



**2024 MMA Spring Virtual Conference
March 21-22, 2024**

Submission Deadline: December 15, 2023

Submission Link: <https://forms.gle/MUJU7qnJPiBbP5Qv6>

The MMA Spring Conference has a history of showcasing cutting-edge marketing research. The 2024 MMA Spring Conference will be held virtually, March 21-22, 2024. Please join us! Submit competitive refereed papers, position papers, and panel/special session proposals at 2024 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 December 15, 2023 deadline are eligible for the Best Paper Award in their respective track. Authors can choose to publish accepted competitive papers as full papers or extended abstracts.

Position Paper Submission Guidelines: Position papers focused 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: 2024 MMA Spring Conference. If you have any questions, please reach out to the 2024 MMA Spring Conference Program Chair, Dalila Salazar, at vpmarketing@mmaglobal.org. For each competitive refereed paper and position paper that is accepted, at least one author must register for and attend the conference. All panel and special session participants are required to register for and attend the conference. This email address (vpmarketing@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.



2024 MMA Spring Conference Track Chairs

Consumer Behavior

Andy Lynch
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DEI, Cross-Cultural, & Global Marketing

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Entrepreneurial Product & Small Business Development

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Marketing Communications & Promotions

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Marketing Data, Analytics, & Artificial Intelligence

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Personal Selling & Sales Management

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Social Media & Digital Marketing

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Sports, Entertainment, & Experiential Marketing

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Supply Chain & Operations Management

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All submissions should be submitted to:
2024 MMA Spring Conference
<https://forms.gle/MUJU7qnJPiBbP5Qv6>