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## Greetings from J. Charlene Davis, President

Does it seem like only yesterday that we were together in West Palm Beach, enjoying sunshine, ocean breezes, and managing to squeeze in some academic activities? It was my pleasure to serve as Program Chair for the conference, and I was very pleased with the number and quality of submissions, the conference attendance, and of course the resort atmosphere. The conference got off to a strong start with our 30th annual SMA Doctoral Consortium. Once again, Chris Hopkins and Kevin Shanahan put together a world-class program and I appreciate their leadership. With our pre-conference workshop presenters, members once again had an opportunity to learn or enhance skills for research and teaching. Heartfelt thanks to Barry Babin for his Structural Equation Modeling workshop, to Joe Hair and Lucy Mathews for their PLS workshop, and to Rebecca VanMeter and Holly Syrdal for their workshop on teaching marketing analytics. The society is also indebted to Greg Marshall for his stewardship of the Taylor&Francis Distinguished Scholar program. As the 2018 Distinguished Scholar, Ruth Bolton was inspiring and engaging, and the opportunity for our members to interact with the best of the best in an intimate venue, is a hallmark of what SMA is all about. Thank you again to the reviewers, the session chairs, the executive committee members, the presenters, and all others who helped make the conference a success. I am especially grateful for the advice and encouragement from the immediate past President, Diane Edmondson and Executive Director, Rebecca VanMeter.

Our 2019 conference will take place November 6-9 in historical and culturally rich New Orleans, a city that holds a special place in SMA's history and our return there always has a homecoming feel to it. Thank you for the honor of serving as President of SMA and I hope to see you in the Big Easy.



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

**2019 SMA Conference:**

**New Orleans, LA**

**November 6 - 9**

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

## 2019 SMA Conference Information

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

SMA returns to New Orleans! The 56th Annual SMA Conference is sure to be another great event, combining the best of what makes SMA special with the addition of new tracks, events, and activities. The 2019 Conference Theme, Changing the 'Rhythm' of Marketing: Are We Listening? offers marketing educators and researchers the opportunity to reflect on the rapid changes in the environment that marketers have to stay attuned and react to. Of course, submissions to our numerous other tracks are welcome. We hope to see you in vibrant New Orleans.

Our hotel, the J.W. Marriot is conveniently located downtown on 614 Canal Street, a few blocks away from the French Quarter with the buzzing Bourbon Street where live music can be found in most bars. A short walk to Fulton Street with various outdoor seating and a stone throw away from the River walk.

The SMA room rate is \$ 199/ night (single or double) plus taxes. This discounted rate is available Tuesday through Saturday of the conference week by calling the hotel +1-504-525-6500 (Please indicate your association with SMA to receive this special rate). This rate is available until October 16th on a first come, first-serve basis. The hotel will honor the conference rate a few days prior and post the conference based upon availability.

Hotel website:

<https://www.marriott.com/hotels/travel/msyjw-jw-marriott-new-orleans/?scid=bb1a189a-fec3-4d19-a255-54ba596febe2>

**Call for Papers:** See pg. 12-15 in this newsletter for the 2019 Call for Papers. Submissions include Papers (complete works), Presentations (early stage work), and Perspectives (panel sessions or multi-paper sessions in a specific area).

**Deadline: May 1, 2019**

**Submit via Easy Chair:**

<https://easychair.org/conferences/?conf=sma2019>

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),

## What Makes the 2019 Conference Special?

What can you expect from this year's conference besides three days of outstanding research presentations and teaching competitions, and connecting with friends and colleagues? Some additions to the Program, including: **Two tracks in conjunction with journal special issues:**

The first track, **Big Thinking about Marketing**, is combined with 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.

The second track, **Tourism, Hospitality, Food, Music, and Sports Marketing** for a special issue "Marketing Brands and Experiences in Sport, Entertainment, Tourism and Hospitality" (*Journal of Managerial Issues*) is guest edited by Diane Edmondson, Don Roy, and Raj Srivastava (Middle Tennessee State University). The guest editors will offer feedback after the research presentations during the conference.

### Pre-conference workshops:

#### Teaching Social Media

A new pre-conference half-day workshop on teaching social media is offered. In this workshop, Eric Harvey (Ball State University) will provide theoretical and practical exercises on social media marketing elements. The workshop is designed for both novice and established professors who teach this topic. A new book on social media is provided. 8.30-noon, book included. Price \$125.

#### CB-SEM Refresher

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 6<sup>th</sup> 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 (Louisiana Tech University) and Nina Krey (Rowan University). 8.30-noon. Price \$75.

