MEA SUBMISSION GUIDELINES

Please submit a full paper (not just an abstract) · On the first page of your submission, identify the area in which your paper fits: special session, competitive paper, position paper, or student paper.

**Competitive Papers and Student Papers**

· All papers are double-blind reviewed · Papers should not exceed 12 double-spaced, typed pages, not including tables, figures, exhibits, and references · *Journal of Marketing Education* format should be followed · Authors of competitive papers have the option of including either the abstract or the complete paper in the Proceedings · One or more authors of each accepted paper must attend the conference and present the paper · Please upload competitive paper submissions by the deadline on the call for papers.

 **Position Papers**

Working on an idea regarding marketing education, but not ready to roll it out as a fully-developed paper yet? Your work may be perfect for a position paper. Presenting your paper at the conference will give you a chance to network with colleagues who have similar interests and who can give you feedback on your work in progress · On the first page of your submission, identify the area in which your paper fits · Proposals should not exceed three double-spaced pages, not including tables, figures, exhibits, and references · *Journal of Marketing Education* format should be followed · One or more authors of each accepted paper must attend the conference and present the paper · Please upload position paper submissions by the call for papers deadline.

**Special Session Proposals**

Special sessions are panel discussions, tutorials and workshops designed to provide an opportunity for a focused presentation on topics of special interest to marketing educators. Special sessions should be designed for 45 minutes of presentation and discussion · On the first page of your submission, identify the area in which your paper fits · Submit a 2-3 page proposal describing the topic, rationale, format, and a list of participants who will be in the session · *Journal of Marketing Education* format should be followed · · One or more authors of each accepted paper must attend the conference and present the paper · Please upload position paper submissions by the call for papers deadline.

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