



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

Aadel Darrat
Louisiana State University Shreveport
aadel.darrat@lsus.edu

DEI, Cross-Cultural, & Global Marketing

Anthony Fulmore
Texas A&M University-Central Texas
afulmore@tamuct.edu

Entrepreneurial Product & Small Business Development

M. Dee Guillory
Morehouse College
monica.guillory@morehouse.edu

Marketing Communications, Promotion, & Sales

Kristina Harrison
Indiana State University
kristina.harrison@indstate.edu

Marketing Data, Analytics, & AI

Jen Riley
Vanderbilt University
jen.riley@vanderbilt.edu

Marketing Education

Marilyn Martin Melchiorre
The College of Idaho
mmelchiorre@collegeofidaho.edu

Marketing Ethics, Sustainability, & Public Policy

Minseong Kim
Louisiana State University Shreveport
minseong.kim@lsus.edu

Marketing Strategy & Brand Management

Eric Rhiney
Webster University
rhineeri@webster.edu

Social Media & Digital Marketing

Cecilia Ruvalcaba
University of the Pacific
cruvalcaba@pacific.edu

Sports, Entertainment, & Experiential Marketing

Vassilis Dalakas
Cal State University San Marcos
vdalakas@csusm.edu

Jennifer Zarzosa
Wingate University
jzarzosa@wingate.edu

Supply Chain & Operations Management

David Fleming
Indiana State University
david.fleming@indstate.edu

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