

## Greetings from Lucy M. Matthews, President

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Thank you all for making the 60<sup>th</sup> Annual SMA Conference in Charlotte, NC, a great success! We had over 380 submissions to the conference, with representatives from 37 U.S. states, and 25 countries on six continents. Financially, the conference was among the most profitable in the last 5 years. Beyond hearing all the exciting research, it was wonderful to see so many new and returning colleagues. It takes many individuals beyond just the executive committee and the board of governors to make a conference a success. I would like to thank everyone involved, including the track chairs, session chairs, reviewers, the consortium leaders, the editors that support special issues or attend the meet the editor session, the coordinators for the competitions, and teaching moments. Even with all this help, a conference is nothing without all the incredible attendees. So, thank you for your involvement!!

I hope that you all will be joining us again this fall in Dallas/Fort Worth! Dana Harrison has been working diligently to not only prepare the call for papers, including several special issues, but she has also been working with the new submission platform called Dryfta. Immediately after paying for the Easy Chair software last year, they changed their pricing structure. This prompted the executive committee to re-evaluate the different platforms that exist and conduct a cost-benefit analysis. We hope you find the new system to be more user-friendly than our prior platform.

As you will see throughout the pages of the newsletter, the members of the executive committee have been working on items outside of this year’s conference. Sarah has an exciting workshop lined up for this spring. Mark has been working on a conference location for 2025. Alisha finalized the proceedings from the conference. James is keeping an eye on the changing placement environment with universities and other conferences like AMA. Jie has been working on taxes, insurance, and paying bills. Mohan has been updating the SMA website. Sandy, of course, put together this newsletter.

We look forward to connecting with you all very soon. Please reach out if you have any issues with the new platform. Our goal is to make the conference experience smooth and enjoyable. If you are so inclined, please also share information about the conference with your colleagues and friends!

All the best,

*Lucy Matthews*



**2023 SMA Conference:**  
**Fort Worth, Tx**  
**November 8– 11**

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



## GREETINGS FROM THE 2023 PROGRAM CHAIR

### Dana Harrison

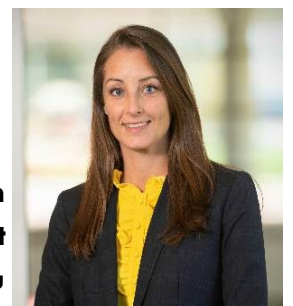
Please join us for SMA 2023 for the opportunity to advance how the wild west of big data and analytics is generating new ethical challenges for marketing. While papers relevant to all areas of marketing are welcome, several of the tracks will showcase papers that explore finding a balance between big data, analytics, and ethics. Don't forget to review the Conference Call for Papers for additional information on the Issues and Answers in Scale Development and SEM, as well as Special Issues associated with the conference. The event website is now live.

Please access the site from the SMA website at <https://sma2023.dryfta.com/>.

Submissions can then be made from the Dryfta dashboard after registering for a complimentary account and are due June 30th.

The conference will be held in Fort Worth, TX – “where the west begins.” The city now stands as a beacon of the arts but started as a stop on the Chisholm Trail and the Texas and Pacific Railway where it became the hub for the Stockyards. Fort Worth is the 13<sup>th</sup> largest city in the U.S. and was recently one of the nation's fastest-growing. Over 900,000 people now call the city home. Enjoy a stay at the Fort Worth Hilton, on the National Register of Historic Places, and where JFK delivered his last presidential address. Conveniently walk to shopping, museums, and restaurants. Finally, don't forget to visit the renowned zoo, botanical garden, the historic Stockyards, one of over 13 museums, or venture into the nightlife at places such as the famous Billy Bob's. You can experience the adventures offered by the Queen City of the Prairie by arriving conveniently from your destination using one of two airports, Dallas-Fort Worth International or Love Field.

Please don't hesitate to contact me if you have any questions or experience any technical issues! I look forward to seeing you in Fort Worth.



**Dana Harrison**  
**SMA 2023 Program Chair, President-Elect**  
**[harrisondl@etsu.edu](mailto:harrisondl@etsu.edu)**



## GREETINGS FROM THE 2023 PROGRAM CHAIR

### Dana Harrison

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#### Special Issues (\*) associated with SMA for 2023

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[Journal of Global Scholars of Marketing Science](#)

Journal of Marketing Analytics

Journal of Marketing Theory and Practice - Saturday Symposium

Marketing Education Review – Saturday Symposium

\* Asterisk in track list below indicates association with special issue (SI) and provides contact information for SI editors. Direct links to SI Call for Papers will be posted on the SMA website when available.

