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Greetings from Alvin Williams, SMA President

The core strength of SMA continues to be the unbelievably tight bonds forged over many years of associating, along with outreached hands of welcome for new members and doctoral students. Everyone has an ‘SMA Story’ to share that offers a unique, but yet common, linkage to the SMA family. Almost all SMA members can identify a person or two or three that made a special effort to welcome them into the organization or someone going the extra mile to make them feel like a welcomed addition to a growing family. At a very basic level, SMA is a collection of ‘stories’ built on the core values of scholarship, relationships, support, networking, and just plain fun! As SMA moves forward to embrace new opportunities, markets, and people, we must continue to tell the ‘old stories,’ but also ensure ample room for the creation of ‘new stories’ that reflect the dynamism and vibrance and progression of SMA across academic generations.

As we prepare for SMA 2017, we invite you to come tell your SMA story and to make new stories to share with others. In fact, as we tell more stories about our SMA experiences and their importance to us both professionally and personally, we transfer SMA values to others in ways that really communicate the impact of SMA on our careers and professional relationships. These stories represent the SMA brand that makes us so distinguishable from our competitors. Maybe we should compile our ‘SMA stories’ into some compelling format marketable to prospects!

SMA 2017 promises to be another exciting gathering of scholars, educators, friends and students. The 55th Annual Conference in Louisville, November 7-11, offers a well-conceived program around the theme ‘Ethical Decisions in Lifestyle Choices.’ Program Chair, Diane Edmondson, has organized a team of track chairs for research and teaching themes that address some of the key areas of interest in the marketing discipline. Diane’s team is positioned adroitly building a foundation, via the Conference program, on which we can ‘create new stories’ to pass along.

As we create momentum for SMA 2017, we ask that each SMA member consider inviting someone new to attend the Louisville conference. Invite a new colleague or graduate student or business executive to attend SMA and to start their own tradition of SMA storytelling. Growing SMA takes our collective creative efforts focused on making us stronger, more relevant and more attuned to the needs of the marketplace.

A special thanks is due the current group of SMA Officers (Diane Edmondson, Rebecca VanMeter, Pia Albinsson, Michael Levin, Keshia Coker, Jie Fowler, Jamie Pleasant, and Cheryl Ward). This team will surely create some ‘lasting stories’ that offer the potential to make SMA stronger and more competitively robust over the years to come!



See you in Louisville for SMA’s ‘storytelling’ time! Your story counts! Join us for SMA’s 55th storytelling session on November 7 – 11, 2017.

Alvin Williams, University of South Alabama

**2017 SMA Conference:
Louisville, KY**

November 7-11

marketingadvances.org

2017 SMA Conference Information

Diane R. Edmondson, Program Chair

We are very excited about this year's conference. There will be returning and new events. In addition, we are excited to announce that there are two special issues associated with the 2017 Conference. The first special issue is in the *Journal of Managerial Issues* and is based on the conference theme (see page 13 for the Call for Papers). The second special issue is in the *Journal of Business Research* and is related to the 2017 Retail and Distribution Symposium (see page 14 for the Call for Papers).

Conference Theme: The 2017 theme is "Ethical Decisions in Lifestyle Choices." Bourbon, Horse Racing, and Baseball! These are some of the unique things for which Louisville is most well-known. People around the world frequently participate in these activities as part of lifestyle choices. However, these lifestyle decisions often involve making ethical choices that impact both individuals and businesses. Consider joining us in Louisville as we explore these and other marketing topics.

Where: The 2017 SMA Conference will be held at the beautiful Hyatt Regency Louisville in Louisville, KY. The Hyatt Regency Louisville offers plenty of southern hospitality in the heart of city's thriving business and entertainment districts. Located mere moments away from the hotel are fun attractions such as Fourth Street Live!, the Muhammad Ali Center, the Evan Williams Bourbon Experience, the Louisville Slugger Museum, and so much more. In addition, *Southern Living* magazine has also named Louisville as one of the "top 10 tastiest towns in the South," and Zagat named Louisville "one of the top eight foodie getaways in the world." This is definitely a conference location not to be missed!

When: The Welcome Reception, which opens the conference, will be held on Wednesday, November 7, 2017. The conference will end on Saturday, November 11, 2017.

