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Greetings from Tracy Meyer, SMA President

Like many of you, my first association with the Society for Marketing Advances (SMA) was as a participant in a Doctoral Consortium (DC). As a member of the 2004 DC led by Debbie McAlister, I was provided invaluable insights into the world of academia. At that point I knew I'd found my people: everyone I met at the DC and Conference was welcoming and supportive. **Chuck Ingene's** leadership of the 2015 Doctoral Consortium continued that strong tradition. Thank you, Chuck, for providing the DC attendees with an experience that reflects the very best of SMA: the graciousness of attendees and professional comraderies that are uniquely SMA.

Organizing a conference requires the efforts of many committed individuals. A special thank you is extended to **Cynthia Cano** (Treasurer). Cynthia contributes countless hours to make the conference run smoothly. Things like putting university logos on the name badges may seem small, but they mean a lot to attendees and take considerable time and effort. I extend a sincere thank you to **Cynthia** and her husband, **Dan** for their continued support of SMA. In her role as President, **Charlene Davis** led the group with great distinction and professionalism and the rest of the Executive Team similarly reflected the best of SMA. Efforts expended finding a conference location (**Maria Kalamas**), organizing and running academic placement (**Diane Edmondson**), configuring the web presence (**Kevin Shanahan**), and preparing newsletters (**Pia Albinsson**) contributed meaningfully to the success of the 2015 SMA Conference. A huge thank you to each and every one of the executive team and the 25 track chairs and 233 reviewers!

The 2015 Conference celebrated the "one of a kind" impact made by **Arch G. Woodside**. Arch is retiring from Boston College in June. It's hard to imagine the SMA Conference without Arch. Lastly, congratulations are in order: **Arch** and **Carol Megehee** married in early January.

In addition to the ever popular SEM Workshop led by **Barry Babin** and **Joe Hair**, the Conference included half-day workshops on Online Teaching and the use of Simulations led by **Cathy Curran**. The workshops provided opportunities for SMA members to expand their skill sets. Feedback from the sessions was extremely positive. Thank you to **Barry, Joe, and Cathy** for providing excellent educational experiences to your fellow educators.

The JW Marriott hotel in Atlanta (Buckhead), Georgia is the location of the 2016 SMA Conference. The Program Chair, **Alvin Williams** is putting together a fabulous offering. The DC will run Tuesday late afternoon (November 1st) through Thursday (November 5th). Workshop offerings are scheduled for Wednesday (November 4th), and the conference begins in earnest Wednesday evening with a Welcome Reception. Public transportation (MARTA) is available from the Hartsfield-Jackson Atlanta International Airport to the JW Marriott, and the hotel is within walking distance of a myriad of dining options. Mark your calendars now and get ready for a great time!



With best wishes,

Tracy Meyer
University of North Carolina, Wilmington

2016 SMA Conference:
Atlanta, GA
 November 2-5th
marketingadvances.org

2016 SMA Conference Information: Alvin Williams, Program Chair



We are very excited about this year's conference. There will be returning events and new events, so look for email notices coming your way.

Where. The 2016 SMA Conference will be held at the beautiful J. W. Marriott Buckhead Hotel in Atlanta, GA.

When. The Welcome Reception, which opens the conference, will be held on Wednesday November 2nd. The conference will end on Saturday, November 5th.

Rooms. The room rate, before taxes, is \$169/night for reservations made **before 5:00 PM, Wednesday, October 12, 2016.** A URL, set up by the hotel for members' reservations, is forthcoming. Members may also call the hotel directly at 404-262-3344. Please indicate your association with SMA to receive this special rate.

Getting There. The J. W. Marriott is a \$3.50 MARTA train ride (station located in the airport) from the Hartsfield-Atlanta Airport. The hotel is located just off the MARTA station in Lenox Square in Buckhead. Keep your ticket for your return trip for a discounted fare.

Call for Papers: See p. 12-14 in this newsletter.

Deadline: **April 1, 2016**

Further Details: Go to <http://www.marketingadvances.org/?page=A6>.

For questions or suggestions, please contact **Alvin J. Williams, Program Chair**, at awilliams@southalabama.edu.



