



# Society for Marketing Advances

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## **2008 Society for Marketing Advances Conference**

**November 4 – 9, 2008**

**TradeWinds Island Grand Beach Resort  
St Petersburg, FL**

**Paper Submission Deadline: March 1, 2008**

**Conference Theme: Staying Ahead of Our Competitors: A Global Perspective**

**Program Chair/SMA President Elect: Mathew Joseph  
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Staying Ahead of our Competitors: A Global Perspective is the Conference Theme for the 2008 Society for Marketing Advances Conference, scheduled for November 4-9 at the TradeWinds Island Grand Beach Resort in St Petersburg, Florida.

Managers trying to develop a competitive advantage globally face formidable challenges. Paper and special session proposals that address issues and strategies related to this theme are especially encouraged for submission.

### **General Information**

The conference is being developed around a number of tracks and special competitions, each with a chair or co-chairs. In addition, there will be **several pre-conference faculty seminars offered**. More information will follow on these special interest seminars. We look forward to seeing you at the conference and to engaging in the intellectual discussion and warm fellowship that are SMA trademarks.

## Guidelines for Submitting Special Session Proposals and Competitive Papers

1. All competitive paper submissions and special session proposals are blind reviewed. Authors should avoid identifying themselves in the text or title.
2. Competitive paper submissions must not be published, accepted for publication, or be under consideration for publication elsewhere.
3. Documents must be formatted in MS Word, use Times New Roman 12 point font and have .875" (top), 1.25" (bottom), .75" (left) and .75" (right) margins.
4. Email submissions to the appropriate track or competition chair by attaching the manuscript or special session proposal. **Emailed manuscripts should have no authorship identifiers (no cover page).** Instead, please include that information in the text of the email message accompanying the submission. The name of the attached file should be descriptive of the paper or special session (i.e. abbreviated title).
5. The text of the submission email should include the author(s) names, affiliation, address, telephone, fax, and email address and clearly identify the contact author. Please denote whether the submission is a competitive paper or special session. Emails for competitive papers also must indicate one of the following: "Paper to be published in full if accepted" or, "Paper to be published as a Summary Brief if accepted." If the competitive paper is authored only by doctoral students, clearly indicate this in the email text so it can be considered for the student paper award.
6. Competitive papers are limited to 15 pages, double-spaced, including figures, tables, and references and should begin with an abstract of 150 words or less. **Authors must use the style of the *Journal of Marketing*.** Special session proposals are limited to 5 pages, double-spaced including all ancillary materials.
7. Submit each manuscript or proposal to *only one track*. Send submissions directly to the appropriate track chair. If you are unsure which track to choose for submission contact the Program Chair. All submissions are due no later than **March 1, 2008**.
8. Upon acceptance, authors must prepare the manuscript for publication in accordance with the instructions provided by the *Proceedings Editor*.
9. SMA rules require that **all authors** of accepted manuscripts **must** be paid members of the Society for the dues-year that **begins** with the conference. In addition, at least one author of each accepted manuscript must attend the conference.

\*\*\*NOTE: All electronic files sent out for review will include this message: "To safeguard the intellectual property rights of authors, the Society for Marketing Advances requests that you do not share or otherwise make use of the manuscript, proposal or reviews."

## SMA 2008 Conference Tracks

### **Advertising and Marketing Communications Track**

This track invites manuscripts and special session proposals that focus on each of the key elements of the integrated marketing communications process. Topics may include, but are not limited to, advertising, sales promotion, direct marketing, public relations and publicity, sponsorships, packaging, and related areas. **(Submit papers to Dr Close\*)**

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### **Business-to-Business/Customer Relationship Management Track**

This track welcomes conceptual and empirical papers, and special sessions, on all issues related to the generation, communication, and sustainability of customer perceived value in markets related to inter-organizational exchanges. Topics may include but are not limited to Business Networks, Market Channel's Structure, Organizational Buying Behavior, Market Communications, Customer Value Systems, Business relationships, and B-to-B e-Business. Papers that address topics such as: the changing nature of inter-firm relationships, the dynamism of contemporary business environments, and the influence of technology, and legal issues related to new organizational collaborations are also encouraged.

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### **Consumer Behavior Track**

This track invites papers and special sessions that emphasize research reflecting a wide range of theories and methodological approaches on both traditionally important issues and emerging new issues in buyer behavior, both consumer as well as organizational. Topics include, but are not limited to: decision making; social, situational, and cultural influences on buyer behavior; information search, processing, and evaluation; buyer satisfaction and post-purchase evaluation ; attitude formation and persuasion; creating customer value; buyer knowledge; the meaning of consumption and consumption rituals; and, buyer response to marketing strategies and tactics such as sponsorship, retailing atmospherics, promotions and the like, buying center, influence, and participation in the buying center, measurement of buying behavior, vendor-choice and outcomes, buyer-seller relationships and more.

