
Professor of Marketing
College of Business
City University of Hong Kong
Email: Forrest.Yang@cityu.edu.hk
Phone: 852-6344-4644

Alena Kostyk
Senior Lecturer in Marketing
Adam Smith Business School
University of Glasgow
Glasgow, UK
Email: Alena.Kostyk@glasgow.ac.uk

Kevin J. Shanahan, PhD
Professor of Marketing
Department of Marketing, Quantitative Analysis & Business Law
Mail Stop 9582, 324-F McCool Hall
Mississippi State University
Mississippi State, MS 39762
Phone: (662) 325-1953; Email: KShanahan@business.msstate.edu

Alyssa Reynolds-Pearson
Las Cruces, NM
Email: ajrp.phd@gmail.com

Journal of Marketing Theory and Practice (JMTP)
Society for Marketing Advances (SMA) 2024 Special Issue Call for Papers

Special Issue Editors (alphabetical order):

Subhash Jha, Ph.D., Associate Professor of Marketing, George Johnson Research Fellow in Marketing, The University of Memphis (sjha1@memphis.edu).

Rhiannon M. Mesler, Ph.D., Associate Professor of Marketing and Director, Institute for Consumer and Social Wellbeing, The University of Lethbridge (rhiannon.mesler@uleth.ca).

Holly A. Syrdal, Ph.D., Assistant Professor of Marketing, Texas State University (holly.syrdal@txstate.edu).

About the Special Issue:

This special issue is interested in investigations of substantive, managerial issues across the field of marketing, with research questions that contribute to the field of marketing in meaningful ways through scholarship that is both rigorous and relevant. We welcome papers from a broad range of marketing subjects, including both conceptual (non-empirical) and empirical work. This call is open to all methodological approaches in empirical papers so long as the methodological approach properly fits the study's aims and research question(s). This includes all SMA conference tracks, which include:

- Artificial Intelligence and Marketing
- Branding and IMC
- Consumer Behavior
- Digital Marketing
- Healthcare Marketing and Consumer Wellbeing
- Influencer Marketing
- Luxury Consumption
- Marketing Futurology or Philosophy
- Marketing and Public Policy
- Marketing Strategy
- Marketing Education
- Sales
- Services Marketing
- Sensory Marketing
- Shared Economy and Collaborative Consumption
- Retailing
- Tourism, Hospitality, Food, Music & Sports Marketing

Submission Guidelines and Deadlines:

Full papers should be submitted using JMTP formatting through the conference website to the track that best aligns with your work (https://sma2024tampa.dryfta.com/). Please ensure you select the "submit to JMTP special issue" button during your submission.

Papers invited for revision will participate in the SMA JMTP Special Issue Workshop, held at the 2024 annual general meeting in Tampa. Revised papers will be submitted directly to JMTP; the editorial team will work to retain the same review team throughout the process.

Benefits to authors submitting to this special issue include early feedback, an expedited review process, and a quicker overall time to publication. Submissions open on February 24, 2024 with the final deadline for submissions being June 30, 2024. Please contact co-editors (above) with any questions.

Journal of Global Scholars of Marketing Science

Call for Papers

Special Issue
"Keeping up with the Trends in Marketing"
Track: Tourism, Hospitality, Food, Music & Sports Marketing

Guest Editors: Dana Harrison (East Tennessee State University),
Mark Pelletier (University of North Carolina, Wilmington),
and Lucy Matthews (Middle Tennessee State University)

The *Journal of Global Scholars of Marketing Science* is pleased to announce and invite submissions for a Special Issue on "Keeping up with the Trends" associated with the 2024 Society for Marketing Advances conference in Tampa, FL. **The conference submission deadline is June 30, 2024**. After the conference, manuscripts will need to be submitted to the *Journal of Global Scholars of Marketing Science* online platform no later than **December 15, 2024**. Conference submission is a requirement for this special issue.

Special Issue Background Information

Trends emerge and increase in popularity from a combination of factors that influence people's preferences, behaviors, and perceptions. Understanding what prompts trends involves investigating the interaction of social, cultural, economic, technological, and individual factors. Consumers' preferences, behaviors, and perceptions tend to shift over time in the tourism, hospitality, food, music, and sports marketing areas. For this reason, some restaurants or tourist destinations become widely sought after but later find their attraction wanes as other locations are pursued. This special issue of the *Journal of Global Scholars of Marketing Science* is designed to bring together research that focuses on the latest trends in tourism, hospitality, food, music, and sports with respect to their marketing efforts. We particularly encourage creative, innovative, and wide-ranging but relevant topics. While cross-cultural work is not only welcome but also highly encouraged, we also hope to attract work completed in diverse cultures, settings, and contexts, as this will enrich the discussion and provide a global perspective.

