

## Greetings from Pia Albinsson, BoG Chair

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Excitement! Gratefulness! Anticipation! These are three words that come to mind as I write this greeting. Excitement for new levels of energy I am experiencing on our campus from our students, faculty and staff after two difficult years of online and hybrid classes. I hope many of you also feel some of this energy on your campuses. Gratefulness for seeing people in person, having some parts of our lives back to “normal” or approaching some normalcy. While we are still experiencing a lot of difficulties with Covid-19, in addition to other environmental and societal challenges I feel a positive anticipation that SMA 2022 in Charlotte, NC will bring together a stellar team of researchers and educators that all work for the betterment of these challenges to various degrees. This year’s theme “Reconceptualizing Marketing in Today’s Global Environment,” is as relevant as ever, and program chair and president-elect Lucy Matthews have done a stellar job in organizing an exciting conference. In addition, this year marks the 60<sup>th</sup> year of the SMA Annual Conference!!!

Some of the events to consider attending is the CB-SEM Advanced Topics workshop facilitated by Barry Babin and Nina Krey. SMA is honoring Dr. David Wooten as the 2022 Routledge – Taylor and Francis/ SMA Distinguished Scholar and he will make his presentation on Friday, November 4 at 10.30 EST, please see p. 12 for additional information about Dr. Wooten.

This year’s conference will offer the 34th Doctoral Consortium chaired by Drs. David Hardesty and Jonathon Hasford on November 2-3. The Executive Committee and I want to give our gratitude to the organizers for developing a fantastic program for our doctoral student members (see p. 5-6 for more information).

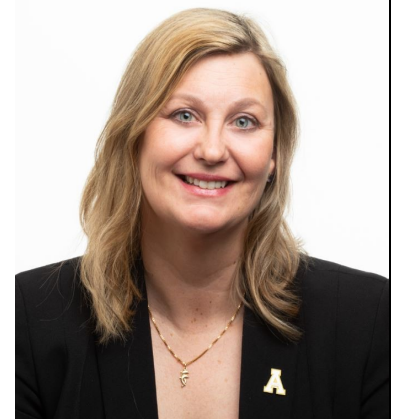
As you know SMA welcomes sponsorship by industry and academic partners from Best paper awards to event sponsorships. We are still finalizing these arrangements and if you are interested in being a sponsor, please contact Mark Pelletier, Executive director at [pelletierm@uncw.edu](mailto:pelletierm@uncw.edu) for more information.

Finally, SMA’s Executive Committee have been working hard throughout the year to make our upcoming conference a fantastic experience to all SMA members. The following individuals deserve many thanks for continuing to make SMA the friendly, fun, and fabulous conference that it is – Rebecca VanMeter, Lucy Matthews, Mark Pelletier, Jie Fowler, Mohan Menon, Sandipan Sen, Holly Syrdal, and Dana Harrison. In addition, I would like to thank the Board of Governors for their work through out the year. Please plan to attend! SMA appreciates the assistance from all the track chairs and reviewers who have taken their time to facilitate the submission and review process. And of course without all the contributors of competitive papers, panels, special sessions, teaching moments, and teaching competitions we would not have such an exciting program so thank you all for your contributions to SMA!!!

It has been a pleasure to serve SMA as Chair of the BoG the last two years.

See you in Charlotte!

Pia A. Albinsson



**2022 SMA Conference:**  
**Charlotte, NC**  
**November 2– 5**

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



## GREETINGS FROM THE 2022 PROGRAM CHAIR

**Lucy M. Matthews**

I am really looking forward to seeing everyone at this year's 60<sup>th</sup> Annual SMA Conference in Charlotte, NC, November 2-5, 2022. There were over 280 paper, presentations, panels, and teaching moments submitted to this year's conference. We will kick off our conference theme, "Reconceptualizing Marketing in Today's Global Environment" with sessions beginning on Wednesday, November 2<sup>nd</sup> at 2:00 pm and will run through Saturday morning. Like prior years, we will be hosting a Wednesday Welcome Reception and the Friday Presidential Reception. However, we have a few new items for this year.

