



MMA 2019 Spring Conference
Palmer House Hilton, Chicago, March 27 - 29, 2019
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 competitive refereed papers are eligible for the Best Paper Award in their respective track. Authors can choose to publish accepted competitive papers as a full paper or extended abstract.

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. Each accepted working paper will be published as an extended abstract.

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. Each person listed on a panel, special session, or workshop proposal must register for and attend the conference.

Interactive Teaching Poster Guidelines: Poster proposals should be submitted to the 2019 General MBAA International Program Chair, Juan Meraz (JuanMeraz@missouristate.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, an indication that the poster is for the MMA Division, Title of Poster, and brief (400 words or less) detailed description of poster's content. In the description, convey what participants will learn from your presentation. This session is to discuss teaching techniques or innovative methods that work for engaging student in the learning process. Please note that this is not for marketing commercial products or services through display or promotion materials. Contact Juan Meraz directly if you have any questions regarding the interactive poster session.

Submission Process: Submit competitive refereed papers, working papers, and panel, special session, or workshop proposals via email attachment in Microsoft WORD to the MMA 2019 Spring Conference Program Chair, Chad Milewicz, at springconference@mmaglobal.org, by the MBAA International submission deadline, which is **October 26, 2018**. In the subject line of the email please indicate the appropriate track from the list on the next page. For each competitive refereed paper, working paper, and interactive poster submission that is accepted, at least one author must register for and attend the conference. This email address (springconference@mmaglobal.org) 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 go to springconference@mmaglobal.org.

MMA Spring 2019 Conference Track Chairs

Consumer Behavior and B2B

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Social Media & Digital Marketing

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