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Greetings from Pia A. Albinsson, President

Wow! The past six months have been a whirlwind. From the time SMA 2020 started accepting submissions in March until we announced the decision to hold a virtual conference a few weeks ago, we have encountered numerous challenges in our personal and professional lives brought forth by the COVID-19 pandemic. Our conference theme “Analysis for a Brave new Marketing World” is timely and it reminds us to be appreciative of the efforts of healthcare personnel, other front line workers, and educators. As SMA President, I am so grateful for the support that our Executive Committee has had from our partners and members. Although we will not see each other in Fort Worth this year, we are excited for the opportunity to offer the SMA 2020 annual conference as a virtual event during November 5-7, 2020. As you can imagine, there is much work behind the scenes to host such an event and we will provide you with more information about this year’s event in the coming weeks. Though this format may be unfamiliar to some, we hope to see many of you there to present your work and to learn from one another.

Our 2020 Program Chair and President-Elect, Michael Levin, is in the process of creating a great conference program that will include several pre/post conference workshops. Additionally, SMA is honoring Dr. Michael Ahearne as the 2020 Routledge – Taylor & Francis / SMA Distinguished Scholar. Dr. Ahearne is professor, C.T. Bauer Chair in Marketing and well as the Research Director of the Sales Excellence Institute at the C.T. Bauer College of Business, University of Houston.

Dr. Ahearne will present on Friday, November 6 at 10.30 CST. Please refer to page 9 in SMA newsletter for additional information.

The virtual conference will include two increasingly popular sessions - Meet the Editors and Teaching Moments. Additionally, the 32nd Annual Doctoral Consortium will be held online on November 7.

**2020 SMA Conference:
Virtual
November 5 - 7**

Greetings from Pia A. Albinsson, President

The Executive Committee and I thank the organizers, Drs. Elten Briggs, Kevin Shanahan, and Brian Rutherford for their work in setting up an exciting program for our graduate student members (see page 5 for additional information).

As you know, SMA offers a variety of sponsorship opportunities ranging from Best paper awards to event sponsorships. We are yet finalizing these arrangements and are welcoming sponsorships for the 2020 Conference. Please contact Lucy Matthews at lucy.matthews@mtsu.edu for more information about these tax-deductible sponsorships.

Finally, SMA's Executive Committee members who have been working throughout the year to make the conference successful are Jie Fowler, Dana Harrison, Ashish Kalra, Lucy Matthews, Mohan Menon, Sandipan Sen, and Holly Syrdal. These individuals deserve many thanks for quickly adapting to our new circumstances and working diligently to host a virtual conference this year. In addition to Michael Levin's efforts as Program Chair, SMA appreciates the work undertaken by the track and event chairs, reviewers, and session chairs. This was challenging on multiple fronts due to the pandemic and we extend a big thank you to all of you!

It has been a pleasure to serve as SMA President this year. I hope to see you online at SMA 2020!

With my best wishes,

Pia A. Albinsson



Pia A. Albinsson, President

NOTES FROM THE 2020 PROGRAM CHAIR

Michael Levin

The **58th Annual SMA Conference** moves to virtual format in the fallout related to Covid19 pandemic. What we lack in physical connection, we make up for in our spirit of collaboration and collegiately. For **2020**, there were over **140** paper, presentation, and panel submissions covering a wide variety of marketing topics in addition to the **SMA Teaching Moments**, and the **Doctoral Dissertation Proposal Competition**.

The **SMA Conference** is offering a **pre-conference workshop** on **Qualitative Techniques for Social Media Research** and a **PLS-SEM workshop**. These workshops will provide a great deal of useful information to members.

The **32nd Annual Doctoral Consortium** will be offered as part of this year's conference. The doctoral consortium program created by chairs **Elten Briggs**, **Brian Rutherford**, and **Kevin Shanahan** looks outstanding and participating doctoral students will certainly find it beneficial.

