



CALL FOR NOMINATIONS: 2021 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 title 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:

- Joe Hair, University of South Alabama
- Chris Hopkins, Auburn University
- Diane Edmondson, Middle Tennessee State University

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 to be nominated for consideration for the "SMA Distinguished Fellow" designation. There are two separate selection criteria, *both of which must be met* for an individual to be designated 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.

A complete list of all SMA Distinguished Fellows, by year inducted, can be found at:
<https://www.societyformarketingadvances.org/Distinguished-Fellows>

To be considered by the Nominating Committee for Distinguished Fellow designation for the current year's cycle, nominations must be received *no later than Sunday, August 1, 2021*. Self-nominations are not accepted. 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 current CV.

Important: Any selected SMA Distinguished Fellow *must* attend the upcoming 2021 SMA conference to be recognized by the Society for their accomplishment.

Please send nominations by email by Sunday, August 1, 2021 to Joe Hair (joefhair@gmail.com), Chris Hopkins (cdh0059@auburn.edu), and Diane Edmondson (diane.edmondson@mtsu.edu).