



## 2022 MEA Board of Directors Meeting Minutes

Thursday, April 21, 2022, 12:30-2:00 pm, Pacific Daylight Time  
Renaissance Hotel, Seattle, Washington

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### MEA Officers and Board Members Present (“O” indicates Online/Remote):

- **MEA Executive Board and Officers (voting):**  
Julie Nelsen (President), Tony Stovall (President-Elect), Sarah Fischbach (Immediate Past President), Jennifer Zarzosa (Immediate Past President - O), Brian Jorgensen (Board Chair), David Ackerman (Marketing Director - O), Rex Moody (Co-Secretary/Treasurer), Suzanne Conner (Co-Secretary/Treasurer / Web Master), Qin Sun (Digital Coordinator)
- **Regional, At Large, and International Directors (voting):**  
Vilte Auruskeviciene, Sally Baalbaki-Yassine (O), Kirty Celly, Sabine Emad, GG Ganesh (O), Deborah Heisley, Rika Houston (O), Kristin Schiele (O), Bob Trumpy,
- **MEA Past-President Directors (voting):**  
Glen Brodowsky, Susan Cadwallader, Clay Daughtrey, Gary Karns, Bob Lupton
- **Ex-Officio Director (voting):**  
*Journal of Marketing Education* Editor (not present)

### MEA Officers and Board Members Not Present:

- Vicki Eveland (Vice-President), Lori Braunstein, Nathalie Chinje, Christina Chung, Victoria Crittenden, Magali Dubosson, Wade Halvorson, Adam Mills, Emi Moriuchi, Mark Rosenbaum, Ruth Taylor, Debbora Whitson, Kathleen Zumpfe

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1. **Welcome and Introductions** – Brian Jorgensen, MEA Board Chair, called the meeting to order at 12:05 PM PDT. Note that previous board meeting minutes had been approved by email in August 2021.

### 2. 2021 Conference Reports:

**President’s Report – Julie Nelsen, MEA President.** We have 107 registered participants, including sponsors, about 60% in person and 40% online. We expect to break even.

**2022 MEA Marketing Educator of the Year Award – Julie Nelsen** announced that the 2022 MEA Marketing Educator of the Year Award recipient is **Rex Moody** from Angelo State University.

**2022 Service and Lifetime Achievement Awards – Julie Nelsen** also announced that Sarah Fischbach had been selected for a **Service Award**, and Clay Daughtrey had been selected for a **Lifetime Achievement Award**.

**Best Conference Paper Award – Julie Nelsen**, also announced that the Best Conference Paper Award recipients are: **Brian Vander Schee**, **Tony Stovall**, and **Demetra Andrews** (all of Indiana University, Indianapolis) for “Enhancing Online Peer Grading Satisfaction with Perceived Justice and Marketing Expertise.”

**Competitive Paper, Special Session, and Position Paper Submissions – Tony Stovall, MEA Vice-President**, announced that 30 competitive papers, 14 special sessions, and 10 position papers were submitted and accepted.

**Sponsors – Jennifer Zarzosa, Immediate Past Co-President**, announced that the following had agreed to be sponsors for the conference:

- Silver Level: **Direct Effect**, **Interpretive Simulations**, and **Marketplace Live Simulations**
- Bronze Level: **Hubro Education**, **Hubspot Education Partner Program**, **Stukent**

3. **Treasurer’s Report – Rex Moody, MEA Co-Secretary/Treasurer**, assured that MEA is solvent. He noted that the conference registration fee this year was higher than ever. As a small conference, we don’t have the economies of scale of larger conferences. Still, we are in good shape for this year’s conference. We charged the same price this year for in-person and remote attendance to encourage people to come in person. Rex also noted that we are now registered as a charity on amazon.com’s Amazon Smile program. MEA members are encouraged to choose MEA as their charity with that program. Rex finally noted that 15 people have joined MEA this year, paying \$50 each, without registering for the conference.

**Suzanne Conner, Co-Secretary/Treasurer**, agreed to continue updating the MEA web page.

4. **JME Report - Brian Jorgensen**, Board Chair, presented the report prepared by **Vicky Crittenden**:

- *Submissions and Acceptance Rate*
  - # of submissions = 130 in 2021
  - There was an increase in papers accepted with 18 in 2020 and 31 in 2021 (likely due to the pandemic pedagogy special issue)
  - This resulted in an increase in the acceptance rate from 14% in 2020 to 23% in 2021
- *Peer Review*
  - Average time to first decision is very good at 20 days on average in 2020, 19 days in 2021, and 11 days in 2022 YTD
  - Average time to final decision is also very good but increased from 39 in 2020 to 80 in 2021 and 89 in 2022 YTD. Below 90 days is best, so these numbers are positive.
- *Articles Published and OnlineFirst Queue*
  - There were 16 articles published in 2020 and 29 articles published in 2021 (this counts articles by first (online) publication date rather than issue publication date)
  - As of March 1, there were 19 articles in the OnlineFirst queue
- *Downloads and Citations*
  - Journal downloads increased from 2020 to 2021, and are similar in 2022 YTD compared to 2021 with just 0.9% less in Jan-Feb 2022 compared to Jan-Feb 2021
  - The most downloaded article was “Exclusively Synchronous Online (VIRI) Learning: The Impact on Student Performance and Engagement Outcomes” by Anthony Francescucci and Laila Rohani
  - For citations related to the 2020 Impact Factor, the most highly cited paper is “The Evolution and Future of Retailing and Retailing Education” by Dhruv Grewal, Scott Motyka, and Michael Levy
- *Special Issues*
  - The pandemic pedagogy issue will go to press for Vol. 44, #2 and the macromarketing issue for Vol. 44, #3