Some examples of research that would be welcomed include:

1. **Tourism:**
   - Sustainable tourism and eco-friendly practices.
   - Impact of technology on the travel industry.
   - Cultural and experiential tourism trends.
   - Experiential, digital nomadism, wellness, and multi-generational travel.
   - Digital marketing strategies for travel destinations.

2. **Hospitality:**
   - Contactless technologies in hotels and restaurants.

- Employee training and retention in the hospitality industry.
- Innovative hotel and restaurant designs.
- Wellness and health-focused hospitality trends.
- Personalization in guest experiences.

3. **Food:**
   - Sustainable and locally sourced food trends.
   - Plant-based and alternative protein movements.
   - Functional beverages and gut health.
   - Cultural fusion in cuisine.
   - Food safety and traceability.

4. **Music:**
   - Live music industry trends.
   - Streaming services and their impact on the music business.
   - The AI revolution in music creation.
   - Diversity and inclusion in the music industry.
   - Brand partnerships with musicians.

5. **Sports Marketing:**
   - Digital and social media strategies in sports marketing.
   - Sponsorship and brand partnerships in sports.
   - College athlete branding.
   - Athlete branding and personal endorsements.
   - Sports events and their economic impact on host cities.

Submission Information

Authors are invited to submit original and unpublished research to the Society for Marketing Advances conference using the conference submission platform no later than June 30, 2022. The best papers will then be invited to submit their revised manuscripts to this special issue. All papers will be double-blind refereed. Manuscripts must be submitted electronically in Word format, following the author submission guidelines of the Journal of Global Scholars of Marketing Science. The journal uses APA-7 style, and papers should normally be no longer than 25 pages long. Those invited manuscripts should be received no later than December 15, 2024. Please submit manuscripts to the journal's online platform.

For more questions about the special issue, please contact Dana Harrison at harrisondl@mail.etsu.edu, Mark Pelletier at pelletierm@uncw.edu, or Lucy Matthews at lucy.matthews@mtsu.edu.

Journal of Global Scholars of Marketing Science:
- https://www.tandfonline.com/journals/rgam20

March 6, 2024

Call for Papers: Special Issue on Artificial Intelligence in Marketing Education

Journal: *Marketing Education Review* (MER)

Special Issue Title: Leveraging Artificial Intelligence Ethically for Enhanced Marketing Education

Special Issue Editor(s):

Melanie B. Richards, East Tennessee State University
Chelsie M. Dubay, East Tennessee State University

Journal Editor: Seung Hwan (Mark) Lee, Toronto Metropolitan University (lee.mark@torontomu.ca)

Special Track Submission Deadline (Conference): June 30th, 2024
Special Issue Submission Deadline: March 1st, 2025.

As digital transformation continues to influence the evolution of marketing education, the role of Artificial Intelligence (AI) within higher education stands out as both a transformative force and a critical area for scholarly exploration (Elhajjar et al., 2020; Ferrell & Ferrell, 2020; Gulati et al., 2024; Thontirawong & Chinchanachokchai, 2021). Incorporation of AI in higher education presents unprecedented opportunities for educators and students alike, providing potential benefits for teaching, learning, research, and service. And yet, the ethics and policies regarding how AI should be used in the classroom are still ill-defined at many institutions. The integration of AI in the college classroom raises important questions about intellectual property, creativity, critical thinking, privacy, data security, and algorithmic bias, amongst others. By addressing benefits while also delving into these ethical issues, this special issue aims to contribute to the development of best practices for the responsible use of AI within marketing education.

AI technologies have the potential to enhance the student learning experience by personalizing education paths and providing adaptive learning environments that address individual needs. In this way, AI has made course content more accessible than ever before, creating new opportunities for student engagement and interaction. Furthermore, AI is changing the way many aspects of marketing can be taught, offering students hands-on experience with innovative tools that are user-friendly, powerful, and increasingly utilized within the marketing industry. From rapidly automating data analysis and providing predictive insights to creating personalized content, the use of AI

while still in the classroom can help prepare students for the complexities of the modern marketing landscape.

