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Greetings from J. Charlene Davis, SMA President

As the school year gets underway I find myself reflecting on how fortunate I am in my choice of profession. As an academic I am surrounded by the best and brightest – students, staff, and faculty – I spend my days helping young people achieve their educational goals and frequently they are teaching me as much as I am them. I work with dedicated staff that makes the daily operation of the university both efficient and enjoyable. And, I engage with wonderful faculty colleagues near and far who are intelligent, kind, and generous with their time and energy. It's in that spirit that I especially look forward to SMA's conferences. For the ten plus years that I've been an SMA member, the conferences serve as an important mental and intellectual recharge, and a great time to reconnect with friends and socialize.

This year I am especially excited to welcome SMA friends and family to my adopted hometown of San Antonio for the 53rd Annual Society for Marketing Advances conference, November 3-7, housed in the recently renovated Sheraton Gunter located alongside the Riverwalk. The conference theme *Real Time Marketing* is timely and relevant as we witness changes in the marketplace requiring immediate response from organizations and consumers alike. President-Elect Tracy Meyer of The University of North Carolina Wilmington has put together an outstanding program including preconference activities, doctoral consortium and workshops, and outings that provide a wonderful opportunity to explore the unique aspects of this city. Looking forward to seeing you in San Antonio.

With best wishes,

J. Charlene Davis, Ph.D.
Trinity University



2015 SMA Conference:
San Antonio, TX
November 3rd to 7th
marketingadvances.org

2015 SMA Conference Information: Tracy Meyer, Program Chair

The 53rd Annual SMA Conference is quickly approaching. In addition to the consistently popular **Structural Equation Modeling Workshop** run by Barry Babin (LTU) and Joseph Hair (KSU) on Wednesday (November 4th) are two half-day workshops opportunities. The first workshop focuses on **Marketing Simulations** and will run from 8:30 am to 12:30 pm. The second workshop relates to **Online Teaching** and is scheduled to meet from 1:30 pm to 5:30 pm. Both of these workshops are being coordinated by Cathy Curran (UMD) at a cost of \$75 each. Thank you Cathy! In addition Don Barnes (UNCW) is coordinating **two excursion options** for Thursday (November 5th) evening. The first is a private ghost tour and the second is a riverboat ride/tour. Both events will begin at 6 pm and will last roughly an hour and a half. More information about the excursions will soon be made available on the SMA website. Please note that both excursions have limited tickets.

We hope you'll take advantage of these expanded offerings. See you soon!

Tracy Meyer

UNCW



THE SOCIETY FOR MARKETING ADVANCES PRESENTS

REAL TIME MARKETING

2015 SMA CONFERENCE ★ SAN ANTONIO, TEXAS

★ CALL FOR PAPERS ★

2015 SMA CONFERENCE
SAN ANTONIO, TEXAS
NOVEMBER 3-7, 2015

Tracy Meyer, Program Chair
meyert@uncw.edu

J. Charlene Davis, President
cdavis@trinity.edu

www.marketingadvances.org

SAN ANTONIO

SMA
SOCIETY FOR MARKETING ADVANCES

The poster features a blue background with a digital theme, including binary code and a stylized cloud with lines connecting to a grid below. The text is white and blue, providing details about the conference and contact information for the program chair and president.

2015 CONFERENCE STUFF



Just do it!

Don't miss out on the early bird conference registration rate. Individuals registering for conference on or before **October 1, 2015** will save a \$50 late fee.

WHERE'S MY RECEIPT?

A receipt for registration fees and page fees will be included in your registration packet. If you require a receipt before the conference or require a receipt in a specific format, please contact Cynthia Rodriguez Cano - at SMATreasurer@comcast.net.

