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## Greetings from Tracy Meyer, SMA President

Friendly and welcoming: Those are the words I consistently here when people talk about their experience at an SMA Conference. Attendees make everyone feel a part of things, like their presence matters – and believe me, it does! In my perception, SMA has that small town kind of feel where everyone is welcome and valued. I am proud to associate with such a collegial organization, and I hope you are as well.

This past year as the President of SMA has done nothing but reinforce my perceptions about the organization. SMA members truly care about the organization. This sentiment is evident in everyone you meet, from the hardworking members of the Executive Committee stressing over every conference detail to the track chairs pulling together friends and coworkers to identify and lead a team of quality manuscript reviewers, to the members of the Board of Governor's provision of strategic direction. The caring nature of SMA members shows in everything that goes on behind the scenes to make the annual conference a success.

Preparations for the 2016 SMA Conference in beautiful, Buckhead (Atlanta), Georgia are well under way. The J.W. Marriott Buckhead is a lovely hotel with guest ratings of 4.6 out of 5.0. The hotel is connected to an upscale shopping center (Lenox Square), has a MARTA stop across the street, and is within walking distance to scads of fantastic restaurants and bars.

The 2016 Program Chair and President-Elect, Alvin Williams, has put together a fabulous program. For example, the Routledge – Taylor & Francis / SMA Distinguished Scholar Award winner for 2016 is the highly esteemed Professor V. Kumar (VK), a Board of Regents' Professor at Georgia State University. VK is scheduled to speak on Friday morning, November 4<sup>th</sup>. Most of you know that VK serves as the Editor-in-Chief of the *Journal of Marketing*, but you may not know that he is also the recipient of 12 Lifetime Achievement Awards. His work in the field of marketing research methods and Customer Relationship Management Strategy is world renowned.

I do hope your November plans include a trip to the 2016 SMA Conference where you can catch up with old friends and colleagues, make some new acquaintances, and enrich your mind by attending the numerous research and teaching presentations scheduled.

With best wishes,

**Tracy Meyer, University of North Carolina, Wilmington**



**2016 SMA Conference:  
Atlanta, GA**

November 2-5th

[marketingadvances.org](http://marketingadvances.org)

## Message from Program Chair, Alvin Williams

The 54<sup>th</sup> Annual SMA Conference promises to be another exciting gathering of SMA regulars, coupled with a generous mixture of newcomers, thus reinforcing a tradition of genuine collegiality. With over 230 submissions from a cross-section of marketing themes, representing broad geographical swaths, the 2016 SMA program embodies a rich collection of research papers, panels, and special presentations. The 2016 theme – ‘Reimagining the Power of Marketing to Create Enduring Value’ – offers an appropriate umbrella from which to explore the many facets of our dynamic discipline.

Of particular note is the 2016 Routledge – Taylor & Francis / SMA Distinguished Scholar Award recipient – V. Kumar. VK is the Regents Professor and the Lenny Distinguished Professor of Marketing and Executive Director, Center for Excellence in Brand and Customer Management at Georgia State University. With over 200 articles in top marketing and business journals, VK’s presentation on Friday, November 4<sup>th</sup> at 10:30 promises to be a definite Conference highlight.

SMA 2016 offers something for everyone – scholarship, networking, shopping, great food, and just plain downright Southern hospitality in one of America’s favorite cities – Atlanta! Mark your calendars to ensure that you attend SMA 2016. See you soon!

Alvin J. Williams  
2016 SMA Program Chair and President-Elect  
University of South Alabama  
[awilliams@southalabama.edu](mailto:awilliams@southalabama.edu).



## News from Academic Placement Services

Greetings from Academic Placement Services. We offer a professional, but relaxed atmosphere in which job applicants and schools can meet and interview.

Dropbox continues to be utilized so that both Universities and Applicants has 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](mailto:Cheryl.ward@mtsu.edu) or (615) 898-2433.



