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Greetings from Michael A. Levin, President

The virtual format for SMA's 2020 conference showed how much our members value this conference. While we would have preferred to meet new colleagues and renew friendships in person, I was pleasantly surprised by the strong number of registrants who wanted to join in even through a screen. It was my pleasure to serve as Program Chair for this virtual conference. I was very happy with the number of submissions as well as quality of those submissions. We had the opportunity to hear interesting research proposals and conclusions as well as to receive feedback as we advance our respective ideas.

Thank you to Lucy Matthews, Pia Albinsson, and Diane Edmondson with the transition from a physical to virtual conference. There were moments of trepidation, concern, and worry. We pulled through.

Executive Committee members Holly Syrdal, Sandy Sen, and Dana Harrison served as testers for the virtual format and provided helpful and constructive feedback. Mohan Menon kept registrants updated through the website and email as we adapted to this evolving situation. Jie Fowler ensured payments were processed.

Kevin Shanahan, Elten Briggs, and Brian Rutherford planned the 32nd annual SMA Doctoral Consortium and took advantage of the virtual format to bring a variety of Marketing scholars. Jenna Drenten and Lucy organized the well-attended and well received workshops on qualitative techniques for social media research and PLS-SEM, respectively. Greg Marshall developed the Taylor & Francis Distinguished Scholar program. Mike Ahearne, as the 2020 Distinguished Scholar, was engaging and interesting. Charlie Drehermer and Prachi Gala hosted the always inspiring teaching moments. Thank you for your energy in providing programming that makes SMA's conference unique.

Finally, thank you to the track chairs and reviewers for your dedication to this conference. I greatly appreciate your flexibility and patience during the transition. Your contribution allows this conference to happen. I am especially grateful for the advice and encouragement from Pia, Lucy, and board chair Diane Edmondson.

Our 2021 conference will take place November 3-6 in the happiest place on Earth, Disney World. I look forward to returning to our physical conference, seeing familiar faces, and welcoming new ones amid enhanced health protection measures. Thank you for the honor of serving as President of SMA.



Michael Levin, President
 President 2021,
 Society for Marketing Advances
 mlevin@otterbein.edu

2021 SMA Conference:

Orlando, FL

November 3 – 6

societyformarketingadvances.org

2021 SMA Conference Information

Rebecca A. VanMeter, Program Chair

The year 2020 brought a lot of change to our world, our personal lives, and certainly to our professional lives. As Michael mentioned we were so elated to have such a great worldwide turnout for the virtual conference, but we are hopeful and ecstatic about this year's SMA where we are optimistic we will return to a face-to-face conference. As a result of the changes we saw last year, SMA 2021 is also evolving. We have been looking for ways to remain connected to our members and offer value for more than just one time a year. At the suggestion of our wonderful and dedicated board, this year we are excited to launch our Spring Workshops to deliver value to you year round (see page 3). There will be returning and new events. In addition, we are excited to announce that there are three special issues associated with the 2021 Conference. The first special issue is in the *International Journal of Advertising* and is based on the work submitted to the IJA symposium (see page 13 for the Call for Papers). The second special issue is in the *Journal of Marketing Theory & Practice* and is related to the 2021 call for Diversity work (see page 14 for the Call for Papers).

Conference Theme: The 2021 theme is "Make 'em Say WOW!" How Marketers are Wowing Customers. The Disney Experience has been wowing visitors of Orlando since 1971. Disney World has become one of the most popular destinations for tourists in the world. In fact, the Magic Kingdom which is at the heart of Disney World is the most popular theme park in the world with nearly 17 million visitors going through the park on an annual basis. Marketers often take lessons in experience and service from Disney World and the greater Orlando area. Consider joining us in Orlando as we explore these and other marketing topics.

Where: Orlando is the perfect destination thanks to incredible diversity that ensures an unforgettable conference filled with unique experiences for every visitor. Hosting the area's highest concentration of celebrity chefs, Disney Springs® at Walt Disney World® Resort is an ideal for a SMA, with culinary superstars José Andrés, Masaharu Morimoto, Wolfgang Puck, Guy Fieri, Rick Bayless and Art Smith compete for your attention against imaginative themed eateries that complement the world-famous architecture of Disney's theme parks. More celebrity chefs await all over Orlando, including Todd English, Melissa Kelly, Roy Yamaguchi and Buddy Valastro, with more arriving seemingly every year. Besides the Disney-like hotel atmosphere, this location provides easy access to terrific, though, including dining, shopping, ecotourism and other things you don't want to miss. You can also experience the destination with confidence, knowing the theme parks, attractions, restaurants, nightlife establishments, retail centers and other areas have introduced enhanced cleaning and safety measures to keep you protected. So, get out and explore it all — This is definitely a conference location not to be missed!

When: The Welcome Reception, which opens the conference, will be held on Wednesday, November 3, 2021. The conference will end on Saturday, November 6, 2021.

Rooms: The room rate, before taxes, is \$195 for reservations made by October 1, 2021. Rooms can be reserved online <https://book.passkey.com/e/50170405>. Attendees can also call 855-757-4984 and reference the group code "SMA" or by calling the hotel at 888-421-1442 (Please indicate your association with SMA to receive this special rate). [Hilton CleanStay Program](#) is fully operational at this location to ensure your health and safety while onsite.

Call for Papers: See pg. 17-18 in this newsletter for the 2021 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: June 30, 2021

For questions or suggestions,
please contact **Rebecca A. VanMeter, Program Chair**, at
vanmeter@bsu.edu.



Spring Workshops



Take the lead on **Social Media Research and Marketing Analytics** with these Spring Online Workshops from the Society for Marketing Advances



Qualitative Techniques for Social Media Research
Friday March 26th



Teaching Marketing Analytics
Friday, April 16th

Learn more at
www.SocietyForMarketingAdvances.org



Qualitative Techniques for Social Media Research Spring Workshop

DR. JENNA DRENTEN

Morning & Evening Sessions
March 26th



Learn more at
www.SocietyForMarketingAdvances.org

TEACHING MARKETING ANALYTICS WORKSHOP

Dr. Haya Aijan Dr. Dana E. Harrison Dr. Joseph Hair

April 16th
Morning & Evening Sessions
www.SocietyForMarketingAdvances.org

Teaching Marketing Analytics with Dana Harrison, Haya Aijan, and Joe Hair
Friday, April 16, 2021 8:00 to 10:30 am (CST)
Friday, April 16; 4:00 to 6:30 pm (CST)

SMA Member Price: \$79.00; Non-Member Price: \$99.00
New business models, as well as advanced tools and techniques are driving the need for a data-and-analytics-centric culture. Join the authors of *Essentials of Marketing Analytics*, McGraw Hill (1st edition), available March 2021, to gain the insights you need to advance your knowledge of marketing analytics and introduce students to emerging skills.



SOCIETY FOR MARKETING ADVANCES

Pre-Conference Workshops

SEM Workshop

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



Multivariate Data Analysis is among the most cited research references in the social sciences. The addition of multiple chapters on structural equation modeling in the 6th edition accelerated the pace of citations. Like in the text, the workshop provides a user-friendly approach in providing an SEM refresher with a strong emphasis on confirmatory factor analysis and psychometrics. Scale development and scale validation remains a backbone for behavioral research in the social sciences. Attendees will get hands-on experience in the basics of using AMOS in simple and complex applications. The seminar remains flexible to address questions and comments from the audience.

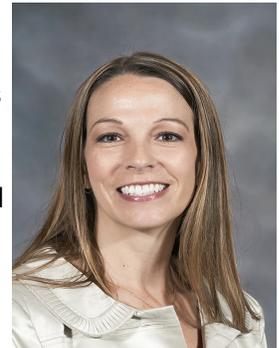


Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3 Workshop

Presenters: Joseph F. Hair, Jr. (University of South Alabama) and Lucy Matthews (Middle Tennessee State University)



Course set-up: The workshop builds on the contents and the data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2017). Handouts with major concepts will be provided as well as a copy of the book. Most of the workshop will involve “hands-on” analysis of the dataset using the SmartPLS 3.0 software. The SmartPLS 3.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered.



Requirements: Participants must bring a laptop with the SmartPLS 3.0 software readily installed. A 60 day license code will be provided to all participants. Participants need to install

the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

Who should attend? Individuals wishing to learn PLS-SEM topics and the SmartPLS software for their PhD research and/or top-tier journal publications. The workshop will begin with the basic knowledge of PLS-SEM and progress into advanced topics such as higher order constructs, mediation, multi-group analysis, measurement invariance, and moderation.

