

# Back to The Future: Revisiting the Foundations of Marketing

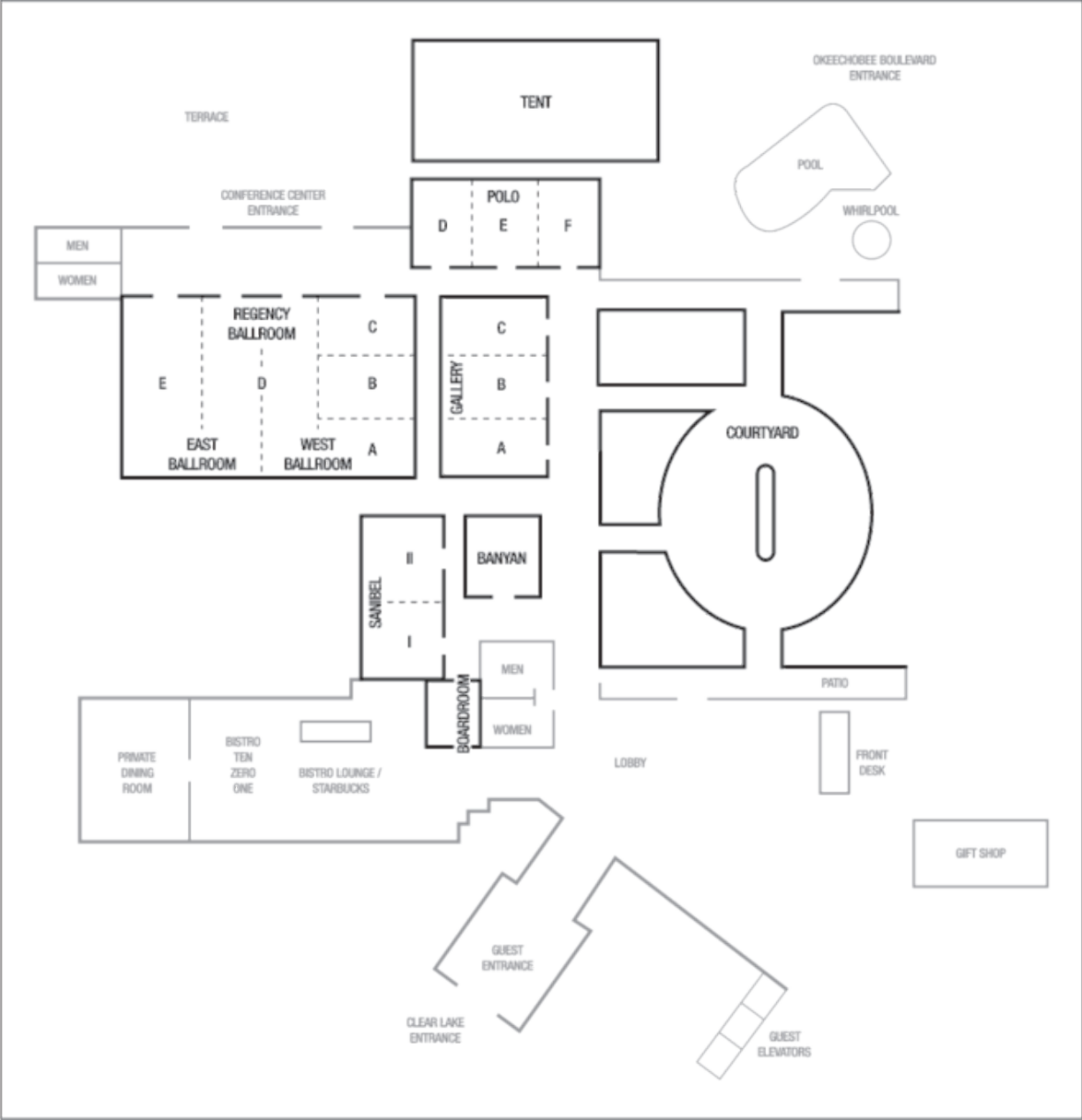
**OCT 31- NOV 3, 2018**

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# BACK TO THE FUTURE:

## REVISITING THE FOUNDATIONS OF MARKETING



SOCIETY FOR MARKETING ADVANCES

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.