#### Meta Analysis

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 (Louisiana Tech University) and Nina Krey (Rowan University). 1.30-5 pm. Price \$75.

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

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. 8.30 to noon, book included. Price \$125.



The Society for Marketing Advances is looking for THREE doctoral students to serve in a support role for the upcoming 2019 conference in New Orleans, LA. Students must be in a doctoral program during the Fall of 2019, be prompt, and be proficient in English. The students will support SMA daily in several ways (i.e., technical support for meeting rooms, set up and break down of equipment, facilitate registration, etc.). Students must be available to work every day during the hours of 7:30am to 5:30pm. Number of hours will vary depending on the day's events. In return these three students will have their conference registration fees waived; will be able to attend all SMA events (evening receptions & luncheons); breakfasts, lunches and snacks will be provided every day; and students will receive a staff room rate of \$100 a night at the lovely JW Marriott New Orleans Hotel checking-in on Tuesday, checking out Sunday. This room can be shared if students wish to reduce costs further.

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 J. Charlene Davis at [cdavis2@trinity.edu](mailto:cdavis2@trinity.edu), please provide the following information by May 1, 2019:

In an email please provide the following information.

Name:

Country of Origin:

Doctoral Institute:

Number of Years in Program:

Have you ever attended SMA?      Yes, in 201\_\_\_\_      No

Why do you want to serve as SMA Support?

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

## News from Academic Placement Services

Greetings from Academic Placement Services. 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. For the 2019 conference, Academic Placement will be available:

\* Wednesday from 4:00 p.m. – 6:00 p.m.

\* Thursday from 8:30 a.m. - 5:30 p.m.

\* Friday from 8:30 a.m. – 5:30 p.m.

Best wishes to all and I hope to see you in New Orleans!

For additional information about SMA's Academic Placement Services, please visit the SMA website or contact Holly Syrdal at [Holly.Syrdal@usm.edu](mailto:Holly.Syrdal@usm.edu) or (601) 266-4633.



## Officer's Report from Director of Electronic Communication

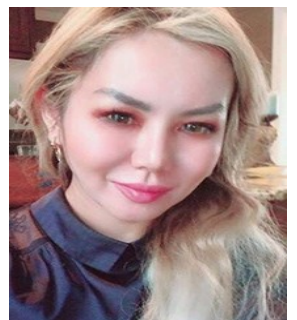
2018 was a year of transformation for SMA electronic communications. In spring 2018, I recommended a new online submission system, Easy Chair, which was successfully implemented for the 2018 conference. I also worked with a Miller College of Business Honors student, Maddy Gross, on an independent study to build a new website for SMA. This process was completed in fall 2018 and the new website is set to launch in time for the 2019 SMA Annual Conference. Here's to a successful 2019 and beyond for SMA electronic communications!



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

## Few words from the Proceedings Editor

The 2018 SMA proceedings was published in January 2019. We have included all papers/special sessions/teaching-related work in the proceedings. We received more than 200 papers this year and many of them were presented at the conference. All papers have gone through the double-blind review process. I would like to thank the track chairs for their time to manage with the reviews. I also thank all session chairs who organized each conference session. The proceedings are organized based upon the conference program. As such, I thank Charlene Davis who put the program together before the conference.



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





## 31<sup>st</sup> Annual Doctoral Consortium

The Society for Marketing Advances (SMA) 31<sup>st</sup> annual Doctoral Consortium will be held in conjunction with the SMA conference in New Orleans, Louisiana on November 6<sup>th</sup> and 7<sup>th</sup>. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates as 2019 consortium fellows. The consortium faculty will include a stellar line-up of scholars. Some of the stellar faculty that were part of the 2018 consortium include names like O. C. Ferrell (Auburn University), A. Parasuraman (University of Miami), Danny Butler (Auburn University), Bill Moncrief (Texas Christian University), Greg Marshall, (Rollins College), Bob McDonald (Texas Tech University), Linda Ferrell (Auburn University), Michael A. Levin (Otterbein University), Les Carlson (University of Nebraska), Naveen Donthu (Georgia State University), Christopher Newman (University of Mississippi), Joseph J. Cronin, (Florida State University), Dora Bock (Auburn University), Diana Haytko (Florida Gulf Coast University), Laurel Copeland Cooke (West Virginia University) and Mark Pelletier (University of North Carolina-Wilmington) among others.

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 ([www.marketingadvances.org](http://www.marketingadvances.org)). The early registration rate is \$250 and includes consortium registration, all consortium and conference events and access to the SMA Placement Service. This rate is \$300 if paid after October 1, 2019.

As your hosts, we would like to continue the tradition of making this both an informative and memorable experience, and to do so with the hospitality and collegiality at the heart of the Society for Marketing Advances.

