

The Wild, Wild West: Finding the Balance between Big Data, Analytics, and Ethics

November 8 – 11, 2023

Fort Worth, Texas

In recent years, the world has adopted the widespread use of big data and advanced analytics. Numerous ethical challenges have developed as a result. Customers are becoming more concerned with comprehensive tracking, as well as personalized interactions and decisions enabled by advanced analytics. Companies and governments are also beginning to acknowledge and respond to the potential for negative consequences. While papers relevant to all areas of marketing are welcome, several of the tracks will showcase papers that explore finding a balance between big data, analytics, and ethics.

Please join us for SMA 2023 from November 8 – 11 for the opportunity to advance how the wild west of big data and analytics is generating new ethical challenges for marketing. The conference will be held in Fort Worth, TX – “where the west begins”. The city now stands as a beacon of the arts but started as a stop on the Chisholm Trail and the Texas and Pacific Railway where it became the hub for the Stockyards. Fort Worth is the 13th largest city in the U.S. and was recently one of the nation’s fastest-growing. Over 900,000 people now call the city home. Enjoy a stay at the Fort Worth Hilton, on the National Register of Historic Places, and where JFK delivered his last presidential address. Conveniently walk to shopping, museums, and restaurants. Finally, don’t forget to visit the renowned zoo, botanical garden, the historic Stockyards, one of over 13 museums, or venture into the nightlife at places such as the famous Billy Bob’s. You can experience the adventures offered by the Queen City of the Prairie by arriving conveniently from your destination using one of two airports, Dallas-Fort Worth International or Love Field.



Special Issues (*) associated with SMA for 2023

Journal of Global Scholars of Marketing Science
Journal of Marketing Analytics
Journal of Marketing Theory and Practice - Saturday Symposium
Marketing Education Review – Saturday Symposium

* Asterisk in track list below indicates association with special issue (SI) and provides contact information for SI editors. Direct links to SI Call for Papers will be posted on the SMA website when available.

Events and Event Chairs

Doctoral Dissertation Proposal Competition

[Christopher Newman](#) - University of Mississippi

Steven J. Shaw – Joe Hair Best Paper in Conference

[Joe F. Hair](#), University of South Alabama

35th Annual Doctoral Consortium

[Pia A. Albinsson](#) - Appalachian State University

[Sharon Beatty](#) - University of Alabama

[Christopher Hopkins](#) - Auburn University

Teaching Tracks and Track Chairs

Innovations in Teaching Competition

[Larry Neale](#) - Queensland University of Technology

Distinguished Teaching Competition

[Barbara Wooldridge](#) - University of Texas at Tyler

SMA Teaching Moments

[Charles Drehmer](#) - DePaul University

[Prachi Gala](#) - Kennesaw State University

[Parker Woodroof](#) - The University of Alabama at Birmingham

Conference Submissions made via Dryfta by June 30, 2023

Dryfta, the new SMA submission and registration system will be ready by March 1, 2023.

Research Tracks and Track Chairs

***Artificial Intelligence, Business Intelligence, and Emotional Intelligence**

Special Issue with Journal of Global Scholars of Marketing Science – Special Issue Editors

[Brian 't Hart](#) - Trinity Western University

[Isaac Cheah](#) - Curtin University

***Big Data, Analytics & Business Ethics**

Special Issue with the Journal of Marketing Theory and Practice with Saturday Symposium – Special Issue Editors

[Dana E. Harrison](#) - East TN State University

[O.C. Ferrell](#) - Auburn University

[Bryan Hochstein](#), University of Alabama

[Michael Peasley](#), Middle TN State University

Consumer Behavior (Conceptual, Theoretical, Qualitative)

[Stephanie Lawson](#) – Appalachian State University

Consumer Behavior (Quantitative)

[Laura Boman](#) - Mercer University

[Spuhurti Sewalk](#) - Florida International University

Marketing Education

[Kate Nicewicz](#) - Western Kentucky University

Marketing Ethics & Corporate Social Responsibility

[Courtney Peters](#) - Samford University

[Michelle Sullivan](#) - East TN State University

Marketing Futurology and Philosophy

[Michael Hyman](#) – New Mexico State University

Marketing Strategy & Entrepreneurship

[Michael Levin](#) - Otterbein University

Personal Selling and Sales Management

[Laura Munoz](#) – University of Dallas

[Jen Riley](#) – Purdue University

Products, Brand Management, & Pricing

[Amy Watson](#) - Valdosta State

Promotions/Advertisement and IMC

[R. Wixel Barnwell](#) - Longwood University

[Brian Taillon](#) - East Carolina University

Public Policy, Non-Profit, & Healthcare Marketing

[Mary Gardner](#) – Western Kentucky University

[Bruce Huhmann](#) - Virginia Commonwealth University

Retailing and eCommerce

[Sona Klucarova](#) - University of Nebraska, Omaha

Services Marketing

[Elten Briggs](#) - University of Texas, Arlington

***Societal Impact of Marketing Education**

Special Issue with Marketing Education Review with Saturday Symposium – Special Issue Editors

[Ginger Killian](#) - Rollins College

[Jeff Tanner](#) - Old Dominion University

Social Media & Digital Marketing

[Shirley Mai](#) - East Carolina University

[Lubna Nafees](#) - Appalachian State University

Special Sessions/ Panel Proposals

[Joie Hain](#) - Clayton State University

***Supply Chain, Logistics & Sales Analytics**

Special Issue with Journal of Marketing Analytics – Special Issue Editors

[Joe F. Hair](#) - University of South Alabama

[Ermanno Affusso](#) – University of South Alabama

[Lindsey Givens](#) – Southern Arkansas University

[Julius Ekeroma](#) – University of South Alabama

[Wendy Ritz](#) – Florida State University, Panama City

[Marco Wolf](#) – University of Southern Mississippi

Tourism, Hospitality, Food, Music, & Sports Marketing

[Julie Steen](#) - University of South Carolina Aiken

**To receive the best paper certificate or award, you must be present at the Friday Awards Luncheon