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## SMA Past Presidents

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2000–2001	Greg W. Marshall	1973–1974	L. Louise Luchsinger
1999–2000	Faye W. Gilbert	1972–1973	Robert L. King
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1994–1995	Alan J. Bush	1967–1968	Edward W. Cundiff
1993–1994	John H. Summey	1966–1967	Ralph B. Thompson
1992–1993	William C. (Bill) Moncrief III	1965–1966	William R. Bennett
1991–1992	William J. Kehoe	1964–1965	Carl T. Eakin
1990–1991	Linda E. Swayne	1963–1964	Steven J. Shaw

## SMA Distinguished Fellows

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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. Robicheaux, 1997  
O.C. Ferrell, 1996  
Donald P. Robin, 1995  
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William M. Pride, 1991  
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

#### **AxxessCapon 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

## 2018 Research Track Reviewers

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Tyson Ang, Texas A&M University, Central Texas  
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Mee-Shew Cheung, Xavier University  
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Nina Krey, Rowan University  
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 Michael Mayo, Kent State University  
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 Rajendran Murty, Rochester Institute of Technology  
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 Waros Ngamsiriudom, University of North Georgia  
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 Edward Nowlin, Kansas State University  
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 Jay Oliver, Roger Williams University  
 Marissa Orłowski, University of Central Florida  
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 Chris Osakwe, University of Pretoria  
 Okai Ozbai, International Burch University  
 Alec Pappas, Florida State University  
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 Dongjun Rew, University of Texas, Rio Grande Valley

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 Sheb True, Kennesaw State University  
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 Kelly Wilder, Meredith College  
 Shuang Wu, Louisiana State University, Alexandria  
 Juanjuan Wu, University of Minnesota  
 Shuang Wu, Louisiana Tech University  
 Gallayane 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



# 2018 ROUTLEDGE – TAYLOR & FRANCIS/ SMA DISTINGUISHED SCHOLAR AWARD RECIPIENT **RUTH N. BOLTON**



**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.



# 2018 SMA conference

October 31–November 3, 2018

West Palm Beach Marriott / West Palm Beach, Florida

PROGRAM CHAIR: J. Charlene Davis

## WEDNESDAY OCTOBER 31, 2018

### WEDNESDAY AT-A-GLANCE

	Ballroom Foyer	Gallery A & B	Gallery C	Sanibel 1	Sanibel 2	Polo D
7:30 AM	Breakfast Sanibel Foyer					
8:30 AM		30th Annual SMA Doctoral Consortium		PLS Workshop	13th Annual Structural Equation Modeling Workshop	
9:30 AM						
10:30 AM						
12:00 PM						
1:00 PM						
2:00 PM						
3:00 PM	SMA Registration		SMA Academic Placement			Measuring Up: Teaching
4:00 PM	Break 1 Ballroom Foyer					
5:30 PM	SMA Registration & Conference Exhibitors		SMA Academic Placement	PLS Workshop	SEM Workshop	Marketing Research & Analytics
6:00 PM						
7:30 PM	Welcome Reception Courtyard (Ballroom if raining)					

## 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.



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# THURSDAY NOVEMBER 1, 2018

## THURSDAY AT-A-GLANCE

	BALLROOM FOYER	GALLERY A & B	BANYON	GALLERY C	POLO D	POLO E	POLO F			
7:30 AM	Coffee & Tea in Ballroom Foyer									
8:30 AM	SMA Registration & SMA Conference Exhibitors	Session 2.0 30th Annual Doctoral Consortium	MER Editorial Board Meeting	SMA Academic Placement	Session 1.1: Branding in Social Media	Session 1.2: Customers in Traditional Retailing	Session 1.3: Pricing Implications & Product Strategies			
9:00 AM										
9:30 AM										
10:00 AM										
10:30 AM										
11:00 AM		Break 1: Sponsored by Old Dominion University, Strome College of Business in Ballroom Foyer								
11:30 AM		DC Lunch in Shirely Whitney VIP Room			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			
12:00 PM										
1:00 PM								Lunch on your own		
2:00 PM										
2:30 PM										
3:00 PM		Session 2.0 30th Annual Doctoral Consortium			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			
3:30 PM										
4:00 PM								Break 2: Sponsored by Ball State University, Miller College of Business, Honoring Dr. Rod Davis in Ballroom Foyer		
4:30 PM										
5:00 PM										
				Session 4.1: Access-Capon 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				
5:30 PM	Thirsty Thursday Ticketed event meet out front doors off of the lobby to get on bus									
6:45 PM										



