

**Program Schedule**  
**SMA 2021**  
**Orlando, Florida Nov. 4<sup>th</sup> – Nov. 6<sup>th</sup>**

**WEDNESDAY, November 3<sup>rd</sup>**

**33<sup>rd</sup> Annual Doctoral Consortium 8:30 a – 5:30p**

**Chairs: Brian Rutherford, Kennesaw State University**  
**Kevin J. Shanahan, Mississippi State University**  
**David Hardesty, University of Kentucky**  
**Jonathan Hasford, University of Tennessee**

**THURSDAY November 4<sup>th</sup>**

**4A: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: Devin Lunt**

**Social Media & its relationships with consumer decisions**

120: Missing Out on Social Media: Exploring the Factors of JOMO - Mark Pelletier, Alisha Horky & Alexa Fox.

129: How Do Social and News Media Report About Academic Research? An Empirical Study of more than 15,000 Marketing Articles - Samuel Staebler & Michael Haenlein.

139: Understanding Orbiting in Consumer-Brand Relationships on Social Media: Drivers and Consequences - Fatiha Boukouyen, Hyunju Shin & Bo Dai.

220: Building a Subscriber Base: Insights into Why People React to Reaction Videos on YouTube, - Devin Lunt (Tampa University).

**4B: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: J. Mark Mayer**

**Marketing to Vulnerable Populations**

182: Exploring Chronic Consumer Vulnerability Through Adverse Childhood Experiences - Natalie Marquart & Emily Tanner.

191: An Exploration of Differences in Efficacy of Vape Advertising Amongst Young Adults - Mark Mayer & Megan Smolinske.

238: Marketing Local Health: Evaluating Public Health Marketing to Underprivileged Populations - Becca Jones & Maya Davis.

**4C: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: Deborah Goldring**

**Getting Down to the Nitty Gritty: Research Methods & Analytics**

194: Why Online Ratings are not Necessarily Consistent with Reviews: Preliminary Results from the Sentiment Analysis - Junhong Min, Matthew Monte & Jonathan Leinonen.

216: A Brand by Any Other Name: A Qualitative Framing Analysis of Corporate Rebranding Media Releases - Deborah Goldring & John Gironda.

243: Bibliometric Content Analysis: A Review, Tutorial, and Application to the Society of Marketing Advances Conference Abstracts - Stephen France.

244: Item Level Correction: Removing Detectable Common Methods Variance from Cross-Sectional Survey Research - Adam Merkle.

**4D: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: Barbara Woolridge**

*MER Editorial Board Meeting*

**4E: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair:**

**Can We Just Talk: Delivery is the Key to Successful Selling?**

66: When Humor Usage in the Selling Process Prompts Inferences of Manipulative Intent: Assessing the Effects on Relational and Behavioral Outcomes - Renaud Lunardo, Laurent Bompar & Camille Saintives.

135: Storytelling as nested performance: Content and delivery factors impacting the efficacy of a salesperson delivered narrative-based rebuttal to expressed purchase hesitation - James Doyle & Taylor Dillon.

217: Examining the Link between Organizational Pressures and Lone Wolf Tendencies in B2B Salespeople - Barron Brown, David Locander & William Locander.

269: The Dark Side of Social Media on Salesperson Influence Tactics - Louis Zmich, Jennifer Locander & William Locander.

**4F: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: Nese Nasif**

**Let's Get it Started in Here: Advances in Marketing Education Active Learning**

34: Board 2.0: Utilizing TikTok to Increase Student Engagement during Challenging Times - Joanne Cao, Lacey Wallace & Gallayanee Yaoyuneyong. Discussion

232: Incorporating Kolb's Experiential Learning Theory in Marketing Education - Chris Croft & Wei Wang.

249: Teaching Ethics in Marketing: Beyond Just That One Textbook Chapter - Nese Nasif.

251: Methods for Creating Interactive Synchronous Online Courses - Elliott Manzon.

**4G: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: Jose L. Saavedra Torres**

**Consumers' Positive & Negative Relationships with Brands**

119: Negative brand relationships in the Agro-food industry: The impacts of brand inauthenticity, brand distrust, brand hate on brand avoidance - Chao-Chin Huang.

134: The Role of Perceived Quality and Temporal Self-Incongruence on Customer Brand Disidentification - Bhaskar Upadhyaya Subedi, Ashok Bhattarai, Monika Rawal & Jose L. Saavedra Torres.

206: Constellating Brand Coolness: How the motivation to stand out and fit in affects consumers' perceptions of cool brands - Melanie Koskie.

**4H: Thursday, 4<sup>th</sup> 8:30a-10a**

**Chair: Stephanie Lawson**

**Tension in the Marketplace: Marketing Ethics & CSR**

- 43: An Exploratory Investigation of Consumer Tensions within a Sustainable Lifestyle Community - Jane Thomas, Stephanie Lawson & Cara Peters.  
106: Craving Communion: A Benefit or a Burden? - Amanda Ledet & Ericka Lawrence.  
229: Fast fashion and Ethics: How do ethical fast-fashion brand extensions influence consumers' perception and satisfaction? - Caroline Le Bon.