In addition, the **2020 Routledge – Taylor & Francis / SMA Distinguished Scholar Award** recipient is **Michael Ahearne**. Mike serves as the C.T. Bauer Chair in Marketing and as the Research Director of the Sales Excellence Institute at the University of Houston. He has published more than 50 articles in several top journals including *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Strategic Management Journal*, *Journal of Applied Psychology*, and *Organizational Behavior and Human Decision Processes*. Mike also wrote one of the highest grossing professional selling textbooks and has won numerous teaching awards.

SMA 2020 offers something for everyone – scholarship, networking, and a new format. Mark your calendars to ensure that you attend **SMA 2020**.

Do not forget your headsets!

Michael Levin



Michael Levin, SMA 2020 Program Chair, President-Elect

2020 Conference Workshops

Pre-Conference Workshop

SMA Research Methodology Workshop

“Qualitative Techniques for Social Media Research”

Dr. Jenna Drenten
Associate Professor of Marketing
Quinlan School of Business
Loyola University Chicago

Modern life is deeply intertwined with social media—people share life stories on YouTube, offer political opinions on Twitter, post hashtagged selfies on Instagram, and ‘go viral’ in an instant on TikTok. As online and offline spaces increasingly converge, social media platforms offer opportunities to better understand society. In the midst of the global coronavirus pandemic, potential for digital fieldwork and qualitative social media methods have become even more important. While quantitative tools and metrics for analyzing social media are important, they do not account for lived experiences or symbolic meaning within the data. Studying social media through interpretive methods is critical to understanding culture, beyond automated analytics. For instance, on image-based sites like Instagram, what users say in their captions complement what they show in their photos. Therefore, text analyses alone may not fully capture the meaning embedded within social media images. The aim of this workshop is to equip attendees with skills to collect, analyze, and interpret qualitative data from mainstream social media platforms including Twitter, YouTube, TikTok, Instagram, Pinterest, Facebook—and non-traditional social media platforms (e.g., Venmo, Cameo). Drawing on interpretive methods, we will address the following:

- Benefits and opportunities for engaging in qualitative social media analyses for sociocultural inquiry
- Methods for capturing and managing qualitative social media data (e.g., automated and manual tools for data downloading, digital fieldwork, ethical data management, troubleshooting API roadblocks)
- Approaches for examining qualitative social media data (e.g., narrative analysis, autodiving, visual analysis)
- Critical questions around ethics and privacy in collecting, managing, and reporting qualitative social media research

November 4, 2020 (10:00 am - 12:00 noon CST), Registration Fee: \$39.

<https://www.societyformarketingadvances.org/Sys/Store/Products/15804>

Post-Conference Workshop

PLS-SEM Conference Workshop

Lucy Matthews
Assistant Professor of Marketing
Jones College of Business
Middle Tennessee State University

The workshop will involve “hands-on” analysis of the dataset using the **SmartPLS 3.0** software. The SmartPLS 3.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered. Requirements: Participants must have SmartPLS 3.0 software readily installed. A 60 day license code will be provided to all participants. Participants need to install the software several days prior to the workshop as it needs to be activated by the **SmartPLS** administrator.

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

November 7, 2020 (08:00 am - 11:00 am CST), Registration Fee: \$49.

<https://www.societyformarketingadvances.org/Sys/Store/Products/15809>

32nd Annual Doctoral Consortium

The **Society for Marketing Advances (SMA) 32nd annual Doctoral Consortium** will be held virtually in conjunction with the SMA conference on **November 7** from **8.30 am to 5.30 pm**. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate out-standing doctoral candidates as 2020 consortium fellows.

Doctoral Consortium Fellows (participants) experience unique learning and networking opportunities designed to help future marketing academicians succeed. Doctoral Consortium Fellows work together with top marketing scholars in professional development and career planning sessions that incorporate research, teaching, and service.

