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## Greetings from J. Charlene Davis, President

Grateful. With the beginning of the academic year well underway I find myself reflecting on how fortunate we are. The intellectual flexibility of our profession is rare. As an academic I am surrounded by talented, engaged, and exceptional people – students, staff, and faculty – my days are spent supporting and coaching young people in achieving their educational goals and often 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 is in that spirit that I especially look forward to SMA's conferences. Conferences offer each of us an opportunity to contribute to our discipline, be exposed to the work of the best teachers and scholars in our field, recharge our batteries, and enjoy spending time with friends and colleagues.

And yes, we are going home! New Orleans has served SMA members well as a conference venue and this year promises to be the best yet! Our 57th Annual Society for Marketing Advances conference, November 6 - 9, will take place at the beautiful J.W. Marriott in the heart of New Orleans. The conference theme, Changing the 'Rhythm' of Marketing: Are We Listening, is timely and relevant as we witness changes in the marketplace requiring immediate response from organizations and consumers alike. Our Program Chair team, Pia Albinsson, Rusty Brooks, Joe Hair, and Alvin Williams 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 New Orleans.

With best wishes,

J. Charlene Davis, President  
 Trinity University  
[cdavis2@trinity.edu](mailto:cdavis2@trinity.edu)



**2019 SMA Conference:  
 New Orleans, LA  
 November 6 - 9**

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

## NOTES FROM THE 2019 PROGRAM CHAIRS

### Pia A. Albinsson, John Rusty Brooks, Joe Hair, & Alvin Williams, Co-Program Chairs

The **57th Annual SMA Conference** is beckoning Marketing scholars, students and practitioners from around the globe to join us in **New Orleans** from **November 6-9, 2019**. The program team has endeavored to really showcase **this year's theme – 'Changing the 'Rhythm' of Marketing: Are We Listening?'** The theme embodies the spirit of New Orleans as well as the spirit of the Marketing discipline at this juncture in time. The 'rhythm' of marketing is humming along at breakneck speed – sometimes far exceeding the capacity of scholars and practitioners to maintain pace. With the choice of papers, presentations, panels, and speakers, our time in New Orleans will allow an opportunity to reflect on the theme and to ponder how well 'Are We Listening' to the vibes of the marketplace and adapting accordingly.

With close to **300 submissions** for papers and panels, there is considerable excitement about the New Orleans conference. **The program will reflect the rhythm, energy, vibrancy, and pulse of the entire Marketing discipline.** This year's program promises to deliver on SMA's value proposition of quality, collegiality, networking, and genuine scholarly exchange.

Of particular note is the **2019 Routledge – Taylor & Francis / SMA Distinguished Scholar Award recipient – Christine Moorman**. Christine is the **T. Austin Finch, Sr. Professor of Business Administration at the Fuqua School of Business, Duke University**. Her expertise lies in examining the nature and effects of learning and knowledge utilization by consumers, managers, organizations and financial markets. Her research has appeared in a cadre of elite marketing / business journals. She is the **Editor-in-Chief of the Journal of Marketing** and previously an **Associate Editor for the Journal of Marketing Research**, as well as an **ERB member for Marketing Science and the Journal of Consumer Research**. Christine is also the recipient of various teaching awards at Duke, including the 2016 Best Elective Teaching Award. Please join us for her presentation on Friday, November 8th at 10:30 a.m. at the JW Marriott Hotel.



**SMA 2019 offers something for everyone** – scholarship, networking, shopping, great food, and just plain downright Big Easy hospitality in one of America's favorite cities – **New Orleans!** With over 1,400 restaurants and jazz galore, **don't miss the special allure of NOLA!** See you soon!

For questions or suggestions, please contact any of the program chairs at:

Pia A. Albinsson, at [albinssonpa@appstate.edu](mailto:albinssonpa@appstate.edu),

Alvin J. Williams, at [awilliams@southalabama.edu](mailto:awilliams@southalabama.edu),

