



25th Annual MMA Fall Educators' Conference
Omni Providence Hotel in Providence, RI September 23-25, 2020
~ Call for Papers ~

Conference Theme: "Creativity in Marketing"

Marketing is the "creative" function in a company; it's considered to be the same in many educational institutions. So, what are we doing in our classrooms to help encourage creativity by our students? How do we create *with* the students and not just *for* the students? How do we maintain our own creative edge as faculty in research and teaching? Does creativity have a return on investment for a firm? Is creativity the root of developing and maintaining an *agile mindset*? Join us as we put our own minds together in Providence and look for some of the answers to these questions! New this year: *non-pedagogical papers/topics are welcome for submission!*

Sample Topics for Panels, Position Papers, and Refereed Papers

Teaching

Instilling creativity into marketing education
Innovative learning strategies or activities
Creative business case development and delivery
Social media learning strategies
Managing creative group projects or presentations
Developing creative internships
Innovative marketing course topics
Deploying innovative global experiences
Planning and implementing simulation-based learning
Online teaching techniques
Planning and executing client-based learning projects

Research

Measuring creativity for students and firms
Integrating AI and VR into marketing education
Examining marketing education pedagogy
Faculty-student research collaboration
Social media metrics and analytics
Faculty-industry research collaboration

Service

Incorporating ethics and social responsibility
Curriculum and program development initiatives
Organization programming for creative outcomes
Community service and outreach programs

Panel Proposal Submissions

Contact Ursula Sullivan at Fallsubmissions@mmaglobal.org to suggest a topic or to inquire about approved topics needing panelists. All panelists and special session participants must register and attend the conference. The deadline to submit panel proposals is May 22, 2020.

Position Paper Submissions

Submission Guidelines: Position papers should include a cover page with each author's name, affiliation, and email. Position papers are limited to three double-spaced pages (not including the cover page) using 12-point font.

Position Paper Organization: (1) Introduce the problem you will explore in your presentation, (2) Provide a brief context for the situation – this may or may not include references, (3) Offer your solution (what was done) or recommended course of action (what should be done), (4) Mention any challenges or alternative perspectives, and (5) Conclude with suggested future research or exploration needed. Please list key words with your submission.

How to Submit: Submit position papers via email attachment in Microsoft WORD to Ursula Sullivan at Fallsubmissions@mmaglobal.org by May 22, 2020. At least one author must register by September 1, 2020 and attend the conference.

Refereed Paper Submissions

Submission Guidelines: Refereed papers should not exceed 15 double-spaced pages in Microsoft WORD format including references, tables and figures. Use 12-point font. Include a separate cover page listing each author's name, affiliation, and email as well as the manuscript title and key words. Multiple authorships should indicate the primary contact. Authors must avoid revealing their identities in the body of the paper. Include the title of the paper on the first page of the manuscript, followed by a single-spaced 150-word abstract. The body of the paper immediately follows the first page, double-spaced, APA reference style. Papers not adhering to these guidelines will be returned. The best refereed paper will be awarded a \$500 prize at the conference.

New this year: non-pedagogical papers are welcome for a special marketing topics research track.

How to Submit: Submit refereed papers via email attachment in Microsoft WORD to Ursula Sullivan, Program Chair, at Fallsubmissions@mmaglobal.org by May 22, 2020. At least one author must register by September 1, 2020 plus attend and present at the conference. An author must be present, if selected, to receive the best paper award.

Note that the early registration fee deadline is August 1, 2020. Please see detailed conference and lodging information at: <http://www.mmaglobal.org/conferences/fall-conference/>