



2026 Doctoral Student Consortium

Held in conjunction with the MMA Fall Educators' Conference

Drury Plaza Hotel in New Orleans, Louisiana

Consortium sessions are held on the first day of the three-day conference, Wednesday, September 23, 2026, from 12:00 to 5:00 PM. Doctoral students are encouraged to submit and present their own research during one of the conference presentation sessions. The Consortium is beneficial for students entering academics through balanced tenure-track positions or non-tenure-track roles.



Consortium topics include finding your fit in academics with perspectives from junior faculty, academic leadership roles, successfully maneuvering your academic career, teaching resources and pedagogical research, and putting the correct foot forward for research.

Visit the [conference webpage](#) for the Conference Call for Submissions.



Doctoral Consortium Sessions

Award-winning faculty colleagues Networking opportunities
Wide variety of topics

Doctoral Consortium Coordinators

Dalila Salazar, Louisiana State University
Shreveport, dalila.salazar@lsus.edu

Brian Rutherford, Kennesaw State University,
bruther1@kennesaw.edu



Please have a faculty member write a letter of recommendation. Upload the letter as part of the application submission on the [conference webpage](#).

Up to two doctoral students can be accepted per institution.
Applications received by May 31, 2026, will be given priority.

"At the consortium, I gathered new ideas on how to utilize innovative activities and resources and I connected with faculty who are doing pretty cool things in their teaching. Ten years later, I know I am more effective in the classroom as a result of the tips and tools I gathered at the consortium."

*Cynthia Saturnino,
University of New Hampshire*



Inaugural MMA Doctoral Student Consortium - 2013

"The consortium expanded my network and allowed me to learn from top marketing educators who focus on success strategies in the classroom. In the decade since I attended, I've maintained many of those relationships and have received valuable guidance and friendship time and time again."

*Rebecca Dingus,
Ohio University*