Back to The Future: Revisiting the Foundations of Marketing

OCT 31- NOV 3, 2018
WEST PALM BEACH
J. CHARLENE DAVIS, PROGRAM CHAIR
DIANE EDMONDSON, PRESIDENT
SMA is a premier marketing association 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. SMA endeavors to promote the growth of intellectual leadership in the field of marketing on the part of teachers, researchers, and students in universities and business and government executives.

BACK TO THE FUTURE: REVISITING THE FOUNDATIONS OF MARKETING

West Palm Beach Marriott / Meeting Spaces
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Middle Tennessee State University

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2018—2019 SMA Board of Governors

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SMA Distinguished Fellow

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2016–2017 Alvin Williams
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2013–2014 John D. Branch
2012–2013 Christopher D. Hopkins
2011–2012 Robert C. Erffmeyer
2010–2011 Robert C. Erffmeyer
2009–2010 W. Rhea Ingram
2008–2009 Mathew Joseph
2007–2008 Thomas L. Baker
2006–2007 James S. Boles
2005–2006 Brian T. Engelland
2002–2003 Debbie T. McAlister
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1998–1999 Barry J. Babin
1997–1998 Ellen M. Moore
1996–1997 David J. Ortinau
1995–1996 Denise T. Smart
1990–1991 Linda E. Swayne

1989–1990 Charles S. (Stan) Madden
1984–1985 William O. Bearden
1983–1984 Mary Carolyn Harrison
1982–1983 J. Barry Mason
1980–1981 Donald P. Robin
1979–1980 Fred D. Reynolds
1978–1979 Joseph F. Hair, Jr.
1977–1978 Thomas V. Greer
1975–1976 John R. Kerr
1974–1975 Morris L. Mayer
1973–1974 L. Louise Luchsinger
1972–1973 Robert L. King
1971–1972 Clinton A. Baker
1970–1971 Peris A. Rockwood
1968–1969 Harry A. Lipson
1967–1968 Edward W. Cundiff
1966–1967 Ralph B. Thompson
1965–1966 William R. Bennett
1964–1965 Carl T. Eakin
1963–1964 Steven J. Shaw
SMA Distinguished Fellows

Michael R. Solomon, 2017
Sharon E. Beatty, 2014
Alvin J. Williams, 2009
Denise T. Smart, 2007
Greg W. Marshall, 2005
Jean-Charles Chebat, 2003
Barry J. Babin, 2002
William C. Moncrief III, 2002
David J. Ortinau, 2001
Ronald D. Taylor, 2001
Michel Laroche, 2000
William J. Kehoe, 1998
Robert A. Rabicheaux, 1997
O.C. Ferrell, 1996
Donald P. Robin, 1995
Linda E. Swayne, 1995
Arch G. Woodside, 1994
Charles S. (Stan) Madden, 1993
Ronald F. Bush, 1993
William A. Perreault Jr., 1990
Joseph F. Hair, Jr., 1990
William D. Perreault Jr., 1989
William R. Darden, 1989
William O. Bearden, 1988
Fred D. Reynolds, 1987
Morris L. Mayer, 1986
J. Barry Mason, 1984
Edward W. Cundiff, 1980

2018 SMA Conference Chairs

RESEARCH TRACK AND TRACK CHAIRS

Back to the Future: Revisiting the Foundations of Marketing
Alvin J. Williams, University of South Alabama

Consumer Behavior
Charlene Dadzie, University of South Alabama
Laura Flurry, Louisiana Tech University

Cross-Cultural and Global Marketing
Rajesh Srivastava, Middle Tennessee State University
Somjit Barat, Penn State Mont Alto

Entrepreneurship
Karin Braunsberger, University of South Florida St. Petersburg
Brian Buckler, Avila University
Erik Bushey, Marshall University

Logistics and Supply Chain Management
Gary L. Hunter, Illinois State University

Marketing Analytics and Big Data
Dawn Iacobucci, Vanderbilt University
Anjala Krishen, University of Nevada
Maria Petrescu, Nova Southeastern University

Marketing Education
Theresa B. Clarke, James Madison University

Marketing Research
Jaebeom Suh, Kansas State University

Marketing Strategy
Mario Gonzalez-Fuentes, Trinity University

Personal Selling and Sales Management
Robert Erffmeyer, University of Wisconsin-Eau Claire

Pricing
Nwamaka A. Anaza, Southern Illinois University
Shuqin Wei, Texas A&M-Central Texas

Product and Brand Management
Sandipan Sen, Southeast Missouri State University

Promotions
George S. Spais, Western Greece University of Applied Sciences
Pallab Paul, University of Denver

Public Policy and Non-Profit
Laurel Cook, West Virginia University
Emily Tanner, West Virginia University

Retailing
Lili Gai, University of Texas-Permian Basin

Services Marketing
Russell Reams, Oglethorpe University

Social Media and Marketing Technology
Omer Topaloglu, Fairleigh Dickinson University

Tourism, Hospitality, Food, Music, and Sports Marketing
Chip Heath, Northern Kentucky University

TEACHING TRACKS AND TRACK CHAIRS

AxcessCapon Distinguished Teaching
Barbara Wooldridge, University of Texas at Tyler

Cengage Pride-Ferrell Innovations in Teaching
Larry Neale, Queensland University of Technology, AU

SMA Teaching Moments
D. Joel Whalen, DePaul University
John F. (Jeff) Tanner, Old Dominion University
Kesha Coker, Ball State University

EVENT AND EVENT CHAIRS

Doctoral Dissertation Proposal Competition
Robert E. McDonald, Texas Tech University

Doctoral Best Student Research Competition
Christopher L. Newman, University of Mississippi

30th Annual Doctoral Consortium
Christopher Hopkins, Auburn University
Kevin Shanahan, Mississippi State University

Steven J. Shaw Best Paper in Conference Chair
Thomas L. Baker, The University of Alabama
Alexandra Abney, University of Alabama, Birmingham
Gwen Achenreiner, University of Wisconsin, La Crosse
Garo Agopian, Rensselaer Polytechnic Institute
Pervez Akhtar, National Institute of Modern Languages
Juliann Allen, Louisiana Tech University
Scott Ambrose, Emory and Henry College
Hyun Sang An, Minnesota State University Moorhead
Tyson Ang, Texas A&M University, Central Texas
Vishag Badrinarayanan, Texas Tech University
Ramin Bagherzadeh, Southern Illinois University
Nigel Barefoot, East Carolina University
Christian Barney, Mississippi State University
Nicole Beachum, Uptick Marketing, University of Alabama at Birmingham
Toni Bennett, Jacksonville University
Delancy Bennett, Clemson University
Hansin Bilgili, Kansas State University
James Blair, University of Rhode Island
Tiffany Blanchflower, East Carolina University
John Branch, University of Michigan
John Brooks, Houston Baptist University
Charla Brown, Troy University
R. Brian Buckler, Avila University
Christian Bushardt, Louisiana Tech University
Erik Bushey, Marshall University
Kyung-Ah Byun, University of Texas, Tyler
Joanne T. Cao, The University of Southern Mississippi
Brad Carlson, St. Louis University
Nawar Chaker, Elon University
Mee-Shew Cheung, Xavier University
Jihoon Cho, Kansas State University
George Chryssochoidis, University of Kent, Kent Business School
Christina Chung, Ramapo University of New Jersey
John Cicala, Texas A&M University-Kingsville
Randi Clark, Middle Tennessee State University
Melissa Clark, Coastal Carolina University
Irvine Clarke III, James Madison University
Joe Cobbs, Northern Kentucky University
Deborah Colton, Rochester Institute of Technology
Miles Condon, St. Norbert College
Kelly Cowart, University of South Florida, Sarasota-Manatee
Georgiana Craciun, Duquesne University
Janis Crow, Kansas State University
Anh Dang, Old Dominion University
Shelley Davis, Troy University
Yashar Dehdashti, Texas Wesleyan University
Scott Dellanas, East Carolina University
Sara De Masi, Kent State University
Yoshiko DeMotta, Fairleigh Dickinson University
Cassie Ditt, Louisiana Tech University
Krisztina Domayei, International Business School Budapest
Todd Donavan, Colorado State University
Anuashine Chefor Ellis, Louisiana Tech University
Yusuf Erkaya, International Burch University
Burcok Ertimur, Fairleigh Dickinson University
Karen Eutsler, Xavier University
Robert Evans, Texas A&M International University
Anton Fenik, Grand Valley State University
Monica Fine, Coastal Carolina University
David Fleming, Indiana State University
Richard Flight, Southern Illinois University Edwardsville
Jamyne Foster, The University of Southern Mississippi
Wesley Friske, Missouri State University
Steven Fun
Lili Gai, University of Texas of the Permian Basin
Prachi Gala, University of Mississippi
John Galvan, University of Mississippi
Qinyan Gao, University of Texas
John Gironda, Nova Southeastern University
Mario Gonzalez-Fuentes, Trinity University
Kenneth Graham, University of Wisconsin-La Crosse
Elizabeth Gratz, West Virginia University
Dhruv Grewal, Babson College
Merlyn Griffiths, University of North Carolina, Greensboro
Lynn Guhde, Oglethorpe University
Tyler Hancock, Mississippi State University
Julie Harding, Marietta College
Tom Hayes, Xavier University
Gangsa Urumutty Hewage, University of Central Florida
Jacob Hiler, Louisiana State University
Doug Hoffman, Colorado State University
David Houghton, Xavier University
Alexandra Hutto, Millersville University of Pennsylvania
Chihtaru Ishida-Lambert, Illinois State University
Omar Itani, Lebanese American University
Maria-Susana Jaramillo-Echeverri, University of Alabama
Luz Suplico Jeong, De La Salle University
Subhash Jha, Purdue University Northwest
Joseph Jones, North Dakota State University
Sheen Kachen, University of California, Berkeley
Ashish Kaira, University of Texas, Arlington
Ilke Kardes, Valdosta State University
Eileen Weisenbach Keller, Northern Kentucky University
April Kemp, Southeastern Louisiana University
Tracy Kizer, Rollins College
Elvira Kizilova, West Virginia University
Mary Kleckner, University of Wisconsin, Stevens Point
Nina Krey, Rowan University
Anjana Krishnen, University of Nevada, Las Vegas
Russell Lacey, Xavier University
Kathryn Latour, Cornell University
Debbie Laverie, Texas Tech University
Jong Ho Lee, Yonsei University
Sarah Lefebvre, Murray State University
Aron Levin, Northern Kentucky University
Yuewu Li, University of Texas, Permian Basin
Bryan Lilly, University of Wisconsin, Oshkosh
Jenny Lin, California State University, Monterey Bay
Meng Hsien Lin, California State University, Monterey Bay
Marianne Loes, University of South Alabama
Marvin Lovett, University of Texas, Rio Grande Valley
Renaud Lunardo, Kedge Business School
Emma Lundvall, California State University, Monterey Bay
Richard Lutz, University of Florida
Daniel Maduku, University of Johannesburg
Jill Maher, Robert Morris University
Manveer Mann, Montclair State University
Elliott Manzan, University of Cincinnati
William Martin, Eastern Washington University
Dennis Mathaisel, Babson University
Gerald Matos, Roger Williams University
Michael Mayo, Kent State University
Shannon McCarthy, University of Central Missouri
Bryan McCleod, Francis Marion University
Kristy McManus, University of Wisconsin, La Crosse
Yiolu Melanihiou, University of Nicosia, Cyprus
Mahan Menon, University of North Georgia
Raj Mitra, University of South Alabama
Ban Mittal, Northern Kentucky University
Detra Montoya, Arizona State University
Zachary Moore, University of Louisiana, Monroe
Masoud Moradi, Texas Tech University
Emi Moriuchi, Rochester Institute of Technology
Alexander Muk, Texas State University
Carrie Munoz, University of North Georgia
Feisal Murshed, Kutztown University
Rajendran Murty, Rochester Institute of Technology
Aidin Namin, Loyola Marymount University
David Nasser, Oglethorpe University
Christopher Newman, University of Mississippi
Waras NgamSiridum, University of North Georgia
Jeananne Nicholls, Slippery Rock University
Edward Nowlin, Kansas State University
Jay Oliver, East Carolina University
Jay Oliver, Roger Williams University
Marissa Orłowski, University of Central Florida
Takanori Osaki, De La Salle University
Chris Osakwe, University of Pretoria
Okai Ozbal, International Burch University
Alex Pappas, Florida State University
Lucinda Parmer, Southeastern Oklahoma State University
Atul Parvatiyar, Texas Tech University
Anthony Patino, University of San Francisco
Pallab Paul, University of Denver
Michael Peasley, Middle Tennessee State University
Adam Powell, Shippensburg University
Rajagopal, Monterey Institute of Technology and Higher Education
Sudhir Rana, Fortune Institute of International Business, India
Sampathkumar Ranganathan, University of Wisconsin, Green Bay
Monika Rawal, Southern Illinois University
Dongjun Rew, University of Texas, Rio Grande Valley
K. Richen
Laura Rifkin, William Paterson University of New Jersey
Cindy Rippe’, Nova Southeastern University
Richard Rocco, DePaul University
Md Rokonuzzaman, University of North Texas
Md Rokonuzzaman, University of Wisconsin-Eau Claire
Brian Rutherford, Kennesaw State University
Ayalla Ruvio, Kent State University
Amin Saleh, Louisiana Tech University
Katrina Savitskie, University of West Florida
Clint Schertzer, Xavier University
Susan Schertzer, Xavier University
Kurt Schimmel, Slippery Rock University
Sandipan Sen, Southeast Missouri State University
Matthew Shaner, University of Mississippi
Feng Shen, St. Joseph’s University
Debika Siihi, Southwestern University
Reo Song, California State University, Long Beach
George Spais, University of Patras, Greece
Raj Srivastava, Middle Tennessee State University
Julie Steen, Middle Georgia State University
Kristina Stuhler, Old Dominion University
Lishan Su, Kansas State University
Lixun Su, West Virginia University
John F. (Jeff) Tanner, Old Dominion University
Prokopis Theodoridis, University of Patras, Greece
Ashley Thomas, University of Mississippi
Scott Thorne, Southeast Missouri State University
Anastasia Thyroff, Clemson University
Pui Ying Tong, Illinois State University
Luis Torres, Georgia Gwinnett College
Sheb True, Kennesaw State University
Danny Upshaw, Northwestern State University of Louisiana
Brian Vander Schee, Aurora University
Cleopatra Velooutou, University of Glasgow
Akshaya Vijayalakshmi, Iowa State University
Akshaya Vijayalakshmi, Indian Institute of Management, Ahmedabad, India
Russ Wahlers, Ball State University
Doug Walker, Kansas State University
David Wallace, Illinois Wesleyan University
Sabinah Wanjugu, Louisiana Tech University
D. Joel Whalen, DePaul University
Kelly Wilder, Meredith College
Shuang Wu, Louisiana State University, Alexandria
Juanjuan Wu, University of Minnesota
Shuang Wu, Louisiana Tech University
Gallayanee Yaoyuneyong, The University of Southern Mississippi
Olen York, Marshall University
Jungju Yu, Yale University
Jungju Yu, City University of Hong Kong
Wenshu Zhang, Fairleigh Dickinson University
Haithem Zourrig, Kent State University
RUTH N. BOLTON is Professor of Marketing at the W.P. Carey School of Business, Arizona State University. She previously served as 2009-11 Executive Director of the Marketing Science Institute. Dr. Bolton studies how organizations can improve business performance over time by creating, maintaining and enhancing relationships with customers. Her recent research has focused on the customer experience, customer relationship management and high technology, interactive services. She previously held academic positions at Vanderbilt University, the University of Oklahoma, Harvard University, University of Maryland, and the University of Alberta. She also spent eight years with Verizon, working on projects in the telecommunications and information services industries. Dr. Bolton’s earlier published articles investigate how organizations’ service and pricing strategies influence customer satisfaction, loyalty and revenues. She has extensive experience with survey research design, as well as the econometric analysis of large-scale, integrative data bases. Her research is typically conducted in partnership with businesses, such as the Marriott Corporation, Hewlett-Packard and Schneider National Inc. She has also participated in executive education programs around the world.

