



REIMAGINING

THE POWER OF MARKETING
TO CREATE ENDURING VALUE

2016 SMA
conference

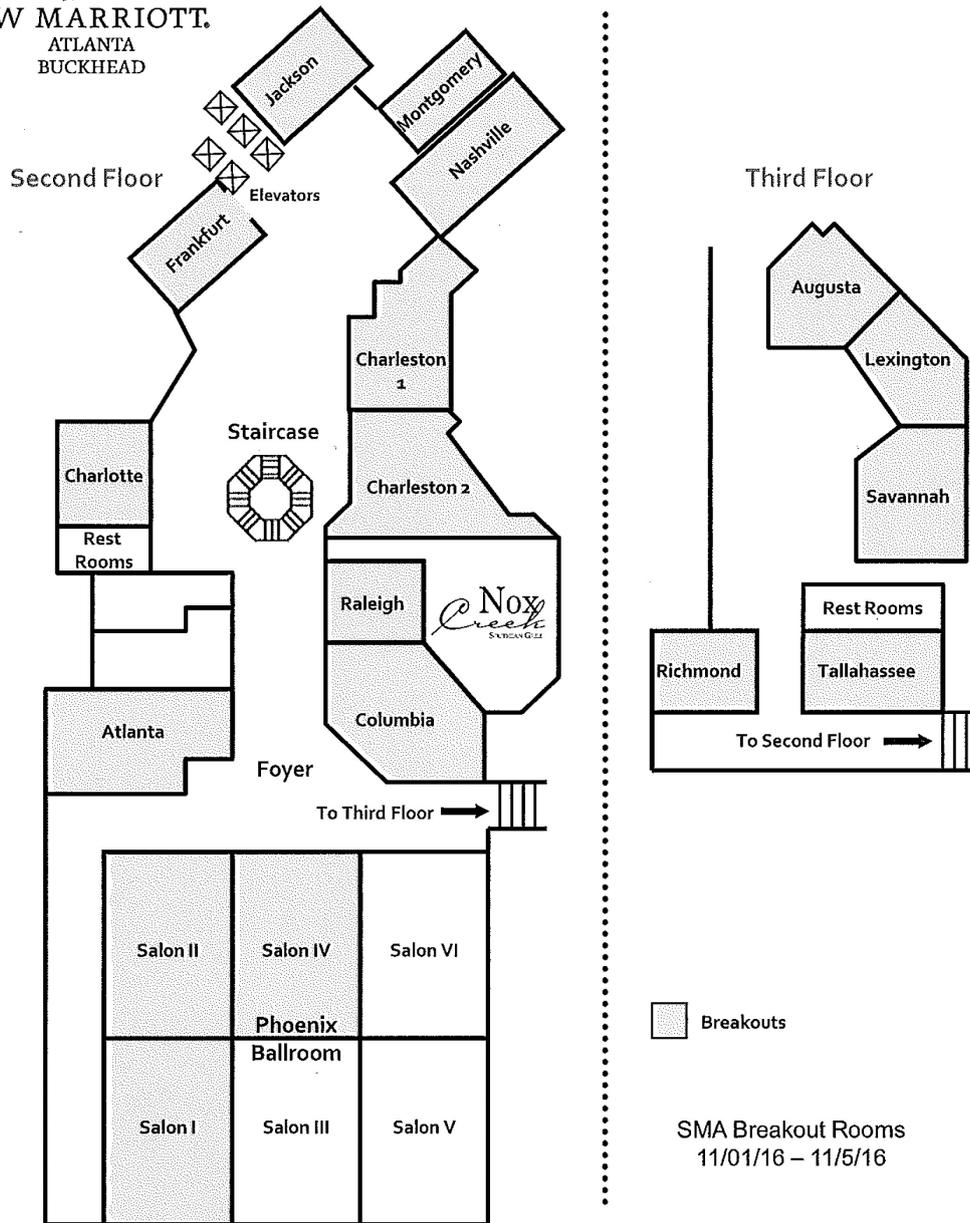
November 2–5, 2016

JW Marriott Atlanta Buckhead / Atlanta, Georgia

Alvin J. Williams
Program Chair

Tracy Meyer
President

SMA
SOCIETY FOR MARKETING ADVANCES



Meeting Rooms are not drawn to scale

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THE POWER OF MARKETING
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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.

SMA Officers

PRESIDENT

Tracy Meyer

University of North Carolina Wilmington

PRESIDENT-ELECT

Alvin J. Williams

University of South Alabama

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Appalachian State University

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Otterbein University

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Ball State University

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Clark Atlanta University

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2016–2017 SMA Board of Governors

Chair: Greg W. Marshall

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SMA President-Elect

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SMA Distinguished Fellow

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University of North Carolina Wilmington,
SMA Past President

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SMA Distinguished Fellow

John F. (Jeff) Tanner, Jr.

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Ball State University,
SMA Executive Director

Alvin J. Williams

University of South Alabama,
SMA President

SMA Past Presidents

2014–2015	J. Charlene Davis	1988–1989	Hazel "Tippy" Ezell
2013–2014	John D. Branch	1987–1988	Ronald D. Taylor
2012–2013	Christopher D. Hopkins	1986–1987	Lyndon E. Dawson, Jr.
2011–2012	Robert C. Erffmeyer	1985–1986	Ronald F. Bush
2010–2011	Robert C. Erffmeyer	1984–1985	William O. Bearden
2009–2010	W. Rhea Ingram	1983–1984	Mary Carolyn Harrison
2008–2009	Mathew Joseph	1982–1983	J. Barry Mason
2007–2008	Thomas L. Baker	1981–1982	Robert A. Robicheaux
2006–2007	James S. Boles	1980–1981	Donald P. Robin
2005–2006	Brian T. Engelland	1979–1980	Fred D. Reynolds
2004–2005	Joseph F. Hair, Jr.	1978–1979	Joseph F. Hair, Jr.
2003–2004	John R. (Rusty) Brooks Jr.	1977–1978	Thomas V. Greer
2002–2003	Debbie T. McAlister	1976–1977	Henry W. Nash
2001–2002	Alvin J. Williams	1975–1976	John R. Kerr
2000–2001	Greg W. Marshall	1974–1975	Morris L. Mayer
1999–2000	Faye W. Gilbert	1973–1974	L. Louise Luchsinger
1998–1999	Barry J. Babin	1972–1973	Robert L. King
1997–1998	Ellen M. Moore	1971–1972	Clinton A. Baker
1996–1997	David J. Ortinau	1970–1971	Peris A. Rockwood
1995–1996	Denise T. Smart	1969–1970	C. H. McGregor
1994–1995	Alan J. Bush	1968–1969	Harry A. Lipson
1993–1994	John H. Summey	1967–1968	Edward W. Cundiff
1992–1993	William C. (Bill) Moncrief III	1966–1967	Ralph B. Thompson
1991–1992	William J. Kehoe	1965–1966	William R. Bennett
1990–1991	Linda E. Swayne	1964–1965	Carl T. Eakin
1989–1990	Charles S. (Stan) Madden	1963–1964	Steven J. Shaw

SMA Distinguished Fellows

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. Robicheaux, 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 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

2016 SMA Conference Chairs

RESEARCH TRACK CHAIRS

Consumer Behavior

Marco Wolf, University of Southern Mississippi
Astrid Keel, La Verne University

Cross-Cultural and Global Marketing

Jie G. Fowler, Valdosta State University
Lynn Eun Kwak, Southern Connecticut State University

Logistics and Supply Chain Management

Reham Eltantawy, University of North Florida

Marketing Education

John D. Branch, University of Michigan

Marketing Ethics, Law and Public Policy

C. Michael Powell, University of North Georgia

Marketing Research

Kevin J. Shanahan, Mississippi State University
Waros Ngamsiriudom, University of North Georgia

Marketing Strategy

Debika Sihi, Southwestern University

Pricing

Mario V. Gonzalez-Fuentes, Trinity University
Sandy Sen, Southeast Missouri State University

Product and Brand Management

Pushkala Raman, Texas Woman's University
Trang P. Tran, State University of New York – Oneonta

Promotion

Christina Chung, Ramapo College of New Jersey
Kate Pounders, University of Texas at Austin

Retailing

Charles A. Ingene, The University of Oklahoma
Maria Kalamas Hedden, Kennesaw State University

Personal Selling and Sales Management

Wendy Ritz, Fayetteville State University

Services Marketing

Stephanie Gillison, University of Tennessee at Chattanooga
Mary P. Harrison, Birmingham-Southern College

Social Media and Marketing Technology

Velitchka (Vili) Kaltcheva, Loyola Marymount University, Los Angeles
Lili Gai, University of Texas of the Permian Basin

