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Greetings from SMA President, Diane Edmondson

Are you ready for the 2018 Society for Marketing Advances Conference in West Palm Beach, FL? Beaches, CityPlace, warm weather, a relaxing atmosphere, friendly colleagues, and more. This new SMA venue has something for everyone! We also have a new relationship with Southwest Airlines that will give you discounted airfare to/from our Conference location (Go to www.swabiz.com, click flights, enter our Corporate ID 99880826).

Our 2018 Program Chair and President-Elect, Charlene Davis, has created a unique conference that features two new Pre-Conference Workshops in addition to SMA's Structural Equation Modeling (CB-SEM) workshop. These new workshops include a PLS-SEM workshop and a workshop on teaching marketing analytics. Along with the pre-conference workshops, we will be offering our Annual SMA Doctoral Consortium. We want to thank Chris Hopkins and Kevin Shanahan for reprising their roles as the Consortium organizers. This year's conference will also have a fantastic line up of competitive paper sessions as well as some insightful panel sessions such as our yearly Meet the Editors session. The Cengage Pride-Ferrell Innovations in Teaching Competition, Axxess-Capon Distinguished Teaching Competition, and SMA Teaching Moments are back as well. If you have never frequented a Teaching Moments session, I encourage you to do so as these entertaining and enlightening presentations are very memorable.

In addition, a highlight of this year's conference is honoring Ruth Bolton as our 2018 Routledge/Taylor & Francis Distinguished Scholar. Dr. Bolton is a Professor of Marketing in the W.P. Carey School of Business at Arizona State University. She is the recipient of the 2016 American Marketing Association / Irwin / McGraw-Hill Distinguished Marketing Educator Award. She is also a former editor of both the Journal of Marketing and the Journal of Marketing Research. Her presentation on Friday morning is definitely one that you will not want to miss.

We are still soliciting sponsorships for the 2018 Conference. We offer a variety of sponsorships ranging from Named Competition sponsorships to Event sponsorships. All sponsorships are tax deductible. Please contact Rebecca VanMeter for more information.

If you have not already done so, we encourage you to like us on Facebook (<https://www.facebook.com/SMAMkg/>) so you can keep up with all of the events, photos, Feature Friday's, and more.

It takes a group of dedicated individuals to create a memorable and exciting conference and this year is no exception. In addition to Charlene Davis, SMA appreciates the efforts of the track and event chairs as they have solicited paper submissions, reviewers, session chairs, and more. SMA also has an excellent group of officers that make up the SMA Executive Committee. These officers include Pia Albinsson, Michael Levin, Rebecca VanMeter, Keshia Coker, Jie Fowler, Lucy Matthews, and Cheryl Ward. If you have ever been interested in getting more involved, please contact any of the officers for how you can help SMA be even better in future years.

It has been a pleasure to serve as your President this year. I hope to see each of you in West Palm Beach!

With Best Wishes,
Diane Edmondson, President



2018 SMA Conference:

West Palm Beach, FL

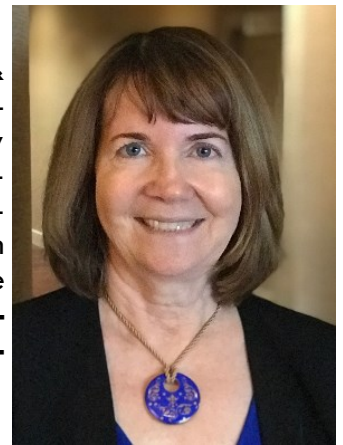
October 31-November 3

marketingadvances.org

Conference Highlights from Charlene Davis, Program Chair

West! Palm! Beach! The 56th Annual SMA Conference is shaping up to be another great event, combining the best of what makes SMA special and unique among professional marketing associations, with the added twist of some new tracks and activities, all set in the beautiful Florida Gold Coast Region. **The 2018 conference theme, Back to the Future: Revisiting the Foundations of Marketing** reflects SMA's honoring of the past while looking forward to the future of the discipline. SMA 2018 has something for everyone – collegiality, scholarship, learning, networking, and great food in a sunny, warm environment. As our conference falls during Halloween this year, the welcome **reception will be a Halloween Costume Party**. Come dressed as your favorite Mascot, Marketing Guru, Brand, or classical horror outfit. Your choice! Stay posted to our Facebook page for more details closer to the conference.

