

SMA SOCIETY FOR MARKETING ADVANCES

November 6-9, 2019 in New Orleans, LA

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

Teaching Social Media Marketing Workshop

Eric Harvey
Ball State University
esharvey@bsu.edu

Meta Analysis Workshop

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

Partial Least Squares (PLS-SEM) Workshop

Joseph F. Hair, Jr.
University of South Alabama
jhair@southalabama.edu
and
Lucy Matthews
Middle Tennessee State University
Lucy.matthews@mtsu.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 9th (afternoon).

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

Editor of Journal of Macromarketing
Mark Peterson
University of Wyoming
markpete@uwoyo.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 Höskolan
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. Peasley
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

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,
Alvin J. Williams, at awilliams@southalabama.edu,
John (Rusty) Brooks, Jr., at jbrooks@hbu.edu,
Joseph F. Hair, Jr., at jhair@southalabama.edu,*

or the President J. Charlene Davis, at cdavis2@trinity.edu.

***Extended Due Date for Submissions: July 1, 2019
Submissions via the Easy Chair Conference system***

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