



**2023 MMA Spring Virtual Conference**  
**March 9-10, 2023**  
**Submission Deadline: November 30, 2022**

**The MMA Spring Conference has a history of showcasing cutting-edge marketing research. The 2023 MMA Spring Conference will be held virtually, March 9-10, 2023. Please join us! Submit competitive refereed papers, position papers, and panel/special session proposals at [2023 MMA Spring Conference](#).**

**Competitive Refereed Paper Submission Guidelines:** Competitive refereed papers should not exceed 15 double-spaced pages including references, tables and figures using 12-point font. Authors should avoid revealing their identities in the body of the paper. Multiple authorships should indicate the contact person. 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 November 30, 2022 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.

**Position Paper Submission Guidelines:** Position 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. Each accepted position paper will be published as an extended abstract.

**Panel & Special Session Proposal Submission Guidelines:** Proposals should not exceed 2 double-spaced pages. Each person listed on a panel or special session proposal must register for and attend the conference.

**Submission Process:** Submit competitive refereed papers, position papers, and panel/special session proposals via the following form: [2023 MMA Spring Conference](#). If you have any questions, please reach out to the 2023 MMA Spring Conference Program Chair, Takisha Toler, at [takisha@mmaglobal.org](mailto:takisha@mmaglobal.org). For each competitive refereed paper, position paper, and panel/special sessions that is accepted, at least one author must register for and attend the conference. This email address ([takisha@mmaglobal.org](mailto:takisha@mmaglobal.org)) is for 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.

## 2023 MMA Spring Conference Track Chairs

### **Consumer Behavior**

Andy Lynch  
Southern New Hampshire University  
a.lynch@snhu.edu

### **Diversity, Equity, & Inclusion in Marketing**

Dalila Salazar  
Louisiana State University Shreveport  
dalila.salazar@lsus.edu

### **Marketing Data, Analytics, & Artificial Intelligence**

Karen Robson  
University of Windsor, Canada  
krobson@uwindsor.ca

### **Marketing Ethics, Sustainability, & Public Policy**

Sharmin Attaran  
Bryant University  
sattaran@bryant.edu

### **Personal Selling & Sales Management**

Kevin McEvoy  
University of Connecticut  
kevin.mcevoy@uconn.edu

### **Sports, Entertainment, & Experiential Marketing**

Chad Milewicz  
University of Southern Indiana  
cmmilewicz@usi.edu

### **Cross-Cultural & Global Marketing**

Denise Gochenouer  
Southwest Minnesota State University  
denise.gochenouer@smsu.edu

### **Marketing Communications & Promotions**

Sydney Chinchanchokchai  
University of Akron  
schinchana@uakron.edu

### **Marketing Education**

Marilyn Martin Melchiorre  
The College of Idaho  
mmelchiorre@collegeofidaho.edu

### **Marketing Strategy & Brand Management**

Cara Peters  
Winthrop University  
petersc@winthrop.edu

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

Michael Messina  
Gannon University  
messina@gannon.edu

**Submission Deadline: November 30, 2022**

**All submissions should be submitted to:**

**[2023 MMA Spring Conference](#)**