



**MMA Spring 2018 Conference  
Palmer House Hilton, Chicago, April 18 - 20, 2018  
Call for Papers**

**The MMA Spring Conference has a history of showcasing cutting-edge marketing research, presented by both academics and practitioners. The Spring Conference offers you opportunities to form friendships with marketing colleagues from around the world. Please join us in Chicago!**

**Competitive Refereed Paper Submission Guidelines:** Competitive refereed papers should not exceed 15 double-spaced pages including references, tables and figures using 12-point font. Each paper is to have a separate cover page with each author's name, affiliation, and email. Multiple authorships should indicate the contact person. Authors should avoid revealing their identities in the body of the paper. The title of the paper should appear on the first page of the manuscript, followed by a 150-word abstract, single spaced. The body of the paper follows right after on the first page using double spacing and adhering strictly to APA style. Only the competitive refereed papers are eligible for the Best Paper Award in their respective track.

**Working Paper Submission Guidelines:** Working papers which focus on research in its early stages should not be less than three pages and should not exceed seven double-spaced pages including references, tables and figures using 12-point font. Please follow the formatting guidelines specified for competitive refereed papers. Include a separate cover page with the name, affiliation, and email of each presenter.

**Panel, Special Session, & Workshop Proposal Submission Guidelines:** Proposals should not exceed 2 double-spaced pages. Include a separate cover page with the name, affiliation, and email of each presenter.

**Interactive Teaching Poster Guidelines:** Note that this section has been updated since the first call was sent. Poster proposals should be submitted to the 2018 General MBAA International Program Chair, Dee Ann Ellingson ([dellingson@business.und.edu](mailto:dellingson@business.und.edu)). Accepted presenters are expected to interact throughout the session with the interested colleagues. Poster submissions should include name, email address, affiliation, mailing address, and phone number of each author, MMA, Title of Poster, and brief (400 words or less) detailed description of poster's content. What will participants learn from your presentation? This session is to discuss teaching techniques or innovative methods that work for engaging student in the learning process. Note that this is not for marketing commercial products or services through display or promotion materials. Please contact Dee Ann directly if you have any questions regarding the interactive poster session.

**Submission Process: Submit competitive refereed papers, working papers and other proposals via email attachment in Microsoft WORD to the MMA Spring 2018 Conference Program Chair, Gail Zank, at [mmaspring2018@gmail.com](mailto:mmaspring2018@gmail.com), by the MBAA International submission deadline which is **October 30, 2017**. In the subject line of the email please indicate the appropriate track from the list on the back page. At least one author for competitive refereed paper, working paper, panel, special session & workshop, interactive poster submissions that are accepted for the conference must register and attend the conference. This email address ([mmaspring2018@gmail.com](mailto:mmaspring2018@gmail.com)) is for submissions, as well as general questions.**

**Reviewers and Session Chairs:** To volunteer to serve as a paper reviewer and/or session chair, please contact the appropriate track chair. Track chair information is provided for questions or volunteer roles, not for submission purposes. Conference Track Chair information is on the next page. All submissions will go to [mmaspring2018@gmail.com](mailto:mmaspring2018@gmail.com).

## MMA Spring 2018 Conference Track Chairs

### **Consumer B2B Behavior**

Pam Kennett-Hensel  
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### **Marketing Education**

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### **Services, Sales & Retailing**

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### **Sports, Events & Recreation Marketing**

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### **Branding, Strategy & Research**

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### **Social Media & Digital Marketing**

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### **Cross-Cultural, Ethics & Social Responsibility**

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### **Advertising & Promotions**

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