First, we will be holding the SMA business meeting during the luncheon just prior to the awards. As a member of the organization, the executive committee would like to be transparent with attendees about the financial health of the organization and share some of the information related to planning future conferences. We welcome your comments and ideas related to those future decisions.

Second, we are trying out new projectors and screens for this year's conference. Many of the old projectors were not compatible with the modern laptops. This year's projectors will have HDMI, USB, and Bluetooth connectivity. If you sign up as session chair and your device requires a different mode of connectivity, we ask that you bring your own adapter. However, we hope that these new projectors relieve a lot of the connectivity issues that have been experienced in the past.

It is with great pleasure that we announce 2022 Taylor & Francis/Routledge Society for Marketing Advances' Distinguished Scholar Award - Dr. David Wooten at the Stephen M. Ross School of Business at the University of Michigan. Dr. Wooten will be recognized at the 2022 SMA annual conference in Charlotte, NC (Nov 2-5, 2022) where he will also give a keynote address on Friday morning from 10:30 am – 12:00 pm.

With sessions kicking off on Wednesday afternoon, we hope that you will consider arriving on Tuesday in order to join the Wednesday morning (8:30 am – 12:30 pm) workshop being offered by Barry Babin and Nina Krey titled "SEM In-Depth (Hands-on demos with AMOS and lavaan)." Their workshop is sure to be informative and helpful as they walk participants through examples while they follow along on their own device.

The 34th Annual Doctoral Consortium will be conducted on Wednesday and Thursday, November 2-3, 2022. This year's program is being run by Drs. David Hardesty and Jonathon Hasford. They have an all-star line up of scholars participating in the consortium. It is sure to be an amazing experience for this year's group of doctoral students.

### **About Charlotte**

The executive team is particularly interested about our Charlotte location because of all the wonderful things the city has to offer. There is a wide variety of dining options within steps of the hotel. Additionally, there is a Lynx light rail line station about a 7-minute walk from the hotel. This rail line provides the opportunity to visit a wide range of other options to give our members a taste of this amazing city.

## GREETINGS FROM THE 2022 PROGRAM CHAIR –Continued

### Lucy M. Matthews

Charlotte was founded in 1768 by European settlers and was named after Queen Charlotte, thus earning the nickname “Queen City.” Early on, the heart of the city was elevated compared to the surroundings ground which earned what would commonly be called downtown the term “Uptown.” Charlotte is the third largest financial center in the United States following New York and San Francisco. In May 2022, Charlotte was the third-fastest growing city in the United States and the pimento cheese capital of the world. It is headquarters to a number of Fortune 500 companies like Bank of America, Duke Energy, Honeywell, and Wells Fargo. Their sports team include the Carolina Panthers, Charlotte Knights, Charlotte Hornets, and the Charlotte Football Club. With more than 200 restaurants in Uptown, including nationally and internationally renown chefs, there are plenty of dining options available. Further, North Carolina is home to more than 340 independently owned craft breweries with 68 in the Charlotte Metro area and several of these are within walking distance of the Lynx rail line! Other amazing places to visit while in Charlotte include The Bechtler Museum of Modern Art, the Billy Graham Library, the Blumenthal Performing Arts Center, The North Carolina Music Factory, the NASCAR Hall of Fame, and the Charlotte Motor Speedway.

Looking for a unique dining opportunity? **The Charlotte Motor Speedway** (about a 15-minute drive/ride from the conference hotel) offers dinner at **The Speedway Club**. Located on the 6<sup>th</sup> floor of the Smith tower, The Speedway Club is a unique venue that overlooks the famous 1.5-mile superspeedway open for lunch and dinner ([www.gospeedwayclub.com/dining/](http://www.gospeedwayclub.com/dining/)). To make reservations call 704-455-3216. Since you typically need to be a member to get reservations, tell them you are part of SMA/Hilton Guests. Note: there is a dress code. A few more places of interest: **Optimist Hall** (1115 N. Brevard St.) - is a food hall featuring stalls with a wide selection of food offerings, dine-in options, and several cool bars. Also located within walking distance of a Lynx station, Optimist Hall is a fun choice for big groups with eclectic tastes. **The Market at 7th St** (<https://themarketat7thstreet.com/> just off the Lynx at 7<sup>th</sup> street stop) is an indoor market hosting local shops, bars, bakeries, and eateries. **Top Golf** (9110 Drivers Way, Charlotte, NC 28262) is 2.5 miles from the hotel, so it is within the hotel shuttle distance for groups wanting to spend time there. **IKEA** (8300 Ikea Blvd) is 1.6 miles from the hotel, so also accessible via the shuttle. These are just a few of the amazing things to do in Charlotte.