Modeling Workshop (Morning Session)

Mediation & Moderation Workshop (Afternoon Session)

Presenters: George Deitz (University of Memphis) and Joel Collier (Mississippi State University)



Course set up: The morning session will handle more basic SEM analysis: Confirmatory Factor Analysis, Path Analysis, Full Structural Analysis. The afternoon session will address more advanced topics such as mediation, moderation, and using categorical variables in SEM. The workshops will utilize the content of the newly released book, “Applied Structural Equation Modeling using AMOS” by Joel Collier.



33rd Annual Doctoral Consortium

As doctoral program coordinators, we want to encourage you to consider nominating one or more of your doctoral students to participate in the 33rd Annual Society for Marketing Advances Doctoral Consortium. The SMA consortium is one of the oldest and most prestigious consortiums currently offered within the marketing discipline. The SMA Doctoral Consortium is a two-day program that will be held on the 3rd and 4th of November in Lake Buena Vista, Florida! During the two-day consortium, leading scholars in the field will present and interact with the participants. We will start accepting nominations for the consortium on June 1st. Seating for the consortium is limited.

Sincerely,

Brian Rutherford - Kennesaw State University (Bruther1@kennesaw.edu)

Kevin Shanahan - Mississippi State University (kshanahan@business.msstate.edu)

David Hardesty – University of Kentucky (david.hardesty@uky.edu)

Jonathan Hasford – University of Tennessee (jhasford@utk.edu)

Co-chairs

Brian Rutherford (Bruther1@kennesaw.edu)

Dr. Rutherford is the Executive Director of the Doctoral Program for the Coles College of Business at Kennesaw State University (Kennesaw, Georgia). He received his Ph.D. in Marketing from Georgia State University. Prior to joining the faculty at Kennesaw State University, he was a faculty member at Purdue University (West Lafayette, Indiana). Dr. Rutherford has served on over 30 dissertation committees and has published over 50 peer-reviewed journal articles. His research appears in leading publications that focus on sales management and business-to-business marketing. Dr. Rutherford serves as the Editor of Marketing Management Journal and one of the three Associate Editors of The Journal of Marketing Theory and Practice.



Kevin Shanahan (KShanahan@business.msstate.edu)

Kevin Shanahan is a Professor of Marketing at Mississippi State University. His research has been published in the Journal of the Academy of Marketing Science, Journal of Advertising, Journal of Public Policy and Marketing, and Journal of Business Research, among others. Dr. Shanahan is an SMA Distinguished Fellow and winner of the Pride Ferrel Houghton Mifflin Innovations in Teaching Award. He previously served as the Vice President of Communication for the Society for Marketing Advances, Proceedings Editor for the Society for Marketing Advances Conference Proceedings and as Associate Editor of Marketing Education Review. Dr. Shanahan currently serves as an Associate Editor for the Journal of Global Scholars of Marketing Science. Dr. Shanahan has co-chaired the SMA Doctoral Consortium 5 times, co-chaired the AMS Dissertation Proposal Award, and has presented as part of the AMS Doctoral Consortium.



David M. Hardesty (dmhard3@email.uky.edu)

David M. Hardesty is Carol Martin Gatton Endowed Chair of Marketing and serves as the Department Chair for Marketing and Supply Chain. He has also served as the Director of the Behavioral Research Lab. Previously, he was a faculty member at the University of Miami and the University of Southern Mississippi. He has published in journals such as the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and the Journal of Retailing.



David's research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, political ideology, and measurement. He serves as an associate editor for the Journal of Retailing. He is also on the editorial review boards for the Journal of Consumer Research, Journal of Marketing Research, and the Journal of Service Research. He has won a Best Reviewer award for the Journal of Consumer Research in 2020 and for the Journal of Retailing in 2015 and 2008. He also co-edited special issues focused on pricing for the Journal of Retailing in 2009 as well as the Journal of the Association for Consumer Research in 2020. David's main teaching interests are Marketing Research and Consumer Behavior. David was named a University Research Professor in 2017 and won the 2011 Robertson Outstanding Gatton Faculty Research Award. He was named the most outstanding faculty member in the MBA program at UK in 2007 and received the Bell South Outstanding Professor Award in the College of Business at the University of Southern Mississippi in 2001. David also has served on the Board of Trustees for The Club at Spindletop, been an assistant high school tennis coach and has consulted with the Promotional Products Association International as well as NASA.

Jonathan Hasford (jhasford@utk.edu)

Jonathan Hasford is an Assistant Professor of Marketing in the Haslam College of Business at the University of Tennessee. Jonathan has previously taught at the University of Nevada, Florida International University, and the University of Central Florida. Jonathan's research is primarily focused on how emotions influence consumer decision making. Specifically, Jonathan has studied how emotions transfer between unrelated persuasion messages and how training emotional intelligence can lead to healthier eating. Jonathan's research has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Experimental Social Psychology, and the International Journal of Research in Marketing.



2021 SMA Doctoral Dissertation Competition

Submission Deadline June 30, 2021

SMA is proud to sponsor the Annual Doctoral Dissertation Proposal Award to recognize the best of emerging scholarship in marketing. We are pleased to invite all eligible doctoral candidates to submit their work. The awards, eligibility requirements, and submission criteria can be found below.

Best Proposal Award

- \$250 cash with no restrictions on use
- Complimentary conference registration
- Recognition and plaque at awards ceremony
- Presentation of the proposal in an Annual Conference Special Session

Runner-up Proposal Award

- \$150 cash with no restrictions on use
- Complimentary conference registration
- Recognition and plaque at awards ceremony
- Presentation of the proposal in an Annual Conference Special Session

Winners of the Best Retail Proposal and Best Services Proposal are also eligible for the Best Proposal and Runner-Up Proposal Award.

Submission Criteria and Procedures:

Eligible entrants are those doctoral candidates who have successfully defended their dissertation proposal, but have not completed the final defense of the dissertation prior to the competition submission deadline. A letter from the primary dissertation advisor must be submitted with the proposal, stating that the candidate meets this eligibility criterion.

The dissertation proposal must focus on some aspect of marketing or related fields such as logistics/supply chain management. In general, any topic acceptable for dissertation research in these fields is appropriate.

Each entry should be in the form of a dissertation proposal that includes the nature of the problem to be researched, relevant theory, hypotheses to be tested, method, analysis, and indicative references. Documents must be formatted in MS Word, double-spaced, using Times New Roman 11-point font with 1 inch margins all around. Proposals are limited to 15 pages, including all figures, tables, and references and should begin with an abstract of 150 words or less. Authors must use the style of the Journal of Marketing. Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following information on a separate cover page: title, author's name, institutional affiliation, postal mail address, e-mail address, telephone and fax numbers, and name of primary dissertation advisor.

Proposals are evaluated through a blind review format and reviewer comments will be provided to the author. All electronic files sent out for review will include this message: "To safeguard the intellectual property rights of authors, the Society for Marketing Advances requests that you do not share or otherwise make use of the manuscript, proposal or reviews."

No hard copy submissions will be accepted. You **MUST** be present at the Society for Marketing Advances Annual Conference to receive your award.

Submission deadline is **JUNE 30, 2021**. Submit entries electronically as an email attachment (MS Word .doc file) to Christopher Newman at cnewman@bus.olemiss.edu. Please write "SMA Proposal Competition" in the subject line. For questions or additional information please visit

<https://societyformarketingadvances.org/Dissertation-Proposal-Competition>

or contact:

Christopher Newman
University of Mississippi
cnewman@bus.olemiss.edu

2020 Virtual Doctoral Consortium and Conference: A recap

It was a great pleasure and honor to be part of the 2020 Society For Marketing Advances conference and doctoral consortium. Although a global pandemic had separated us physically, the hard work, coordination, and warmth of SMA community created a very welcoming environment that I experienced throughout the entire program.

As a first-time conference presenter, I had some butterflies and concerns about how to best present my work in a virtual environment but as soon as Dr. Kevin Shanahan, chair of our session, said hello and made a joke I knew I belonged there. I forgot all my jitters and presented my work. Our session attendees were very kind, engaged, and encouraging and provided me with constructive suggestions on how to improve my research.

The two days of the conference were full of incredible presentations, ideas, and people. I had great conversations with faculty and doctoral students during the virtual reception and coffee breaks that turned into new friendships after the conference. I enjoyed listening to the panel discussions and special sessions which covered very timely and important topics. I also learned a lot from the presentations with cutting edge methods and theories that opened my eyes to new areas of research. It was an amazing two-day conference that was followed by an even better doctoral consortium.

