



## 2017 Annual StuKent Outstanding Teacher-Scholar Doctoral Student Competition - Call for Submissions

22nd Annual MMA Fall Educators' Conference  
Pittsburgh, Pennsylvania, September 20-22, 2017

The Marketing Management Association (MMA) is delighted to announce the 2017 annual Outstanding Teacher-Scholar Doctoral Student Competition sponsored by **StuKent** (<https://www.stukent.com/>). The competition is open to all marketing doctoral students to recognize achievement and future promise in student learning and scholarship. Applicants must be currently enrolled in-residence marketing doctoral students and expect to have the doctoral degree awarded in December 2017 or later. The submission deadline is **Friday May 26, 2017**. Please note that your submission indicates your intention to register and attend the conference if selected as a finalist. A complete submission contains three PDFs as noted below sent to the competition chair, Matt Elbeck at [DocCompetition@mmaglobal.org](mailto:DocCompetition@mmaglobal.org).

1. A member of your doctoral committee or senior faculty member's letter of recommendation addressing your scholarly record, potential for future scholarship and your ability to foster student learning in and outside the classroom.
2. Condensed curriculum vita (two pages, double-spaced, 12-point font) highlighting your scholarly and student learning achievements, and
3. A teaching statement (three pages, double-spaced, 12-point font) describing your ability to engage and foster student learning, including any supporting evidence.

All submissions will be carefully reviewed by the three competition judges who are;

**Theresa B. Clarke**, Wampler-Longacre Eminent Scholars Professor of Marketing, James Madison University. With over 900 scholarly citations, Theresa received the 2011 MMA Hormel Master Teacher Award, the 2014 O'Hara Leadership Award in Education and is co-editor of *Advances in Electronic Marketing*.

**Victoria L. Crittenden**, Professor of Marketing and Chair of the Marketing Division, Babson College. With more than 2,000 scholarly citations, Vicky is a Past President of the Academy of Marketing Science (AMS), received the 2013 AMA Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education, the 2008 AMS Distinguished Fellow award and the 2005 AMS Lamb, Hair, McDaniel Outstanding Marketing Teacher award.

**Lisa D. Spiller**, Distinguished Professor of Marketing, Christopher Newport University. With more than 190 scholarly citations, Lisa received the 2008 O'Hara Leadership Award in Education, the 2005 Robert B. Clark Outstanding Direct Marketing Educator award and is coauthor of *Contemporary Direct and Interactive Marketing*.

The judges will select three finalists who will be invited to present a 15-minute demonstration that best describes their approach to student **learning** in any marketing area of their choosing at the 2017 MMA Fall Educators' Conference in Pittsburgh, Pennsylvania. The competition judges will then select a winner based on each finalist's demonstration, with all three recognized for their achievement at the Awards Luncheon on Thursday, September 21, 2017. Each of the three finalists will have the conference registration fee (which includes meals) and up to two-nights at the conference hotel paid. The winner will receive a \$1,000 prize and the two runners up will each receive a \$250 prize.

Please visit [www.mmaglobal.org](http://www.mmaglobal.org) and select *Fall Conference* from the *Conferences* tab for full conference details including the Conference Call for Papers.