To find out more information visit: [www.charlottegotalot.com](http://www.charlottegotalot.com)

Lucy M. Matthews  
SMA 2022 Program Chair, President-Elect  
[Lucy.Matthews@mtsu.edu](mailto:Lucy.Matthews@mtsu.edu)



## Fall 2022 Conference Workshop

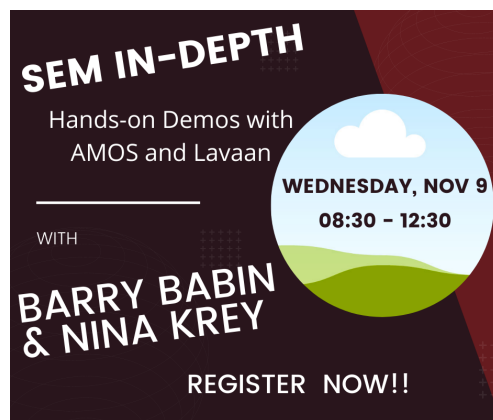
### SEM In-Depth Workshop

**Facilitators: Barry Babin (Louisiana Tech University) and Nina Krey (Rowan University).**

**SEM In-Depth (Hands-on demos with AMOS and lavaan):** A review of structural equations modeling (analysis of covariance) including applications of scale development and causal modeling approaches. Step-by-step (click-along) illustrations will be conducted using AMOS with basic modeling approaches also demonstrated in lavaan.



**Nina Krey**



**Barry Babin**

## Academic Placement News

Greetings from Academic Placement Services (APS)! At the 2022 SMA Conference in Charlotte, we will once again be offering a professional, but relaxed atmosphere in which job applicants and schools can meet and interview.

Dropbox will be utilized to post faculty vita and university positions so that both Universities and Applicants have almost instant access to job postings and applicant information. For the 2022 conference, the APS conference room will be available:

- Thursday from 8:30 a.m. – 5:00 p.m.

Friday from 8:30 a.m. – 5:00 p.m.

To register or for additional information, please visit the [APS web page](#) or contact Holly Syrdal at [holly.syrdal@txstate.edu](mailto:holly.syrdal@txstate.edu).





## 34th Annual Doctoral Consortium

The Society for Marketing Advances (SMA) 34th annual Doctoral Consortium will be held in conjunction with the SMA conference on November 2nd and 3rd from 9 am to 4:30 pm. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates as 2022 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. This year's consortium is placing a special emphasis on student networking with emerging scholars.

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 \$275 and includes consortium registration, all consortium and conference events. This rate is \$325 if paid after October 1 and before November 02, 2022.

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



**David Hardesty**  
University of Kentucky  
dmhard3@uky.edu



**Jonathan Hasford**  
University of Tennessee,  
Knoxville  
jhasford@utk.edu

## 34th Annual Doctoral Consortium

### Tentative Speaker List

Annika Abell, University of Tennessee	Mary Pritchett Harrison, Birmingham Southern College
Raj Agnihotri, Iowa State University	Seung (Mark) Lee, Ryerson University
Barry Babin, University of Mississippi	Greg Marshall, Rollins College
Sharon Beatty, University of Alabama	Christopher Newman, University of Mississippi
Eric Boyd, University of Central Florida	Cindy Rippe, University of North Georgia
Daniel Butler, Auburn University	Veronica Ruiz, University of Massachusetts-Amherst
Ming Chen, University of North Carolina, Charlotte	Shelly Rodgers, University of Missouri
Adam Farmer, University of Alabama	Brian Rutherford, Kennesaw State University
Linda Ferrell, Auburn University	Kevin Shanahan, Mississippi State University
O.C. Ferrell, Auburn University	Tracy Suter, University of Central Arkansas
Lura Forcum, Clemson University	Courtney Szocs, Louisiana State University
Traci Freling, University of Texas at Arlington	Broderick Turner, Virginia Tech
Stephanie Gillison, University of Tennessee-Chattanooga	Rebecca VanMeter-Brown, Ball State University
Joseph Hair, University of South Alabama	