John (Rusty) Brooks, Jr., at [jbrooks@hbu.edu](mailto:jbrooks@hbu.edu),

Joseph F. Hair, Jr., at [jhair@southalabama.edu](mailto:jhair@southalabama.edu),

## Hotel Information

### Hotel Information:



**JW Marriott New Orleans**  
**614 Canal Street**  
**New Orleans, LA 70130, US**

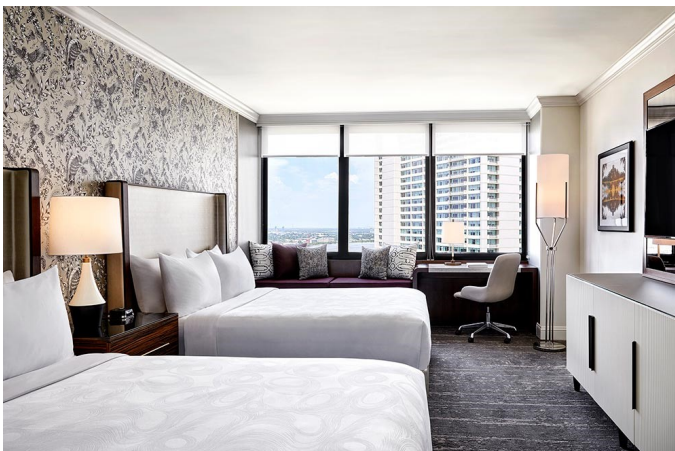
Located near the mouth of the Mississippi-Missouri river system in Louisiana, New Orleans is one of the United States' important ports. Visit the Riverwalk where you can partake in a relaxing walk or vigorous run while enjoying the activities on the river.

The **JW Marriott New Orleans** is located on Canal street just moments away from **Jackson Square**, the **French Market** and the **Warehouse district**. This is definitely a conference location not to be missed!

The **SMA room rate is \$ 199.00/ night (1 King or 2 Double Beds) plus taxes & fees.** This discounted rate is available **Tuesday through Saturday of the conference week** by calling the hotel +1-877-622-3056

(Please indicate your association with SMA to receive this special rate) or click this link :

<https://book.passkey.com/event/49642472/owner/4280/home>



Please book your room before **October 16** to take advantage of the SMA discounted rate. **Note! If you experience any issues getting the SMA conference rate when booking your room, please contact Rebecca VanMeter [vanmeter@bsu.edu](mailto:vanmeter@bsu.edu)**

## 2019 Conference Workshops

### Pre -Conference Workshops

**WEDNESDAY, NOVEMBER 6, 2019**

#### Teaching Social Media Marketing

**Half-day, 8:30 am - noon, book included. Price \$125**

A new pre-conference half-day workshop on teaching social media is offered. In this workshop, **Eric Harvey (Ball State University)** will provide professors (both novice and established to social media). The workshop will provide a new book on social media and offers both theoretical and practical exercises on social media marketing elements.



#### CB-SEM Refresher

**Half-day, 8:30 am - noon. Price \$75**

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.

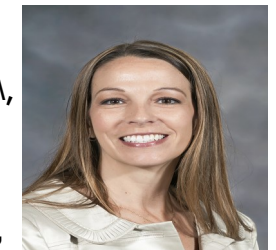
Facilitators: **Barry Babin (University of Mississippi)** and **Nina Krey (Rowan University)**.



#### Partial Least Squares Structural Equation Modeling (PLS-SEM)

**Half-day, 8:30 am - noon, book included. Price \$125**

**Lucy Matthews (Middle Tennessee State University)** will conduct a seminar on PLS-SEM, an alternative to traditional CB-SEM. The variance-based PLS method produces reliable parameter estimates with latent variables—even with small sample sizes ( $N = 50$ ) and with data distributions that lack normality. As a basis of comparison, large samples of  $N = 200$  with normal distributions for variables are generally required with traditional approaches to structural equation modeling. This session will be especially valuable to those working with survey methods or secondary data. The workshop will be “hands-on” using the SmartPLS software (provided free) and does not require an extensive background in statistics to benefit.



#### Meta-Analysis

**Half-day, 1:30 pm - 5:00 pm. Price \$75**

Drawing strong conclusions from any single study is tenuous as all individual studies are idiosyncratic to some degree. Meta-analysis is the single most useful tool in synthesizing research. While the concept of taking an average of a group of studies is simple, the researcher faces many decisions in trying to determine the overall effect size across a range of studies. This seminar introduces users to meta-analytic techniques and provides hands-on examples of how to conduct a straight-forward meta-analysis. In addition, we introduce moderation analysis techniques including sub-group analysis and meta-regression. We also discuss best practices and rules of thumb in carrying out the analyses and drawing conclusions. This workshop is led by **Dr. Barry Babin (University of Mississippi)** and **Nina Krey (Rowan University)**.

### Post -Conference Workshop

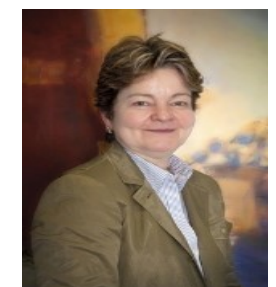
**SATURDAY, NOVEMBER 9, 2019**

#### Big Thinking about Marketing

**Half-day, November 9, 1:00 pm - 5:00 pm. Price: Free**

This is a post-conference workshop that is designed to offer feedback and suggestions for submission to a special issue of **Journal of Macromarketing** edited by **Linda Ferrell, Auburn University**.