SMA doctoral consortium was a full day event for a small group of doctoral students. Some of the most respected scholars in Marketing such as professors Sharon Beatty, Barbara Wooldridge, Jag Sheth, and Valerie Zeithaml to name a few shared their advice on how to teach, build a long-term career, develop networks, and maintain professional ethics. I also had the opportunity to meet the associate editors from many of the marketing journals and gain their perspective of the review process.

I think one of my favorite parts of the consortium was Dr. Greg Marshall and Dr. Bill Moncrief's presentation on "building a successful academic career over the long haul." Their creative use of role-playing scenarios matched with their conversational skills kept me engaged with that session that I forgot I was sitting in front of a computer. Overall, I learned a lot about the academic life, expanded my research horizon, and was able to develop new relationships that I highly cherish. So, for me, the SMA doctoral consortium was the cherry on top after the two days of the conference.

I had such a wonderful experience of SMA 2020 conference and doctoral consortium amidst the conference being held virtually. I can only imagine what SMA conference will look like in person and I cannot wait to join in the upcoming year and years after that. I highly recommend other students to join SMA community and attend the conference. It is a great opportunity to present your research, get feedback from some amazing scholars, connect to like-minded people, and experience academic life in a very friendly and encouraging environment.

Mehrnoosh Reshadi
Doctoral candidate in Marketing
Texas Tech University





The Society for Marketing Advances is looking for THREE doctoral students to serve in a support role for the upcoming 2021 conference in Orlando, FL. Students must be in a doctoral program during the Fall of 2021, be prompt, and be proficient in English. The students will support SMA daily in several ways (i.e., technical support for meeting rooms, set up and break down of equipment, facilitate registration, etc.). Students must be available to work every day during the hours of 7:30am to 5:30pm. Number of hours will vary depending on the day's events. In return these three students will have their conference registration fees waived; will be able to attend all SMA events (evening receptions & luncheons); breakfasts, lunches and snacks will be provided every day; and students will receive a staff room rate of \$100 a night at the lovely Hilton Orlando Buena Vista Palace checking-in on Tuesday, checking out Saturday. This room can be shared if students wish to reduce costs further. They must be available the entirety of the two days. **It should also be noted that the selected doctoral students are not allowed to attend the 2021 Doctoral Consortium since they need to be available all the days to assist in the conference.**

In order to apply for this process please provide the following information along with a letter of recommendation from your departmental doctoral coordinator or department chair. The letter should address *the characteristics you possess and why you would be a good person to serve as the face of SMA to all those who attend the conference.*

In an email to **Michael Levin** at **mlevin@otterbein.edu** , please provide the following information by **September 1, 2021**:

In an email please provide the following information.

Name:

Country of Origin:

Doctoral Institute:

Number of Years in Program:

Have you ever attended SMA? Yes, in 201____, _____, _____ No

Why do you want to serve as SMA Support?

Do you have any special skills that would make you a good fit for SMA Support?



News from Academic Placement Services

Greetings from Academic Placement Services (APS)! At the 2021 SMA conference, 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. Registration for this year's APS will be available through SMA's website starting in June. For the 2021 conference in Orlando, APS 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.



Officer's Report from Director of Electronic Communication

The site has been streamlined to provide timely information about SMA, its conferences, and access to other resources. All of SMA's social media platforms are linked to the site. Currently, the 2021 Conference Virtual registration modalities are being implemented. In order to obtain site traffic reports, the site was recently linked to Google Analytics. During AY 2020-2021, students from the Digital Marketing program at a Southeastern university are conducting an audit of the site with a view to improve functionality and member experiences. Suggestions from SMA members are always welcome.

SMA's new Twitter feed - @Society4MktAdv (<https://twitter.com/society4mktadv>)

This account was created to complement other SMA media platforms and to interact with current & potential members, especially around the SMA Annual Conference schedule. Tweets were designed to highlight specific Conference events, provide reminders of upcoming activities, etc. Beyond the Conference, the platform facilitates sharing of ideas & topical articles/examples related to marketing concepts among marketing faculty and with their students. Thus, both faculty and students stay current with the world of marketing & utilize recent examples to bring marketing to life.



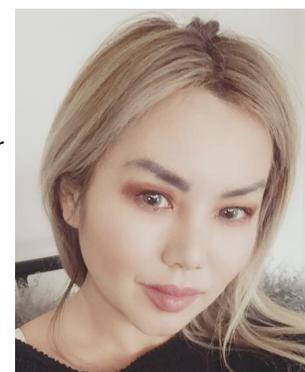
Mohan Menon

University of North Georgia
mohan.menon@ung.edu

Preliminary Treasurer's update

Fiscal Year 2021

This statement is a preliminary financial report for the Society for Marketing Advances near the end of the fiscal year of 2020. As of December 31st, of 2020, the Bank of America balance is \$114,944.77 which is higher than the fiscal year of 2019 (\$106,812.80). Our gross income was \$22,795.00, including conference registrations and sponsorships, and the total expense was \$18,962.00, including the payment to Taylor & Francis and in cash awards. The pre-conference workshops successfully attracted a large audience, generating a total of \$1,621.00. In addition, our partners donated \$6,000.00 to the conference. Furthermore, we have solidified our finances by pursuing tax-exempt status in the state that we hold our annual conference and by adjusting our conference fee structure based upon the current economic environment.



Jie Fowler
Valdosta State University
jgfowler@valdosta.edu

Updates from the Executive Director

Mark your calendars for our upcoming conferences:



2021 – Orlando, Florida November 2-6 at Hilton Orlando Buena Vista Palace – The hotel has a walkway connected to Disney Springs and an onsite lazy river (photos above). All COVID-19 precautions for health and safety are in place. Our room block does not include suites, but they are available. Please contact me so SMA gets credit for your suite. We can't wait to see everyone face-to-face again this year!



2022 – Charlotte, North Carolina November 1-5 at Hilton Charlotte University Place – The hotel (photos above) is located on a small body of water with restaurants, shops and a walking trail around the perimeter. Also within walking distance is the LYNX blue line giving access to Uptown, the NASCAR Hall of Fame and MANY local breweries and restaurants. The hotel offers a shuttle to locations within 5 miles which includes IKEA! Make plans to join us at this exciting new city for SMA!!

2023 – Dallas/Fort Worth, TX November 7-11 at Hilton Fort Worth – Our original 2020 conference location is back on the books! The hotel (photos below) is the renowned site of JFK's last night. Located in the heart of downtown Fort Worth, there are several attractions including the Fort Worth Stockyards, FW Water Gardens, FW Zoo, Modern Art Museum, FW Botanic Garden, FW Museum of Science (planetarium and IMAX), National Cowgirl Museum and so much more!



Lucy Matthews
Middle Tennessee State
University
lucy.matthews@mtsu.edu

Please contact me if interested in sponsoring an event or track at SMA:
Lucy.matthews@mtsu.edu



FROM THE EDITOR

It is hard to believe but I am already one issue into the last three of my final year as editor of MER. Later this year MER will begin the search for a new editor. The special issue on the impact of COVID 19 on marketing education is rolling along – thank you to everyone that submitted a paper and is reviewing papers. The plan is to have this Issue be the fall, vol. 3, which means it will be put to bed July 19th.

Pia Albinsson, Appalachian State University and Lucy Matthews, Middle Tennessee State University have agreed to be editors for the 2022 Innovations Issue. The call adeptly named Responding to Challenges: Teaching Innovations in Marketing has been posted to the MER website. The submission deadline is August 15, 2021.

James Mead, West Florida University and Rebecca Van Meter, Ball State University are busy finalizing the Innovation issue for summer 2021. James and Rebecca have been amazing, and I am excited for you to see the fruits of their labor this summer.

The MER wonderful ERB is in the process of evaluating all papers from 2020 to determine a best paper of the year. MER has a fantastic editorial review board. Members are hardworking and provide in-depth, supportive reviews. If you are interested in becoming a member – please be aware that most ERB members complete at least three high quality reviews a year. Do not hesitate to contact me if you have questions about a paper or submitting I am more than happy to chat via email or phone (bwooldridge@uttyler.edu, 903-566-7246).

For more information about the MER please visit www.marketingeducationreview.com.

Barbara Wooldridge, Editor



SMA Teaching Moments

Are you an unconventional instructor? Do you want to be applauded for your wonderful teaching moments? Would you share your moments with others like you in a mutual environment? The Teaching Moments at SMA is multi-session series to present your “WOW” teaching moments in a lightning fast and thunderously applauded format. Submit a 150 word abstract of your best teaching moment by June 30, 2021 and include: - why is it a notable teaching MOMENT - how was it accomplished– and how it became an exceptional moment, dazzling your students. There is no need to prove efficacy, but rather demonstrate how you go about WOWing your students! The accepted abstracts get the chance to present their innovation at SMA in Orlando, FL, and there is a chance for you to submit your contribution to a paper in Marketing Education Review. I hope you will consider this opportunity.