Rooms: The room rate, before taxes, is \$159 for reservations made by October 17, 2017. Rooms can be reserved online at <https://aws.passkey.com/go/societyformarketingadvances> or by calling the hotel at 888-421-1442 (Please indicate your association with SMA to receive this special rate).

Call for Papers: See pg. 11-12 in this newsletter for the 2017 Call for Papers. Submissions include Papers (complete works), Presentations (early stage work), and Perspectives (panel sessions or multi-paper sessions in a specific area).

Deadline: April 15, 2016

For questions or suggestions, please contact **Diane R. Edmondson, Program Chair**, at diane.edmondson@mtsu.edu.



What Makes the 2017 Conference Special?

In addition to three days of enlightening and inspirational research presentations and teaching competitions, there are also exciting additions to the Program, including:

Newly Revamped Post-Conference Retail and Distribution Symposium which is associated to a Special Issue in the *Journal of Business Research*. (see call for papers p. 14)

New Track based on the Conference Theme, “Ethical Decisions in Lifestyle Choices.” This track also has a Special Issue in the *Journal of Managerial Issues* based on this theme. (see call for papers p. 13)

New Doctoral Student Best Paper Competition where winners will receive cash prizes

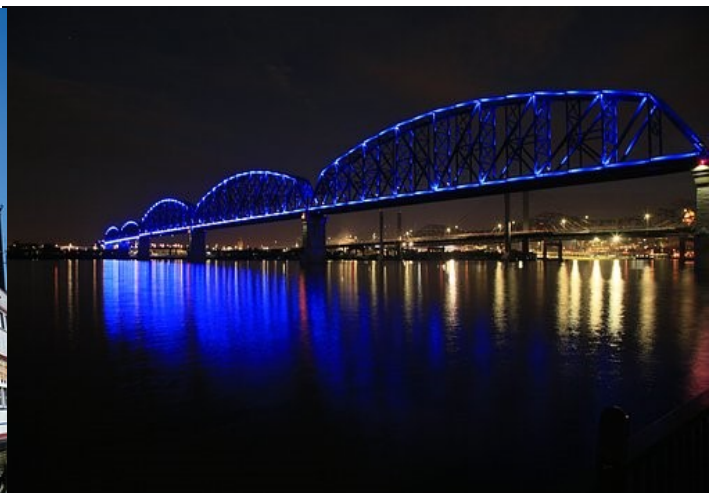
New After-Hours Excursions. Stay tuned for more information on these fun additions to your Conference Experience.

Brand New Location—Experience a new town with lots of new adventures

There are also many returning experiences to the 2017 Program, such as:

- The SEM Pre-Conference Workshop hosted by Barry Babin and Joe Hair
- The Online Teaching Pre-Conference Workshop hosted by Cathy Curran
- The Effective Use of Simulation Pre-Conference Workshop hosted by Cathy Curran
- Thursday Luncheon Honoring SMA Distinguished Fellows
- The 29th Annual Doctoral Consortium
- The Doctoral Dissertation Proposal Competition
- The Cengage Pride-Ferrell Innovations in Teaching Competition
- Axxess Capon Distinguished Teaching Competition
- SMA Teaching Moments
- Academic Placement Services

Please make plans to join us for the 2017 Society for Marketing Advances Conference!



News from Academic Placement

Greetings from Academic Placement Services. Our Fall 2016 Conference in Atlanta was productive and fun – thank you to all who utilized SMA’s placement service or stopped by to visit. We continue to offer a professional, but relaxed atmosphere in which job applicants and schools can meet and interview.

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

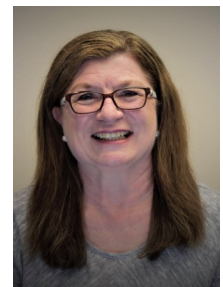
For the 2017 conference, Academic Placement will operate during the following days and times:

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

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

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

For additional information about SMA’s Academic Placement Services, please visit the SMA website or contact Cheryl Ward at Cheryl.ward@mtsu.edu or [\(615\) 898-2433](tel:6158982433).