Tourism, Hospitality, Food, Music, and Sports Marketing

Tony L. Henthorne, University of Nevada, Las Vegas

TEACHING TRACK CHAIRS

AxcessCapon Distinguished Teaching

Barbara Ross Wooldridge, University of Texas at Tyler

Cengage Pride-Ferrell Innovation in Teaching

Larry G. Neale, Queensland University of Technology, AU

SMA Teaching Moments

D. Joel Whalen, DePaul University
Kesha Coker, Eastern Illinois University

EVENT CHAIRS

Doctoral Dissertation Proposal

Competition

Robert E. McDonald, Texas Tech University

28th Annual SMA Doctoral Consortium

Tracy A. Suter, University of Tulsa

Routledge Taylor & Francis Group Steven

J. Shaw Best Paper in Conference Chair

Thomas L. Baker, University of Alabama

10th Structural Equation Modeling

Workshop

Barry J. Babin, Louisiana Tech University
Joseph F. Hair, Jr., University of South Alabama

Effective Use of Simulations

Catharine M. Curran, University of Massachusetts - Dartmouth

Online Teaching

Catharine M. Curran, University of Massachusetts - Dartmouth

2016 Research Track Reviewers

CONSUMER BEHAVIOR TRACK

Adriana Boveda, Rochester Institute of Technology
Akshaya Vijayalakshmi, University of South Dakota
Alexa Fox, Ohio University
An Tran, University of San Francisco
Astrid Keel, University of La Verne
Brian Taillon, New Mexico State University
Cassandra Ditt, Louisiana Tech University
Christian Bushardt, Louisiana Tech University
Christine Kowalczyk, East Carolina University
Constance Rossum, University of La Verne
Dale Cake, Jacksonville University
Dan Padgett, Auburn University
Demetra Andrews, Indiana University Northwest
Dennis Kopf, University of Wisconsin Whitewater
Derek Ezell, University of Mississippi
Gallayane Yoayuneyong, University of Southern Mississippi
Jamyne Foster, University of Southern Mississippi
Jeanny Liu, University of La Verne
Joanne Tran, University of Southern Mississippi
John Hansen, University of Alabama Birmingham
Karen Robson, Simon Fraser University
Lauren Labrecque, Loyola University Chicago
Lei Huang, State University of NY -Fredonia
Leisa Flynn, University of Southern Mississippi
Marco Wolf, University of Southern Mississippi
Melinda McLelland, University of Southern Mississippi
Jenny (Meng-Hsien) Lin, California State University
Naz Onel, Stockton University
Neel Das, Appalachian State University
Nina Krey, Louisiana Tech University
Pia Albinsson, Appalachian State University
Wesley Pollitte, St. Edwards University
Robert Evans, Texas A&M International
Samer Sarofim, University of Kansas
Sarah Alhouti, Providence College
Shaun McQuitty, Athabasca University
Shuang Wu, Louisiana Tech University
Simon Sheng, University of Alabama Birmingham
Sujay Dutta, Wayne State University
Suri Weisfeld-Spolter, NOVA South Eastern University
Suzanne Conner, Georgia South Western State University
Tracey Schaller, Georgia Gwinnett College, USA
Wenkai Zhou, New Mexico State University
Yam Limbu, Montclair University

LOGISTICS AND SUPPLY CHAIN MANAGEMENT

Imran Kahn, University of Nebraska – Lincoln
Raj Mitra, University of South Alabama
Christian Sepulveda, University of Wyoming

CROSS-CULTURAL AND GLOBAL MARKETING

James Blair, University of Rhode Island
Philip J. Boutin, Jr. Eastern Kentucky University

Glen H. Brodowsky, California State University San Marcos
Cynthia Cano
Susan F. Carder, Northern Arizona University
Les Carlson, University of Nebraska-Lincoln
Robert Forbus, Southern Connecticut State University
Aubrey Fowler, Valdosta State University
Mehdi Hossain, Southern Connecticut State University
Youngseon Kim, Central Connecticut State University
David B Kuhlmeier, Valdosta State University
Lynn Kwak, Southern Connecticut State University
Wang Lin, Valdosta State University
James A Muncy, Valdosta State University
Mel Prince, Southern Connecticut State University
Himadri Roy, International Management Institute, India
Samer Sarofim, University of Kansas

MARKETING EDUCATION

Brian Vander Schee, Aurora University
Rebecca VanMeter, Ball State University
Barbara Wooldridge, University of Texas - Tyler

MARKETING ETHICS, LAW, AND PUBLIC POLICY

Chris Conca, Mount Olive College
Phillip M. Frank, Catawba College
Prachi Gala, University of Mississippi
Kyung Lee, Rutgers University
Waros Ngamsiriudom, University of North Georgia
C. Michael Powell, University of North Georgia
Pam Richardson-Greenfield, University of Texas - Arlington

MARKETING RESEARCH

Theresa Billiot, Cameron University
Mike Breazeale, Mississippi State University
Laurel Cook, Western Virginia University
Cathy Curran, University of Massachusetts-Dartmouth
Adam Farmer, Mississippi State University
Kenneth Graham, University of Wisconsin-La Crosse
Karen Hood-Hopkins, Eastern Kentucky University
Waros Ngamsiriudom, University of North Georgia
Mark Pelletier, Radford University
Lou Pelton, University of North Texas
C. Michael Powell, University of North Georgia
Kevin Shanahan, Mississippi State University

MARKETING STRATEGY

Demetra Andrews, Indiana University Northwest
Harriette Bettis-Outland, University of West Florida
Mary Catherine Colley, Troy University
José R. Concha V., Universidad Icesi
Prachi Gala, University of Mississippi
Pradeep Gopalakrishna, Pace University
Gordon Gray, University of Central Oklahoma
Dana E. Harrison, East Tennessee State University
Jianping Huang, University of Memphis
Aniruddha Pangarkar, Texas Tech University

Maria Petrescu, Nova Southeastern University
Cynthia Saturnino, Northeastern University
Achira Sedari Mudiyansele, Eastern Illinois University
Nithya Shankar, State University of New York (SUNY) at Plattsburgh
Hidesuke Takata, Keio University
Franklin Tillman, University of Mississippi
J. Michael Weber, Mercer University
Rand Wergin, University of South Dakota

PERSONAL SELLING AND SALES MANAGEMENT

Suzanne AltoBello, University of North Carolina at Pembroke
M. Beth Hogan, Fayetteville State University
Ashish Kalra, University of Texas at Arlington
Taemin Kim, Fayetteville State University
David Williams, Dalton State University

PRICING

John Cherry, Southeast Missouri State University
Sujay Dutta, Wayne State University
Carlos Iglesias, Universidad de Alcala, Spain
Subhash Jha, Indian Institute of Management, Udaipur
Taewan Kim, Lehigh University
Juan Miguel Gomez, Universidad Carlos III, Spain

PRODUCT AND BRAND MANAGEMENT

Sally Baalbaki, Metropolitan State University of Denver
Maria Barua, Texas Woman's University
Jie Feng, State University of New York at Oneonta
Ricky Fergurson, University of North Texas
Merlyn Griffiths, University of North Carolina, Greensboro
Eric Kennedy, University of North Texas
Kartik Pashupati, Market Research Specialist
Jeffery Radighieri, Texas Woman's University
Pushkala Raman, Texas Woman's University
Pam Richardon-Greenfield, University of Texas at Arlington
Mohammed Rokonzaman, University of North Texas
Trang Tran, State University of New York at Oneonta
Eric Van Steenburg, Montana State University
Stephen Walsh, State University of New York at Oneonta
Ziyuan Zhou, University of Alabama

PROMOTION

David Ackerman, California State University, Northridge
Nancy Brinson
En-Chi Chang, Perfect Translation & Compunet, Taichung, Taiwan.
M. Deniz Dalman, Saint Petersburg State University
Ricard Jensen, Montclair State University
Mark Kay, Montclair State University
Junhong Kim, Michigan Technological University
Colleen P. Kirk, New York Institute of Technology
Zoe Lee, University of Bath, UK
Jeonggyu Lee, Drexel University
Christine Mason
Emi Moriuchi, Fort Hays State University
Roberto Saldivar, University of the Incarnate Word
Allyn White, University of Mississippi