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#### Events and Event Chairs

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Doctoral Dissertation Proposal Competition

[Christopher Newman](#) - University of Mississippi

Steven J. Shaw – Joe Hair Best Paper in Conference

[Joe F. Hair](#), University of South Alabama

35th Annual Doctoral Consortium

[Pia A. Albinsson](#) - Appalachian State University

[Sharon Beatty](#) - University of Alabama

[Christopher Hopkins](#) - Auburn University

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#### Teaching Tracks and Track Chairs

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Innovations in Teaching Competition

[Larry Neale](#) - Queensland University of Technology

Distinguished Teaching Competition

[Cindy Rippé](#) – University of North Georgia

SMA Teaching Moments

[Charles Drehmer](#) - DePaul University

[Prachi Gala](#) - Kennesaw State University

[Parker Woodroof](#) - The University of Alabama at Birmingham

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#### SMA Conference Workshop

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**Issues and Answers in Scale Development and SEM:** Don't miss the Issues and Answers in Scale Development and SEM with Dr. Barry Babin and Dr. Nina Krey. This workshop will include an interactive overview of the analytics involved in psychometric scale validation and use of Analysis of Covariance Structures (Structural Equations Modeling) in general. An overview of the statistical principles involved and hands-on demonstrations of how to perform the analyses needed to test confirmatory structures and learn from the results of those test. Demonstrations will be performed using both AMOS and lavaan (R).

**Conference Submissions made via Dryfta by June 30, 2023**

Dryfta, the new SMA submission and registration system will be ready by March 1, 2023.

## GREETINGS FROM THE 2023 PROGRAM CHAIR –Continued

### Dana Harrison

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#### Research Tracks and Track Chairs

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##### **\*Artificial Intelligence, Business Intelligence, and Emotional Intelligence**

Special Issue with Journal of Global Scholars of Marketing Science – Special Issue Editors

[Brian 't Hart](#) - Trinity Western University  
[Isaac Cheah](#) - Curtin University

##### **\*Big Data, Analytics & Business Ethics**

Special Issue with the Journal of Marketing Theory and Practice with Saturday Symposium – Special Issue Editors

[Dana E. Harrison](#) - East TN State University  
[O.C. Ferrell](#) - Auburn University  
[Bryan Hochstein](#), University of Alabama  
[Michael Peasley](#), Middle TN State University

##### **Consumer Behavior (Conceptual, Theoretical, Qualitative)**

[Stephanie Lawson](#) – Appalachian State University

##### **Consumer Behavior (Quantitative)**

[Laura Boman](#) - Mercer University  
[Spuhurti Sewalk](#) - Florida International University

##### **Marketing Education**

[Kate Nicewicz](#) - Western Kentucky University

##### **Marketing Ethics & Corporate Social Responsibility**

[Courtney Peters](#) - Samford University  
[Michelle Sullivan](#) - East TN State University

##### **Marketing Futurology and Philosophy**

[Michael Hyman](#) – New Mexico State University

##### **Marketing Strategy & Entrepreneurship**

[Michael Levin](#) – University of Louisiana, Lafayette

##### **Personal Selling and Sales Management**

[Laura Munoz](#) – University of Dallas  
[Jen Riley](#) – Purdue University

##### **Products, Brand Management, & Pricing**

[Amy Watson](#) - Valdosta State

##### **Promotions/Advertisement and IMC**

[R. Wixel Barnwell](#) - Longwood University  
[Brian Taillon](#) - East Carolina University

##### **Public Policy, Non-Profit, & Healthcare Marketing**

[Mary Gardner](#) – Western Kentucky University  
[Bruce Huhmann](#) - Virginia Commonwealth University

##### **Retailing and eCommerce**

[Sona Klucarova](#) - University of Nebraska, Omaha

##### **Services Marketing**

[Elten Briggs](#) - University of Texas, Arlington

##### **\*Societal Impact of Marketing Education**

Special Issue with Marketing Education Review with Saturday Symposium – Special Issue Editors

[Ginger Killian](#) - Rollins College  
[Jeff Tanner](#) - Old Dominion University

##### **Social Media & Digital Marketing**

[Shirley Mai](#) - East Carolina University  
[Lubna Nafees](#) - Appalachian State University

##### **Special Sessions/ Panel Proposals**

[Joie Hain](#) - Clayton State University

##### **\*Supply Chain, Logistics & Sales Analytics**

Special Issue with Journal of Marketing Analytics – Special Issue Editors

[Joe F. Hair](#) - University of South Alabama  
[Ermanno Affusso](#) – University of South Alabama  
[Lindsay Givens](#) – Southern Arkansas University  
[Julius Ekeroma](#) – University of South Alabama  
[Wendy Ritz](#) – Florida State University, Panama City  
[Marco Wolf](#) – University of Southern Mississippi

