



2018 Call for Submissions
Marketing Ethnic Faculty Association Conference
Boston, Massachusetts
August 9 – August 11, 2018

We invite you to attend the 10th annual Marketing Ethnic Faculty Association (MEFA) conference. Join us for a night of celebration and entertainment at our **10th Anniversary Gala Dinner**. The Gala will honor the founding members of MEFA and all those minority marketing faculty that paved the way for diversity in academia.

We are seeking volunteers to assist in organizing the Gala. Individuals are needed to assist with awards and honors, entertainment, fundraising, etc. If you are interested in participating, please reach out to Takisha Toler, President of MEFA at ttoler@stevenson.edu.

We are now inviting submissions for the conference, including: competitive papers, position papers, and special session panels in the topic areas listed.

COMPETITIVE AND POSITION PAPERS

Topics:

- Advertising
- Brands and Brand Equity
- Competition
- Consumer Behavior
- Customer Relationships and Experiences
- Distribution Channels/Retailing
- Global Marketing
- Innovation
- Legal and Social Issues
- Marketing Communications
- Marketing Decision Support
- Marketing Pedagogy
- Markets and Marketing Strategy
- Pricing and Promotions
- Product and Service Management
- Research Methods and Tools
- Role of Marketing/Market Orientation
- Sales
- Social Networks
- Supply Chain/Logistics
- Technology-enabled Marketing

SPECIAL SESSION PANELS

(Topics include, but are not limited to)

Emerging Research Methods:

- Ethnography/ Netnography
- Partial Least Squares Structural Equations Modeling (PLS-SEM)
- Predictive Analytics
- Sentiment Analysis
- Social Network Analysis

Marketing Pedagogy:

- Case examples of experiential learning
- Faculty-led education abroad trips
- Adding analytics to your undergraduate program
- Integrating ethics in marketing curriculum
- Using technology in the classroom
- Developing new or interdisciplinary courses
- Incorporating certifications in courses
- Managing student competitions

SUBMISSION GUIDELINES

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 blind reviewed. Papers should not exceed 12 double-spaced, typed pages, not including tables, figures, exhibits, and references. *Journal of Marketing* 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 email your competitive paper submissions by February 16, 2018 to info@mefassoc.org with the subject line “**MEFA Competitive Paper.**” We will notify applicants of acceptance decision by March 1, 2018.

Position Papers

Working on an idea regarding marketing, 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 get feedback on your work in progress from your colleagues.

On the first page of your submission, identify the area in which your paper fits. Proposals should not exceed four double-spaced pages, not including tables, figures, exhibits, and references. *Journal of Marketing* format should be followed.

One or more authors of each accepted paper must attend the conference and present the paper. Please email your competitive paper submissions by February 16, 2018 to info@mefassoc.org with the subject line “**MEFA Position Paper.**” We will notify applicants of acceptance decision by March 1, 2018.

Special Session Proposals

Special sessions are panel discussions, tutorials and workshops designed to provide an opportunity for a focused presentation on emerging research methods or marketing pedagogy. 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* format should be followed.

Please email your special session proposals by February 16, 2018 to info@mefassoc.org with the subject line “**MEFA Special Session Proposals.**” We will notify applicants of acceptance decision by March 1, 2018.