The workshop is facilitated by **Jaebeom Suh, Kansas State University**. Acceptance to the track with the same name is needed to register for this workshop.



## **2019 SPECIAL SMA Conference EVENT!**

Keeping up with the 2019 conference theme, **'Changing the 'Rhythm' of Marketing: Are We Listening'**, **Society for Marketing Advances** is pleased to present a brand new event where one can put their Marketing skills to test while formulating strategies in a simulated marketplace.

### **Are You Up to the Challenge? Join the Marketplace Simulation Marketing Challenge Today!**

We invite you to test your marketing expertise and participate in the Marketplace Marketing Challenge at the SMA 2019 Conference!

Marketplace® Simulations are a family of over 30 marketing and business simulations designed for university business courses, used by over 850 schools and 800,000 students worldwide.

#### **Challenge Details:**

Friday, November 8, 2019 – 5 P.M. - 6:30 P.M.  
Location: TBA

Working with another colleague, you will have 90 minutes to work through the first 3 rounds of our Introduction to Marketing simulation. Quickly assess the market, plan a strategy, and successfully launch a new marketing division. With your first market feedback, can you discover what needs to be changed, how to change it, and get back into the market in time?

**The First Place Team, each player will receive a \$75 Amazon Gift Card. \$50 for the Second, and \$25 for Third and Fourth.**

#### **Join the Challenge!**

You will have limited amount of time to try out your strategy and tactics in this lively simulation challenge. Surprises will surely come from your market, your competition, and even your own decisions.

The Challenge will provide an opportunity to explore our competitive simulation and see its potential in your business or marketing classroom.

This will not be a leisurely competition. The clock will be ticking. The fast, the nimble, the perceptive, and the cleverest will win the day (and some Amazon gift cards).

Gain first-hand experience playing a Competitive Marketing Simulation!

**[Register for the Marketplace Simulation Marketing Challenge.](#)**



**Marketplace®**  
S I M U L A T I O N S

## [31st Annual Doctoral Consortium](#)

The **Society for Marketing Advances (SMA) 31st annual Doctoral Consortium** will be held in conjunction with the SMA conference in New Orleans, Louisiana on **November 6 and 7**. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate out-standing doctoral candidates as 2019 consortium fellows.

Doctoral Consortium Fellows (participants) experience unique learning and networking opportunities designed to help future marketing academicians succeed. Doctoral Consortium Fellows work together with top marketing scholars in professional development and career planning sessions that incorporate research, teaching, and service.

Doctoral students attending the consortium come from leading universities across the United States and abroad. The success of the program is evident by the number of Doctoral Consortium Fellows that return year after year to offer insight and advice to new Fellows. The Doctoral Consortium is in keeping with SMA tradition, offering the attention, hospitality, and warmth that typify our organization.

We have had a great response from around the country with many students being nominated as 2018 fellows. We would like to ask faculty and doctoral program coordinators to get their nominations in soon as possible as fellow spots are going quickly. The selection and registration process begins with a doctoral candidate, typically one per doctoral granting institution, being nominated by a faculty member. Once the nominee's eligibility has been confirmed, we ask that a registration form and fee be submitted.

Registration materials are available at the SMA web site (<https://societyformarketingadvances.org>). The early registration rate is \$275 and includes consortium registration, all consortium and conference events and access to the SMA Placement Service. This rate is \$325 if paid after October 1, 2019.

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

### Co-chairs



Elten Briggs  
([ebriggs@uta.edu](mailto:ebriggs@uta.edu))



Brian Rutherford  
([Bruther1@kennesaw.edu](mailto:Bruther1@kennesaw.edu))



Kevin Shanahan  
([KShanahan@business.msstate.edu](mailto:KShanahan@business.msstate.edu))

## News from Academic Placement Services

Greetings from Academic Placement Services! We offer a professional, but relaxed atmosphere in which job applicants and schools can meet and interview. Dropbox is utilized to post faculty vita and university positions so that both universities and applicants have almost instant access to job postings and applicant information. This service is FREE for applicants if registered by Oct 1st. The registration fee for universities is \$150 and includes admission to the SMA receptions on Wednesday and Friday evenings, along with the Friday Awards luncheon.