- *Two new call-for-papers in 2022: (1) Marketing & Entrepreneurship (eds. Shari Worthington & Fabian Eggers) and (2) Social Media (eds. Janna Parker & Kevin James)*
- *Two special issues in the hopper for 2020: UN Sustainable Development Goals and Sales*

JME Award winners for 2021 were as follows:

#### OUTSTANDING JME ARTICLE OF THE YEAR

“Self-Directed Learning Online: An Opportunity to Binge” August 2021

Professor Kathryn A. LaTour, Cornell University, [kal276@cornell.edu](mailto:kal276@cornell.edu)

Professor Hayden N. Noel, University of Illinois at Urbana-Champaign,  
[hnoel@illinois.edu](mailto:hnoel@illinois.edu)

#### RUNNER-UP OUTSTANDING JME ARTICLE OF THE YEAR

“Journal of Marketing Education: A Retrospective Overview between 1979 and 2019”  
August 2021

Professor Naveen Donthu, Georgia State University, [ndonthu@gsu.edu](mailto:ndonthu@gsu.edu)

Professor Satish Kumar, Malaviya National Institute of Technology,  
[skumar.dms@mnit.ac.in](mailto:skumar.dms@mnit.ac.in)

Professor Adam Mills, Loyola University New Orleans, [ajmills@loyno.edu](mailto:ajmills@loyno.edu)

Professor Debidutta Pattnaik, Malaviya National Institute of Technology,  
[2018BRBM9086@mnit.ac.in](mailto:2018BRBM9086@mnit.ac.in)

#### HONORABLE MENTION OUTSTANDING JME ARTICLE OF THE YEAR

“Achieving Scaled and Sustained Use of Client-Based Projects in Business School  
Marketing Education: A Proposed Suprastructure” April 2021

Professor Doreen E. Shanahan, Pepperdine University,  
[doreen.shanahan@pepperdine.edu](mailto:doreen.shanahan@pepperdine.edu)

Professor Lynda H. Palmer, Pepperdine University, [lynda.palmer@pepperdine.edu](mailto:lynda.palmer@pepperdine.edu)

Professor Jim Salas, Pepperdine University, [jim.salas@pepperdine.edu](mailto:jim.salas@pepperdine.edu)

“Industry Certifications in Digital Marketing and Media Education: An Examination of  
Perceptions and Use among Educators” August 2021

Professor Scott Cowley, Western Michigan University, [scott.cowley@wmich.edu](mailto:scott.cowley@wmich.edu)

Professor William Humphrey, Jr., Florida International University, [whumphrey@fiu.edu](mailto:whumphrey@fiu.edu)

Professor Caroline Muñoz, University of North Georgia, [cklmunoz@ung.edu](mailto:cklmunoz@ung.edu)

“Pandemic Pedagogy for the New Normal: Fostering Perceived Control during COVID-  
19” August 2021

Professor. Cindy Rippé, University of North Georgia, [Cindy.Rippe@ung.edu](mailto:Cindy.Rippe@ung.edu)

Professor Suri Weisfeld-Spolter, Nova Southeastern University, [sw887@nova.edu](mailto:sw887@nova.edu)

Professor Yuliya Yurova, Nova Southeastern University, [yy21@nova.edu](mailto:yy21@nova.edu)

Professor April Kemp, Southeastern Louisiana University,  
[april.kemp@southeastern.edu](mailto:april.kemp@southeastern.edu)

“Updating the Marketing Research Course to Prepare the Marketing Generalist”  
December 2021

Professor Brooke Reavey, Dominican University, [breavey@dom.edu](mailto:breavey@dom.edu)

Professor Debra Zahay, St. Edward’s University, [dblatt@stedwards.edu](mailto:dblatt@stedwards.edu)

Professor Al Rosenbloom, Dominican University, [arosenbloom@dom.edu](mailto:arosenbloom@dom.edu)

## OUTSTANDING JME REVIEWER OF THE YEAR

Professor Karen Robson, University of Windsor, krobson@uwindsor.ca

5. **Board Report - Brian Jorgensen**, Board Chair, announced the renewal of board members **Rika Houston** (Western), **Sally Baalbaki** (Rocky Mountain), **Sabine Emad** (International), **Magali Dubosson** (At large), **Adam Mills** (Southern), **Emi Moriuchi** (Eastern), and **Kristen Schiele** (At large). **Christina Chung** (Eastern) and **Debbora Whitson** (Western) decided **not** to renew. It should be noted that **Lori Braunstein** and **Pola Gupta** resigned/retired from the board during the year. Board members who have been contacted regarding renewal but have not yet responded with regard to renewal are **Mark Rosenbaum** (At large), **Ruth Taylor** (Southern), and **Wade Halvorson** (international). **Susan Cadwallader** noted in the meeting that **Mark Rosenbaum** had recently moved to Hawaii to take a dean position at Hawaii Pacific.