Doctoral students attending the consortium come from leading universities across the United States and abroad. The success of the program is evident by the number of Doctoral Consortium Fellows that return year after year to offer insight and advice to new Fellows. The Doctoral Consortium is in keeping with SMA tradition, offering the attention, hospitality, and warmth that typify our organization.

We have had a great response from around the country. We would like to ask faculty and doctoral program coordinators to get their nominations in soon as possible as fellow spots are going quickly. The selection and registration process begins with a doctoral candidate, typically one per doctoral granting institution, being nominated by a faculty member. Once the nominee's eligibility has been confirmed, we ask that a registration form and fee be submitted.

Registration materials are available at the SMA web site (<https://societyformarketingadvances.org>). The early registration rate is \$39 and includes consortium registration, all consortium and conference events. This rate is \$59 if paid after October 1 and before October 31, 2020.

If you have any questions please contact us via e-mail and we will be happy respond. Looking forward to seeing you.

Co-chairs



Elten Briggs
(ebiggs@uta.edu)



Brian Rutherford
(Bruther1@kennesaw.edu)



Kevin Shanahan
(KShanahan@business.msstate.edu)

32nd Annual Doctoral Consortium Tentative Program

32nd Annual Society for Marketing Advances Doctoral Consortium Program Saturday November 7, 2020

- 8:30 a.m. – 8:45 a.m. **Welcome and Introductions by Consortium Co-Chairs**
Brian Rutherford, Kennesaw State University
Elten D. Briggs, University of Texas at Arlington
Kevin J. Shanahan, Mississippi State University
- 8:45 a.m. – 9:30 a.m. **SESSION 1**
Managing Relationships in Academia
Sharon Beatty, University of Alabama
Mary Harrison, Birmingham Southern College
- 9:30 a.m. – 10:45 a.m. **SESSION 2**
The Review Process and the Role of Associate Editors
Michael R. Hyman, New Mexico State University (Journal of Business Ethics)
Christopher D. Hopkins, Auburn University (Journal of Business Research)
Joseph J. Cronin, Florida State University (Journal of Services Marketing)
Adam Rapp, Ohio University (Journal of Personal Selling and Sales Mgmt)
Fernando Jaramillo, UT Arlington (European Journal of Marketing)
Narayanan Janakiraman, UT Arlington (Journal of Consumer Marketing)
- 10:45 a.m. – 11:00 a.m. **Break**
- 11:00 a.m. – 12:15 p.m. **SESSION 3**
Building a Successful Academic Career Over the Long Haul
Greg Marshall, Rollins College
Bill Moncrief, Texas Christian University
- 12:15 p.m. – 1:00 p.m. **SESSION 4 – LUNCH SESSION**
Effective Teaching
Danny Butler, Auburn University
Barbara Wooldridge, The University of Texas at Tyler
- 1:00 p.m. – 2:00 p.m. **SESSION 5**
Words of Wisdom
Jag Sheth, Emory University
Valarie Zeithaml, University of North Carolina, Chapel Hill
- 2:00 p.m.– 2:15 p.m. **Break**
- 2:15 p.m. – 3:15 p.m. **SESSION 6**
Entering Academia in a New Era
Jerome Williams, Rutgers University
Antonio Rosa, Iowa State
Samantha Cross, Iowa State
- 3:15 p.m. – 4:00 p.m. **SESSION 7**
Research, Teaching, Service; The Importance of Professional Ethics
O.C. Ferrell, Auburn University
Linda Ferrell, Auburn University
- 4:00 p.m. – 5:30 p.m. **SESSION 8**
Research Methods
Barry Babin, University of Mississippi
Joe Hair, University of South Alabama

Officer's Report from Director of Electronic Communication

New SMA Twitter account: @society4mktadv

This account was created as a way for marketing faculty to share ideas and topical articles/examples related to marketing concepts. The marketing content can help students stay current with issues and utilize them as examples of marketing ideas in action. In the matter of less than a year, many of the 500+ tweets from the account have been retweeted by followers with impressions averaging over 6000 per month and gaining followers every month. Specifically, COVID-19 and BLM related tweets have averaged 100's of impressions. Thank you to all who follow and contribute.