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))



Angeline Close Scheinbaum and Diana Haytko



2018 SMA Doctoral Consortium Fellows

## 2019 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

- \$1,000 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

- \$500 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

### Sharon E. Beatty Best Services Marketing Proposal Award: Particularly meritorious proposals with a services marketing focus will be considered for this award.

- \$500 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 have successfully defended their dissertation proposal, but have not completed the final defense of the dissertation prior to the submission deadline. The candidate's dissertation advisor must submit a letter stating that he/she meets this criterion.

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 11-point font with 1 inch margins all around. Proposals are limited to 15 pages, including all figures, tables, and references and should begin with an abstract of 150 words or less. Authors must use the style of the Journal of Marketing. Proposals not complying with all of these guidelines will not be eligible.

Authors should avoid identifying themselves, their advisor(s), or their university in the text. Please include the following info on a separate cover 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.

Submission deadline is **JULY 1, 2019**. Submit entries electronically as an email attachment (MS Word .doc file) to Christopher Newman at [cnewman@bus.olemiss.edu](mailto:cnewman@bus.olemiss.edu). Please write "SMA Proposal Competition" in the subject line. No hard copy submissions will be accepted. You **MUST** be present at the Society for Marketing Advances Annual Conference to receive your award.

For questions or additional information please visit [www.marketingadvances.org](http://www.marketingadvances.org) or contact:

Christopher Newman  
University of Mississippi  
[cnewman@bus.olemiss.edu](mailto:cnewman@bus.olemiss.edu)

## Retrospection by a first time SMA conference attendee

Attending a conference for the first time can be intimidating for many students who are just entering the world of academia. SMA is a great conference for doctoral students, as it represents the best in what a conference has to offer.

SMA is organized to make everyone feel comfortable from the beginning of the conference. I believe the faculty and the doctoral students did a great job making newcomers feel welcomed. On the first day, there was a welcome reception, which gave attendees the opportunity to meet many people in a more relaxed setting compared to the rest of the conference. One of the characteristics that makes SMA different is that the faculty treats doctoral students more like colleagues, which allows for interesting conversations that may not have been possible otherwise.



SMA is not only a conference to socialize and make connections, but it also offers the opportunity to broaden research interest and research expectations. The conference offers a large number of sessions that are spread over three days and cover many different types of research interests. As a doctoral student who is still trying to discover and learn research interests, it was challenging to select the sessions that are potentially the most interesting.

Presenting research for the first time is scary. This may be nerve-wracking for many students who lack the experience presenting research. This was definitely the case for me, as I wanted to make sure that I did the best job possible. Presenting at SMA allowed me to get constructive feedback from a friendly audience and improve the manuscript.

I strongly recommend new students to come to SMA to gain awareness on current research, present research to improve the manuscript, meet other doctoral students, and professors. SMA was not only a great first conference, but it is also a conference I plan to attend in the future.



**Brett Kazandjian**  
**Doctoral student,**  
**Mississippi State University,**  
**Winner, 2018 Best Paper in Retailing Track.**



## Preliminary Treasurer's update

### Fiscal Year 2019

This report serves as a preliminary report as it is produced near the conclusion of the Society for Marketing Advances' fiscal year. As of this date, we hold the following amounts in checking and savings accounts:

Mar. 1, 2019 - \$112,144.54  
 Mar. 1, 2018 - \$86,000.72  
 Mar. 1, 2017 - \$55,243.16

Of this amount, we hold \$50,000 in reserves in case we need to cancel a conference and maintain a reserve of \$42,000 for payment of the contract with Taylor & Francis.

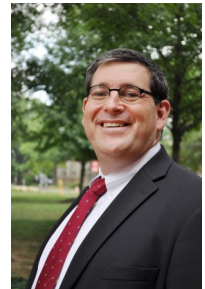
The last two years, we have augmented our revenue with special evening programs such as the bourbon tasting in 2017 and the rum and vodka distillery tour in 2018.

Furthermore, we have solidified our finances by pursuing tax exempt status in the state that we hold our annual conference and by changing our conference fee structure.

In the next several years, we want to maintain our financial soundness that we currently enjoy.