It was proposed and seconded that **Cal Simpson** (IU East) be approved as a Central Region board member. The proposal was unanimously accepted. It was proposed and seconded that **Kristen Schiele** move from a position of At Large board member to Western Region board member. The proposal was unanimously accepted.

As Brian is finishing his term as board chair, the matter of his successor was discussed. Two individuals had expressed willingness to serve the upcoming three-year term in this position: **Glen Brodowsky** and **Susan Cadwallader**. After a short discussion, it was determined that Susan would be the candidate going forward, possibly with Glen to take over in a subsequent term. It was moved and seconded for Susan to become the new **MEA Board Chair**, which was unanimously approved by the board.

Brian noted that there are a number of open positions on the board, as well as for the **Digital Coordinator** officer position. Board members were encouraged to recruit for those positions. A current officer and board membership roster is included at the end of these minutes.

6. **Marketing Report - David Ackerman, Marketing Director**, attended the meeting remotely and due to technical difficulties was not able to give his report. Brian Jorgensen, Board Chair, noted that it would be appended to the minutes when received.
7. **Digital Coordinator Report – Qin Sun, Digital Coordinator**, noted that she has been most actively promoting MEA through Linked In and with various Asian communities using WeChat. It was noted that MEA also has a Facebook page.
8. **Officer Track – Julie Nelsen, President**, announced that **Qin Sun** had volunteered to join the officer track. It was thus moved and seconded that Qin be approved as **MEA Vice-President** for the upcoming year. Qin was unanimously approved for the position.

**Rex Moody** and **Suzanne Conner** agreed to renew their terms as Co-Treasurer/Secretaries. They will continue to serve 2023-25.

9. **Upcoming Conferences – Tony Stovall, President-Elect**, reminded the board that next year's (2023) conference will be held at the Embassy Suites hotel in Burlingame, California, 5-10 minutes from the San Francisco airport.
10. **Proposals/Discussion**. The board discussed whether we should be 100% in person next year. Advantages to being all in person include: greater collegiality (which we're known for),

better sessions, and (possibly far) fewer technical difficulties. Also, if it's only in person, deans and departments may be more likely to provide in-person funding. Advantages of continuing with the hybrid meeting approach include being able to include participants who are unable to attend in person.

**11. Other New Business:** None.

Meeting ended at 2:00 PM PDT

## Executive Board

- Tony Stovall, President (2022-23)
- Vicky Eveland, President-Elect (2022-23)
- Qin Sun, Vice-President (2022-23)
- Julie Nelsen, Immediate Past President (2022-23)
- Susan Cadwallader, Board Chair (2023-2025)
- Rex Moody, Treasurer/Secretary (2023-25)
- Suzanne Conner, Treasurer/Secretary (2023-25)
- David Ackerman, Marketing Director
- Digital Coordinator – **Vacant Position**
- Victoria Crittenden, Editor, *Journal of Marketing Education*

## Board Members

- **Western Region Directors** (*California and Hawaii*)
  - Kirty Celly, 2022-24
  - Deborah Heisley, 2022-24
  - Rika Houston, 2023-25
  - Kristen Schiele, 2023-25
- **Northwest Region Directors** (*Alaska, Idaho, Oregon, and Washington*)
  - Robert Trumpy, 2022-24
  - **Vacant position**
- **Southwest Region Directors** (*Arizona, New Mexico, Nevada, Oklahoma, and north and west Texas*)
  - Gopala Ganesh, 2022-24
  - **Vacant position**
- **Rocky Mountain Directors** (*Colorado, Montana, Utah, and Wyoming*)
  - Sally Baalbaki, 2023-25
  - **Vacant position**
- **Central Region Directors** (*Iowa, Illinois, Indiana, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin*)
  - Jayoung Koo, 2022-24
  - Cal Simpson, 2023-25
- **Southern Region Directors** (*Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, south and east Texas, Virginia, and West Virginia*)
  - Adam Mills, 2023-25
  - Ruth Taylor, **2019-21**
- **Eastern Region Directors** (*Connecticut, Delaware, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, Vermont, and Washington, D.C.*)
  - Emi Moriuchi, 2023-25
  - **Vacant position**
- **International Directors** (*minimum 4*)
  - Vilte Auruskeviciene, 2021-23
  - Nathalie Chinje, 2021-23
  - Sabine Emad, 2023-25
  - Wade Halvorson, **2020-22**
- **Community College Directors**
  - **Vacant position**
  - **Vacant position**
- **At Large Directors** (*minimum 3*)
  - Magali Dubosson, **2023-25**
  - Janet Parish, 2021-23
  - Pam Richardson Greenfield, 2022-24
  - Mark Rosenbaum, **2020-22**
  - Kristen Schiele, 2023-25
  - Kathleen Zumpfe, 2022-24