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

The site has been streamlined a bit to provide valuable information about SMA, its conferences, and other resources. All the social media channels have been linked to the website. Currently, the 2020 Conference Virtual registration modalities are being implemented. During 2020-2021, students from the Digital Marketing program at a Southeastern university are conducting an audit of the site with a view to improve functionality and member experience. Suggestions from SMA members are always welcome.



Mohan Menon

University of North Georgia

mohan.menon@ung.edu



FROM THE EDITOR

It has been a busy year at MER.

James Mead and Rebecca VanMeter are hard at work on the Innovation Issue (2021), which had a submission date of August 15th, 2020. The new co-editors for the Innovation Issue (2022) will be announced early in 2021.

The special issue on the Impact of Covid 19 on Marketing Education has a submission deadline November 30, 2020. I am excited to say we have already received some submissions and I am anticipating more. Feel free to contact myself or Maria Kalamas Hedden (mkalamas@kennesaw.edu).

I am a true believer in the adage many hands make light work so if you know of potential editorial review board members please drop me a line.

It is hard to believe but MER is fast approaching completing its second year of quarterly issues. I am always looking for more great manuscripts. If you are unsure about your idea – drop me a line I am happy to chat. This year we added our first special (not teaching innovation) issue with the Covid 19 call.

I am searching for a special issue topic for 2021, please email me your ideas.

To close thank you to everyone that reviewed and submitted papers to MER.

Cheers, B



Barbara Ross Wooldridge

brasswo@uttyler.edu

Updates from the Executive Director

Mark your calendars for our upcoming conferences:

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



2022 – Charlotte, North Carolina November 1-5 at Hilton Charlotte University Place – The hotel (see photos below) is located on a small body of water with restaurants, shops and a walking trail around the perimeter. Also within walking distance is UNC Charlotte and the LYNX blue line giving access to Uptown, the NASCAR Hall of Fame and MANY local breweries and restaurants. The hotel offers a shuttle to locations within 5 miles which includes IKEA! This is going to be an exciting new city for SMA!!



2023 – Dallas/Fort Worth, TX November 7-11 at Hilton Fort Worth – Our original 2020 conference location is back on the books! The hotel (see photos below) is the renowned site of JFK's last night. In the heart of downtown Fort Worth, there are many attractions including the Fort Worth Stockyards, FW Water Gardens, FW Zoo, Modern Art Museum, FW Botanic Garden, FW Museum of Science (planetarium and IMAX), National Cowgirl Museum and so much more!



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

Please contact me if interested in sponsoring an event or track at SMA: Lucy.matthews@mtsu.edu

JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

Greetings from the Journal of Marketing Theory and Practice.

Having completed my first year as EIC, I have certainly found it to be a rewarding and albeit, quite challenging year. As all of us have dealt with the changes and challenges of the COVID global pandemic, we have struggled and persevered in our efforts to educate and prepare our students for a very uncertain future. All will agree that this crisis has resulted in major rethinking of how we deliver content and knowledge. What some may not be aware of is the impact that the pandemic has had on scholarship within the discipline; the impact has been profound herein as well. The pandemic has been both a blessing and curse, while we miss the traditional interaction with our students; we have also seized an opportunity to both improve the quantity and quality of our research efforts.

JMTP, like so many other scholarly publications, has witnessed the effects associated with the shifting of our most valuable resource, that being our time. The year has resulted in a windfall of quality research for JMTP. As of September 1, the journal had already surpassed the total number of submissions by a significant margin, as compared to the entire previous year. This major increase has resulted in both benefits and challenges. While submissions have increased, the burdens of learning to deliver content in new modalities has resulted in a shortfall of qualified and motivated reviewers who can afford the time necessary to provide quality reviews. It is not uncommon currently to forward up to 15 invitations in order to get two reviewers to agree to serve. All journals in the discipline are facing this circumstance. The resulting statistics are very telling; JMTP is now approaching a 40% desk rejection rate while at the same time the acceptance rate of articles entering the review process has risen sharply; this appears to be the “new normal,” in scholastic research, discipline wide.