#### Treasurer

Michael Levin  
 Otterbein University  
[mlevin@otterbein.edu](mailto:mlevin@otterbein.edu)



#### FROM THE EDITOR

Marketing Education Review is excited to announce in 2019 the journal will publish four issues. With the move to four issues we have expanded reviewing opportunities and space for more articles. I am delighted to announce Cindy Rippe, the 2018 Pride-Ferrell Teaching Innovations in Teaching winner, and Kesha Coker from Teaching Moments have agreed to be co-editor of the Innovations Issue. We have changed the name from Special Issue in Teaching Innovations to simply Innovations. A call will still go out and it will be published in the summer. I will be surveying the MER Editorial Review Board for ideas about a special issue topic, so if you have any ideas feel free to contact me ([barbara\\_wooldridge@uttyler.edu](mailto:barbara_wooldridge@uttyler.edu))

For more information about the MER please visit [www.marketingeducationreview.com](http://www.marketingeducationreview.com).

**Barbara Wooldridge, Editor**



# JMTP JOURNAL OF MARKETING THEORY AND PRACTICE

Greetings from the Journal of Marketing Theory and Practice!

I am happy to report that our special issue titled “The Progression and Impact of the Sharing Economy” is slated to appear in print in Volume 27, Issue 4. This special issue is sponsored by the Direct Selling Education Foundation, and is co-edited by Mohammad Reza Habibi and Alexander Davidson.

We are also pleased to announce the call for papers for the next special issue of the journal. The special issue, titled “Strategic Marketing and Resource-Advantage (R-A) Theory in Marketing’s Era V (2020 - ?): Implications for Research, Practice, and Pedagogy” will be co-edited by Arturo Vasquez (University of Texas Rio Grande Valley) and Robert McDonald (Texas Tech University).

Examples of possible topics include, but are not limited to the following:

- Comparing the effects of R-A theory’s proactive innovation with the effects of reactive innovation in tune with firm comparative advantages in specific markets.
- Using R-A theory to distinguish between business and marketing strategy.
- Using R-A theory as a foundation for a general theory of marketing.
- Comparing the importance of resource allocation versus resource creation in firm strategy.
- The criminal or non-fiduciary misallocation of resources as leading to positions of competitive disadvantage, as seen in the recent financial crisis.
- Using R-A theory to link the role of social trust and/or codes of conduct to firm performance, economic development, and consumer well-being.
- Measuring well-being beyond firm-level performance and/or country-level economic development.
- Evaluating the role of established marketing constructs (e.g. customer satisfaction, customer experience, customer perceived value, service quality, relationship marketing, and customer equity) in developing and sustaining comparative and competitive positional advantages.
- Assessing the role of innovation, technology and/or organizational learning in the configuration of firm competitive and comparative advantages in specific markets.
- Applying R-A theory to non-business entities such as non-profits, nongovernmental organizations, governmental agencies, governments, political entities, nations, alliances, partnerships, and cartels.

- Integrating higher-order resources (e.g., absorptive capacity, market-focused strategic flexibility, learning platform capability – See Hunt & Madhavaram (2012) for specifics) into firms’ comparative advantages in specific markets.
- Assessing the role of competitors and their suppliers in the configuration of firm competitive and comparative advantages in specific markets.
- Assessing the role of public policy and the role of government in the configuration of firm competitive and comparative advantages.
- Transforming societal resources into firm comparative advantages.
- Relating societal institutions to firm comparative advantages.
- Assessing the measures of firm performance currently used in contrast to the measures of superior financial performance in the R-A theory.
- Teaching firm strategy by integrating business and marketing strategies in the R-A theoretical framework.
- Teaching R-A theory by linking its structure and composition to the established concepts of business marketing strategies.

Please note that the due date for submission of manuscripts to the special issue is **September 1, 2019**.

In other news, the 2018 JMTP editorial board meeting took place at the SMA conference this past fall. During the meeting, Dr. Christopher Hopkins (Auburn University) was recognized as this year’s recipient of the Best Reviewer Award. Many thanks to Chris for his insightful reviews and ongoing service.

In closing, I would like to thank the members of the SMA community who continue to read and cite JMTP articles, as well as all those who have served as reviewers and authors for JMTP. Please continue to consider JMTP as an outlet for your work! Please note that the journal has a new email address. You may contact us at [jmtp.editor@gmail.com](mailto:jmtp.editor@gmail.com).

Thank you!

Karen Flaherty, Editor

**Karen Flaherty, Managing Editor**



## Program Co-Chairs Spotlight



Pia A. Albinsson, Ph.D. (New Mexico State University) is the John W. Guffey Jr. professor of marketing at Appalachian State University where she has been teaching since 2009. She served as Secretary for SMA 2005-2018 and has attended all but two SMA conferences since 2007. Pia co-edited the book *The Rise of the Sharing Economy* that was published in 2018 and is currently co-authoring a book on Uber for Greenwood publishing. Her research that focuses on collaborative consumption, green

consumption, consumer activism, value co-creation and advertising effectiveness has been published in *Journal of Marketing Theory and Practice*, *European Journal of Marketing*, *Journal of Consumer Marketing*, *Journal of Consumer Behavior*, *Journal of Public Policy and Marketing*, *Journal of Macromarketing*, and others.

