



2020 Annual Outstanding Teacher-Scholar Doctoral Student Competition - Call for Submissions

25th Annual MMA Fall Educators' Conference
Providence, RI, September 23-25, 2020

The Marketing Management Association (MMA) is delighted to announce the 2020 annual Outstanding Teacher-Scholar Doctoral Student Competition. 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 who expect to have the doctoral degree awarded in December 2020 or later. The submission deadline is **Friday, May 22, 2020**. Please note that your submission indicates your intention to register and attend the conference if selected as a finalist. A complete submission must contain three PDFs, as noted below, sent to the competition chair, Professor Vicky Crittenden at 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. A 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 reviewed by four competition judges:

Lauren Beitelspacher, Associate Professor of Marketing, Babson College. Lauren was the 2017 recipient of the AMA's Pearson Prentice Hall's Solomon-Marshall-Stuart Award for Innovative Excellence in Marketing Education. She also received the Babson College Dean's Award for Excellence in Undergraduate Teaching in 2017. In 2016, Poets & Quants recognized Lauren as one of the 40 under 40 Best Business Professors.

Theresa B. Clarke, Academic Unit Head and Professor of Marketing, James Madison University. With over 1,500 scholarly citations, Theresa received the 2011 MMA Hormel Master Teacher Award, the 2014 O'Hara Leadership Award in Education, and the 2017 Otto Brenner Award for Excellence in Teaching in the JMU College of Business. She is co-editor of *Advances in Electronic Marketing*.

Adam J. Mills, Assistant Professor of Marketing and holder of Chase Professorship in Business, Loyola University, New Orleans. Adam was the 2013 recipient of this MMA Outstanding Teacher-Scholar Doctoral Student Award and the TD Canada Trust Distinguished Teaching Award in 2014. He is chair of the AMA Teaching & Learning SIG.

Lisa D. Spiller, Distinguished Professor of Marketing, Christopher Newport University. With around 500 scholarly citations, Lisa received the 2005 Robert B. Clark Outstanding Direct Marketing Educator Award, the 2007 Inaugural CNU Alumni Society Faculty Award for Excellence in Teaching and Mentoring, and the 2008 O'Hara Leadership Award in Education, and she is author of *Direct, Digital, and Data-Driven Marketing, 5/e*.

The judges will select three finalists who will present a 15-minute demonstration that best communicates their approach to student learning in any marketing area of their choosing at the 2020 MMA Fall Educators' Conference. 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 24, 2020. The winner will receive a \$1,000 prize, and the two runners up will each receive a \$250 prize.

Please visit <http://www.mmaglobal.org/conferences/fall-conference/> for full conference details including the Conference Call for Papers.