For the 2019 conference, Academic Placement will be available:

- \* Wednesday November 6, 3:00-5:00 pm
- \* Thursday November 7, 8:30 am-5:00 pm
- \* Friday November 8, 8:30 am-5:00 pm

To register or for additional information, please visit the [Academic Placement Services](#) web page on SMA's website or contact Holly Syrdal at [holly.syrdal@txstate.edu](mailto:holly.syrdal@txstate.edu). Best wishes to all and we hope to see you in New Orleans!



## Officer's Report from Director of Electronic Communication

In fall 2019, Kesha Coker rolls off the SMA Executive Committee after serving her full term as Director of Electronic Communications.

Among her other duties, Kesha successfully implemented the following:

- \* New conference paper and proceedings online submissions system, EasyChair
- \* New SMA website: [societyformarketingadvances.org](http://societyformarketingadvances.org)
- \* Online payments for exhibitors, sponsors, advertisers, and Academic Placement Services

Mohan Menon will serve as the new SMA Director of Electronic Communications, effective fall 2019

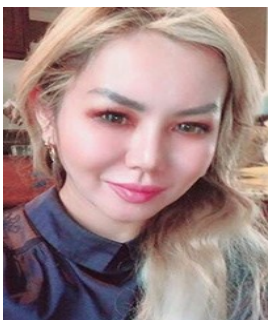


Kesha Coker  
Ball State University  
[kkcoker@bsu.edu](mailto:kkcoker@bsu.edu)

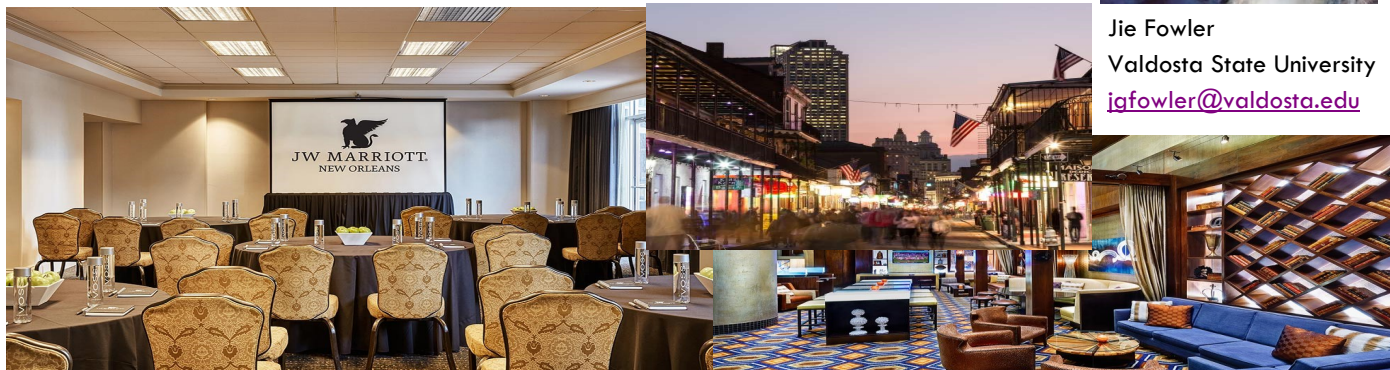
## Few words from the Proceedings Editor

The acceptance letters have been sent out, and we strongly encourage the authors to format the papers according to the [SMA formatting guidelines](#) and replace the formatted paper through [EasyChair](#) before the **September 15, 2019 deadline** (after the acceptance).

See you all in New Orleans.



Jie Fowler  
Valdosta State University  
[jqfowler@valdosta.edu](mailto:jqfowler@valdosta.edu)



## Treasurer's Report

### Fiscal Year 2019

SMA ended the year with \$3,272.30 in checking and \$110,588.55 in savings. The organization improved its finances by \$27,860.13 for fiscal year 2019. SMA continues to hold \$50,000 in reserve. Less the reserves, the organization holds \$63,860.85 as a rainy-day fund.

We improved our revenue from the 2018 Conference (hereafter, West Palm Beach) by 13% compared to the 2017 Conference (hereafter, Louisville). This improvement is attributable to two things.

One, overall, we increased the fees for attending the conference coupled that offset a slight decline in attendance compared to Louisville. For West Palm Beach, 306 attended as faculty, students, and doctoral candidates compared to 311 for Louisville. While the number of late registrants declined, the number of regular attendees increased. Coupled with an increase in the \$50 registration fees, overall conference revenue increased.

Two, royalties increased by 180%, from \$1,850.73 in fiscal year 2018 to \$5,175.00 in fiscal year 2019.

