



50 Years of Marketing Education: Honoring the Past, Shaping the Future
April 15-18, 2026
San Diego, CA, USA

Submission Deadline: December 15, 2025
Submission Portal Opens: August 25, 2025

We invite submissions for the **50th Anniversary Marketing Educators Conference**, celebrating the legacy, evolution, and future of marketing education. The Marketing Educators' Association (MEA) 2026 conference provides a venue for marketing educators to examine recent trends in the digital world and explore new opportunities to better train the "Next Generation of Marketers". Participants will gain insight into emerging topics such as the impact of latest technologies like generative artificial intelligence, machine learning, and virtual reality on marketing education, the interconnection between technology and marketing strategies, marketing challenges in emerging industries, marketing opportunities in mobile social commerce, sustainability and social marketing, consumer privacy, and related marketing topics.

The 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 invite you to submit conceptual and empirical papers for our upcoming annual conference through the following tracks:

Competitive Papers Track: Potential topics may include *Honoring the Past*, with reflections on the foundations that shaped the discipline, enduring frameworks, and pivotal case studies from the last 50 years. We also welcome work on *The Evolution of the Classroom*, exploring how pedagogical practices have progressed—from chalkboards to chatbots—through innovations in teaching methods, engagement strategies, and curriculum design. Submissions may address *Marketing in a Changing World*, examining how educators have responded to shifts in consumer behavior, industry demands, and market dynamics over time. Finally, we encourage forward-looking perspectives in *Shaping the Future*, highlighting the role of AI, data analytics,

personalization, and emerging workplace skills in preparing the next generation of marketing leaders.

Position Papers Track: We welcome papers working in progress, case studies, and opinion-based work, on topics in marketing education and other marketing fields.

Special Session Proposals Track: Panel discussions allow the intellectual exchange of different perspectives on similar topics. Panel discussions incorporating members from the marketing community are also welcomed. We encourage members to collaborate with practitioners to enhance marketing pedagogical practices in the classroom and ignite research exploration on emerging topics.

Doctoral Student Consortium: The consortium offers a unique opportunity for doctoral students to refine their research skills, learn being effective marketing educators, and develop their professional network. Doctoral students are also encouraged to submit their papers that are working in progress to exchange their research ideas and receive constructive feedback. Various awards, including the best student paper, runner-up, and honorable mentions, will be offered to the student papers. The award winners also receive free registration for the MEA 2026 conference.

Competitive papers will be evaluated through a double-blind peer review process. An outstanding marketing education competitive paper will be selected and considered for publication in the *Journal of Marketing Education*, the premier journal in the field. An outstanding marketing research competitive paper will also be chosen for this year's conference. Positioning papers and special session proposals will be evaluated through editorial review. Visit our website for further instructions on submission guidelines for doctoral student consortium, competitive submissions, position papers, and special sessions.

Accepted papers of all tracks 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 submission guidelines 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 before the conference. Conference registration includes a one-year online subscription to the *Journal of Marketing Education*.

Contact Information:

Conference Information:

Dr. LaCalvince Simpson, President, ldsimpso@iu.edu

Position Papers/Special Sessions:

Dr. Kristen Schiele, President-Elect, kschiele@marshall.usc.edu

Competitive Papers:

Dr. Leslie Gould, Vice-President, lnorth@angelo.edu

Doctoral Student Consortium:

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