Charlie Drehmer

Parker Woodroof

Prachi Gala

SMA Teaching Moments Co-Chairs

SMA SOCIETY FOR MARKETING ADVANCES



MARKETING EDUCATION REVIEW

Call for Papers – Teaching Innovation Issue 2022
Submission deadline: August 15, 2021

Responding to Challenges: Teaching Innovations in Marketing

Guest Editors:

Pia A. Albinsson, Appalachian State University (albinssonpa@appstate.edu)
Lucy Matthews, Middle Tennessee State University (lucy.matthews@mtsu.edu)

Submissions will be accepted from April 15, 2021 via ScholarOne Manuscripts -
<https://mc.manuscriptcentral.com/mmer>

As marketing educators, we constantly have to face and respond to challenges in the global marketplace. This past pandemic and the ongoing climate crisis continues to bring uncertainties and changes to various consumer behavior and marketing processes throughout the value chain. These sudden changes force marketing educators to design and rely on new teaching methods, technologies, and innovations to engage with our students. This issue Responding to Challenges: Teaching Innovations in Marketing will feature the best of the best of teaching innovations in marketing. Submissions may focus on instruction related to any aspect of marketing, from any marketing-related course, at either the graduate or undergraduate level. Papers should clearly explain how the innovation is both novel and effective in addressing the pedagogical challenge or opportunity identified. Papers should also clearly articulate how readers could adopt the innovation in their marketing classrooms.

Authors should consider the following outline when preparing a manuscript:

Clearly state the challenge or opportunity the innovation is intended to address.
Explain how the challenge or opportunity relates to marketing curriculum objectives.
Outline the innovation itself:

What information do the students have about or related to the topic?
What information did the instructor want the students to know after this innovation?
What is the basic process used to deliver the information, including time and resources?
What materials did the instructor provide to the students? Provide sample(s), if possible.

Explain how the innovation is novel (i.e., how is it different from existing instructional methods).
Explain how the innovation is effective (i.e., how well it addresses the challenge or opportunity).
Report assessment results, if available, to demonstrate the innovation's effectiveness. Quantitative evidence in the form of pre/post assessment or assessment across semesters is highly encouraged.
Summarize the challenges or concerns encountered when using the innovation and how an instructor might deal with them.
Comment on the adaptability of the innovation across marketing courses.

Marketing Education Review receives all manuscript submissions electronically via its ScholarOne Manuscripts site located at <http://mc.manuscriptcentral.com/mmer>.

Authors must select Innovation Issue and not the regular issue. There is a 14-page, double-spaced maximum length for submissions (body, figures, tables, and references). This page limit does not include the abstract or supplemental online material. Submissions that do not follow the required formatting style will not be considered for publication.

Please consult the MER site for details on the formatting requirements for submissions at:
<https://www.tandfonline.com/action/authorSubmission?journalCode=mmer20&page=instructions>.

International Journal of Advertising

Call for Symposium Submissions

The International Journal of Advertising is inviting submissions for a Symposium at the Society for Marketing Advances that will be designed to help develop papers for submission to a special issue of the journal. Submissions are open to all research that can contribute to IJA. As IJA is a general advertising journal, any issue addressing advertising that has a strong conceptual framework and managerial and/or societal implications and has external validity is appropriate for consideration. Papers *do not* need to be cross-cultural or globally focused, though such papers are also welcome. Submissions must be full papers and should follow the IJA guidelines. Submission must be accompanied by a 3 page summary document as outlined below and submitted to SMA through Easy Chair by June 30th.

A team of highly respected scholars including Adam Mills (Loyola University -New Orleans), Chris Hopkins (Auburn University) Kevin Shanahan (Mississippi State University), Marla Stafford (University of Nevada- Las Vegas) and Rebecca VanMeter (Ball State University) will play leadership roles in the symposium, which is designed to help develop high potential papers, and will also serve as Associate Editors for the special issue. Submissions will be assessed by the team and a shortlist of submissions which will be invited to participate in the symposium. Prior to the conference, accepted submissions will be pre-assigned to author working groups, and participating authors will be invited to read and prepare commentary on other papers in their working group. During the symposium, there will be multiple breakout workshops for each working group, each facilitated by members of the IJA editorial review team. Based on the progress and feedback during the symposium workshops, the most promising projects will be personally invited by the Editor in Chief to submit to the special issue of IJA with an expedited review process



International Journal of Advertising - Summary of Submitted Paper

Aims and scope of the Journal

The *International Journal of Advertising* (IJA) publishes original contributions on all aspects of marketing communications from the academic, practitioner and public policy perspectives. It includes: advertising and media, direct marketing, sales promotions, sponsorship, public relations and integrated marketing communications (IMC).

SUMMARY DOCUMENT to accompany submissions

MAXIMUM of 3 pages (double spaced)

1. Authors and affiliation
2. Abstract – maximum 100 words
3. Gap or Need for the Study
4. Contribution to Theory and Practice
5. Theoretical Background to support hypotheses (if applicable)
6. Research Design
 - a. For qualitative, methods employed
 - b. For quantitative, variables and relationships – you may insert models
7. Data Analysis methodology
8. Data collection method
9. Methods/respondent pool/survey method limitations

Management Letters/Cuadernos de Gestión
Special Issue: Consumer behavior on sustainability issues

Special Issue Editors:

Dr. Sandra Castro-González, *Guest Editor*

sandra.castro@usc.es

University of Santiago de Compostela

Dr. Patricia Martínez, *Guest Editor*

rosapatricia.martinez@unican.es

University of Cantabria

Special Issue Information

Sustainability and consumers' related knowledge is attracting increasing attention (Kuokkanen and Sun, 2020; Ramasamy et al., 2020). Consumer attitudes and behaviors are being driven by social, economic and environmental concerns, which are creating a new consumption context that makes companies change their strategic decisions (Hofenk et al., 2019). In fact consumers increasingly expect firms to act in a socially responsible and sustainable manner, so companies engage in corporate activities that are communicated to the consuming public and act as a consolidated corporate sustainability framework (Nyame-Asiamah and Kawalek, 2020). This type of strategy is problematic because consumers reassess their priorities regarding the buying of certain products, their loyalty to them, etc., which will have a clear effect on a company's performance. Despite the growing attention, sustainable consumer research is still early-stage, with key issues yet to be resolved. Corporate social responsibility (CSR) and/or sustainability are critical actors in consumers' trust in companies (Barcelos, 2015), in consumers' positive word-of-mouth about a company, their intention to buy, and so on. Furthermore, consumer values or personal traits affect sustainable consumption practices (Grunert, 2013; Pérez and Rodríguez del Bosque, 2017). And throughout the process, from socially responsible perception to consumer behavior, the consumer experiences a range of emotions that also influence their decisions (Pérez and Rodríguez del Bosque, 2015; Wang and Wu, 2016); however, surprisingly little research has focused on these topics.

On the other hand, consumer sustainable behaviors also are related to choosing proximity, seasonal (Sarmiento and El Hanandeh, 2018), fair trade (Oates, 2020), or even organic farming (Lazaroiu et al., 2019) products, etc. Research on the importance of product origin and its association with consumer purchasing behavior has focused heavily on other topics; however, sustainability is very limited.

Thus, in collaboration with the Society for Marketing Advances' 2021 conference, Management Letters/Cuadernos de Gestión is producing a special issue that will focus on "Consumer behavior on sustainability issues". The objective of this special issue is to stimulate a lively discussion about the contributions that sustainability and CSR make to the knowledge of the consumer and to expand empirical-based knowledge for a better understanding of this topic. So, with this special issue we hope to join forces with other researchers around the world who have studied these matters and who can contribute original articles that propose how to best address the effectiveness of sustainable actions across marketing strategies. We invite theoretical, conceptual, and empirical works on the following topics (but which are not limited to):

- Corporate social responsibility and consumer perceptions, sentiments, and behaviors.
- Consumers' engagement in CSR activities.
- Consumers' attitude-behavior gap towards CSR.
- Ethical decision-making processes, company CSR endeavors and consumer choices.
- Changes in consumer behavior in response to sustainability.
- Responsible consumption: proximity products, local products, fair trade, etc.
- Sustainable marketing strategies (CSR communications, etc.).
- The challenges and opportunities for marketing in CSR terms.
- Digital marketing and social media strategies, sustainability, and marketing tactics.

