

CALL FOR PAPERS
2010 MMA Spring Conference
Innovative Marketing in a Challenging Global Economy
Chicago IL
March 24 - 26, 2010

It's time to think about submitting your articles and ideas and plan to register for the *Marketing Management Association's* 2010 Spring Conference to be held at the beautiful and historic Drake Hotel (www.thedrakehotel.com) on the Gold Coast along Chicago's Michigan Avenue, March 24-26, 2010.

This year's theme is **Innovative Marketing in a Challenging Global Economy**. Building on our many successes in the past, this three-day venue continues to attract innovative marketing educators and scholars worldwide--a well-proven organization that affords the opportunity to share one's insights and ingenuity in the form of scholarly papers, panel sessions, discussions, and more. You are encouraged to submit in any of these formats.

The submission deadline is **October 16, 2009**. Your group of track chairs includes some of the most talented and capable people associated with the Marketing Management Association: Tracy Gonzales-Padron, Sanjay Mehta, Erin Cavusgil, James Harris, D. S. Sundaram, Maxwell Hsu, Mandeep Singh, John Newbold, Connie Bateman, Haiyan Hu, Robert Erffmeyer, Scott Swanson, Michael Messina, Sam Fullerton, Pamela Kennett-Hensel, and Timothy R. Graeff.

Spring Conference Program Chair and President-elect of MMA:

Rama Yelkur
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Tracks & Track Chairs

Ethics & Corporate Social Responsibility

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Marketing Strategy: Product & Pricing Issues

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Technology in Marketing

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Eighth Annual Hormel Foods Corporation

Master Teaching Competition

Timothy Graeff

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Guidelines for Competitive Papers

Authors should email one copy of their complete manuscript in a MS Word document to the appropriate track chair (preferred method).

SUBMISSION DEADLINE: October 16, 2009

THE FOLLOWING FORMAT GUIDELINES ARE CRITICAL TO THE ACCEPTANCE OF YOUR MANUSCRIPT:

Papers should not exceed 12 double-spaced, word-processed pages including references, tables, and figures.

Each paper is to have a title page with the author's name, affiliation, address, e-mail, telephone, and FAX numbers. The preferred method of author contact will be through e-mail. Multiple authorships should indicate the contact person. Authors should avoid revealing their identities in the body of the paper.

The title of the paper should appear on the first page of the manuscript, followed by a 100-word abstract, single-spaced. The remainder of the paper should be double-spaced and should **strictly adhere to the reference style used by the *Journal of Marketing***.

Submit your work to only one track. If you are unsure of which track, send your paper to Dr. Rama Yelkur, Conference Program Chair (see contact information).

Papers must not have been published or accepted for publication elsewhere or be currently under any other review. A statement to this effect should appear in the cover letter or transmittal e-mail.

Papers will be blind-refereed by a minimum of two reviewers. For all accepted papers, at least one author must pre-register and attend the 2009 conference to present the paper. Pre-registrations are expected at the time of acceptance of the paper by the Track Chair.

Authors of accepted papers must agree to revise papers if requested by their Track Chair in a **timely** manner if they have not strictly followed the guidelines of the *Journal of Marketing*.

To volunteer as a paper reviewer, discussant or session chair, please contact the appropriate track chair. The same instructions and timetable for authors of manuscripts holds true for those who wish to submit ideas for special panel sessions to the Conference Program Chair, Rama Yelkur.

MMA SPRING 2010 CONFERENCE

WORKSHOPS AND SPECIAL SESSIONS

Workshops and special session proposals focusing on **Innovative Marketing in a Challenging Global Economy** with participation of practitioners are requested. To propose an idea for a workshop, special session or other practitioner participation, please submit a one-page proposal to Dr. Rama Yelkur, conference program chair (see contact information below).

DEADLINE: October 16, 2009.

AWARDS

Track and overall conference awards will be announced at the conference. The best papers will be given special publication consideration in one of our two MMA publications, the *Marketing Management Journal* or *Journal for Advancement of Marketing Education*.

Also, the Eighth Annual Hormel Foods Corporation *Master Teaching Competition* will be held to recognize and honor the outstanding teacher(s) of the year.

DIRECT ALL QUESTIONS ABOUT THE CONFERENCE PROGRAM TO:

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For more information about the Marketing Management Association and its conferences, please look at the MMA website for conference updates: <http://www.mmaglobal.org>.