NAME BADGE REQUIRED

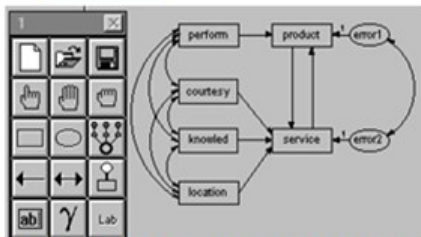
Please make sure to wear your name badge to conference events. Bartenders will be looking for SMA name badges for beverage service at the receptions. Your name badge is also your ticket to the Awards Luncheon. **THANK YOU.**



MAKE THE MOST OF THE CONFERENCE

Pre-Conference Workshops

Wednesday, November 4, 2015, 8:30 am to 5:30 pm



Build structural equation models with more accuracy than standard multivariate statistics models using intuitive drag-and-drop functionality

The HBAT dataset from the 7th edition of *Multivariate Data Analysis* will be used for demonstration purposes. Topics covered include: overview of AMOS, mediation, moderated mediation, bootstrapping and multi-group analysis. Participants must be a member of SMA, be familiar with the basis of CB-SEM, and bring a laptop with the AMOS software.

Barry Babin at bbabin@latech.edu or **Joe Hair** at jhair3@kennesaw.edu.

Cost: \$200

(continental breakfast and lunch are provided)

2015 CONFERENCE *STUFF* cont.



TWO NEW HALF-DAY WORKSHOPS

Presented by Catharine Curran,

The University of Massachusetts, Dartmouth

cathy.curran@umassd.edu

Wednesday, November 4th, 8:30 AM - 12:00 PM

Effective Use of Simulations

Bring your laptop and investigate the differences among simulations, learn how to incorporate a simulation into your courses, and look at team contracts, peer evaluations, and student evaluations. The cost of the workshop is \$75. (includes a continental breakfast at 8am) 8:30 am to 12:30 pm. Register now as seats are limited

Wednesday, November 4th, 1:00 PM - 5:00 PM

Online Teaching

Keep up with the latest in online teaching. Cathy will show you how to move curriculum online and *digitize* your courses. Other subject matter covered in this workshop are creating an interactive online space, best practices for undergraduate and MBA classes, and Blackboard *tips and tricks*. The cost of the workshop is \$75 (includes cookies, fruit, yogurt and beverages at 3 pm). Bring your laptop! Register now as seats are limited.



2015 SMA Placement Services

Academic Placement Services is open for business! If you are a job applicant or a school with a position vacancy, please join us in San Antonio this fall. In addition to an intellectually stimulating, but friendly conference, this year's venue in San Antonio offers a fun atmosphere in which to conduct business. SMA's academic placement service offers a forum for job seekers and schools to meet in a congenial and cordial atmosphere.

I have thoroughly enjoyed my work as placement director, but I am transitioning out of that role at the end of the 2015 Conference. It is my pleasure to announce Cheryl Ward as Director Elect. Cheryl will shadow me during our 2015 Conference so please stop by the placement services interview room and meet her.

Academic placement will operate during the following days and times at the 2015 conference:

- Wednesday, November 5th from 4:00 p.m. – 6:00 p.m.
- Thursday, November 6th from 8:30 a.m. - 5:30 p.m.
- Friday, November 7th from 8:30 a.m. - 5:30 p.m.

Please mark **October 1st** on your calendar as placement registration forms must be submitted by that time to receive the discounted registration rates. Forms may be submitted electronically or via postal service.

Best wishes to all and I hope to see you in San Antonio!

For additional information about SMA's Academic Placement Services, please visit the SMA website or contact **Diane R. Edmondson** at diane.edmondson@mtsu.edu or (615) 898-5368.



MER continues as a leading source for teaching innovations as reflected in the annual special issue. Submissions increase in the diversity of topics and research methodologies. Thank you to Sara Liao-Troth and Stephanie Thomas for serving as the Guest Co-Editors of the 2016 Special Issues on Teaching Innovations.

The transition to Francis & Taylor has been smooth and provided for a more efficient submission and review process, greater exposure, and enhanced communication and production. For example, all three issues for 2015 were published ahead of schedule.



Brian A. Vander Schee,
Editor

As I finish my term as editor of MER I am pleased to reflect on how the journal has advanced over the last three years. It has been a privilege to serve as the editor of MER. I am confident that the journal will continue to grow to academic contribution and global influence. The transition to the new editor will be smooth and will require less of a learning curve with the online submission and review system.