RETAILING

Gerald Albaum, University of New Mexico
Arthur ("Buster") W. Allaway, University of Alabama
Melinda Andrews McLelland, University of Southern Mississippi
James ("Mick") Andzulis, Ohio University
John ("Rusty") Brooks, Jr., Houston Baptist University
David J. Burns, Kennesaw State University
Les Carlson, University of Nebraska-Lincoln
Joe Cobbs, Northern Kentucky University
Joel Collier, Mississippi State University
Meredith E. David, Baylor University
Natasha Z. Foutz, University of Virginia- Charlottesville
Linda L. Golden, University of Texas at Austin
Mark D. Groza, Northern Illinois University
Julie Guidry Moulard, Louisiana Tech University
Minas N. Kastanakis, ESCP Europe - London Campus, United Kingdom
P. Sergius Koku, Florida Atlantic University
Donald J. Lund, University of Alabama at Birmingham
Christopher Newman, University of Mississippi
Lou E. Pelton, University of North Texas
Sourav Ray, McMaster University
Md Rokonzaman, University of North Texas
Barbara Seegebarth, Technische Universität Braunschweig, Germany
Sandipan ("Sandy") Sen, Southeast Missouri State University
K. ("Siva") Sivakumar, Lehigh University
Uchila N. Umesh, Washington State University-Vancouver
Scott Vitell, University of Mississippi
Kathy Wachter, University of Mississippi
Allyn White, University of Mississippi

SERVICES MARKETING

Julian Arnold, University of Alabama
Don Barnes, University of North Carolina, Wilmington
Mirja Bues, Westfälische Wilhelms-Universität Münster, Germany
Patrick Fennell, Louisiana State University
Stephanie Gillison, University of Tennessee at Chattanooga
Ines Hackeradt, Georg-August-Universität Göttingen, Germany
Kristina Hall, University of Alabama
Mary Harrison, Birmingham Southern College
Robert King, West Texas A&M
Alexandra Krallman, Mississippi State University
Matt Lastner, Louisiana State University
Yun Lee, Virginia State
Jun Lim, Virginia State
Casey Musgrove, Indiana University Southeast
William Northington Idaho State University
Janna Parker, James Madison University
Michael Pimentel, University of Alabama
McDowell Porter, Louisiana State University
Sanchayan Sengupta, Grenoble Ecole de Management, France
Hyunju Shin, Georgia Southern University
Jennifer Stevens, Mississippi State University
Stacie Waites, Mississippi State University
Allyn White, University of Mississippi

2016 Research Track Reviewers, cont.

SOCIAL MEDIA AND MARKETING TECHNOLOGY

Charlene Dadzie, University South Alabama
Prachi Gala, University of Mississippi
John Gironda, Nova Southeastern University
Lei Huang, State University of New York - Fredonia
Feisal Murshed, Kutztown University of Pennsylvania
Dallin Oaks, Brigham Young University
Anthony Patino, University of San Francisco
Mary Beth Pinto, Penn State - Behrend
Atieh Poushneh, University of Texas - Rio Grande Valley
Sujata Ramnarayan, Notre Dame de Namur University
Monika Rawal, Southern Illinois University - Carbondale
Joe Spencer, Anderson University
Rajendran Sriramachandramurthy, Rochester Institute of Technology
Holly Syrdal, University of Texas - Arlington
Trung D.H. Thai, National Cheng Kung University - Taiwan
Trang P. Tran, SUNY - Oneonta
Tracy Tuten, East Carolina University

TOURISM, HOSPITALITY, FOOD, MUSIC, AND SPORTS MARKETING

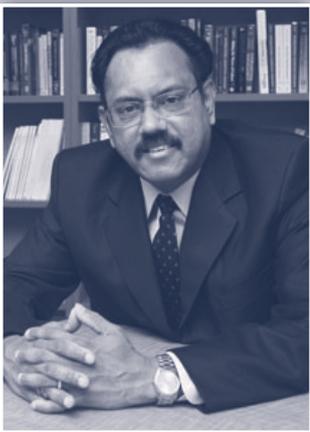
Seyhmus Baloglu, University of Nevada, Las Vegas
Babu P. George, Ft. Hays State University
Tony L. Henthorne, University of Nevada, Las Vegas
Nadia Pomirleanu, University of Nevada, Las Vegas
Kate Pounders, University of Texas at Austin
Timothy H. Reisenwitz, Valdosta State University

2016 TEACHING TRACK REVIEWERS

John Branch, University of Michigan
Doug Hoffman, Colorado State University
D. Joel Whalen, DePaul University
Larry Neale, Queensland University of Technology, Australia
Jeff Tanner, Old Dominion University

2016 ROUTLEDGE – TAYLOR & FRANCIS/ SMA DISTINGUISHED SCHOLAR AWARD RECIPIENT

V. KUMAR



V. KUMAR (VK) is the Regents Professor; Lenny Distinguished Chair Professor of Marketing; executive director, Center for Excellence in Brand & Customer Management; and director, Ph.D. program in Marketing at the J. Mack Robinson College of Business, Georgia State University. He has been recognized with seven lifetime achievement awards in marketing strategy, inter-organizational issues, retailing, business-to-business marketing, and marketing research from the AMA and other professional organizations, the Paul D. Converse Award, the Sheth Foundation/*Journal of Marketing* Long term Impact Award, and the Gary L. Lilien ISMS-MSI Practice Prize Award.

VK has published over 200 articles in many scholarly journals in marketing including the *Harvard Business Review*, *Sloan Management Review*, *Journal of Marketing*, *Journal of Marketing Research*, *Marketing Science*, *Management Science* and *Operations Research*. His books include *Managing Customers for Profit*, *Customer Relationship Management (CRM)*, *Customer Lifetime Value*, *Marketing Research*, *Statistical Methods in CRM* and *International Marketing Research*. He has won several awards for his research publications in scholarly journals including the Don Lehmann Award thrice for the best paper published in the *Journal of Marketing*/*Journal of Marketing Research* in a 2-year period, the MSI/Paul H. Root Award thrice for the *Journal of Marketing* articles contributing to the best practice of marketing, the Robert Buzzell Award for the best paper published by the Marketing Science Institute, the Davidson Award for the best paper published in the *Journal of Retailing*, the Outstanding Paper Award for the best paper published in Forecasting from the International Institute of Forecasters, and the Best Runner-Up Award for the paper published in the *Journal of Interactive Marketing*. VK was also awarded the Sheth Foundation Best Paper Award for his paper published in the *Journal of the Academy of Marketing Science*.

VK leads the marketing science to marketing practice initiative at the INFORMS Society for Marketing Science and has worked with Global Fortune 1000 firms to maximize their profits. He also serves as the AE and serves on the editorial review board of many scholarly journals in Marketing. VK spends his "free" time visiting business leaders to identify challenging problems to solve. He plays tennis and basketball to relieve his stress arising out of being in academics. Finally, VK has been chosen as a Legend in Marketing along with Phil Kotler, Paul Green and Jag Sheth where Dr. Kumar's work is published in a 10-volume encyclopedia with commentaries from scholars worldwide.

2016 SMA conference

November 2–5, 2016

JW Marriott Atlanta Buckhead / Atlanta, Georgia

PROGRAM CHAIR: Alvin J. Williams, University of South Alabama

WEDNESDAY NOVEMBER 2, 2016

WEDNESDAY AT-A-GLANCE

	2ND FLOOR						
	SALONS II & IV	ATLANTA	CHARLESTON I	CHARLESTON II	FRANKFURT	NASHVILLE	COLUMBIA
7:30 AM	Breakfast Outside Nashville						
8:00 AM	Breakfast Outside Nashville						
8:30 AM							
9:00 AM							
9:30 AM							
10:00 AM					Session 1.3: Effective Use of Simulations Workshop		
10:30 AM							
11:00 AM							
11:30 AM							
12:00 PM	SMA Conference Registration		Session 1.0: 28th Annual SMA Doctoral Consortium			Session 1.2: 10th Annual SMA Structural Equation Modeling Workshop	SMA Executive Committee Meeting
12:30 PM							
1:00 PM							
1:30 PM							
2:00 PM							
2:30 PM							
3:00 PM							
3:30 PM							
4:00 PM							
4:30 PM							
5:00 PM							
5:30 PM							
6:00 PM	SMA Welcome Reception (Foyer, 2nd Floor - Outside Salons)						
6:30 PM	SMA Welcome Reception (Foyer, 2nd Floor - Outside Salons)						
7:00 PM	SMA Welcome Reception (Foyer, 2nd Floor - Outside Salons)						
7:30 PM	SMA Welcome Reception (Foyer, 2nd Floor - Outside Salons)						
8:00 PM	Doctorial Consortium Working Dinner (Nox Creek Grill, 2nd Floor)						
8:30 PM	Doctorial Consortium Working Dinner (Nox Creek Grill, 2nd Floor)						
9:00 PM	Doctorial Consortium Working Dinner (Nox Creek Grill, 2nd Floor)						

All Day

Wednesday 8:30 am – 5:30 pm

Session 1.0: 28th Annual SMA Doctoral Consortium
Charleston I & II

Chair: Tracy A. Suter, University of Tulsa

Wednesday 8:30 am – 5:30 pm

Session 1.2: 10th Annual SMA Structural Equation Modeling
Workshop
Nashville

Facilitators: Joseph F. Hair, Jr., University of South Alabama
Barry J. Babin, Louisiana Tech University

Morning

Wednesday 7:30 am – 8:30 am



Breakfast

Foyer Outside Nashville

Assorted Muffins, Bagels, Pastries, Fruit, Juice, Tea and Coffee.

