



**2020 MMA Spring Conference**  
**Palmer House Hilton, Chicago, March 25 - 27, 2020**  
**Call for Papers**  
**Extended Deadline: ~~October 28, 2019~~ is now December 2, 2019**

**The MMA Spring Conference has a history of showcasing cutting-edge marketing research, presented by both academics and practitioners. NEW this year is an undergraduate student marketing research poster competition. 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, email address, affiliation, mailing address and phone number. 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 submitted by the December 2, 2019 extended deadline 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 3 pages and should not exceed 7 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 each author's name, email address, affiliation, mailing address and phone number. 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 each presenter's name, email address, affiliation, mailing address and phone number. Each person listed on a panel, special session, or workshop proposal must register for and attend the conference.

**Competitive Undergraduate Student Marketing Research Poster Submission Guidelines:** Research submissions for undergraduate student posters should not be less than 4 pages and should not exceed 8 double-spaced pages not 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 each student's name, email address, affiliation, mailing address, phone number, along with the same information for the faculty mentor. Only undergraduate student poster submissions submitted by the December 2, 2019 extended deadline are eligible for the Best Undergraduate Student Research Award. Poster dimensions should be landscape or portrait 44" x 36". On-the-spot \$50 research awards are provided at the conference by the Council on Undergraduate Research Social Sciences Division.

**Interactive Teaching Poster Guidelines:** Poster proposals should be submitted to the 2020 General MBAA International Program Chair, Stephen Bretsen ([stephen.bretsen@wheaton.edu](mailto:stephen.bretsen@wheaton.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 Stephen Bretsen directly if you have any questions regarding the interactive poster session.

**Submission Process:** Submit competitive refereed papers, working papers, and panel, special session, workshop or undergraduate research poster proposals via email attachment in Microsoft WORD to the 2020 MMA Spring Conference Program Chair, Jeanetta D. Sims, at [springconference@mmaglobal.org](mailto:springconference@mmaglobal.org), by the MBAA International extended submission deadline, which is **December 2, 2019**. 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](mailto: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](mailto:springconference@mmaglobal.org).

## 2020 MMA Spring Conference Track Chairs

### Consumer Behavior & B2B

John M. McGrath  
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### Social Media & Digital Marketing

Carrie Trimble  
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### Marketing Education

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### Cross-Cultural, Ethics & Social Responsibility

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### Services, Sales & Retailing

Hector R. Lozada  
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### Advertising & Promotions

Sydney Chinchanchokchai  
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### Sports, Events & Recreation Marketing

Chad Milewicz  
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### Branding, Strategy & Research

Zina Taran  
Delta State University  
[ztaran@deltastate.edu](mailto:ztaran@deltastate.edu)

### Undergraduate Student Marketing Research

Doreen Sams  
Georgia College & State University  
[doreen.sams@gcsu.edu](mailto:doreen.sams@gcsu.edu)

### Extended Submission Deadline:

**October 28, 2019**

**All submissions should be sent to:**

**[springconference@mmaglobal.org](mailto:springconference@mmaglobal.org)**