News from Academic Placement Services

Greetings from Academic Placement Services. Our Fall 2015 Conference in San Antonio 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 2016 conference, Academic Placement will operate during the following days and times:

Wednesday, November 2nd from 4:00 p.m. – 6:00 p.m.

Thursday, November 3rd from 8:30 a.m. - 5:30 p.m.

Friday, November 4th from 8:30 a.m. – 5:30 p.m.

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

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.



Atlanta Here We Come!!!

After a site visit to Atlanta, there is no doubt the J. W. Marriott - Buckhead is going to be a favorite SMA destination. On March 5-6, the forward team - **Alvin Williams**, **Rebecca VanMeter**, and **Cynthia Cano** - reviewed the facility with **Charnay** and **Pierre**, event managers.

What Makes J.W. Marriott Buckhead Special?

OUTSTANDING service with hotel personnel that roam the lobby and lounge areas helping guests with questions and directions.

Beautifully appointed facility with dedicated elevator access to meeting rooms.

Lots of small lounge areas where members can relax and enjoy the company of colleagues.



Climate-controlled walkway from the hotel to Lenox Square, with considerable shopping and food variety - Cheesecake Factory, Panera's, Zinburger Wine & Burger Bar, and Davio's Italian Restaurant.

Houston's Steakhouse and other restaurants across the street; additional dining and shopping at Phipps Mall, adjacent to Lenox Square.



Superb food on-site (team-tested) at the Nox Creek Grill and Nox Creek Lounge.

Easy access to MARTA (Lenox station) across the street from the hotel; \$3.50 ride from the Airport.



SMA Teaching Moments Is



An early e-mail to promote our very own SMA Teaching Moments has produced great interest. Don't wait to send your *'teaching tricks of the trade'* to **D. Joel Whalen** at jwhalen@depaul.edu, **Kesha Coker** at kcoker@eiu.edu or **Jeff Tanner** at jtanner@odu.edu.

Reminder: SMA Teaching Moments are published in the SMA Proceedings.

What Makes 2016 Conference Special?

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



THURSDAY LUNCHEON HONORING SMA Distinguished Fellows

New Website Launch

**Website/Graphic Designers
On-Site**



Practitioner-Focused Events

**Conference Program
Expands Scope**



New Research Track

**Tourism, Hospitality, Food, Music, and
Sports Marketing**

Distinguished Scholar V. Kumar



V. Kumar (VK) is the Regents Professor; Lenny Distinguished Chair Professor of Marketing; Executive Director, Center for Excellence in Brand & Customer Management; and Director, Ph.D. program in Marketing at the J. Mack Robinson College of Business, Georgia State University. VK is currently Editor-in-Chief of the *Journal of Marketing*. He has been recognized with seven lifetime achievement awards in marketing strategy, inter-organizational issues, retailing, business- to- business marketing, and marketing research from the AMA and other professional organizations, the Paul D. Converse Award, the Sheth Foundation/*Journal of Marketing* Long term Impact Award, and the Gary L. Lilien ISMS-MSI Practice Prize Award. VK has published over 200 articles in many scholarly journals in marketing including the *Harvard Business Review*, *Sloan Management Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science* and *Operations Research*. His books include *Managing Customers for Profit*, *Customer Relationship Management (CRM)*, *Customer Lifetime Value*, *Marketing Research*, *Statistical Methods in CRM* and *International Marketing Research*. **VK** is scheduled to present on **Friday, November 4, 2016, 10:30 AM**.

A special **THANKS** to **Greg Marshall**, who has taken over securing the Distinguished Scholar after **Arch Woodside's** retirement.

After-Hours Excursions

Back by popular demand are Thursday evening excursions. Under consideration for this year's conference are...



Please contact **Rebecca VanMeter** at vanmeter@bsu.edu for details.

SMA Doctoral Consortium 2016

The **Society for Marketing Advances (SMA)** invites doctoral program coordinators and faculty to nominate outstanding doctoral candidates for the 2016 Doctoral Consortium. Consistent with past programs, the 28th annual consortium will be held in conjunction with the SMA conference in Atlanta.