Wednesday 8:30 am – 12:30 pm

Session 1.3: Effective Use of Simulations Workshop
Frankfurt

Facilitator: Catharine M. Curran, University of Massachusetts,
Dartmouth

Afternoon

Wednesday 12:00 pm – 5:30 pm

SMA Conference Registration
Salons II & IV

Facilitator: Michael A. Levin, Otterbein University

Wednesday 1:30 pm – 5:30 pm

Session 2.1: Online Teaching
Frankfurt

Facilitator: Catharine M. Curran, University of Massachusetts,
Dartmouth

Wednesday 3:00 pm – 5:30 pm

SMA Academic Placement Services
Atlanta

Facilitator: Cheryl B. Ward, Middle Tennessee State University

Wednesday 1:00 pm – 4:00 pm

SMA Executive Committee Meeting
Columbia

Chair: Tracy Meyer, University of North Carolina - Wilmington

Evening

Wednesday 6:00 pm – 7:30 pm

SMA Conference Welcome Reception

Foyer Outside Salon IV, 2nd Floor

Please wear your name badge for bar service.

Wednesday 8:00 pm – 9:30 pm

Doctorial Consortium Working Dinner

Nox Creek Grill

THURSDAY NOVEMBER 3, 2016

THURSDAY AT-A-GLANCE

	2ND FLOOR									
	CHARLESTON I	CHARLESTON II	SALONS II & IV	ATLANTA	COLUMBIA	MONTGOMERY	NASHVILLE	JACKSON		
7:30 AM	Session 3.0 28th Annual SMA Doctoral Consortium									
8:00 AM										
8:30 AM			SMA Conference Registration & SMA Conference Exhibitors		SMA Academic Placement Services		Executive Committee	McGraw-Hill Education	Session 3.9: Cengage Pride-Ferrell Innovations in Teaching Competition I	Session 3.6: The Role of Knowledge and Promotional Tactics in Pricing
9:00 AM										
9:30 AM										
10:00 AM									Morning Break - Snacks and Beverages in Salons II & IV	
10:30 AM										
11:00 AM										
11:30 AM										
12-2 PM								Distinguished Fellows Luncheon		Lunch on Your Own
2:00 PM										
2:30 PM	SMA Conference Registration & SMA Conference Exhibitors							SMA Academic Placement Services		Executive Committee
3:00 PM										
3:30 PM			Afternoon Break - Snacks and Beverages in Salons II & IV							
4:00 PM										
4:30 PM			Session 6.9: Access Capon Distinguished Teaching Competition	Session 6.7: Health and Cause-Related Marketing						
5:00 PM										

THURSDAY AT-A-GLANCE, CONT.

	2ND FLOOR			3RD FLOOR			
	CHARLOTTE	FRANKFURT	RALEIGH	AUGUSTA	LEXINGTON	SAVANNAH	RICHMOND
7:30 AM							Breakfast for MER Board
8:00 AM							
8:30 AM	Session 3.4: Competitive Advantage and Value Creation	Session 3.5: The Role of Social Media in Brand & Company Communications	Session 3.8: It's All about the Customer	Session 3.2: Services Marketing in Action	Session 3.1: Research Track Session 1 – Enhancing the Research Process	Session 3.3: Market Development	Marketing Education Review Editorial Board Meeting
9:00 AM							
9:30 AM							
10:00 AM	Morning Break - Snacks and Beverages in Salons II & IV						
10:30 AM	Session 4.4: Supply Chain Management: New Trends and Modern Issues	Session 4.5: Social Media: To Share or Not to Share?	Session 4.8: Choice and Loyalty in Retailing: Product Involvement, SSTs, and Showrooming	Session 4.2: What's New in Advertising?		Session 4.3: Applying Millennials' Digital Skills to the Local Business Community	Session 4.7: Advertising Effectiveness on Consumer Behavior and Perception
11:00 AM							
11:30 AM							
12-2 PM	Lunch on Your Own						
2:00 PM	Session 5.3: Advertising & Social Media	Session 5.4: Appealing to the Now Generation		Session 5.2: Consumer Cause and Activism	Session 5.7: Marketing Ethics: Consumer Perspectives – Challenges and Opportunities	Session 5.8: Meet the Editors	Session 5.1: The Role of Emotion in Sales: Perspectives from Business-to-Business...
2:30 PM							
3:00 PM							
3:30 PM	Afternoon Break - Snacks and Beverages in Salons II & IV						
4:00 PM	Session 6.5: CEO Impact on Marketing Strategy		Session 6.8: Influencers, Demographics and Decision Making	Session 6.4: Enhancing Customer Experience	Session 6.1: Service Online and in Retail Stores	Session 6.3: The Emotional and Physical Sides of Retailing: Likeability an Environment	Session 6.2: Powerful Bonds: Consumers' Attachment and Identification on Social Media
4:30 PM							
5:00 PM							

All Day

Thursday 8:30 am – 5:30 pm

SMA Conference Registration

Salons II & IV

Facilitator: Michael A. Levin, Otterbein University

Thursday 8:30 am – 5:30 pm

SMA Conference Exhibitors

Salons II & IV

Facilitator: Rebecca VanMeter, Ball State University

Thursday 8:30 am – 5:30 pm

SMA Academic Placement Services

Atlanta

Facilitator: Cheryl B. Ward, Middle Tennessee State University

Thursday 7:30 am – 5:30 pm

Session 3.0: 28th Annual SMA Doctoral Consortium

Charleston I & II

Chair: Tracy A. Suter, University of Tulsa

Morning

Thursday 7:30 am – 8:30 am



Breakfast

Richmond (3rd Floor)

Marketing Education Review for Editorial Board

Thursday 8:30 am – 10:30 am

Marketing Education Review Editorial Board Meeting

Richmond (3rd Floor)

Editor: Jeff Tanner, Old Dominion University

Thursday 8:30 am – 11:00 am

McGraw-Hill Focus Group

Montgomery

Moderators: Elizabeth Schonagen, McGraw-Hill. Marketing Manager
Kim Leistner, McGraw-Hill. Marketing

Thursday 8:30 am – 10:00 am

Session 3.1: Research Track Session 1 – Enhancing the Research Process

Lexington (3rd Floor)

Mark Pelletier, Radford University



BEST PAPER IN MARKETING RESEARCH TRACK

Surveytainment: A Possible Solution to Declining Survey Data Quality

- Alena Kostyk, New Mexico State University
- Wenkai Zhou, New Mexico State University
- Michael R. Hyman, New Mexico State University

Show Me How You Feel: The Use of Emojis to Measure Consumer Emotions

- Stacie Waites, Mississippi State University
- Jennifer Stevens, Mississippi State University
- Josh Denton, Mississippi State University

Enhancing the Experience: Need for Cognition and Involvement as Moderators on Promotion of Experiential Brands

- Mark Pelletier, Radford University
- Kenneth W. Graham, University of Wisconsin – La Crosse
- Alex Krallman, Mississippi State University

Thursday 8:30 am – 10:00 am

Session 3.2: Services Marketing in Action

Augusta (3rd Floor)

Chair: Hyunju Shin, Georgia Southern University

Exploring Senior Living Alternatives to Institutional Care: Differences between Residents and Non-Residents

- Timothy H. Reisenwitz, Valdosta State University

Marketing of Professional Counselors: A Study of Best Practices

- Komal Karani, Lamar University
- Donna Sheperis, Lamar University
- Carl Sheperis, Lamar University

The Role of Leader-Member Exchange in the Relationship between Customer Incivility and Work Deviant Behaviors: A Moderated Mediation Model

- Fong-Yi Lai, National Pingtung University of Science and Technology, Taiwan
- Hsiao-Ling Chen, National Cheng Kung University, Taiwan

Making Sense of Service Innovation and Firm Performance: An Integrated Framework

- M. D. Rokonuzzaman, University of North Texas
- Audhesh Paswan, University of North Texas