##### **Tourism, Hospitality, Food, Music, & Sports Marketing**

[Julie Steen](#) - University of South Carolina Aiken

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\*\*To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon



## 35th Annual Doctoral Consortium

The Society of Marketing Advances proudly announces its 35th Annual Doctoral Consortium, which takes place on November 8 - 9, 2023, in conjunction with the SMA annual conference (which runs November 9 – 11) at the Fort Worth Hilton Hotel. As this year's co-program chairs, we'd like to welcome both nominators and nominees to begin thinking about the nomination of an excellent doctoral student from your program. Specifically, we invite doctoral program coordinators and faculty to nominate one outstanding doctoral candidate from their program as their 2023 doctoral consortium fellow. Please note the various dates we provide below and the materials necessary for nomination.

The selection and registration process begins with a submission package, including a letter of nomination from their supporting faculty member, the nominee's CV, as well as their 250 (or less)-word bio and picture. Please send these nomination materials to Professor Hopkins by June 30th at [cdh0059@auburn.edu](mailto:cdh0059@auburn.edu). Once the nominee's eligibility has been confirmed, the nominee will be informed and then we ask that the consortium fellow complete the conference registration form and submit the conference/consortium registration fee. Registration materials are available at the SMA web site (<https://societyformarketingadvances.org/Doctoral-Consortium>). The early registration rate for the consortium and conference 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, 2023.

As your hosts, we would like to continue the SMA tradition of making this an informative, memorable, and rewarding experience for all. We are lining up an all-star cast of eminent and emerging scholars in the field, with an exciting, interactive two-day program that doctoral students will not want to miss! Further, several opportunities for fellows to network with both newly-minted PhD scholars and eminent scholars from various subdisciplines in marketing will be a part of the program. More details on the participants and program will be forthcoming in the coming weeks, but events will include plenty of opportunity for students to gain knowledge in teaching, research methods, publication advice, as well as the inclusion of an interactive session we call Speed Doctoring, in which students have an opportunity to get feedback on their dissertation ideas from multiple scholars and fellows.

The focus of this year's SMA conference is: The Wild, Wild West: Finding the Balance between Big Data, Analytics, and Ethics. Full information on the conference and accommodation can be found on the SMA website: <https://www.societyformarketingadvances.org/>

### Co-Chairs



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



Sharon E. Beatty  
[sbeatty@cba.ua.edu](mailto:sbeatty@cba.ua.edu)



Christopher D. Hopkins  
[cdh0059@auburn.edu](mailto:cdh0059@auburn.edu)

## Innovations in Teaching Competition

Are you an innovative teacher?

Do you want to be recognized for your innovation?

Would you like to meet other innovative instructors?

The 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, 2023 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 Fort Worth, 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](mailto:l.neale@qut.edu.au)**

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## Distinguished Teaching Competition

This national competition is designed for academics that are in mid-career or later. The ideal competitor has a strong history of teaching excellence and innovation. Evidence of development of pedagogy of teaching via service or journal articles is a must. Past winners can be found at: <https://societyformarketingadvances.org/Distinguished-Teaching-Competition>. Please feel free to self-nominate or suggest a candidate and I will be happy to contact them. If you have questions, feel free to contact me at [Cindy.Rippe@ung.edu](mailto:Cindy.Rippe@ung.edu).

**Cindy Rippe**

**University of North Georgia**

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## SMA Teaching Moments

Do you have a teaching moment to share at SMA? If so, we have good news for you! We are accepting submissions to the Teaching Moments track.

**Your presentation** You'll take part in a lively, fast-paced session where each presenter has 3-minutes to share their favorite Teaching Moment.

### Example Teaching Moments

- A lecture method you that really brings home a marketing concept.
- An assignment that drives learning
- An approach to answering a common student question; overcomes a common misconception
- How you handle difficult, rebellious students
- Do a demonstration

To submit to SMA Teaching Moments, please use this link: <https://sma2023.dryfta.com/index.php>

**Submission deadline** June 30, 2023

We promise that you'll experience a very positive atmosphere and a high-energy session. Our goal: Give session attendees as many great teaching ideas as we can squeeze in the time allotted.

Each participant will receive "Thunderous Applause," we guarantee it.

Best regards,

**Charlie Drehmer | Prachi Gala | Parker Woodroof**

## 2023 SMA Doctoral Dissertation Competition

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

### Submission Criteria and Procedures:

Eligible entrants are doctoral candidates who are in any stage of their dissertation phase. Thus, eligible students must have completed all their coursework but not yet defended their dissertation at the time of submission. The candidate's dissertation advisor may be asked to submit a letter stating that he/she meets this criteria. 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. The proposal must focus on some aspect of marketing.