Dr. Bolton has published articles in the Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Service Research, Management Science, Marketing Science, and other leading journals. She previously served as editor of the Journal of Marketing (2002-2005) and Area Editor of the Journal of Marketing Research (2005-2007), as well as serving on the Editorial Review Boards of other leading marketing journals. She has also served on the Board of Trustees of the Marketing Science Institute and the Board of Directors of the American Marketing Association. She currently serves on the Board of Directors of the Sheth Foundation as Vice-President. She is the recipient of the 2016 American Marketing Association / Irwin / McGraw-Hill Distinguished Marketing Educator Award and the 2007 recipient of the Christopher Lovelock Career Contributions to Services Award. Both awards are given to only a select few marketing academics; they recognize distinguished service and sustained outstanding contributions to the field of marketing. She received her B.Comm., with honors, from Queen’s University (Canada), and her M.Sc. and Ph.D. from Carnegie-Mellon University.
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Morning

**Wednesday 7:30 am – 8:30 am**

**Breakfast**  
Sanibel Foyer  
Assorted Muffins, Bagels, Pastries, Fruit, Juice, Tea and Coffee.

**Wednesday 8:30 am – 5:30 pm**

30th Annual Doctoral Consortium  
Gallery A&B  
Chairs: Chris Hopkins, Auburn University  
Kevin Shanahan, Mississippi State University  
Sponsored by: Auburn University

**Wednesday 8:30 am – 5:30 pm**

13th Annual Structural Equation Modeling Workshop  
Sanibel 2  
Facilitators: Barry J. Babin, Louisiana Tech University

**Wednesday 9:00 am – 5:00 pm**

PLS Workshop  
Sanibel 1  
Facilitators: Joseph F. Hair, Jr., University of South Alabama  
Lucy Matthews, Middle Tennessee State University

**Wednesday 10:00 am – 12:00 pm**

SMA Executive Committee Meeting  
Boardroom/1st floor, Clematis, 2nd floor

Afternoon

**Wednesday 2:00 pm – 5:00 pm**

Measuring Up: Teaching Marketing Analytics  
Polo D  
Facilitator: Rebecca VanMeter, Ball State University  
Holly Syrdal, University of Southern Mississippi

Wednesday 3:00 pm – 6:00 pm

SMA Academic Placement  
Gallery C  
Facilitator: Cheryl B. Ward, Middle Tennessee State University

**Wednesday 3:00 pm – 6:00 pm**

SMA Registration & SMA Conference Exhibitors  
Ballroom Foyer

Evening

**Wednesday 6:00 pm – 7:30 pm**

SMA Conference Welcome Reception  
Courtyard (Ballroom if raining)  
Halloween costume optional. Please wear your name badge for bar service.
### Thursday, November 1, 2018

**Thursday At-A-Glance**

<table>
<thead>
<tr>
<th>Time</th>
<th>Ballroom Foyer</th>
<th>Gallery A &amp; B</th>
<th>Banyon</th>
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- **SMA Registration & SMA Conference Exhibitors**
- **Session 2.0 30th Annual Doctoral Consortium**
- **SMA Academic Placement**
- **Session 4.1: Access-Eapen Distinguished Teaching Competition**
- **Session 4.2: Panel: How to Implement a Digital Marketing Course to Help Students Earn Industry Certifications**
- **Session 4.3: Panel: Current Issues in Macromarketing**

**Breaks**

- **Break 1:** Sponsored by Old Dominion University, Stowe College of Business in Ballroom Foyer
- **Break 2:** Sponsored by Ball State University, Miller College of Business, Honoring Dr. Rod Davis in Ballroom Foyer

**Activities**

- **MEC Editorial Board Meeting**
- **Session 1.1: Branding in Social Media**
- **Session 1.2: Customers in Traditional Retailing**
- **Session 1.3: Pricing Implications & Product Strategies**
- **Session 2.1: Back to the Future: Revisiting the Foundations of Marketing**
- **Session 2.2: Health & Well Being**
- **Session 2.3: Panel: Incorporating Experiential Learning in the Classroom: Activities & Speakers**
- **Session 3.1: Panel: Putting Lipstick on a Pig: Reinventing the Cigarette**
- **Session 3.2: Disentangling the Supply Chain**
- **Session 3.3: Influencing Factors in Retailing**
- **Session 4.1: Axcess-Eapen Distinguished Teaching Competition**
- **Session 4.2: Panel: How to Implement a Digital Marketing Course to Help Students Earn Industry Certifications**
- **Session 4.3: Panel: Current Issues in Macromarketing**

**Special Events**

- **Thirsty Thursday**
  - Ticketed event meet out front doors off of the lobby to get on bus
<table>
<thead>
<tr>
<th>Time</th>
<th>SALON A</th>
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<th>SANIBEL 1</th>
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<tr>
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<tr>
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<td><strong>Session 1.4:</strong> User Choice and Access</td>
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Morning

Thursday 7:30 am – 5:30 pm

30th Annual Doctoral Consortium
Gallery A&B

Chairs: Chris Hopkins, Auburn University
Kevin Shanahan, Mississippi State University

Sponsored by: Auburn University

Thursday 8:00 am – 8:30 am
COFFEE & TEA • Ballroom Foyer

Thursday 8:00 am – 5:00 pm

EXECUTIVE COMMITTEE
Boardroom/1st floor, Clematis, 2nd floor

Thursday 8:30 am – 5:30 pm

SMA Academic Placement
Gallery C

Facilitator: Cheryl B. Ward, Middle Tennessee State University

Thursday 8:30 am – 5:30 pm

SMA Registration & SMA Conference Exhibitors
Ballroom Foyer

Thursday 8:30 am – 10:00 am

Session 1.1: Branding in Social Media
Polo D

Chair: Shannon McCarthy, University of Central Missouri

The Influence of brand oriented tweets by user, firm and third party organizations in the context of Twitter on Consumers’ Brand Attitude and Purchase Intention: The moderating role of Tweet Appeal
• Md Nazmus Sakib (University of Texas Rio Grande Valley)
• Swapnil Saravade (University of Texas Rio Grande Valley)
• Reto Felix (University of Texas Rio Grande Valley)
Living in Lululand: How Brand Love and Online Brand Communities Drive Participation in the Sharing Economy
• Shannon McCarthy (University of Central Missouri)
• Karen Hood Hopkins (Auburn University)