Keywords: corporate social responsibility, sustainability, consumer, consumer social responsibility, consumer psychology, consumer behavior, consumer attitudes, responsible consumption, green consumption, green marketing, corporate branding, co-creation, eWOM.

Manuscript Submission Information

Open for submissions: November 10th, 2021

Closing date for new submissions: February 28th, 2022

For this special issue we have partnered with the Society for Marketing Advances (SMA). The Special Issue is open to all work related to the call. However, priority will be given to papers accepted to the SMA Conference for 2021. For information regarding the conference and submission guidelines please visit the SMA website: <https://www.societyformarketingadvances.org/>

Submissions to the conference open March 1, 2021 and close June 30, 2021.

Please indicate that your paper is intended for this special issue. Manuscripts should be submitted in MS Word format by e-mail to the following address (revista.cuadernosdegestion@ehu.es). Accepted papers will be published in the journal and will be listed together in the special issue section. Original empirical research, theory development and meta-analytic reviews are all potentially appropriate for inclusion in the special issue.

All contributions to this research topic must be within the scope of the section and journal to which they are submitted, as defined in their mission statements.

Articles can be submitted in English or Spanish. However, **if an article is accepted, the authors should send the final version in English.**

Submitted manuscripts should not have been previously published, nor be under consideration for publication elsewhere (except conference proceedings papers). All manuscripts will be reviewed by at least two expert referees. Please visit the **Instructions for Authors** page before submitting a manuscript (<http://www.ehu.es/cuadernosdegestion/revista/en/submitting-papers>).

Further Information

For questions regarding this special issue's content, please contact the guest editors.

JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

Greetings from the Journal of Marketing Theory and Practice!

This is an exciting time for JMTP as we have many initiatives underway that should prove beneficial to the journal, the academy and the Society for Marketing Advances membership.

The **Expert Insights in Marketing Theory and Practice** will be the lead issue for 2021 [Issue 29(1)], and is now available via the JMTP website. This issue provides a future glimpse into viable research areas and addresses topics including Advertising and Sales Promotion, Retailing, B2B, Services, Digital Marketing, Supply Chain/Channels, Sales, International Business, Ethics/CSR, Consumer Culture Theory, etc. Authors include such internationally recognized scholars as Joe Hair, O.C. Ferrell, Adam Rapp, Jag Sheth and Ray Taylor, just to name a few. Many thanks to the guest editor team including Bob McDonald, Diana Haytko, Brian Rutherford and Rebecca Van Meeter. This group did an excellent job with the issue and are to be commended for their efforts. I would encourage everyone to check out this issue as it is expected to be both beneficial and impactful to those actively engaged in scholarship.

JMTP is also currently working on completing a special section due out this year entitled **Strategic Marketing and Resource-Advantage (R-A) Theory in Marketing's Era V (2021-?): Implications for Research, Practice, and Pedagogy**. Guest editors Bob McDonald and Arturo Vasquez-Parraga have been working diligently to make this special section a success, we looking forward to publishing it very soon.



Christopher D. Hopkins,
Editor-In-Chief

JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

“Future Normal” and The Theory and Practice of Marketing Call for Guest Editors—Special Issue of JMTP

JMTP invites volunteers to submit a proposal to guest edit a Special Issue of JMTP concerning the issues of “Future Normal” for consumers, markets, firms, etc. Today’s environment is experiencing rapid changes in technology, social values, etc. which call for marketers to employ future thinking about the impact of such changes on markets, firms, and the ultimate consumer. In the future normal world, a myriad of changes are likely to have significant impact on society in general. These, heretofore unknown and unanticipated changes, will certainly have impact on the theory and practice of marketing.

The “next normal” and the following “future normal” will see dramatic changes in industry structures, consumption patterns, strategic market planning and workplace cultures, etc. For potential guest editors, the following list of topics are just a few examples to promote creative thinking and generate interest in exploring their own ideas with the JMTP editor:

Diversity

What would an expanded concept of diversity look like in the future? Diversity of race and ethnicity has garnered a lot of attention. Diversity also regards questions concerning thought and creativity, sexual orientation, gender identification, learning mode, decision making style, etc. What market opportunities and threats would a wider view of diversity bring to innovation in the marketplace and subsequently the academic discipline of marketing? How would diversity affect people’s perceived happiness and quality of life? How about diversity of thought and creativity? The concept of diversity has been expanded to diversity/equity/and inclusion. While people of color are more frequently represented in marketing communications/advertising, they are not represented in the marketing discipline. How might scholars and practitioners address this issue?

Political Polarization

What has been the effect of political polarization on marketing. For example, brands that take a political stand (My Pillow; Penzy’s Spices, Goya, etc.). Will it affect brands that express their values? Has it affected CRM?

Pandemic and Marketing

How has the pandemic changed marketers’ long held mental models in areas such as new product development, marketing strategy, market research, marketing communication, supply chain management, pricing, and value cocreation. Has the pandemic influenced our philosophy on globalization? Have the recognition of the strategic value of products like personal protection equipment (PPE) influenced supply chain management decisions? How have firms responded to the whiplash effect brought on by the pandemic (e.g., runs on everything from toilet paper to hair clippers)? How have firms and organizations, temporarily or permanently, innovated and adapted their business models to respond to societal and regulatory changes brought about by the pandemic? What have we learned about consumers during the pandemic? Will any pent-up demand soar once the pandemic passes? Are certain products or services permanently lost or irrevocably hurt by the economic impact of the pandemic?

Internet and Electronic Communications

With the prominence of the internet and electronic communications, what does the “distant” customer/customer base mean for the theory and practice of marketing? How will the creation, learning and dissemination of marketing knowledge change? What’s implication for marketing education?

Transportation and the Future

Transportation needs are changing and companies are responding. In fact, every industry sector will likely experience such changes? What are the opportunities and threats for marketers attempting to meet future needs? What will be the role of various stakeholders (regulators, consumers, interest groups) as well as the impact of environmental and technological changes? How will supply chains have to adapt?

Front-line Employees

What will the future of front-line workers be like? What about the nature of these jobs and the quality of services delivered? What will be the role of robots, artificial intelligence and technology in customer interface? Ethical Issues
What ethical issues are going to challenge marketers and businesses in the future?
Implementing Plans
What issues will marketing face in implementing plans in the future?

Market Research Issues

Are there new marketing consumer research techniques that will help marketers better understand the “future consumer”? The above list are just examples of the kind of topics that a guest editor might bring forth in a proposal. The proposal should be broad enough to garner sufficient submissions yet narrow enough to create focus to the proposed “Future Normal” issue. Potential guest editors for special issues should send a 2 page prospectus to the journal editor keeping in mind the aims and scope of JMTP which is attached. The prospectus should include the following:

1. The general topic of the special issue and likely issues to be addressed by authors
2. Articles may be theoretical, conceptual, empirical, or qualitative
3. Editor Responsibilities
Time line to publication

Please forward proposals via email by May 1, 2021 to:

Christopher D. Hopkins, Ph.D.
McLane Family Professor and Chair
Editor-in-Chief, *Journal of Marketing Theory and Practice*
Department of Marketing
Auburn University
405 W. Magnolia Ave., Suite 201C
Auburn, AL 36849
P: 334-844-3016



Make 'em Saying "WOW": How Marketers are Wowing Customers

November 3 – 6, 2021 in Lake Buena Vista, FL

The theme of the conference will be Make 'em Say WOW! How Marketers are Wowing Customers. Several new tracks will be introduced for 2021, along with a few opportunities for Special Issues submissions (*). SMA 2021 will be held in Orlando, FL from Nov. 3-6 at the spectacular Hilton Orlando Buena Vista Palace, across the street from Disney Springs®. Featuring more than 150 retailers, acclaimed restaurants and entertainment options, it's your one-stop source for haute couture, high-end jewelry and much more, including Disney, Star Wars and Marvel collectibles.

Orlando is the perfect destination thanks to incredible diversity that ensures an unforgettable conference filled with unique experiences for every visitor. Hosting the area's highest concentration of celebrity chefs, Disney Springs® at Walt Disney World® Resort is an ideal for a SMA, with culinary superstars José Andrés, Masaharu Morimoto, Wolfgang Puck, Guy Fieri, Rick Bayless and Art Smith compete for your attention against imaginative themed eateries that complement the world-famous architecture of Disney's theme parks. More celebrity chefs await all over Orlando, including Todd English, Melissa Kelly, Roy Yamaguchi and Buddy Valastro, with more arriving seemingly every year. Besides the Disney-like hotel atmosphere, this location provides easy access to terrific, though, including dining, shopping, ecotourism and other things you don't want to miss. You can also experience the destination with confidence, knowing the theme parks, attractions, restaurants, nightlife establishments, retail centers and other areas have introduced enhanced cleaning and safety measures to keep you protected. So, get out and explore it all — This is definitely a conference location not to be missed!