Documents must be formatted in MS Word, double-spaced, using Times New Roman 12-point font with 1 inch margins all around and must use the style of the *Journal of Marketing*. Proposals are limited to 15 pages, including title page (see below), an abstract of 150 words or less, all figures, tables, and references. The submission must be solo-authored by the doctoral candidate. Proposals not complying with all of these guidelines will not be eligible for review.

The winner(s) *MUST* attend the Society for Marketing Advances Annual Conference and present their research in order to receive their award. Students that do not win are still strongly encouraged to present their paper in a special doctoral dissertation session(s) at the conference.

Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following info on a separate title page: title, author's name, institutional affiliation, postal mail address, e-mail address, telephone number, and name of primary dissertation advisor.

Proposals are evaluated through blind reviews, and reviewer comments will be provided to the author.

### THE SUBMISSION DEADLINE IS JUNE 30, 2023.

**How do I submit?** Submit your paper (with the abstract included) electronically through the SMA submission system just as you normally would at [www.societyformarketingadvances.org](http://www.societyformarketingadvances.org). Make sure to select the "Dissertation Proposal Competition" track when submitting. Then separately email the paper and abstract to Christopher Newman at [cnewman@bus.olemiss.edu](mailto:cnewman@bus.olemiss.edu). Please write "SMA Proposal Competition" in the subject line.

For questions please contact Dr. Christopher Newman at [cnewman@bus.olemiss.edu](mailto:cnewman@bus.olemiss.edu).



## Updates from the Executive Director

Have you ever wondered how we chose the site for our annual conferences? As the SMA Executive Director, I have gone through the site selection process a few times and learned that it is much more involved than I initially thought. For this newsletter, I wanted to share some thoughts on what we look for when looking for new conference locations.

I completed my first site visit for our 2024 conference this summer, and I'm gearing up for the 2025 site visit in just a few months. For the initial 2025 site selection, we wanted to incorporate the feedback from the post-conference survey we sent out after our 2022 conference in Charlotte. We had fantastic suggestions and detailed feedback from that survey, and we submitted Request For Proposals (RFPs) from the top three city choices from that list. However, it can be challenging.

What makes a great conference location? There are multiple things that we look for. First and foremost, we want to ensure that it is in a city our members would like to visit. We know from your feedback that you prefer cities with warmer climates and hotel locations close to popular city-center destinations. We have a lot of international attendees, so we have to ensure that the city has an airport that can accommodate international flights. We also need a rather large conference area with rooms for research presentations, the awards luncheon, the doctoral consortium, the meet the editors' session, and all the great gatherings that are part of an SMA conference. We also want to make sure that the room rates we get are reasonable, as many of our attendees have to stay within their institutions' guidelines.

What prevents us from getting some popular locations? It's usually the availability of appropriate sites with all the abovementioned factors. Some frequently requested cities have a lot going on in early November. Hotels are typically sold out for these locations, or room rates are unreasonable. There is also the balance between our food and beverage (F&B) minimum costs and the cost of the conference space that we need. Generally, if we meet our F&B minimum, we pay less for the conference space. When hotels are in extremely high demand, these numbers don't usually work well for SMA, so we must look at other locations.

So, there are multiple factors we must consider when looking for conference locations, and sometimes it is a balancing act making sure that we get what we need without sacrificing what we want. For example, we are seeing a massive increase in hotel room rates that we are trying to navigate. Also, many locations don't hold conferences that take away from their weekend walk-up business, so our Tuesday-Saturday schedule doesn't work for them.

We are incredibly excited about the locations we have locked down for the upcoming conferences, starting with the 2023 conference at the historic Hilton Fort Worth. This hotel is right in the heart of the action, listed in the National Register of Historic Places, and is the site of JFK's final presidential address. We know this location will be popular, so book your room early!

Should you, for any reason, encounter a problem with your room block, please let me know, and I will do what I can to work with the hotel to accommodate your stay.

**Mark Pelletier**  
Executive Director  
[pelletierm@uncw.edu](mailto:pelletierm@uncw.edu)



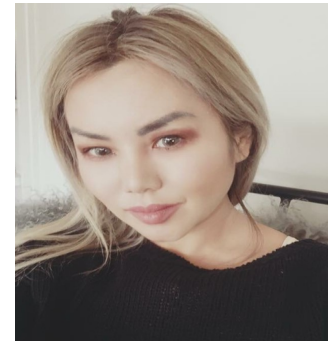


## Preliminary Treasurer's update

### Fiscal Year 2022

This report has been compiled for the Society for Marketing Advances as of December 31, 2022, The registration fees for the 2022 conference in Charlotte, NC, totaled \$123,975.00, with the workshop bringing in \$1,500.00. Furthermore, placement services generated \$810.00. Sponsors, royalties, and exhibitors raised \$12,151.75. With interest and other hotel adjustments, the total revenue was \$140,115.75.

