Knowledge Generation: We generate new knowledge through academic research to find more effective ways of managing our society’s human and environmental resources. Without rigorous, relevant research our knowledge stagnates. Support for the creation and dissemination of academic research helps us continue to propel these issues forward.

SMART (Social Marketing Advances in Research and Theory) Conference: This conference brings together academic researchers and advanced practitioners in the field of social marketing. Researchers attend from around the globe, sharing their knowledge and learning from each other. Those new to the field join with eminent scholars to advance social marketing knowledge. We have held this conference bi-annually since 2004. Historically it has attracted scholars from approximately 10 countries each meeting.

Social Responsibility Research Projects: Our members have conducted numerous research projects in the realm of social responsibility and sustainability. Some examples include examination of company/charity alliances, the impact of company support for employee volunteerism, encouraging recycling, and encouraging the use of reusable shopping bags to minimize plastic bag use,