Special Issues (*) associated with SMA for 2021 will be:

Journal of Marketing Theory & Practice: Special Section associated with IDEA in Marketing

Management Letters/Cuadernos de Gestión: Consumer Behavior - SI on Consumer Behavior and Sustainability.

IJA Symposium:

Chris Hopkins – Auburn University, cdh0059@auburn.edu

Adam Mills – Loyola University New Orleans
ajmills@loyno.edu

Kevin Shanahan – Mississippi State University,
kshanahan@business.msstate.edu

Rebecca VanMeter – Ball State University,
vanmeter@bsu.edu

Ray Taylor (the EIC for IJA), charles.r.taylor@villanova.edu
Marla Stafford, marla.stafford@unlv.edu

We are excited to offer our members the opportunity to submit full papers to the IJA Symposium. Only full papers that fit the aim/scope of IJA will be considered. Papers will receive reviews from conference submission. Those accepted to the symposium will be invited to submit through IJA for an expedited review process under the track chairs.

May the odds be ever in your favor!

Pre-Conference Workshops:

SEM Workshop

Barry Babin, University of Mississippi,
bbabin@bus.olemiss.edu

Nina Krey, Rowan University, krey@rowan.edu

Modeling Workshop

George Deitz – Memphis University,
gdeitz@memphis.edu

Joel Collier – Mississippi State University,
JCollier@business.msstate.edu

Partial Least Squares (PLS-SEM) Workshop

Joseph F. Hair, Jr. – University of South, Alabama
jhair@southalabama.edu

Lucy Matthews – Middle Tennessee State University,
Lucy.matthews@mtsu.edu

Mediation & Moderation Workshop

George Deitz – Memphis University

Joel Collier – Mississippi State University

Event and Event Chairs:**Doctoral Dissertation Proposal Competition**

Christopher Newman – University of Mississippi
cnewman@bus.olemiss.edu

Steven J. Shaw – Joe Hair Best Paper in Conference

Bob McDonald- Texas Tech University,
Bob.McDonald@ttu.edu

Teaching Tracks and Track Chairs:**Cengage Pride-Ferrell Innovations in Teaching**

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

Access Capon Distinguished Teaching

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

Research Tracks and Track Chairs:**Consumer Behavior***

Bonnie Simpson – Western University, bonnie.simpson@uwo.ca
Rhiannon Mesler – University of Lethbridge,
rhiannon.mesler@uleth.ca

Consumer Culture Theory & Macromarketing

Anastasia Thyroff – Clemson University, thyroff@clemson.edu
Kelley Anderson – Texas Tech University,
kelley.anderson@ttu.edu

Cross-Cultural, Global & Emerging Marketing

Pia A. Albinsson – Appalachian State University,
albinssonpa@appstate.edu
Mini Mathur – MICA, mini.mathur@micamail.in

Marketing Education

Brian Vander Schee – Indiana University, vandervsb@iu.edu

Marketing Ethics & Corporate Social Responsibility

Lei Huang – State University of NY (SUNY) @ Fredonia,
Lei.Huang@fredonia.edu

Marketing Strategy & Entrepreneurship

Tereza Dean – Ball State University, tdean@bsu.edu
Haisu Zhang – New Jersey Institute of Technology,
hzhang@njit.edu

Personal Selling & Sales Management

Stacey Schetzle – University of Tampa, sschetzle@ut.edu
Emily Goad – University of Central Oklahoma, egoad@uco.edu

Products, Brand Management, & Pricing

Jose Saavedra Torres – Northern Kentucky University,
saavedratj1@nku.edu
Monika Rawal – Millsaps College, rawalm@millsaps.edu

Promotions

Juliann Allen – Nicholls State University,
juliann.allen@nicholls.edu
Laura Flurry – Louisiana Tech University, lwflurry@latech.edu

33rd Annual Doctoral Consortium

Brian Rutherford – Kennesaw State University,
brutherford1@kennesaw.edu
Kevin Shanahan – Mississippi State University,
kshanahan@business.msstate.edu
David Hardesty – University of Kentucky,
DMHARD3@uky.edu
Jonathan Hasford – University of Tennessee,
jhasford@utk.edu

SMA Teaching Moments

Charles Drehmer – DePaul University,
cdrehmer@depaul.edu
Prachi Gala – Elon University,
pgala@elon.edu
Parker Woodroof – University of Central Arkansas,
parkerw@uca.edu

Public Policy, Non-Profit, & Healthcare Marketing

Devin Lunt – University of Tampa, dlunt@ut.edu
Lucas Lunt – Morehead State University,
ldlunt@moreheadstate.edu

Research Methods & Analytics

Lubna Nafees – Appalachian State University,
nafeesl@appstate.edu

Retailing, Logistics, & Supply Chain Management

G. David Shows – Appalachian State University,
showsgd@appstate.edu

Services Marketing

Emily Tanner – West Virginia University,
Emily.tanner@mail.wvu.edu

Inclusion, Diversity, Equity, & Access (IDEA) in Marketing *

Jeff Tanner – Old Dominion University, jtanner@odu.edu
Jeanette Sims – University of Central Oklahoma,
JSims7@uco.edu

Social Media & Digital Marketing

Eric Harvey – Purdue University Fort Wayne, harveye@pfw.edu

Tourism, Hospitality, Food, Music, & Sports Marketing

Shannon McCarthy – University of Central Missouri,
smccarthy@ucmo.edu
Mark Pelletier – University of North Carolina-Wilmington,
pelletierm@uncw.edu

Special Sessions

Jennifer Siemens – Clemson University, jsiemens@clemson.edu
Lura E. Forcum – Clemson University, lforcum@clemson.edu

Panels Proposals

Joanne T. Cao – University of Southern Mississippi,
Joanne.Cao@usm.edu

Conference Submissions made via Easy Chair by: June 30, 2021

BRAND NEW TRACK ANNOUNCEMENT!

SMA 2021 - Call for Papers

Inclusion, Diversity, Equity, & Access (IDEA) in Marketing SMA Track

This SMA track invites research on inclusion, diversity, equity, and access (IDEA) in marketing. The track seeks empirical research that offers practical implications as well as conceptual pieces that offer emerging IDEA models and frameworks. Submissions to the IDEA in Marketing SMA Track can be made in the form of competitive refereed papers, working papers, panel proposals, and undergraduate student IDEA research papers. Please see the information below for the definition of submission categories, guidelines, and awards.

IDEA IN MARKETING TRACK - SUBMISSION CATEGORIES

Competitive Refereed Papers – these submissions make up the core of the IDEA in Marketing SMA track and are organized into concurrent sessions. *Competitive Refereed Papers* may be conceptual/theoretical or empirical using the method appropriate to the study design. Along with a focus on inclusion, diversity, equity, or access in marketing, the topic can be related to marketing theory, practice, or pedagogy. Quality papers will be considered for publication in a future issue of the *Journal of Marketing Theory & Practice*. A Best Paper in Track award of \$500 may be given.

Working Papers – these submissions are incorporated into the conference program and organized into concurrent sessions pending space available. *Working Papers* are a minimum of three pages and may offer preliminary conceptual/theoretical development, preliminary results from empirical research, details on research in progress, or ideation for a study of interest – all related to inclusion, diversity, equity, or access in marketing.

Panel Proposals – these submissions are incorporated into the conference program into concurrent sessions pending space available. *Panel Proposals* consist of a chairperson/moderator and three to five presenters who offer their perspectives of the panel topic with opportunity for audience participation and discussion. *Panels* on any topic related to inclusion, diversity, equity, and access in marketing are invited. *Panel* proposal submissions must include: the title, purpose, rationale, panel members, and the contribution of each panel member to the discussion. Proposals should demonstrate audience engagement and interactivity as well.

Undergraduate Student IDEA Research Papers – these submissions are made by undergraduate students with faculty mentorship and are incorporated into the conference program into concurrent sessions pending space available. A top undergraduate student paper award of \$50 may be given.