### **Tentative Program**

#### Wednesday

- 9 – 10 am  
**Welcome and Introductions by Consortium Co-Chairs**
- 10 – 10:30 am  
**The Importance of Networking**
- 10:30 – 11 am  
**Building a Research Pipeline**
- 11 – 11:30 am  
**Meet and Greet with Faculty**
- 11:30 am – 1:30 pm  
**Lunch (Off-site) and Student Networking**
- 1:30 – 2 pm  
**Return to Hotel and Break**
- 2 – 3 pm  
**Expanding Your Teaching: Tips for the Classroom**
- 3 – 3:45 pm  
**Diversity, Equity, and Inclusion in Academia**
- 3:45 – 4:30 pm  
**Eminent Scholars of SMA**

#### Thursday

- 9 – 9:30 am  
**Day 2 Welcome and Refreshments**
- 9:30 – 11 am  
**Research Breakout Session -- Elevator Pitches**
- 11 – 11:30 am  
**Negotiating a Job Offer**
- 11:30 am – 1:30 pm  
**Lunch (On-site) and Student Networking**
- 1:30 – 2 pm  
**Playing Well with Others: Managing Relationships in Academia**
- 2:00 – 3:30 pm (Session Thirteen – Open to all SMA participants)  
**Meet the Editors**
- 3:30 – 4:30 pm  
**Your Relationship with Your Department Chair**



## FROM THE EDITOR

My name is Seung Hwan (Mark) Lee, and I am a Professor and Associate Dean of Engagement & Inclusion at Toronto Metropolitan University (formerly Ryerson University) in Toronto, Canada. It has been over a half year since I have taken on this Editorial role, and it has been an encouraging experience to lead and provide support for our peers. In the summer, I've had an opportunity to facilitate a SMA workshop on "Teaching into Scholarship: Publishing Pedagogical Research"; a session that brought like-minded, motivated scholars to turn teaching into research. We recently launched our annual special issue on teaching innovation.

I have great optimism for the future of marketing education. Despite the array of adjustments and pivots that we have made during the pandemic, academics are more equipped with new tools, new ideas, and new strategies to advance pedagogy. This transformation has only spurred more innovation. During the summer, many have been submitting for the next teaching innovation issue: "*Have it Your Way: Mass Customization in Marketing Education*", co-edited by Dr. Alicia D. Cooper (Alabama A&M University) and Dr. Michael A. Levin (Otterbein University). We have already received double-digit submissions, and we are inspired by the ideas and innovations that have been shared by our peers.

Forthcoming is the results of the special issue on Diversity and Inclusion Practices in Marketing Education with guest editors Dr. Ilia Protopapa (King's College London) and Dr. Kirk Plangger (King's College London). We are in the final stages of the review process, and I am eager to see the contributions that we make towards our understanding of inclusive teaching practices in advancing marketing education. This will include becoming more mindful of equity, diversity, and inclusion practices in the operations of the journal (e.g., Editorial Board).

I am also always looking for opportunities for individuals to be engaged with our journal. If you have a desire to learn more or to help serve, please feel free to contact me at [lee.mark@ryerson.ca](mailto:lee.mark@ryerson.ca). I am also looking forward to seeing the Editorial Board members at SMA. For those who are unable to make the conference in Charlotte, I will host a virtual ERB meeting towards the end of the year (early December) to provide a recap of 2022 and to elaborate on the plans and vision for 2023.

Thank you, and I look forward to connecting with those that will be in Charlotte!