**4I: Thursday, 4<sup>th</sup> 8:30 – 12p**

**Chair: Adam Mills**

**IJA Symposium**

- 38: Word-of-Mouth Valence and Willingness to Invest in Multilevel Marketing- Rhiannon Mesler, Katharine Howie & Meghan Rennie.  
80: Are Influencers Worth the Investment? - Rebecca VanMeter, Parker Woodroof & Michael Peasley.  
81: “Can you see it?” - Katharine Howie, Rhiannon Mesler & Jennifer Chern Chernishenko.  
107: Is matching social media ads with motivations for social media use effective? - Cristian Buzeta, Nathalie Dens, Patrick De Pelsmacker, Freya De Keyzer & Maxime Ver Elst.  
153: Impact of long term versus short term stress on healthy food choice decisions - Prachi Gala, Ganga Hewage & Rani Hecht.  
162: Examining Audience Reaction to B2B Content Marketing Delivered via Social Media - Emory Serviss & James Cole.  
166: Better or Different: William J. Montford, Rhiannon Mesler, Jennifer Chernishenko, R. Bret Leary & John Peloza.  
174: Advertising Cross-Culturally - Kristina Harrison & Subhadip Roy.  
196: Micro-Influencers and Instagram Engagement - Susan Myers, Sandipan Sen, Holly Syrdal & Parker Woodroof.

**5A: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair: Sarah Mittal**

**PANEL: Student Engagement in Asynchronous Online Learning**

Sarah Mittal, Haithem Zourrig, Holly Syrdal, & Sam Doss.

**5B: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair: Pia Albinsson**

**COVID Did What? Marketing for the Greater Good**

- 24: An Exploratory Study of Consumers Perceptions of Adopting Contact Tracing Mobile Applications - Danielle Hass, Ashley Hass, Siti Aqilah Jahari & Mathew Joseph.  
47: The Use of Data Science to Market Covid Vaccinations - Clare Comm & Dennis Mathaisel.  
183: Music as Connectivity: Young Consumers' Virtual Live Music Experiences during Covid-19 - Pia Albinsson.  
266: Are Round-Up Checkout Charity Appeals Always Better? The Moderating Influence of Purchase Type - Laura Boman & Mackenzie Bland.

**5C: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair: Mario Gonzalez-Fuentes**

**Consumer Choice & Sustainability in a Global World**

131: Global and national identities as drivers of young consumers' choices for foreign vs. domestic stories: A cross-country analysis - Mario Gonzalez-Fuentes & Bowen Zhou.

142: To demystify discriminative behaviors against outgroup customers in individualistic culture: A Case Study - Joey Lam.

213: Fashion and Sustainability: Towards a Richer Understanding of Sustainable Consumption - Jie G. Fowler, Timothy H. Reisenwitz & Rongwei Chu.

**5D: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair:** Monika Rawal

**Branding as a Tool to Improve Business Performance**

45: The Role of Brand Transparency and Brand Awareness in Personalization of ads: Grace Gaskins - Maumita Roy & Monika Rawal.

145: Increasing the Likelihood of Purchase: The Moderating Role of "Try Before You Buy" - Hongnai Zhang, Bhaskar Upadhyaya Subedi, Nasim Nouhzadehmalekshah & Mavis T Adjei.

165: You Don't Belong: Exploring Luxury Branding Strategy - Lauren Beverly & Jamye Foster.

**5E: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair:** Terence Holmes

**PANEL: Making the Leap from Faculty to Administration**

Terence Holmes & Stephen Koernig

**5F: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair:** Brad Carlson

**Adventuresomeness Land: Technology, Tourism, Technology**

148: Host-customer interaction and customer satisfaction with peer-to-peer accommodation: A case from Airbnb - Saeed Zal, Chuanyi Tang, Lin Guo & Junzhou Zhang.

173: The Role of Venturesomeness in Destination Consumer-Based Brand Equity - Oliver Cruz-Milan.

262: Animation Sensation: The Relationship of Emojis and Tips - Laura Boman, Sarah Lefebvre, Marissa Orłowski.

263: Typology of #DisTwitter - Will Henderson.

**5G; Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair:** Ania Izabela Rynarzewska

**Diversity Strategies, Perceptions, & Audiences in Marketing**

20: Perceptions of Discrimination among Immigrant Customers During the Service Experiences: Customer Well-being and Attitudes towards Services - A. Banu Elmadag, Gallayanee Yauyuneyong, & Mehmet Okan.

54: Brand Inclusivity: The New Sustainability? - Sphurti Sewak & Jayati Sinha.

164: Toward an Understanding of the Diversity Ecosystem and its Effects on Internal Marketing - Jennifer Zoghby.

199: Pro Equality Behaviors in Marketing, Anti-Racism Matters, the Effect of Empathy - Ania Izabela Rynarzewska.

**5H: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair:** John Story

### **Consumer Behavior, Brands & Branding**

13: Who Cares to Complete Surveys? Exploring Consumers' Attitudes Toward Post-Consumer Service Satisfaction Surveys - Janeisha Cambridge.

65: Consumers' Self-Esteem and Purchase Intention: The Mediating Role of Brand Jealousy and Brand Loyalty - Poompak Kusawat & Surat Teerakapibal.

225: Platonic Relationships with Brands - John Story.

### **5I: Thursday, 4<sup>th</sup> 10:30a-12p**

**Chair: Dana Harrison**

### **PANEL: Best Practices in Teaching Marketing Analytics**

Dana Harrison, Michael McGuirk, & Haya Ajjan

### **6A: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair: Michael Levin & Larry Neale**

### **Innovations in Teaching Competition**

5- Testing, One Two Three, Testing: Using Field Experiments to Test Student Recommendations for Experiential Projects - Vassilis Dalakas.

60: Once Upon a Time During a Pandemic - Amy Watson & Jeff Murray.

155: Leveraging Improv Techniques to Teach Students Soft Skills - Jen Riley & Kate Nicewicz.