Of particular note at this year's conference is the **2018 Routledge – Taylor & Francis / SMA Distinguished Scholar Award recipient Ruth Bolton**. Dr. Bolton (see picture to the right) is a professor of marketing with the W. P. Carey School of Business at Arizona State University. Her research areas include customer portfolio and revenue management; customer loyalty; customer satisfaction and services management; and dynamic models, with an emphasis on high technology services sold to business-to-business customers. With a remarkable career publishing in the best marketing and business journals, **Ruth's presentation on Friday, November 2nd at 10:30 is going to be a conference highlight.**



Please note that **Early Bird Registration** to this year's conference (\$350) ends on **October 1st!** Regular registration is available between October 2-October 27 (\$400), and Late registration is the week of the conference (\$450). Please see the SMA website for registration fees for students and the doctoral consortium.

For hotel and flight information see page 3 in this newsletter.

Looking forward to seeing you in West Palm Beach,



J. Charlene Davis, 2018 SMA Program Chair and
President-Elect
cdavis2@trinity.edu

Hotel and Flight information

Hotel information:

Our hotel, the West Palm Beach Marriot is conveniently located downtown, 2 miles from the Palm Beach International Airport, and within walking distance or a short trolley ride to area attractions such as the Kravis Center for Performing Arts and incredible shopping at CityPlace.

The SMA room rate is \$ 175/ night (single or double) plus taxes. This discounted rate is available Tuesday through Saturday of the conference week by calling the hotel +1-561-833-1234 (Please indicate your association with SMA to receive this special rate) or click this link : https://book.passkey.com/event/49600605/owner/44308/home?utm_campaign=280547221

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

The hotel offers an airport shuttle service, on request, complimentary Mon-Sun: 06:00 AM – Midnight. Beginning on August 1, Society for Marketing Advances conference attendees will receive a discount and bonus Rapid Reward points from Southwest Airlines through our SWABIZ® account. Southwest Airlines is offering 8% discount off Anytime & Business Select® fares and a 2% discount off select Wanna Get Away® fares for travel to and from the conference. Book your travel between August 1, 2018 and October 13, 2018 to take advantage of the discounted rates. (Discounts are available for travel October 27 through November 6, 2018.)



By flying Southwest Airlines, as a Society for Marketing Advances traveler, you will also receive the following benefits:

- 50% bonus Rapid Reward points for your travel to & from the convention with Rapid Rewards # added to your reservation. To enroll in the Rapid Rewards program, visit www.southwest.com/corporaterapidrewards
- No baggage fees (first two bags)
- No change or cancellation fees
- No peak travel or fuel surcharges
- Consistently ranked the “Best in Customer Service” by DOT

To take advantage of this offer, click on this link: <https://www.swabiz.com/flight/search-flight.html...>

For latest, up-to date information on conference registration, hotel and travel please check the SMA website: <https://www.marketingadvances.org>

2018 Pre-Conference Workshops

CB-SEM Workshop

Presenter:

Barry J. Babin

Louisiana Tech University

bbabin@latech.edu

Cost: \$200

Date: October 31, 2018

This interactive session will include instructions on how to analyze data using the structural equation modeling software package AMOS. Workshop attendees should bring their laptop computers with AMOS installed. A brief overview of SEM will with an emphasis on scale development and CFA, multi-group analyses such as group invariance, mediation and moderation, and the basic stumbling blocks when trying to publish research using SEM. Questions are encouraged so make a list and bring it with you.

This workshop requires pre-registration and SMA conference registration and has an additional cost of **\$200**. Participants will receive a copy of the just released 8th edition of Hair, Black, Babin, and Anderson's *Multivariate Data Analysis*, 2018, Cengage, U.K. as part of their participation.



Photos: Barry Babin at SMA Louisville CB-SEM workshop 2017

Measuring Up: Teaching Marketing Analytics

Session Date: October 31, 2018

Location: Marriott West Palm Beach, Florida

Faculty Information: *Rebecca VanMeter*, Ph.D. Assistant Professor of Marketing at the Miller College of Business, Ball State University. She teaches undergraduate marketing research, principles of marketing, and master's level survey of marketing. Her research focuses on issues related to social media, consumer behavior, servant leadership, ethics, and research methods.