The goals of this consortium are to both expose the doctoral candidates to exceptional faculty and their expertise and facilitate networking among consortium fellow peers with whom they will walk throughout their careers. In order to achieve both goals, nominated students will be asked to attend and participate in all consortium events, including an on-site event planned for the first evening.

The program will be a two-day event, Wednesday and Thursday, November 2-3, 2016. It 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 meals during the consortium, conference attendance, and access to the SMA Placement Service. This rate is \$300 if paid after October 1, 2016.

Both short- and long-term perspectives on building a successful career constitute the core of the program's content. Consortium faculty are being 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 someone who has participated a number of times as a SMA consortium faculty, I know first-hand this is a unique opportunity for an early career scholar. As your host, I would like to continue the tradition of making this both an informative and memorable experience, and do so with the hospitality and collegiality at the heart of the Society for Marketing Advances.

Looking forward to meeting you in Atlanta,

Tracy Suter

tracy.suter@okstate.edu, tracy.suter@gmail.com



The *Marketing Education Review* (MER) has a new editor! On January 1, the journal transitioned from Brian Vander Schee to **Jeff Tanner**. Jeff has served on the MER editorial review board or senior advisory board since the journal's inception.



"The journal's role as the premier journal for improving marketing education will continue, and I also encourage those papers that contribute to marketing and pedagogical theory, doctoral and other forms of graduate marketing education, and executive marketing education," Tanner said at the SMA meeting last November.

The call for papers for the annual special issue on Innovations in Marketing Education will come out soon. Dawn Edmiston, of William & Mary, will serve as the guest editor. Manuscripts will be due August 1, so be on the lookout for the call. All articles, whether for the special issue or regular issues, can be submitted to www.marketingeducationreview.com.

Jeff Tanner, Editor

JMTP

JOURNAL OF
MARKETING THEORY AND PRACTICE

By **Greg W. Marshall, Editor**

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

I'm delighted to report that our exciting special issue "Connecting Theory and Practice in Selling and Sales Management" will be publishing as Volume 24, Number 3 (Summer 2016). **Karen Flaherty** (Oklahoma State University) and **Jule Gassenheimer** (Rollins College) have done an exceptional job as guest editors in leading this issue, and judging from the papers that are scheduled there's no doubt it will make a strong impact on research in the sales academic community.

Another high-profile initiative is the "special virtual issue" of *JMTP* that features the top 20 cited articles of the past decade. This open-source issue has been led by **Joe Hair**, **Michael Polonsky**, and **Andrew Ferrell** and each article will have a retrospective summarizing comment by that article's author(s). Taylor & Francis is heavily promoting the issue and we believe this issue will raise awareness of *JMTP* and its quality for many scholars around the world that otherwise might not consider *JMTP* as an outlet for their work.

Congratulations are in order to the recipients of the 2015 *JMTP* Best Reviewer award. This year the honor was shared by **Michael Hyman** (New Mexico State University) and **Audhesh Paswan** (University of North Texas). This award recognizes a cumulative effect contribution to *JMTP* through quality, impact, and timeliness by reviewers. Because *JMTP* has such a longstanding and dedicated panel of reviewers, it is always very difficult to select

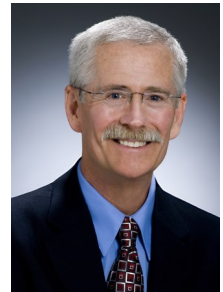
the annual winner(s) of this award. Michael and Audhesh well-represent the high standard *JMTP* sets for providing guidance to authors.

Taylor & Francis has informed us that Thomson Reuters has recently accepted *JMTP* into their Emerging Sources Citation Index (ESCI). This is a new category for journals that are going through evaluation for full-fledged SSCI indexing. In the meantime, *JMTP* is being indexed exactly that same as it would under SSCI – greatly increasing the journal's exposure, visibility, and usage.

For several years, at our annual editorial board meetings at the SMA conference, we have contemplated structural and transitional changes for *JMTP* based on its increasing volume of manuscripts and rising global reputation. At last year's meeting in San Antonio, Tom Conway – our publisher at T&F – provided an excellent and comprehensive update about their commitment and future plans for *JMTP*. More news will be forthcoming on any reorganization.