## THURSDAY AT-A-GLANCE, CONT.

	SALON A	SALON B	SALON C	SALON E	SANIBEL 1	SANIBEL 2
7:30 AM	Coffee & Tea in Ballroom Foyer					
8:30 AM	<b>Session 1.4:</b> User Choice and Access	<b>Session 1.5:</b> Marketing Research Theory & Methods I	<b>Session 1.6:</b> Social Interactions & Social Media	<b>Session 1.7:</b> Exploring Beliefs & Perceptions In Services Marketing	<b>Session 1.8:</b> Panel: Teaching Qualitative Research Methods	<b>Session 1.9:</b> Cengage Pride-Ferrell Innovations in Teaching Competition I
9:00 AM						
9:30 AM						
10:00 AM						
10:30 AM	Break 1: Sponsored by Old Dominion University, Strome College of Business in Ballroom Foyer					
11:00 AM	<b>Session 2.4:</b> Healthy Choice: The Impacts of Consumer Knowledge, Literacy, & Perceptions on Healthy Decisions	<b>Session 2.5:</b> For Food, Beauty (& Funny) is in the Eye of the Beholder	<b>Session 2.6:</b> Muslims, Mothers, & Collectors as Consumers	<b>Session 2.7:</b> Marketing Analytics Political & Policy Issues	<b>Session 2.8:</b> The Impact of Marketing Strategy on Stakeholder's Objectives: Alliances	<b>Session 2.9:</b> Cengage Pride-Ferrell Innovations in Teaching Competition II
11:30 AM						
12:00 PM						
1:00 PM	Lunch on your own					
2:00 PM						
2:30 PM	<b>Session 3.4:</b> Doctoral Dissertation Proposal Competition	<b>Session 3.5:</b> Contemporary Issues in Marketing Education	<b>Session 3.6:</b> Panel: Navigating the Winding Road to Tenure	<b>Session 3.7:</b> Look at Me and You Will See! The Influence of Personal Appearance on Consumption	<b>Session 3.8:</b> Panel: Advanced Analytics: The Impact on Marketing & Evolution from Descriptive to Prescriptive	<b>Session 3.9:</b> Meet the Editors
3:00 PM						
3:30 PM						
4:00 PM	Break 2: Sponsored by Ball State University, Miller College of Business, Honoring Dr. Rod Davis in Ballroom Foyer					
4:30 PM	<b>Session 4.4:</b> Back to the Future II: Revisiting the Foundations of Marketing	<b>Session 4.5:</b> Issues in International Consumer Behavior	<b>Session 4.6:</b> Social Media, Marketing Mix, and Brand Initiatives	<b>Session 4.7:</b> Making the Most of Teaching Research Opportunities	<b>Session 4.8:</b> Engaging Students Through Experiential Learning	<b>Session 4.9:</b> The Power of Perception: Social Distance, Social Comparison & Service Expectations
5:00 PM						
5:30 PM						
6:45 PM						


# 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 8:30 am – 10:00 am

### MER Editorial Review Board Meeting

Banyon

## 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)

*Does Blog Authorship Matter? Corporate and Third-Party Blogs and Brand Attitudes*

- Deborah Colton (Rochester Institute of Technology)

## 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)
- Sandro 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)

*Measuring Similarity Between Customers in a Shopping Mall*

- Nusser Raajpoot (Central Connecticut 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 Yoo (Hofstra University)
- Jessica Feinstein (Hofstra University)

#### *Developing a Scale to Measure Patient Health Care Access*

- Elvira Kizilova (West Virginia University)
- Emily Tanner (West Virginia University)
- Richard Vann (Penn State Behrend)

#### 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*

- Sujata 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)

##### *Do Scarcity Signals, Time Pressure, and Peer Influence Work in Televised Sales Pitches? A Minute-by-Minute Analysis of TV Shopping Network Data*

- Ming Chen (University of Houston)