Holly Syrdal, Ph.D. Assistant Professor of Marketing at the University of Southern Mississippi. She teaches undergraduate marketing research, marketing management, integrated marketing communications (with a focus on social media marketing) and services marketing. Her research interests include digital marketing, as well as services and non-profit marketing, ethics, and marketing pedagogy.

Workshop Objective: The purpose of this half-day workshop is to provide faculty with the opportunity to gain resources and engage in discourse about teaching a marketing research and analytics course. The workshop will provide faculty with course design ideas, a collection of syllabi, and course content. Additionally, the workshop will go into detail about incorporating a semester long immersive learning project with a real-world client into the course. This model gives students hands on experience with a real client and allows them to engage and serve the local community while also building their resume with real-world experience. The incorporation and use of Qualtrics and SPSS software will be discussed and demonstrated.

Who Should Attend? This workshop is designed for faculty members and doctoral students who are interested in learning how to teach an undergraduate marketing research and analytics course.

Requirements: Participants must be registered for the 2018 SMA Annual conference. Attendees should have a basic understanding of statistical concepts (e.g., descriptive, inferential, associative, and predictive analysis). Participants will want to bring a laptop to work on.

Price: \$75



2018 PLS-SEM Pre-Conference Workshop

Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3, Pre-Conference Workshop, 2018 Society for Marketing Advances (SMA) Annual Meeting

Place: West Palm Beach Marriott

Date: Wednesday, 31 October 2018

Time: 9 AM to 5 PM

Presenters: Joe Hair & Lucy Matthews

Costs: \$200 per participant

Course set-up: The workshop builds on the contents and the data from the PLS-SEM book by Joe F. Hair, G. Tomas M. Hult, Christian M. Ringle and Marko Sarstedt (Sage, 2017). Handouts with major concepts will be provided as well as a copy of the book. Most of the workshop will involve “hands-on” analysis of the dataset using the SmartPLS 3.0 software. The SmartPLS 3.0 software output diagnostics and interpretation of the results will be covered. Potential obstacles and “rules-of-thumb” to ensure appropriate application of the techniques will be covered. Requirements: Participants must bring a laptop with the SmartPLS 3.0 software readily installed. A 60 day license code will be provided to all participants. Participants need to install the software several days prior to the workshop as it needs to be activated by the SmartPLS administrator.

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

Joe Hair is Director of the DBA Program and Cleverdon Chair of Business, Mitchell College of Business, University of South Alabama. He has authored over 50 books, including market leaders *Multivariate Data Analysis*, Cengage, 8th edition, 2018, cited 110,000+ times; *A Primer on Partial Least Squares Structural Equations Modeling*, Sage, 2nd edition, 2017, *Advanced Issues in PLS-SEM*, Sage, 2018, and *MKTG*, Cengage Learning, 13th edition, 2018, used at over 600 universities globally. He also has numerous publications in journals such as *Journal of Marketing Research*, *Journal of Academy of Marketing Science*, *Organizational Research Methods*, *Journal of Advertising Research*, *Journal of Retailing*, *Journal of Long Range Planning*, and *Journal of Marketing Theory & Practice*. He is a Distinguished Fellow of the Academy of Marketing Science and the Society for Marketing Advances.

Lucy Matthews is an Assistant Professor of Marketing in the Jones College of Business at Middle Tennessee State University. She was awarded the 2017-2018 Middle Tennessee State University, State Farm Outstanding Professor Award. Lucy is currently serving as the Membership Director for SMA, and was the recipient of the 2017 Best Overall Conference paper in Louisville, KY with co-author Scott Ambrose. Matthews graduated in 2015 from Kennesaw State University where Joe Hair served as her dissertation chair. Her research interests include sales & sales management, advanced methodology, as well as cross discipline areas related to marketing such as neuroscience and entrepreneurship. Lucy has published several articles in journals including *Journal of Business Research*, *Journal of Marketing Theory and Practice*, *Journal of Personal Selling and Sales Management* and *European Business Review*.

30th Annual Doctoral Consortium

The **Society for Marketing Advances (SMA) 30th annual Doctoral Consortium** will be held in conjunction with the SMA conference in West Palm Beach, Florida on October 31st and November 1st. The SMA executive committee and consortium co-chairs invite doctoral program coordinators and faculty to nominate outstanding doctoral candidates as 2018 consortium fellows.