Thursday 8:30 am – 10:00 am

Session 1.2: Customers in Traditional Retailing
Polo E

Chair: Julie Steen, Middle Georgia State University

Examining the Effects of Functional and Relational Customer Orientation on Creativity and Performance in a Retail Sales Context
• Alyson Adão (Pontifícia Universidade Católica do Paraná)
• Heitor Kato (Pontifícia Universidade Católica do Paraná)
• Sandra Deretti (Universidade Estadual do Paraná)
• Elten Briggs (University of Texas at Arlington)

Examining Saliency of Store Environments Through a Qualitative Lens
• Julie Steen (Middle Georgia State University)

Thursday 8:30 am – 10:00 am

Session 1.3: Pricing Implications and Product Strategies
Polo F

Chair: Tyson Ang, Texas A&M University - Central Texas

The Roles of Brand Personalities and Product Quality with Elective Pricing
• James Blair (Eastern Kentucky University)
• Daniel Sheinin (University of Rhode Island)

Does Premium Price Impede Green Purchasing? Implications for Managers
• Tyson Ang (Texas A&M University-Central Texas)
• Shuqin Wei (Texas A&M University-Central Texas)

Thursday 8:30 am – 10:00 am

Session 1.4: User Choice and Access
Salon A

Chair: Elvira Kizilova, West Virginia University

Consumer Perceptions of Solar Energy Programs Offered by Utility Providers
• Melissa Clark (Coastal Carolina University)
• Jessica Doll (Coastal Carolina University)

Impact of Demographic, Psychographic, and Candidate Favorability on Voter Choice in the 2016 Presidential Election
• Shawn Thelen (Hofstra University)
• Boonghee Yao (Hofstra University)
• Jessica Feinstein (Hofstra University)
Thursday 8:30 am – 10:00 am

Session 1.5: Marketing Research Theory and Methods I
Salon B
Chair: Karin Braunsberger, University of South Florida St. Petersburg

BEST PAPER IN MARKETING RESEARCH TRACK

Irrational Purchase Behavior on Option Levels of Products
- Taehyun Suh (Yonsei Business School)
- Jiho Yoon (Kansas State University)

Predictors of Customer’s Subscriptions to Movie and Sport Packages
- Yingge Qu (Mississippi State University-Meridian)
- William Hill (Mississippi State University-Meridian)

A Comparison of the Short and Long Forms of the Social Dominance Orientation Scale
- Karin Braunsberger (University of South Florida St. Petersburg)
- Richard Flamm (FWC)
- Brian Buckler (Avila University)

Thursday 8:30 am – 10:00 am

Session 1.6: Social Interactions and Social Media
Salon C
Chair: Ming Chen, University of Houston

Fake or Not: The Impact of Consumer Perception of Online Reviews on Purchase Intention
- Sujita Ramnarayan (Notre Dame de Namur University)

The Persuasive Power of Messenger Cues in User-Generated Product Reviews
- Johnine McCartney (Ithaca College)
- Laura Ridten (Pace University)

Selfie is not just for self; Implications for Marketing
- Mini Mathur (MICA)

- Ming Chen (University of Houston)
Thursday 10:00 am – 10:30 am

MORNING BREAK

Ballroom Foyer
Snacks and Beverages

Sponsored by: Old Dominion University, Strome College of Business

Thursday 10:30 am – 12:00 pm

Session 2.3:
Special Panel Session:
Incorporating Experiential Learning in the Classroom: Activities and Speakers

Chair: James Blair, Eastern Kentucky University

Panelists:
Prachi Gala (Elon University)
James Blair (Eastern Kentucky University)
Shane Hunt (Arkansas State University)
Delancy Bennett (Clemson University)
Samer Sarofim (California State University, Fresno)
Thursday 10:30 am – 12:00 pm

Session 2.4: Healthy Choice: The Impacts of Consumer Knowledge, Literacy, and Perceptions on Healthy Decisions
Salon A
Chair: Haeran Jae, Virginia Commonwealth University

Consumer Responses to Drug Risk Information: The Role of Consumer Literacy
- Haeran Jae (Virginia Commonwealth University)
- Devon S. Delvecchio (Miami University)

What are we paying for? Perceived versus actual quality in US cold cereals
- Jill Maher (Robert Morris University)
- Albena Ivanova (Robert Morris University)

Thursday 10:30 am – 12:00 pm

Session 2.5: For Food, Beauty (and Funny) is in the Eye of the Beholder
Salon B
Chair: Chip Heath, Northern Kentucky University

BEST PAPER IN TOURISM & HOSPITALITY TRACK
Too Funny, for Everybody? How Fun Elements in Wine Labels Decrease Willingness-to-Pay and Intentions as a Function of Risk Propensity
- Renaud Lunardo (Kedge Business School)
- Bradley J. Rickard (Cornell University)

Small is beautiful: The role of anticipated food waste in consumers’ avoidance of large packages
- Olivia Petit (Inseec Business School)
- Renaud Lunardo (Kedge Business School)
- Bradley Rickard (Cornell University)

Tasting With the Eye: Consumer Perceptions of and Willingness to Purchase Aesthetically Imperfect Produce
- Sara Machi (Elon University)
- Alisha Horky (Elon University)

Thursday 10:30 am – 12:00 pm

Session 2.6: Muslims, Mothers, and Collectors as Consumers
Salon C
Chair: Sudipto Sarkar, University of Texas, Rio Grande Valley

Luxury consumption behavior of rich Muslims through the lens of domains of living
- Khurram Sharif (Qatar University)

Thursday 10:30 am – 12:00 pm

Session 2.7: Marketing Analytics Political and Policy Issues
Salon E
Chair: Maria Petrescu, Nova Southeastern University

Measuring Issue/Image Appeals in Political Advertising: A Confirmatory Factor Analysis Study
- Feng Shen (Saint Joseph’s University)

Online social contagion in politically charged consumer boycotts
- Maria Petrescu (Nova Southeastern University)
- Sheen Kachen (University of California, Berkeley)

Can the General Data Protection Regulation (GDPR) Moderate a Privacy-Personalization-Satisfaction Paradox?
- Marianne Loes (University of South Alabama)

Thursday 10:30 am – 12:00 pm

Session 2.8: The Impact of Marketing Strategy on Stakeholder’s Objectives: Alliances
Sanibel 1
Chair: Mario Gonzalez, Trinity University

Examining the Role of Relationship Patterns in Strategic Alliance Terminations
- Sujan Dan (Rhodes College)

Dealer Response to Multiple Channel Distribution: The “Dark Side”
- David Wallace (Illinois Wesleyan University)

Thursday 10:30 am – 12:00 pm

Session 2.9: Cengage Pride-Ferrell Innovations in Teaching Competition II
Sanibel 2
Judges:
- Larry Neale, Queensland University of Technology
- Catharine Curran University of Massachusetts-Dartmouth
- Sam Fullerton, Eastern Michigan University
- D. Joel Whalen, DePaul University
“The Full Package:” Student-Centered, Peer Reviewed Packaging Design Activity
- Sarah Mittal (Texas State University)

Communicating with B2B Buyers: A Flipped Lesson
- Donald Barnes (University of North Carolina at Wilmington)
- Pramod Iyer (The University of Texas–Rio Grande Valley)
- Md Rokonuzzaman (University of Wisconsin–Eau Claire)

Crowdsourcing the Syllabus
- Adam Mills (Loyola University New Orleans)

Enhancing the Traditional Case Study with Real Time Strategic Development (RTSD)
- Julie Harding (Marietta College)

Innovative Teaching Comment Using Competition to Increase Student Motivation and Participation in Group Projects
- Bryan McLeod (Francis Marion University)

Revisiting Traditional Practices for Online Engagement
- Traci Pierce (John Brown University)

Experiential Marketing: Paying it Forward through Billboards
- Deborah Colton (Rochester Institute of Technology)

Afternoon

Thursday 2:00 pm – 3:30 pm

Session 3.1: Special Panel Session: Putting Lipstick on a Pig: Reinventing the Cigarette

Polo D

Chair: Cynthia Cano, McNeese State University

Panelists: Cynthia Cano (McNeese State University)
Jeffrey Totten (McNeese State University)
Al-Emran Md (McNeese State University)

Thursday 2:00 pm – 3:30 pm

Session 3.2: Disentangling the Supply Chain

Polo E

Chair: Manveer Mann, Montclair State University

Keeping it real:
Do Consumers Care about Supply Chain Transparency?
- Manveer Mann (Montclair University)
- Yam Limbu (Montclair University)

Thursday 2:00 pm – 3:30 pm

Session 3.4: Doctoral Dissertation Proposal Competition

Salon A

Chair: Robert McDonald, Texas Tech University

Judges: Les Carlson, University of Nebraska
Shannon Rinaldo, Texas Tech University

Thursday 2:00 pm – 3:30 pm

Session 3.3: Influencing Factors in Retailing

Polo F

Chair: Md Rokonuzzaman, University of Wisconsin–Eau Claire

Key Resources for Retailers to Achieve Premium Private Label Success
- Kiran Pedada (Indian School of Business)

Does a retailer’s return policy matter? An investigation on the effects of return policy leniency.
- Md Rokonuzzaman (University of Wisconsin–Eau Claire)
- Pramod Iyer (The University of Texas–Rio Grande Valley)
- Ahasan Harun (University of North Texas)

The Joy of Giving:
Customer Satisfaction & Delight in the Retail Setting
- Donald Barnes (University of North Carolina at Wilmington)
- Alexandra Abney (University of Alabama at Birmingham)
Thursday 2:00 pm – 3:30 pm

Session 3.5:
Contemporary Issues in Marketing Education
Salon B
Chair: Alexandra Hutto, Millersville University of Pennsylvania

ROD DAVIS BEST PAPER IN MARKETING EDUCATION TRACK AWARD
The Effects of Message Framing and Texting Addiction on Students’ Intention to Text in Marketing Classes
- Feng Shen (Saint Joseph’s University)

Not Only the Lonely: Isolated Student Also Don’t Snitch on Cheating Peers
- Brent Smith (Saint Joseph’s University)
- Cindy Rippe’ (Flagler College)
- Alan Dubinsky (Purdue University)

Diversity’s Role in Learning
- Emma Lundvall (California State University Monterey Bay)
- Tomas Madrigal (California State University Monterey Bay)
- Meng Hsien Lin (California State University Monterey Bay)
- Angeline Nariswari (California State University Monterey Bay)

Rewards and Challenges of Assigning Projects for Clients
- Alexandra Hutto (Millersville University of Pennsylvania)
- Georgiana Craciun (Duquesne University)
- Theresa Clarke (James Madison University)

Thursday 2:00 pm – 3:30 pm

Session 3.7:
Look at Me and You Will See! The Influence of Personal Appearance on Consumption
Salon E
Chair: Jacob Hiler, Ohio University

Gendered Identity: A Netnographic study on Hourglass Features
- Jie Fowler (Valdosta State University)
- Timothy Reisenwitz (Valdosta State University)

We’re Not So Different: A Study of the Body-Positivity and Fitness Enthusiast Consumer Tribes
- Avery Kerns (Ohio University)
- Jacob Hiler (Ohio University)