IDEA IN MARKETING TRACK – WHO CAN SUBMIT

Competitive Refereed Paper, Working Paper, Panel Proposal, and Undergraduate Student IDEA Research Paper submissions related to inclusion, diversity, equity, and access in marketing can be made to the track. Scholars, practitioners, doctoral-level students, master's level students, and undergraduate students are encouraged to submit.

IDEA IN MARKETING TRACK - SUBMISSION FORMATTING

Competitive Refereed Papers should not exceed twelve (12) double-spaced pages in Microsoft Word format including references, tables, and figures. All submissions should use APA Style and include the appropriate Cover Sheet. Papers must not have been presented elsewhere before the 2021 SMA Conference or be under consideration by other conferences or journals. Pending quality submissions, a \$500 Best in Track top paper award will be given.

Working Papers should not exceed three (3) double-spaced pages in Microsoft Word format including references, tables, and figures. All submissions should use APA Style and include the appropriate Cover Sheet. Papers must not have been presented elsewhere before the 2021 SMA Conference or be under consideration by other conferences or journals.

Panel Proposals should not exceed two (2) double-spaced pages in Microsoft Word format and include the following: the title, purpose, rationale, panel members, and the contribution of each panel member to the discussion. Panel submissions should demonstrate audience engagement and interactivity as well.



Undergraduate Student IDEA Research in Marketing papers should not exceed five (5 double-spaced pages in Microsoft Word format including references, tables, and figures. All submissions should use APA Style and include the appropriate Cover Sheet and faculty mentor. Papers must not have been presented elsewhere before the 2021 SMA Conference or be under consideration by other conferences or journals. Pending quality submissions, a top paper award will be given to the best undergraduate student IDEA research in marketing paper.

IDEA IN MARKETING TRACK – HOW TO SUBMIT

Only electronic submissions made via EasyChair will be accepted; to access the EasyChair link, visit the conference web page at: <https://www.societyformarketingadvances.org/Call-for-papers>.

All submissions must have a Cover Sheet, which indicates the submission category and the contact information for each author including: the author's name, position, affiliation, mailing address, telephone number, and e-mail address.

The manuscript must not contain any reference to the author(s). In multiple author submissions, one author should be identified as the corresponding author for purposes of communication.

Competitive Refereed Papers may be published in a future issue of the *Journal of Marketing Theory & Practice*. A condition of acceptance of any paper or panel is that the author(s) or panel members must register for the Society for Marketing Advances Conference on November 3-6, 2021, and at least one author must attend the meeting to present the paper. Deadline for submissions is **Wednesday, June 30, 2021**.

Submissions and inquiries related to the IDEA in Marketing SMA Track, can be made to Track Co-Chairs:

DR. JEFF TANNER

Dean and Professor
Strome College of Business
Old Dominion University
Norfolk, VA 23529
jtanner@odu.edu
757-683-3535

DR. JEANETTA D. SIMS

Dean and Professor
Graduate College and University College
University of Central Oklahoma
Edmond, OK 73013
jsims7@uco.edu
405-974-3493



SOCIETY FOR MARKETING ADVANCES

Pride-Ferrell Innovations in Teaching

Are you an innovative teacher?

Do you want to be recognized for your innovation?

Would you like to meet other innovative instructors?

The Pride-Ferrell Innovations in Teaching competition at SMA is an excellent forum to present your teaching innovations in a competitive, collegial, and supportive format. Submit a five page (max) explanation of your innovation by June 30, 2021 and include:

- the challenge or opportunity your innovation addresses
- how your innovation is implemented
- what makes it innovative

There is no need to prove efficacy, but rather you should focus on what makes your innovation innovative! Finalists get the chance to present their innovation at SMA in Orlando, and Marketing Education Review usually reserves a spot for the winner in the upcoming special issue on teaching innovations.

I hope you will consider this opportunity.

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

Distinguished Teaching Competition

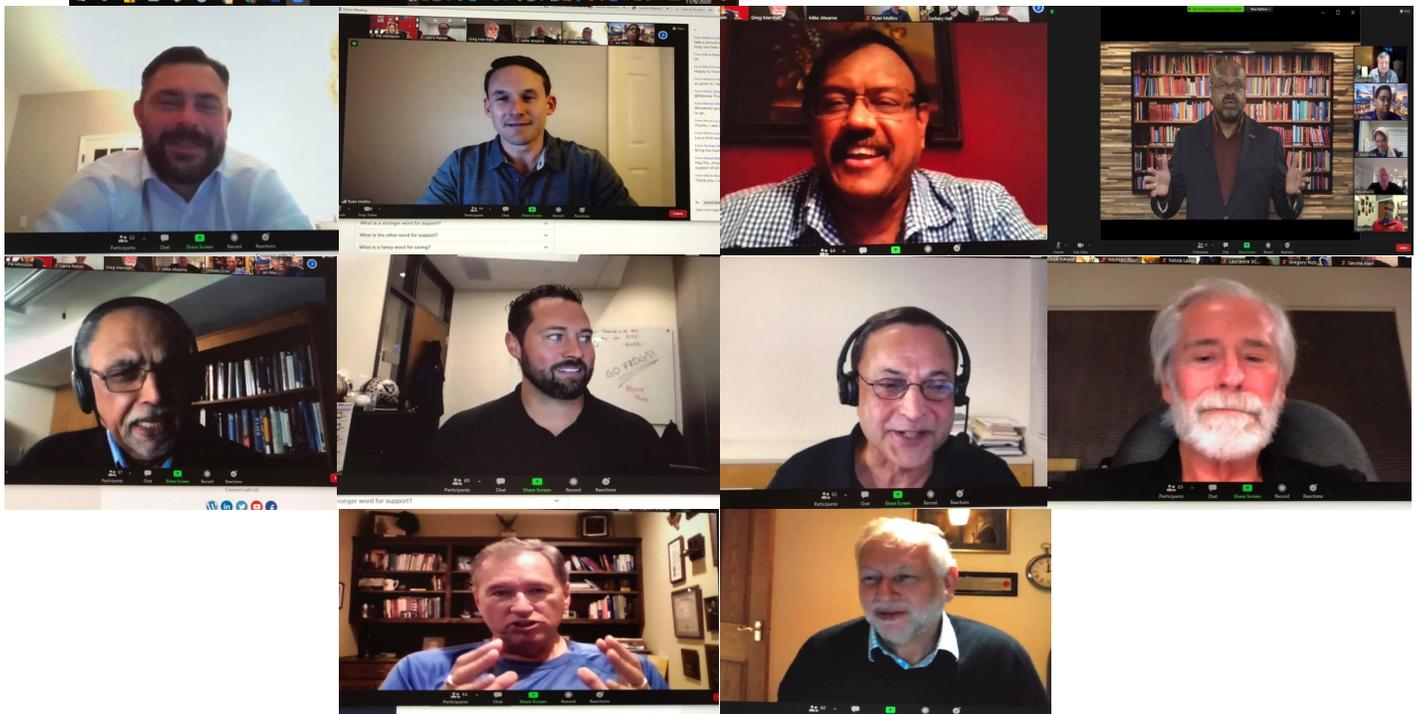
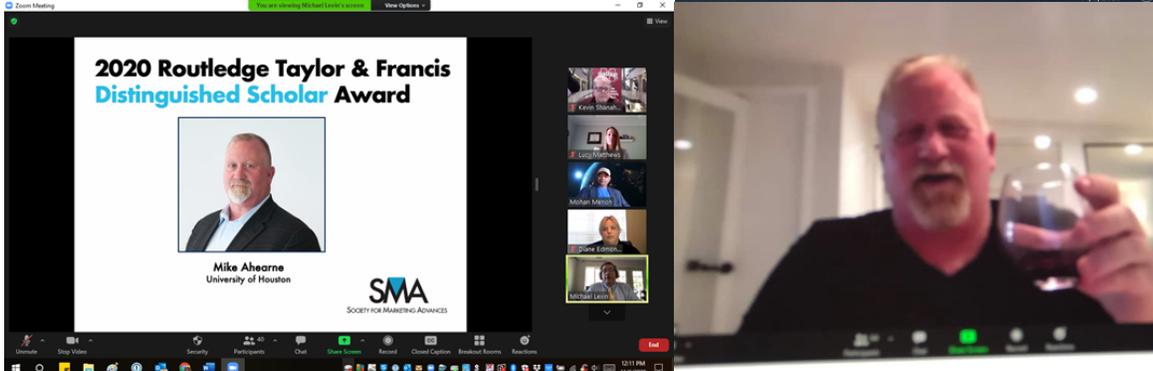
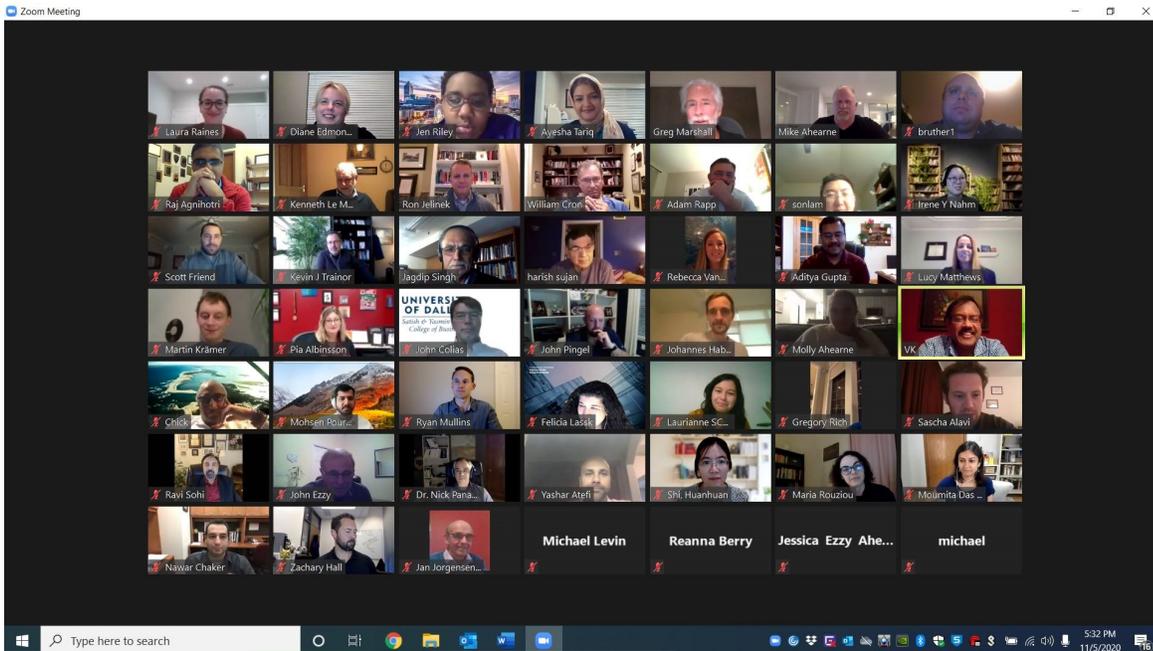
Covid was not friendly to the competition last year – but I am excited about 2021. This competition is about recognizing master teachers. What do I mean by master teacher, a master teacher is someone over the course of their career that has contributed to the teaching discipline in the classroom, in pedagogical research and in service. If you are unsure, please go to the SMA webpage and look at the page of past winners or email me. You do not need to be nominated. If you know someone you believe should be nominated please email me (brosswo@uttyler.edu) and I will contact them.