## Important Conference Hotel booking information

### Conference Hotel

Discover the timeless elegance of the **J. W. Marriott hotel in Buckhead, GA** located in the heart of a vibrant business, shopping and entertainment district. The J. W. Marriott Buckhead is connected to Lenox Square, and is conveniently situated across the street from the Lenox MARTA station. This hotel's luxurious environment in Buckhead, Atlanta has been crafted for approachable leisure. Located mere steps from Phipps Plaza, Legoland, fine dining, Buckhead Spas and nightlife, the facility offers 371 exquisitely decorated rooms and over 22,000 sq. ft. of eloquently modern event spaces.

SMA Room Rate:     **\$164** for reservations made on or before **5:00 PM, October 12, 2016**  
Reservation:         Call the hotel directly at 404-262-3344  
Transportation:     The J. W. Marriott is a \$3.50 MARTA ride from Hartsfield-Atlanta Airport

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## Nominate an Outstanding Doctoral Consortium Fellow

Doctoral program directors and mentoring faculty are invited to nominate outstanding doctoral candidates for the 2016 Society for Marketing Advances (SMA) Consortium to be held November 2-3, 2016. This year's consortium promises to be an opportunity for doctoral candidates to learn from some of the field's brightest minds and engage with a cohort of academicians that will be disciplinary colleagues for decades to come.

Third and fourth year students will benefit most from participation. Generally, there is a limit of one student per doctoral-granting university. Registration cost for the 28th annual consortium is \$250 (or \$300 if paid after October 1, 2016). This fee includes consortium registration, all meals during the consortium, conference attendance (November 2-5, 2016), and access to the SMA Placement Service.

Doctoral candidates must first be nominated by one of their university's doctoral faculty in order to be considered as a consortium fellow. Nomination letters must be sent directly via email to Tracy Suter, Doctoral Consortium Chair. Once a nominee is confirmed as eligible, the next step is for the student to complete the SMA registration form and pay the registration fee. The form provides the directions for payment.

SMA looks forward to partnering with doctoral-granting universities who view SMA and its consortium as the career-enriching society and event each is designed to be.

Dr. Tracy A. Suter  
The University of Tulsa  
Email: [tracy.suter@utulsa.edu](mailto:tracy.suter@utulsa.edu) (preferred subject line: SMA DC)  
Tel: 918.631.2082

# JMTP

JOURNAL OF  
MARKETING THEORY AND PRACTICE

**By Greg W. Marshall, Editor**

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

On behalf of the *JMTP* managing editor search committee (Charlene Davis, Joe Hair, Greg Marshall, and Jacinda Tran of Taylor & Francis), I'm delighted to announce that Professor Karen Flaherty will be assuming the role of Managing Editor for *JMTP* beginning September 1, 2016. She will be responsible for full management of the manuscript flow and editorial decision making process for the journal. I will remain affiliated with *JMTP* as Editor in Chief.

A major organizational initiative at hand is to begin planning the startup of an associate editor/section editor system for *JMTP*, and Karen and I began working over the summer to determine the process of deciding exactly how this new element will be structured.

Karen has been a marketing faculty member and later associate dean at the Spears School of Business at Oklahoma State University since 2001. She has been a member of the *JMTP* editorial review board for many years and recently partnered with Jule Gassenheimer to develop a highly successful special issue titled "Connecting Theory and Practice in Selling and Sales Management," which was published as our Summer 2016 issue. She is an active researcher and has also served in a variety of high impact leadership roles both inside the OSU community and within the marketing academic community. With Karen in this role, the journal is in great hands to continue the upward trajectory we've all been working so hard to achieve. If you'd like to congratulate Karen, she can be reached here: [karen.flaherty@okstate.edu](mailto:karen.flaherty@okstate.edu).

