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  
Louisiana Tech University  
bbabin@latech.edu
and
Joseph F. Hair, Jr.  
University of South Alabama  
jhair@southalabama.edu

**Online Teaching Workshop**
Catharine (Cathy) Curran  
University of Massachusetts Dartmouth  
Cathy.curran@umassd.edu

**SMA Retailing Symposium**
Charles A. Ingene  
The University of Oklahoma  
caingene@ou.edu
and
Maria Kalamas Hadden  
Kennesaw State University  
mkalamas@kennesaw.edu

**Effective Use of Simulation Workshop**
Catharine (Cathy) Curran  
University of Massachusetts Dartmouth  
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**Event and Event Chairs:**

**Doctoral Dissertation Proposal Competition**
Robert E. McDonald  
Texas Tech University  
Bob.mcdonald@ttu.edu

**29th Annual Doctoral Consortium**
Christopher Hopkins  
Clemson University  
CHOPKIN@clemson.edu

**Doctoral Best Student Research Competition**
David J. Ortinau  
University of South Florida  
dortinau@usf.edu

**Steven J. Shaw Best Paper in Conference**
Thomas L. Baker  
The University of Alabama  
tbaker@cba.ua.edu

**Teaching Tracks and Track Chairs:**

**Cengage Pride-Ferrell Innovations in Teaching**
Larry Neale  
Queensland University of Technology  
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**Axcess Capon Distinguished Teaching**
Barbara Wooldridge  
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**SMA Teaching Moments**
D. Joel Whalen, DePaul University  
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and
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Due Date for Submissions: June 15, 2017