Take care have a great spring and I hope to see you in Orlando, Florida.

Barbara Ross Wooldridge
Editor Marketing Education Review
The University of Texas at Tyler



2020 SMA DISTINGUISHED SCHOLAR RECAP: Michael Ahearne, University of Houston, USA



MEMBER NEWS

Moving up!



Aimee Mellon recently received tenure and promotion and currently serves as the department chair at University of Montevallo, Alabama.

Carolyn Garrity received tenure and was promoted to Associate Professor of Business at University of Montevallo, Alabama.



Congratulations to Aimee and Carolyn from everyone at SMA.

Moving in!

Juliann Allen started as an assistant professor of marketing at Nicholls State University in August 2020.



Congratulations Juliann and best of luck on your first academic appointment!

Moved up!

Our very own Alvin Williams was appointed Interim Dean, Mitchell College of Business, University of South Alabama on February 10. He will continue as Chair, Department of Marketing.



Congratulations Alvin—we at SMA continue to be proud of you!

Celebrating our two newest 'junior' SMA members!



Courtney Peters is an SMA member, and a 3rd year doctoral student at the University of Memphis. She and her husband welcomed their first little girl into the world September 2nd, 2020 (one week after Courtney completed and passed her comprehensive exams). Our newest junior member is pictured here wearing her Memphis attire for the first home football game.

Memphis attire for the first home football game.

Go Tigers!

Shahriar Gias (Slippery Rock University of Pennsylvania) and his wife were blessed with a beautiful baby girl, Sanaya Fahmida Gias, in June 2020. She is now little over 8 months. **Congratulations Gias Family!**



MEMBER NEWS

Accolades!

Parker Woodroof, an assistant professor of marketing at University of Central Arkansas, was one of the three to be awarded the prestigious **"Harold & Muriel Berkman Charitable Foundation Scholarship Grant"** for 2020. The grant was awarded to Parker for his research proposal related to Artificial Intelligence.

Parker is also moving to **University of Alabama – Birmingham** at the end of Spring 2021 semester.

Congratulations Parker!



Under the African Skies..



Dean Joffe is from South Africa and attended the 2020 SMA Virtual Conference. He sent us some updates.

"I have completed my Business Science degree at the University of Cape Town in South Africa. I am currently working towards obtaining a masters degree abroad in international/strategic marketing and management. Simultaneously I have joined a team in building a

standardized marketing assessment to measure industry marketing standards with a benchmark test called 'The digital marketing aptitude test (The DMAT.)' Feel free to check out it out online. Lastly, I think the SMA conference is great and has given me the confidence with research and presentation skills that I have taken forth in my life and career.

The link to The DMAT: <https://dmat.ac/>

2020 SMA Virtual Conference— 'Zoom' memories



Discover The City Beautiful! Orlando at a glance.

The Hotel

Hilton Orlando Buena Vista Palace



Some FUN things for you to do in Orlando



Things to Do in Orlando at the Theme Parks

1. Magic Kingdom
2. Go On A Safari At Disney's Animal Kingdom
3. Experience Star Wars At Hollywood Studios
4. Eat And Drink Around the World At Epcot
(my personal favorite Orlando thing!)
5. Universal Orlando from Whoville to Hogwarts
6. Seaworld
7. Volcano Bay
8. Slide Down Some "Ski Slopes" At Blizzard Beach
9. Stay And Play In A World of Legos at Legoland

Things to Do to Experience the Arts & Culture of Orlando

10. Catch a Concert or Game At The Amway Center
11. Go Shopping At Disney Springs

Just Orlando- Unique Things to Do

12. Swim With Dolphins At Discovery Cove
13. Blast Off at the Kennedy Space Center
14. Take an Everglades Tour
15. Take a Hot Air Balloon Ride
(something romantic to do in Orlando!)

Sweet Things to Do in Orlando

16. Have an Over-The-Top-Dessert at Toothsome Chocolate Emporium
17. Get A Coffin Full of Doughnuts at Voodoo Doughnuts

Fun Family Things to Do in Orlando

18. Do Some Wakeboarding or Water Skiing At the Watersports Complex
19. Go "Driving" At TopGolf
20. Hang Out At Icon Park And Ride The Wheel
21. Gatorland

(<https://globalmunchkins.com/destinations/travel-within-the-states/21-fun-things-to-do-in-orlando/>)



BE A LEGEND with Your Own Named Award

The Executive Committee launched an initiative to add value to our annual conference by soliciting sponsors for cash awards for each Best Paper in Track. These awards bear the name of the sponsor, such as the Diane R. Edmondson Best Paper in Marketing Education Award. The goal is to enhance the quality of papers, create a distinction for SMA, and increase conference attendance.

Guidelines:

The minimum award amount is \$500. All awards are tax-deductible.

In the event of multiple authors, the cash award is divided equally among the winners.

The winner in each track will be determined by the track chairs with the recommendations of reviewers.

The idea is to award excellence in research. In order to maintain the value of the cash award, there may be years in which no winner is selected.

Only one sponsor will be accepted for each track for any given year.

Your name (or university name) will be attached to the award as long as you remain the sponsor, even in years when no winner is selected. For example, if your sponsored-award has a winner in 2021, 2022 and 2023, the award would bear your name from 2021 through 2023.

Named awards will be announced on the website, social media, in the Conference Program, at the Awards Luncheon, and advertised throughout the year.

Because the conference program goes to print in September each year, we need sponsor commitments by August 1st, 2021.

There are also other Sponsorships available including:

Doctoral Consortium

Teaching Competitions

Doctoral Dissertation Proposal Competition

Morning and Afternoon Breaks

Welcome and President's Reception

Individual Supporter

Please contact the **Executive Director, Lucy Matthews**, at Lucy.Matthews@mtsu.edu for more information.

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2021 SMA Annual Conference



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