West Palm Beach cost more compared to Louisville by \$5,575.217. The increased revenue also resulted in an increase credit card fees (e.g., merchant service fees). Also, shipping increased to reflect the number of boxes sent to and from West Palm Beach.

Therefore, our financial improvement stems from revenue increasing at a higher rate compared to expenses for West Palm Beach compared to Louisville.



#### Treasurer

Michael Levin

Otterbein University

[mlevin@otterbein.edu](mailto:mlevin@otterbein.edu)



#### FROM THE EDITOR

The *Innovations Issue* edited by **Lora Harding** and **Joe Alexander** from **Belmont University** has been published. Lora and Joe did an amazing job. The call has gone out for next year's Innovation Issue and **Cindy Rippé** from the **University of North Georgia** and **Kesha Coker** from **Ball State University** are busy working on the issue.

The Editorial Review Board has been very active providing key input on changes. One important change that occurred is the revision time for articles was shortened to six (6) weeks for major revisions and four (4) weeks for minor revisions or conditional acceptance. These changes will help papers flow through the review process faster, benefitting both the author(s) and the reviewers.

MER has moved to four issues in 2019. I am soliciting ideas for a special issue; the board will be discussing potential topics this November at the board meeting during the SMA annual conference. The Innovations Issue will no longer be referred to as a special issue.

**Please consider submitting an article to MER or reviewing for the journal -feel free to contact me to discuss either option ([brosswo@uttyler.edu](mailto:brosswo@uttyler.edu)).**

**For more information about the MER please visit <https://www.tandfonline.com/toc/mmer20/current>**







## MER Call for papers

### Special Issue: Better Together: Teaching Innovations in Marketing Spring 2020

As marketing educators, we are better together when we share our teaching innovations to communicate successes, learn from mistakes, and positively impact student learning. We meet at conferences, share, connect, and continue the tradition of helping each other grow with this Better Together: Teaching Innovations issue of MER. This issue 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 own marketing classrooms.

#### Submission Guidelines

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 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 site. Once an author has established an account and entered the "Author Center," the author will be prompted to "Click here to submit a new manuscript." Authors must select Innovation Issue and not the regular issue.

Please consult Marketing Education Review's Instructions for Authors for details on the formatting style of the document. Note that the 10-page, double-spaced maximum length for the issue is inclusive of figures, tables, and references, but not the abstract.

Informal queries regarding guest editors' expectations or the suitability of specific research topics should be directed to the **Guest Editors:**

Cindy B. Rippé, University of North Georgia  
Kesha Coker, Ball State University

# JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

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

I am pleased to announce that **Professor Christopher Hopkins** recently took the helm as **Editor-in-Chief for JMTP on August 1, 2019**. Chris has been a member of the JMTP editorial review board for many years. He is an active member of SMA, a prolific researcher and has also served in a variety of high impact leadership roles within the academic marketing community. I have included a brief bio for Chris below.



**Dr. Christopher D. Hopkins**, (Ph.D. Mississippi State University), is the McLain Family Professor of Marketing at Auburn University. Prior to joining the Auburn faculty, he spent 16 years at Clemson University. His research interests include issues in health care marketing as well as issues in model development and research methodologies. To date Dr. Hopkins has published over 95 articles in both refereed journals and conference proceedings. His research has appeared in such outlets as the Journal of Advertising, Journal of Public Policy and Marketing, Journal of Business Research, Psychology and Marketing, Journal of Business Ethics, Journal of Marketing Theory and Practice and the Journal of Personal Selling and Sales Management among others. Hopkins has received numerous awards for his research including 14 best in track awards, 5 best in conference awards, the 2006 outstanding paper published in the Journal of Consumer Marketing, the Sage Outstanding Article of the Year (2012), published in the Journal of Marketing Education and the Best Article (2013), in Marketing Education Review. In 2018, he was awarded the Auburn University Marketing Department's Outstanding Teaching award. While at Clemson he was named the College of Business "Outstanding Emerging Scholar," was 3 times named "MBA Professor of the Year," and was voted "Best Professor on Campus" in 2006 by the student body of Clemson University. His teaching interests include Marketing Research, Marketing Strategy and Marketing Analytics. He currently serves as an Associate Editor for the Journal of Business Research and is on 6 editorial review boards. He is a past President of the Society for Marketing Advances. Dr. Hopkins also has six years of experience in the banking and financial services industries.

I would like to thank the members of the SMA community for your strong support of JMTP over the past several years. Please continue to consider JMTP as an outlet for your work! Please note that the journal has a new email address. You may contact **Chris and the Editorial Staff** at [jmtp.editor@gmail.com](mailto:jmtp.editor@gmail.com).