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



29th Annual Doctoral Consortium

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

The goals of this consortium are twofold; first, doctoral students will be exposed to exceptional faculty and given council on many topics that will prove crucial to them as they embark upon their respective careers in academe. A primary focus will be for consortium faculty to provide fellows with information and skills that will give the students a competitive advantage in the early phases of their careers. Secondly, the consortium is designed to facilitate networking among consortium fellow peers with whom they will interact with throughout their careers. In order to achieve both goals, nominated students will be asked to attend and participate in all consortium events, as well as take advantage of the many opportunities for growth and exposure that the conference program will provide.

The consortium program is organized with more senior doctoral candidates in mind (e.g., third and fourth year students). The selection and registration process begins with a doctoral candidate, typically one per doctoral granting institution, being nominated by a faculty member. Once the nominee's eligibility has been confirmed, we ask that a registration form and fee be submitted. Registration materials are available at the SMA web site (www.marketingadvances.org).

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

Both short and long term perspectives on building a successful career constitute the core of the program's content. Consortium faculty have been selected and confirmed based on the unique perspectives they can bring to the program.

The best doctoral candidate nominees are those who desire to learn from and participate with these faculty and their peers. As individuals who have participated a number of times as a SMA consortium faculty, we know first-hand this is a unique opportunity for an early career scholar.

As your hosts, we would like to continue the tradition of making this both an informative and memorable experience, and to do so with the hospitality and collegiality at the heart of the Society for Marketing Advances.

Looking forward to meeting you in Louisville!

Christopher D. Hopkins (chopkin@clemsun.edu)

Kevin Shanahan (KShanahan@business.msstate.edu)





Marketing Education Review

Marketing Education Review is proud to announce that articles are now available online when accepted! Subscribers can access these articles just as they can any articles, through the publisher's website, tandfonline.com. The complete MER web presence will now reside with the publisher, Taylor and Francis.

Coming soon will be the first MER curation, Professional Sales & Sales Management, curated by Dawn Deeter-Schmelz. Dawn is the holder of the JJ Vanier Distinguished Chair in Relationship Selling and Marketing at Kansas State University, where she directs the National Strategic Selling Institute. Dawn also serves as president of the University Sales Center Alliance. This curation will be available through the publisher website, with free access for a limited number of the articles.



Jeff Tanner, Editor

MER Call for Paper—deadline March, 15, 2017

Marketing Education Review would like to invite submissions for a forthcoming **Special Issue entitled “Business Analytics in the Marketing Curriculum: A Call for Integration.”** The deadline for submission is March 15, 2017. The Special Issue is intended to provide marketing academics with a pedagogical platform that explores, investigates and advances our understanding of how to integrate business analytics in marketing courses and/or programs. This includes, but not limited to, papers that focus on the rigors associated with program/course design and implementation as well as effective analytics classroom strategies/activities and viable suggestions for readers. Papers on curriculum differences between business and marketing analytics are also welcomed. Manuscripts that substantially address business analytics within the context of accreditation including student learning objectives and assessment are sought. For additional questions, please contact with of the guest editors, Alma Mintu-Wimsatt (TAMU-Commerce, alma.wimsatt@tamuc.edu) and Héctor R. Lozada (Seton Hall University, lozadahe@shu.edu). Information on submission guidelines can be found in www.marketingeducationreview.com.

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

Greetings from the *Journal of Marketing Theory and Practice*! This fall, I was pleased to begin my term as Managing Editor for JMTP. It has truly been a pleasure to join Greg Marshall, Editor in Chief, in his efforts to lead the journal.

This past year was a banner year for the Journal. Our publisher Taylor & Francis confirmed that JMTP had gained accepted into the Emerging Sources Citation Index (ESCI). JMTP is now being indexed in the same manner as the SSCI journals, leading to greater exposure and visibility for the journal. In fact, the number of full-text downloads for JMTP articles increased from 12,702 in 2015 to a remarkable 25,936 in 2016.

Citation rates for JMTP articles continue to climb as well. At the close of 2016, the Hair, Ringle, and Sarstedt (2011) article, titled “PLS-SEM: Indeed a Silver Bullet,” had reached well over 1,000 citations. Other top cited JMTP articles included the following. Smith and Colgate (2007), “Customer Value Creation: A Practical Framework,” recorded 171 cites. Pharr (2005), “Synthesizing Country-of-Origin Research from the Last Decade: Is the Concept Still Salient in the Era of Global Brands?” was cited 137 times, and Jana Bowden’s (2009) article, “The Process of Customer Engagement: A Conceptual Framework,” was cited over 130 times.

