

SMA SOCIETY FOR MARKETING ADVANCES

Reconceptualizing Marketing in Today's Global Environment

November 2 – 5, 2022 in Charlotte, NC

Over the past two decades, the world has experienced a vast number of innovations, disruptions, and modifications. These changes have transformed the role of marketing. The ways in which organizations communicate with current and prospective customers have shifted due to the advancement in technology, globalization, and altered household dynamics. As a result, marketers need to examine the role these factors play in order to stay relevant and be successful in future endeavors.

Furthering our knowledge in this and other areas, the SMA 2022 conference will be held in Charlotte, NC, the Queen City. Known for its expansive green spaces, charm, class, and history, Charlotte has redefined itself as a major banking hub, host of NASCAR, and an energy player. The conference will be held from November 2 – 5 at the Hilton Charlotte University Place, across the street from the University of North Carolina Charlotte. The hotel is located on a small lake with a walking path that leads to many shops and restaurants. Just minutes away is a Lynx Blue Line stop which travels to Uptown Charlotte, NASCAR Hall of Fame, and many local breweries and restaurants.



Special Issues (*) associated with SMA for 2022 will be:

- *Journal of Business & Industrial Marketing - Reconceptualizing Marketing in Today's Global Environment*
- *Journal of Global Scholars of Marketing Science – SI for Inclusion, Diversity, Equity, & Access (IDEA) with Saturday Symposium*
- *Journal of Marketing Analytics – SI for Research Methods, Data Analytics, & AI*

Event and Event Chairs

Doctoral Dissertation Proposal Competition

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

Steven J. Shaw – Joe Hair Best Paper in Conference

Joe Hair – University of South Alabama, jhair@southalabama.edu

34th Annual Doctoral Consortium

David Hardesty- University of Kentucky, dmhard3@uky.edu

Jonathan Hasford- University of Tennessee, jhasford@utk.edu

Conference Submissions made via Easy Chair by June 30, 2022

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

Teaching Tracks and Track Chairs

Wessex Innovations in Teaching Competition

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

Distinguished Teaching Competition

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

SMA Teaching Moments

Charles Drehmer – DePaul University, cdrehmer@depaul.edu

Prachi Gala – Kennesaw State University, pgala4@kennesaw.edu

Parker Woodroof – The University of Alabama at Birmingham, parkerw@uab.edu

Research Tracks and Track Chairs

Consumer Behavior

Md Rokonzaman, Clayton State University,

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Pramod Iyer, Middle Tennessee State University,

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Inclusion, Diversity, Equity, & Access (IDEA)

Special Issue with Journal of Global Scholars of Marketing

*Science **with Saturday Symposium**– Special Issue Editors*

Ania Rynarzewska – Mercer University,

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Jeff Tanner – Old Dominion University,

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Marketing Education

Jen Riley – Kansas State University, jenr@ksu.edu

Kate Nicewicz – Tennessee Tech University,

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Marketing Ethics & Corporate Social Responsibility

Luis Torres, Georgia Gwinnett College,

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Phillip Hartley, Georgia Gwinnett College,

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Marketing Strategy & Entrepreneurship

Pia A. Albinsson – Appalachian State University,

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G. David Shows – Appalachian State

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Products, Brand Management, & Pricing

Jose Saavedra Torres – Northern Kentucky University,

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Monika Rawal – Millsaps College, rawalm@millsaps.edu

Promotions/Advertisement

Laura Boman, Mercer University,

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Public Policy, Non-Profit, & Healthcare Marketing

Sarah Lefebvre, Murray State University,

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Jayati Sinha, Florida International University,

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Reconceptualizing Marketing in Today's Global Environment

Special Issue with Journal of Business & Industrial Marketing – Special Issue Editors

Lucy Matthews, Middle Tennessee State

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Diane Edmondson, Middle Tennessee State

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Ryan Matthews, Tennessee Tech University,

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Research Methods, Data Analytics, & AI

Special Issue with Journal of Marketing Analytics – Special Issue Editors

Michael Levin – Otterbein University,

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Maria Petrescu, Embry-Riddle Aeronautical

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Retailing and eCommerce

Russell Reams – Kennesaw State University,

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Services Marketing

Emily Tanner – West Virginia University,

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Social Media & Digital Marketing

Lubna Nafees – Appalachian State University,

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Raj Srivastava – Middle Tennessee State University,

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Supply Chain, Logistics & Sales

David Fleming – Indiana State University,

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Ricky Ferguson – Indiana State University,

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Tourism, Hospitality, Food, Music, & Sports Marketing

Shannon McCarthy – University of Central Missouri,

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Gina Brynildsen – Sam Houston State University,

gnb009@shsu.edu

Special Sessions/ Panel Proposals

Joie Hain, Clayton State University, joiehain@clayton.edu

Julie Steen, University of South Carolina Aiken,

julies@usca.edu