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### **Case Writing and Research Track**

Original cases highlighting the various functions and drivers of the marketing mix, strategy, consumer behavior, marketing management, marketing ethics, and other marketing-related issues are sought. Cases that may be used for undergraduate, graduate, executive or industry training courses are welcome. In addition, papers addressing the use of cases in teaching are welcome. Length, publication guidelines, and deadlines are the same as for other SMA competitive papers

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### **Doctoral Student Track**

This track invites papers from current doctoral students and provides a professional environment for the presentation and discussion of those papers. Both empirical and conceptual papers are welcome, and topics can be related to any of the many subcategories within the marketing discipline. This track will provide doctoral students with the opportunity to share their work with their current and future colleagues. Also, Conference attendance will provide participating students with the opportunity to network with many of today's leading marketing scholars.

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### **Ethics and Social Responsibility Track**

This track invites papers, workshops, or special session proposals dealing with topics related to ethics, public policy or legal issues and how they impact on consumers, organizations, society or public policy makers. The scope of papers is broad and could include topics related to the role of ethics in organizational work environments, social responsibility and organizational performance, the role of perceived ethical behavior on consumer affect or cognition, effects of regulation, ethics of pricing, legal/regulatory issues regarding database usage, regulatory issues, corporate prioritization, products liability, privacy, consumer ethical behavior and more

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### **International Marketing Track**

This track invites papers and special session proposals that address a wide range of issues related to global, international, cross-cultural, and cross-national marketing. Manuscripts appropriate for this track may include, but are not limited to, those addressing issues in the areas of global marketing strategy, global branding, global market segmentation, global advertising and promotion, global out-sourcing and supply chain management, cross-cultural consumer behavior, global account management, market assessment and entry decisions, exporting and importing, new product diffusion across markets, marketing in transitional and emerging economies, comparative marketing systems, global competitiveness, global alliances in marketing, and cross-cultural marketing research. Papers based on international or cross-national data are particularly encouraged. Please send manuscripts and special session proposals to:

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Tel: 757-683-3587  
Email: [jbford@odu.edu](mailto:jbford@odu.edu)

### **Marketing Education Track**

This track welcomes submissions relating to quantitative research, theory and/or practical applications of marketing education. This track encompasses topics ranging from student satisfaction, innovative teaching techniques, non-traditional delivery approaches and technology in the classroom. All papers relating to these topics are encouraged. Authors having questions about submission topics should contact the track chair.

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### **Marketing Research Track**

The marketing research, measures, and methods track seeks papers and special sessions that develop and apply methodologies to substantive marketing issues, particularly those related to value, brand equity, customer quality value creation, and the emergence of value/loyalty-centric organizations. Topics may include, but are certainly not limited to, modeling determinants of performance, value, loyalty, parsimony versus rigor, measurement, qualitative and/or quantitative research issues, data analysis techniques, and more.

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### **Marketing Strategy Track**

The marketing strategy track welcomes papers and proposals for special sessions on a wide range of marketing strategy topics. Topics may include, but are not limited to, marketing strategy development, market analysis, strategy implementation, measuring performance, competitive advantage, innovation, knowledge management, resource evaluation and allocation, marketing's role in the strategy dialogue, and the role of technology in marketing strategy.

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### **Retailing and Pricing Track**

Original conceptual and empirical research papers and special sessions proposals are sought. These contributions may deal with all aspects of retailing and pricing. Topics include, but are not limited to, pricing and price strategy that affect the value equation, promotion and its impact on customer loyalty, emerging technologies that enable conventional retailers to better integrate multiple retail channels, and the measurement of the value added by marketing entrepreneurship. Papers that develop new theory or address novel research questions are especially sought. Conceptual and empirical work submissions using various methods and theoretical perspectives are welcome.

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### **Selling and Sales Management Track**

The Sales/Sales Management Track invites competitive papers on a wide-variety of topics reflecting theories, conceptualizations, empirical tests, and best practices relevant to all aspects of selling and sales management. Topics of interest include, but are not limited to, how the sales force creates and deliver value to customers, how technology can aid the sales function, knowledge-based selling, sales force strategy, performance assessment, managing cross-functional selling teams, relationship selling, emotional intelligence issues in selling, knowledge transfer among salespeople, the impact of technology on compensation and other performance management issues, sales forecasting models/methods and managing high-performance sales teams. Both non-empirical and empirical manuscripts are encouraged.

