



Marketing Management Association

2021 MMA Fall Educators' Conference

October 13-15, 2021

~ Call for Papers ~

Conference Theme: "Diversity for a New Decade"

The world has begun a rapid progression and change over the last 2 years, and 2021 is a year in which the expectations of new perspectives are essential. Not only do we have to look at a new normal in academia, we must also begin to investigate how diversity impacts all facets of the new decade. Faculty are teaching using diverse methods in classrooms of diverse student populations. Research is now looking at diverse perspectives, and companies are seeking new ways to engage a diverse world. As the Marketing Management Association, we want to help explore diversity in all its forms with each of you and share our combined knowledge to ensure that the marketing discipline continues to lead during the new decade. Join us as we go virtual for the Fall 2021 MMA Educators' Conference to finding understanding in these diverse times!

Panel & Special Session Submissions

Want to Join a Panel at the 2021 MMA Fall Educators' Conference? Or Propose a Special Session? Below you will find a list of possible session/panel topics.

To Join a Panel you will select your top 3 choices. Based upon the responses we receive you will be placed on a panel with 3-4 other co-presenters. A session chair for your group will be in touch to get everyone connected and organized. As a group, you may propose a compelling title for your session (this is optional). Additionally, you may submit a panel position paper as a group or individually to be included in the conference proceedings (again, this is optional).

To Propose a Special Session for this year's conference, submissions should include: (1) Proposed Session Title, (2) Brief description of the topic and what the session will entail, (3) Reason you believe the membership will find interest in this topic, and (4) a list of individuals who will be participating in this session (name, affiliation, and email needed). If accepted, authors can publish a Panel Position paper to appear in the Conference Proceedings (optional).

All panelists and special session participants must register and attend the conference.

SAMPLE TOPICS FOR PANELS AND SPECIAL SESSIONS

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
Diversity, Equity, Inclusion and Social Justice in the Classroom

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
Diversity, Equity, Inclusion and Social Justice Research

Service

- Incorporating Ethics & Social Responsibility
Curriculum & Program Development Initiatives
Community Service & Outreach Programs
Diversity, Equity, Inclusion and Social Justice Initiatives

Position Paper Submissions

Position papers are limited to 3 double-spaced pages using 12-point font. Documents must be submitted in Microsoft WORD format. 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. Submission will require each author's name, affiliation, email and a list key words.

Refereed Paper Submissions

Refereed papers are limited to 15 double-spaced pages using 12-point font including references, tables and figures. Documents must be submitted in Microsoft WORD format. 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. Submission will require each author's name, affiliation, email, abstract and a list key words. *The best refereed paper will be awarded a \$500 prize at the conference.*

How to Submit

Submit papers at <https://forms.gle/ATLVhRUUCChTwpgn9> by **June 14, 2021**. Please note that each category submission must be done separately using the link above. At least one author must register by **October 12, 2021** to be included in the agenda, and must attend and present to be included in the final proceedings. An author must be present, if selected, to receive the best paper award.

Please see detailed conference and registration information at: <http://www.mmaglobal.org/conferences/fall-conference/>. Contact Takisha Toler at takisha@mmaglobal.org with additional questions.