The **consortium faculty will include a stellar line-up of scholars**, including 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), Angeline Close Scheinbaum (University of Texas), Laurel Copeland Cooke (West Virginia University) and Mark Pelletier (University of North Carolina-Wilmington) among others.

We have had a great response from around the country with many students being nominated as 2018 fellows. We would like to ask faculty and doctoral program coordinators to get their nominations in soon as possible as fellow spots are going quickly.

Registration materials are available at the SMA web site (www.marketingadvances.org). The early registration rate is \$275 and includes consortium registration, all consortium and conference events and access to the SMA Placement Service. This rate is \$325 if paid after October 1, 2018.

If you have any questions please contact us via e-mail and we will be happy respond.

Looking forward to seeing you in West Palm Beach!

Christopher D. Hopkins (CDH0059@auburn.edu)
Kevin Shanahan (KShanahan@business.msstate.ed)
Co-Chairs



News from Academic Placement

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 2018 conference, Academic Placement will be available:

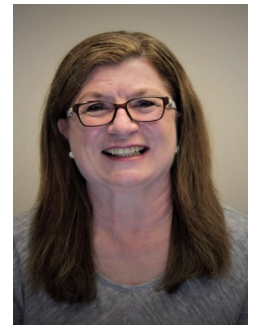
Wednesday from 4:00 p.m. – 6:00 p.m.

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 West Palm Beach!

For additional information about SMA's Academic Placement Services, please visit the SMA website or contact Cheryl Ward at Cheryl.ward@mtsu.edu or [\(615\) 898-2433](tel:6158982433).



Clematis Street, West Palm Beach

Treasurer's Report Fiscal Year 2018

SMA ended the year with \$5,421.50 in checking and \$80,579.22 in savings. The organization improved its finances by \$49,217.61 for fiscal year 2018. SMA continues to hold \$50,000 in reserve. Less the reserves, the organization holds \$39,000.72 as a rainy-day fund.

We improved our revenue from the 2017 Conference (hereafter, Louisville) by 23% compared to the 2016 Conference (hereafter, Atlanta). SMA's overall annual finance changed from a \$9,004 deficit for fiscal year 2017 to \$29,335 excess for fiscal year 2018. This improvement is attributable to two things.

One, overall, more people attended Louisville. More importantly, though, the number of late registrants was nearly double compared to Atlanta. That is, we generated more revenue from late registrants in Louisville compared to Atlanta.

Two, sponsorship amount increased by 109% from \$8,300 for Atlanta to \$17,365 for Louisville. Credit for this increase should go to Diane Edmondson and Rebecca VanMeter.

Louisville cost less compared to Atlanta. We spent \$12,165.66 less on Louisville than Atlanta. This savings is due in part to seeking and receiving tax exempt status from the commonwealth of Kentucky.

Finally, the special event involving the Whisky Chicks generated \$880 in ticket revenue and \$1,560 in sponsorship revenue. Less \$1,760 in expenses, SMA posted a \$680 profit on the special event.

Overall expenses remained flat because we paid for two years worth of service from Your Membership and for the increase in subscription fee from the contract with Taylor and Francis.

Therefore, our financial improvement stems from more revenue and less expense for Louisville compared to Atlanta. For the full report please join the SMA Business Meeting on Friday November 2.

For questions, please contact Michael Levin, Treasurer at mlevin@otterbein.edu



Marketing Education Review is excited to announce that Barbara Ross Wooldridge, PhD, will become the next editor effective January 1, 2019. She has been a regular contributor to MER in several roles, including co-editor of the Innovations Issue in 2009 and serving on the Editorial Review Board since 2010. She has also served as associate editor of the *Journal for the Advancement of Marketing Education*. Barbara is Professor of Marketing at The University of Texas at Tyler. She holds a Ph.D. from Louisiana State University, a MPS from the Statler School of Hotel Management, Cornell University, and a BFA in Mass Communications from James Madison University. She has both an academic and professional background in Marketing. She has extensive experience in international and services marketing, having worked in the Seychelles and Kenya. In 2018 she co-authored a text on Healthcare Marketing and has taught in the UT Tyler Online Healthcare MBA since its inception. Barbara is a University of Texas System Board of Regents' Outstanding Teacher Award winner and directs SMA's Outstanding Teaching Competition. She succeeds John F. (Jeff) Tanner Jr., PhD, Dean of the Strome College of Business at Old Dominion University, whose term expires at the end of this year.



