



**2027 MMA Virtual Spring Conference
March 18-19, 2027**

**The deadline for all submissions is December 31, 2026.
The CMT Submission Link is available on the [Conference Webpage](#).**

The MMA Spring Conference showcases cutting-edge marketing research.
Questions? Contact Kristina Harrison, conference co-chair, at kriharr@iu.edu.

Submit a Refereed Paper

Refereed Paper Submission Guidelines: Papers must be between 750 and 1,250 words, not including the abstract, tables, figures, or references. Authors must avoid revealing their identities in the paper. Include a title of no more than 10 words on the first page, followed by a single-spaced 150-word short abstract. The body of the paper immediately follows on the first page, double-spaced, APA reference style.

Refereed Paper Organization: (1) Introduction: Outline the problem or research aim, (2) Background: Provide the context for the conference presentation or research study, (3) Methodology: Offer your solution (what was done) or the research process, (4) Results and Conclusions: Present the outcomes (what was discovered) or recommended course of action (what should be done), (5) Implications for Theory or Practice: Propose future exploration or research agenda.

Request to Join a Panel

Request to Join a Panel: Panels are a much-anticipated part of the Spring Conference! Each panelist provides a unique perspective on a contemporary topic, followed by a discussion with attendees. Each panelist may submit a 150-word abstract summarizing their unique contribution to the presentation for publication in the conference proceedings.

Propose a Special Session

Special Session Proposal Submission Guidelines: If you have a special topic that will be of interest to conference attendees, you can submit a proposal of up to 500 words. Special sessions require at least two presenters for a 20-minute presentation and three or four presenters for a full 50-minute session on the conference program. Each special session presenter may submit a 150-word abstract summarizing their unique contribution for publication in the conference proceedings.

Special Session Organization: (1) Title, (2) Brief description of the session, (3) Value to attendees.

Submission Process

Submit refereed papers, request to join a panel, and submit special session proposals using the CMT Submission Link on the 2027 MMA Virtual Spring [Conference Webpage](#). For each accepted refereed paper submission, at least one author must register for and attend the conference. All members of a panel or special session are required to register for and attend the conference.

You must have a CMT account to make a submission.

[How to create a CMT account](#)

[How to make a submission using CMT](#)



2027 MMA Virtual Spring Conference Track Chairs

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All submissions must be made via the CMT Submission Link on the
2027 MMA Virtual Spring [Conference Webpage](#).

Contact the conference co-chair, Kristina Harrison (kriharr@iu.edu), if you cannot attend the
conference but would like to serve as a refereed paper reviewer.