This special issue of *Marketing Education Review* seeks to explore the innovative use of AI across various facets of marketing education, as outlined in the example topics of interest. We invite empirical research, conceptual papers, case studies, and pedagogical innovations that help to shed light on the challenges, opportunities, and future directions of AI in marketing education.

The editors seek contributions that not only highlight AI's role in enhancing the educational landscape of marketing, but also critically examine the challenges, ethical considerations, and future prospects of integrating AI into marketing education. By showcasing applications of AI that are both innovative and ethically bound, we aim to foster a deeper understanding of its potential to enrich marketing pedagogy, enhance student learning outcomes, align instructors and students regarding ethical AI application, and equip future marketers with the skills necessary to thrive in an AI-evolved industry landscape.

Example topics of Interest:

- AI-supported or AI-evolved pedagogical strategies in marketing education
- Impact of AI on student engagement and learning outcomes in marketing courses
- Ethical considerations and challenges of using AI in marketing education
- AI applications in teaching marketing subjects such as:
    - branding and brand management
    - consumer behavior
    - marketing research and analytics
    - marketing strategy
    - integrated marketing communications
    - content marketing
    - product development
- AI applications in experiential learning-based marketing projects
- Case studies on successful AI integration in marketing curricula
- Future trends in AI and their implications for marketing education

Submission Guidelines:

Submissions should align with the formatting and submission guidelines of *Marketing Education Review*. Manuscripts should clearly articulate the theoretical and practical implications of the work, demonstrating how AI innovations address specific challenges or opportunities within marketing education. Authors are also encouraged to emphasize the scalability, adaptability, and effectiveness of the AI applications discussed.

Full papers should be submitted using MER formatting through the SMA conference website to the track that best aligns with your work (https://sma2024tampa.dryfta.com/). Please ensure you select the "submit to MER special issue" button during your submission.

Key Events:

The 2024 Society of Marketing Advances Conference (Tampa Bay, Nov 6-Nov 9) will feature a special track associated with this special issue, providing a platform for sharing ongoing research and timely feedback. Please note that submission to the special issue does not require participation in the conference.

Papers invited for revision will participate in the SMA MER Special Issue Workshop, held at the 2024 annual general meeting in Tampa. Revised papers are encouraged to submit directly to MER; the editorial team will work to retain the same review team throughout the process. Benefits to authors submitting to this special issue include early feedback, an expedited review process, and a quicker overall time to publication.

Important Dates:

Conference Submission Deadline	June 30th, 2024
Society of Marketing Advances Conference	November 6th-November 9th, 2024
Special Issue Submission Deadline	March 1st, 2025

Contact Information:

For inquiries regarding the call for papers or submission process, please contact the Special Issue Editors:

- Melanie B. Richards, at richardsmb@etsu.edu, or
- Chelsie M. Dubay, at dubayc@etsu.edu.

Journal of Consumer Marketing

Sharing Services Systems and Collaborative Consumption in a Rapidly Changing Environment

Closes: 31 Jan 2025

Journal: **Journal of Consumer Marketing**

Guest editor(s)

Hugo Guyader, Pia A. Albinsson, Lucie K. Ozanne

Submissions Open October 1st 2024.

Submit paper here

Introduction

Sharing and consuming collaboratively have been the focus for many consumers, families, communities and have transitioned into the marketplace in various formats. From true sharing and community building e.g., Really, Really, Free Markets (Albinsson and Perera 2012), hand-me-down practices and gifting where no money transfers take place (Barbosa and Fonseca 2019; Ruckelhausen and Kamleitner in press), so-called pseudo sharing (Belk 2014) e.g., such as clothing (Albinsson and Perera 2018) or toy libraries (Ozanne and Ballantine 2010) that may require a membership or fees, resourcefulness and repair (Godfrey et al. 2022; Godfrey and Price 2023; Ozanne in press) and to commercial sharing platforms such as product-service systems, access-based consumption (Perera and Albinsson 2020), or technologically enabled socioeconomic systems (e.g., Eckhardt et al. 2019; Philip, Ozanne and Ballantine 2015; 2019), the global marketing of sharing-oriented business models in the Sharing Economy are endless (Guyader and Piscicelli 2019; Guyader 2018). Some previous sharing oriented research in the Journal of Consumer Marketing have examined Millenial's value perception in car sharing (Hwang and Griffiths 2017), and the role of familiarity and trust this generation put in collaborative consumption platforms such as Airbnb (Mittendorf 2018). Others have focused on how collaborative consumption users experience greater social closeness with peer-provided services compared to business provided services (Frechette et al. 2018; Ozanne and Ozanne 2011), and how social capital is built through consumer interactions in sharing service systems contributing to community resilience (Ozanne and Ozanne 2016; 2021). Other consumer research has explored more negative aspects of collaborative consumption by examining the way participants of lateral exchange markets (LEM) experience moral decay the longer they participate as they become driven by self-interest and egotistical motivations (Perren et al.