Looking good or staying out of sight: Keeping up Appearances in Dangerous Times
- Sergio Enrique Robles-Avila (UT-Rio Grande Valley)
- Lorena Garcia-Ramon (UT-Rio Grande Valley)
- Francisco López-Vázquez (LR Mercadotecnia Consultoria de Negocios)

It Grows on You: Perceptions of Sales/Service Personnel with Facial Hair
- Sarah Mittal (Texas State University)
- David H Silvera (University of Texas at San Antonio)

Thursday 2:00 pm – 3:30 pm

Session 3.8:
Special Panel Session: Advanced Analytics - The Impact on Marketing and Evolution from Descriptive to Prescriptive
Sanibel 1
Chair: Dana Harrison, East Tennessee State University
Panelists: Dana Harrison (East Tennessee State University)
Haya Ajan (Elon University)
Joe Hair (University of South Alabama)
Jeff Risher (University of West Florida)
Maria Petrescu (Nova Southeastern University)
Anjala Krishen (University of Nevada, Las Vegas)
Thursday 2:00 pm – 3:30 pm

**Session 3.9: Meet the Editors**
Sanibel 2

**Chair:** Chris Hopkins, Auburn University

- Charles R. Taylor, Villanova University, *International Journal of Advertising*
- John Ford, Old Dominion University, *Journal of Advertising Research*
- Naveen Donthu, Georgia State University, *Journal of Business Research*
- Mark Petersen, University of Wyoming, *Journal of Macromarketing*
- Karen Flaherty, Oklahoma State University, *Journal of Marketing Theory and Practice*
- Kevin Shanahan, Mississippi State University, *Journal of Global Scholars for Marketing*
- Scot Burton, University of Arkansas, *Journal of Public Policy and Marketing*
- John F. (Jeff) Tanner, Old Dominion University, *Marketing Education Review*

Thursday 3:30 pm – 4:00 pm

**AFTERNOON BREAK**
Ballroom Foyer
Snacks and Beverages

**Sponsored by:** Ball State University, Miller College of Business, Honoring Dr. Rod Davis

Thursday 4:00 pm – 5:30 pm

**Session 4.2: Special Panel Session: How to Implement a Digital Marketing Course to Help Students Earn Industry Certifications**
Polo E

**Chair:** Todd Bacile, Loyola University New Orleans

**Panelists:**
- Todd Bacile (Loyola University New Orleans)
- William Humphrey Jr (Florida International University)
- Debra Laverie (Texas Tech University)
- Janna Parker (James Madison University)

Thursday 4:00 pm – 5:30 pm

**Session 3.8: Descriptive to Prescriptive on Marketing and Evolution from Advanced Analytics - The Impact**
Sanibel 2

**Chair:** Joe Hair (University of South Alabama)

**Panelists:**
- Haya Ajjan (Elon University)
- Jeff Risher (University of West Florida)
- Arturo Vasquez (SMA)
- Maria Petrescu (Nova Southeastern University)

Thursday 2:00 pm – 3:30 pm

**Session 3.6: Research, Teaching, and Service on Navigating the Winding Road to Special Panel Session**
Sanibel 3

Thursday 4:00 pm – 5:30 pm

**Session 4.3: Special Panel Session: Current Issues in Macromarketing**
Polo F

**Chair:** Mark Peterson, University of Wyoming

**Panelists:**
- Robert (Bob) McDonald, Texas Tech University
- Jie Fowler (Valdosta State University)
- Linda Ferrell (Auburn University)
- Pia Albinsson (Appalachian State University)
- Mark Peterson (University of Wyoming)

Thursday 4:00 pm – 5:30 pm

**Session 4.1: Axcess-Capon Distinguished Teaching Competition**
Polo D

**Chairs:**
- Barbara Wooldridge, University of Texas at Tyler
- Larry Neale, Queensland University of Technology
- D. Joel Whalen, DePaul University

Axcess-Capon Distinguished Teaching Competition
- Laura Flurry (Louisiana Tech University)

Axcess Capon Distinguished Teaching Competition
- Ron Kuntze (University of New Haven)

Axcess Capon Distinguished Teaching Competition
- Mary Anne Raymond (Clemson University)

Axcess-Capon Distinguished Teaching Competition
- Laura Flurry (Louisiana Tech University)

Axcess Capon Distinguished Teaching Competition
- Ron Kuntze (University of New Haven)

Axcess Capon Distinguished Teaching Competition
- Mary Anne Raymond (Clemson University)

Thursday 4:00 pm – 5:30 pm

**Session 4.4: Back to the Future II: Revisiting the Foundations of Marketing**
Salon A

**Chair:** Alvin Williams, University of South Alabama

**BEST PAPER IN REVISITING TRACK**
Revisiting the Foundations of Marketing: Retrospective on Its Identity and History of Thought
- Adel El-Ansary (University of North Florida)

Contribution of the Resource-Advantage Theory to the Integration of Marketing Knowledge
- Arturo Vasquez (SMA)
Tourist Destination Reputation: Seeking a Definition
• Alyaa Darwish (University of Bedfordshire)
• Peter Burns (University of Bedfordshire)

Back to the Future: Generation Z and Generation X Market Mavens’ Social Media Engagement Behavior
• Carol Azab (Stetson University)
• Deborah Goldring (Stetson University)

Thursday 4:00 pm – 5:30 pm

Session 4.5: Issues in International Consumer Behavior
Salon B
Chair: Alexander Muk, Texas State University-San Marcos

A Study of Japanese Millennials’ Behavioral Intentions to Purchase Green Products
• Alexander Muk (Texas State University-San Marcos)
• Christina Chung (Ramapo College of New Jersey)

Skin Lightening and Agency: Understanding the Consumer Quest
• Anjala Krishen (University of Nevada, Las Vegas)
• Nancy Wong (University of Wisconsin-Madison)

Thursday 4:00 pm – 5:30 pm

Session 4.6: Social Media, Marketing Mix, and Brand Initiatives
Salon C
Chair: Ashish Kalra, La Salle University

Does Personality Matter? A Social Media Brand Engagement Perspective
• Joanne T. Cao (The University of Southern Mississippi)
• Jamye Foster (The University of Southern Mississippi)
• Gallayannee Yaoyuneyong (The University of Southern Mississippi)

Affecting Brand Love Through Personalization: A Study of How Perceived Personalized Advertisements on Facebook Impact Brand Love
• Tran Trang (East Carolina University)
• Tiffany Blanchflower (East Carolina University)
• Nigel Barefoot (East Carolina University)

Thursday 4:00 pm – 5:30 pm

Session 4.7: Special Panel Session: Making the Most of Teaching Research Opportunities: Research Methods for All Scholars, Not Just Teaching Scholars
Salon E
Chair: John F. (Jeff) Tanner, Old Dominion University
Panelists: John F. (Jeff) Tanner (Old Dominion University)
Scott Swanson (University of Wisconsin-Eau Claire)
Karen Hopkins (Auburn University)
Pia Albinsson (Appalachian State University)
Mark Peterson (University of Wyoming)

Thursday 4:00 pm – 5:30 pm

Session 4.8: Engaging Students Through Experiential Learning
Sanibel 1
Chair: Julie Harding, Marietta College

Critical Tools To Transform Group Project Learning
• Julie Harding (Marietta College)

Guide to Using Competitions to Make Student Presentations More Engaging
• Elliott Manzon (University of Cincinnati)

An Experiential Exercise to Help Teach Sales Management Students the Evaluation Process
• Joe Chapman (Ball State University)
• Russ Wahlers (Ball State University)

Thursday 4:00 pm – 5:30 pm

Session 4.9: The Power of Perception: Social Distance, Social Comparison and Service Expectations
Sanibel 2
Chair: Bryan McLeod, Morgan State University

The Impact of Power Distance Belief on Decision-Making
• Miguel Angel Zúñiga (Morgan State University)
• Ivonne M. Torres (New Mexico State University)

Differences in Service Expectations Held By Consumers vs. Providers of Higher Education
• Demetra Andrews (Indiana University Purdue University Indianapolis)
• Andrea Griffin (Indiana University Northwest)
Thursday 5:15 pm, 6:15 pm, or 6:45 pm

**Thirsty Thursday**

Hotel lobby to catch hired shuttle • Ticketed event

Thirsty Thursday is BACK! This year we are partnering with some local libation companies to offer you a sampling of the flavors of West Palm Beach.

Palm Beach Distillery & Ookapow Brewing Co. will provide some history and tastings at their respective venues in the up and coming Warehouse District of West Palm Beach. The location is just a few minutes away from the hotel and across the street from the Grand View Public Market where there are additional libation offerings as well as a variety of food. Included this year we will provide transportation to the Warehouse District (the hotel shuttle does not currently go there) until 10p.

For more information about the libation companies and the area visit: Palm Beach Distillery (www.lostharbourspirits.com), Ookapow Brewery (www.ookapow.com), and Grand View Public Market (www.grandviewpublic.com).

We will offer 3 tour and tasting timeslots departing at 5:15p (tour starts at 5:30p), 6:00p (tour starts at 6:15p), and 6:45p (tour starts at 7:00p). The capacity for each is 20 people and will be sold on a first-come, first-serve basis for $20.

Tickets available on the SMA website until event sells out.
## FRIDAY AT-A-GLANCE

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### FRIDAY AT-A-GLANCE, CONT.

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<th>Time</th>
<th>POLO F</th>
<th>SALON A</th>
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<td><strong>Session 7.9:</strong> The Impact of Marketing Strategy on Stakeholder’s Objectives II: Alliances</td>
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</table>
**Ballroom Foyer**

**SMA Registration & SMA Conference Exhibitors**

**Facilitator:** Cheryl B. Ward, Middle Tennessee State University

**Friday 8:30 am – 10:00 am**

**SMA Academic Placement**

**Gallery C**

**Facilitator:** Cheryl B. Ward, Middle Tennessee State University

Friday 8:30 am – 10:00 am

**JMTP Editorial Review Board Meeting**

**Banyon**

**Friday 8:30 am – 10:00 am**

**SMA Registration & SMA Conference Exhibitors**

**Ballroom Foyer**

**Friday 8:30 am – 10:00 am**

**Session 5.1:**

**Special Panel Session:**
**Putting the Big Thinking of Bob Lusch into Perspective**

**Gallery A**

**Chair:** Mark Peterson, University of Wyoming

**Panelists:**
- (Charles) Chuck Ingene (University of Oklahoma)
- O.C. Ferrell (Auburn University)
- Aric Rindfleisch (University of Illinois at Urbana-Champaign)
- Rajan Varadarajan (Texas A&M University)
- Mark Peterson (University of Wyoming)

**Friday 8:30 am – 10:00 am**

**Session 5.2:**

**Exploring the Dark Side of Sales**

**Gallery B**

**Chair:** Bob Erffmeyer, University of Wisconsin-Eau Claire

**Designing Sales Force Compensation Systems to Compete in the Battle of Revenue vs. Profit**

- Charla Brown (University of South Alabama)
- April Kemp (University of South Alabama)
- Zachary Moore (University of South Alabama)