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

JMTP

JOURNAL OF
MARKETING THEORY AND PRACTICE

By Greg W. Marshall, Editor

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

I'm pleased to report that *JMTP* has completed our transition to Scholar One, Taylor & Francis' manuscript management system. This platform greatly streamlines the processing and tracking of papers both for authors and reviewers.

In Volume 23, Number 2 (Spring 2015), we published the special issue "Psychological Ownership: A Concept of Value to the Marketing Field." Guest Editors Iiro Jussila, Anssi Tarkiainen, Marko Sarstedt, and Joe Hair assembled an outstanding set of articles that represent the first major initiative to bring this construct into the realm of marketing. And speaking of special issues, Karen Flaherty and Jule Gassenheimer are serving as guest editors for an upcoming special issue "Connecting Theory and Practice in Sales Management." Manuscripts are tracking through the review process and the target publication is Volume 24, Number 2 (Spring 2016).

Another important way *JMTP* works to enhance its awareness level and reputation is through appearances on meet the editor sessions. In August we were part of a standing-room-only editor session at the Summer AMA conference in Chicago. Many in the audience were doctoral students and new faculty members and it was great to have the opportuni-

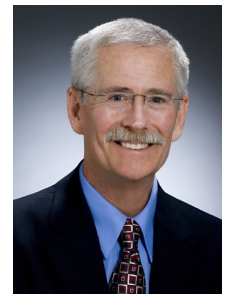
ty to present the journal's viewpoint to potential authors (and reviewers) of the future.

Congratulations are in order to the recipients of the 2014 (Volume 22) *JMTP* Best Article award as selected based on a vote of the Editorial Review Board and Senior Advisory Board:

Jagdish N. Sheth and Michael R. Solomon (2014), "Extending the Extended Self in a Digital World," *Journal of Marketing Theory and Practice* 22:2 (Spring), pp. 123-132.

Finally, we'd like to invite you to consider reviewing papers for *JMTP*. Almost all of our editorial board members started out as ad hoc reviewers for the journal, and if you would like to join the ad hoc reviewer team, simply send an email to editor@jmtponline.org.

JMTP is proud to be an official journal of the SMA. Please continue to spread the good word about *JMTP* at your schools and with your network of colleagues.



Greg W. Marshall, Editor



TREASURER'S REPORT

SMA continues to enjoy financial health. For the accounting year ending March 31, 2015, total revenues were up by 29% and total costs were down 1%. On March 31st cash on hand exceeded \$50,000. However, SMA's obligation to Taylor & Francis for members' online access to the *Journal of Marketing Theory and Practice* and *Marketing Education Review*, which totaled \$16,155, had not yet been satisfied.

Capital Investments. During the 2014-2015 year, one capital investment was made. To accommodate the number of conference sessions, SMA purchased five additional projectors (8 projectors were purchased in 2012) and eleven screens costing \$3,808. The Executive Committee is considering purchasing equipment for the Awards Luncheon event as the rental cost for this one event is approximately \$4,000. The money makes sense, but the "know how" of assembling and setting-up the equipment is a concern.

Current Position. Conference registration is slow through August 10th (13), but similar to last year's activity (16). Two quarterly payments to Taylor & Francis have been made and all conference materials have been purchase. Cash on hand as of July 31, 2015 totaled \$47,200.

Business Meeting. Financial reports and detail information is available to all members. Please join us at conference to learn more about SMA's finances.

Please address questions about SMA finances to **Cynthia Rodriguez Cano, SMA Treasurer** at SMATreasurer@comcast.net.

SMA Business Meeting

Friday, Nov. 6th, 2:00 PM

Membership

New Orleans continues to be a well-attended venue. With the exception of the 2012, 50th Anniversary Conference in Disney, the 2014-2015 membership is the highest in 11 years.

2014 - 2015 Membership. Of the 358 members, conference attendees account for 338 - 238 regular, 11 SMA Distinguished Fellows, 59 students, 28 doctoral consortium students, and 2 honorary attendees (winners of the Doctoral Dissertation Proposal Competition). The 20 non-conference attendees consist of 19 regular members and one student member.

Membership cont.