Joe Hair is Director of the DBA Program and Cleverdon Chair of Business in the Mitchell College of Business, the University of South Alabama. In 2018 Joe was recognized by Clarivate Analytics as being in the top 1% globally of all Business and Economics professors. His selection was based on his citations and scholarly accomplishments, which for his career exceed 165,000. He has authored over 70 book editions, including *MKTG*, Cengage Learning, 13th edition, 2019; *Multivariate Data Analysis*, Cengage Learning, U.K., 8th edition 2019 (cited 110,000+ times and one of the top five all time social sciences research methods textbooks); *Essentials of Business Research Methods*, Routledge, 4th edition 2019; *Essentials of Marketing Research*, McGraw-Hill, 5th edition 2019; and *A Primer on Partial Least Squares Structural Equation Modeling*, Sage, 2nd edition 2017. He also has published numerous articles in scholarly journals such as the *Journal of Marketing Research*, *Journal of Academy of Marketing Science*, *Organizational Research Methods*, *Journal of Advertising Research*, *Journal of Business Research*, *Journal of Long Range Planning*, *Industrial Marketing Management*, *Journal of Retailing*, and others. He is writing a new book on *Marketing Analytics* that is forthcoming in 2020 (McGraw-Hill). Joe is a past president of SMA as well as other scholarly organizations.



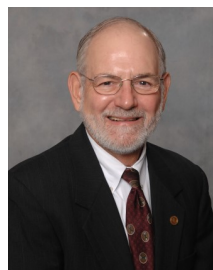
Alvin J. Williams is the Distinguished Professor of Marketing and Chair, Department of Marketing and Quantitative Methods, Mitchell College of Business, University of South Alabama. Previously, he was Interim Dean, College of Business and Professor of Marketing, University of Southern Mississippi, Hattiesburg, where he worked from 1980-2008. Williams served as Department Chair from 1988-2005.



He has been active in the Society for Marketing Advances (SMA) since 1980, serving as President (2001-02 and 2016-17), co-chair of the inaugural SMA Board of Governors, co-program chair (2010-11), co-program chair (2018-19), Vice-President of Publications, in addition to track chair, presenter, and reviewer at various times.

Williams has conducted over 350 presentations and seminars for supply management and marketing professionals and academicians in the U.S., Europe, South Africa, India, China, New Zealand, and Peru. He has published in various academic and professional journals in marketing and supply management, including *Industrial Marketing Management*, *Journal of Supply Chain Management*, *Journal of Marketing Theory and Practice*, *Psychology and Marketing*, *Journal of Financial Services Marketing*, *Journal of Business & Industrial Marketing*, and *International Journal of Bank Marketing*. He is past Editor of the *Journal of Supply Chain Management*.

Professionally, he is active in the Institute for Supply Management (ISM) and the Academy of Marketing Science. He is currently Vice-President for Professional Development – Institute for Supply Management (ISM) – Alabama/Mississippi Gulf Coast.



John R. "Rusty" Brooks, Jr. obtained his DBA in Marketing at Texas Tech University. He is a Professor of Marketing and holds the Prince-Chavanne Chair in Christian Business Ethics at Houston Baptist University. His research interests lie in consumer behavior, mobile marketing and retailing, advertising and promotion, and the emerging field of gamification in marketing and sales. He is a past-president and member of the board of governors for the Society of Marketing Advances (SMA). In his career he has written over 140 scholarly papers, books, and publications of some form.



## Changing the 'Rhythm' of Marketing: Are We Listening?

The Big Easy, the Crescent City, one the birthplaces of Jazz, or NOLA, are some of the nicknames for New Orleans, which offers many interesting aspects to visitors. New Orleans is world-renowned for its cuisine, music, celebrations and festivals. With over 1,400 restaurants, there are food choices for every palate. Boudin, Bourbon and Beer are only some of the local tastes offered in this lively city. The French Quarter, called the Crown Jewel of New Orleans, one of the most famous areas of New Orleans offers historic sites as well as haunted tours. As New Orleans celebrated its tricentennial anniversary in 2018, it is timely to take a moment reflecting on the way the *Rhythm of Marketing is Changing*. Are we as marketing academics and practitioners listening and keeping up with these changes? Consider joining us in New Orleans as we explore this and other marketing topics.

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!