**Can Hostage Negotiation Skills Reduce Salesperson Deviant Behavior?**

- John Cicala (Texas A&M University-Kingsville)
- Wyatt Schrock (Michigan State University)

**Friday 8:30 am – 10:00 am**

**Session 5.3:**

**Special Panel Session:**
**Marketing’s Influence on Consumer Health, Healthcare Professionals, and the Healthcare Industry**

**Polo D**

**Chair:** Teresa Preston, University of Arkansas at Little Rock

**Panelists:**
- Teresa Preston (University of Arkansas at Little Rock)
- Wendy Guess (Florida International University)
- Karen Hopkins (Auburn University)
- Julie Harding (Marietta College)
- Samer Sarofim (California State University - Fresno)

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**Friday 8:00 am – 8:30 am**

**COFFEE & TEA**

**Ballroom Foyer**

**Friday 8:00 am – 5:00 pm**

**Executive Committee**

**Boardroom/1st floor, Clematis, 2nd floor**

**Friday 8:30 am – 10:00 am**

**Session 5.5:**

**The Emotional Impact of Online Reviews in the Sharing Economy**

- Laura Rifkin, William Paterson University
- Samer Sarofim (California State University - Pomona)
- Julie Harding (Marietta College)
- Karen Hopkins (Auburn University)
- Wendy Guess (Florida International University)
- Teresa Preston, University of Arkansas at Little Rock
- Wyatt Schrock (Michigan State University)

**Friday 8:30 am – 10:00 am**

**Session 5.6:**

**Resistance, Revenge, and Animosity: The Dark Side of Sport Sponsorship and Online Reviews**

- Bob Erffmeyer, University of Wisconsin-Eau Claire
- Johnine McCartney (Ithaca College)
- Laura Rifkin, William Paterson University
- Dan Padgett (Auburn University)
- Julie Moulard (Louisiana Tech University)
- Blair McElroy (University of Mississippi)
- Astrid L. Keel (University of La Verne)
- Kevin Shanahan, Mississippi State University
- Michael Breazeale (Mississippi State University)
- Detra Montoya (Arizona State University)
- Elizabeth Minton (University of Wyoming)
- Frank Cabano (University of Texas at El Paso)
- Ricardo Villarreal, University of San Francisco
- Pablo Gutierrez (Universidad de Leon)
- Pedro Cuesta (Universidad de Alcala)
- Ahmad Sina (University of Minnesota)
- Bo Ra Joo (University of Minnesota)
- Juanjuan Wu (University of Minnesota)
- Lujun Su (Business School Central South University)
- Scott Swanson (University of Wisconsin - Eau Claire)
- Long Pham (University of Louisiana at Monroe)
- Yam B. Limbu, Montclair State University
- Manveer Mann (Montclair State University)
- Scott Ambrose (Embry-Riddle Aeronautical University)
- Laura Rifkin (William Paterson University)

**Friday 8:30 am – 10:00 am**

**Session 5.7:**

**Non-Traditional Retailing**

- Elizabeth Minton (University of Wyoming)
- Frank Cabano (University of Texas at El Paso)
- Shelley Blozis (University of California, Davis)
- Ricardo Villarreal, University of San Francisco
- Pablo Gutierrez (Universidad de Leon)
- Pedro Cuesta (Universidad de Alcala)
- Ahmad Sina (University of Minnesota)
- Bo Ra Joo (University of Minnesota)
- Juanjuan Wu (University of Minnesota)
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**Friday 8:00 am – 8:30 am**

**COFFEE & TEA**

**Ballroom Foyer**

**Friday 8:00 am – 5:00 pm**

**Executive Committee**

**Boardroom/1st floor, Clematis, 2nd floor**

**Friday 8:30 am – 10:00 am**

**JMTP Editorial Review Board Meeting**

**Banyon**

**Friday 8:30 am – 5:30 pm**

**SMA Academic Placement**

**Gallery C**

**Facilitator:** Cheryl B. Ward, Middle Tennessee State University

**Friday 8:30 am – 5:30 pm**

**SMA Registration & SMA Conference Exhibitors**

**Ballroom Foyer**

**Friday 8:30 am – 10:00 am**

**Session 5.2:**

**Exploring the Dark Side of Sales**

**Gallery B**

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**Panelists:**
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- Wendy Guess (Florida International University)
- Karen Hopkins (Auburn University)
- Julie Harding (Marietta College)
- Samer Sarofim (California State University - Fresno)
Friday 8:30 am – 10:00 am

Session 5.4: Resistance, Revenge, and Animosity: The Dark Side of Sport Sponsorship and Online Reviews
Polo E

Chair: Laura Rifkin, William Paterson University

A Framework for the Influence of Consumer Animosity on Sport Team Sponsorships
• Joseph Little (Grand Valley State University)
• Mark Kubik (Grand Valley State University)

The Persuasive Role of Restaurant Reviewer Credibility Cues in Social Media
• Johnine McCartney (Ithaca College)

Not All Sponsorships Are Created Equal: Searching for Further Understanding of Fan Resistance Towards Sport Sponsorship
• Helena Zaeh (Elon University)
• Nawar Chaker (Elon University)

The Emotional Impact of Online Reviews in the Sharing Economy
• Laura Rifkin (William Paterson University)

Friday 8:30 am – 10:00 am

Session 5.5: Special Panel Session: Crafting, Managing, and Delivering Great Study Abroad Courses
Polo F

Chair: Kevin Shanahan, Mississippi State University

Panelists: Kevin Shanahan (Mississippi State University)
Michael Breazeale (Mississippi State University)
Daniel Butler (Auburn University)
Astrid L. Keel (University of La Verne)
Blair McElroy (University of Mississippi)
Julie Moulard (Louisiana Tech University)
Dan Padgett (Auburn University)

Friday 8:30 am – 10:00 am

Session 5.6: The Role of Social Responsibility in Services Marketing
Salon A

Chair: Yam B. Limbu, Montclair State University

Hotel Employee Well-being and Supportive Green Behaviors: The Impact of Social Responsibility, Trust, and Identification
• Scott Swanson (University of Wisconsin - Eau Claire)
• Lujun Su (Business School Central South University)

Does corporate social responsibility influence hospital brand advocacy? Mediating role of trust and patient-hospital identification
• Yam B. Limbu (Montclair State University)
• Long Pham (University of Louisiana at Monroe)
• Manveer Mann (Montclair State University)

Providing Services in Multicultural Environments
• Elten Briggs (University of Texas at Arlington)
• Detra Montoya (Arizona State University)

When Consumers Represent an Avoidance Group for a Service Provider: Outcomes for the Service Experience and the Adoption of a Common Ingroup Identity
• Frank Cabano (University of Texas at El Paso)
• Elizabeth Minton (University of Wyoming)

Friday 8:30 am – 10:00 am

Session 5.7: Non-Traditional Retailing
Salon B

Chair: Ricardo Villarreal, University of San Francisco

Playing Hard to Get: An Exploration of the Practice and Impact of Online Scarcity Cues
• Tyler Hancock (Mississippi State University)
• Brett Kazandjian (Mississippi State University),
• Jennifer Stevens (University of Toledo)
• Stacie Waites (Marquette University)

Personalizing 3D Virtual Fashion Stores: Module Development based on Consumer Input
• Juanjuan Wu (University of Minnesota)
• Bo Ra Joo (University of Minnesota)
• Ahmad Sina (University of Minnesota)

Hypermarket Purchase Loyalty and Corporate Social Responsibility
• Pedro Cuesta (Universidad de Alcala)
• Pablo Gutierrez (Universidad de Leon)
• Ricardo Villarreal (University of San Francisco)
• Shelley Blozis (University of California, Davis)
Friday 8:30 am – 10:00 am

Session 5.8: Hot Topics In Entrepreneurship
Salon C
Chair: Erik Bushey, Marshall University

BEST PAPER IN ENTREPRENEURSHIP
From Beer to Business: Prosumer Activities Fueling Thoughts of ‘Going Pro’
- Marco Wolf (University of Southern Mississippi)
- Wendy Ritz (Florida State University Panama City)

Knowledge Transfer in the Workplace: Mitigating the Exit of Rehiring Baby Boomers
- Helen McDowell (University of Georgia)
- Tanner Parsons (Clemson University)
- Bailey Hack (Clemson University)
- Jennifer C. Siemens (Clemson University)
- Anastasia Thyroff (Clemson University)

Friday 8:30 am – 10:00 am

Session 5.9:
2019 SMA Conference Interest Session
Sanibel 1 & 2
For 2019 track chairs and individuals interested in getting involved in SMA

Friday 10:00 am – 10:30 am
MORNING BREAK • Ballroom Foyer
Snacks and Beverages
Sponsored by: MTSU, Jones College of Business Professional Sales Program

Friday 10:30 am – 12:00 pm

Session 6.0:
Routledge - Taylor & Francis / SMA Distinguished Scholar Presentation
Sanibel 1 & 2
Ruth Bolton

Afternoon

Friday 12:00 pm – 2:00 pm

Awards Luncheon
Salon D&E

Friday 2:00 pm – 3:30 pm

Session 7.1: Strategic Issues in the Creation of Customer’s Value: The Role of Trust, Engagement, and Cultural Orientation
Gallery A
Chair: Art Weinstein, Nova Southeastern University
The CVS Prescription for Superior Customer Value – A Case Study
- Art Weinstein (Nova Southeastern University)
- Yohanna Rodriguez (Nova Southeastern University)
- Rebecca Vergara (Nova Southeastern University)
- Kanisha Sims (Nova Southeastern University)

Bolstering Customer Trust and Commitment through Climatic Organizational Memory
- Adam Powell (Shippensburg University)

The Differential Impacts of Two Forms of Identification: Investigating the Moderating Role of Individual Cultural Orientation
- Omar S. Itani (Lebanese American University)
- Hayam Alnakhli (The University of Texas at Arlington)
- Ashish Kalra (La Salle University)

Consumer engagement: The role of social currency in online reviews
- Rajendran Murthy (Rochester Institute of Technology)
- Muhammet Kesgin (Rochester Institute of Technology)

Session 7.2: Marketing Analytics Relationship with Products and Brands
Gallery B
Chair: John Gironda, Nova Southeastern University

MARKETING EDGE BEST PAPER IN ANALYTICS TRACK
A “Hidden” Side of Consumer Grocery Shopping Choice
- Aidin Namin (Loyola Marymount University)
- Yashar Dehdashti (Texas Wesleyan University)
Friday 2:00 pm – 3:30 pm

Session 7.3: The Wide Ranging Impact of Consumer Roles in Service Co-Creation
Polo D

Chair: Maria Susana Jaramillo Echeverri, The University of Alabama

BEST PAPER IN SERVICES TRACK

Whose Fault is it? What Happens to Ethics during Service Co-Creation
• Shuqin Wei (Texas A&M University-Central Texas)
• Tyson Ang (Texas A&M University-Central Texas)
• Nwamaka A. Anaza (Southern Illinois University Carbondale)

Role of Frontline Employees in Creating Customer Champions: Moderating Role of Customer Participation
• Ashish Kalra (La Salle University)
• Ayesha Tariq (Troy University)
• Pamela Richardson-Greenfield (Radford University)