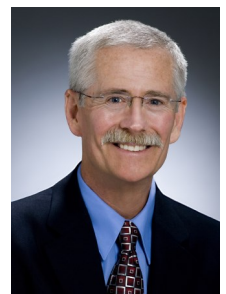
Since my last column, an ELMAR posting came out an-

nouncing our Virtual Special Issue that calls out the top 20 cited articles in *JMTP* over the past decade (you can preview this issue here: <http://explore.tandfonline.com/content/bes/jmtp-impact>). Once on that webpage, click on "To read the full introduction, please click here" and you will see the full article that was written by special issue guest editors Andrew Farrell, Joe Hair, and Michael Polonsky (thanks for a great job on this folks – well done!). By the way, 2017 will mark the 25<sup>th</sup> anniversary of *JMTP*, so more news on appropriate celebration of this milestone will be forthcoming.

Tracy Tuten and Alma Mintu-Wimsatt have teamed up to co-edit an upcoming special issue of *JMTP* titled "Advancing Our Understanding of the Theory and Practice of Social Media Marketing." Due date for submission of manuscripts is October 15, 2016. You can find the Call for Papers on the *JMTP* website under the Editorial Information tab on the home page. Please consider sending your work in this important and growing area of marketing for review for this special issue!

*JMTP* is proud to be affiliated with SMA, and we're looking forward to holding our annual editorial board meeting again during the upcoming SMA Annual Conference in Atlanta. On behalf of the whole *JMTP* team thanks and kudos to the SMA leadership for their support of the journal as a value-adding and brand-enhancing part of the SMA portfolio. As always, we encourage all SMA members to be involved with *JMTP* through reviewing and by submitting your best work for review. Have a great fall semester!

**Greg W. Marshall, Editor in Chief**





The Journal for  
the Scholarship of  
Teaching in  
Marketing Education

## Marketing Education Review

### **Business Analytics Special Issue of MER**

*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 one of the guest editors, Alma Mintu-Wimsatt (TAMU-Commerce, [alma.wimsatt@tamuc.edu](mailto:alma.wimsatt@tamuc.edu)) and Héctor R. Lozada (Seton Hall University, [lozadahe@shu.edu](mailto:lozadahe@shu.edu)). Information on submission guidelines can be found in [www.marketingeducationreview.com](http://www.marketingeducationreview.com).

### **Face-to-Face Marketing in B2B: Special Academic/Professional Conference in 2017**

**DARE 2017**, a professional conference in face-to-face business marketing (trade shows, events, etc.) is hosting a special academic track for their 2017 conference. In addition to participating in the professional conference, marketing faculty will work in teams to develop research or teaching agendas in the areas of trade show and event marketing, account-based marketing, organizational buying behavior, multi-channel B2B, sales strategies and more. Journals supporting the event include *Industrial Marketing Management*, *Journal of Business & Industrial Marketing* and *Marketing Education Review*. The event is June 20-21, 2017, and will be held in Baltimore’s Inner Harbor. Expenses will be supported by DARE sponsors so space is limited; applications are available from Jeff Tanner at [jtanner@odu.edu](mailto:jtanner@odu.edu) and are due December 1.

### **Teaching Sales, MER’s First Curation**

Teach sales or sales management? Did you know *Marketing Education Review* has published over 40 articles on the topic? Coming in September, MER will release its first curation, Teaching Sales, curated by Dawn Deeter, Kansas State University. From 1991 through 2015, *Marketing Education Review* published 44 articles focused on how to teach a sales class. Articles from a wide variety of authors addressed such issues as class activities and exercises, role playing, computer simulations, live sales experiences, and the application of theory to classroom content. The purpose of this curation is to provide sales educators with a one-stop location for information relevant to the teaching of sales classes. Look for this release in mid-September.



**Jeff Tanner, Editor**

## SMA Member News

### Officer Update – Treasurer

In June of this year, SMA reluctantly accepted the resignation of its Treasurer, **Cynthia Rodriguez Cano**. Having served in the role of Treasurer since November 2011, Cynthia's efforts to organize all matters SMA culminated in an efficient and well-orchestrated annual conference. Anyone who's had the opportunity to work with Cynthia would agree that she was devoted to SMA and always had the best interest of the organization in mind. The SMA Executive Committee would like to thank Cynthia for her time and talents: She will be missed!



