October 31 – November 3, 2018 in West Palm Beach, Florida

Conference Theme: Back to the Future: Revisiting the Foundations of Marketing

Paradise found! Sunshine, Palm Trees, laid back lifestyle, beautiful waterfront vistas, and history! These are some of the unique things for which West Palm Beach is most well-known. As one of the oldest municipalities in Southeast Florida, the city has a rich history as seen in the architecture of its designated historic districts. But, West Palm Beach is also a city of growth and commerce, attracting residents, visitors, and business headquarters. This juxtaposition of past and future makes for the perfect setting for this year’s conference theme where we will examine the historical foundations of marketing in the new millennium and beyond. I invite you to join us in West Palm Beach to explore these and other exciting marketing topics.

As one of the three largest cities in South Florida and the central city of Palm Beach Count, West Palm Beach has world-class choices in dining, shopping, and entertainment. The West Palm Beach Marriott is conveniently located downtown, 2 miles from the Palm Beach International Airport, and walking distance or short trolley ride to area attractions.

Pre-Conference Workshops

**SEM Workshop**
Barry J. Babin  
Louisiana Tech University  
bbabin@latech.edu  

and  
Joseph F. Hair  
University of South Alabama  
jhair@southalabama.edu

**PLS Workshop**
Joseph F. Hair  
University of South Alabama  
jhair@southalabama.edu  

and  
Lucy Matthews  
Middle Tennessee State University  
lucy.matthews@mtsu.edu

- **From Soup to Nuts: Designing and Delivering a New Course**
  John D. Branch  
  University of Michigan  
  jdbranch@umich.edu  
  and  
  James Mourey  
  DePaul University  
  jmourey@depaul.edu

- **Measuring Up: Teaching Marketing Analytics**
  Rebecca VanMeter  
  Ball State University  
  vanmeter@bsu.edu
Event and Event Chairs

Doctoral Dissertation Proposal Competition
Robert E. McDonald
Texas Tech University
bobmcdonald@ttu.edu

Doctoral Best Student Research Competition
Christopher L. Newman
University of Mississippi
cnewman@bus.olemiss.edu

30th Annual Doctoral Consortium
Christopher Hopkins
Auburn University
cdh0059@auburn.edu
and
Kevin Shanahan
Mississippi State University
kshanahan@business.msstate.edu

Steven J. Shaw Best Paper in Conference
Thomas L. Baker
The University of Alabama

Teaching Tracks and Track Chairs

Cengage Pride-Ferrell Innovations in Teaching
Larry Neale
Queensland University of Technology

Axcess Capon Distinguished Teaching
Barbara Wooldridge
University of Texas at Tyler

SMA Teaching Moments
D. Joel Whalen
DePaul University
and
John F. (Jeff) Tanner
Old Dominion University
and
Kesha K. Coker
Ball State University

Research Tracks and Track Chairs

Back to the Future: Revisiting the Foundations of Marketing
Alvin J. Williams
University of South Alabama
and
John (Rusty) Brooks
Houston Baptist University

Consumer Behavior
Charlene Dadzie
University of South Alabama
and
Laura Flurry
Louisiana Tech University

Cross-Cultural and Global Marketing
Rajesh Srivastava
Middle Tennessee State University
and
Somjit Barat
Penn State Mont Alto

Marketing Strategy
Mario Gonzalez-Fuentes
Trinity University

Entrepreneurship
Karin Braunsberger
University of South Florida St. Petersburg
and
Brian Buckler
Avila University
and
Erik Bushey
Marshall University

Logistics and Supply-Chain Management
Gary L. Hunter
Illinois State University

Marketing Education
Theresa B. Clarke
James Madison University

Marketing Research
Jaebeom Suh
Kansas State University

Personal Selling and Sales Management
Robert Erffmeyer
University of Wisconsin-Eau Claire
This year SMA has adopted an online Submission process for ALL manuscripts in the teaching and research tracks. To submit, please go to https://easychair.org/conferences/?conf=sma2018. For questions or problems, please contact the Program Chair, J. Charlene Davis, at cdavis2@trinity.edu or the President, Diane Edmondson, at diane.edmondson@mtsu.edu.

Submission Deadline
June 1, 2018

Full papers or extended abstracts with references are accepted for review (Hereafter, ‘papers’ include extended abstracts). Papers should be submitted using the new Easy Chair website, shown below. Do NOT submit papers directly to track chairs. Papers will be reviewed using a blind evaluation process. Please do not include author names, affiliations, or contact information in the uploaded manuscript. Submission indicates that the paper has not been previously published or is under review elsewhere. All papers must be a minimum of 750 words excluding references, figures and tables. Typical length of full papers is 15 double spaced, 12 pt. font, (pages including references, figures, and tables). Typical length of abstracts is 5 double spaced, 12 pt. font (pages including references, figures, and tables). At least one author per accepted paper must register for and attend the conference. Only full paper submissions will be considered for Best Paper awards. Authors of full papers have the option to publish either the full paper or the summary brief in the proceedings.