I am also happy to report that our special issue on Social Media Marketing: “Advancing Our Understanding of the Theory and Practice of Social Media Marketing” received a record number of submissions. The special issue, co-edited by Tracy Tuten, of East

Carolina University, and Alma Mintu-Wimsatt, of Texas A&M – Commerce, is slated to be published as the first issue of Volume 26 (Winter 2017). The issue will provide a look at cutting-edge research concerning the utilization of social media technologies, channels and software to create, communicate, deliver, and exchange offerings.

As you know, the 2016 JMTP editorial board meeting took place at the SMA conference in Atlanta in early November. The board provided feedback regarding the strategic direction of the journal, particularly regarding the process of moving from the ESCI to SSCI. At the meeting, we recognized our recipient of the Best Reviewer Award. Congratulations go to Dr. Kathy Keeling, Senior Lecturer at the University of Manchester. We were delighted to recognize Kathy for her ongoing, high quality reviews.

In closing, I would like to thank the members of the SMA community who continue to read and cite JMTP articles, as well as all those who have served as reviewers and authors for JMTP. Please continue to consider JMTP as an outlet for your work! For more information about the journal please visit www.jmtp-online.org, or contact us at editor@jmtp-online.org.

Karen Flaherty, Managing Editor



SMA BOARD OF GOVERNORS UPDATE

CHARLES INGENE, CHAIR



Let me begin by thanking Greg Marshall for his two years of exemplary service as Chair of our Board of Governors. This is Greg's most recent contribution to SMA, a Society to which he has given time, effort, and wisdom for over 20 years. He continues to serve SMA, both as an ongoing member of the Board of Governors and as Chair of the SMA Distinguished Fellows Nominating Committee. On a personal note, Greg has been a thoughtful advisor to me over the past several months. I know that we, together with the other BOG members, will (1) develop and execute a strategy to strengthen our Society's stature in the marketing profession and (2) provide a richer, more appealing venue in which to serve marketing academics at all levels of their careers.

SMA BOARD OF GOVERNORS, 2017

DISTINGUISHED FELLOWS

Joseph F. Hair, Jr.

University of South Alabama

Greg W. Marshall

Rollins College

Linda E. Swayne

University of North Carolina Charlotte

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Alvin J. Williams

University of South Alabama

President-Elect

Diane Edmondson

Middle Tennessee State University

Executive Director

Rebecca VanMeter

Ball State University

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Charles (Chuck) A. Ingene, Chair

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John F. (Jeff) Tanner, Jr.

Old Dominion University

PAST PRESIDENTS

John D. Branch

University of Michigan

J. Charlene Davis

Trinity University

Tracy Meyer

University of North Carolina Wilmington

2017 Distinguished Fellows Nominating Committee

We have formed an SMA Distinguished Fellows Nominating Committee comprising Greg Marshall (Chair), Bill Moncrief and Linda Swayne; all of them are Distinguished Fellows.

There are two criteria for selection as an SMA Distinguished Fellow, *both* must be met:

Service to SMA as evidenced by sustained and significant service contributions to the Society. Minimum requirements include at least 10 years membership in SMA and exemplary service contributions over time.

Scholarly contributions to the advancement of marketing thought over a sustained period of time. The nature of scholarly contributions will most often be research and publication in scholarly marketing journals, but other scholarly contributions may be considered.

Nominations should be submitted to the Chair of the SMA Distinguished Fellows Nominating Committee: Greg Marshall. He can be reached at gmarshall@rollins.edu

Interview with Dr. Joseph (Joe) F. Hair

The following is a conversation with Dr. Joseph F. Hair, Jr., Cleverdon Chair of Business at the University of South Alabama, and Director of the Mitchell College of Business DBA program (see photo on p. 10). Dr. Hair was interviewed by Joshua Cogswell, a student in the DBA program at the University of South Alabama's Mitchell College of Business. The conversation has been edited for length and clarity.