Seung Hwan (Mark) Lee  
[lee.mark@ryerson.ca](mailto:lee.mark@ryerson.ca)





## Charlotte, NC —A Visual Introduction





## Conference and Hotel Registration information

### 2022 Conference Registration Fees

Below is the cost information for the annual SMA conference. These prices include a complementary one-year SMA membership. The winner of Doctoral Dissertation Proposal Competition will earn complimentary conference registration.

Membership	Early Bird Registration (Pre-conference – Sept 30)	Regular Registration (Oct 01 – Oct 29)	Late Registration (Oct 30 - Nov 05 Noon)
Fellows & Regular Conference Attendee	\$ 350.00	\$ 400.00	\$ 450.00
Students	\$ 225.00	\$ 275.00	\$ 325.00
<a href="#">Doctoral Consortium</a>	\$ 275.00	\$ 325.00	N/A

### HOW TO REGISTER

**Returning Conference Attendees (attended last year's conference):** If you attended last year's conference, Go to: <https://societyformarketingadvances.org/Sys/Login>.

- If you forgot your password, please click **Forgot Password** and enter the email address you used to register for the conference last year. An email will be sent to that address. If your email has changed, please contact the Director of Electronic Communications (Mohan Menon: [mohan.menon@ung.edu](mailto:mohan.menon@ung.edu)) first for further assistance.
- Check your email and follow the password reset instructions.

Use your new password to [log in](#) to your account and register for your event of interest - [Registration Link](#)

1 **Note.** With the transition to the new website, some users' profiles did not transfer. If you attended the conference last year but still cannot access your account, please follow the steps below for "New Conference Attendees" to register for the conference.

1. **New Conference Attendees:** If you did not attend last year's conference . . .

2. Select your event of interest by clicking on the [Registration Link](#).

3. Click **Register**.

Follow the on-screen instructions to register for the event and create a user profile.

### 2022 SMA Annual Conference Theme

#### Reconceptualizing Marketing in Today's Global Environment

November 2 - 5, 2022

If you've not made your hotel reservations, please do so ASAP by October 12, 2022. Tentative Program schedule is available [here](#).

#### Reserve your Room:

[Click](#) (Group code: SMAA)

Hilton Charlotte University Place

8629 JM Keynes Drive, Charlotte, NC 28262USA

phone +1 704-547-7444

Room	2 Double Beds Deluxe Room	1 King Bed Deluxe Room
Rates	\$179	\$179



### News from the Journal of Marketing Theory and Practice.

Dr. Chris Hopkins finished his 3-year term as the Editor-in-chief after a very impactful leadership that has led to JMTP seeing some impressive and growing numbers in terms of submissions, downloads, citations and other journal metrics. Dr. Hopkins will now concentrate on his role as Department Chair at Auburn University. Thank you Dr. Hopkins for your invaluable contributions to Journal of Marketing Theory and Practice and also to Society for Marketing Advances.

The Journal of Marketing Theory and Practice welcomes the new leadership team, Dr. Raj Agnihotri will be taking over as the new Editor-in-Chief. Raj will be assisted by Dr. Annie Peng Cui who will be serving as the new managing editor. As Dr. Hopkins puts it, *"I cannot think of two people whom I am more confident to be leaving the journal to, JMTP could not be in more capable hands! I hope all of you will give them a warm welcome"*. Welcome to the JMTP and SMA family, Dr. Agnihotri and Dr. Cui!

#### Incoming Editor-in-Chief

Dr. Raj Agnihotri is a professor of marketing, Mary Warner Fellow, and founding director of Ivy Sales Forum at Iowa State University. Previously, Raj held the first John Merrill Endowed Professorship in Consultative Sales at the University of Texas-Arlington. He had served as Freeman Professor of Sales, chair of the Marketing Department, and academic director of Schey Sales Centre at Ohio University. At Ohio, he also conceived and launched Consumer Research Center.



Raj has published over 65 articles in leading scholarly journals. Apart from serving Journal of Marketing Theory and Practice as an Editor-in-Chief, he also serves as a Sr. Editor at the Journal of Personal Selling and Sales Management and serves on the editorial review boards of several reputed journals such as the Journal of the Academy of Marketing Science, Industrial Marketing Management, and Journal of Business Research. His work has been cited over 5000 times (h-index = 31; i10 = 44). Before entering academia, Raj held several sales and marketing positions with startup ventures to major corporations and currently serves on the advisory boards of startups based in the US, Europe, and India. He has given sales seminars to industry professionals from North America, Brazil, Europe, and India.