188: Want to Engage Students? Create a 'Zola-esque' Moment in Your Online Synchronous Class - Alicia Cooper.

### **6B: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair: Della Garner**

### **Corporate Responsibility & Firm Performance**

16: Does Cause-related Marketing Matter to Investors? Findings from the Bond Market - Parker Woodroof, Reza Houston, Rebecca VanMeter, David Maslar

258: All News Travels Fast: Understanding the Role of News Sentiment Linking CSP to Financial Performance - Della Garner, George Deitz, Jeff Thieme.

260: Words Matter: A Closer Look at Earnings Calls & Financial Performance - Courtney Peters & George Deitz

### **6C: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair: Kristina Harrison**

### **Marketing Treatments for Public Health & Social Issues**

192: Young Female voting intention: Qatari municipal elections - Othman Althawadi & Shatha Obeidat.

224: Heath Message Framing and Effectiveness: Is Conservatism a Determinant? - Banu Bas & Berna Basar.

237: Does Food Insecurity Lead to Less Healthy Food Choices? - Kristina Harrison & Ashley Thomas.

### **6D: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair: Sophie Unson**

### **Wide World of Sports: Authenticity, Sponsorship, & Event Strategies**

- 19: Do locals recognize your sport team sponsors? A comparison of sponsor recognition between fans and non-fans of the Cincinnati Bengals - Bridget Nichols & Jennifer Gardner.
- 71: Go Team! Investigating the Impact of Sport Brands (Team vs. Athlete) in a Charitable Giving Campaign - Ron Christian & Samer Sarofim.
- 264: Communicating Quality or Authenticity: The Optimal Strategy for Businesses Post Pandemic - Sean Coary.
- 265: Examining Consumer Perceptions and Attitudes Towards Event Industry Strategies During Global Pandemic: A Mixed Method Approach - Sophie Unson & Wei Wang.

**6E: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair:** *Ania Ryzarzewska*

**Inclusion & Inclusivity in Marketing & Marketing Education**

- 116: Digital Divide and Its Impact on Minority Students: A Preliminary Investigation - Danielle Hass & Matthew Joseph.
- 160: Inclusivity in Business Schools: Understanding the Student Experience? - Adam Hepworth & James Andzulis.
- 254: Teaching IDEA to Undergraduate Students: Use of Corporate Training Resources (Salesforce Trailhead) - Manuel Pontes, Ania Ryzarzewska, & Kristine Johnson.

**6F: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair:** **Brian Rutherford, Kennesaw State University**

**Kevin J. Shanahan, Mississippi State University**

**PANEL: Meet the Editors Panel is Sponsored by Auburn University's Harbert College of Business**

Journal of Advertising Research – Marla Stafford, University of Nevada, Las Vegas

Journal of Marketing Theory and Practice – Christopher D. Hopkins, Auburn University

International Journal of Advertising- Charles R. Taylor, Villanova University

Marketing Education Review – Barbara Ross Wooldridge, The University of Texas at Tyler

Journal of Business Ethics – Michael R. Hyman, New Mexico State University

Journal of Business Research – Naveen Donthu, Georgia State University

Journal of International Marketing – Kelly Hewett, University of Tennessee

European Journal of Marketing – Greg W. Marshall, Rollins College

Journal of Advertising, Shelly Rodgers, University of Missouri



**6G: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair:** Jie Fowler

**Contemporary Topics in Consumer Behavior**

123: Where did this purchase come from? The effect of purchase type on preference for country-of-origin label - Julia Di Natale & Ganga Urumutta Hewage.

235: Variables and their Influence Upon the Fear of Missing Out (FoMO) in Younger Consumers - Timothy Reisenwitz & Jie Fowler.

242: Do actions really speak louder than words? Bragging's negative effect on consumers' choice of prosocial companies - Caroline Le Bon.

**6H: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair: James Blair**

**Prosocial Consumer Behavior**

76: How Gender Impacts Giving Behaviors Amid Threats of Psychological Scarcity - Makayla Koshuta, Rhiannon Mesler, Christy Tu & Bonnie Simpson.

115: When Consumers Decrease Ethical Behavior: Resource Scarcity and Ethical Behavior - Timothy Reisenwitz & Jie Fowler.

187: Should Universities Let Stakeholders “Act Like They Own the Place?” The Roles of Psychological Ownership and Sense of Community on Attitudes Influencing Monetary Donations to Charitable Organizations and Economic Expenditures - James Blair & James Maples.

**6I: Thursday, 4<sup>th</sup> 2p-3:30p**

**Chair: Helena Allman**

**Export, Risk, & Barriers to Entry in Foreign Markets**

82: Diminishing Rates of Study Abroad and the Increased Barriers to Entry After Covid-19 - Andrew Sheets & Gallayanee Yaoyuneyong.

203: Future analysis-based market risk mitigation strategies for SME start-ups in Qatar - Khurram Sharif.

234: Emerging versus Developed Markets’ Consumer Evaluations of Native versus Foreign Language Use in Products and Services – the Story of Eastern Europe - Helena F. Allman & Ata Atadil.

**7A: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair: Parker Woodroof**

**Impact of Martech on consumer behavior & marketing strategies**

17: The Effect of Artificial Intelligence Company Acquisitions on Firm Value - Parker Woodroof, Nicole Beachum & Michael Peasley.

118: Memory of Virtual Reality brand experiences: what consumers remember and why - Alena Kostyk, Laurence Dessart & Kirsten Cowan.