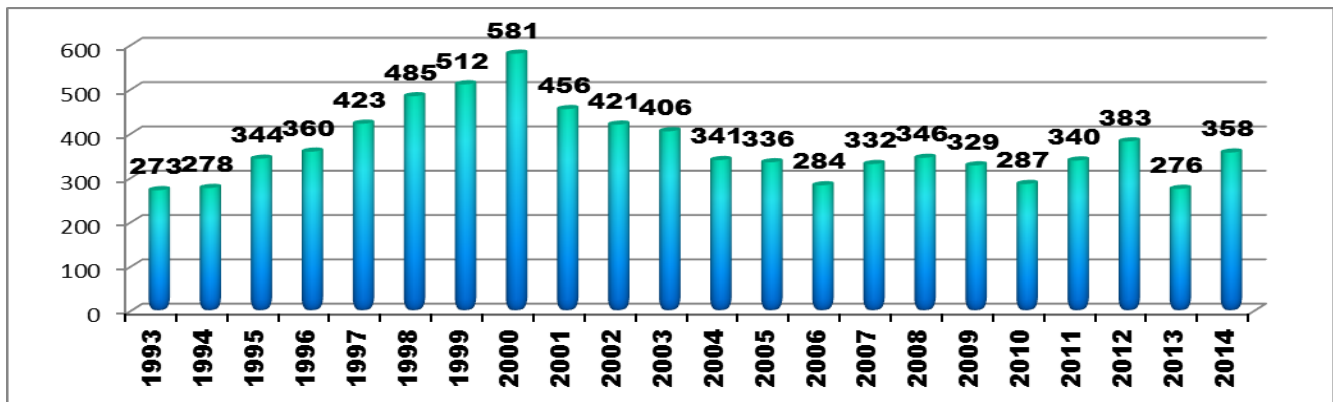
Geographic Distribution of Members. The vast majority of SMA's members reside in the United States. The South accounts of 222 members; 53 members reside in the Midwest followed by 33 in the West and 30 in the Northeast. Of the USA members, the greatest number of members comes from Texas (52), followed by Louisiana (32), Mississippi (25), North Carolina (22), and Georgia (19).

Members residing outside the USA are located in the following regions: eight in Asia, four in Europe, four in Australia, three in South American, and one in Canada.

Membership by University. Mississippi State University top this list of members by institution with 12. Louisiana State University is a close second with 11 members, followed by Clemson University (9), The University of Alabama (8), University of Arkansas (8), and The University of Mississippi (7). Three university are home to six members: Appalachian State University, Kansas State University and The University of Texas at Arlington. Finishing the list of universities with five or more members are the University of North Texas and Texas State University.

Historical Trend. A summary of SMA membership from 1993-2014 is presented below.