Raj is a co-author of ABCs of Relationship Selling (McGraw Hill, 13 ed.), a global market leader in sales classes, and its contents can be found in four international versions. Numerous sales trainers worldwide use its selling process to prepare their salespeople.

#### Incoming Managing Editor

Dr. Annie Peng Cui is the Kmart Chair, Professor, and Chair of the marketing department in the John Chambers College of Business and Economics, West Virginia University. Her research focuses on firms' branding, pricing, and international marketing strategies. Her research appears in the Journal of International Marketing, Journal of Business Research, and Industrial Marketing Management, among others. She views her role as a marketing researcher to be a bridge connecting academic findings with business practices. Therefore, she strives to work on cutting-edge research that directly addresses and solves business problems





### From the Editor

To begin with, I would like to convey big thanks to Dr. Christopher D. Hopkins for his excellent editorial leadership at JMTP and overall service to the profession. I, along with Dr. Annie Cui, incoming managing editor, look forward to serving the journal. You can learn more about our backgrounds in the next section. I am also excited to share some important updates from the journal with you. First, the next issue of JMTP, Volume 30 (4), is slated for publication soon. The articles in the issue cover a broad range of topics. They include:

***Female-friend gift-card giving***

Stephanie T. Gillison, Sharon E. Beatty, and Kristy E. Reynolds

***Whose view is it anyway? Media coverage of litigation in for-profit firms' role in the opioid crisis***

Elizabeth T. Gratz, Matthew E. Sarkees, and M. Paula Fitzgerald

***Consumer buying behavior and retailer strategy through a crisis: A futures studies perspective***

Sidney Anderson, Steven W. Rayburn, Jeremy J. Sierra, Ken Murdock, and Anthony McGeorge

**SPECIAL ISSUE ARTICLES** (Strategic Marketing and Resource-Advantage (R-A) Theory in Marketing's Era V (2020 - 2022). Guest Editors: Arturo Vasquez, [arturo.vasquez@utrgv.edu](mailto:arturo.vasquez@utrgv.edu) and Robert McDonald, [bob.mcdonald@ttu.edu](mailto:bob.mcdonald@ttu.edu))

***A framework for partner engagement: Episodes in the life of interorganizational partnerships***

Shiri D. Vivek, Vivek Dalela, and Muhammad Sohail Ahmed

***Not all corporate social responsibility (CSR) is created equal: a study of consumer perceptions of CSR on firms post fraud***

Kristina Harrison and Lei Huang

***Spillover effect in supplier related product recall: the impact of supplier COO on product evaluations***

Jianping Coco Huang and Jeffrey P. Radighieri

***Export market orientation, marketing capabilities and export performance of SMEs in an emerging market: a resource-based approach***

Gaye Acikdilli, Alma Mintu-Wimsatt, Ali Kara, and John E. Spillan

***Teaching R-A theory to develop future business practitioners' decision making skills***

Michael Levin and Yiyuan Liu

The 2022 JMTP editorial board meeting is scheduled at the SMA conference. This year, we look forward to meeting in Charlotte, North Carolina, on Friday morning from 8:30 – 10:00 am.

During the SMA conference, we will also hold a special session: *SMA-JMTP Relationship: Past, Present, and Future*, on Thursday morning from 10:30 am – 12:00 pm. In the panel, I will join my predecessors, Drs. Christopher D. Hopkins, Karen Flaherty, and Greg W. Marshall. The panel would aim to have an insightful discussion encircling the relationship between the *Society for Marketing Advances* and the *Journal of Marketing Theory and Practice*.

Finally, I would like to thank the members of the SMA community for their support of JMTP. It is a privilege to serve as editor, and I value your contributions and involvement with the journal. If you would like to serve as a reviewer for the journal, please get in touch with us at [raj2@iastate.edu](mailto:raj2@iastate.edu).