128: Disruption: Its impact on customer experience and firms’ digital disruptive performance - Ramendra Thakur, Dhoha Alsaleh & Dena Hale.

144: Brands and chatbots: An overview using machine learning- Camilo Andrés Rojas-Contreras & Pierre Valette-Florence.

**7B: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair: Jihane Samo**

**Digital Marketing Capabilities & exploring consumer deviations**

227: Effects of Trust Transfer in Social Commerce - Brittany Beck.

236: Mobile Marketing – Good or Bad??? - Shahriar Gias.

245: Examining Moderating Effects of Industry Dynamism and R&D Intensity on the Linkages between Digital Marketing Capability and Customer Data Breach - Priyanka Singh, Santhosh Srinivas & George Deitz.

**7C: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair: Barbara Woolridge**

### **Distinguished Teaching Competition**

Vassilis Dalakas, Ph. D  
Department Chair and Professor of Marketing  
CSU San Marcos  
*I CARE About Impact*

Cindy B. Rippé  
Associate Professor of Marketing and Sales  
Mike Cottrell College of Business  
University of North Georgia  
*Teaching from the Heart*

Kevin J. Shanahan, Ph.D.  
Associate Professor of Marketing  
Department of Marketing, Quantitative Analysis, and Business Law  
Mississippi State University  
*The "light" Triad of Teaching; Why? What? How?*

#### **7D: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair:** Mohan Menon

#### **Consumer Behavior & the Pandemic**

10: Loving My Local Business as My Neighbor: Religiosity's Influence on Local Business Support During a Pandemic - Elizabeth Minton & Frank Cabano.

78: An Examination of the Impact of Pandemic on Consumer Behavior - Ran Liu, Ge Gao & Ruoqing Zhang.

113: Panic Buying Phenomenon: A Review of Historical and Theoretical Perspectives -Mohan Menon & Mary Norman.

215: Luxury Consumption in the Context of the COVID-19 Pandemic - Hamid Abbassi, Elmira Shahriari, Nourah Alfayez & Miguel Ángel Zúñiga.

#### **7E: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair:** Gail Yosh

#### **Food & Food Consumption**

25: Perfecting Imperfections: Tackling Food Waste through Sustainability Messaging with Psychological Ownership Appeals to Counter the Effects of Perceived Contamination from Superficial Packaging Damage - Gail Yosh.

77: Healthiness of food choices in adulthood: The role of childhood socioeconomic status, situational scarcity, and self-control - Rhiannon Mesler, Zandria Bates, Yannic Hinrichs & Bonnie Simpson.

103: Small or Large? How Film Types Influence Customer's Purchase of Food Sizes at the Movies? - Xinyu Cui & Travis Tae Oh.

#### **7F: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair:** Terence Holmes

#### **The Online Retail Consumer Experience**



- 67: The Influence of Avatar Similarity on Psychological Ownership and Rental Intentions - Adam Powell, Carol Esmark Jones, Matthew Shaner, Anton Fenik & Nawar Chaker.  
168: Examining the impact of self-service technology (SST) on front-line employees (FLEs) and service encounters - Abigail Torres Rico.  
170: Attribution in Omnichannel Retailing: A Preliminary Study in an Online-First Context - Terence Holmes & Edward C. Brewer.

**7G: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair:**

**7H: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair: Jennifer Holt**

**Let's Share Some Wine: Food & Drink Consumption & the Sharing Economy**

- 4: The Gender Gap: Differences in How Men and Women Feel about Sustainability and Food-Related Sustainability Benefits - Bridget Nichols & Jennifer Holt.  
31: Perceiving Health Benefits Where Others See Hazards: Narcissism, Wine-Related Health Beliefs and Subsequent Consumption - Renaud Lunardo.  
73: Exploring how language drives engagement: An analysis of social media engagement in the wine industry - Benjamin Garner & Susan Myers.  
161: The Effects of Customer Brand Engagement on Purchase Intention in Sharing Economy - Trang Tran, Seung Lee & Md Sakib.

**7I: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair: Rebecca VanMeter**

**PANEL: Being the Girl in the Room**

Rebecca VanMeter, Katie Howie, Pia Albinsson, Joanne Cao, Dana Harrison, Emily Tanner, & Charlene Davis

**7J: Thursday, 4<sup>th</sup> 4p-5:30p**

**Chair: A. Banu Elmadag Bas**

**PANEL: Challenges as International Scholars in Ph.D. & Early Career**

A. Banu Elmadag Bas, Wei Wang, Gallayanee Yaoyuneyong, Ismail Karabas, Yana Andonova.

**FRIDAY, November 5<sup>th</sup>**

**8A: Friday, 5<sup>th</sup> 8:30a-10:00a**

**Chair: Brian Vander Schee**

**The relationship between branding & social media**

- 33: The white bear problem: the potential negative consequences of well-being messages on feelings and engagement - Emma Welch & Christopher Newman.  
68: Meme Your Brands on Social Media: The Impact of Memes on Perceived Humor and Consumer Engagement - Sphurti Sewak & Jaehoon Lee.  
96: The Passive to Active Social Media Brand Engagement Continuum: A Mediator in the Consumer Journey from Content Inquiry to Brand Advocacy - Brian A. Vander Schee, James W. Peltier & Andrew J. Dahl.

152: Motivations behind the brand-related activities on different profile-based social media platforms across different digital native age cohorts - Rodrigo Uribe, Pablo Lavandero, Enrique Manzur & Cristian Buzeta.