Thursday 8:30 am – 10:00 am

Session 3.3: **Market Development** *Savannah (3rd Floor)*

Chair: Susan Fae Carder, Northern Arizona University

Market-Mediated Authenticity

- Nilanjana Sinha, NSHM Business School, India
- Himadri Roy Chaudhuri, International Management Institute, India
- Jie G. Fowler, Valdosta State University
- Sitanath Mazumdar, University of Calcutta (Kolkata), India

A Conceptual Analysis of the Influence of Breadth and Depth of Stereotype Disconfirmation on Inverse Country-of-Origin Effects

- Gary L. Hunter, Illinois State University

From Trade Blanket to Pendleton

- Susan Carder, Northern Arizona University

Thursday 8:30 am – 10:00 am

Session 3.4: **Competitive Advantage and Value Creation** *Charlotte*

Chair: Aniruddha Pangarkar, Texas Tech University

The Family Business and Competitive Advantage

- Alexander Cole, Saginaw Valley State University
- Mazen Jaber, Saginaw Valley State University

Marketing Students vs. Practitioners: Co-Creation Value through the Lens of Generational Theory

- Lari E. Mobley, Biola University
- Douglas L. Lainson, California Baptist University
- Christopher Bradley, Troy University

Customer Flexibility: The Consequences of Supplier Flexibility

- Vahid Ghomi, University of Mississippi
- Franklin Tillman, the University of Mississippi
- Mina Ghofrani Esfahani, the University of Mississippi

How a Late Mover Can Develop a Sustainable Competitive Advantage: A Resource-Advantage Theory Perspective

- Aniruddha Pangarkar, Texas Tech University

Thursday 8:30 am – 10:00 am

Session 3.5: **The Role of Social Media in Brand and Company Communications** *Frankfurt*

Chair: Trang P. Tran, State University of New York - Oneonta



BEST PAPER IN SOCIAL MEDIA TRACK

Developing a Positive Organizational Image: The Role of Engagement with Social Media Content

- Holly Syrdal, University of Texas – Arlington
- Elten Briggs, University of Texas- Arlington

Emotions in Advertisements on Social Networking Sites

- Monika Rawal, Southern Illinois University – Carbondale

Understanding Consumer Attitudes toward Business Blogs

- Deborah A. Colton-Hebert, Rochester Institute of Technology

How Personalized Advertising Affects Equity of Brands Advertised on Facebook? A Mediation Mechanism

- Trang P. Tran, SUNY – Oneonta
- Sally Baalbaki, Metropolitan State University – Denver
- Chien-Wei Lin, SUNY – Oneonta

Thursday 8:30 am – 10:00 am

Session 3.6: **The Role of Knowledge and Promotional Tactics in Pricing** *Jackson*

Chair: Gregory Black, Metropolitan State University - Denver

Hurts to Wait: Effects of Temporal Separation and Discount Sizes on Purchase Intentions

- Amaradri Mukherjee, University of Arkansas
- Ronn Smith, University of Arkansas

The Application of Four Levels of Knowledge to Consumer Price Knowledge

- Gregory Black, Metropolitan State University - Denver

Thursday 8:30 am – 10:00 am

Session 3.8: **It's All about the Customer** *Raleigh*

Chair: Stephanie Gillison, University of Tennessee – Chattanooga



BEST PAPER IN SERVICES MARKETING TRACK

Authenticity and Rapport in Frontline Service: Interactional Justice for Unique Customers

- Julian M. Arnold, University of Alabama
- Kristina K. Lindsey Hall, University of Alabama
- Thomas L. Baker, University of Alabama

Going from "Me" to "We": Customer Controlled Co-Production

- Kimberly D. Grantham, University of Georgia
- Kimberly McNeil, North Carolina A&T State University
- Gail Ayala Taylor, Dartmouth College

Love Me, Love My Company: The Role of Pay-it-Forward in the Service

- Han Ma, University of Texas – Arlington
- Sijie Sun, University of Texas- Arlington
- Ashish Kaira, University of Texas - Arlington
- Pam Richardson-Greenfield, University of Texas – Arlington

Deconstructing Recommendation Intentions

- Thomas A. Burnham, University of Nevada – Reno
- R. Bret Leary, University of Nevada - Reno

Thursday 8:30 am – 10:00 am

Session 3.9: Cengage Pride-Ferrell Innovations in Teaching Competition I
Nashville

Chair: Larry Neale, Queensland University of Technology, Australia

Judges: Tracy Meyer, University of North Carolina – Wilmington
D. Joel Whalen, DePaul University

Business Marketing Class Lands a Sale

- Anne Gottfried, University of Southern Mississippi

Connected World: An Application-Based Crash Course in E-Marketing Strategies

- Sarah Roche, Texas Wesleyan University

Teaching Students How to Adaptively Sell through DISC

- Cindy B. Rippe', Tarleton State University

Closing the Educational Gaps in Services Marketing

- Rachel K. Smith, University of Mississippi

Picture This

- Kerrie Anne Clark, University of Texas – Tyler

Shark Tank: An Ocean of Edutainment Opportunities

- Charles V. Richardson, Sinclair Community College



Thursday 10:00 am – 10:30 am

MORNING BREAK • Salons II & IV
Snacks and Beverages

Thursday 10:30 am – 12:00 pm

Session 4.2: What's New in Advertising?
Augusta (3rd Floor)

Chair: Marco Wolf, University of Southern Mississippi



PEARSON EDUCATION MICHAEL SOLOMON
BEST PAPER IN CONSUMER BEHAVIOR TRACK

As Consumers Age: The Role of Time Horizon View and Hope

- Samer Sarofim, University of Kansas
- Sanjay Mishra, University of Kansas

Say What? The Role of Accent in Online Ads and Its Impact on Consumers' Reaction Toward Advertisement and Purchasing Intention

- Emi Moriuchi, Fort Hays State University
- Gordon Carlson, Fort Hays State University

How the Relationship Between Advertised Male Endorser and Attitude Toward the Ad is Influenced by Ovulation Cycle and Product Category

- Megan C. Good, New Mexico State University
- Elmira Shahriarik, New Mexico State University

Thursday 10:30 am – 12:00 pm

Session 4.3:

Panel Presentation
Applying Millennials' Digital Skills to the Local Business Community

Savannah (3rd Floor)

Chair: Rebecca VanMeter, Ball State University

Panelists: Melissa Clark, Coastal Carolina University
Holly Syrdal, University of Texas - Arlington
Eric Harvey, Ball State University
Rebecca VanMeter, Ball State University

Thursday 10:30 am – 12:00 pm

Session 4.4: Supply Chain Management: New Trends and Modern Issues
Charlotte

Chair: Raj K. Mitra, University of South Alabama



BEST PAPER IN LOGISTICS AND SUPPLY CHAIN MANAGEMENT TRACK

Role of Opportunism and uncertainty on Purchasing Organization's Relationship Choices with Vendors

- Imran Khan, University of Nebraska – Lincoln
- Brian N. Rutherford, Kennesaw State University
- Alvin J. Williams, University of South Alabama

Consumer Preferences between Bricks and Mortar Online Stores for Developing Countries Consumers

- Christian A. Sepulveda, University of Wyoming

Conceptual Framework of Operational Rationalization and Frontline Employee Engagement in Service Provision Contexts

- Ji Qi, University of Alabama
- Alex Ellinger, University of Alabama

A Study of Strategic Dynamic Capabilities from a Supply Chain Perspective Leading to Organizational Path Dependence in an Integrated Healthcare System

- Raj K. Mitra, University of South Alabama
- William Gillis, University of South Alabama
- Matt Howard, University of South Alabama

Thursday 10:30 am – 12:00 pm

Session 4.5: Social Media: To Share or Not to Share?
Frankfurt

Chair: Porter McDowell, Louisiana State University

Sales Force Adoption and Usage of LinkedIn: Four Sales Organizational Cultural Dependencies

- Joel Spencer, Anderson University
- Lisa Witzig, Colorado State University
- Dave McMahon, Pepperdine University
- Katlyn Myers, Anderson University, University of Missouri

Uncovering the Role of Helpfulness in eWOM Effects

- Porter McDowell, Louisiana State University
- Charlene Dadzie, University of South Alabama
- Corey Baham, Oklahoma State University

Why I Share: Understanding Motivations for Sharing Positive, Negative, and Two-Sided Online Reviews

- Sujata Ramnarayan, Notre Dame de Namur University

Thursday 10:30 am – 12:00 pm

Session 4.6:

Panel Presentation Directions in Consumptive Signaling

Jackson

Chair: T. Andrew Poehlman, Clemson University

Panelists: T. Andrew Poehlman, Clemson University
Kaitlyn A. Kooi, University of Miami
Nathanael S. Martin, Clemson University
Ingvar Thorsteinsson, Clemson University