**Raj Agnihotri,  
Editor-in-Chief**



## 2022 Taylor & Francis/Routledge Society for Marketing Advances Distinguished Scholar Award

Society for Marketing Advances (SMA) is proud to announce the recipient of the 2022 Taylor & Francis/Routledge Society for Marketing Advances Distinguished Scholar Award - Dr. David Wooten at the Stephen M. Ross School of Business at the University of Michigan. Dr. Wooten will be recognized at the 2022 SMA annual conference in Charlotte, NC (Nov 2-5, 2022) where he will also give a keynote address on November 4, 2022 at 10.30 am.

David Wooten is Associate Dean for One-Year Master's Programs, Alfred L. Edwards Collegiate Professor, University Diversity and Social Transformation Professor, and Professor of Marketing at the Stephen M. Ross School of Business at the University of Michigan. Prior to joining the Michigan-Ross faculty, he served on the faculties of the Columbia Business School, the University of Florida's Warrington College of Business, and the Charles H. Dyson School of Applied Economics and Management at the Cornell S.C. Johnson College of Business.



David's research focuses on self-presentation and social influences on consumption. His work has appeared in the *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Public Policy and Marketing*, *Consumer Psychology Review*, *Marketing Letters*, and other scholarly outlets. His work on ridicule as a mechanism for consumer socialization was a finalist for the JCR best paper award in 2009 and his research on knowledge signaling in word of mouth communications (with Grant Packard) won the best competitive paper award at the 2011 SCP Conference.

David is an associate editor for Research Reports for the *Journal of Consumer Psychology*, an editorial review board member for the *Journal of Consumer Research* and the *Journal of Sport Management*, and a member of the scientific advisory committee for the *Consumer Psychology Review*. He currently serves as the Co-Chair of the 2023 SCP Doctoral Symposium. He previously Co-Chaired the 2013 AMA-Sheth Doctoral Consortium, the 2013 ACR Forums, the 2009 ACR Doctoral Symposium, and the 2009 CCT Conference.

David currently serves as the EDI Champion for the Association for Consumer Research. He previously served as Chair of the Board of Trustees for the Consortium for Graduate Study in Management (CGSM), Chair of Ethnic Minority Affairs for the Society of Consumer Psychology, and Planning Committee Member for the Ph.D. Project's Marketing Doctoral Students' Association. He has received multiple awards for his diversity service, including the American Marketing Association's Williams-Qualls-Spratlen Multicultural Mentoring Award of Excellence, the CGSM's Sterling H. Schoen Achievement Award, and the University of Michigan's Harold R. Johnson Diversity Service Award.

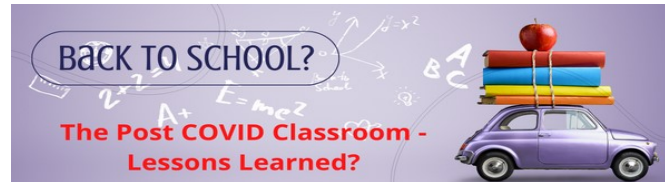
For more information about SMA please visit <https://societyformarketingadvances.org/>. For a list of previous recipients of the Distinguished Scholar award please visit <https://societyformarketingadvances.org/DScholars>.

## Member News

### People on the Move

**Roberto Bello** has recently accepted a position as associate professor at Washington State University (Carson College of Business). He can be reached at [Roberto.bello@wsu.edu](mailto:Roberto.bello@wsu.edu).

Congratulations Roberto!



When we first went remote on March 19, 2019, it was as if all hell broke loose. But luckily, my syllabi, even though designed for face to face courses, are modular, so I did not have any problem moving to online instruction. Over the next 2 years, both myself and my students 'settled' into a very comfortable position where the transition to fully online classes were not only seamless, but there was barely any compromise in the quality of the education and instruction. But most notably—and this threw me completely off—class participation and my teacher evaluations improved. The major change I made to my instructional methodology was that I became a lot more flexible and sensitive to student requirements, deadlines and their sentiments. I spent the first few minutes of every class asking them about their mental and physical well-being etc. so that gave them the comfort and satisfaction knowing that I was thinking of them as human beings rather than as 'my customer'. I have to mention that my university also provided outstanding support both to faculty and students during these challenging times.