**8B: Friday, 5<sup>th</sup> 8:30a-10:00a**

**Chair: Lucy Matthews**

**Education for Sales & Services**

8: Enhancing Sales Education by Incorporating an Innovative International Role Play - Diane Edmondson, Lucy Matthews, & Hannah Makarczyk.

100: So You Want to Start a Sales Certificate Program: A Survival Guide for Sales Educators - Zacharay Moore & April Kemp.

121: A SCARF-based Model of Students' Contributions to Educational Service Recovery - David Fleming, Laura Munoz, Ricky Ferguson, & Matthew Aplin-Houtz.

**8C: Friday, 5<sup>th</sup> 8:30a-10a**

**Chair: Diane Edmondson**

**What's Sales Got to Do With It?**

15: A Comparative Study between Pre and Mid-COVID Key Employee-Organizational Constructs - Diane Edmondson & Lucy Matthews.

178: The Differential Effects of Sales vs. Service Role Types on Negative Role State and Work Outcome Relationships: A Meta-Analytic Review - Benjamin Britton.

267: How Perceived Sales Cannibalization Relates to Post Disruption Sales Performance: The Roles of Salesperson Bricolage and Customer Orientation - Sandro Deretti & Elten Briggs.

268: Direct Selling: Literature Review and Future Research Directions - Julie Steen.

**8D: Friday, 5<sup>th</sup> 8:30a-10a**

**Chair: Stephen France**

**Consumer Perceptions & Brand Equity**

241: Retailer Location-Based Brand Equity, Conceptualization of a Missing Part of Brand Equity - Brett Kazandjian, Micheal Breazeale, Stephen France, Jutong Wen, & Tyler Hancock.

257: Consumer Response to the Steadily Increasing Discount Strategy - Haley Hardman, Myles Landers, Colin Gabler, & Stephen France.

259: Isn't that offensive?! Consumer Perceived Ethicality of Brand Vulgarly - Sarah Lefebvre, Merlyn Griffiths, Channelle James, Laurel A. Cook, Andrew Scott.

**8E: Friday, 5<sup>th</sup> 8:30a-10a**

**Chair: Christopher Newman**

**Doctoral Dissertation Presentations**

64: Stupid and Embarrassed: The Effect of AI enabled Voice Assistants on Consumers - Laura Pricer.

89: Do Sustainable New Products Contribute to Firm Value? -Youngtak Kim

94: Going Digital to Conform and Perform: Learning Logics Underpinning Digital Advertising Spending - Seoyoung Kim.

149: Social Media Influencers: Effectiveness of Influence Through the Customer Journey - Britton Leggett.

**8F: Friday, 5<sup>th</sup> 4<sup>th</sup> 8:30a-10a**

**Chair: Marla Stafford**

**Sustainability & Consumer Behavior**

3: A Comparison of Sustainability Intentions and Attitudes Across Generations - Bridget Nichols & Jennifer Holt.

98: The Role of Climate Change Conspiracy in Consumers' Pro-Environmental Behaviors - Jeff Thieme, Marla Royne Stafford, & Joshua Coleman.

207: The Attitude-Behavior Gap towards Sustainable Consumption in K-pop - Gallyanee Yaoyuneyong, Kimberly Goodwin, Joanne Cao & Nichada Satasuk.

**8G: Friday, 5<sup>th</sup> 4<sup>th</sup> 8:30a-10a**

**Chair: Sarah Mittal**

**SPECIAL SESSION: Best Practices in Pivoting to Remote Learning**

Sarah Mittal, Nancy Richmond, & Adam Mills

**8H: Friday, 5<sup>th</sup> 4<sup>th</sup> 8:30a-10a**

**Chair: Terence Holmes**

**PANEL: Demystifying the Tenure & Promotion Process**

Anton Fenik, Joel Collier, & Terence Holmes

**8I: Friday, 5<sup>th</sup> 8:30a-10a**

**Chair: Jen Riley**

**Social media & the impact of consumers brand communities.**

156: The impact of brand trust on brand resonance in ride-hailing services - Okai Ozbal, Teoman Duman & Omer Topaloglu.

179: Content or Engagement, Which Comes First? A critical assessment of, eWOM, Customer Engagement, and Value Co-creation within Social Media Brand Communities - Jen Riley, Kate Nicewicz & Eric Harvey.

256: Keep Calm and Be Nice: Deviations in Responses to Movie Trailers across Social Media Platforms - Ming Chen.

**Friday, 5<sup>th</sup> 10:15a-11:45a**

**Distinguished Scholar Presentation:**

Lisa K. Scheer

Emma S. Hibbs Distinguished Professor

University of Missouri, Columbia, MO USA

Professor of Strategic Business-to-Business Management

University of Graz, Austria

**Friday, 5<sup>th</sup> 12:00p-2:00p**

**Awards Luncheon & SMA Business Meeting**

**10A: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair: Jamie Grigsby**

**All the Feels: Consumer Regret, Revenge, & Gratitude**

36: To Consume or to Produce: Feeling Grateful Can Make Us Work, not Play - Jingwen Li & Travis Oh.

108: Helping Consumers Justify Future Impulse Purchases: Understanding Advertising Message Effectiveness - Jamie Grigsby.

223: The Influence of the Dark Triad on Direct and Indirect Revenge-seeking after Service Failures - Tyler Hancock, Jen Stevens, Katy Johnson, Stacie Waites & Brett Kazandjian.

202: Employee gratitude and customer citizenship behaviors - Ji Qi, Yi Peng, Graham Lowman & Kimberly Lowe.

