



**2020 MMA Conference**  
**October 28-30, 2020**  
~ Call for Papers ~  
**Conference Theme: “A Virtual Experience”**

Given the COVID-19 Pandemic, our Marketing Management Association conference is going virtual! The face of Marketing, and Marketing Education, is experiencing rapid change. Faculty are teaching in non-traditional methods. Research is being conducted to understand the short- and long-term impacts of global pandemics on the marketing discipline. Companies are seeking new ways to engage potential employees and interns as their businesses are experiencing considerable changes. Students are seeking clarity in how academia can help them overcome the anxiety of the unknown. As the Marketing Management Association, we want to help explore these issues with each of you and share our combined knowledge to ensure that the marketing discipline continues to lead during this time of trial. *While papers related to the pandemic are valued, any papers and presentations related to marketing and marketing education can be submitted to the conference.* Join us as we go virtual and explore solutions to these challenging times!

**SAMPLE TOPICS FOR PANELS, POSITION PAPERS, AND REFEREED PAPERS**

**Teaching**

Creativity in Marketing Education  
Learning Strategies or Activities  
Business Case Development & Delivery  
Social Media Learning Strategies  
Group Projects or Presentations  
Creative Internships  
Innovative Global Experiences  
Simulation-Based Learning  
Online Teaching Techniques  
Client-Based Learning Projects

**Research**

Consumer Behavior & B2B  
Social Media & Digital Marketing  
Marketing Education  
Cross-Cultural, Ethics & Social Responsibility  
Services, Sales & Retailing  
Advertising & Promotions  
Sports, Events & Recreation Marketing  
Branding, Strategy & Research  
Undergraduate Student Marketing Research

**Service**

Incorporating Ethics & Social Responsibility  
Curriculum & Program Development Initiatives  
Community Service & Outreach Programs

**MMA 2020 Virtual Conference Using the Whova App**

Please keep in mind that all accepted submissions will be presented live in a virtual format using the [Whova](#) platform. Training on the [Whova](#) platform will be provided prior to the virtual conference.

**Panel Proposal Submissions**

Panel Submissions should include: (1) Recommended Topic Title, (2) Brief description of discussion area, (3) Reason you believe the membership will find interest in this topic. In addition, (4) if you have panel members you will be asked to provide their contact information. *Note: Once panel topics are submitted and approved, MMA will begin the process of seeking additional panel members. This stage is solely for the purpose of seeking panel topics.*

**Submit Panel Topics at this link: <https://forms.gle/85A3f8JtwM31HSux6>**

### **Position Paper Submissions**

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. Submissions should include: (1) Introduction of the problem you will explore in your presentation, (2) A brief context for the situation – this may or may not include references, (3) Your solution (what was done) or recommended course of action (what should be done), (4) Challenges or alternative perspectives, and (5) Suggestions for future research or exploration needed. Please list key words with your submission.

**Submit Position Papers at this link:** <https://forms.gle/M9uL3pxL7H7MWBh8A>

### **Refereed Paper Submissions**

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.*

**Submit Refereed Papers at this link:** <https://forms.gle/hsYAF1GCV7TAGQoB9>

### **How to Submit**

**THE DEADLINE FOR SUBMISSION IS EXTENDED TO AUGUST 16, 2020.**

Submit papers to Takisha Toler, Program Chair, at the Google link provided above by **August 16, 2020**. At least one author must register by **October 9, 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 **September 11, 2020**. Please see detailed conference and registration information at: <http://www.mmaglobal.org/conferences/fall-conference/>. Contact Takisha Toler at [Takisha@mmaglobal.org](mailto:Takisha@mmaglobal.org) if you have questions.

### **Conference Registration Deadlines and Fees:**

- Early Registration Deadline (Friday, September 11, 2020) – Cost \$150
- Traditional Registration (Saturday, September 12 - Thursday, October 15, 2020) – Cost \$ 170
- Late Registration Deadline (Friday, October 16, 2020) – Cost \$185
- Student Registration (Thursday, October 15, 2020) – Cost \$50

Note: Presenter Registration Deadline (Friday, October 9, 2020) – See Available Prices Above

MMA is seeking Volunteers for the 2020 Virtual Experience Conference. We are seeking peoples to serve as a Reviewer and/or Session Chair. If you are interested, please provide your information at the link below.

**Submit Volunteer Interest at this link:** <https://forms.gle/xAJQAAuc25rx2C3v5>