



Digital Transformation and Marketing Education: Navigating the New Frontier

April 3-5, 2025
Los Angeles, CA, USA

Submission Deadline: December 1, 2024
Submission Portal Opens: July 11, 2024

Digital transformation is changing the way we do business in every industry. The Marketing Educators' Association (MEA) 2025 conference provides a venue for marketing educators to examine recent trends in the digital world and explore new opportunities to train the "Next Generation of Marketers better". 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: 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 also invite research papers in other marketing fields such as consumer behavior, marketing strategies, integrated marketing communication, digital marketing, product management, business-to-business marketing, sales management, service marketing, and global marketing.

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 the 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 2025 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. This year's conference will also choose an outstanding marketing research competitive paper. 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. Qin Sun, President, qin.sun@csun.edu

Position Papers/Special Sessions:

Dr. Cal Simpson, President-Elect, ldsimpso@iu.edu

Competitive Papers:

Dr. Kristen Schiele, Vice President, kschiele@marshall.usc.edu

Doctoral Student Consortium:

Dr. Annie Cui, Consortium Co-Chair, annie.cui@mail.wvu.edu

Dr. Tony Gao, Consortium Co-Chair, tao_gao@uml.edu

Secretary/Treasurer:

Dr. Suzanne Conner, Secretary/Treasurer, suzanne.conner@gsw.edu

Dr. Rex Moody, Secretary/Treasurer, rex.moody@angelo.edu