### **10B: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair: Ania Izabela Rynarzewska**

#### **Here's What I Think: Consumer Beliefs & Ideologies**

23: An Assessment of the Relationship between Anti-Consumption Behavior and One's Political Inclination, Sam Fullerton, Ania Izabela Rynarzewska, & Tammy McCullough.

62: Identity Salience Moderates the Effect of Social Dominance Orientation on Covid-19 'Rule Bending' - Rhiannon Mesler, Bonnie Simpson, Jennifer Chernishenko, Shreya Jain, Lea H. Dunn & Katherine White.

114: The Impact of System-Justifying Beliefs on Dietary/Lifestyle Choices - Karin Braunsberger, Brian Buckler & Richard Flamm.

184: Power Distance Belief and Service Robot Adoption - Han Ma & Hsin-Yi Liao.

### **10C: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair: Lubna Nafees**

#### **From Social to Lonely Consumers: Cross-Cultural Research**

28: The Influence of Culture on the Perception of Deceptiveness among Chinese and Canadian Consumers: A Multilevel Cross-cultural Study - Haithem Zourrig, Mengxia Zhang, Kamel El Hedhli & Imene Beheur.

132: Perceived Source Credibility of Social Media Influencers and Consumer Attitudes Toward the Brand: An Exploratory Study of Differences Between India and the United States - Lubna Nafees, Christy Cook, Atanas Nikolov & James Stoddard.

138: The Global Phenomenon of Lonely and Insecure Self-Gifters: Cross-cultural Insights from the United States and India - Cindy Rippé, Brent Smith & Suri Weisfeld-Spolter.

### **10D: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair: Xin He**

#### **Conspicuous Consumption**

52: When Conspicuous Consumption Leads to Greater Preference for Cash Payment - Sona Klucarova & Xin He.

70: The Effects of Store Environment and Conspicuous Consumption on Impulse Buying in Apparel Industry - Emel Yarimoglu & Sinem Taslik Cinarli.

209: Consumption During the Pandemic: Conspicuously Consuming the Covid-19 Vaccine - Victorria Hernandez & Sarah Mittal.

### **10E: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair: Anastasia Thyroff**

### **Consumer & Cultural Empathy**

105: The Virtuous Cycle: Social Media Influencers' Potential for Kindness Contagion - Tiegan Beckworth, Kelley Cours Anderson & Ashley Hass.

158: What do Influencers Influence? A Practice Perspective - Gulay Taltekin Guzel & Eileen Fischer.

171: I wish they'd stop talking so I could hear the music!! Developing a multi-level cocreation framework to explore consumer identities, values and tensions - Anastasia Thyroff & Kelley Anderson.

218: Human Dignity & Meaningful Work: A Frontline Employee Perspective - Breanne A. Mertz, Jennifer A. Locander & William B. Locander.

### **10F: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair:** Pam Richardson-Greenfield

#### **Behavior Change in Consumer Behavior**

18: Blessings of Gratitude: Fostering Well-Being and Examining the Effectiveness of Social Marketing Messaging - Elyria Kemp, Dong-Jun Min, Judith Folse & Pam Richardson.

111: When half a loaf is better: The impact of self-uncertainty on purchase intention - Junzhou Zhang, Yam Limbu & Tianfu Wang.

151: Sensitizing, Forbidding or Transmitting Knowledge? The Role of Family Communication in Alcohol Responsible Drinking Practices Among Students - David Jaud, Olivier Gergaud & Renaud Lunardo.

### **10G: Friday, 5<sup>th</sup> 2p-3:30p** Brian Bourdeau

#### **SPECIAL SESSION: The Future of Sports Marketing**

Brian Bourdeau, Joe Cronin, David Martin & Heath McCullough.

### **10H: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair:** Marla Stafford

#### **Brand Attitude, Pricing Strategies & Relationships in Advertising**

195, The Mediating Role of Narrative-Realism in Congruence and Brand Attitude for In-game Advertising - Devika Vashisht & Marla Stafford.

219: Bilateral Opportunism In Agency-Client Relationships, Raeesah Chohan & Cai Feng.

252: The Cash Cow: Efficacy and Analogy in the Context of Financial Online Advertising - Kenneth W. Graham & R Wixel Barnwell.

253: The Effect of Pricing Strategies on Purchase Intention - Sudipto Sarkar.

### **10I: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair:** Prachi Gala & Parker Woodroof

#### **Teaching Moments 1**

1: A Yellowdig Conversation about Diversity and Inclusion in Marketing - Victoria Crittenden & Cheryl Gray.

2: "Green Claims" - Stephen Castleberry.

7: Harry Potter and the Final Exam in Advertising - Joshua Coleman.

- 9: The Syllabi Peer Review: A Formal Approach to Course Improvement - Jennifer Tataro, Courtney Peters & Michael Houston.
- 12: "Free Digital Tools" - Ann Springer.
- 35: Utilizing the LEGO® Donut Game to Simulate and Teach Cross-Functional Cooperation in the Classroom - Adam Powell.
- 44: Sports Event Watch Party - Geraldo Matos.
- 48: Personal Development - Anton Fenik.
- 51: Richard Easley. A "Rolling" Classroom
- 57: Replacing Online Blogs with Twitter Conversation Assignments - James Blair.
- 72: Developing brand guidelines to build student portfolios in a consumer behavior class - Miles Condon.
- 95: Risk Aversion: An Introduction to Consumer Behavior - Brian A. Vander Schee. Predicting
- 109: What! Using Facebook to Teach Marketing - Eric Harvey.
- 230: I Can Relate to That: An Activity to Illustrate Segmentation and Targeting - Julie Steen.

