



2025 MMA Virtual Spring Conference
March 20-21, 2025
Submission Deadline: December 16, 2024
Submission Portal Available on the [Conference Webpage](#)

The MMA Virtual Spring Conference has a history of showcasing cutting-edge marketing research. The 2025 MMA Virtual Spring Conference will be March 20-21, 2025. Submit refereed papers, position papers, and panel or special session proposals. Please join us!

Refereed Papers Submission Guidelines: 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. The title of the paper should appear on the first page of the manuscript, followed by a 150-word abstract, single-spaced. Next, provide 3 to 5 key words. The body of the paper follows right after on the first page using double spacing and adhering strictly to APA style. Only refereed papers submitted by the December 16, 2024, deadline are eligible for the Best Paper Award in their respective track. Authors can choose to publish accepted refereed papers as full papers or extended abstracts.

Position Paper Submission Guidelines: Position papers focus on research in its early stages. Position papers should be no longer than 3 double-spaced pages using 12-point font. Please follow the formatting guidelines specified for refereed papers. Each accepted position paper will be published as an extended abstract.

Panel and Special Session Proposal Submission Guidelines: Proposals should not exceed 2 double-spaced pages.

Submission Process: Submit refereed papers, position papers, and panel or special session proposals using the submission portal on the [2025 MMA Virtual Spring Conference Site](#). If you have any questions, please reach out to Don Roy, Program Chair at droy@mtsu.edu. At least one author must register for and attend the conference for each accepted submission.

Reviewers and Session Chairs: To volunteer to serve as a paper reviewer 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.



2025 MMA Virtual Spring Conference Track Chairs

Consumer Behavior

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DEI, Cross-Cultural, & Global Marketing

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**Make all submissions via the Submission Portal on the
2025 MMA Virtual Spring Conference Webpage**