Looking forward, the journal is poised to have a significantly improved output in 2021. We currently have two special issues projected to go in print; our first issue, (1) of 2021 is “The Future of Marketing Research.” This SI will provide 10 editorials from some of the most internationally recognized scholars in their respective areas, authors will include, O.C. Ferrell, Joe Hair, Jag Sheth and Joe Cronin, just to name a few. These authors and others are going to share what is projected to be the most significant areas of research in the coming decade.

The second SI “Strategic Marketing and Resource-Advantage (R-A) Theory: Implications for Research, Practice, and Pedagogy,” co-edited by Bob McDonald and Arturo Vasquez-Parraga, is also due out in 2021. As stated previously, the pandemic has resulted in a log of top-notch articles being accepted and scheduled to appear in 2021.

Consequently, this has resulted in changes in editorial policy. I want to caution potential authors that we currently will not be accepting review articles, nor will we be accepting case study oriented manuscripts that focus on a very specific company or geographic region. We also want to caution authors; in order to make a significant contribution; authors need to advance beyond simple direct effects modeling and focus more on the mediation and moderating effects of these relationships. Articles positioned in this manner stand a far better chance of success because they are likely to make a stronger contribution to both theory and practice.

I would like to welcome some new additions to the JMTP editorial staff. **Dora Bock** will now be serving as managing editor, assisting me in all facets of operating the journal. We have also added three additional associate editors including **Dana Harrison, Gary Hunter** and **Audhesh Paswan**. I would also like to offer my sincere gratitude to our current associate editors, **Mike Hyman, Velitchka Kaitcheva** and **Brian Rutherford** who will continue to serve JMTP. The journal could not function without these individuals, Taylor & Francis, the Editorial Review Board and I all owe them an enormous debt of gratitude. We have also added a number of top-notch scholars to the editorial review board.

In closing, I would like to thank the members of the SMA community for your support of JMTP. It has thus far been a pleasure to serve as editor. I value your involvement with the journal so please continue to consider the journal as an outlet for your work! If you would like to serve as a reviewer for the journal, please contact us at CDH0059@auburn.edu.



Christopher D. Hopkins,
Editor-In-Chief

2020 Routledge – Taylor & Francis / SMA Distinguished Scholar Award

The Society for Marketing Advances (SMA) is very proud to announce the name of **Dr. Michael Ahearne** as the **2020 Routledge – Taylor & Francis / SMA Distinguished Scholar**.

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

Mike's research has primarily focused on improving the performance of salespeople and sales organizations. He has published over 50 articles in leading journals such as *Journal of Marketing*, *Journal of Marketing Research*, *Management Science*, *Strategic Management Journal*, *Journal of Applied Psychology*, and *Organizational Behavior and Human Decision Processes*. Mike was recently recognized by the American Marketing Association as one of the 10 most research productive scholars in the field of marketing. His research has been profiled in the Wall Street Journal, Business 2.0, Business Investors Daily, Fox Business News, INC Magazine and many other news outlets.



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

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

Please join us virtually to hear Dr. Michael Ahearne present on Friday, November 6th, 10.30 CST.