Thursday 10:30 am – 12:00 pm

Session 4.7: Advertising Effectiveness on Consumer Behavior and Perception
Richmond (3rd Floor)

Chair: Roberto Saldivar, University of the Incarnate Word



BEST PAPER IN PROMOTION TRACK

The Effects of Familiarity with Dietary Supplement Advertising on Consumer Shopping Behavior

- Marla Royne Stafford, University of Memphis
- Erin Willis, University of Colorado
- Joshua Coleman, University of Memphis

Evaluating the Cognitive, Affective and Behavioral Effect of Placement Disclosure on Children

- Rodrigo Uribe, Universidad de Chile
- Alejandra Fuentes-Garcia, Universidad de Chile

Promoting Consumer Repurchase Intention: The Role of Possession Identity

- Junhong Min, Michigan Technological University

Re-Examination of the Relevance of Promotional Strategy: A Descriptive Method

- Adesoga Adefulu, University of South Africa, Pretoria

Thursday 10:30 am – 12:00 pm

Session 4.8: Choice and Loyalty in Retailing: Product Involvement, SSTs, and Showrooming
Raleigh

Chair: Charles A. Ingene, University of Oklahoma

Understanding Store Loyalty from a Product Involvement Perspective

- Md Rokonzaman, University of North Texas
- Audesh Paswan, University of North Texas

Self-Service Technologies: Increasing Firm Value through Customer Satisfaction and Brand Loyalty

- Briann J. Taillon, New Mexico State University

Don't Push Customers Away from Your Brick-and-Mortar: Store-Choice Overload Hypothesis Revisited

- Shih-Hao Liu, St. Louis University
- Sang Bong Lee, St. Louis University

Thursday 10:30 am – 12:00 pm

Session 4.9: Cengage Pride-Ferrell Innovations in Teaching Competition II
Nashville

Chair: Larry Neale, Queensland University of Technology, Australia

Judges: Tracy Meyer, University of North Carolina – Wilmington
D. Joel Whalen, DePaul University

Design and Deliver – Marketing Entrepreneurship for a Non-Profit Organization

- Debika Sihi, Southwestern University

Retail Warfare: A Hybrid Game of Store Site Selection

- Rik Paul, IBS Hyderabad, India

Calling on the Community to Teach Selling Skills

- Carolyn Popp Garrity, Birmingham-Southern College

Innovations in Teaching: Principles of Marketing Students Engage with a Local Police Department

- Yvette Bonaparte, North Carolina Central University

Student Marketing Conference: Pitching to Investors

- Deborah A. Colton-Hebert, Rochester Institute of Technology

The Crowd Project: Capturing the Power of a Mass Class to Increase Engagement and Creativity in an Applied Problem-Solving Assignment

- Jane Machin, Radford University

Afternoon

Thursday 12:00 pm – 2:00 pm

LUNCH ON YOUR OWN

Thursday 12:00 pm – 2:00 pm

SMA Distinguished Fellows Luncheon

Montgomery, 2nd Floor

Please wear your name badge for bar service.
(Distinguished Fellows Only)

Thursday 2:30 pm – 5:30 pm

McGraw-Hill Focus Group

Montgomery

Moderators: Elizabeth Schonagen, McGraw-Hill. Marketing Manager
Kim Leistner, McGraw-Hill. Marketing

Thursday 2:00 pm – 3:30 pm

Session 5.1:

Panel Presentation The Role of Emotion in Sales: Perspectives from Business-to-Business and Business-to-Consumer Sales

Richmond (3rd Floor)

Chair: James Boles, University of North Carolina - Greensboro

Panelists: Harper Roehm, University of North Carolina – Greensboro
Leila Borders, Kennesaw State University
Carolyn Curasi, Georgia State University
Nwomaka Anaza, Southern Illinois University

Thursday 2:00 pm – 3:30 pm

Session 5.2: Consumer Cause and Activism

Augusta (3rd Floor)

Chair: Suzanne Conner, Georgia South Western State University

Lending a Hand and Being Green: The Moderating Effects on Consumers' Perceptions of Green Credit Cards

- Lei Huang, State University of New York at Fredonia
- Julie Fitzpatrick, State University of New York at Fredonia

Identifying Factors that Influence Green Purchases

- Christo Bisschoff, North West University, South Africa
- Philip Liebenberg, North West University, South Africa

Craftivism: Do-It-Together Consumer Activism

- Sarah Guilfoyle, Appalachian State University
- Pia A. Albinsson, Appalachian State University
- Yasanthi Perera, Brock University, Canada

Seeking Spiritual Fulfillment through Cause-Related Marketing: Investigating its Antecedents and Outcomes

- Sarah Alhouti, Providence College
- Giles D'Souza, University of Alabama

Thursday 2:00 pm – 3:30 pm

Session 5.3: Advertising and Social Media
Charlotte

Chair: Emi Moriuchi, Fort Hays State University

Promoting Fashion Brands in Social Shopping Communities: The Role of Consumer Fashion Innovativeness

- Kesha K. Coker, Eastern Illinois University
- Katherine A. Shaw, Eastern Illinois University
- Brittany A. Williams, Eastern Illinois University

#DrinkLikeALady: Exploring the Influence of Alcohol on Women via Social Media

- Karen Hood Hopkins, Eastern Kentucky University
- Christine M. Kowalczyk, East Carolina University
- Edith Davidson, Central State University

The Effectiveness of Mixed Media Ad Campaigns

- Edmund K. Hershberger, Southern Illinois University – Edwardsville
- Hanh Nguyen, Southern Illinois University - Edwardsville

Thursday 2:00 pm – 3:30 pm

Session 5.4: Appealing to the Now Generation
Frankfurt

Chair: Anastasia Thyroff, Clemson University

Customer Needs and Wants: The Perceptions of International Students in a Mid-Size University

- Henry Wai Leong Ho, Ferris State University
- Julia Sze Wing Yu, University of Southern Queensland, Australia

Peak Experiences and the Peak Model: Enticing the Millennial Market

- Kimberly McNeil, North Carolina A&T State University
- Roland Leak, North Carolina A&T State University

Information Search in the Tourism Decision Making Process: A Research Agenda on Generation X and Generation Y Consumers

- Timothy H. Reisenwitz, Valdosta State University
- Jie G. Fowler, Valdosta State University

Exploring International Students' Learning Experiences with Facebook-Based Applications in the Intensive Mode of Event Planning and Entrepreneurship Course Delivery

- Inna Piven, Otago Polytechnic University, New Zealand
- Henry Wai Leong Ho, Ferris State University

Thursday 2:00 pm – 3:30 pm

Session 5.5: Markets and Ethics
Jackson

Chair: Samer Sarofim, University of Kansas



BEST PAPER IN CROSS-CULTURE AND GLOBAL MARKETING TRACK

The Perceived Deceptiveness of Insurance Fraud: A Cross-Cultural Perspective on Information Manipulation Theory

- Haithem Zourrig, Kent State University
- Mengxia Zhang, University of International Business and Economics, Beijing, China

"You are Beautiful" Promoting Beauty Products through Social Media in the United States, Germany and Brazil

- Selcuk Ertekin, Brenau University
- Regine Muller, Missouri Western State University
- Susie A. Pryor, Creighton University

In Fate We Hope: The Effect of Cultural Differences on Perceived Ad Credibility – The Mediating Role of Belief-in-Fate and Hope

- Samer Sarofim, University of Kansas
- Aimee Drolet Rossi, UCLA Anderson

What Factors Influence Young South African Consumers' Intentions to Join Brand Pages?

