

Inclusion, Diversity, Equity, & Access (IDEA) in Marketing SMA Track

This SMA track invites research on inclusion, diversity, equity, and access (IDEA) in marketing. The track seeks empirical research that offers practical implications as well as conceptual pieces that offer emerging IDEA models and frameworks. Submissions to the IDEA in Marketing SMA Track can be made in the form of competitive refereed papers, working papers, panel proposals, and undergraduate student IDEA research papers. Please see the information below for the definition of submission categories, guidelines, and awards.

IDEA IN MARKETING TRACK - SUBMISSION CATEGORIES

1. *Competitive Refereed Papers* – these submissions make up the core of the IDEA in Marketing SMA track and are organized into concurrent sessions. *Competitive Refereed Papers* may be conceptual/theoretical or empirical using the method appropriate to the study design. Along with a focus on inclusion, diversity, equity, or access in marketing, the topic can be related to marketing theory, practice, or pedagogy. Quality papers will be considered for publication in a future issue of the *Journal of Marketing Theory & Practice*. A Best Paper in Track award of \$500 may be given.
2. *Working Papers* – these submissions are incorporated into the conference program and organized into concurrent sessions pending space available. *Working Papers* are a minimum of three pages and may offer preliminary conceptual/theoretical development, preliminary results from empirical research, details on research in progress, or ideation for a study of interest – all related to inclusion, diversity, equity, or access in marketing.
3. *Panels Proposals* – these submissions are incorporated into the conference program into concurrent sessions pending space available. *Panel Proposals* consist of a chairperson/moderator and three to five presenters who offer their perspectives of the panel topic with opportunity for audience participation and discussion. *Panels* on any topic related to inclusion, diversity, equity, and access in marketing are invited. *Panel* proposal submissions must include: the title, purpose, rationale, panel members, and the contribution of each panel member to the discussion. Proposals should demonstrate audience engagement and interactivity as well.
4. *Undergraduate Student IDEA Research Papers* – these submissions are made by undergraduate students with faculty mentorship and are incorporated into the conference program into concurrent sessions pending space available. A top undergraduate student paper award of \$50 may be given.

IDEA IN MARKETING TRACK – WHO CAN SUBMIT

Competitive Refereed Paper, Working Paper, Panel Proposal, and Undergraduate Student IDEA Research Paper submissions related to inclusion, diversity, equity, and access in marketing can be made to the track. Scholars, practitioners, doctoral-level students, master's level students, and undergraduate students are encouraged to submit.

IDEA IN MARKETING TRACK - SUBMISSION FORMATTING

- *Competitive Refereed Papers* should not exceed twelve (12) double-spaced pages in Microsoft Word format including references, tables, and figures. All submissions should use APA Style and include the appropriate Cover Sheet. Papers must not have been presented elsewhere before the 2021 SMA Conference or be under consideration by other conferences or journals. Pending quality submissions, a \$500 Best in Track top paper award will be given.
- *Working Papers* should not exceed three (3) double-spaced pages in Microsoft Word format including references, tables, and figures. All submissions should use APA Style and include the appropriate Cover Sheet. Papers must not have been presented elsewhere before the 2021 SMA Conference or be under consideration by other conferences or journals.

- *Panel Proposals* should not exceed two (2) double-spaced pages in Microsoft Word format and include the following: the title, purpose, rationale, panel members, and the contribution of each panel member to the discussion. Panel submissions should demonstrate audience engagement and interactivity as well.
- *Undergraduate Student IDEA Research in Marketing* papers should not exceed five (5) double-spaced pages in Microsoft Word format including references, tables, and figures. All submissions should use APA Style and include the appropriate Cover Sheet and faculty mentor. Papers must not have been presented elsewhere before the 2021 SMA Conference or be under consideration by other conferences or journals. Pending quality submissions, a top paper award will be given to the best undergraduate student IDEA research in marketing paper.

IDEA IN MARKETING TRACK – HOW TO SUBMIT

- Only electronic submissions made via EasyChair will be accepted; to access the EasyChair link, visit the conference web page at: <https://www.societyformarketingadvances.org/Call-for-papers>.
- All submissions must have a Cover Sheet, which indicates the submission category and the contact information for each author including: the author's name, position, affiliation, mailing address, telephone number, and e-mail address.
- The manuscript must not contain any reference to the author(s). In multiple author submissions, one author should be identified as the corresponding author for purposes of communication.

Competitive Refereed Papers may be published in a future issue of the *Journal of Marketing Theory & Practice*. A condition of acceptance of any paper or panel is that the author(s) or panel members must register for the Society for Marketing Advances Conference on November 3-6, 2021, and at least one author must attend the meeting to present the paper. Deadline for submissions is **Wednesday, June 30, 2021**.

Submissions and inquiries related to the IDEA in Marketing SMA Track, can be made to Track Co-Chairs:

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