#### Thursday 8:30 am – 10:00 am

##### **Session 1.7: Exploring Beliefs & Perceptions In Services Marketing** *Salon E*

**Chair:** Monica Fine, Coastal Carolina University

##### *An Investigation of the Factors that Impact Student Perception of Service Quality in Higher Education*

- Monica Fine (Coastal Carolina University)

##### *How CSR beliefs affect bank loyalty in two key African markets: bank reputation and brand trust as mediators*

- Christian Nedu Osakwe (Gibs Business School)

##### *The Investigation of Mobilization in the Emergence of Ecosystems: Evidence from the Service Ecosystems of Inward Investment Marketing Agencies of Taiwan, Singapore, and Korea*

- Mei-Hsing Lin (National Cheng Kung University)
- Dr. Hsin-Hui Chou (National Cheng Kung University)

#### Thursday 8:30 am – 10:00 am

##### **Session 1.8:**

### **Special Panel Session: Teaching Qualitative Research Methods**

*Sanibel 1*

**Chair:** Wendy Barnes McEntee, Randolph-Macon College

**Panelists:** Wendy Barnes McEntee (Randolph-Macon College)  
Pia Albinsson (Appalachian State University)  
Mark Peterson (University of Wyoming)  
Ereni Markos (Suffolk University)

#### Thursday 8:30 am – 10:00 am

##### **Session 1.9: Cengage Pride-Ferrell Innovations in Teaching Competition I** *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

##### *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)



#### *Integrating VR simulation into CB teaching*

- Haithem Zourrig (Kent State University)
- Samer Sarofim (California State University, Fresno)

#### *The Tyranny of Tests:*

#### *Doing Away with Tests without Selling Your Soul*

- Sarah Mittal (Texas State University)

#### *The Calm Before the Storm: Using a Marketing Project to Engage Gen Z and Help Hurricane Victims*

- Cindy Rippe' (Flagler College)

#### *Addressing the Skills Gap in Higher Education Through Industry Informed Curricula*

- Ryan Ladner (John Brown University)
- Eva Fast (John Brown University)

#### *Integrating CXM in the Marketing Curriculum: A Spotlight on New Product Development*

- Gerard Athaide (Loyola University Maryland)
- Richard Klink (Loyola University Maryland)
- Jason Zhang (Loyola University Maryland)



#### **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 2.1:**

### **Special Panel Session: Back to the Future: Revisiting the Foundations of Marketing**

*Polo D*

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

**Panelists:** Rusty Brooks (Houston Baptist University)  
Joseph Hair (University of South Alabama)  
William Moncrief (Texas Christian University)  
David Ortinau (University of South Florida)  
Linda Swayne (University of North Carolina - Charlotte)  
Alvin Williams (University of South Alabama)

#### **Thursday 10:30 am – 12:00 pm**

#### **Session 2.2: Health and Well Being**

*Polo E*

**Chair:** Laurel Aynne Cook, West Virginia University

#### *How Can We Serve You Better? Rural Residents' Perceptions of Services Provided by the Local Church*

- Henry W. L. Ho (Ferris State University)

#### *Cow-nterfeit Information: The Side Effects of Antibiotic-Free Milk Labeling*

- Emily Tanner (West Virginia University)
- Laurel Aynne Cook (West Virginia University)
- Elizabeth Gratz (West Virginia University)

#### *The Influence of Online vs. Offline Informational Cues on Grocery Purchase Behavior*

- Ashley Thomas (University of Mississippi)
- Christopher Newman (University of Mississippi)

#### *Actual and Perceived BMI (body mass index): A Segmentation Model*

- Velitchka Kaltcheva (Loyola Marymount University)
- Lynda Maddox (George Washington University)
- Dennis Pitta (University of Baltimore)
- Lea Katsanis (Concordia University)
- Anthony Patino (University of San Francisco)

#### **Thursday 10:30 am – 12:00 pm**

#### **Session 2.3:**

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

*Polo F*

**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 Aliteracy*

- 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)

*Drivers and Outcomes of Consumer Collecting Behavior*

- Brian Spaid (Marquette University)
- Joseph Matthes (Marquette University)

*Back to Work: How Does Stress Impact Employed, First-Time Mothers' Attitudes Toward Market Offerings?*

- Rachel Patrick (University of Wyoming)