- Alex Muk, Texas State University – San Marcos
- Christina Chung, Ramapo College of New Jersey
- Nathalie Chinje, China Europe International Business School (CEIBS)

Thursday 2:00 pm – 3:30 pm

Session 5.7: Marketing Ethics: Consumer Perspectives – Challenges and Opportunities
Lexington (3rd Floor)

Chair: Prachi Gala, University of Mississippi



BEST PAPER IN MARKETING ETHICS TRACK

Medical Decision Making: Factors Influencing High-Stake Health Screening Decisions

- Kyung Lee, Rutgers University
- Jerome D. Williams, Rutgers University

Polanyi and Political Consumption: A Modern Theoretical Application of the Double Movement

- Phillip M. Frank, Catawba University

Thursday 2:00 pm – 3:30 pm

Session 5.8:

Meet the Editors

Savannah (3rd Floor)

Chair: Greg Marshall, Rollins College

JOURNALS / EDITORS:

JOURNAL OF BUSINESS RESEARCH

Naveen Donthu, Georgia State University

JOURNAL OF MARKETING THEORY AND PRACTICE

Karen Flaherty, Oklahoma State University

MARKETING EDUCATION REVIEW

John F. (Jeff) Tanner, Jr., Old Dominion University

JOURNAL OF MANAGERIAL ISSUES

Eric Harris, Pittsburg State University

Thursday 2:00 pm – 3:30 pm

Session 5.9: Cengage Pride-Ferrell Innovations in Teaching Competition III

Nashville

Chair: Larry Neale, Queensland University of Technology, Australia

Judges: Tracy Meyer, University of North Carolina – Wilmington
D. Joel Whalen, DePaul University

The Sales Manager Interviewing Skills (SMIS) Program

- John Riggs, Nova Southeastern University

Using Social Media in Marketing Ethics Instruction to Influence Millennials' Perception of Workplace Ethics

- Traci Pierce, Campbell University

Using the Target Market, FOR the Target Market

- Amiee Mellon, University of Montevallo

Distributing Retail Marketing: International Learning, Done Locally

- Aneeshta Gunness, Curtin University, Australia
- Shamsul Kamariah, Curtin University, Australia

Birds of a Feather 'Flocked' Together

- Lora Harding, Belmont University



Thursday 3:00 pm – 4:00 pm

AFTERNOON BREAK • Salons II & IV

Snacks and Beverages

Thursday 4:00 pm – 5:30 pm

Session 6.1: Service Online and in Retail Stores

Lexington (3rd Floor)

Chair: Sanchayan Sengupta, Grenoble Ecole de Management, Grenoble, France

Consumer Service Complaints and Recovery on Social Media

- Sanchayan Sengupta, Grenoble Ecole de Management, Grenoble, France
- Daniel Ray, Grenoble Ecole de Management, Grenoble, France

Evaluating Satisfaction vs. Delight in Predicting Customer Behavior in a Retail Service Encounter

- Tracy Meyer, University of North Carolina – Wilmington
- Donald C. Barnes, University of North Carolina – Wilmington
- Scott B. Friend, Miami University

The Impact of Majority/Minority Information Contained in Online Reviews on Consumer Regret

- Thomas L. Baker, University of Alabama
- Kristina Lindsey Hall, University of Alabama

Thursday 4:00 pm – 5:30 pm

Session 6.2: Powerful Bonds: Consumers' Attachment and Identification on Social Media

Richmond (3rd Floor)

Chair: Jackie Wei, University of West Georgia

The Effects of Environmental Stimuli of Reference Groups on Referral Intentions

- Tien Wang, National Cheng Kung University, Taiwan
- Phuong Ha Vu, National Cheng Kung University, Taiwan
- Trung D. H. Thai, National Cheng Kung University, Taiwan

Reference Group Influence on User Connections with Social Networking Sites: A Study of Facebook

- Feisal Murshed, Kutztown University of Pennsylvania
- Jack Wei, University of West Georgia

Social Media Attachment vs. Addiction: Distinction and Marketing Implications

- Rebecca VanMeter, Ball State University
- Gabrielle L. Spence, Ball State University
- Erik Nesson, Ball State University

Thursday 4:00 pm – 5:30 pm

Session 6.3: The Emotional and Physical Sides of Retailing: Likeability an Environment
Savannah (3rd Floor)

Chair: Maria Kalamas Hedden, Kennesaw State University

A Measure of Retailer Likeability: Scale Development and Validation

- Pam Richardson-Greenfield, University of Texas – Arlington
- Han Ma, University of Texas – Arlington
- Sijie Sun, University of Texas – Arlington
- Ashish Kalra, University of Texas – Arlington

Disgust and Music: Can Retail Environment Buffer the Emotion of Disgust?

- Ashish Kalra, University of Texas – Arlington
- Pam Richardson-Greenfield, University of Texas – Arlington
- Han Ma, University of Texas – Arlington
- Sijie Sun, University of Texas – Arlington

Rethinking the Retail Environment

- Julie Steen, Kennesaw State University

Thursday 4:00 pm – 5:30 pm

Session 6.4: Enhancing Customer Experience
Augusta (3rd Floor)

Chair: Samer Sarofim, University of Kansas

Expected User Experience of Mobile Augmented Reality in the Context of Services

- Atieh Poushneh, University of Texas – Rio Grande Valley

Drivers of VDR Usage Leading to Shopping Intent

- Gallayanee Yaoyuneyong, University of Southern Mississippi
- Jamye Foster, University of Southern Mississippi
- Leisa Reinecke Flynn, University of Southern Mississippi
- Wesley Pollitte, St. Edwards University

A Marketer's Primer on Dopamine: Research Propositions for Stimuli, Reward, and Dopaminergic System Activation

- Robert D. Evans, Jr., Texas A&M International University

How Can Salespersons Connect with Customers when Customers are Connected to the Phone

- Cindy B. Rippe', Tarleton State University
- Suri Weisfeld-Spolter, Nova Southeastern University
- Yuliya V. Yurova, Nova Southeastern University
- Dena Hale, Southeastern Missouri State University

Thursday 4:00 pm – 5:30 pm

Session 6.5: CEO Impact on Marketing Strategy
Charlotte

Chair: Harriette Bettis-Outland, University of West Florida



BEST PAPER IN MARKETING STRATEGY TRACK

Seeking Pleasure or Avoiding Pain: Influence of CEOs' Regulatory Foci on Firms' Advertising, R&D, and Corporate Social Responsibility

- Saim Kashmiri, University of Mississippi
- Prachi Gala, University of Mississippi
- Cameron Duncan Nicol, University of Mississippi

"ONLY I Can Do It": CEOs' Overconfidence and Marketing Outcomes

- Parchi Gala, University of Mississippi

Thursday 4:00 pm – 5:30 pm

Session 6.7: Health and Cause-Related Marketing
Jackson

Chair: Mario Gonzalez-Fuentes, Trinity University

Improving Targeting Strategies through Semantic and Rhetorical Analysis: The Anti-Vaccination Case

- Sergio Duncan, University of Texas Health Sciences Center
- Mario Gonzalez-Fuentes, Trinity University
- Alfredo Tirado-Ramos, University of Texas Health Sciences Center

Cause-Related Marketing Effects on Firm Performance

- Franklin Tillman, University of Mississippi

Increasing Charitable Giving Through Donor Engagement: A Qualitative Approach

- Hamid Abbassi, Methodist University

Thursday 4:00 pm – 5:30 pm

Session 6.8: Influencers, Demographics and Decision Making *Raleigh*

Chair: Aniruddha Pangarkar, Texas Tech University

Do Millennials Care about “Made in the USA”? An Experimental Research on Country-of-Origin Effect and Antecedents on Product Consciousness

- Emi Moriuchi, Fort Hays State University
- Christina Chung, Ramapo College of New Jersey

The Role of Place Image in Business Location Decisions

- Candi Clouse, Cleveland State University
- Ashutosh Dixit, Cleveland State University

The Impact of Luxury Goods as Indicators of Desirability and Status on Brand Equity

- Aniruddha Pangarkar, Texas Tech University

Thursday 4:00 pm – 5:30 pm

Session 6.9: Access Capon Distinguished Teaching Competition *Nashville*

Chair: Barbara Ross Wooldridge, University of Texas - Tyler

Judges: John David Branch, University of Michigan
Doug Hoffman, Colorado State University
Joel Whalen, DePaul University
Larry Neale, Queensland University of Technology, Australia
Jeff Tanner, Old Dominion University

Finalists:

Other Voices: A Listeners Approach to Pedagogy

- Emin Civi, University of New Brunswick, Canada

The Classroom and the Real World: A Critical Connection for Educating Marketing Students

- Lyle Wetsch, Memorial University of Newfoundland, Canada

What? You Didn't Take a Course on How to Teach?