The overall cost of the conference hotel, including lodging and meals, was \$66,317.99. Shipping, cash awards, trophies, equipment/projectors, the credit card transaction fees, Easy Chair submission platform, insurance, Dryfta software (2023), and the Guidebook app were other conference expenses, totaling \$27,467.56. Fortunately, the Board of Governors was able to negotiate a reduction in the yearly Taylor & Francis contract, lowering the annual cost to \$7,500. Taylor & Francis manages the SMA-owned Marketing Education Review as well as our affiliated journal, the Journal of Marketing Theory & Practice. The total cost came to \$101,285.55, yielding a \$38,830.20 gain for the year. SMA has a cash reserve of \$185,822.00 as of December 31, 2023. The cash reserve will be utilized to help cover conference costs according to contracts signed for conferences in Fort Worth, TX, in 2023 and Tampa, FL, in 2024. In November 2023, the maximum cost associated with all contracts totals \$253,322.50. Overall, the financial situation has improved over the past six years allowing the organization to be able to cover a majority of the contractual expenses as required per the constitution.



**Jie G. Fowler**  
jgfowler@valdosta.edu

## Academic Placement Services Update

We are excited to be back in 2023 to connect job candidates with employers. If you have any feedback on Academic Placement Services (APS) or questions, please reach out to me (james.blair@eku.edu). We do have some new plans for APS this year by adding new options for employers.

**Traditional Interviews:** This is the traditional APS offering. Employers will get a reserved table in the APS room. They can pre-arrange interviews based on job candidate portfolios and applications AND/OR do open interviews where job candidates can swing by to interview during available times slots.

**Informal Interviews: **\*\*New Feature This Year\*\***** Schedule your interviews through SMA. We will have candidates check-in with us. Once they are ready for their interview, they will check-in with us. We will send you a message the candidate is ready and then you can let them know where to meet you (lobby, coffee shop, etc.).

**Public Information Tables: **\*\*New Feature This Year\*\***** Some schools may not be allowed to interview at conferences (we were told more universities have this rule in place). Instead, many are allowed to provide information about the position and university. You still want to get your job out to potential candidates so we will be offering public tables that are accessible to everyone at the conference. This will allow you to have informal conversations answering questions about the position, university, department, etc.



**Jim Blair**  
james.blair@eku.edu



## From the Editor

Greetings from the Journal of Marketing Theory and Practice! It will be an understatement if I say that Annie Cui and I have enjoyed our work since we took on the roles of managing editor and editor-in-chief, respectively, last year. Chris Hopkins, previous editor-in-chief of the Journal of Marketing Theory and Practice, continues to help and guide us, and we are truly grateful to Chris. I also would like to recognize our exceptional team of AEs, senior advisory board members, and editorial review board members for their unwavering support to make sure the journal continues its growth journey. Hannah Shakespeare from Taylor and Francis has worked hard during this transition as well.

At the Fall SMA conference, we were pleased to announce Holly Syrdal (Texas State University) as the recipient of the JMTP Best Reviewer Awards; without the efforts of her and many other dedicated reviewers, the journal would not be able to function.

The Fall conference saw the annual meeting of the senior advisory board and editorial review board members. A great deal of discussion concerned the future direction of the journal. Also, it was decided that the journal would create opportunities for refreshing our editorial review board, and accordingly, we conducted a Qualtrics survey which many of you have participated in. We thank you for your response! This spring, based on the feedback, we will update our editorial review board and senior advisory board.

Issue 31(1), Winter 2023 is now available online via the JMTP website. Seven thought-provoking, impactful papers are published in this issue:

**Why own when you can access? Motivations for engaging in collaborative consumption.**

Jennifer L. Stevens, Catherine M. Johnson & Mark R. Gleim

**What can monitoring our bank account cash flows say about our loyalty cards?**

Emmanuel Apergis

**Cultivating & leveraging quilters' harmonious passion**

Kenneth R. Lord, Brenda C. Lord & Edwin K. Lord

**Are marketing practice and academia in sync? A look at the MSI priorities and marketing journal articles**

Esther Swilley, Doug Walker & Michael A. Chilton

**Marketing through the eyes of senior management: Insights from Fortune 500 reporting**

Johanna Frösén & David W. Stewart

**The mediating role of Brand Engagement in the Self-Concept (BESC) in explaining consumer response: a meta-analytic review**