However, after 2 years of completely online classes, students developed the 'screen fatigue' and I started to notice a clear decline in their participation and body language. Once classes started getting back face to face, this change in behavior was even more palpable. We have been 100% face to face for about 2 semesters now, and I have noticed considerable decline in student engagement, interest and commitment...they seem dazed and confused. Our inability to ask for documentation for student absences has only made the situation more complex. As we all know, it is very difficult for an instructor to stay motivated if his/her students are not, and that is a challenge I have been grappling with. I have talked to several of my colleagues and my experience is not unique. I think that it will take a few years for things to come back to pre-pandemic levels.

Thank you.



Dr. Somjit Barat  
Penn State Mont Alto  
[sub26@psu.edu](mailto:sub26@psu.edu)

## Board of Governors

### Current Board of Governors (2021—2022)

**Chair: Pia A. Albinsson**  
Appalachian State University  
2019-2020 SMA President

**John R. (Rusty) Brooks, Jr.**  
Houston Baptist University  
Member-At-Large

**J. Charlene Davis**  
Trinity University  
SMA Past President

**Joseph F. Hair, Jr.**  
University of South Alabama  
SMA Distinguished Fellow

**Lucy Matthews**  
Middle Tennessee State University  
2021 - 2022 Program Chair

**David Ortinau**  
Retired, SMA Distinguished Fellow

**Christopher Hopkins**  
Auburn University  
SMA Distinguished Fellow

**Michael Levin**  
Otterbein University  
2020 - 2021 SMA President

**Rebecca VanMeter**  
Ball State University  
2021 - 2022 SMA President

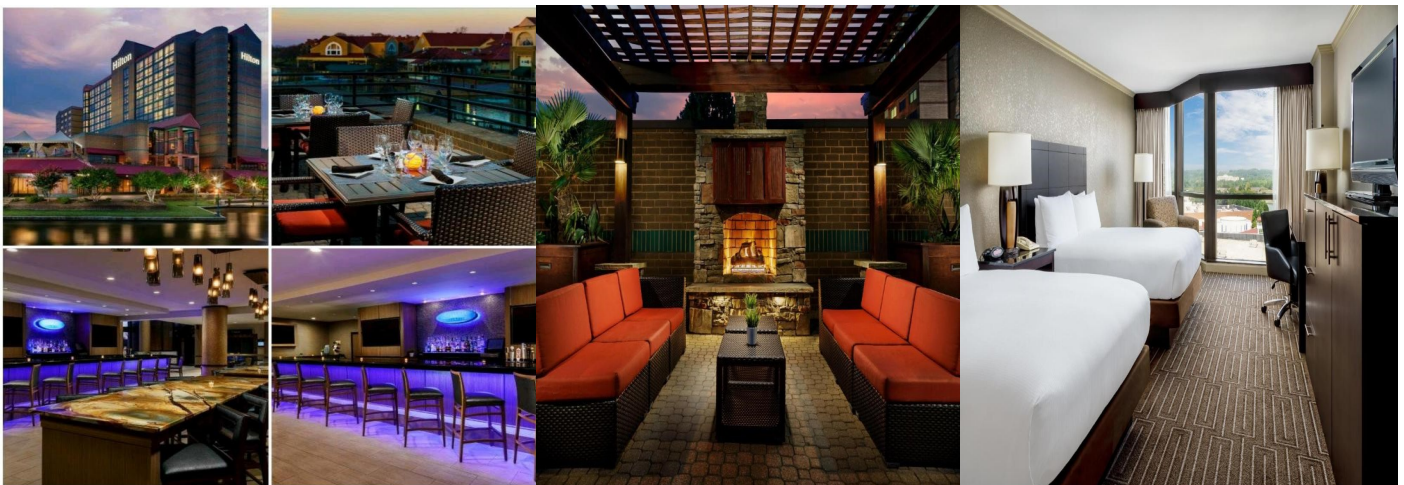
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