CALL FOR NOMINATIONS: 2020 SMA DISTINGUISHED FELLOW

The Society for Marketing Advances (SMA) in 1979 established the honorary designation of "SMA Fellow." The intent of this designation is to recognize a very limited number of scholars in light of their exemplary service to the Society and their significant scholarly contributions to the advancement of marketing thought over a sustained period of time. By later action of the Board of Governors (BOG), the designation title changed from "SMA Fellow" to "SMA Distinguished Fellow," with all prior recipients automatically converted to the new designation. SMA Distinguished Fellow designees will be members in good standing of the SMA. Selection is based on the recommendation of an SMA Distinguished Fellows Nominating Committee and subsequent affirmation by the SMA BOG. This year's nominating committee consists of the following two SMA Distinguished Fellows:

- Joe Hair, University of South Alabama
- Greg Marshall, Rollins College

All members of the SMA who have provided exemplary long-term service to the Society and made significant scholarly contributions to the advancement of marketing thought over a sustained period of time are eligible to be nominated for consideration for the "SMA Distinguished Fellow" designation. There are two separate selection criteria, *both of which must be met* for an individual to be designated SMA Distinguished Fellow. It is incumbent on the Nominating Committee and the BOG to judge each potential candidate in terms of both of these criteria, taking into account that either criterion in-and-of-itself is insufficient for selection. The selection criteria are as follows:

- Service to the SMA evidenced by sustained and significant service contributions to the Society. Minimum requirements include ten years of membership in the SMA and exemplary service contributions over time. Examples of exemplary service include but are not limited to serving as an officer, conference chair or co-chair, member of the BOG, or other substantive service to SMA as recognized by the BOG. Current SMA Officers are not eligible for consideration for SMA Distinguished Fellow during their term of office.
- Scholarly contributions to the advancement of marketing thought over a sustained period of time. The nature of the scholarly contributions will most often be research and publication in scholarly marketing journals but other scholarly contributions may be considered by the Nominating Committee and BOG.

A complete list of all SMA Distinguished Fellows, by year inducted, can be found at:

<https://www.societyformarketingadvances.org/Distinguished-Fellows>

To be considered by the Nominating Committee for Distinguished Fellow designation for the current year's cycle, nominations must be received *no later than Friday October 2, 2020*. Self-nominations are not accepted.

To be considered, the nomination must include, at a minimum:

1. Name, position, affiliation, and contact information of nominee and nominator.
2. A description of the nominee's service to the SMA.
3. A description of the nominee's scholarly activities and contributions.
4. A nominee's full current CV.

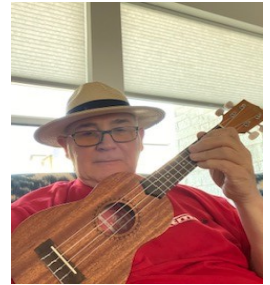
Important: Any selected SMA Distinguished Fellow *must* attend the upcoming virtual 2020 SMA meeting (November 5-6, 2020) to be recognized by the Society for their accomplishment.

Please send nominations by email by Friday October 2, 2020 to both Joe Hair (ioefhair@gmail.com) and Greg Marshall (gmarshall@rollins.edu).

Member news: Stories from the Quarantine!

Budding Rockstar!

"Over our extended spring break, I suddenly became a techno wizard. On one day, this Boomer attended meetings using Blackboard Collaborator Ultra, Skype for Business, and Zoom. I even used Zoom for role play exercises in my sales class. Once the spring semester ended, I decided to get a new knee. I was unhappy with the original and decided that it was time for an upgrade. Besides, after 60 it's all patching and replacement parts. For the first couple of weeks I was unable to concentrate on work. So I passed the time by learning to play the ukulele. While I am not yet ready to tiptoe through the tulips, I can play the appropriate song". (Props to Tiny Tim.)



Bob McDonald
Texas Tech University

Adventures in "jog and laugh"

The two best books that **Shawn Thelen** read during the quarantine were 'Faith' by President Carter and 'Astrophysics for People in a Hurry' by Neil DeGrasse Tyson. He also tried to set a schedule and stick to it. Shawn also enjoyed the time with family and also picked up a new hobby—he started running with the kids. In his own words, "They call it 'jog and laugh', I jog, they laugh at me".