The Role of Customer Experience in Increasing Market-Based Assets
• Michael Peasley (Middle Tennessee State)
• George Deitz (University of Memphis)

The Unpleasant Feeling of Being Envied and the Pleasure of Pride
• Maria Susana Jaramillo Echeverri (The University of Alabama)
• Thomas L. Baker (The University of Alabama)
• Yi Peng (The University of Alabama)

Friday 2:00 pm – 3:30 pm

Session 7.4: Strategic Social Media Efforts
Polo E

Chair: Bela Florenthal, William Paterson University

Nonprofits Meet Millennials: A Hybrid Approach of U&G and TAM to Identify the Drivers of Donation Behavior
• Bela Florenthal (William Paterson University)
• Manar Awad (Ohio University)
• Susan Godar (William Paterson University)

Pure Imagination: Exploring the Benefits of Pre-Experience Community Participation
• Jennifer Stevens (University of Toledo)
• Michael Breazeale (Mississippi State University)

When Social Media Becomes Anti-Social: Exploring the Negative Consequences of Engaging in the Digital World
• Shuang Wu (Louisiana State University - Alexandria)
• Nina Krey (Rowan University)

Friday 2:00 pm – 3:30 pm

Session 7.5: Customer Value, Choice, and Decision-Making
Polo F

Chair: Sudipto Sarkar, University of Texas, Rio Grande Valley

Determinants of Consumer Perceived Relationship Value: Conceptual Framework and Research Propositions
• Tracy Kizer (Rollins College)

Impact of Referrals on Buying Decisions and Customer Value among Aging Consumers
• Rajagopal Rajagopal (EGADE Business School, Tecnologico de Monterrey)

Too Girly To Order: Gender Stereotypes of Alcoholic Beverages
• Sarah Lefebvre (Murray State University)
• Marissa Orlowski (University of Central Florida)

Consumer knowledge and the prevention of diabetes – Conceptual and research framework
• Khurram Sharif (Qatar University)
Brandining During Extraordinary Customer Journeys
- Madison Allen (University of South Florida)
- Melissa Nenninger (Clemson University)
- Hannah Maisel (University of Georgia)
- Lauren Stabler (Clemson University)
- Anastasia Thyroff (Clemson University)

The Yin and the Yang: A Value-In-Use Perspective of Counterfeits
- Sudeep Rohit (Indian Institute of Management Trichy)
- Suresh Paul Antony (Indian Institute of Management Trichy)

Friday 2:00 pm – 3:30 pm

Session 7.7: The Impact of Marketing Strategy on Stakeholder’s Objectives: Social Responsibility
Salon B
Chair: Sandipan Sen, Southeast Missouri State University
Organizational Justice’s Impact on Corporate Social Responsibility’s Importance to Employees
- Sandipan Sen (Southeast Missouri State University)
- Katrina Savitskie (University of West Florida)
- Feisal Murshed (Kutztown University of Pennsylvania)

Lending a Helping Hand: Determinants of Corporate Donation Size and the Moderating Impact of CEO Donations
- Ashley Morgan (University of Mississippi)

CEO Pay Slice and Firm Value: Is Corporate Social Responsibility a Missing Link?
- Prachi Gala (Elon University)
- Vishal Gupta (University of Alabama)
- Sandra Mortal (University of Alabama)
- Xiaohu Guo (University of Alabama)
- Dan Bachrach (University of Alabama)

Friday 2:00 pm – 3:30 pm

Session 7.8: Teaching Moments I
Sanibel 1&2
Chairs: D. Joel Whalen, DePaul University
        Kesha Coker, Ball State University
        John F. (Jeff) Tanner, Old Dominion University

“Why am I here?”
- Stephen Castleberry (University of Minnesota Duluth)

Co-creating value with Millennials: The Ultimate Class Project
- Parker Woodroof (University of Central Arkansas)
- Kelly Walker (University of Central Arkansas)

“Focusing” & Connecting with Online Students
- Traci Pierce (John Brown University)

Putting the Shoe on the Other Foot
- Barbara Wooldridge (The University of Texas at Tyler)

Speed Interviews
- Gregory Black (Metropolitan State University of Denver)

Enterprise Marketing Variation Model: Scalable Project Resulting in High Student and Community Impact
- Joie Hain (Clayton State University)
- Wendy Ritz (Florida State University Panama City)

Visualize This: Why You Should Incorporate Piktochart into Your Next Student Project
- Sarah Mittal (Texas State University)

Marketing Professional Interview Assignment
- James Blair (Eastern Kentucky University)

Post Cards From Abroad: Capturing Lessons Learned In The Moment
- Daniel Butler (Auburn University)
Friday 4:00 pm – 5:30 pm

Session 8.2: Special Panel Session: The Beatles & Marketing – Getting By With A Little Help from Our Friends

Chair: Robert Barnwell, University of Tennessee-Martin
Panelists: Robert Barnwell (The University of Tennessee-Martin)
Kevin Shanahan (Mississippi State University)
Robert McDonald (Texas Tech University)
Kenneth Graham (University of Wisconsin - La Crosse)

Friday 4:00 pm – 5:30 pm

Session 8.3: Regulatory Issues in Public Policy

Chair: Laura Rifkin, William Paterson University

EU’s General Data Protection Regulations: The End of Marketing as We Know It?
• Mohan Menon (University of North Georgia)

The Case of Soda Tax Versus Tobacco and Alcohol Taxes
The Influence of Paternalism and Libertarianism Worldviews
• Laura Rifkin (William Paterson University)

Genetically Modified Disclosure: The Influence of Labeling on Consumer Perceptions of Company and Brand
• Sarah Lefebvre (Murray State University)
• Merlyn Griffiths (University of North Carolina - Greensboro)
• Laurel Cook (West Virginia University)

Friday 4:00 pm – 5:30 pm

Session 8.4: Developing the Marketing Students of Today for the Marketing World of Tomorrow

Chair: Alexandra Hutto, Millersville University of Pennsylvania

Preparing Students for Wicked Times Ahead
• Michael Mayo (Kent State University)
• William Howell (Kent State University)
• Sara De Massi (University of Florence)
• Andrea Pacci (University of Florence)

Do You Know the Values That Motivate You?
• Daniel Butler (Auburn University)
• Shelley Davis (Troy University)

The Week in Review: The Impact of a Current Events Assignment on Students’ Interest in Marketing
• Thomas Hickman (Washburn University)

Friday 4:00 pm – 5:30 pm

Session 8.5: Country-Specific Global Marketing

Chair: Mario Gonzalez, Trinity University

The Influence of Country Image and Consumer Animosity on Chinese and South Korean Consumers Responses to US and Japanese Brands
• Jeongsoo Park (Komazawa University)
• Hailith Zourrig (Kent State University)

The Association between Ethnic Congruency in the Consumer-Reviewer dyad in Online Reviews
• Emi Moriuchi (Rochester Institute of Technology)
• Mario Gonzalez-Fuentes (Trinity University)

The Role of Mother’s Autonomy on Children’s Education Expenditure in India
• Nikki Edmiston (California State University Monterey Bay)
• Meng-Hsien Lin (California State University Monterey Bay)
• Shwadhin Sharma (California State University Monterey Bay)
• Akshaya Vijayalakshmi (Indian Institute of Management Ahmedabad)
**Friday 4:00 pm – 5:30 pm**

**Session 8.6:** Frontiers in Persuasive Communication  
**Salon A**

**Chair:** Hayden Noel, University of Illinois at Urbana-Champaign

Narrative Transportation via the World of Fantasy: The Development of a Multidimensional Fantasy Scale  
- Delancy Bennett (Clemson University)
- Mitchell Hamilton (Loyola Marymount University)
- Julian Saint Clair (Loyola Marymount University)
- Geraldo Matos (Roger Williams University)

Reconstruction Theory: Understanding How Media Scheduling Influences Memory for Advertising  
- Hayden Noel (University of Illinois at Urbana-Champaign)
- Kathryn LaTour (Cornell University)

Conceptualizing the Appeal of Word-of-Mouth Senders to Receivers  
- William Martin (Eastern Washington University)

**Friday 4:00 pm – 5:30 pm**

**Session 8.7:** Promotion and Advertising I  
**Salon B**

**Chair:** Alicia Johnson, University of Arkansas

Improving Responsiveness to Advertising through Brand Involvement and Mutuality on Social Media  
- Manisha Mathur (Augusta University)

Advertising in the Marijuana Industry: Friend or Foe to Consumers?  
- Alicia Johnson (University of Arkansas)
- Bj Allen (University of Arkansas)
- Travis Simkins (Arkansas State University)

The Effects of Craft Brewery Membership Club Status on Brand Perceptions, Brand Community, and Social Media Behavior  
- Miles Condon (St. Norbert College)
- Debbie Laverie (Texas Tech University)
- Adam Cann (Texas Tech University)

**Friday 4:00 pm – 5:30 pm**

**Session 8.8:** Teaching Moments II  
**Sanibel 1&2**

**Chairs:** D. Joel Whalen, DePaul University  
Kesha Coker, Ball State University  
John F. (Jeff) Tanner, Old Dominion University

Keeping It Real with Product Scavenger Hunts  
- Kesha Coker (Ball State University)

Ads, Fads, and Creativity  
- Jie Fowler (Valdosta State University)

Principles of Marketing Class Mixes It Up with the “Friday Mix”  
- Julie Harding (Marietta College)

The Value of VARK in Learning to Learn  
- Demetra Andrews (Indiana University Purdue University Indianapolis)

An Application of Anthropomorphism: Mascots as Effective Branding Communication Sources  
- Scott Swanson (University of Wisconsin-Eau Claire)

Letting You in on the Secret: Discussion Boards Can Work!!  
- Catharine Curran (University of Massachusetts Dartmouth)

Animation and Student Cognitive Engagement  
- Lou Pelton (University of North Texas)

Using a Website Builder as a Teaching Tool for SEO  
- Janna Parker (James Madison University)

Critical Minds  
- Kerrie Anne Ambort-Clark (The University of Texas at Tyler)

**Friday 6:00 pm – 7:30 pm**

**President’s Reception**  
Tent off of Ballroom (Ballroom if raining)

Please wear your name badge for bar service.
### SATURDAY NOVEMBER 3, 2018

**SATURDAY AT-A-GlANCE**

<table>
<thead>
<tr>
<th>Time</th>
<th>CLEMATIS &amp; BOARDROOM</th>
<th>BALLROOM FOYER</th>
<th>GALLERY A</th>
<th>GALLERY B</th>
<th>GALLERY C</th>
<th>POLO D</th>
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<tr>
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<td>Session 9.1: Promotion &amp; Advertising II</td>
<td>Session 9.2: Advancing Social Media Theory</td>
<td>Session 9.3: It Hurts So Good: Drivers of Charitable Donations &amp; Environmental Consciousness</td>
<td>Session 9.4: Consumer Attitude-Based Global Marketing II</td>
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<tr>
<td>10:00 AM</td>
<td>Executive Committee</td>
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<tr>
<td>10:30 AM</td>
<td>SMA Registration &amp; SMA Conference Exhibitors</td>
<td>Break 1 in Ballroom Foyer</td>
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**SATURDAY AT-A-GLANCE, CONT.**