### 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*

- Sujana 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*

- Suwichit Chaidaroon (University of Technology, Sydney)

*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)

*The Impact of Manufacturing Flexibility on Firm Performance. An Empirical Evidence from Pakistan Textile Sector*

- Pervez Akhtar (National University of Modern Languages Islamabad Pakistan)

*Keeping it real: Do consumers care about supply chain transparency?*

- Manveer Mann (Montclair State University)
- Yam Limbu (Montclair State University)

*Strategic decision processes in healthcare supply chain: role of knowledge management and strategic information sharing*

- Raj Mitra (Mitchell College of Business, University of South Alabama)

### Thursday 2:00 pm – 3:30 pm

#### Session 3.3: Influencing Factors in Retailing

*Polo F*

**Chair:** Md Rokonzaman, University of Wisconsin-Eau Claire



### BEST PAPER IN RETAILING TRACK

*Could the Superheroes Save Retail? An Exploration of Superheroes as Product Endorsers*

- Lili Gai (University of Texas of the Permian Basin)
- Wenkai Zhou (University of Wisconsin-Green Bay)
- Yuewu Li (University of Texas of the Permian Basin)

*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 Rokonzaman (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 3.4: 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 3.5:** 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 3.6:**

#### **Special Panel Session: Navigating the Winding Road to Tenure: The Challenges of Juggling Research, Teaching, and Service on the Tenure Track**

Salon C

**Chair:** Nina Krey, Rowan University

**Panelists:** Nina Krey (Rowan University)  
Jennifer Espinosa (Rowan University)  
Lauren Brewer (University of Texas at Arlington)

### 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 Consultoría 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 Ajjan (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



**BALL STATE  
UNIVERSITY**  
Miller College of Business

### Thursday 4:00 pm – 5:30 pm

#### Session 4.1: Access-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

*Access-Capon Distinguished Teaching Competition*

- Laura Flurry (Louisiana Tech University)

*Access Capon Distinguished Teaching Competition*

- Ron Kuntze (University of New Haven)

*Access Capon Distinguished Teaching Competition*

- Mary Anne Raymond (Clemson University)

### 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 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 4.4: 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)
- Gallayane 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)

*Influence of Character Marketing and Marketing Mix Activities on Usage Intention – Case of Internet-only Banks*

- Jong Ho Lee (Yonsei University)
- Hee Jun Park (Yonsei 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 Manzoni (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)

*The Insidious Effect of Nonverbal Power Display in Crisis Management*

- Lam An (University of Central Florida)
- Ze Wang (University of Central Florida)
- Jonathan Hasford (University of Central Florida)

*The Effect of Social Comparisons on Consumer Attitudes and Repurchase Intentions*

- Bryan McLeod (Francis Marion University)

**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 the package 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](http://www.lostharbourspirits.com)), Oookapow Brewery ([www.oookapow.com](http://www.oookapow.com)), and Grand View Public Market ([www.grandviewpublic.com](http://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.

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## FRIDAY AT-A-GLANCE

	BALLROOM FOYER	GALLERY C	GALLERY A	GALLERY B	POLO D	POLO E
7:30AM	Coffee & Tea in Ballroom Foyer					
8:30 AM						
9:00 AM	SMA Registration & SMA Conference Exhibitors	SMA Academic Placement	<b>Session 5.1:</b> Panel: Putting the Big Thinking of Bob Lusch into Perspective	<b>Session 5.2:</b> Exploring the Dark Side of Sales	<b>Session 5.3:</b> Panel: Marketing's Influence on Consumer Health, Healthcare Professionals & the Industry	<b>Session 5.4:</b> Resistance, Revenge, & Animosity: The Dark Side of Sport Sponsorship & Online Reviews
9:30 AM						
10:00 AM						
10:30 AM			Break 1: Sponsored by MTSU, Jones College of Business Professional Sales Program			
11:00 AM			Routledge - Taylor & Francis / SMA Distinguished Scholar Presentation: Ruth Bolton Sanibel 1 & 2			
11:30 AM						
12:00 PM						
1:00 PM			SMA Awards Luncheon Salons D-E			
2:00 PM						
2:30 PM			<b>Session 7.1:</b> Strategic Issues in the Creation of Customer's Value	<b>Session 7.2:</b> Marketing Analytic's Relationship with Products & Brands	<b>Session 7.3:</b> The Wide Ranging Impact of Consumer Roles in Service Co-Creation	<b>Session 7.4:</b> Strategic Social Media Efforts
3:00 PM						
3:30 PM						
4:00 PM			Break 2: Sponsored by Trinity University's School of Business in Ballroom Foyer			
4:30 PM						
5:00 PM			<b>Session 8.1:</b> Influencing Change	<b>Session 8.2:</b> Panel: The Beatles & Marketing — Getting By With A Little Help from Our Friends	<b>Session 8.3:</b> Regulatory Issues in Public Policy	<b>Session 8.4:</b> Developing the Marketing Students of Today for the Marketing World of Tomorrow
5:30 PM						
6:00 PM	President's Reception Tent off of Ballroom (Ballroom if raining)					
7:30 PM						

