



2025 Virtual Spring Conference

March 20-21, 2025

Submission Deadline: December 31, 2024

Submission Portal Available on the [Conference Webpage](#)

The MMA Virtual Spring Conference has a history of showcasing cutting-edge marketing research. Submit refereed papers, developmental papers, or special session proposals. Please join us!

Refereed Papers Submission Guidelines: Refereed papers must not exceed 4,000 words including references, tables, and figures. Authors must 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. Authors can choose to publish accepted refereed papers as full papers or extended abstracts in the conference proceedings. At least one author must register for and attend the conference.

Developmental Paper Submission Guidelines: Developmental papers focus on research in its early stages and must be no longer than 750 words. Please follow the formatting guidelines specified for refereed papers. Accepted developmental papers can be published as an extended abstract in the conference proceedings. At least one author must register for and attend the conference.

Special Session Submission Guidelines: Proposals must not exceed 500 words and must adhere to the following format: (1) Title, (2) Brief description of the session, (3) Value to session attendees. All members of an accepted special session must register for and attend the conference. Special sessions require at least two presenters for a half session and three or four presenters for a full session on the conference program.

Submission Process: Submit refereed papers, developmental papers, and special session proposals using the submission portal on the [conference webpage](#). If you have any questions, please reach out to Don Roy, Conference Co-chair at droy@mtsu.edu.

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.



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Conference Co-chair



Don Roy
Conference Co-chair



2025 Virtual Spring Conference Track Chairs

Consumer Behavior

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Make all submissions via the Submission Portal on the
2025 MMA Virtual Spring [Conference Webpage](#)