



SOCIETY FOR MARKETING ADVANCES

November 7 – 11, 2017 in Louisville, KY

Conference Theme: *Ethical Decisions in Lifestyle Choices*



Bourbon, Horse Racing, and Baseball! These are some of the unique things for which Louisville is most well-known. People around the world frequently participate in these activities as part of lifestyle choices. However, these lifestyle decisions often involve making ethical choices that impact both individuals and businesses. Consider joining us in Louisville as we explore these and other marketing topics.

Located on the Ohio River in Kentucky, Louisville provides a distinctive experience to its visitors. Besides being home to the Churchill Downs (home of the Kentucky Derby), the Kentucky Bourbon Trail, the Muhammad Ali Center, and the iconic Louisville Slugger Museum, Louisville is also gaining quite a reputation for its food. *Southern Living* magazine has named Louisville as one of the “top 10 tastiest towns in the South,” and Zagat named Louisville “one of the top eight foodie getaways in the world.” The Hyatt

Regency Louisville has been beautifully renovated and is located in the heart of downtown. This is definitely a conference location not to be missed!

Pre-Conference and Post-Conference Workshops:

SEM Workshop

Barry J. Babin
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Joseph F. Hair, Jr.
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Online Teaching Workshop

Catharine (Cathy) Curran
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Event and Event Chairs:

Doctoral Dissertation Proposal Competition

Robert E. McDonald
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29th Annual Doctoral Consortium

Christopher Hopkins
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Teaching Tracks and Track Chairs:

Cengage Pride-Ferrell Innovations in Teaching

Larry Neale
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Axcess Capon Distinguished Teaching

Barbara Wooldridge
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SMA Retailing Symposium

Charles A. Ingene
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Effective Use of Simulation Workshop

Catharine (Cathy) Curran
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Doctoral Best Student Research Competition

David J. Ortinau
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Steven J. Shaw Best Paper in Conference

Thomas L. Baker
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SMA Teaching Moments

D. Joel Whalen, DePaul University
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Research Tracks and Track Chairs:

Ethical Decisions in Lifestyle Choices

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Cross-Cultural and Global Marketing

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Logistics and Supply-Chain Management

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Marketing Education

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Tourism, Hospitality, Food, Music, and Sports Marketing

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Due Date for Submissions: June 15, 2017