2019), or how some forms of commercial sharing can diminish consumer well-being (Ozanne and Prayag 2022).

While much of the extant research in collaborative consumption utilizes in-depth interviews and cross-sectional surveys, this special issue welcomes a variety of data collection methods and analysis techniques including text mining (e.g., Zhang 2019), experimental design (e.g., Frechette et al. 2018), systematic reviews, cluster analysis (e.g, Ertz et al. 2018) and (n)ethnography as the world of research methods evolve as quickly as the phenomenon and environment in which we investigate.

As the Sharing Economy has experienced a rapid growth, this call for paper invites submissions of original manuscripts primarily interested in research that examines new questions, new laws, new technologies, AI, new sharing concepts, or investigates new phenomena, and uses new methods to expand what we know and makes a contribution about the sharing economy based on theory building, empirical research or methodological advancements. The range of issues that may be studied is broad (see topic list below); they may be examined through diverse marketing lenses such as consumer behavior, retail, management, strategy, however the main focus should be on the consumer perspective of the phenomena.

SMA Special Track

The Society for Marketing Advances (SMA) Conference has an exciting new track dedicated to author/s seeking to submit to the Special Issue of the Journal of Consumer Marketing focused on Sharing Services Systems and Collaborative Consumption - more information here.

Submissions for this issue are not contingent on submission to the SMA conference, however for those who submit to the conference in order to obtain feedback from the guest editors, full papers (20 pages) are needed at the time of conference submission. The conference submission deadline is June 30, 2024, only full papers (20 pages) can be submitted to this track to be considered for the paper development sessions hosted by the guest editors. After the conference, full papers will need to be submitted to the Journal of Consumer Marketing online platform no later than January 31, 2025 where the papers will go through the regular JCM review process. Acceptance to the conference does not mean automatic acceptance to JCM, however the paper development sessions are designed to strengthen the papers for a more streamlined review process in terms of meeting the expectations and guidelines for JCM.

List of Topic Areas

- Artificial Intelligence;
- Blockchain/ cryptocurrencies in collaborative networks;
- Circulatory systems, sustainability, repair, food sharing systems;
- Community/ grassroots efforts to encourage sharing;
- Consumer behavior, Pro-social behavior, Consumer altruistic behavior, well-being;
- Consumer misbehavior, Consumer rage, Perceived risks;

- Consumer engagement (satisfaction);
- Consumer vulnerability and sharing;
- Cross-cultural research on sharing platforms/ users/ outcomes;
- Peer-providers, gig-workers, and third-party platforms affecting consumption;
- Product-service sharing systems;
- Prosumers, Platform role duality;
- Ratings and reviews of peer-providers/ users;
- Sharing and the bottom-of-the-pyramid;
- The dark side of sharing, Negative externalities, Regulatory environment;
- The sharing economy paradox, Tensions;
- Any of the above and how it relates to UNs SDGs.

Submissions Information

Questions pertaining to the Special Issue should be sent to any of the Guest Editors: Pia A. Albinsson, albinssonpa@appstate.edu, Hugo Guyader, hugo.guyader@liu.se, and Lucie K. Ozanne, lucie.ozanne@canterbury.ac.nz. Papers must be formatted in accordance with JCM guidelines, Emerald Harvard Style. All papers will be double-blind refereed.

Submissions are made using ScholarOne Manuscripts. Registration and access are available here.

Author guidelines must be strictly followed. Please see here.

Authors should select (from the drop-down menu) the special issue title at the appropriate step in the submission process, i.e. in response to ""Please select the issue you are submitting to".