## FRIDAY AT-A-GLANCE, CONT.

	POLO F	SALON A	SALON B	SALON C	SANIBEL 1 & 2	BANYON
7:30AM	Coffee & Tea in Ballroom Foyer					
8:30 AM						
9:00 AM	<b>Session 5.5:</b> Panel: Crafting, Managing, & Delivering Great Study Abroad Courses	<b>Session 5.6:</b> The Role of Social Responsibility in Services Marketing	<b>Session 5.7:</b> Non-Traditional Retailing	<b>Session 5.8:</b> Hot Topics In Entrepreneurship	<b>Session 5.9:</b> 2019 SMA Conference Interest Session	JMTP Editorial Review Board Meeting
9:30 AM						
10:00 AM						
10:30 AM	Break 1: Sponsored by MTSU, Jones College of Business Professional Sales Program					
11:00 AM	Routledge - Taylor & Francis / SMA Distinguished Scholar Presentation: Ruth Bolton Sanibel 1 & 2					
11:30 AM						
12:00 PM						
1:00 PM	SMA Awards Luncheon Salons D-E					
2:00 PM						
2:30 PM	<b>Session 7.5:</b> Customer Value, Choice, & Decision-Making	<b>Session 7.6:</b> Story of Brands	<b>Session 7.7:</b> The Impact of Marketing Strategy on Stakeholder's Objectives: Social Responsibility	Business Meeting	<b>Session 7.8:</b> Teaching Moments I	<b>Session 7.9:</b> The Impact of Marketing Strategy on Stakeholder's Objectives II: Alliances
3:00 PM						
3:30 PM						
4:00 PM	Break 2: Sponsored by Trinity University's School of Business in Ballroom Foyer					
4:30 PM	<b>Session 8.5:</b> Country-Specific Global Marketing	<b>Session 8.6:</b> Frontiers in Persuasive Communication	<b>Session 8.7:</b> Promotion & Advertising I	Board of Governors' Meeting	<b>Session 8.8:</b> Teaching Moments II	
5:00 PM						
5:30 PM						
6:00 PM	President's Reception Tent off of Ballroom (Ballroom if raining)					
7:30 PM						

## Morning



**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 5.1:

### 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



**USCA BEST PAPER IN PERSONAL SELLING  
AND SALES MANAGEMENT TRACK**

#### *A Meta-Analytic Review of Emotional Exhaustion in a Sales Context*

- Diane Edmondson (Middle Tennessee State University)
- Lucy Matthews (Middle Tennessee State University)
- Scott Ambrose (Embry-Riddle Aeronautical University)

#### *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)

### 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



### BEST PAPER IN RETAILING TRACK

*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 Retiring 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)

## Friday 2:00 pm – 3:30 pm

**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)



*Using Interactive Analytics Visualizations to Market Organic Products*

- Dennis Mathaisel (Babson College)
- Clare Comm (University of Massachusetts, Lowell)

*Consumer Inferences of Ad Believability and Manufacturer Trust*

- John Girona (Nova Southeastern University)
- Maria Petrescu (Nova Southeastern 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 Florental, William Paterson University

*Nonprofits Meet Millennials: A Hybrid Approach of U&G and TAM to Identify the Drivers of Donation Behavior*

- Bela Florental (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)

