

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

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**About the Special Issue:**

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

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| <ul style="list-style-type: none"><li>● Artificial Intelligence and Marketing</li><li>● Branding and IMC</li><li>● Consumer Behavior</li><li>● Digital Marketing</li><li>● Healthcare Marketing and Consumer Wellbeing</li><li>● Influencer Marketing</li><li>● Luxury Consumption</li><li>● Marketing Futurology or Philosophy</li><li>● Marketing and Public Policy</li></ul> | <ul style="list-style-type: none"><li>● Marketing Strategy</li><li>● Marketing Education</li><li>● Sales</li><li>● Services Marketing</li><li>● Sensory Marketing</li><li>● Shared Economy and Collaborative Consumption</li><li>● Retailing</li><li>● Tourism, Hospitality, Food, Music &amp; Sports Marketing</li></ul> |
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**Submission Guidelines and Deadlines:**

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

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

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