JEC: *Dr. Hair, you have a long history of SMA involvement. What has SMA meant to your career over the years?*

JFH: SMA has represented a huge networking opportunity to me for my entire career. When I was looking for my first job, I interviewed initially at SMA. In fact, connections at SMA led to my second job as well, when I went from Ole Miss to LSU. Since those first interviews, I haven't missed an SMA meeting in 46 years. In addition to being a great venue for networking and career advancement, it has been a tremendous source of friends, colleagues, research collaborators and ideas for scholarly research projects. SMA has been very meaningful in terms of my ability to be successful in an academic career.

JEC: *How have you seen the organization evolve over the years?*

JFH: Of course, SMA initially was a regional organization for the South. In the late 1990s and early 2000s, that began to change. We did some qualitative studies of the membership and found that there was a desire to change to a more national organization and so the name was changed from the Southern Marketing Association to the Society for Marketing Advances. Now, SMA is really a national organization and to some extent, an international one. What hasn't changed is that it is a very friendly association where we learn much from each other, and the opportunities to attend sessions and to serve in leadership positions.

JEC: *What is your advice to new Marketing professors regarding SMA and other professional organizations?*

JFH: I strongly advise young faculty to get involved in the SMA and attend the meetings, as well as get involved in other scholarly organizations. As the emphasis in academic positions has evolved from being dominated by teaching to being a balance of teaching and research, it continues to be very important to get to know people in the field. While the review process is blind, it is still important to meet editors and reviewers to ask questions and get an understanding of how to be successful in publishing. For young faculty, SMA and conferences like it facilitate publishing and learning new teaching methods. I strongly urge young faculty to view this as an investment in their future success.

JEC: *You have been involved with doctoral marketing education for some time. What changes have you noticed over the years?*

JFH: Probably one of the biggest changes I have seen over the years has been a shift in focus from almost entirely emphasizing teaching to being more of a combination of teaching and research. It used to be enough to just get your name on a journal article. Now, with the data and metrics, you have journal rankings, impact factors and number of citations, so the field is much more metric-driven, and that has impacted doctoral education and academic careers. In addition, there continues to be a heavy emphasis on theory-based research, but there also is much stronger requirement for application of complex statistical analysis. With new software, we can complete much more sophisticated research than we used to and most graduates are leaving with good skills. Finally, it has become much more important to keep up with the literature and stay abreast of the latest theoretical and methodological advances, as things are clearly changing faster. Lifelong learning and the requirement to adapt is essential.

Interview with Dr. Joseph (Joe) F. Hair cont.

JEC: *If you had to advise a doctoral student on research streams to pursue that could make a lasting impact on the discipline, which three areas might you suggest?*

JFH: The first, would be what many have come to refer to as “Big Data”, that is, the use of analytics in marketing and related business fields. The second would be supply chain management. The third would be promotion and communication. The selection of these streams is being driven a lot by the emergence and development of social media, which has greatly facilitated both outward and inward communication with customers. A fourth research stream might be alternative retailing – that is, electronic and mobile purchasing. Some experts estimate that by the year 2020, more than 50 percent of purchases will be from smartphones and other mobile devices. Of course, this is one individual’s projection, and I am not sure it will happen that quickly, but there could easily be a doubling in smartphone purchasing between now and 2020.

JEC: *What future trends do you see with regard to doctoral education?*

JFH: Due to the budget crunch, a lot of universities have cut back on traditional doctoral education degree programs. I believe that universities increasingly will be looking at non-traditional approaches to delivering doctoral education in business. The emerging success of executive DBA programs is a good illustration of that. When we started the DBA program at Kennesaw State University 7 years ago, there was only one other similar program in the U.S. – Case Western University. Now there are 24

similar programs. Universities in Europe have been offering DBA programs with an applied emphasis for more than 20 years. In the U.S., for the most part industry did not recognize the benefits of having employees with doctoral degrees. Today, however, many industries are starting to see that they have maxed out the benefits of hiring MBA’s, and in order to be competitive they need to go to the next level. Increasingly, companies are hiring doctoral graduates with the skills not only to design analytical systems, but to take the data they have collected and analyze and identify patterns that will be useful in decision-making. In sum, AACSB accredited doctoral education programs will continue to grow and thrive in the future, and the job prospects for graduates will expand in academics as well as industry.



