



# SMA SOCIETY FOR MARKETING ADVANCES

## *Make 'em Say "WOW": How Marketers are Wowing Customers*

November 3 – 6, 2021 in Lake Buena Vista, FL

The theme of the conference will be Make 'em Say WOW! How Marketers are Wowing Customers. Several new tracks will be introduced for 2021, along with a few opportunities for Special Issues submissions (\*). SMA 2021 will be held in Orlando, FL from Nov. 3-6 at the spectacular Hilton Orlando Buena Vista Palace, across the street from Disney Springs®. Featuring more than 150 retailers, acclaimed restaurants and entertainment options, it's your one-stop source for haute couture, high-end jewelry and much more, including Disney, Star Wars and Marvel collectibles.

Orlando is the perfect destination thanks to incredible diversity that ensures an unforgettable conference filled with unique experiences for every visitor. Hosting the area's highest concentration of celebrity chefs, Disney Springs® at Walt Disney World® Resort is an ideal for a SMA, with culinary superstars José Andrés, Masaharu Morimoto, Wolfgang Puck, Guy Fieri, Rick Bayless and Art Smith compete for your attention against imaginative themed eateries that complement the world-famous architecture of Disney's theme parks. More celebrity chefs await all over Orlando, including Todd English, Melissa Kelly, Roy Yamaguchi and Buddy Valastro, with more arriving seemingly every year. Besides the Disney-like hotel atmosphere, this location provides easy access to terrific, though, including dining, shopping, ecotourism and other things you don't want to miss. You can also experience the destination with confidence, knowing the theme parks, attractions, restaurants, nightlife establishments, retail centers and other areas have introduced enhanced cleaning and safety measures to keep you protected. So, get out and explore it all — This is definitely a conference location not to be missed!

### **Special Issues (\*) associated with SMA for 2021 will be:**

*Journal of Marketing Theory & Practice*: Special Issue TBD

*Management Letters/Cuadernos de Gestión*: **Consumer Behavior** - SI on Consumer Behavior and Sustainability.

*Journal of Education for Business*: **Social Justice in the Academy**- SI on Social Justice Topics in Business Education.

### **Symposium:**

#### **IJA Symposium**

Chris Hopkins – Auburn University,  
cdh0059@auburn.edu

Adam Mills – Loyola University New Orleans,  
ajmills@loyno.edu

Kevin Shanahan – Mississippi State University,  
kshanahan@business.msstate.edu

Rebecca VanMeter – Ball State University,  
vanmeter@bsu.edu

*We are excited to offer our members the opportunity to submit full papers to the IJA Symposium. Only full papers that fit the aim/scope of IJA will be considered. Papers will receive reviews from conference submission. Those accepted to the symposium will be invited to submit through IJA for an expedited review process under the track chairs.*

*May the odds be ever in your favor!*

### **Pre-Conference Workshops:**

#### **SEM Workshop**

Barry Babin, University of Mississippi,  
bbabin@bus.olemiss.edu

Nina Krey, Rowan University, krey@rowan.edu

#### **Modeling Workshop**

George Deitz – Memphis University,  
gdeitz@memphis.edu

Joel Collier – Mississippi State University,  
JCollier@business.msstate.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

#### **Mediation & Moderation Workshop**

George Deitz – Memphis University

Joel Collier – Mississippi State University

## **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**

Bob McDonald- Texas Tech University,  
Bob.McDonald@ttu.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

## **Research Tracks and Track Chairs:**

### **Consumer Behavior\***

Bonnie Simpson – Western University,  
bonnie.simpson@uwo.ca  
Rhiannon Mesler – University of Lethbridge,  
rhiannon.mesler@uleth.ca

### **Consumer Culture Theory & Macromarketing**

Anastasia Thyroff – Clemson University,  
thyroff@clemson.edu  
Kelley Anderson – Texas Tech University,  
kelley.anderson@ttu.edu

### **Cross-Cultural, Global & Emerging Marketing**

Pia A. Albinsson – Appalachian State University,  
albinssonpa@appstate.edu  
Mini Mathur – MICA, mini.mathur@micamail.in

### **Marketing Education**

Brian Vander Schee – Indiana University, vandarsb@iu.edu

### **Marketing Ethics & Corporate Social Responsibility**

Lei Huang – Fredonia State University,  
Lei.Huang@fredonia.edu

### **Marketing Strategy & Entrepreneurship**

Tereza Dean – Ball State University, tdean@bsu.edu

### **Personal Selling & Sales Management**

Stacey Schetzle – University of Tampa, sschetzle@ut.edu  
Emily Goad – University of Central Oklahoma,  
egoad@uco.edu

### **Products, Brand Management, & Pricing**

Jose Saavedra Torres – Northern Kentucky University,  
saavedratj1@nku.edu  
Monika Rawal – Millsaps College, rawalm@millsaps.edu

### **Promotions**

Juliann Allen – Nicholls State University,  
juliann.allen@nicholls.edu  
Laura Flurry – Louisiana Tech University,  
lwflurry@latech.edu

### **33<sup>rd</sup> Annual Doctoral Consortium**

Brian Rutherford – Kennesaw State University,  
brutherford1@kennesaw.edu  
Kevin Shanahan – Mississippi State University,  
kshanahan@business.msstate.edu  
David Hardesty – University of Kentucky,  
DMHARD3@uky.edu  
Jonathan Hasford – University of Tennessee,  
jhasford@utk.edu

### **SMA Teaching Moments**

Charles Drehmer – DePaul University,  
cdrehmer@depaul.edu  
Prachi Gala – Elon University,  
pgala@elon.edu  
Parker Woodroof – University of Central Arkansas,  
parkerw@uca.edu

### **Public Policy, Non-Profit, & Healthcare Marketing**

Devin Lunt – University of Tampa, dlunt@ut.edu  
Lucas Lunt – Morehead State University,  
ldlunt@moreheadstate.edu

### **Research Methods & Analytics**

Lubna Nafees – Appalachian State University,  
nafeesl@appstate.edu

### **Retailing, Logistics, & Supply Chain Management**

G. David Shows – Appalachian State University,  
showsgd@appstate.edu

### **Services Marketing**

Emily Tanner – West Virginia University,  
Emily.tanner@mail.wvu.edu

### **Social Justice in the Academy\***

Jeff Tanner – Old Dominion University, jtanner@odu.edu  
Jeanetta Sims – University of Central Oklahoma,  
JSims7@uco.edu

### **Social Media & Digital Marketing**

Eric Harvey – Purdue University Fort Wayne,  
harveye@pfw.edu

### **Tourism, Hospitality, Food, Music, & Sports Marketing**

Shannon McCarthy – University of Central Missouri,  
smccarthy@ucmo.edu  
Mark Pelletier – University of North Carolina-Wilmington,  
pelletierm@uncw.edu

### **Special Sessions**

Jennifer Siemens – Clemson University,  
jsiemen@clemson.edu  
Lura E. Forcum – Clemson University,  
lforcum@clemson.edu

***Conference Submissions made via Easy Chair by: June 30, 2021***