## Thank you!



**Karen Flaherty**  
Outgoing Editor

## CALL FOR NOMINATIONS: SMA DISTINGUISHED FELLOW

The Society for Marketing Advances (SMA) in 1979 established the honorary designation of "SMA Fellow." The intent of this designation is to recognize a very limited number of scholars in light of their exemplary service to the Society and their significant scholarly contributions to the advancement of marketing thought over a sustained period of time. By later action of the Board of Governors (BOG), the designation title changed from "SMA Fellow" to "SMA Distinguished Fellow," with all prior recipients automatically converted to the new designation. SMA Distinguished Fellow designees will be members in good standing of the SMA. Selection is based on the recommendation of an SMA Distinguished Fellows Nominating Committee and subsequent affirmation by the SMA BOG. This year's nominating committee consists of the following two SMA Distinguished Fellows:

**Greg Marshall, Rollins College**  
**Bill Moncrief, TCU**

All members of the SMA who have provided exemplary long-term service to the Society and made significant scholarly contributions to the advancement of marketing thought over a sustained period of time are eligible to be nominated for consideration for the "SMA Distinguished Fellow" designation. There are two separate selection criteria, both of which must be met for an individual to be designated SMA Distinguished Fellow. It is incumbent on the Nominating Committee and the BOG to judge each potential candidate in terms of both of these criteria, taking into account that either criterion in-and-ofitself is insufficient for selection. **The selection criteria are as follows:**

Service to the SMA evidenced by sustained and significant service contributions to the Society. Minimum requirements include ten years of membership in the SMA and exemplary service contributions over time. Examples of exemplary service include but are not limited to serving as an officer, conference chair or co-chair, member of the BOG, or other substantive service to SMA as recognized by the BOG. Current SMA Officers are not eligible for consideration for SMA Distinguished Fellow during their term of office.

Scholarly contributions to the advancement of marketing thought over a sustained period of time. The nature of the scholarly contributions will most often be research and publication in scholarly marketing journals but other scholarly contributions may be considered by the Nominating Committee and BOG.

**To be considered by the Nominating Committee for Distinguished Fellow designation for the current year's cycle, nominations must be received no later than September 1, 2019. To be considered, the nomination must include, at a minimum:**

- Name, position, affiliation, and contact information of nominee and nominator.**
- A description of the nominee's service to the SMA.**
- A description of the nominee's scholarly activities and contributions.**
- A nominee's full CV.**

Important: Any selected SMA Distinguished Fellow must attend the upcoming SMA meeting in New Orleans to be recognized by the Society for their accomplishment.

**Please send nominations by email by September 1, 2019 to Greg Marshall (gmarshall@rollins.edu) and Bill Moncrief (b.moncrief@tcu.edu).**

Click [here](#) to download the call for nominations for SMA Distinguished Fellows.

## CALL FOR NOMINATIONS: Rusty Brooks Distinguished Service Award

### About

The Society for Marketing Advances (SMA) established a Distinguished Fellow Award in 1979 to recognize a small number of SMA scholars for significant contributions to marketing thought and outstanding service to SMA. IN 2018, SMA created a Distinguished Service Award for SMA members who have provided extraordinary service to SMA over an extended period. The Distinguished Service Award explicitly recognizes that our Society depends on a small number of people whose dedication and tireless efforts on behalf of SMA has enabled our Society's success. The Distinguished Service Award requires exemplary service; it does not emphasize significant contributions to marketing thought.

The selection criterion for the Distinguished Service Award is significant, sustained service contributions to the Society over at least a ten-year period. Examples of exemplary service include, but are not restricted to, serving with distinction in multiple leadership roles across the Board of Governors, the Executive Committee, the Doctoral Consortia, Editorship of the Marketing Education Review (an SMA-owned journal), and other substantive services to SMA (with other examples to be determined by the Board of Governors).

We name this Award for John R. (Rusty) Brooks, Jr. of Houston Baptist University (HBU) because his career perfectly captures our definition of exemplary service. Rusty served as Executive Secretary (now called Executive Director) for at least 17 consecutive years (1984 – 2001), as President-Elect (2002 – 2003) – which includes chairing the annual SMA conference, and as President of SMA (2003 – 2004), and on the Board of Governors continuously at least since 2014; his current term extends to 2019. Collectively, this totals at least 25 years of hard-working service for SMA at an executive level. Additionally, Rusty arranged for a room at HBU that is dedicated to preserving SMA's historical records. Further, several years ago, Rusty persuaded our Society to become a 501(c)(3) organization that is exempt from federal taxes, that enables those so willing to make tax deductible contributions to SMA. All of this has been done without remuneration from SMA; indeed, without any expectation of remuneration, recognition, or reward.