Dr. Joe Hair



SOCIETY FOR MARKETING ADVANCES

November 7 – 11, 2017 in Louisville, KY

Conference Theme: *Ethical Decisions in Lifestyle Choices*



Bourbon, Horse Racing, and Baseball! These are some of the unique things for which Louisville is most well-known. People around the world frequently participate in these activities as part of lifestyle choices. However, these lifestyle decisions often involve making ethical choices that impact both individuals and businesses. Consider joining us in Louisville as we explore these and other marketing topics.

Located on the Ohio River in Kentucky, Louisville provides a distinctive experience to its visitors. Besides being home to the Churchill Downs (home of the Kentucky Derby), the Kentucky Bourbon Trail, the Muhammad Ali Center, and the iconic Louisville Slugger Museum, Louisville is also gaining quite a reputation for its food. *Southern Living* magazine has named Louisville as one of the “top 10 tastiest towns in the South,” and Zagat named Louisville “one of the top eight foodie getaways in the world.” The Hyatt

Regency Louisville has been beautifully renovated and is located in the heart of downtown. This is definitely a conference location not to be missed!

Pre-Conference and Post-Conference Workshops:

SEM Workshop

Barry J. Babin
Louisiana Tech University
bbabin@latech.edu
and
Joseph F. Hair, Jr.
University of South Alabama
jhair@southalabama.edu

Online Teaching Workshop

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

Event and Event Chairs:

Doctoral Dissertation Proposal Competition

Robert E. McDonald
Texas Tech University
Bob.mcdonald@ttu.edu

29th Annual Doctoral Consortium

Christopher Hopkins
Clemson University
CHOPKIN@clemson.edu

Teaching Tracks and Track Chairs:

Cengage Pride-Ferrell Innovations in Teaching

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

Acess Capon Distinguished Teaching

Barbara Wooldridge
University of Texas at Tyler
bwooldridge@uttyler.edu

SMA Retailing Symposium

Charles A. Ingene
The University of Oklahoma
caingene@ou.edu
and
Maria Kalamas Hadden
Kennesaw State University
mkalamas@kennesaw.edu

Effective Use of Simulation Workshop

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

Doctoral Best Student Research Competition

David J. Ortinau
University of South Florida
dortinau@usf.edu

Steven J. Shaw Best Paper in Conference

Thomas L. Baker
The University of Alabama
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SMA Teaching Moments

D. Joel Whalen, DePaul University
jwhalen@depaul.edu
and
John F. (Jeff) Tanner, Old Dominion University
jtanner@odu.edu
and
Kesha K. Coker, Eastern Illinois University
kcoker@eiu.edu

Research Tracks and Track Chairs:**Ethical Decisions in Lifestyle Choices**

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and
Cheryl B. Ward
Middle Tennessee State University
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Consumer Behavior

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and
Laura Flurry
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Cross-Cultural and Global Marketing

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Entrepreneurship

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and
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Logistics and Supply-Chain Management

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Marketing Education

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and
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and
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and
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Personal Selling and Sales Management

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Services Marketing

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Social Media and Marketing Technology

Velitchka (Vili) Kaltcheva
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and
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Tourism, Hospitality, Food, Music, and Sports Marketing

Tony Henthorne
University of Nevada, Las Vegas
Tony.henthorne@unlv.edu
and
Anthony Patino
University of San Francisco
adpatino@usfca.edu

Due Date for Submissions: April 15, 2017

CALL FOR PAPERS

Journal of Managerial Issues
Special Issue: “Ethical Decisions in Lifestyle Choices”

DUE DATE FOR SUBMISSION: FEBRUARY 1, 2018

Expected Publication: Early to Mid 2019

GUEST EDITORS

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

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

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

- Marketing and Managerial Impact of Lifestyle Choices on Job Performance, Work Life, and Career Selection
- Marketing and Managerial Impact of Lifestyle Choices on Consumer Marketing and Promotion
- How Ethical Viewpoints impact Personal Choices on Lifestyle
- Lifestyle Choices include, but is not limited to, recreation and leisure; stress; diet, exercise, and/or sleep; consumption of alcohol, drugs, and/or smoking; sex/gender; family support systems; peer pressure; education; disability; social class; self-esteem; culture; and race/ethnicity.