### Pre-Conference Workshops:

#### **CB-SEM Workshop**

Barry J. Babin  
Louisiana Tech University  
bbabin@latech.edu  
and  
Joseph F. Hair, Jr.  
University of South Alabama  
jhair@southalabama.edu  
and  
Nina Krey  
Rowan University  
krey@rowan.edu

#### **Meta Analysis Workshop**

Barry J. Babin  
Louisiana Tech University  
bbabin@latech.edu  
and  
Nina Krey  
Rowan University

#### **Partial Least Squares (PLS-SEM) Workshop**

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

#### **Teaching Social Media Marketing Workshop**

Eric Harvey  
Ball State University  
esharvey@bsu.edu

### Event and Event Chairs:

#### **Doctoral Dissertation Proposal Competition**

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

#### **Steven J. Shaw Best Paper in Conference**

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

#### **31st Annual Doctoral Consortium**

Elten Briggs  
University of Texas Arlington  
ebriggs@uta.edu  
and  
Brian Rutherford  
Kennesaw State University  
Bruther1@kennesaw.edu  
and  
Kevin Shanahan  
Mississippi State University  
shanahan@business.msstate.edu



### Research Tracks with Special Journal Issues and Post-Conference Symposium

#### **Big Thinking about Marketing**

Jaebeom Suh  
Kansas State University

In conjunction with a Special issue of Journal of Macromarketing, guest edited by Linda Ferrell, Auburn University, lkf0009@auburn.edu

Post-conference symposium November 9<sup>th</sup> (afternoon).

Symposium chair:  
Jaebeom Suh  
Kansas State University  
jsuh@ksu.edu

Editor of Journal of Macromarketing  
Mark Peterson  
University of Wyoming  
markpete@uwyo.edu

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

Diane Edmondson  
Don Roy  
Raj Srivastava  
Middle Tennessee State University

In conjunction with a Special issue of Journal of Managerial Issues titled "Marketing Brands and Experiences in Sport, Entertainment, Tourism and Hospitality." Guest edited by the track chairs (above) – manuscript feedback will be offered during regular sessions related to the track.

Editor of Journal of Managerial Issues  
Eric Harris  
Pittsburg State University  
eharris@pittstate.edu

### Teaching Tracks and Track Chairs:

#### **Cengage Pride-Ferrell Innovations in Teaching**

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

#### **Axcess Capon Distinguished Teaching**

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

#### **SMA Teaching Moments**

D. Joel Whalen  
De Paul University  
jwhalen@depaul.edu  
and  
Kesha K. Coker  
Ball State University  
kkcoker@bsu.edu

### Research Tracks and Track Chairs:

#### **Consumer Behavior**

Yam B. Limbu  
and  
Manveer Mann  
Montclair State University

#### **Cross-Cultural and Global Marketing**

Ceyhan Kilic  
Tarleton State University  
and  
Turkan Kilic  
West Texas A&M University

#### **Business-to-Business Marketing**

Christine Pitt  
Kungliga Tekniska Högskolan  
and  
Jan Kietzmann  
University of Victoria

#### **Marketing Education**

Lili Gai  
University of Texas Permian Basin  
and  
Sarita Ray Chaudhury  
Humboldt State University

#### **Marketing Strategy and Entrepreneurship**

Leyland Pitt  
and  
Emily Treen  
Simon Fraser University

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

Jay Mulki  
Northeastern University

#### **Products, Brand Management and Pricing**

Judi Billups  
Salisbury University  
and  
Michael C. Peasly  
Middle Tennessee State University

#### **Promotions**

Harriette Bettis-Outland  
University of West Florida  
and  
Tony Henthorne  
University of Nevada Las Vegas

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

Laurel Cook  
West Virginia University  
and  
Sarah Lord Ferguson  
Simon Fraser University

**Research Methods and Analytics**

Jeffrey Totten  
McNeese State University  
and  
Tran Trang  
East Carolina University

**Retailing, Logistics, and Supply Chain Management**

Bridget Nichols  
Northern Kentucky University  
and  
Daniel Flint  
University of Tennessee Knoxville

**Services Marketing**

Thomas L. Baker  
University of Alabama  
and  
Kristina Lindsey-Hall  
Louisiana State University

**Social Media and Marketing Technology**

Mohan Menon  
University of North Georgia  
and  
Velitchka Kaltcheva  
Loyola Marymount University

**Special Sessions**

Adam Mills  
Loyola University New Orleans  
and  
Brittney Bauer  
Saint Louis University