**10J: Friday, 5<sup>th</sup> 2p-3:30p**

**Chair: Pia Albinsson**

**SMA Board of Governors Meeting**

**11A: Friday 5<sup>th</sup> 4p-5:30p**

**Chair: Eric Harvey**

**Social Media & Consumer Engagement Relationships**

- 42: Barriers to Wellness? Examining the Effects of Social Media on Anxiety and Consumption - Carla Childers & Elyria Kemp.
- 102: Reliance on Social Media Influencers to improve small new beauty brand metrics during Covid-19, evidence for ROI - Ania Izabela Rynarzewska.
- 181: How do you amplify social media engagement? A conceptual framework to understand the impact of acquiring users' positive outlook - Eric Harvey & Udhyab Roy.

**11B: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair: Vernon Murray**

**People, Products, & Services**

- 79: Organizational Politics and Employee Identification: The Mediating Effect of Equal Treatment – Adam Powell.
- 117: Entrepreneurs as Influencers: Exploring Characteristics Through a Source Credibility Lens - Victoria Crittenden & April Kemp.
- 127: Organization's response strategy and crisis for recovery - Ramendra Thakur & Dena Hale.
- 197: Using Multidimensional Scaling to Identify Potential Victim Intervention Marketing Partners - Vernon Murray.

**11C: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair: Monika Rawal**

**Creating Wow-Worthy Service**

- 130: The Effect of Cultural Differences on Co-created and Firm Recovery - Ramin Bagherzadeh, Amin Rostami, Monika Rawal & Jose Luis Saavedra Torres.

150: Stress is Rising: A Re-examination of Family-Work Conflict in Service Employee Performance - Eric Harris, David Fleming & Jennifer Dapko.

157: Evaluating the Customer's Iterative Value Creation System for Prolonged Services: Insights, Gaps and Recommendations for Future Research - Jennifer Taylor & Katherine Roberto.

198: The role of customer accents and service failure magnitude on the service recovery encounter - Carol Azab & Jonas Holmqvist

**11D: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair:** Bob Barnwell

**PANEL: Disney Villains: An Analysis of Marketing through Analogy**

147: Disney Villains: An Analysis of Marketing through Analogy

R Wixel Barnwell, Kenneth Graham, Alisha Horkey, Michael Levin, Bob McDonald, Mark Pelletier, & Kevin Shanahan

**11E: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair:** Benjamin Garner

**PANEL: Global vs. Local Consumer Culture**

Kamlesh Tiwari, Benjamin Garner, & Kristina Harrison

**11F: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair:** Christopher Newman

**The In-Store Retail Consumer Experience**

26: Shopper Solutions as an In-Store Shopper Marketing Initiative: Implications of Shopper Goal Congruency for Consumers and Retailers - Christopher Newman, Stacey Finkelstein & Yoon-Na Cho.

104: Real Stores Have Curves: How Organic Shapes Attract and Influence Shoppers - Brian Spaid & Joseph Mattes.

167: Gender Differences in the Likelihood of Experiencing an Information Overload Amongst Retail Customers - Gary Hunter.

11: No Guns Allowed: How Retail Gun Control Policies and Consumer Values Influence Retailer Evaluations - Frank Cabano, Amin Attari & Elizabeth Minton.

**11G: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair:** Mark Sciuchetti

**185: SPEICAL SESSION: The Interface of GIS and Marketing: Utilizing Mobile App data and Heatmaps to Investigate Consumer Clustering Shopping Behavior**

Jianping Huang & Mark Sciuchetti.

**11H: Friday, 5<sup>th</sup> 4p-5:30p**

**Chair:** James Blair

**PANEL: Merging Theory with Practice when Teaching Sport Marketing Courses**

James Blair, Geraldo Matos, Delancy Bennett, & Chuck Lichty.

**11I: Friday 5<sup>th</sup> 4p-5:30p**

**Chair: Prachi Gala & Parker Woodroof**

**Teaching Moments 2**

50: The Retail Scavenger Hunt: Experiential Learning in a Retail Setting - Pam Richardson-Greenfield.

74: A Critical-Reasoning Alert for Students Sourcing Newspaper Articles - Mary Mobley.

101: Integrated Marketing Teaching Moment - Nicole Beachum.

125: “How I Built This” Resilience Amidst a Pandemic - Shannon McCarthy.

133: Keeping Marketing Current: In the News Project - Alicia Cooper.

205: Nice to Meet You: Building Report via Three Attributes - Parker Woodroof.

208: About class assessments: In person vs. Online vs. Monitored - Luis Torres.

211: Student Performance in the Online Learning Environment - Phillip Hartley.

222: Slack: An new way to connect with students - Sarah Mittal.

226: YouTube Marketing Pitch”: An Innovative Alternative to In-Person Group Presentations - Matthew Lunde.

233: Integrating VR into Marketing Teaching - Haithem Zourrig.

239: The Pitch - Michael Peasley & Thom Coats.

240: Creating Custom Group Project Teams - Elliott Manzon.

255: Seeking a Balanced Perspective of Marketing - Bailey Bottini, Mike Mike Giebelhausen, Susan Dobscha, Laurel Steinfield, Minita Sanghvi & Angeline Close Scheinbaum.

**SATURDAY, November 6<sup>th</sup>**

**12A: Saturday, 6<sup>th</sup> 8:30a-10:00a**

**Chair: Prachi Gala**

**Strategy & Stakeholders**

21: How does compensation affect new product valuation? – Prachi Gala, Saim Kashmiri, Duncan Nicol.