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<thead>
<tr>
<th>Time</th>
<th>POLO E</th>
<th>POLO F</th>
<th>SALON A</th>
<th>SANIBEL 1</th>
<th>SANIBEL 2</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>Coffee &amp; Tea in Ballroom Foyer</td>
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<td>9:30 AM</td>
<td>Session 9.5: Consumer Attitudes-Based Global Marketing I</td>
<td>Session 9.6: Identifying the Impact of Salesperson Traits</td>
<td>Session 9.7: Marketing Research: Theory &amp; Method II</td>
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<td>Session 9.8: Teaching Moments III</td>
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<tr>
<td>11:30 AM</td>
<td>Session 10.5: Retail Promotions</td>
<td>Session 10.6: Role of Packaging &amp; Labeling on Consumer Opinions</td>
<td>Session 10.7: Consumers in the Public Policy &amp; Social Marketing Domain</td>
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<td>Session 10.8: Teaching Moments IV</td>
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<td>12:00 PM</td>
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</table>
Morning

Saturday 8:00 am – 8:30 am
COFFEE & TEA • Ballroom Foyer

Saturday 8:00 am – 5:00 pm
Executive Committee
Boardroom/1st floor, Clematis, 2nd floor

Saturday 8:30 am – 12:00 pm
SMA Registration & SMA Conference Exhibitors
Ballroom Foyer

Saturday 8:30 am – 10:00 am
Session 9.1: Promotion and Advertising II
Gallery A
Chair: Sandipan Sen, Southeast Missouri State University
Effects of Celebrity Branding on Consumer Perceptions
• Ashley Deutsch (University of Arkansas)
• Vincent Iannazzo (Nielsen)
• Thomas Jensen (University of Arkansas)
The Impact of Explicit Homosexual Imagery on Advertising Effectiveness
• Susan Myers (University of Central Arkansas)
• Sandipan Sen (Southeast Missouri State University)

Saturday 8:30 am – 10:00 am
Session 9.2: Advancing Social Media Theory
Gallery B
Chair: Daniel Maduku, University of Johannesburg
Effects of Foreign Contemporary Music Contents on Social Media on the U.S. Millennial Consumers’ Music Consumption Behavior
• Hyun Sang An (Minnesota State University Moorhead)
An Empirical Exploration of Digital Media Strategies and Connectedness Level
• Ruby Saine (Roger Williams University)
• Geraldo Matos (Roger Williams University)
• Jason Oliver (Roger Williams University)
• Miao Zhao (Roger Williams University)

Saturday 8:30 am – 10:00 am
Session 9.3: It Hurts So Good: Drivers of Charitable Donations and Environmental Consciousness
Gallery C
Chair: Laura Boman, University of Central Florida
Malice or Benevolence? The Effects of Schadenfreude on Donation Behavior
• Yael Zemack-Rugar (University of Central Florida)
• Laura Boman (University of Central Florida)
The Impact of Marketing in Overcoming Overhead Aversion
• Lucas Lunt (Texas Tech University)
• Devin Lunt (University of Tampa)
• Melanie Hicks (University of Tampa)
Factors Influencing American Consumers’ Attitude towards Green Energy Adoption and Their Purchase Intention: the Case of Solar Energy
• Elmira Shahriari (New Mexico State University)
• Ivonne M. Torres (New Mexico State University)
• Miguel Angel Zuniga (Morgan State University)
• Hamid Abbasi Hosseini (Old Dominion University)

Saturday 8:30 am – 10:00 am
Session 9.4: Consumer Attitudes-Based Global Marketing I
Polo D
Chair: Monika Rawal, Southern Illinois University
Do Nationalistic Feelings Prevail in China? A study of Consumer Animosity Towards Japan
• Selima Ben Mrad (Nova Southeastern University)
• Ye Sheng (Barry University)
• Jana Rutherford (Barry University)
• Tammy Mangleburg (Florida Atlantic University)
A Global Marketing Research Perspective on India
• Somjit Barat (The Pennsylvania State University)

Gender and perception towards marketing innovation acceptance. Empirical Findings from South African SMEs in the Tourism Sector
• Daniel Maduku (University of Johannesburg)

Consumer Engagement in Social Media: The Role of Trigger Source on Engagement Behaviors
• Nicole Beachum (University of South Alabama)
Cultural Differences in Electronic Word-of-Mouth: The Impact of Promotional Rewards
• Manika Rawal (Southern Illinois University Carbondale)
• Suchitra Rani (Amity Global Business School)
• Jose Saavedra (Southern Illinois University Carbondale)
• Ramin Bagherzadah (Southern Illinois University Carbondale)

Saturday 8:30 am – 10:00 am

Session 9.5: Consumer Attitudes-Based Global Marketing II
Polo E
Chair: Helena Allman, University of West Florida

Global Brand Extensions and Inverse Country-of-Origin Effect
• Helena Allman (University of West Florida)
• Anton Fenik (Grand Valley State University)

Consumers cognitive and affective attitudes towards country image
• Terence Moti (Earlham College)

Consumer Acculturation Scale
• Kristina Stuhler (Old Dominion University)

Saturday 8:30 am – 10:00 am

Session 9.6: Identifying the Impact of Salesperson Traits
Polo F
Chair: Ashish Kalra, University of Texas at Arlington

A Taxonomy of B2B Buyers’ Post-Decision ‘Cognitive States’: Sharpening the Customer Focus for Professional Salespeople
• Roger Brooksbank (Waikato University)
• Sam Fullerton (Eastern Michigan University)

Connections that Sell: Assessing the Determinants of Salesperson’s Ambidextrous Behavior
• Ashish Kalra (La Salle University)
• Wyatt Schrock (Michigan State University)
• Franklin Velasco Vizzaino (Universidad San Francisco de Quito)

Saturday 8:30 am – 10:00 am

Session 9.7: Marketing Research: Theory and Method II
Salon A
Chair: Jaebeom Suh, Kansas State University

A Study of Goal-Based Investing for Defined Contribution Pension Schemes: A Consumer Decision Perspective
• Yang-Tae Kim (Yuanta Securities Korea)
• Jiyun Yang (University of Notre Dame)
• Jaebeom Suh (Kansas State University)
• Sung-Il Kim (KG Zeroin Pension Research Lab)

A Generalized Partial Credit Model Approach to Predict Product Choice
• James Mead (University of West Florida)
• Jonathan Hasford (University of Central Florida)

Meals Ready to Eat: An Analysis of Preference vs. Availability
• Josh Barlow (Kansas State University)
• Jessica Davis (Kansas State University)
• Ting Lin (Kansas State University)

Saturday 8:30 am – 10:00 am

Session 9.8: Teaching Moments III
Sanibel 1&2
Chair: D. Joel Whalen, DePaul University

Welcome to the Marketing Neighborhood
• Charla Brown (The University of South Alabama)

Predicting the Future: Getting Students Interested in Secondary Data Collection with the 2028 Paper
• Mary Harrison (Birmingham-Southern College)

What’s your ADDYtude? Student learning experiences and the mechanics of advertising
• Sandipan Sen (Southeast Missouri State University)
• Richard Rocco (DePaul University)

Making Treasure Out of Trash: Learning from Product Failures as a Means to Inspire Students
• Jennifer Tatara (University of Memphis)

Describing Psychographic Market Segments on Your College Campus
• Alicia Cooper (Dillard University)

Teaming Up with Industry: Using Internships to Collect Ethnographic Data
• Tanner Parsons (Clemson University)
• Helen McDowell (University of Georgia)
• Anastasia Thyroff (Clemson University)
• Jennifer Siemens (Clemson University)

Six Quick and Easy Ways to Use Index Cards in the Classroom
• Nicole Kirpalani (LIM College)

Saturday 8:30 am – 10:00 am

Session 10.1: Back to the Future
Tourism Marketing in Cuba - Special Panel Session:
• Kesha Coker, Ball State University
• John F. (Jeff) Tanner, Old Dominion University

Saturday 10:30 am – 12:00 pm

Session 10.2: Alex, I’ll Take Potpourri for $1,000 - Three Very Different Topics in Food and Music
• Juliann Allen (Louisiana Tech University)
• Jennifer Locander (University of Mississippi)

Its Impact on Consumer Response
• Amin Saleh, Louisiana Tech University

Materialism on the Evaluation of eWOM
• Tony Henthorne (University of Nevada, Las Vegas)
• Tony Henthorne (University of Nevada, Las Vegas)

Saturday 10:30 am – 12:00 pm

Session 10.3: Living in the Digital World: Effects of Exclusivity, Snacks and Beverages
• Ting Lin (Kansas State University)
• Jessica Davis (Kansas State University)
• Josh Barlow (Kansas State University)

Meals Ready to Eat: An Analysis of Preference vs. Availability
• Josh Barlow (Kansas State University)
• Jessica Davis (Kansas State University)
• Ting Lin (Kansas State University)
Saturday 10:00 am – 10:30 am
MORNING BREAK
Ballroom Foyer
Snacks and Beverages

Saturday 10:30 am – 12:00 pm
Session 10.1:
Special Panel Session:
Tourism Marketing in Cuba - Back to the Future
Gallery A
Chair: Tony Henthorne (University of Nevada, Las Vegas)
Panelists: Tony Henthorne (University of Nevada, Las Vegas)
Alvin Williams (University of South Alabama)
Babu George (Fort Hays State University)
Thomas Panko (University of Southern Mississippi)

Saturday 10:30 am – 12:00 pm
Session 10.2: Alex, I’ll Take Potpourri for $1,000 - Three Very Different Topics in Food and Music
Gallery B
Chair: Morgan Bryant, Belmont University
Eric Holt, Belmont University
Meal Delivery Subscriptions: Preparation Involvement and Perceived Calorie Content
- Sarah LeFebvre (Murray State University)
- Marissa Orlowski (University of Central Florida)
Award Tour: An Applied Analytics Review of Mainstream Consumption of Urban Music Concerts
- Morgan Bryant (Belmont University)
- Eric Holt (Belmont University)
Consumers with Food Allergies: Call for Research
- Deborah Colton (Rochester Institute of Technology)
- Rajendran Murthy (Rochester Institute of Technology)

Saturday 10:30 am – 12:00 pm
Gallery C
Chair: Juliann Allen, Louisiana Tech University
An Exploration of Exclusive Neighborhood E-Communities as Trusted Information-Sharing Platforms
- Jennifer Locander (University of Mississippi)
Material Girl, Digital World: Examining the Effects of Materialism on Social Media Attachment
- Juliann Allen (Louisiana Tech University)
When the decision is too easy: The role of need for cognition in the effectiveness of online website recommendations.
- Sabinah Wanjugu (Louisiana Tech University)

Saturday 10:30 am – 12:00 pm
Session 10.4: Mix or Match? Aspects of Context Congruity and Its Impact on Consumer Response
Polo D
Chair: Amin Saleh, Louisiana Tech University
The Effect of Regulatory Focus in the Context of Moral Licensing and Moral Consistency
- Anirban Som (Indian Institute of Management, Trichy)
- Sudeep Rohit (Indian Institute of Management, Trichy)
The Effect of Racial Incongruency on Social Media Communications
- Laura Boman (University of Central Florida)
- Ganga Hewage (University of Central Florida)
- Jonathan Hasford (University of Central Florida)
Ad Context-Congruency: Using Regulatory Fit to Enhance Consumer Response to Ads on the Internet
- Amin Saleh (Louisiana Tech University)