JMTP is proud to be an official journal of the SMA. You receive electronic access to *JMTP* as part of your SMA membership. For instructions on access, go to the SMA website under SMA Publications, then select Journals. Please continue to spread the good word about *JMTP* at your schools and within your network of colleagues.

Greg W. Marshall, Editor



SMA Board of Governors Update

Greeting from the SMA Board of Governors (BoG)! We've launching a strategic renewal initiative, and at our session at the November 2015 SMA conference in San Antonio **Bill Locander** did a terrific job of kicking the thought process off with a "Great SMA" exercise designed to spark ideas and discussion. In the exercise, the following six questions were asked:

1. Imagine a "great" SMA—one you would like to build. List five to nine characteristics of a great organization and describe.
2. What are some of the differences between this "great" SMA and as SMA is now?
3. What stands in the way of being this "great" SMA?
4. What are the major challenges facing the SMA to becoming great?
5. "I'll know we are making progress if..." List the things that will tell you that progress is being made toward being a "great" SMA.

List five actions to take to start moving toward being a "great" SMA (one you would like to build).

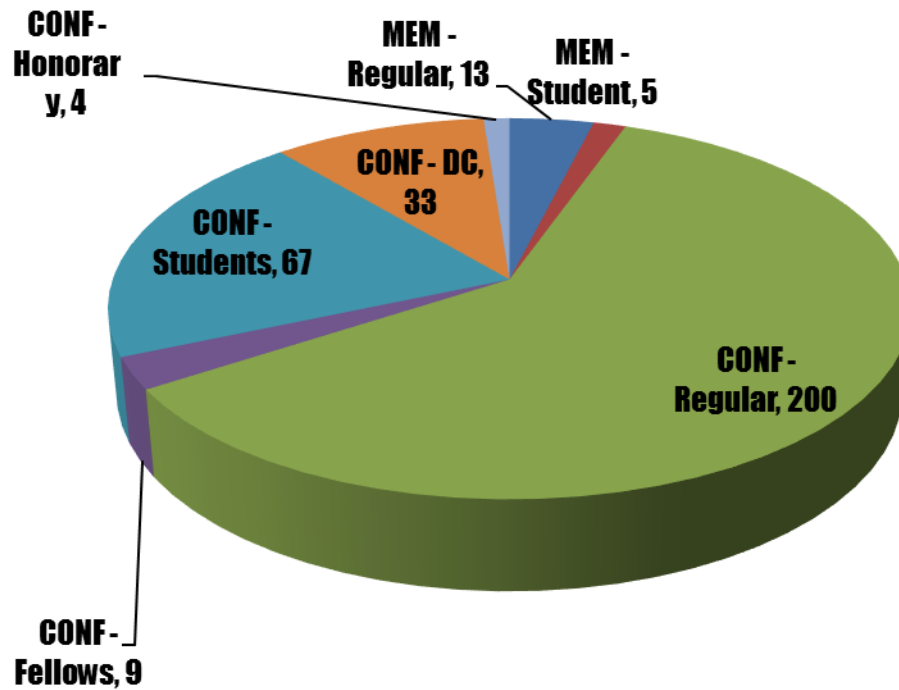
BoG members were first asked to jot down their thoughts about each of these items on paper. Once everyone was ready, **Bill** facilitated a spirited discussion around each element. The ensuing conversation provided a strong platform for continuing to build toward strategic renewal opportunities for the Society. Additional steps in the process will continue remotely during 2016, leading up to a "next steps" session at the BoG meeting at SMA 2016 in Atlanta. We will keep the membership apprised of progress on this initiative.

