



2026 MMA Virtual Spring Conference March 19-20, 2026

Submission Deadline: December 31, 2025
Submission Portal Available on the [Conference Webpage](#)

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

Refereed Paper 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. Include the title of the paper on the first page, followed by a single-spaced 150-word abstract. The body of the paper immediately follows on the first page, double-spaced, APA reference style. Only refereed papers submitted by December 31, 2025, 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.

Developmental Paper Submission Guidelines: Developmental papers focus on research in their early stages. Developmental papers are limited to 1,000 words. Please follow the formatting guidelines specified for refereed papers. Accepted developmental papers are published as an extended abstract.

Panel & Special Session Proposal Submission Guidelines: Proposals are limited to 500 words. 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 panel or special session proposals using the submission portal available on the 2026 MMA Virtual Spring [Conference Webpage](#). If you have any questions, please reach out to the 2026 MMA Virtual Spring Conference, Program Chair, Nisha Ray Chaudhuri, at malhotni@webster.edu. For each accepted paper submission, at least one author must register for and attend the conference. All members of a panel or special session must register for and attend the conference.

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. Track Chair information is on the next page.



2026 MMA Virtual Spring Conference Track Chairs

Consumer Behavior

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DEI, Cross-Cultural, & Global Marketing

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All submissions must be submitted via the Submission Portal on the
2026 MMA Virtual Spring [Conference Webpage](#)