Analysis for a Brave New Marketing World

November 4 – 7, 2020
Fort Worth, Texas

Fort Worth represents where the wide-open west begins. The city started as a transportation hub first on the Chisholm Trail and then as a stop on the Texas and Pacific Railway. Since then, Fort Worth’s fortunes waxed and waned as the price of cattle and natural resources rose and fell. Today, this Queen City of the Prairie stands as a beacon of the arts as a part of the larger Dallas – Fort Worth metro area.

The Fort Worth Hilton sits in the Downtown area that features several Art Deco and Beaux Arts style buildings. The city also boasts 13 museums each with a different architecture style, including: the Kimball, Modern Museum of Art and the Amon Carter Museum of American Art. Additionally, a renown zoo, botanical garden, the Stockyards, and a varied night life including the famous Billy Bob’s provide a variety of entertainment and sight-seeing options.

Two airports serve the Metroplex. Dallas-Fort Worth International Airport, located between the two cities, offers several direct international and domestic flights. Love Field in Dallas serves as the hub for Southwest Airlines. Easy transportation options remain for both airports.

Join us in Fort Worth as we consider the impact of how wide-open datasets and data sources are generating a brave new world for Marketing. While all papers and special topics are encouraged, we are keen on conceptual and empirical papers that explore how the exponential growth in and corresponding access to data has impacted the different areas of our discipline.

Pre-Conference Workshops

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

**Meta-Analysis Workshop**
Barry J. Babin  
Louisiana Tech University  
bbabin@latech.edu  
Nina Krey  
Rowan University  
krey@rowan.edu

**Partial Least Squares (PLS-SEM) Workshop**
Joseph F. Hair, Jr.  
University of South Alabama  
jhair@southalabama.edu  
Lucy Matthews  
Middle Tennessee State University  
Lucy.matthews@mtsu.edu

**Social Media Data Analysis Workshop**
Jenna Drenten  
Loyola University, Chicago  
jdrenten@luc.edu
Events and Event Chairs

Doctoral Dissertation Proposal Competition
Christopher Newman
University of Mississippi
cnewman@bus.olemiss.edu

32nd Annual Doctoral Consortium
Elten Briggs
University of Texas Arlington
ebriggs@uta.edu

Steven J. Shaw – Joe Hair Best Paper in Conference
Shannon McCarthy
University of Central Missouri

Brian Rutherford
Kennesaw State University
Bruther1@kennesaw.edu

Kevin Shanahan
Mississippi State University
shanahan@business.msstate.edu

Teaching Tracks and Track Chairs

Cengage Pride-Ferrell Innovations in Teaching
Larry Neale
Queensland University of Technology
l.neale@qut.edu.au

SMA Teaching Moments
Charlie Drehmer
DePaul University
c_drehmer@yahoo.com

Acess Capon Distinguished Teaching
Barbara Wooldridge
University of Texas at Tyler
bwooldridge@uttyler.edu

Prachi Gala
Elon University
pgala@elon.edu

Research Tracks and Track Chairs

Advertising, Promotion, & IMC
Ilgim Benoit
Appalachian State University

Marketing Strategy & Entrepreneurship
Alisha Horky
Columbus State University

Elika Kordrostami
Rowan University

Leyland Pitt
Simon Fraser University

Business-to-Business Marketing & Supply Chain
Christine Sarah Pitt
Kungliga Tekniska Högskolan

Personal Selling & Sales Management
Raj Srivastava
Middle Tennessee State University

Jan Kietzmann
University of Victoria

Mark Pelletier
University of North Carolina, Wilmington

Consumer Behavior
Manveer Mann
Montclair State University

Product Development & Branding
Sarah Lefebvre
Murray State University

Montclair State University

Alex Krallman
University of Alabama, Birmingham

Cross-Cultural & Global Marketing
Ceyhan Kilic
Tarleton State University

Public Policy & Macromarketing
Yam B. Limbu
Montclair State University

Turkan Kilic
West Texas A&M University

Sonja Martin Poole
University of San Francisco

Digital & Social Media
Michael Peasley
Middle Tennessee State University

Marketing Education & Pedagogy
Sarita Ray Chaudhury
Humboldt State University

Adam Mills
Loyola University, New Orleans

Lubna Nafees
Appalachian State University

Ethics, Corporate Social Responsibility, & Religion
Elizabeth Minton
University of Wyoming

Mini Mathur
MICA

Emerging Markets
Richa Agrawal
IIT Madras

Marketing Strategy & Pedagogy
Sabita Ray Chaudhury
Humboldt State University

Sarah Lefebvre
Murray State University

Alisha Horky
Columbus State University

Leyland Pitt
Simon Fraser University

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University of San Francisco
The winner of the Best Paper in the Marketing Education track will be fast tracked for publication in Marketing Education Review. Other papers accepted in this track are encouraged to submit to a special issue of Marketing Education Review.

The winner of the Best Paper for the conference will be fast tracked for publication in the Journal of Marketing Theory & Practice.

Submission Guidelines

- Full papers or presentations with references are accepted for review. Special sessions and panel submissions are also accepted. Hereafter, 'papers' includes papers, presentations, and panels.
- Paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere.
- Papers, Presentations, and Panel submissions should be submitted using the Easy Chair System. Do NOT submit papers directly to track chairs.
- All Paper and Presentation submissions are blind reviewed by multiple reviewers. Authors should avoid identifying themselves in the text or title. Panel sessions are reviewed by Track Chairs and/or Program Chair.
- All papers must be a minimum of 750 words, excluding references, figures, and tables. Maximum length of full papers is 20 double spaced pages, including references, figures, and tables. Maximum length of presentations is five double spaced pages, including references, figures, and tables. Refer to Information for Authors for details.
- 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
Program Chair Michael A. Levin (mlevin@otterbein.edu)
President Pia A. Albinsson (albinssonpa@appstate.edu)

Due date for submissions: June 30, 2020
Submissions open: March 1, 2020
via the Easy Chair Conference system
https://easychair.org/conferences/?conf=sma2020