Valter Afonso Vieira, Richie L. Liu & Victor Galindo de Mello

**Price reactions to a rival's market exit: evidence from the U.S. airline industry**

Sina Aghaie, Amir Javadinia & Seth A. Cockrell

I would also like to share with the SMA family a great opportunity to work closely with the journal. The Journal of Marketing Theory and Practice seeks a Social Media Editor to create and run engaging new journal Twitter and LinkedIn accounts (or other social media as appropriate) to promote the journal and further support its increasing reach, dissemination, and impact. The successful candidate will be appointed as 'Social Media Editor' on the journal's Editorial Board, will be provided with guidance and data to support them in their role, and work with the Editors and Publisher to build awareness of JMTP. They may also be invited to join journal meetings, either virtually, or in person (depending on location). As an Editorial Board member, they will also receive an online subscription to the journal, and a 30% discount for Routledge / Taylor & Francis books.

More information can be found here: [https://think.taylorandfrancis.com/editor\\_recruitment/journal-of-marketing-theory-and-practice-recruiting-for-social-media-editor/](https://think.taylorandfrancis.com/editor_recruitment/journal-of-marketing-theory-and-practice-recruiting-for-social-media-editor/)

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



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



## FROM THE EDITOR

Are we seeing the marketing education landscape evolve in right front of our eyes? What do we do about the emergence of Artificial Intelligence platforms (e.g., chatGPT) and how that alters the way we teach, think, and research marketing education? How do we facilitate learning among students without blurring the lines of academic integrity and source credibility? Does it have the potential enhance the way we learn or create barriers to authenticity? One of the major benefits of AI-enabled technology is that it has the potential to create custom/personalized learning experiences. It can also provide a more interactive learning experiences (via chatbots, VR, simulations) which may provide alternative ways of learning. AI tools may benefit teachers because it can help automate assessment tools and provide unique solutions to difficult teaching materials. However, AI platforms may also create barriers to learning as students may become more dependent; it may lead to questions of ethics and academic integrity in using such tools. These is an emerging topic that we are likely to grapple with in the near future as a marketing academic.

With this in mind, I have great optimism for the future of marketing education. As we conclude another round of the teaching innovation issue (to be published in Summer), I am excited to introduce our next co-editors Amy Watson and Michael Levin who will prepare the CFP that gets us to start thinking about how technology may alter our pedagogy and classroom dynamics. I look forward to the ongoing discussions that will take this in this area, and I hope that I can learn tools and best practices to enhance my classroom experience.

Recently, the Editorial Board has undergone a refresh with several members 'letting go' of their time with MER. In my direct conversations with them, some of them have been around since the Buddy LaForge (founder) era, and I am thankful of their dedication, time, and service that they have given to the journal. With the refresh, we have also found new and motivated members sign on for a two-year commitment. The Editorial board is now more diverse. For many of you that are staying on, I am grateful of your ongoing support and contribution.

On a final note, I am thrilled that in 2022, we had record number of submissions to MER. This only goes to show the ongoing community support and the rising interest that academics have for marketing education.

As always, if you have a desire to learn more or to help serve MER, please feel free to contact me at [lee.mark@torontomu.ca](mailto:lee.mark@torontomu.ca).

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





## **VOLUNTEER OPPORTUNITY FOR DOCTORAL STUDENTS**

The Society for Marketing Advances is looking for FOUR doctoral students to serve in a support role for the upcoming 2023 conference in Dallas/Fort Worth, TX. Students must be in a doctoral program during the Fall of 2023, 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); lunches and snacks will be provided every day; and students will share a staff room rate of approximately \$100 a night at the lovely Hilton Fort Worth checking-in on Tuesday, checking out Saturday. They must be available the entirety of the conference. It should also be noted that the selected doctoral students are not allowed to attend the 2023 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 Mark Pelletier at [pelletierm@uncw.edu](mailto:pelletierm@uncw.edu) , please provide the following information by September 1, 2023:

In the email please provide the following information.

Name:

Country of Origin:

Doctoral Institute:

Number of Years in Program:

Have you ever attended SMA? Yes, in 202\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, 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?





## 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 \$1000. 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 2023, 2024 and 2025, the award would bear your name from 2023 through 2025.

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

Sponsor commitments are requested by August 1st, 2023 for planning purposes and to be included in the program.