Shawn T. Thelen
Hofstra University



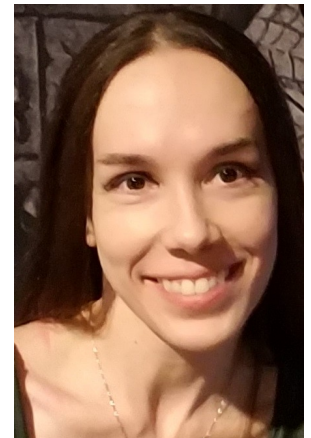
Dessert Zumba!

Reanna has been keeping extremely fit while learning to bake some delicacies—yup she is pursuing the impossible!

In her own words:

- 1) Joined a new gym, Dawson CrossFit, workouts are held in an open air warehouse which makes social distancing possible, and the open walls allow everyone to enjoy the wooded outdoor setting.
- 2) Took virtual Zumba dance master classes, with Zumba founder Beto Perez.
- 3) Perfected my great aunt's caramel icing recipe. This took a couple of tries and necessitated baking a couple of cakes to put the icing on of course!
- 4) Read Twisted Twenty-Six by Janet Evanovich, a novel in the Stephanie Plum series, definitely a much needed, light-hearted, comedy, fiction."

Reanna Berry
School of Business
Georgia Gwinnett College



Taming the 'Quarantine' Blues

Prachi shared an amazing list of activities she accomplished during the quarantine months which will be a fascinating read for everyone!

1. Best article you read in the last few months under lock down:

Moorman, Christine, Harald J. van Heerde, C. Page Moreau, and Robert W. Palmatier. "Challenging the boundaries of marketing." (2019): 1-4.

2. Interesting research idea for this unique time in our history:

The different cultural perspectives and their respective reactions to this pandemic. So much of overlap in their behavior patterns but at the same time so much of difference in their reactions. Some cultures over ate, some became very lethargic and some cultures picked more books to read. I plan to reach out to multiple cultures across continents and learn more about their perspectives as consumers and the drivers of their purchase intentions.

3. Best book you read : IKIGAI. It's the Japanese secret book for happy and long life and mentions how having one purpose in life keeps us going for life.

4. New hobby you tried : PAINTING. I have had this hobby in school days but never performed it post college. I have already painted 30 canvases in this lockdown.

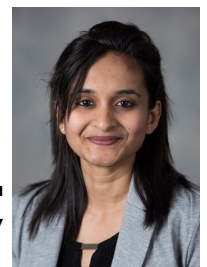
5. New skill you picked up : I became a yoga instructor. I was certified for being a 200-YTT yoga instructor. I never knew I would love it so much that I would end up being certified.

6. Tricks/tips that helped you remain self-motivated: TIMING EVERYTHING. I time every activity I did in the day and strictly followed it.

7. Wisdom you acquired during this period : That you need to learn to enjoy your company as you come at your own rescue in such disastrous times.

8. Techniques you adopted to stay positive in these weird time: Socializing and Exercising kept me going. · Not overwhelming myself with news and work.

Prachi Gala
Elon University



Board of Governors

Current Board of Governors (2019—2020)

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Middle Tennessee State University, SMA Past President

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University of Virginia, Member-At-Large

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Retired, SMA Distinguished Fellow

SMA SOCIETY FOR MARKETING ADVANCES

2019-2020 SMA EXECUTIVE COMMITTEE

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Pia A. Albinsson
Appalachian State
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albinssonpa@appstate.edu



**President-Elect
Conference Chair
2020-2021**

Michael Levin
Otterbein University
mlevin@otterbein.edu

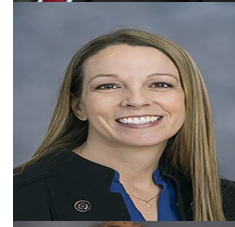
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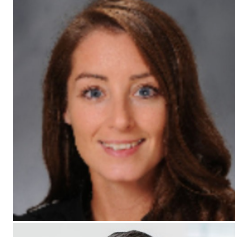
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