110: Value Co-creation through passive and active stakeholders in B2B platforms: A case on two-sided network effects - Leeya Hendricks & Paul Mattyssens.

136: The impact of CEO extraversion on organizational proactiveness and corporate social responsibility – Duncan Nicol, Saim Kashmiri, & Prachi Gala.

261: Firm Innovation, Environmental Uncertainty and Firm Financial Performance: Examining Effects of Research Quotient on Tobin’s Q - Michael Houston, George Deitz, Jingjing Wu & Casey Waldsmith.

**12B: Saturday, 6<sup>th</sup> 8:30a-10:00a**

**Chair: Ania Izabela Rynarzewska**

**Enhancing Performance via Brand**

49: Branding in Crisis: empirical analysis of CSR issues exacerbated by Covid-19 - Ania Izabela Rynarzewska & Eliza Hetrick.

214: Augmented Reality Experiences: Exploring the Sensory and Cognitive Aspects that Foster Brand Loyalty - Jennifer Brannon Barhorst, Graeme McLean & Nina Krey.

**12C: Saturday, 6<sup>th</sup> 8:30a-10:00a**

**Chair: Dana Harrison**

**PANEL: The Evolution of Marketing: Teaching Innovations used in the Principles Course**



Dana Harrison, James Blair, Prachi Gala, Karen Hopkins, & Michelle Sullivan.

**13A: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Brandon Holle**

**Online consumer behavior & consumer engagement**

59: Tricks of the Trade: Exploring the Phenomenon of Consumer-to-Consumer Online Bartering - Jessica Weeks, Sarah Alhouthi & Keith Smith.

159: What Puts the Binge in Binge-Watching? Exploring Maladaptive Video on Demand Consumption - Amita Bhadauria, Jim Muncy & Raj Iyer.

212: Customer Engagement and Continued Usage Intention of Trading Apps - Sajani Thapa, Ashish Ghimire & Swati Panda.

221: Helpful Reviews: The Mediating Effects of Diagnosticity on the Certainty-Helpfulness Relationship for Online Reviews - Brandon Holle & Hang Nguyen.

**13B: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Joshua Coleman**

**The Role of Identities in Promotions**

6: The Hidden Influence of the Enneagram on Advertising Research - Joshua Coleman

140: Pride or Pandering? The Views of the LGBTQ+ Community on a Company's Use of the Rainbow Flag - Samuel Doss & Sarah Mittal

169: Consumer Perceptions of Social Media Stars and Celebrity Influencers: The Moderating Role of Product Type - Mackenzie Perry & Ismail Karabas

180: Identity Discounts - Heath McCullough, Alex Zablah, Leah Smith & Daniel Flint

**13C: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Sergio Robles-Avila**

**Consumer Wellbeing**

75: Evaluating Consumer Victimization of Package Theft: The Problem of Porch Piracy - Sergio

175: Consumed With Sleep? The Effects of Sleep Deprivation on Consumers' Indulgent Choices - Nuket Serin, Sphurti Sewak, Shailendra Pratap Jain & Jayati Sinha.

Enrique Robles-Avila, Lorena Garcia-Ramon & Rodrigo San Miguel.

186: Consequences of Consumer Burnout - Hannah Southern, Prachi Gala & Lawrence Garber.

**13D: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Lei Huang**

**Make Things Right: Marketing Ethics & CSR**

99: Why does ethical leadership matter? Exploration and future direction for sales research - Emory Serviss & Jennifer Henderson.

154: A model to explain the ethical consumer behavior of a cohort of South African managers - Christo Bisschoff.

177: What do these Tweets mean for us? How analysis of consumer tweets sheds light on consumers CSR beliefs and firm confidence - Kristina Harrison & Lei Huang.

176: Be True to You: How Firm Corporate Social Responsibility Signals Can Backfire - Kristina Harrison & Lei Huang.

**13E: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Alisha Horky**

**Social Media & Beyond Public Sentiment**

246: Watch You're Grammar: Grammar Error Patterns on Public Social Media Accounts - Ream Shoreibah & Mary Harrison.

247: Exploring the Impact of Social Media Emoji Use on Brand Perceptions - Alisha Horky & Toni-Rochelle Ford.

248: Violence Messages: A Comparison between Public Service Announcements and Social Media Influencer Posts - Angelica May A. Amita & Meng-Hsien Lin.

**13F: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Michael Giebelhausen & Stacey Robinson.**

**124: SPECIAL SESSION: Frontline Service Robots - To WOW! & Beyond**

Michael Giebelhausen & Stacey Robinson.

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**13G: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: Nusser Raajpoot**

**Marketing Education is Evolving**

22: Reducing the Negative Effects of Uncontrollable Factors When Designing New Courses - Nusser Raajpoot.

126: Principles of marketing: A qualitative approach to what we advertise and teach - Carmina Cavazos, Jerome Katrichis & Carmina Cavazos.

201: Digital Marketing Education: A 25 Year Review of the Literature - Janna Parker, Kevin James, Britton Leggett & William Faranda.

250: Teaching Sustainability, A Preliminary Study Based on Construal Level and Political Affiliation - Matthew Lunde & Christian Sepulveda.

**13H: Saturday, 6<sup>th</sup> 10:30a-12p**

**Chair: David Agogo**

**86: SPECIAL SESSION: Consumer Behavior: Adapting to the New Normal (Post-Covid Pandemic)**

Yana Andonova, Nwamaka Anaza, Fatima Hajjat, David Agogo, & Delancy H.S. Bennett.