Membership 1993-2014



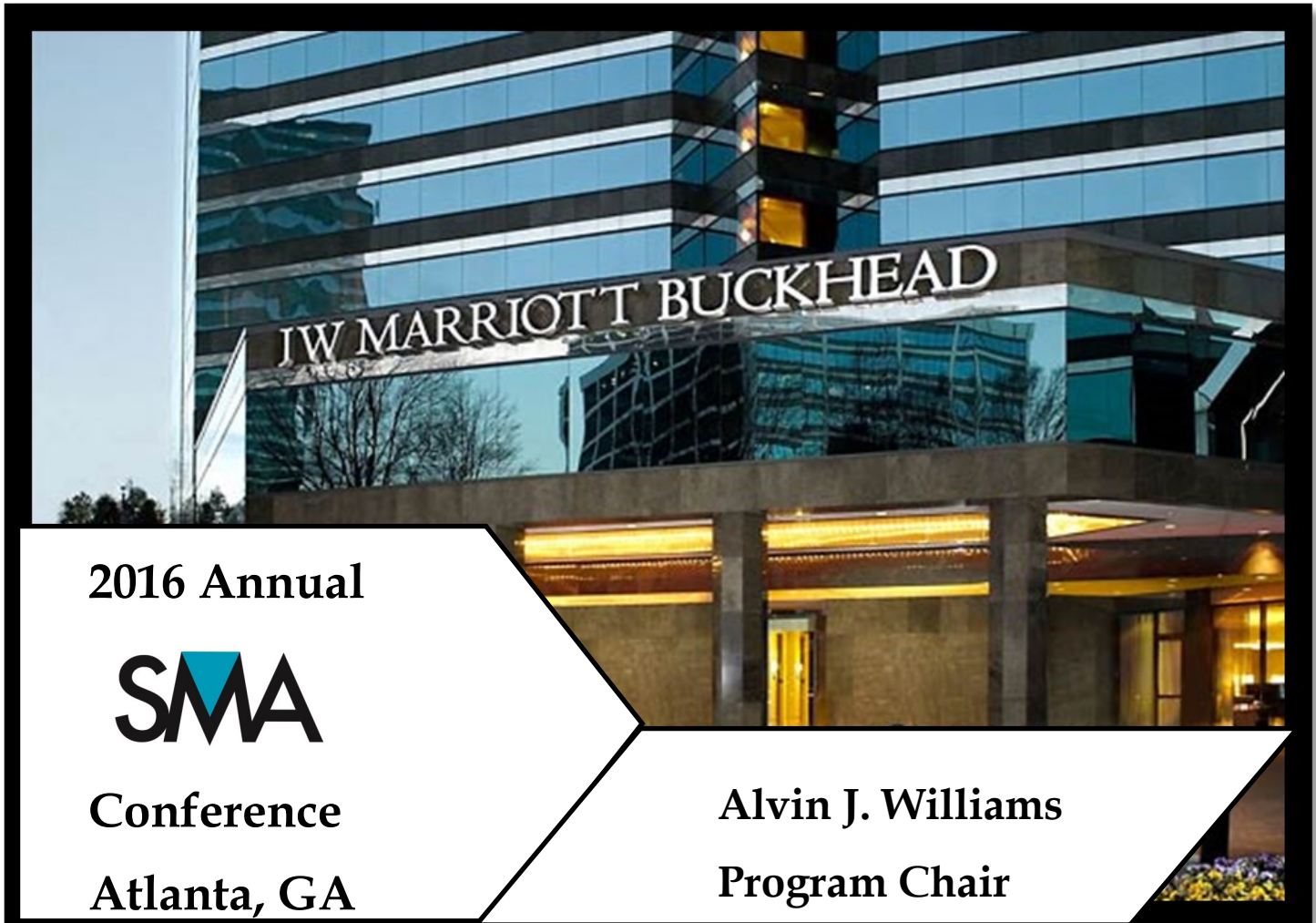
Year	No .	Change	% INC/ DEC
1993	273		
1994	278	5	1.83%
1995	344	66	23.74%
1996	360	16	4.65%
1997	423	63	17.50%
1998	485	62	14.66%
1999	512	27	5.57%

Year	No.	Change	% INC/ DEC
2000	581	69	13.48%
2001	456	-125	-21.51%
2002	421	-35	-7.68%
2003	406	-15	-3.56%
2004	341	-65	-16.01%
2005	336	-5	-1.47%
2006	284	-52	-15.48%
2007	332	48	16.90%
2008	346	14	4.22%
2009	329	-17	-4.91%

Year	No .	Change	% INC/ DEC
2010	287	-42	-12.77%
2011	340	53	18.47%
2012	383	43	12.65%
2013	276	-107	-27.94%
2014	358	82	29.71%