**Friday 2:00 pm – 3:30 pm**

**Session 7.6: Story of Brands: Innovations, Counterfeits, Love and Other Extraordinary Journeys**

*Salon A*

**Chair:** Mario Gonzalez, Trinity University

*Great Product Designs:*

*Polysemous Innovations That Enchant and Transform*

- Jeffrey Durgee (RPI)
- Garo Agopian (RPI)

*Does Brand Hate Affect Human Brands and Corporate Brands Differently? A Qualitative Exploration*

- Kenneth Graham (University of Wisconsin - La Crosse)
- Mark Pelletier (University of North Carolina - Wilmington)
- Kelly Wilder (Meredith College)

#### *Branding 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 3:30 pm – 4:00 pm

#### **AFTERNOON BREAK** • Ballroom Foyer

Snacks and Beverages

**Sponsored by:** Trinity University's  
School of Business



### Friday 4:00 pm – 5:30 pm

#### **Session 8.1: Influencing Change** *Gallery A*

**Chair:** Kelly Cowart, University of South Florida

#### *Color Me Bad: The Role of Media Influence on Student Sanctioning*

- Kelly Cowart (University of South Florida)
- Chasity Bailey-Fakhoury (Grand Valley State University)
- Tonisha Jones (Grand Valley State University)

#### *Tonic or Toxic? The Influence of Legality, Regulatory Focus and Mere Virtual Presence on Medical Marijuana Evaluations in Social Media*

- Jeffrey Foreman (Appalachian State University)
- Meng-Hua Hsieh (Kent State University)

*Ad Claim Beliefs Influence on Conative Outcomes:  
The Role of Fear and Empathy*

- Christopher Hopkins (Auburn University)
- Kevin Shanahan (Mississippi State University)
- Karen Hopkins (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

*Gallery B*

**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

*Polo D*

**Chair:** Laura Rifkin, William Paterson University



#### BEST PAPER IN POLICY TRACK

*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

*Polo E*

**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 Masi (University of Florence)
- Andrea Paci (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)

*The Impact of Self Efficacy on Student Job Search*

- Gwen Achenreiner (University of Wisconsin, LaCrosse)
- Peter Knight (University of Wisconsin, Parkside)
- Mary Jae Kleckner (University of Wisconsin, Stevens Point)
- Bryan Lilly (University of Wisconsin, Oshkosh)

### Friday 4:00 pm – 5:30 pm

#### Session 8.5: Country-Specific Global Marketing

*Polo F*

**Chair:** Mario Gonzalez, Trinity University



#### BEST PAPER IN CROSS-CULTURAL AND GLOBAL MARKETING TRACK

*The Influence of Country Image and Consumer Animosity on Chinese and South Korean Consumers Responses to US and Japanese Brands*

- Jeongsoo Park (Komazawa University)
- Haithem 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)
- Shwadhini 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

	CLEMATIS & BOARDROOM	BALLROOM FOYER	GALLERY A	GALLERY B	GALLERY C	POLO D
8:30 AM	Coffee & Tea in Ballroom Foyer					
9:00 AM	Executive Committee	SMA Registration & SMA Conference Exhibitors	Session 9.1: Promotion & Advertising II	Session 9.2: Advancing Social Media Theory	Session 9.3: It Hurts So Good: Drivers of Charitable Donations & Environmental Consciousness	Session 9.4: Consumer Attitudes-Based Global Marketing II
9:30 AM						
10:00 AM						
10:30 AM			Break 1 in Ballroom Foyer			
11:00 AM			Session 10.1: Panel: Tourism Marketing in Cuba - Back to the Future	Session 10.2: Alex, I'll Take Potpourri for \$1,000 - Three Very Different Topics in Food and Music	Session 10.3: Living in the Digital World	Session 10.4: Mix or Match? Aspects of Context Congruity & Its Impact on Consumer Response
11:30 AM						
12:00 PM						