***Given Rusty's selfless – and truly stellar – contributions, the Board of Governors is pleased to announce that the Distinguished Service Award is to be named, now and in perpetuity, the Rusty Brooks SMA Distinguished Service Award. This Award grants to its recipients the same rights and privileges that SMA Distinguished Fellows receive.***

All members of SMA who have provided exemplary, sustained service to the Society over at least ten years are eligible for the Rusty Brooks SMA Distinguished Service Award. A Nominating Committee and the Board of Governors will judge whether a nominee's service to SMA merits receiving this Award. Nominees must be SMA members in good standing for at least ten years. **Nominations will be accepted from August 1 – September 15 each year.** Recipients (if any) will be based on the recommendation of a three-member SMA Distinguished Service Nominating Committee. Its members will be appointed by the Board of Governors chair, with preference given to previous recipients of the Rusty Brooks SMA Distinguished Service Award (our intent is that in a few years, and under normal circumstances, all three members of the Nominating Committee will have received this Award).

### Submission Criteria and Procedures

To be considered for the Rusty Brooks SMA Distinguished Service Award, a nomination must be made by an SMA member and must include:

**A letter detailing the nominee's exemplary service to SMA. The letter must justify in detail why the nominator believes the nominee merits the Rusty Brooks SMA Distinguished Service Award.**

**The letter must be written by an SMA member. It must state the name, position, affiliation, and contact information of the nominee and the nominator. A full curriculum vita of the nominee must accompany the nomination.**

**The letter and accompanying documents should be addressed to the Chair, Nominating Committee for the Rusty Brooks SMA Distinguished Service Award.**

**A recipient of the Rusty Brooks SMA Distinguished Service Award must attend the annual SMA Conference to receive the award. A person who is nominated but does not receive the award may be re-nominated after a three-year waiting period.**

For more information, please contact:

**John R. (Rusty) Brooks, Jr.  
Houston Baptist University  
jbrooks@hbu.edu**

## Information for Exhibitors, Sponsors, & Advertisers

### About

Exhibits, sponsorships, and advertising are available to industry-compatible organizations and individuals. A SMA partner is prominently recognized at the Annual Conference, in the Conference Program, on the SMA website, and in other SMA media and communications. Firms that would benefit from interaction with several hundred marketing faculty and professionals at the annual four-day SMA Conference are invited to become SMA Partners.

Below is a list of all of the available products for exhibitors, sponsors, and advertisers. Read more details about each one at the bottom of the page.

### Exhibitors

Exhibitors' tables are located in high traffic areas and include appropriate table covers. Any other cost such as shipping and storage, Internet connectivity are the responsibility of the exhibitor.

<b>Platinum Exhibitor Table (with Free Full-Page Ad)</b>	<b>\$725.00</b>
<b>Gold Exhibitor Table (with Free 1/2 Page Ad)</b>	<b>\$675.00</b>
<b>Bronze Exhibitor Table (with Free 1/4 Page Ad)</b>	<b>\$575.00</b>

### Sponsorship Opportunities

#### Research & Teaching Award Sponsorship

SMA has a limited number of partnership opportunities available for sponsors of academic awards or honors presented at the annual SMA Conference. There are also opportunities for Conference special event sponsorships. Several named-sponsorships are now offered (e.g., Joe Professor Best Advertising Track Award). Please contact the SMA Executive Director for sponsorship opportunities.

<b>Best Paper in Track Sponsorship</b>	<b>\$500.00</b>
<b>Doctoral Consortium Sponsorship</b>	<b>\$1500.00</b>
<b>Distinguished Teaching Competition Sponsorship</b>	<b>\$1500.00</b>
<b>Dissertation Proposal Competition Sponsorship</b>	<b>\$1500.00</b>

### Event Sponsorship

The SMA welcomes sponsors for coffee breaks or afternoon breaks at the annual conference. There are two event sponsorship opportunities: anonymous sponsorship and identified sponsorship. Anonymous Sponsors will sponsor events without their identity being disclosed and without recognition. Identified sponsorship comes with signage recognizing the sponsor at the break (e.g., break sponsored by Joe Professor at College of Business at Sponsor University) and the sponsor's name will be announced at Awards Luncheon.