The SMA Constitution charges the BoG with, among other things, with advising the Association's Executive Committee on strategic initiatives regarding the Association's programming, membership, and alliances with other organizations (both academic and non-academic). Current membership of the BoG is shown below:

REPRESENTING THIS GROUP	BoG MEMBER
SMA Distinguished Fellows	Greg W. Marshall, Chair
	Charles (Stan) Madden
	Joe Hair
SMA At-Large Members	John R. (Jeff) Tanner, Jr.
	Charles A. (Chuck) Ingene
	John R. (Rusty) Brooks, Jr.
SMA Past Presidents	Christopher D. Hopkins
	John D. Branch
	J. Charlene Davis
SMA President	Tracy Meyer
SMA President-Elect	Alvin J. Williams
SMA Executive Director	Rebecca VanMeter
Ex Officio Appointed by the Chair	Cynthia Rodriguez Cano

MEMBERSHIP

2015 Membership By Type

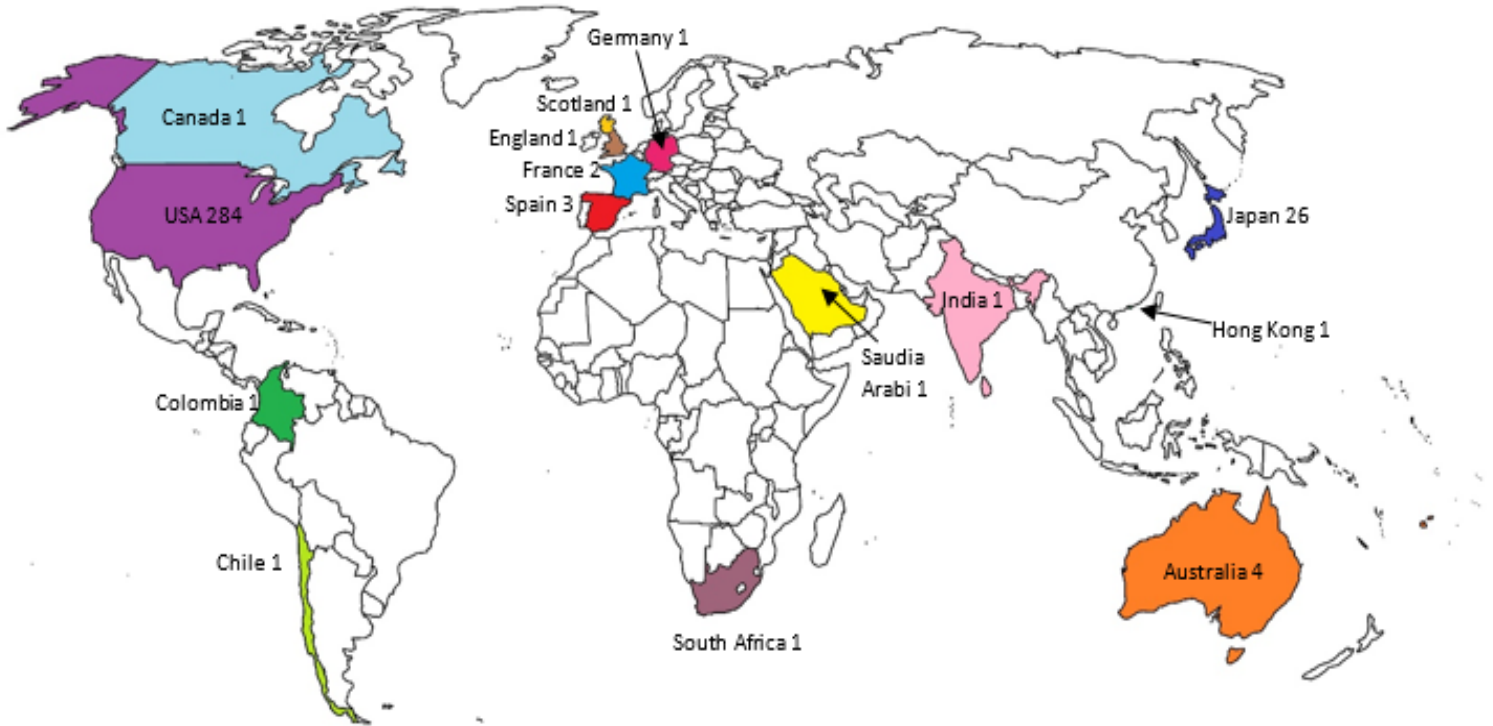


Membership By Type 2008 - 2015

	MEM - Students	MEM - Regular	CONF - Students	CONF - DC	CONF - Regular	CONF - Fellows	CONF - Honorary	Total
2008	8	13	45	31	217	24		338
2009	1	13	23	27	244	21		329
2010	2	12	40	29	185	19		287
2011	13	43	73	21	174	11	5	340
2012	12	67	40	23	221	14	6	383
2013	9	12	35	29	178	8	5	276
2014	1	19	59	28	238	11	2	358
2015	5	13	67	33	200	9	4	331