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

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

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

PLEASE NOTE:

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

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

2017 Retail and Distribution Symposium

Call for Papers

Theme: Consumer and Retailer Views on the Distribution of Goods and Services

The **2017 Retail and Distribution Symposium** will be held in conjunction with the Society for Marketing Advances (SMA) Conference, Louisville, KY, November 7-11, 2017.

(Symposium: Saturday, November 11, 2017; 8 a.m. to 5 p.m.)

All papers presented at the Symposium will be considered for publication in a special issue of the *Journal of Business Research* (following a formal review process).

Our intent is to expand the breadth of research on the distribution of goods and services to consumers and businesses. Potential approaches and topics include, but are not restricted, to:

Theoretical:

All disciplinary perspectives: managerial, economic, geographic, anthropological, psychological, sociological, cross-cultural, sub-cultural, financial, etc.

Extensions of the Wheel of Retailing, Retail Life Cycle, Retail Accordion, Big Middle, etc.

Methodological:

All analytical, behavioral, conceptual, empirical, experimental, and neuroscience methods

All geographic levels of analysis: neighborhood, rural, urban, regional, national, global

All temporal frameworks: tactical, intermediate- and long-term strategy

Retail and Distribution Structures:

Intratype and intertype competition (bricks vs. bricks, bricks vs. clicks, etc.)

Franchising and other distribution channel issues; new and old retail formats

Exogenous factors that affect distribution:

Cultural (acculturation, global consumerism, etc.)

Economic (income inequality, etc.)

Ethical (use of personal information, etc.)

Legal (resale price maintenance, legal age of consumption, etc.)

Sustainability (truth in labeling, etc.)

Studies of the Marketing Mix:

Detailed analyses of the mix: Old Style (radio, TV, newspapers, magazines, e-mail, etc.) and New Style (Facebook, Twitter, YouTube, etc.)

Customers' retail experiences; store and brand images; branding and digital engagement; brand communities; impact of reviews on decision making (online, word-of-mouth, etc.)

Locational analyses including Geographic Information Systems (GIS)

New technologies (digital signage, virtual and augmented reality, self-service, etc.)

Full papers (30-page max including references, appendices, tables, and figures) should follow the *JBR* style guide and be simultaneously submitted to Chuck Ingene (caingene@ou.edu) and Maria Kalamas Hedden (mkalamas@kennesaw.edu).

Due date for submissions: June 15, 2017

SMA Member News

Growing families:

Congratulations to Stacey and Mike Hyman (New Mexico State University) who adopted now 18-month old James Justin (pictured right) on February 2nd this year.



Reviewers needed!

If you are interested in reviewing for the SMA conference, please contact the appropriate track chair and express your interest to serve as a reviewer.

William Kehoe (pictured right), a former SMA President and former SMA Proceedings Editor, was recognized as Citizen of the Year in Charlottesville, Virginia. In receiving the award from the Charlottesville Regional Chamber of Commerce, the Chamber noted that “Bill Kehoe has been an exemplary leader in our community for more than two decades. Bill has worked diligently, quietly and very effectively on some of the most impactful initiatives in our community. Our Chamber is honored to recognize Bill.” The Chamber also noted, “Bill Kehoe has been active in numerous area organizations, including: the American Heart Association of Charlottesville; the Charlottesville Regional Chamber of Commerce; the Charlottesville Symphony Society; Junior Achievement of Central Virginia; the Albemarle County Police Foundation; Rotary; United Way – Thomas Jefferson Area; the Piedmont Virginia Community College Foundation, Leadership Charlottesville Alumni Association, Paramount Theater Restoration Committee and others. Mr. Kehoe served on many of these organizations’ Boards of Directors in leadership and chairmanship roles, including the Chamber Board of Directors, where he was Chairman in 1990. Mr. Kehoe is a member of the Chamber Cabinet of Past Chairpersons & Presidents.”



See you in Kentucky!



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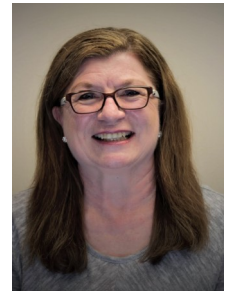
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