**Submission Guidelines:**

- Full papers or presentations with references are accepted for review. Special sessions and panel submissions are also accepted. Hereafter, 'papers' include papers, presentations, and panels.
- Papers, Presentations, and Panel submissions should be submitted using the Easy Chair System. Do NOT submit papers directly to track chairs.
- Papers will be reviewed using a blind evaluation process. Please do not include author names, affiliations, or contact information in the uploaded manuscript.
- Submission indicates that the paper has not been previously published or is under review elsewhere.
- All papers must be a minimum of 750 words, excluding references, figures, and tables. Typical length of full papers is 20 double spaced pages, including references, figures, and tables, using a 12-point font. Typical length of presentations is five double spaced pages, including references, figures, and tables.
- At least one author per accepted paper must register, pay for, and attend the conference.
- Only full paper submissions will be considered for Best Paper Awards. Authors of full papers have the option to publish either the full paper or the Summary Brief in the proceedings.

**For questions or problems, please contact one of the  
SMA 2019 Program Chairs:**

*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),*

*or the President J. Charlene Davis, at [cdavis2@trinity.edu](mailto:cdavis2@trinity.edu).*

***Due Date for Submissions: May 1, 2019***  
***Submissions open March 1, 2019 via the Easy Chair***  
***Conference system <https://easychair.org/conferences/?conf=sma2019>***



## Big Easy Calling! Some FREE and FUN things for you to do in New Orleans

- Wander along Woldenberg Riverfront Park
- Walk through Crescent Park
- Window shop
- Gallery hop in the Arts and Warehouse District
- Take a free tour of the Nola Brewery
- Walk around the lake in City Park
- People watch along Jackson Square
- Wander through the Garden District
- Dance down Frenchmen Street
- Visit the Sydney and Walda Besthoff Sculpture Garden
- Visit a cemetery



- Visit Milton H. Latter Memorial Library
- Peruse the French Market
- Take a tour of Saint Louis Cathedral in Jackson Square
- Take a walking tour with a park ranger from the French Quarter Visitor Center
- Explore Mardi Gras Collections at restaurants
- Watch the crowds on Bourbon Street
- Watch artists demonstrate glass blowing
- Meander around one of the city's many farmers markets



**Cengage Pride-Ferrell Innovations in Teaching**

Are you an innovative teacher?  
Do you want to be recognized for your innovation?  
Would you like to meet other innovative instructors?

The Cengage Pride-Ferrell Innovations in Teaching competition at SMA is an excellent forum to present your teaching innovations in a competitive, collegial and supportive format. Submit a five page (max) explanation of your innovation 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 New Orleans, 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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**The Access Capon Distinguished Teaching Competition**

The Access Capon Distinguished Teaching Competition is designed for academics later in their career. In addition to being an innovative teacher the competition will focus on contributions to the discipline of teaching marketing and pedagogical research. Applicants develop a brief package (7 pages) that includes a brief statement of teaching philosophy, a three page condensed vita, and three pages of supporting material of his/her choice. All applications are reviewed by a panel of former winners. Please feel free to contact me if you have any questions about the competition **[barbara\\_wooldridge@uttyler.edu](mailto:barbara_wooldridge@uttyler.edu)**.

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

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**SMA Teaching Moments**

Do you have a teaching innovation you would like to share? If so, we welcome your 100-word abstract submission for consideration for the 2019 SMA Teaching Moments track. You can present your teaching moment in a lively 3-minute session at the conference and share your abstract in the conference proceedings. Please submit your teaching moment by May 1, 2019 using the EasyChair link given below:

<https://easychair.org/conferences/?conf=sma2019>

SMA Teaching Moments track chairs: **D. Joel Whalen ([jwhalen@depaul.edu](mailto:jwhalen@depaul.edu))** and **Kesha K. Coker ([kkcoker@bsu.edu](mailto:kkcoker@bsu.edu))**. We look forward to seeing you in New Orleans for SMA 2019!



## Big Thinking about Marketing



### Call for Papers for a special issue

Special issue editor: Linda Ferrell, Chair & Professor of Marketing, Auburn University

In collaboration with the Society for Marketing Advances' 2019 conference in New Orleans, a special issue for the *Journal of Macromarketing* will focus on "Big Thinking about Marketing". In general, papers taking a big-picture view of issues/opportunities confronting marketers and society are welcome for the special issue. Preference will be given to papers presented at the 2019 SMA conference, however, papers must meet the quality standards for the journal. A macromarketing symposium to boost the efforts of those developing manuscripts for the special issue will take place at the 2019 SMA conference on Saturday afternoon, November 9, 2019.