Submitted articles must not have been previously published, nor should they be under consideration for publication anywhere else, while under review for this journal.

Key Deadlines

Opening date for manuscripts submissions: 01/10/2024

Closing date for manuscripts submission: 31/01/2025

References

Albinsson, P. A., & Perera, B. Y. (2018). Access-based consumption: From ownership to non-ownership of clothing. In The rise of the sharing economy: Exploring the challenges and opportunities of collaborative consumption (P. A. Albinsson and B.Y. Perera, eds), pp. 183-212 Bloomsbury Publishing.

Albinsson, P. A., & Yasanthi Perera, B. (2012). Alternative marketplaces in the 21st century: Building community through sharing events. Journal of Consumer Behaviour, 11(4), 303-315.

Barbosa, B., & Fonseca, I. (2019). A phenomenological approach to the collaborative consumer. Journal of Consumer Marketing, 36(6), 705-714.

Belk, R. (2014). Sharing versus pseudo-sharing in Web 2.0. The Anthropologist, 18(1), 7-23.

Belk, R. (2010). Sharing. Journal of Consumer Research, 36(5), 715-734.

Frechette, M., Arnold, M., Kaikati, A., & Singh, N. (2020). Collaborative consumption, social distance and the extended self. Journal of Consumer Marketing, 37(4), 413-422.

Guyader, H., & Piscicelli, L. (2019). Business model diversification in the sharing economy: The case of GoMore. Journal of Cleaner Production, 215, 1059-1069.

Guyader, H. (2018). No one rides for free! Three styles of collaborative consumption. Journal of Services Marketing, 32(6), 692-714.

Hwang, J., & Griffiths, M. A. (2017). Share more, drive less: Millennials value perception and behavioral intent in using collaborative consumption services. Journal of consumer Marketing, 34(2), 132-146.

Ozanne, L.K. (in press). Repair cafés: exploring collaborative repair. In Understanding Collaborative Consumption, (P. A. Albinsson, B. Y. Perera, and S. J. Lawson, eds). Edward Elgar.

Ozanne, L. K., & Ozanne, J. L. (2021). Disaster Recovery: How Ad Hoc Marketing Systems Build and Mobilize Social Capital for Service Delivery. Journal of Public Policy & Marketing, 40(3), 372-388.

Ozanne, L.K. and Ozanne, J.L. (2016), "How alternative consumer markets can build community resiliency", European Journal of Marketing, 50 (3-4), 330-357.

Ozanne, L. K., & Ozanne, J. L. (2011). A Child's Right to Play: The Social Construction of Civic Virtues in Toy Libraries. Journal of Public Policy & Marketing, 30(2), 264-278.

Ozanne, L. K., & Ballantine, P. W. (2010). Sharing as a form of anti-consumption? An examination of toy library users. Journal of Consumer Behaviour, 9(6), 485-498.

Ozanne, L. K., & Prayag, G. (2022). Exploring Airbnb host wellbeing and host-guest conflicts in network hospitality. Frontiers in Psychology, 13, 805761.

Perera, B. Y., & Albinsson, P. A. (2020). Uber. Bloomsbury Publishing USA. Perren, R., Stewart, K., & Satornino, C. B. (2019). Puritan peers or egoistic entrepreneurs? Moral decay in lateral exchange markets. Journal of Consumer Marketing, 36(3), 366-378.

Philip, H. E., Lucie K. Ozanne & Paul W. Ballantine (2019) Exploring Online Peer-to-Peer Swapping: A Social Practice Theory of Online Swapping, Journal of Marketing Theory and Practice, 27 (4), 413-429.

Philip, H. E., Ozanne. L.K., & Paul W. Ballantine (2015). Examining temporary disposition and acquisition in peer-to-peer renting, Journal of Marketing Management, 31(11-12), 1310-1332.

Ruckelshausen, S. and B. Kamleitner (in press), Hand-me-downs: The wallflower of pre-ownership and a special case for psychological ownership, in Understanding Collaborative Consumption (P. A. Albinsson, B. Y. Perera, S. J. Lawson, eds), Edward Elgar, London, UK.

Zhang, J. (2019). What's yours is mine: exploring customer voice on Airbnb using text-mining approaches. Journal of Consumer Marketing, 36(5), 655-665.