There are also other Sponsorships available including:

Doctoral Consortium

Teaching Competitions

Doctoral Dissertation Proposal Competition

Best Paper Sponsors

Morning and Afternoon Breaks

Welcome and President's Reception

App Sponsor

Individual Supporter

Please contact the **Executive Director, Mark Pelletier**, at [pelletierm@uncw.edu](mailto:pelletierm@uncw.edu) for more information.



## Fort Worth —A Visual Introduction





# #SMA60 - A RECAP





## Discover the MODERN WEST! Fort Worth at a glance.

### The Hotel



Located in downtown Fort Worth the Hilton Fort Worth is a historically significant hotel convenient to many attractions and fun things to do. There are many art galleries in the area as well as the thriving entertainment scene at Sundance Square, all within walking distance of the hotel. Additionally, the hotel offers:

- On-site dining at Ruth's Chris Steak House, Café Texas and Starbucks®
- Short Uber/Taxi ride to other popular attractions such as the Fort Worth Stockyards, Fort Worth Botanical Gardens, the Fort Worth Zoo, Bass Performance Hall, and the Fort Worth Museum of Science & History
- 20 miles from Dallas-Fort Worth International Airport (DFW) and 33 miles from Dallas Love Field Airport (DAL)
- World-famous Texas Motor Speedway, which features NASCAR and IRL races, is an easy 20-minute drive, as is AT&T Stadium, home of the Dallas Cowboys
- Complimentary WiFi available throughout the hotel

Take the train to Dallas; the Trinity Railway Express is within walking distance. There you can explore the Sixth Floor Museum at Dealey Plaza, the Perot Museum of Nature and Science, or the George Bush Presidential Library and Museum.

Please visit the hotel website for additional details about this property.



### Some FUN things for you to do in Fort Worth

See priceless masterpieces in the world-renowned [Cultural District](#)

Explore the true Western Heritage in the [Stockyards National Historic District](#)

Shop and dine in the 35-block [Sundance Square](#) or catch a show at [Bass Performance Hall](#)

Dine in one of many Fort Worth [restaurants](#) offering everything from Tex-Mex and BBQ to world-class cuisine.

View more than 7,000 animals at the nationally top-ranked [Fort Worth Zoo](#)

Experience life in the fast lane at [Texas Motor Speedway](#)

Root for America's Team at AT&T Stadium with [Dallas Cowboy Game Packages](#)



**SMA** SOCIETY FOR MARKETING ADVANCES



## Conference and Hotel Registration information

### 2023 Conference Registration Fees

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

Membership	Early Bird Registration (Pre-conference – Sept 30)	Regular Registration (Oct 01 – Oct 29)	Late Registration (Oct 30 - Nov 11 Noon)
Fellows & Regular Conference Attendee	\$ 350.00	\$ 400.00	\$ 450.00
Students	\$ 225.00	\$ 275.00	\$ 325.00
<a href="#">Doctoral Consortium</a>	\$ 275.00	\$ 325.00	N/A

### HOW TO REGISTER

#### Registration link:

<https://sma2023.dryfta.com/attendee-registration-tickets>

#### 2023 SMA Annual Conference Theme

**THE WILD, WILD WEST: FINDING THE BALANCE BETWEEN BIG DATA, ANALYTICS, AND ETHICS**

November 8 - 11, 2023

Please make your hotel reservations, by October 12, 2023.

#### Reserve your Room:

<https://sma2023.dryfta.com/72-travel-information>

Hilton Fort Worth  
815 Main St Fort Worth,  
Texas 76102 USA  
phone +1 (817) 870-2100

Room	2 Double Beds Room	1 King Bed with sofa bed
Rates	\$189 + tax	\$189 + tax





## Member News

### Institute for Marketing Futurology and Philosophy

Dr. Michael R. Hyman recently launched the Institute for Marketing Futurology and Philosophy. He is chairing a track at the upcoming SMA conference on marketing futurology and philosophy. The Institute will be funding a best paper award.

In his own words:

"I am transitioning from full-time faculty to emeritus status on July 1, 2023, in part to further focus on scholarly, society-bettering, and academic service activities. After four decades as a professor at several state universities, I decided to emulate my childhood heroes: the great scientists and inventors of yesteryear who sought eureka moments while toiling away in personal workshops. I founded and provided seed capital for an independent institute (a 501c3) to encourage scholarship on marketing futurology and philosophy. (For an example of the former, please see my co-edited special issue of the European Journal of Marketing from 2019.) The planned institute website will include bibliographies on related publications, a working paper series, a moderated discussion board, and a section about institute-sponsored award recipients. Anyone interested in serving on the institute's advisory board should contact me at [imktgfp1@gmail.com](mailto:imktgfp1@gmail.com)."



