Abstract
SMA is a premier marketing organization that brings together marketing educators and professionals from all over the world. SMA fosters service, research, and education in all phases of marketing and encourages the exchange of ideas among members with similar interests.

Make ‘em Say “WOW”: How Marketers are Wowing Customers
Dr. Pia A. Albinsson (Ph.D. New Mexico State University), is the Beroth Professor of Marketing in the Walker College of Business at Appalachian State University where she also holds the Walker College of Business Dean’s Club Professorship. She is Past President of Society of Marketing Advances and is currently the Chair of Board of Governors. She has also served as Secretary and Program Chair for SMA. She recently served as Co-program chair for Academy of Marketing Science (AMS) and have served as track chair numerous times for SMA, AMS, the American Marketing Association and several other conferences. She currently serves as Associate Editor for *Journal of Global Scholars* in Marketing Science and serves as Editorial Review Board members for *Journal of Consumer Marketing* among other journals. She is currently guest editing the 2022 *Marketing Education Review’s Special Issue on Teaching Innovations*. Pia has won several best in track awards at SMA, Atlantic Marketing Association, and AMA and best in conference awards at Atlantic Marketing Association and AMA. She recently won the Excellence in Research award and a Dean’s Club Research Prize in the Walker College of Business. She has published two books, *The Rise of the Sharing Economy* (2018) and *Uber* (2020), seven book chapters, thirty-one peer-reviewed articles, and over sixty conference-proceedings. Her work has been published in *European Journal of Marketing, Journal of the Association for Consumer Research, Journal of Macromarketing, Journal of Public Policy and Marketing* among others. She has been invited to speak on Collaborative Consumption at Brunel University (UK), Alliance University (India), Petronas Teknologi Universiti (Malaysia), Catholic University of Louvain (Belgium), and the University of Angers (France). Since 2017, she teaches at the University of Angers, France during the summer term. Prior to academia she worked with financial services, destination management, and retail management in Sweden, Greece, Malaysia, Portugal and the US.
2021 SMA Research Track Reviewers

Joshua Coleman  
Rishad Habib  
Ron Christian  
Ekin Ok  
Dong-Jun Min  
Elyria Kemp  
Sergio Enrique Robles-Avila  
Poompak Kusawat  
Xin He  
Ross Johnson  
David Locander  
Andy Dahl  
Travis Tae Oh  
Jessica Weeks  
Samer Sarofim  
Hector R. Lozada  
Doreen Sams  
Kohei Matsumoto  
Xi Zhang  
Elizabeth Gratz  
Meghan Rennie  
Jennifer Chernishenko  
Alexandra Krallman  
Karen Wallach  
Jennifer Tatara  
Shangwen Yi  
Ernel Yarimoglu  
Tatia Jacobson Jordan  
Sean Keyani  
Ke Tu  
Alexa Fox  
Ania Rynarzewska  
Ge Xiao  
Sona Klucarova  
Riley Dugan  
David Mathis  
Dena Hale  
Sid Mookerjee  
Bridget Nichols  
Maryam Farhang  
Caitlin Michael  
Linda Ferrell  
Timothy Butler  
Brittany Beck  
Nicole Beachum  
Ashok Bhattarai  
Surat Teerakapibal  
Scott Connors  
Fatiha Boukouyen  
David Houghton  
Hongnai Zhang  
Hyunju Shin  
Michael Peasley  
Gulay Taltekin Guzel  
April Kemp  
Adam Powell  
Yannic Hinrichs  
Michelle Carpenter  
Reza Houston  
Ashley Morgan  
Candace McCain  
Nasim Nouhzadehmalekshah  
Shuqin Wei  
Camilo Andrés Rojas Contreras  
Ganesan Palanisamy  
Liguo Liu  
Ingita Jain  
Faguni Vasavada-Oza  
Sandipan Sen  
Sajani Thapa  
Matthew Lastner  
Victoria Crittenden  
Vernon Murray  
Ann Mirabito  
Chuanyi Tang  
Les Carlson  
Jim Roberts  
Vandana Khanna  
Suresh Malodia  
Okai Ozbal  
Tyson Ang  
Gallayanee Yaoyuneyong  
Zandria Bates  
Oliver Cruz-Milan  
Natalie Marquart  
Ramin Bagherzadeh  
Mick Andzulis  
Fernando Jaramillo  
Concha Allen  
Kate Nicewicz  
Udhyab Roy  
Kristina Harrison  
Shirley Chen  
Omer Topaloglu  
Yumei Mu  
Jaehoon Lee  
Barb Barney-McNamara  
Saeed Zal  
Mathew Joseph  
Bhaskar Upadhyaya Subedi  
Anh Dang  
Alisha Horky  
Ateeq Rauf  
Meredith Thomas  
Trang Tran  
Lea Dunn  
Omar Itani  
Alena Kostyk  
Selcuk Ertekin  
Fayez Ahmad  
Junhong Min  
Binay Kumar  
Kirsten Cowan  
Christopher Roby  
Lam An  
Nik Nikolov  
David Jaud  
Mohan Menon  
Junzhou Zhang  
Jingwen Li  
Sphurti Sewak  
Marla Stafford  
Hsin-Yi Lao  
Terence Motsi  
Jamie Grigsby  
James Blair  
Lei Huang  
G. David Shows  
Dennis Kopf  
Cindy Rippe  
Yasanthi Perera  
Lina Xu  
Haithem Zourrig  
Arwen Matos  
Jen Riley  
Prachi Gala  
Melanie Koskie  
Breanne Mertz  
Ash Zareian  
Melanie Koskie  
Brittany Beck  
Louis Zmich  
Barron Brown  
Sudipto Sarkar  
Amin Saleh