Marketing Educators' Association (MEA)
www.marketingeducators.org
MEA is taking its conference to Seattle, WA, April 21-23, 2022
Renaissance Seattle Hotel
515 Madison Street, Seattle, WA 98104
Submission Portal Opens October 1, 2021
Submission Deadline January 31, 2022
Paper Submission: https://cmt3.research.microsoft.com/MEA2022/Submission/Index

The Marketing Educators' Association (MEA) is the premier international organization for faculty development of the marketing professoriate. Our mission is to provide worldwide leadership in promoting the development and sharing of scholarship that enhances marketing education and advances marketing knowledge and practice.

We would like to invite you to submit conceptual and empirical papers as well as proposals for special sessions, or position papers dealing directly with marketing education and pedagogy for our upcoming annual conference. Topics in the past include digital marketing certificates, social media analytics, marketing data analytics, virtual reality in marketing, development of learning styles and innovative teaching methods, and curriculum development. *We encourage members to collaborate with practitioners to enhance marketing pedagogical practices in the classroom. Panel discussions that incorporate members from the marketing community are welcomed.*

Qualified marketing education peers will referee competitive papers submitted through a double-blind peer review process. An outstanding paper will be selected from among the accepted competitive submissions. It will be considered for publication in the *Journal of Marketing Education*, the premier journal in the field of marketing education.

Position papers or special session proposals will be evaluated through editorial review. Accepted papers of all three types from authors who register for the conference and appear to present their work will be published in the online Conference Proceedings. Please refer to our website for instructions and guidelines for submissions at www.marketingeducators.org. Submission shows intent to register for the conference and present your paper at the time and date specified in the Conference Program provided online before the conference. Conference registration includes a one-year online subscription to the *Journal of Marketing Education*.

Students are very important to us and so is their research. Graduate student papers are encouraged and an award for the best graduate student competitive paper includes free registration for the 2023 conference for the winning student. Visit our website for further instructions on track submission guidelines for student presentations, position papers, competitive submissions, and special sessions.

Contact Information:

Conference Information:	Dr. Julie Nelsen, President, jbnelsen@stkate.edu
Position Papers/Special Sessions:	Dr. Tony Stovall, President-Elect, drtony15@gmail.com
Competitive Papers:	Dr. Vicki Eveland, Vice President, evelav@spu.edu
Registration/Payment/Membership:	Dr. Brian Jorgensen, bkj@westminstercollege.edu
Secretary/Treasurer:	Dr. Suzanne Connor, suzanne.conner@gsw.edu
Secretary/Treasurer,	Dr. Rex Moody, rex.moody@angelo.edu

POTENTIAL COMPETITIVE PAPER, SPECIAL SESSION, OR POSITION PAPER TOPICS

The emphasis of the Marketing Educators' Association is on topics directly pertaining to marketing education/pedagogy. Proposals for special sessions, position papers, and conceptual and empirical competitive papers in the following areas are particularly invited. If you do not see your topic, feel free to make suggestions to the Executive Team!

General Marketing Education and Other Topics!

- Learning-styles, student development, performance, and assessment
- Innovative teaching methods and curriculum development
- The role of marketing education in general education

Student/Department Development Issues

- Internships and client-based projects
- Place activities
- Alumni relations and fund-raising activities
- Community, college, and university relations
- Developing institutes, centers, and interest/advisory groups

Marketing Technology

- Multimedia use in the marketing classroom
- Internet discussion groups
- The role of new/social media in marketing efforts
- Using the web as a teaching tool

Curriculum Issues

- Developing new or interdisciplinary courses
- Integrating ethics, technology management, and international issues in the marketing curriculum
- Integrating student interpersonal competency development
- Responses to evolving AACSB or other accreditation curriculum standards

Faculty Development Issues

- Faculty development and evaluation
- Integrating scholarship and teaching
- Balancing research, teaching and service

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www.marketingeducators.org

MEA 2022 SPRING CONFERENCE SUBMISSION GUIDELINES

All papers and session proposals should be submitted by January 7, 2022

Competitive Papers

- Please submit a full paper (not just an abstract)
- On the first page of your submission, identify the area in which your paper fits
- 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 (https://journals.sagepub.com/author-instructions/jmd)
- Authors of competitive papers have the option of including either the abstract or the complete paper in the Published Conference Proceedings
- At least one author of each accepted paper must attend the conference and present the paper
- OUTSTANDING PAPER COMPETITION: An outstanding paper will be selected from among the accepted competitive submissions. It will be considered for publication in the *Journal of Marketing Education*, our MEA affiliated journal and the premier journal in the field of marketing education.

Position Papers

Working on an idea 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 (https://journals.sagepub.com/author-instructions/jmd)
- One or more authors of each accepted paper must attend the conference and present the paper

Special Session Proposals

Special sessions may include panel discussions, tutorials, or workshops designed to provide an opportunity for a focused demonstration 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 (https://journals.sagepub.com/author-instructions/jmd)
- All special session participants must attend the conference and present the special session

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Paper Submission Instructions:
https://docs.wixstatic.com/ugd/77104b_e0cfcbe3f7ca493f9b8f93cbf6f45908.pdf

Additional Submission Support
https://cmt3.research.microsoft.com/docs/help/author/author-submission-form.html