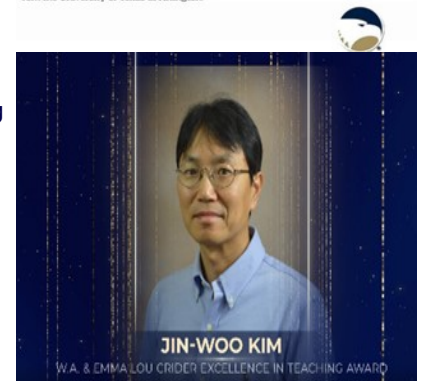
### And the winner is...

Jin-Woo Kim, an associate professor of marketing at Georgia Southern University, received the college teaching award last April, 2022.

"I believe teaching is a fundamental part of college faculty members. As an associate professor of the marketing department for the past eleven years, I prioritize teaching new marketing content applicable to real business. I enjoy creating interactive and engaging learning environments in class. For example, I have organized guest speaker presentations, panel discussions, and 'take-a-stand' to provide more realistic examples so students can understand important concepts while also having fun.

My students in my Advertising classes in the 2022 fall semester enjoyed doing the group project where they created short video commercials/advertising for two local restaurants (Soyumi and Saucy Shrimp). The owner and CEO, Mr. Adam Tsang visited with his PR company staff to view the project output and give us critiques. One of the core concepts in MKTG 4146 International Marketing is 'cultural diversity'. The international student-athletes have been invited to my International Marketing class to discuss cultural differences and diversity. After the panel members made a short (5 minutes) presentation about their home country, the class discussed each country's unique and different aspects of its culture. My class students enjoyed the session and had an opportunity to have an open mind and flexibility to accept foreign cultures.

In 2021, I was a finalist for the Sun Belt Conference Professor of the Year Award. As an Institutional Award Winner (Georgia Southern University), I was publicly recognized by [Sun Belt Conference](#). (Please click URLs for more information). I received the W. A. and Emma Lou Crider Award for Excellence in Teaching in May 2022."



### Member News

#### Moving on...

For AY2223, Michael Levin is moving from Otterbein University to serve as the chair of the Marketing Department at the University of Louisiana at Lafayette.



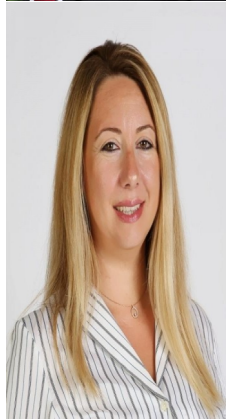
#### Moved up...

In the 2022-2023 academic calendar, Chris Huseman. Ph.D. was promoted from Associate Professor to full Professor at Liberty University. He teaches Marketing, Digital Marketing and Professional Selling.



#### Impact across borders...

Emel Yarimoglu is an Assoc Prof of Marketing at Yasar University Faculty of Business, Izmir/Turkey. She will be a Visiting Scholar at Comenius University Faculty of Management, Bratislava/Slovakia for 8 months in the semesters of 2022-2023 Spring and 2023-2024 Fall.



#### Building bridges...

William Kehoe, University of Virginia (SMA President 1991) recently was elected President of the Association of Naval ROTC Colleges and Universities. The Association works closely with the Naval Service Training Command (NSTC) to encourage the exchange of information and opinion between college and university institutions and the United States Navy, looking toward the greatest possible success in the operation of NROTC programs at colleges and universities.



#### At the helm...

Dr. David J. Ortinou (a.k.a. Dr. O) [(Professor Emeritus of Marketing) at the University of South Florida and SMA Distinguished Fellow] is serving as a guest editor of a Special Issue for the International Journal of Advertising (IJA) titled "How digital innovation has changed marketing: The Good, the Bad, and the Ugly".

#### I do I do...

I have enjoyed attending SMA over the years sharing my teaching and research, learning from leading educators, and making lifelong friends. Becca recently attended SMA too for the Orlando Conference and really enjoyed the experience. We recently got married this past February on a cruise ship. Excited to be attending many more SMA Conferences and celebrating everyone's personal and professional milestones! 🏠👩👨  
-Jim Blair, Eastern Kentucky University.



**Congratulations Becca and Jim!**

**- SMA Family**



## Board of Governors

### Current Board of Governors (2022—2023)

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Appalachian State University  
2019-2020 SMA President

**Michael Levin**  
Otterbein University  
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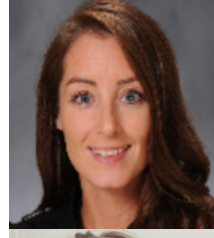
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**2023 SMA Annual Conference**  
**November 8 – 11, 2023**  
**Fort Worth, TX**

