Marketing Management Association

2022 MMA Fall Educators' Conference
September 21-23, 2022
Drury Plaza Hotel San Antonio River Walk
San Antonio, Texas
~ Call for Papers ~
Conference Theme: "Analytics in the Classroom"

Business schools aim to develop students' capabilities for critical analysis, purposeful evaluation, and sound recommendations. Traditional curricula tend to be conceptual in nature which facilitates deep understanding of abstract concepts and theory. However, rapidly expanding adoption of new technologies, big data, and advanced analytics across nearly every industry sector begs the question of how to adequately prepare students for a vastly different world of marketing practice than we have ever known. What types of skills and expertise do our students need to fulfill the expectations of hiring managers and ultimately to succeed in this dynamically changed and continually changing profession? New graduates clearly need analytical skills to complement their conceptual marketing knowledge, however this preparation is often inadequate or absent. Students' fear of math, an inability to perform basic calculations, a lack of data visualization or presentation training, or simply undervaluing the importance that analytical tools will have in their professional lives may be to blame. Conversely, or possibly in tandem, a need for radically updated curricula may be at fault, to overcome potential student resistance while catalyzing their talents, interests, and passion for marketing practice. The Marketing Management Association seeks your innovative ideas and insights regarding the critical role of data analytics in current approaches to marketing education. Our combined knowledge ensures the continued relevance and value of the marketing discipline for serving industry needs. Join us as we go back in person for the Fall 2022 MMA Educators' Conference in San Antonio, Texas to discuss this critical issue and so much more!

Panel & Special Session Submissions

Want to Join a Panel at the 2022 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	Research
Analytics in the Classroom	Marketing Research & Analytics
Creativity in Marketing Education	Consumer Behavior & B2B
Learning Strategies or Activities	Social Media & Digital Marketing
Business Case Development & Delivery	Marketing Education
Social Media Learning Strategies	Cross-Cultural, Ethics & Social Responsibility
Group Projects or Presentations	Services, Sales & Retailing
Innovative Global Experiences	Advertising & Promotions
Simulation-Based Learning	Sports, Events & Recreation Marketing
Online Teaching Techniques	Branding, Strategy & Research
Client-Based Learning Projects	Undergraduate Student Marketing Research
DEI & Social Justice in the Classroom	DEI & Social Justice Research

Service
Incorporating Ethics & Social Responsibility
Curriculum & Program Development Initiatives
Community Service & Outreach Programs
DEI & 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/jngB5vkyMG2nMkPj8 by **May 29, 2022**. Please note that each category submission must be done separately using the link above. At least one author must register by **September 1, 2022** 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, Program Chair, at takisha@mmaglobal.org with additional questions.