Jeff Tanner, Editor

JMTP

JOURNAL OF
MARKETING THEORY AND PRACTICE

Greetings from the Journal of Marketing Theory and Practice!

I am excited to share some important updates from the journal with you. First off, the next issue of JMTP, Volume 26 (4), is slated for publication soon. The articles in the issue cover a broad range of topics. They include:

“Do Investors Prefer New or Existing Sponsorship Relationships? Evidence from Sponsorship Interorganizational relationship (IOR) Formation and Maintenance on Firm Stock Returns” – Evans, Deitz, Sherrell, and Rocco

“From Gucci to Green Bags: Conspicuous Consumption as a Signal for Pro-social Behavior” – Johnson, Tariq, and Baker

“Unfriend Me, Please!”: Social Media Fatigue and the Theory of Rational Choice – Logan, Bright, and Grau

“Word of Mouth Opportunity: Why Recommendation Likelihood Overestimates Positive Word of Mouth” – Burnham and Leary

“Social Media Brand Community Enjoyment (SMBCE): Scale Construction and Validation from an Etic Perspective” – Roy and Machado

“Uncovering Psychological Gratifications Affecting Social Media Utilization: A Multiblock Hierarchical Analysis” – Zolkepi, Kamarulzaman, and Kitchen

“Cross-Cultural Complaining Behavior in Service Industries across the African Diaspora” – Henthorne, Williams, and George

Also, I am pleased to announce that the next special issue of JMTP, sponsored by the Direct Selling Education Foundation, will provide an examination of “The Progression and Impact of the Sharing Econo-

my.” This special issue is scheduled to be published as Volume 27, Issue 4, and is co-edited by Mohammad Reza Habibi (California State University, Fullerton) and Alexander Davidson (Wayne State University).

I am also happy to announce that, earlier this year, the Editorial Review Board of the *Journal of Marketing Theory and Practice* recognized the author team of Annie Peng Cui and Jennifer Wiggins for their contribution to the journal with the award for best paper of the year. The full citation and link to the article are provided below.

Citation:

Cui, Annie Peng and Jennifer Wiggins (2017), “What You Ask Changes What I Pay: Framing Effects in Pay What You Want Pricing,” *Journal of Marketing Theory and Practice*, 25(4), 323-339.

Link to full text:

<https://www.tandfonline.com/doi/full/10.1080/10696679.2017.1345281>

Finally, the 2018 JMTP editorial board meeting is once again slated to take place at the SMA conference. This year, we look forward to meeting in West Palm Beach, Florida on Friday morning from 8:30-10:00am. In closing, I would like to thank the members of the SMA community for your support of JMTP. It is a pleasure to serve as editor of JMTP. I very much value your involvement in 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 contact us at editor@jmtponline.org.

Karen Flaherty,
Managing Editor



Michael R. Solomon, PhD

Selected 2017 SMA Distinguished Fellow

Dr. Solomon's sustained and significant service contributions to the Society include: donor/creator of the award for the best paper in the consumer behavior track. The Michael Solomon Best Paper in Consumer Behavior was established in 2004 and has been awarded each year thereafter. Michael has been a longtime member and regular attendee submitting and presenting numerous papers, participating in doctoral consortiums, sessions, panels, and presentations. In addition, he frequently serves as track chair, session chair, and formal and informal discussant for others' research.

Michael's contributions to the advancement of marketing thought over a sustained period include his research, textbooks, and application to theory in the business community. He has over 50 research papers published in various journals including *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Advertising*, *Journal of Advertising Research*, and *Journal of Business Research*. His CB textbook, *Consumer Behavior: Buying, Having, and Being* is now in its 12th edition and his Marketing text, *Marketing: Real People, Real Choices* is in its 9th edition. Both books have been translated into multiple other languages.