SAVE THE DATE

November 2-5, 2016



2016 Annual

SMA

Conference

Atlanta, GA

Alvin J. Williams

Program Chair

Reimagining the Power of Marketing to Create Enduring Value

Event Chairs

Doctoral Dissertation Proposal Competition

28th Annual SMA Doctoral Consortium

Steven J. Shaw Best Paper in Conference

Robert E. McDonald

Texas Tech University, USA

bob.mcdonald@ttu.edu

Tracy A. Suter

Oklahoma State University, USA

tracy.suter@okstate.edu

Thomas L. Baker

The University of Alabama, USA

tbaker@cba.ua.edu

Research Track Chairs

Consumer Behavior	Marco Wolf University of Southern Mississippi Marco.wolf@usm.edu	Promotions	Kate Pounders University of Texas at Austin Kate.pounders@austin.utexas.edu
Cross-Cultural & Global Marketing	Jie G. Fowler Valdosta State University jgfowler@valdosta.edu	Retailing	Charles A. Ingene The University of Oklahoma caingene@ou.edu
Logistics & Supply Chain Management	Reham Eltantawy University of North Florida Reham.eltantawy@unf.edu		Maria Kalamas Kennesaw State University mkalamas@kennesaw.edu
Marketing Education	John D. Branch University of Michigan jdbranch@umich.edu	Personal Selling & Sales Management	Wendy Ritz Fayetteville State University writz@uncfsu.edu
Marketing Ethics, Law, & Public Policy	C. Michael Powell University of North Georgia c.michael.powell@ung.edu	Services Marketing	Stephanie Gillison University of TN at Chattanooga Stephanie-gillison@utc.edu
Marketing Research	Kevin J. Shanahan Mississippi State University kshanahan@cobilan.msstate.edu		Mary P. Harrison Birmingham-Southern College mharriso@bsu.edu
Marketing Strategy	Debika Sihi Southwestern University sihid@southwestern.edu	Social Media and Marketing Technology	Velitchka (Vili) Kaltcheva Loyola Marymount University / Los Angeles vkaltche@lmu.edu
Pricing	Mario V. Gonzalez-Fuentes Trinity University Mgonza13@trinity.edu	Tourism, Hospitality, Food, Music, and Sports Marketing	Tony L. Henthorne University of Nevada, Las Vegas Tony.henthorne@unlv.edu
Product and Brand Management	Pushkala Raman Texas Woman's University praman@mail.twu.edu		

For information about the 2016 SMA Conference, contact **Alvin J. Williams**,
Program Chair, at awilliams@southalabama.edu.

Teaching Track Chairs

AccessCapon Distinguished Teaching

Barbara Ross Wooldridge

The University of Texas at Tyler, USA

Barbara.Wooldridge@uttyler.edu

Cengage Pride-Ferrell innovations in Teaching

Larry Neale

Queensland University of Technology, AU

l.neale@qut.edu.au

SMA Teaching Moments

D. Joel Whalen

DePaul University



SMA Names New Proceedings Editor



Jie G. Fowler, Valdosta State University, has been named the SMA Proceedings Editor effective November 2015. Dr. Fowler earned her PhD from the University of Nebraska, Lincoln, and has been an active member of SMA for many years. SMA extends a welcome and appreciation to Dr. Fowler for her service to SMA.

SMA Member News

Congratulations!



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

SMA Member News cont.

Well wishes

Dr. Jeff Totten, McNeese State University, is approaching his 3rd year on the kidney transplant list. He was told in May to expect a call for the transplant in the next 12 months. Please keep Jeff in your thoughts and prayers.

Invitation to an online panel

To further explore the future of marketing under alternative socio-economic and technology scenarios, Ms. Alena Kostyk and Dr. Michael R. Hyman at New Mexico State University are recruiting an online panel of interested marketing scholars and practitioners. The panel begins fall 2015 and will engage in a structured dialogue about possible futures for business environments in general and marketing in particular.

Initially, panelists will participate in Delphi-style interviewing. Based on the quality of responses, a subset of panelists subsequently will be invited to submit a related manuscript either to a 'special issue' and/or edited readings book introduced by a summary of Delphi panel results. Regardless, all panelists will be acknowledged in any summary article or chapter.

If you are interested in becoming a panelist, please contact the research team by email: kostyk@nmsu.edu. To help us understand panelists better, please attach your CV to that email.





2015-2016 SMA EXECUTIVE COMMITTEE

President

Tracy Meyer
University of North Carolina
Wilmington



Director of Electronic Communications

Keshia Coker
Eastern Illinois University
kcoker@eiu.edu



President-Elect 2016-2017

Alvin J. Williams
South Alabama University
awilliams@southalabama.edu

Academic Placement Services Director

Cheryl B. Ward
Middle Tennessee State University
cheryl.ward@mtsu.edu



Treasurer

Cynthia Rodriguez Cano
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SMATreasurer@comcast.net



Secretary

Pia A. Albinsson
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albinssonpa@appstate.edu



Executive Director

Rebecca Van Meter
Ball State University
vanmeter@bsu.edu



Director of Membership

Jamie Pleasant*
Clark Atlanta University