<b>Anonymous Sponsorship</b>	<b>\$550.00</b>
<b>Identified Sponsorship</b>	<b>\$750.00</b>

### Advertisers

Advertising in the Conference Program is available to both industry-compatible organizations and individuals.

#### Program Ad Specs

**One-Page Advertisement in Conference Program \$1,000**

To discuss [these opportunities](#), please contact:

**Rebecca VanMeter**  
**SMA Executive Director**  
**vanmeter@bsu.edu**

## Member highlights and news!

### Congratulations!



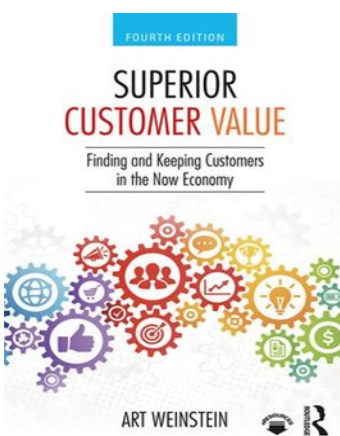
Dr. Wade Rouse has been named **Dean of the College of Business at McNeese State University (Lake Charles, LA)**.



Dr. William Kehoe has been elected the **William F. O'Dell Professor Emeritus of Commerce** at the **University of Virginia**. He will continue to teach one course each semester as well as continue to engage in research and writing. **He also is interested in considering visiting faculty positions for spring semester visitations.**

## New Book Announcement

**Superior Customer Value - Finding and Keeping Customers in the Now Economy, 4th Edition** *Art Weinstein, Nova Southeastern University*



**Value creation** is the **MARKETING EDGE** in the Now Economy. According to the Marketing Science Institute, "cultivating the customer asset" is the number one research priority. Create a customer-centric culture and win in the marketplace/ marketspace. Intertwining the latest marketing theory and best practices, see what it takes to delight customers and create world-class value.

**Superior Customer Value** is a state-of-the-art guide to designing, implementing and evaluating a customer value strategy in service, technology and information-based organizations. A customer-centric culture provides focus and direction for an organization, driving and enhancing market performance.

By benchmarking the best companies in the world, Weinstein shows marketers, leaders, and students what it really means to create exceptional value for customers in the Now Economy. **Learn how to transform companies by competing via the 5-S framework – speed, service, selection, solutions and sociability.** Other valuable tools such as the Customer Value Funnel, Service-Quality-Image-Price (SQIP) framework, SERVQUAL, and the Customer Value/Retention Model frame the reader's thinking on how to improve marketing operations to create customer-centered organizations.

[Click here to read more.](#)

## 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 2019, 2020 and 2022, the award would bear your name from 2019 through 2022.

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

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, **Rebecca VanMeter**, at [vanmeter@bsu.edu](mailto:vanmeter@bsu.edu) for more information.



# Board of Governors

## Current Board of Governors (2018—2019)

**Chair: Diane Edmondson**  
Middle Tennessee State University, SMA Past President

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# SMA SOCIETY FOR MARKETING ADVANCES

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Trinity University  
[cdavis2@trinity.edu](mailto:cdavis2@trinity.edu)



**Director of Electronic Communications**

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[kkcoker@bsu.edu](mailto:kkcoker@bsu.edu)



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[holly.syrdal@txstate.edu](mailto:holly.syrdal@txstate.edu)



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[mlevin@otterbein.edu](mailto:mlevin@otterbein.edu)



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Rebecca Van Meter  
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[vanmeter@bsu.edu](mailto:vanmeter@bsu.edu)

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Southeast Missouri State University,  
[ssen@semo.edu](mailto:ssen@semo.edu)



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Lucy Matthews  
Middle Tennessee State University  
[lucy.matthews@mtsu.edu](mailto:lucy.matthews@mtsu.edu)



**Proceedings Editor**  
Jie G. Fowler  
Valdosta State University  
[jgfowler@valdosta.edu](mailto:jgfowler@valdosta.edu)

**2019 Conference co-chair**

John R. "Rusty" Brooks, Jr.  
Houston Baptist University  
[jbrooks@hbu.edu](mailto:jbrooks@hbu.edu)



**2019 Conference co-chair**

Pia A. Albinsson  
Appalachian State University  
[albinssonpa@appstate.edu](mailto:albinssonpa@appstate.edu)

**2019 Conference co-chair**

Joseph Hair  
University of South Alabama  
[jhair@southalabama.edu](mailto:jhair@southalabama.edu)



**2019 Conference co-chair**

Alvin J. Williams  
University of South Alabama  
[awilliams@southalabama.edu](mailto:awilliams@southalabama.edu)