He has provided expert witness testimony, written mass media and trade articles, and made numerous presentations to corporations and trade associations. He has appeared on *CNBC*, *The Today Show*, *Good Morning America*, among others and been cited in *The Wall Street Journal*, *The New York Times*, *USA Today*, and numerous others. He has been named as a Regular Contributor to *Forbes*. His columns on consumer behavior, branding, and retailing can be found at <https://www.forbes.com/sites/michaelsolomon/#762cc2ae3d4c>.



Please see the next page for **Call for Nominations for the 2018 Fellow !**

Photo: Alvin Williams, Michael Solomon and Greg

CALL FOR NOMINATIONS: SMA DISTINGUISHED FELLOW

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

- Linda Swayne, UNC Charlotte (chair)
- David Ortinau, University of South Florida
- Sharon Beatty, University of Alabama

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

- Service to the SMA evidenced by sustained and significant service contributions to the Society. Minimum requirements include ten years of membership in the SMA and exemplary service contributions over time. Examples of exemplary service include but are not limited to serving as an officer, conference chair or co-chair, member of the BOG, or other substantive service to SMA as recognized by the BOG. Current SMA Officers are not eligible for consideration for SMA Distinguished Fellow during their term of office.
- Scholarly contributions to the advancement of marketing thought over a sustained period of time. The nature of the scholarly contributions will most often be research and publication in scholarly marketing journals but other scholarly contributions may be considered by the Nominating Committee and BOG.

To be considered by the Nominating Committee for Distinguished Fellow designation for the current year's cycle, nominations must be received *no later than September 15, 2018*. To be considered, the nomination must include, at a minimum:

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

Important: Any selected SMA Distinguished Fellow *must* attend the SMA meeting in West Palm Beach to be recognized by the Society for their accomplishment.

Please send nominations via email by September 15, 2018 to Linda Swayne: leswayne@uncc.edu.

Member highlights and news!

Congratulations to the following SMA members!

Michael A. Pimental has started as assistant professor at The **University of Alabama at Birmingham** (UAB) this fall 2018!

Deborah Goldring, PhD has earned tenure and promotion to Associate Professor at the School of Business Administration, **Stetson University**, DeLand, FL.

Charles Martin's 2018th edition of his book series, **Marketing For All the Marbles Every day** (or **Marketing FAME**, for short) was recently dubbed as the year's most informative daily planner.

In February 2018 the Calendar Marketing Association selected the 2018 edition of Marketing FAME as the year's Most Informative Retail Planner published in the U.S. The "Most Informative" designation reinforces the author and publisher's commitment to student-friendly quality content, and "speaks volumes" according to Dr. Anand Desai, Dean of the W. Frank Barton School of Business at Wichita State University. Thank you CMA!

SMA members can learn more about the book series and request a free copy (in the U.S.) by visiting the series' website, www.MarketingMarbles.com

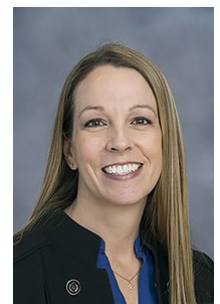
Questions and comments for the author, Charles Martin, may be sent directly to him at Charles.martin@Wichita.edu

The 2019 edition of Marketing FAME will be available in early October and will incorporate several suggestions thoughtfully offered during the past three years by SMA members.



Be Part of SMA Member Spotlight!

Would you like to be featured on our Facebook SMA Member Spotlight? If so, please send a photo, and a short bio on yourself including your involvement with SMA to Lucy Matthews at: lucy.matthews@mtsu.edu.



SMA SOCIETY FOR MARKETING ADVANCES

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 2018, 2020 and 2021, the award would bear your name from 2018 through 2021.

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

There are also other **Sponsorships available** including:

Break Sponsor – Universities or businesses can sponsor a coffee or afternoon break. Identified sponsors will have signage recognizing the sponsor of the break and will be announced at the Award's Luncheon

Doctoral Consortium – Doctoral Consortium sponsors will be identified multiple places including at the doctoral consortium, in the program, at the Awards Luncheon, and more.

Teaching Competitions – There are several teaching competitions. Sponsors will be identified in the program, at the Awards Luncheon, and more.

Doctoral Dissertation Proposal Competition – There are several doctoral dissertation awards given. Sponsors will be identified in the program, at the Awards Luncheon, and more.

Best Doctoral Student Research Competition – Sponsors will be identified in the program, at the Awards Luncheon, and more.

