



**2021 MMA Spring Virtual Conference
Virtual Conference
March 24 - 26, 2021 Call for Papers
Deadline: October 26, 2020**

The MMA Spring Conference has a history of showcasing cutting-edge marketing research, presented by both academics and practitioners. We will be fully virtual this year to offer the maximum amount of flexibility! This year we are continuing with the undergraduate student marketing research poster competition. Please use this link to submit: [2021 MMA Spring Virtual Conference](#). You will need a GMAIL account to submit, please read further if you do not have one.

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 October 26, 2020 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.

Interactive Teaching Poster Guidelines: Poster proposals should be submitted to the 2021 General Program Chair, Larry Bauer, Memorial University of Newfoundland (lbauer@mun.ca). 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 Larry Bauer 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 the following form: [2021 MMA Spring Virtual Conference \(you will need a GMAIL account to submit\)](#). If you have any questions, do not have a GMAIL account, or need support in your submission, please reach out to the 2021 MMA Spring Conference Program Chair, Leila Samii, at springconference@mmaglobal.org, by the MBAA International submission deadline, which is **October 26, 2020**. 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.

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 and you can express your interest at the end of the submission form [2021 MMA Spring Virtual Conference](#).

2021 MMA Spring Conference Track Chairs

Consumer Behavior & B2B

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Marketing Education

Hannah Walters
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Services, Sales & Retailing

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Sports, Events & Recreation Marketing

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Undergraduate Student Marketing 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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Branding, Strategy & Research

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All submissions should be submitted via
[2021 MMA Spring Virtual Conference](#)