## SATURDAY AT-A-GLANCE, CONT.

	POLO E	POLO F	SALON A	SANIBEL 1	SANIBEL 2
8:30 AM	Coffee & Tea in Ballroom Foyer				
9:00 AM	Session 9.5: Consumer Attitudes-Based Global Marketing I	Session 9.6: Identifying the Impact of Salesperson Traits	Session 9.7: Marketing Research: Theory & Method II	Session 9.8: Teaching Moments III	
9:30 AM					
10:00 AM					
10:30 AM	Break 1 in Ballroom Foyer				
11:00 AM	Session 10.5: Retail Promotions	Session 10.6: Role of Packaging & Labeling on Consumer Opinions	Session 10.7: Consumers in the Public Public Policy & Social Marketing Domain	Session 10.8: Teaching Moments IV	
11:30 AM					
12:00 PM					



**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



### BEST PAPER IN SOCIAL MEDIA TRACK

*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)

*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)

## 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)

*Cultural Differences in Electronic Word-of-Mouth: The Impact of Promotional Rewards*

- Monika Rawal (Southern Illinois University Carbondale)
- Suchitra Rani (Amity Global Business School)
- Jose Saavedra (Southern Illinois University Carbondale)
- Ramin Bagherzadeh (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 Motsi (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 Ambidexterous Behavior*

- Ashish Kalra (La Salle University)
- Wyatt Schrock (Michigan State University)
- Franklin Velasco Vizcaino (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*

- Yong-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  
Kesha Coker, Ball State University  
John F. (Jeff) Tanner, Old Dominion University

*The Start is What Stops Most Students!*

- Prachi Gala (Elon 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 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**

**Session 10.3:** **Living in the Digital World: Effects of Exclusivity,  
Messenger Cues, Need for Cognition, and  
Materialism on the Evaluation of eWOM**  
*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 Incongruity 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)

### Saturday 10:30 am – 12:00 pm

**Session 10.6: Role of Packaging and Labeling on Consumer Opinions**  
*Polo F*

**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)



### BEST PAPER IN PRODUCT AND BRAND MANAGEMENT TRACK

*Emotional Reactions to Unexpected Packaging Characteristics*

- Richard L. Flight (Southern Illinois University, Edwardsville)
- Jordyn Reitz (ACCO Brands)
- Omer Topaloglu (Fairleigh Dickinson University)

*Drivers and Characteristics of Limited Edition Packages*

- Krisztina Dörnyei (International Business School Hungary)

### Saturday 10:30 am – 12:00 pm

**Session 10.7: Consumers in the Public and Social Marketing Domain**  
*Salon A*

**Chair:** Kathryn Ponders, University of Texas at Austin



### PEARSON EDUCATION MICHAEL SOLOMON BEST PAPER IN CONSUMER BEHAVIOR TRACK



*The Interplay Between Goal Framing and Message Framing in Advocating Sunscreen Use*

- Qinyan Gao (The University of Texas at Austin)
- Kathryn Ponders (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)

*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**  
*Sanibel 1&2*

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

*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)
- Melissa 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 Servicescapes*

- 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)



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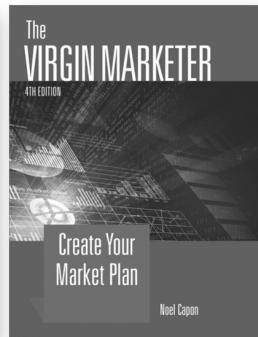
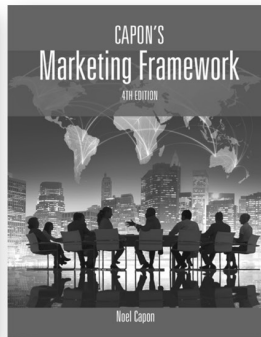
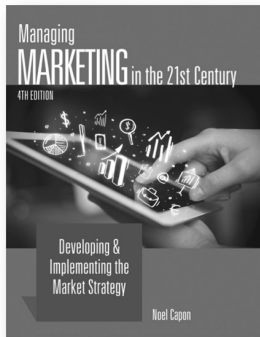
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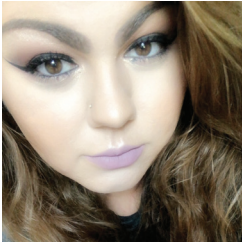


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Front cover designed by **Kate Riedel**. She graduated from Ball State University in 2018 with a degree in graphic arts and a business administration minor. She is pursuing a career in marketing, with a focus in graphic design. Currently, she is looking into starting her own business and can be reached at [keriedel@bsu.edu](mailto:keriedel@bsu.edu).

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