Macromarketing focuses on the interplay between marketing and society. Macromarketers go beyond the dyad of buyer and seller in markets to study marketing systems and the context of markets. Traditionally, six sub-areas of macromarketing have formed the "QUEENSHIP" acrostic of macromarketing: 1) quality of life, 2) ethics, 3) environment and sustainability, 4) marketing systems, 5) marketing history, and 6) poor countries. <http://jmk.sagepub.com/>

The objective of this special issue is to stimulate a lively discussion about big thinking about marketing. We invite empirical, conceptual, and theoretical works on the following topics:

▪ Quality of life	▪ Marketing for a better world
▪ Ethics	▪ Big problems facing marketers today
▪ Environment/Sustainability	▪ UN's Sustainable Development Goals
▪ Marketing systems/ecosystems	▪ Big Data, technology, social media, privacy
▪ Marketing history	▪ Culture and marketing, macro-level CCT
▪ Poor/developing countries	▪ Public policy and marketing

Submissions are due no later than **February 28, 2020** at <http://mc.manuscriptcentral.com/jmk>. Indicate that your paper is intended for this special issue. Manuscripts guidelines are available at: <http://jmk.sagepub.com/>. Please direct any inquiries about the special issue editor, Linda Ferrell at [lkf0009@auburn.edu](mailto:lkf0009@auburn.edu). We expect the special issue to be published in 2021.

**CALL FOR PAPERS***Journal of Managerial Issues*

Special Issue: “Marketing Brands and Experiences in Sport, Entertainment, Tourism and Hospitality”

**DUE DATE FOR SUBMISSION: FEBRUARY 1, 2020**

*Expected Publication: Early to Mid 2021*

## GUEST EDITORS

Don Roy, Middle Tennessee State University ([Don.Roy@mtsu.edu](mailto:Don.Roy@mtsu.edu))

Raj Srivastava, Middle Tennessee State University ([raj@mtsu.edu](mailto:raj@mtsu.edu))

Diane R. Edmondson, Middle Tennessee State University ([Diane.Edmondson@mtsu.edu](mailto:Diane.Edmondson@mtsu.edu))

*Journal of Managerial Issues* (JMI) is pleased to announce a special issue in collaboration with the 2019 Society for Marketing Advances Conference.

This special issue aims to disseminate recent theoretical and empirical work that further contributes to the study of the marketing of brands and experiences in the sport, entertainment, tourism, and hospitality sectors. A non-exhaustive list of possible topic areas include:

- Building and maintaining long-term customer relationships
- Social media strategies for branding and relationship building
- Effects of artificial intelligence on customer experience and satisfaction
- Use of digital communication channels to complement direct consumption experience
- Mobile marketing strategies and tactics for engagement
- Role of innovation in creating competitive advantage
- Pricing strategies that strike balance between revenue maximization and customer satisfaction
- Developing an organizational culture to support customer-focused practices

**Submission guidelines:** Manuscripts must not exceed 25 double-spaced pages in length with 1” margins and 12-point font. The page limit includes text pages, references, tables, and figures (cover page and abstract are not counted). Submissions to the special issue should be sent electronically in Microsoft Word format to Don Roy ([Don.Roy@mtsu.edu](mailto:Don.Roy@mtsu.edu)), Raj Srivastava ([raj@mtsu.edu](mailto:raj@mtsu.edu)), and Diane Edmondson ([diane.edmondson@mtsu.edu](mailto:diane.edmondson@mtsu.edu)).

All submissions are subject to the standard double-blind review process. Manuscripts must be original, unpublished works not concurrently under review for publication at another outlet and are expected to follow the [standard formatting guidelines for JMI](#).

**Collaboration with 2019 Society for Marketing Advances Conference:** Authors are encouraged to submit their papers to the “Tourism, Hospitality, Food, Music, and Sports Marketing” track for the 2019 SMA Conference by the SMA deadline, following the [submission guidelines of the conference](#). More information about the conference can be found at the SMA website, <http://www.marketingadvances.org/>. The editors of this issue will be available at the conference to provide feedback to interested authors.

**PLEASE NOTE:**

1. Acceptances at the “Tourism, Hospitality, Food, Music, and Sports Marketing” track of the 2019 Society for Marketing Advances Conference does not guarantee acceptance for the special issue.
2. Submission to or attendance at SMA is not imperative for manuscript submission to this special issue.
3. The standard administrative fee of \$100 for *JMI* for papers accepted into the special issue will apply. This minimal fee helps support the costs of publishing *JMI*. In addition, the standard fee of \$30 per page over the 25-page manuscript limit will also apply. Maximum page length of manuscript is 35 pages.

Questions regarding the special issue may be addressed to the guest editors.

## 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.

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

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.





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



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



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[ssen@semo.edu](mailto:ssen@semo.edu)



**Director of Membership**

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)