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### **Services Marketing Track**

Services are a critical part of the value creation process within a functioning business model. This means that service provision is now a fundamental means of competitive advantage for both profit and non-profit firms. This track welcomes papers that focus on a broad range of issues in services marketing. Topics of interest include, but are not limited to, the following, innovation in services marketing, modes of service delivery, service marketing research, value exchange, service-based marketing strategies, international services marketing, the impact of technology on service management and delivery, e-service, service failure and recovery, service quality and professional services. Studies that present new approaches, ideas and cross disciplinary research (e.g. biotechnology, psychology, law) are particularly encouraged for submission. Empirical and conceptual papers are equally welcome.

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### **Supply Chain Management, Logistics, and Marketing Channels Track**

All supply chain and logistics related topics are welcome in conceptual, case, modeling, and empirical form. Special session proposals are also welcome. Potential topic areas for this track include, but are not limited to: supply chain collaboration; relationship marketing; flexibility, agility, and/or adaptability; history of supply chain management; information management; Internal/external integration; international issues in logistics and/or supply chain management; power and dependence in supply chains; process management; risk management; linkages between SCM and marketing; resource management, reverse logistics; SCM service quality; supply chain human resource management issues; supply chain networks/relationships; supply chain security; supply chain technology and/or implementation

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### **Tourism Marketing**

This track looks at the unique challenges and opportunities that impact on the hotel, restaurant and tourism industries within the broader scope of the business environment. Potential topic areas for this track include, but are not limited to: the demand for tourism; stakeholder roles and responsibilities in tourism planning; government and industry responsibilities; the tourism planning process, developing and evaluating tourism planning strategies and assessing their consequences.

Tony Henthorne

Chair, Tourism Management

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### **Pharmaceutical and Healthcare Marketing Track**

This track invites papers and special session proposals that address a wide range of issues related to pharmaceutical and healthcare marketing. Manuscripts appropriate for this track may include, but are not limited to, those addressing issues in the areas of pharmaceutical and/or healthcare marketing strategy, branding, marketing mix, direct-to-consumer promotions, new product development and technology, healthcare systems, public policy and macromarketing, performance and benchmarking, consumer behavior, patient-provider relationship, pharmaceutical detailing and sales strategies, public relations and corporate reputation, globalization, value chain analysis and logistics, marketing systems, marketing research, healthcare service quality, public health and social marketing.

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## **Special Tracks & Teaching Competitions**

### **Special Track: Journal of Marketing Theory and Practice**

This track invites papers on a variety of topics from authors who wish to have the opportunity to ultimately be considered for review in revised/expanded form for the *Journal of Marketing Theory and Practice (JMTP)*. *JMTP*, an SMA publication, is positioned as a high quality journal internationally that is devoted to the publication of peer-reviewed articles addressing substantive, managerial issues in marketing. *JMTP* values both conceptual and empirical work by academicians so long as the work provides **strong implications for the managerial practice of marketing**. Top rated papers in this track will be invited by the *JMTP* Editor to revise and undergo further review for consideration at the journal. NOTE: This track processes manuscripts only through electronic submission. Send MSWord file to the email address below.

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### **Houghton-Mifflin Innovations in Teaching Competition**

This track features specific pedagogical tools, activities, or exercises which improve marketing education. Submit a 5 page description of the activity that outlines the objectives, procedural and/or content requirements, and evaluation methods.

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### **Sherwin Williams Distinguished Teaching Award**

This award honors marketing educators for excellence in, and outstanding contributions to marketing education. Submit a one-page statement of teaching philosophy, a two page condensed curriculum vitae, and five pages of supporting evidence.

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### **Doctoral Dissertation Competition:**

The Society for Marketing Advances will once again sponsor a Doctoral Dissertation Research Proposal Award at its annual conference. The recipient of the award will be recognized at the annual conference with a plaque indicating the quality of the research and a \$500 cash prize. **The deadline for submitting a proposal is July 1, 2008** and should be submitted electronically to the Track Chair. More information is available on the Society's webpage.

### **Doctoral Dissertation Competition:**

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## **Special International Tracks:**

These tracks look specifically at issues facing marketers in various regions around the world. Potential topic areas for these tracks include, but are not limited to: the dynamic growth and magnitude of foreign investment and trade within these regions, the uncontrollable forces marketers face in these markets, environmental forces and issues, trade agreements, governmental and legal regulations.

### **Special Track: Current Issues in Canada**

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### **Special Track: Current Issues in Europe**

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### **Special Track: Current Issues in the Middle East**

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**Special Track: Current Issues in Asia**

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