Saturday 10:30 am – 12:00 pm
Session 10.5: Retail Promotions
Polo E
Chair: James Mead, University of West Florida
Relational And Economic Antecedents to Trade Promotion Success
- David Wallace (Illinois Wesleyan University)
- Peter Kaufman (Illinois State University)
The Impact of Dual and Altruistic Incentives on Word-of-Mouth Receivers
- William Martin (Eastern Washington University)

The Effect of Implied Movement in Promotional Font Text on Consumer Intentions
- James Mead (University of West Florida)
- Rob Richerson (Salisbury University)
- Wenjing Li (Stephen F. Austin State University)

Session 10.6: Role of Packaging and Labeling on Consumer Opinions
Chair: Omer Topaloglu, Fairleigh Dickinson University

What They Don’t Know Won’t Hurt Them: How White Label Products Influence Consumer Reviews
- John Galvan (University of Mississippi)
- Matthew Shaner (University of Mississippi)

What They Don’t Know Won’t Hurt Them: How White Label Products Influence Consumer Reviews
- John Galvan (University of Mississippi)
- Matthew Shaner (University of Mississippi)

Japanese and Filipino Students as Consumers: Does Country of Origin Affect their Purchasing Decision?
- Luz Suplico Jeong (De La Salle University and Association of Marketing Educators of the Philippines)
- Reynaldo Bautista (De La Salle University)
- Takanori Osaki (De La Salle University)

Saturday 10:30 am – 12:00 pm

Session 10.8: Teaching Moments IV
Chair: D. Joel Whalen, DePaul University

Sanibel 1 & 2

Increased Expectations on Student Accountability: Professionalism in the Classroom
- Charla Brown (The University of South Alabama)
- Shelley Davis (Troy University)

Tell me about your experience… Using practice interviews for course feedback
- Anastasia Thyroff (Clemson University)
- Madison Allen (University of South Florida)
- Hannah Maisel (University of Georgia)
- Melissia Nenninger (Clemson University)

Teaching Segmentation with Niche Product Design Activity
- Elliott Manzon (University of Cincinnati)

Ninety Minutes, Two Coffee Shops, and Twenty Students: Assessing Local Serviscapes
- Ream Shoreibah (Birmingham-Southern College)

Who Am I: Selling Your Most Important Product
- Wendy Barnes McEntee (Randolph-Macon College)

Problem Solvers
- Michael Peasley (Middle Tennessee State)

Engaging Students with Investor Assessment Forms
- Kirby Shannahan (Memorial University of Newfoundland)
- Rachelle Shannahan (Memorial University of Newfoundland)

Picturing Product Lines
- Jay Mulki (Northeastern University)

Saturday 10:30 am – 12:00 pm

Session 10.7: Consumers in the Public Public and Social Marketing Domain
Chair: Kathryn Pouders, University of Texas at Austin

The Interplay Between Goal Framing and Message Framing in Advocating Sunscreen Use
- Qinyan Gao (The University of Texas at Austin)
- Kathryn Pouders (The University of Texas at Austin)

The effects of consumer resilience and brand familiarity on consumer attitudes toward CSR
- Dongjun Rew (University of Texas Rio Grande Valley)
- Michael Minor (University of Texas Rio Grande Valley)
- Marvin Lovett (University of Texas Rio Grande Valley)
- Zoila Zambrano (University of Texas Rio Grande Valley)
Advocating Sunscreen Use: The Interplay Between Goal Framing and Message Framing in Sunscreen Use Promotion

Chair:

Krisztina Dörnyei (International Business School Hungary)

Drivers and Characteristics of Limited Edition Packages

Jordyn Reitz (ACCO Brands)

Emotional Reactions to Unexpected Packaging Characteristics

Matthew Shaner (University of Mississippi)

What They Don’t Know Won’t Hurt Them: How White Label Packaging Affects Consumer Perceptions

Haiying Jiang, Shiyu Zhang, and Feng Zhang (Hartford University)

Impact of Dual and Altruistic Incentives on Word-of-Mouth Communication

Kathrynn Pounders (University of Texas at Austin) and Qinyan Gao (University of Texas at Austin)

Saturday 10:30 am – 12:00 pm

CONSUMER BEHAVIOR TRACK

SOLOMON BEST PAPER IN

Marketing Domain

Polo F

Rachelle Shannahan and Kirby Shannahan (Memorial University of Newfoundland)

Engaging Students with Investor Assessment Forms

Michael Peasley (Middle Tennessee State)

Problem Solvers

Wendy Barnes McEntee (Randolph-Macon College)

Who Am I: Selling Your Most Important Product

Ream Shoreibah (Birmingham-Southern College)

Local Servicescapes

Melissa Nenninger, Anastasia Thyroff, Shelley Davis, Charla Brown, and John F. (Jeff) Tanner (Old Dominion University and DePaul University)

Ninety Minutes, Two Coffee Shops, and Twenty Students: Assessing Teaching Segmentation with Niche Product Design Activity

Kesha Coker (Ball State University), Takanori Osaki, Reynaldo Bautista, Luz Suplico Jeong, John F. (Jeff) Tanner, D. Joel Whalen (DePaul University), and Kesha Coker (Ball State University)

Session 10.6: Role of Packaging and Labeling on Consumer Opinions

Wenjing Li (Stephen F. Austin State University) and James Mead (University of West Florida)

The Impact of Dual and Altruistic Incentives on Word-of-Mouth Receivers

Espinosa, Jennifer (3.6)
Hancock, Tyler (5.7)
Harding, Julie (2.9, 4.8, 5.3, 8.8)
Harrison, Dana (3.8)
Harrison, Mary Jae (9.8)
Harun, Ahasan (3.3)
Heath, Charles (Chip) (2.5)
Hasford, Jonathan (4.9, 9.7, 10.4)
Henthorne, Tony (10.1)
Hewage, Ganga (10.4)
Hicks, Melanie (9.3)
Hiller, Jacob (3.7)
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Ho, Henry (2.2)
Holt, Eric (10.2)
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Hopkins, Karen (1.1, 4.7, 5.3, 8.1)
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Howell, William (8.4)
Hsieh, Meng-Hua (8.1)
Humphrey Jr, William (4.2)
Hunt, Shane (2.3)
Hutto, Alexandra (3.5, 8.4)

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Ingene, Charles (Chuck) (5.1)
Itani, Omar (7.1)
Ivanova, Albena (2.4)
Iyer, Pramod (3.3)

Jae, Haeran (2.4)
Jaramillo Echeverri, Maria Susana (7.3)
Jensen, Thomas (9.1)
Jeong, Luz Suslico (10.7)
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Jones, Tonisha (8.1)
Joo, Bo Ra (5.7)

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Kato, Heitor (1.2)
Katsanis, Lea (2.2)
Kaufman, Peter (10.5)
Kazandjian, Brett (5.7)
Keel, Astrid (5.5)
Kemp, April (5.2)
Kerns, Avery (3.7)
Kesgin, Muhammet (7.1)

Kim, Sung-II (9.7)
Kim, Yong-Tae (9.7)
Kirpalani, Nicole (9.8)
Kizer, Tracy (7.5)
Kizilova, Elvira (1.4)
Kleckner, Mary Jae (8.4)
Klink, Richard (1.9)
Knights, Peter (8.4)
Krey, Nina (3.6, 7.4)
Krischen, Anjali (3.8, 4.5)
Kubik, Mark (5.4)
Kuntze, Ron (4.1)

Kadner, Ryan (1.9)
LaTour, Kathryn (8.6)
Laverie, Debra (4.2, 8.7)
Lee, Jonh Ho (4.6)
Lefebvre, Sarah (7.5, 8.3, 10.2)
Li, Wenjing (10.5)
Li, Yuewu (3.3)
Lilly, Bryan (8.4)
Limbu, Yam (3.2, 5.6)
Lin, Mei-Hsing (1.7)
Lin, Meng (3.5)
Lin, Meng-Hsien (8.5)
Lin, Ting (9.7)
Little, Joseph (5.4)
Locander, Jennifer (10.3)
Loes, Marianne (2.7)
López-Vázquez, Francisco (3.7)
Lovett, Marvin (10.7)
Lunardo, Renaud (2.5)
Lundvall, Emma (3.5)
Lunt, Devin (9.3)
Lunt, Lucas (9.3)

Machi, Sara (2.5)
Madax, Lynda (2.2)
Madrigal, Tomas (3.5)
Maduku, Daniel (9.2)
Maher, Jill (2.4)
Maisel, Hannah (7.6, 10.8)
Mangleburg, Tammy (9.4)
Mann, Manveer (3.2, 5.6)
Manzon, Elliott (4.8, 10.8)
Markos, Ereni (1.8)
Martin, William (8.6, 10.5)
Mathaisel, Dennis (7.2)
Mathur, Manisha (8.7)
Mathur, Mini (1.6)
Matos, Geraldo (8.6, 9.2)

Matthes, Joseph (2.6)
Matthews, Lucy (5.2)
Mayo, Michael (8.4)
McCarty, Shannon (1.1)
McCarty, Johnine (1.6, 5.4)
McDonald, Robert (4.3, 8.2)
McDowell, Helena (5.8, 9.8)
McElroy, Blair (5.5)
McEntee, Wendy (10.8)
McLeod, Bryan (2.9, 4.9)
MD, Al-Emran (3.1)
Meade, James (9.7, 10.5)
Menon, Mohan (8.3)
Mills, Adam (2.9)
Minor, Michael (10.7)
Minton, Elizabeth (5.6)
Mitra, Raj (3.2)
Mittal, Sarah (1.9, 2.9, 3.7, 7.8)
Moncrief, William (2.1)
Montoya, Detra (5.6)
Moore, Zachary (5.2)
Morgan, Ashley (7.7)
Moruichi, Emi (8.5)
Mortal, Sandra (7.7)
Motsi, Terence (9.5)
Moulard, Julie (5.5)
Mrad, Selima (9.4)
Muk, Alexander (4.5)
Mulki, Jay (10.8)
Murshed, Feisal (7.7)
Murthy, Rajendran (7.1, 10.2)
Myers, Susan (9.1)

Namin, Aidin (7.2)
Narisiwari, Angeline (3.5)
Neale, Larry (1.9, 2.9, 4.1)
Nenninger, Melissa (7.6, 10.8)
Newman, Christopher (2.2)
Noel, Hayden (8.6)

Oiver, Jason (9.2)
Orlofski, Marissa (7.5, 10.2)
Ortinau, David (2.1)
Osaki, Takanori (10.7)
Osakwe, Christian (1.7)

Paci, Andrea (8.4)
Padgett, Dan (5.5)
Panko, Thomas (10.1)

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<thead>
<tr>
<th>Name</th>
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<tbody>
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<td>Park, Jeongsoo</td>
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Front cover designed by **Kate Riedel**. She graduated from Ball State University in 2018 with a degree in graphic arts and a business administration minor. She is pursuing a career in marketing, with a focus in graphic design. Currently, she is looking into starting her own business and can be reached at keriedel@bsu.edu.
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