# Congratulations!

Congratulations to **Dr. Kesha Coker** who was granted tenure at Eastern Illinois University this year.

**Dr. Jie Fowler** was awarded the George Fisk best paper award at the Macromarketing conference in Dublin, Ireland. Well done!

### Member updates:

**Dr. James "Mick" Andzulis** recently accepted an Advanced Assistant Professor position with Ohio University, and will be joining their faculty this Fall. He also accepted a position as Assistant Director of Professional Development with The Ralph and Luci Schey Sales Centre at Ohio University where he will work to further enhance and promote their mission to become the nation's highest ranked collegiate sales program.

**John Drea** (DBA, Southern Illinois University) retired in 2014 from Western Illinois University after a 30 year career in public higher education. He is now teaching full time at Illinois College, a small private liberal arts college in Jacksonville, IL. (and his undergraduate alma mater.)

## SMA Member News

### Member news cont.

The **McNeese State University College of Business** welcomes **Dr. Aadel Darrat** as a new member of our marketing faculty. Aadel joins us in August, 2016. He earned his doctorate from Louisiana Tech University.

**Arch G. Woodside** is now working half-time at Curtin University, School of Marketing, Perth, Australia. Contact Arch at [arch.woodside@curtin.edu.au](mailto:arch.woodside@curtin.edu.au).

Arch Woodside is the new Editor in Chief, Journal of Global Scholars of Marketing Science--the top marketing journal originating in Asia; all articles appear in English with all having abstracts in Mandarin as well. Taylor & Francis is the publisher; 4 issues per annual volume. Potential guest editors on relevant topics are invited to send a two-page proposal to Arch (at least one guest editor in a team of 2 to 5 per topic should have work with 500+ citations in marketing topics.).

Check out these new books in 2016 by Arch and colleagues:

Arch G. Woodside (2016), *Case Study Research: Core Skill Sets in Using 15 Genres*, 2nd Edition, will be released in September (500 pages), Emerald Publishing.

Arch G. Woodside (2016), *Bad to Good: Achieving High Quality and Impact in Your Research* will be released in September (300 pages) by Emerald Publishing.

Arch G. Woodside, Rouxelle De Villiers, and Roger Marshall (2016), *Incompetency and Competency Training: Improving Executive Skills in Sensemaking, Framing Issues, and Making Choices*, will be released in September by Springer Publishing.

Arch G. Woodside, Ed. (2016), *Making Tough Decisions Well and Badly*, Volume 24 in the *Advances in Business Marketing and Purchasing Series*, will be released in October (300 pages).

Arch served as a Visiting Research Professor of Management for 8 weeks in 2016 at the International University of Monaco and the INSEEC Group of campuses in France.

Arch worked as an Eskine Fellow, University of Canterbury, Christchurch, New Zealand, for four weeks during July-August, 2016.

Please contact Secretary Pia A. Albinsson if you want your news and accomplishments to be in the next newsletter. Email: [albinssonpa@appstate.edu](mailto:albinssonpa@appstate.edu)

### Photo Gallery

Although SMA secretary Pia Albinsson took a lot of pictures at the SMA 2015 conference in San Antonio, it is always fun to see photos from members. The first two pictures at the top are courtesy of SMA member Nas Onel at Stockton University.



SMA President Tracy Meyer and SMA member Nas Onel from Stockton University at San Antonio River Cruise—an SMA evening event Fall 2015



Meeting friends at SMA President's Reception





### Photo Gallery cont.

#### SMA presenters in action:



# SMA SOCIETY FOR MARKETING ADVANCES

## 2015-2016 SMA EXECUTIVE COMMITTEE

**President**

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**President-Elect 2016-2017**

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