Reception Sponsor – Sponsors will have signage recognizing the sponsor. Sponsors will also be identified in the program and at the Awards Luncheon.

Individual Supporter – All individuals that contribute at least \$100 will be identified in the program.

Please contact the Executive Director, Rebecca VanMeter, at vanmeter@bsu.edu for more information.



SMA Returns to the Big Easy in 2019

Plans for the **2019 Conference** are underway. Here is a peak into next year's SMA Conference.

Mark Your Calendar. The conference will be held in New Orleans, LA at the J. W. Marriott New Orleans, 614 Canal Street, **November 6 through November 9** with pre-conference events held on November 5th.

Be a Part of the Program. SMA is looking for members that would like to be part of developing the 2019 conference program. We need your ideas and suggestions, so please jump in and be heard! If you would like to be part of designing the program, contact the 2019 Program Chair, **Cynthia Cano, ccano@mcneese.edu.**

About New Orleans. New Orleans is located on the Mississippi River, near the Gulf of Mexico. Nicknamed the "Big Easy," it is known for its round-the-clock nightlife, vibrant live-music scene and spicy, singular cuisine reflecting its history as a melting pot of French, African and American cultures. The weather in November is mild with highs in the 70s and lows in the 50s.

Hotel. The SMA room rate is \$199 for reservations made before **5:00 PM, Wednesday, October 16, 2019.** Stay longer and enjoy all New Orleans has to offer. The favorable SMA rate will be honored for additional days, three days before and after, pending availability. A one-night advance room cost (credit card) is required to secure a reservation.

Submissions. We want all contributions: research papers (full or abstract publication), panel discussions, and poster boards. The deadline for paper submission is Friday, **May 3, 2019.** The tentative tracks for the conference include the following.

- Consumer Behavior
- Industry Marketing (e.g., tourism, healthcare, biotechnology, banking, etc.)
- Marketing Education
- Marketing Strategy and Entrepreneurship
- Not-for-Profit and Government Marketing
- Personal Selling and Sales Management
- Product, Brand Management, and Pricing
- Research Methods and Analytics
- Retailing, Logistics and Supply Chain Management
- Service Marketing
- Technology in Marketing

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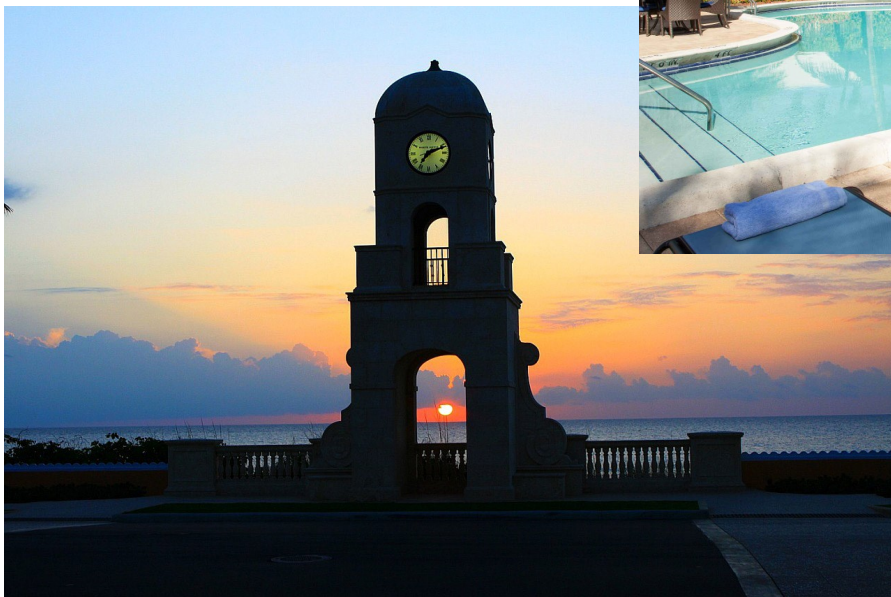
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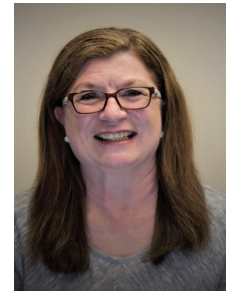
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