MEM = Member Only • **CONF** = 2015 Conference Attendee

Membership 2015 By Region



Membership 2015 - Universities With 5/+ Members

University	Members
Keio University, Japan	25
University of Mississippi	8
University of Memphis	7
University of Texas-Rio Grande Valley	6
University of North Texas	6
University of Arkansas	6
Clemson University	5
Texas State University	5
University of Texas at Arlington	5
Pennsylvania State University	5



SMA is enjoying another year of financial stability. It is projected that for the fiscal year ending March 31st, we will add approximately \$10,000 to the treasury. This money has been earmarked for the development of a new SMA website.

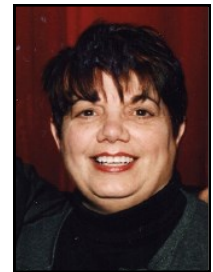
Major Revenue Sources. Gross revenues from membership/conference attendance total \$86,935. Sponsorships, including individual contributions from three members, added \$5,950 to the bank account. Exhibitors (table rentals) account for \$3,175 in revenues.

Treasurer

Major Expenses. The conference hotel (food and beverage, AV equipment rental for the Award Luncheon, storage, etc.) remains our major expense at \$40,678 for the current year. Contractual fees with Taylor & Francis Publishers continue to be the second largest expense costing SMA \$16,162, which includes online access to the *Journal of Marketing Theory and Practice* and *Marketing Education Review*. The maintenance of the SMA website and credit card processing service account for \$7,000.

Initiatives to Manage Finances. The increase in hotel costs continues to be a major concern. Our goal is to contract with hotels that offer members a room rate, including taxes, of less than \$200 per night. SMA continues to seek sponsor(s) for events such as the Doctoral Consortium. Please contact an SMA officer with your ideas for advancing this initiative. THANK YOU.

For additional information, please contact **Cynthia Rodriguez Cano**, SMA Treasurer, at SMATreasurer@comcast.net.



NEW WEBSITE COMING 2017...

In January 2016, SMA began the development of a new SMA website. The goal is to build an Internet presence that is state-of-the-art and solves limitations of our current site (e.g., difficulty in maintaining the site due to complex structure, inability to account for our "membership included in conference registration" organization, lack of supporting modules such as paper submissions management).

The website will include features such as:

- App for access and mobile interface
- Social media integration
- Online document management system for paper submissions
- Academic Placement Services for managing CVs and job postings
- Shopping cart design for registration and event purchases
- Membership tracking that accommodates inclusion of membership for conference attendees
- E-mail systems for recruiting new members

The new site is scheduled to be completed July 2016 and go live December 2016. The new site is being developed by Indian River State College graphic design department, headed by Walt Hines. Walt Hines, who designs the Conference Program (for free), is donating his time for the project. SMA will be responsible for cost of software and labor for constructing customized elements of the site.

If you have ideas for the new site, please contact **Kesha Coker** (kcoker@eiu.edu) or **Cynthia Cano** (SMATreasurer@comcast.net).



Call for papers, SMA Conference, November 2-5, 2016
Alvin J. Williams, Program Chair

**Reimagining the Power of Marketing to Create
Enduring Value**

Event Chairs

Doctoral Dissertation Proposal Competition

Robert E. McDonald
Texas Tech University, USA
bob.mcdonald@ttu.edu

28th Annual SMA Doctoral Consortium

Tracy A. Suter
Oklahoma State University, USA
tracy.suter@okstate.edu

Steven J. Shaw Best Paper in Conference

Thomas L. Baker
The University of Alabama, USA
tbaker@cba.ua.edu

AxcessCapon Distinguished Teaching

Barbara Ross Wooldridge
The University of Texas at Tyler, USA
Barbara.Wooldridge@uttyler.edu

Cengage Pride-Ferrell Innovation in Teaching

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Jeff Tanner
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Trang P. Tran

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Maria Kalamas

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mkalamas@kennesaw.edu

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writz@uncfsu.edu

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vkaltche@lmu.edu

Lili Gai

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Gai_l@utpb.edu

Services Marketing

Stephanie Gillison
University of Tennessee at Chattanooga
Stephanie-gillison@utc.edu

Mary P. Harrison

Birmingham-Southern College
mharriso@bsu.edu

Tourism, Hospitality, Food, Music, and Sports Marketing

Tony L. Henthorne
University of Nevada, Las Vegas
Tony.henthorne@unlv.edu

Mark Your Calendar:

Deadline	Description	For Details, Go To...
April 1st	Research Papers (completed works), Presentations (early work, incomplete works), and Panels (special/panel sessions) submission deadline	For guidelines and deadline extensions http://www.marketingadvances.org/?page=24
	AxcessCapon Distinguished Teacher Competition submission deadline	http://www.marketingadvances.org/?page=AxcessCapon
	Cengage Pride-Ferrell Innovations in Teaching Competition submission deadline	http://www.marketingadvances.org/?page=48
July 1st	SMA Doctoral Dissertation Proposal Competition	http://www.marketingadvances.org/?page=18
September 1st	Deadline for submission SMA Teaching Moments	Send Directly to D. Joel Whalen and Kesha Coker jwhatlen@depaul.edu , kcoker@eiu.edu
October 1st	SMA Doctoral Consortium - last day for Early Bird Registration rate	http://www.marketingadvances.org/?page=20
	Conference Registration - last day for Early Bird Registration rate	http://www.marketingadvances.org/?page=A3
October 12th	Special Room Rate of \$164 + taxes - special rate end and rooms in block released at 5:00 PM, October 12, 2016	Call J. W. Marriott Buckhead Reservations at 404-262-3344

SMA Member News

Love is in the air!!!

Many congratulations from all of us at SMA to **Arch Woodside** and **Carol Megehee** who tied the knot in January of this year!



Deborah Goldring, Assistant Professor at Stetson University in DeLand FL was re-elected to a 3-year term as a member of the Board of Directors at the Museum of Art DeLand. Deborah helped the museum write their first strategic plan, engaged her digital marketing students in a class project, and placed marketing interns to work in the museum.

Left: **Deborah** presenting her research at SMA 2015 Conference in San Antonio.

William Kehoe (pictured right), a former SMA President and SMA Proceedings Editor, was selected for the Jefferson Scholars Foundation Excellence in Teaching Award at the University of Virginia where he is the William F. O'Dell Professor of Commerce. In announcing the award, the Jefferson Scholars Foundation commented: "The testimonials on your behalf from your colleagues and students were simply laudatory, and we find ourselves not only in admiration of your devotion to our vocation, but thankful for it as well." As part of the award, Kehoe was recognized at a university-wide reception, received a cash award, was granted the title of Faculty Fellow of the Jefferson Scholars Foundation, and is invited to participate in all the programs the JSF holds for its Undergraduate Scholars and Graduate Fellows.



SMA SOCIETY FOR MARKETING ADVANCES

2015-2016 SMA EXECUTIVE COMMITTEE

President

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University of North Carolina
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Director of Electronic Communications

Kesha Coker
Eastern Illinois University
kcoker@eiu.edu



President-Elect 2016-2017

Alvin J. Williams
South Alabama University
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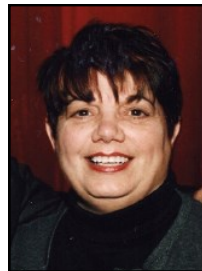
Academic Placement Services Director

Cheryl B. Ward
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Rebecca Van Meter
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Proceedings Editor

Jie G. Fowler
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Director of Membership

Jamie Pleasant*
Clark Atlanta University
jpleasant@cau.edu