- Alma Mintu-Wimsatt, Texas A&M University - Commerce

FRIDAY NOVEMBER 4, 2016

FRIDAY AT-A-GLANCE

	2ND FLOOR									
	SALONS II & IV	ATLANTA	COLUMBIA	CHARLESTON I	MONTGOMERY	NASHVILLE	JACKSON			
7:30 AM										
8:00 AM										
8:30 AM	SMA Conference Registration	SMA Academic Placement Services	Executive Committee	Session 7.9: Brand Attachment and Trust	Session 7.7: Co-Creation and Consumer Attitude	Session 7.8: Perspectives on Marketing Ethics	Session 7.6: Cultural Interface on Products and Brands			
9:00 AM										
9:30 AM										
10:00 AM				Morning Break - Snacks and Beverages in Salons II & IV						
10:30 AM				2016 Routledge - Taylor & Francis / SMA Distinguished Scholar Presentation Tallahassee, 3rd Floor						
11:00 AM										
11:30 AM										
12:00 PM										
12-2 PM				SMA Awards Luncheon Salons I, III, & V, 2nd Floor						
2:00 PM				SMA Conference Registration & SMA Conference Exhibitors	SMA Academic Placement Services	Executive Committee	Session 8.10: Quant / Qual and Detection Methods in Marketing Research	Session 8.4: Here's to Future Days: Innovations in Marketing Education	Session 8.1: Everything I Do, I Do It For You: Student-Centricity...	Session 8.3: Building Customer Value
2:30 PM										
3:00 PM										
3:30 PM	Afternoon Break - Snacks and Beverages in Salons II & IV									
4:00 PM										
4:30 PM							Session 9.4: Quantitative versus Qualitative Research Methods	Session 9.1: Omni-Channel Retailing and New Technologies: Mobile...	Session 9.6: Social Media and Marketing Strategy	
5:00 PM										
5:30 PM										
6-7:30 PM	President' Reception Charleston I & II, & Nox Creek Grill, 2nd Floor									

FRIDAY AT-A-GLANCE, CONT.

	3RD FLOOR						
	CHARLOTTE	FRANKFURT	RALEIGH	AUGUSTA	SAVANNAH	RICHMOND	TALLAHASSEE
7:30 AM						Breakfast for JMPT Board	
8:00 AM							
8:30 AM	Session 7.4: Promotion Strategy: Message Framing	Session 7.5: A Practitioner's Guide to the Marketing Research Galaxy	Session 7.3: The Four Horsemen of Consumerism and the Fall...	Session 7.2: New Dimensions in Retailing Practice	Session 7.1: SMA Teaching Moments I	JMTP Editorial Board Meeting	Session 7.10: Educating Gen Z: The Antithesis of Millennials
9:00 AM							
9:30 AM							
10:00 AM	Morning Break - Snacks and Beverages in Salons II & IV						
10:30 AM	2016 Routledge - Taylor & Francis / SMA Distinguished Scholar Presentation Tallahassee, 3rd Floor						
11:00 AM							
11:30 AM							
12:00 PM							
12-2 PM	SMA Awards Luncheon Salons I, III, & V, 2nd Floor						
2:00 PM	Session 8.8: Marketing and Public Policy	Session 8.6: Emotional Intelligence and Sales Success	Session 8.5: What Do We Know and Whom Do We Trust?	Session 8.7: Impact of Demands and Expectations on the Sales Force	Session 8.2: SMA Teaching Moments II	Session 8.9: Connecting to the Brand	SMA Business Meeting
2:30 PM							
3:00 PM							
3:30 PM	Afternoon Break - Snacks and Beverages in Salons II & IV						
4:00 PM	Session 9.8: Doctoral Dissertation Proposal Competition	Session 9.5: A Day in the Life: Exploring Marketing Education	Session 9.7: Relationships and Sales Growth	Session 9.2: The Convergence of Tourism, Sport, and Food	Session 9.3: SMA Teaching Moments III	Session 9.9: Because Everyone is a Marketer: Making Marketing Relevant...	SMA Board of Governors Meeting
4:30 PM							
5:00 PM							
5:30 PM							
6-7:30 PM	President' Reception Charleston I & II, & Nox Creek Grill, 2nd Floor						

Morning

Friday 8:30 am – 12:00 pm

SMA Conference Registration

Salons II & IV

Facilitator: Michael A. Levin, Otterbein University

Friday 8:30 am – 12:00 pm

SMA Conference Exhibitors

Salons II & IV

Facilitator: Michael A. Levin, Otterbein University

Friday 8:30 am – 12:00 pm

SMA Academic Placement Services

Atlanta

Facilitator: Cheryl B. Ward, Middle Tennessee State University

Friday 7:30 am – 8:30 am



Breakfast

Richmond (3rd Floor)

Journal of Marketing Theory & Practice for Editorial Board

Friday 8:30 am – 10:00 am

Journal of Marketing Theory and Practice Editorial Board Meeting

Richmond (3rd Floor)

Chairs: Greg Marshall, Rollins College
Karen Flaherty, Oklahoma State University

Friday 8:30 am – 10:00 am

Session 7.1: SMA Teaching Moments I

Savannah (3rd Floor)

Chairs: D. Joel Whalen, DePaul University
Kesha K. Coker, Eastern Illinois University
Jeff Tanner, Old Dominion University

WOW!! Multitasking Really Hurts Your Grade

- Cathy Curran, University of Massachusetts – Dartmouth

Animated Learning and Teaching: Visual Engagement

- Lou Pelton, University of North Texas

Making Supply Chain Management Relevant for Marketing Majors

- Alexander E. Ellinger, University of Alabama

Using Hot Air to Break the Ice

- Barbara Ross Wooldridge, University of Texas – Tyler

Interactive Teaching

- Joseph Owino, University of Nairobi, Kenya

Bringing Theory to Life through Application Examples

- Russell Reams, Oglethorpe University

Social Media Consulting and Practice in Real Time

- Melissa N. Clark, Coastal Carolina University

How Could You Give Me Such a Low Grade!?

- Stephen B. Castleberry, University of Minnesota – Duluth

Non-Verbal and Non-Parametric 'Explanations' of Essential Marketing Matters

- Charles L. Martin, Wichita State University

What Is the Sweetest and Most Important Sound that a Student Can Hear?

- Edward Ramirez, University of Texas – El Paso

The Living Histogram- Making Marketing Statistics Exciting

- Charles Drehmer, DePaul University

Friday 8:30 am – 10:00 am

Session 7.2: New Dimensions in Retailing Practice

Augusta (3rd Floor)

Chair: Samer Sarofim, University of Kansas



BEST PAPER IN RETAILING TRACK

The Negative Impact of Store Credit Cards on Consumer Repurchasing Behavior: The Attribution of Financial Depletion

- Samer Sarofim, University of Kansas
- Promothesh Chatterjee, University of Kansas

A Preliminary Investigation of the Impact of Renting on Exclusive Luxury Brands

- Areti Tsitsakis Vogel, University of North Carolina – Greensboro
- Sasikarn Chatuvijit Cook, University of North Carolina – Greensboro
- Kittichai Watchravesringkan, University of North Carolina – Greensboro

Exploring Thrift Store Consumption: A Structural Model of Store Image, Satisfaction, and Loyalty

- Kittichai Watchravesringkan, University of North Carolina – Greensboro
- Jennifer Yurchisin, University of Minnesota

Too Good to Pass Up? Frugal Shoppers Splurge on Deep Discounts

- Sommer Kapitan, Auckland University of Technology, Australia
- Sarah Roche, Texas Wesleyan University
- Jill M. Sundie, Virginia Polytechnic Institute and State University

Friday 8:30 am – 10:00 am

Session 7.3:

Panel Presentation **The Four Horsemen of Consumerism** **and the Fall of Branding Babylon**

Raleigh

Chair: Paula Dootson, Queensland University of Technology, Australia

Panelists: Paula Dootson, Queensland University of Technology, Australia
Michael A. Levin, Otterbein University
Kevin Shanahan, Mississippi State University
Robert Wixel-Barnwell, Mississippi State University.
Mark J. Pelletier, Radford University

Friday 8:30 am – 10:00 am

Session 7.4: Promotion Strategy: Message Framing
Charlotte

Chair: Yam B. Limbu, Montclair State University

"I" Miss "Me": Truth about Nostalgia, Message Framing and Narcissism

- Prachi Gala, University of Mississippi

Allure of Sales Promotions: Towards a Better Understanding of Impulse Buying Behavior

- Mahshid Omid, Université Laval, Quebec, Canada
- Frank Pons, Université Laval, Quebec, Canada

I Remember ... So What? The Moderating Role of Information Search on the Effectiveness of Slogan Recall

- Elten Briggs, University of Texas – Arlington
- Narayan Janikiraman, University of Texas – Arlington

Message Framing Effects on Indian Females' Mammography Screening Intentions: Examining Moderating and Mediating Relationships

- Christopher McKinley, Montclair State University
- Yam B. Limbu, Montclair State University
- C. Jayachandran, Montclair State University

Friday 8:30 am – 10:00 am

Session 7.5: A Practitioner's Guide to the Marketing Research Galaxy
Frankfurt

Chair: Junzhou Zhang, Old Dominion University

How to Get Away with Murder in Marketing – Part 2: Using Forensic Marketing Research Methods for Examining Marketing Problems in Firms

- D. Anthony Miles, Miles Development Industries Corporation

The Assessment of Consumers' Satisfaction in a Generalized Expectation-Disconfirmation Paradigm

- Lei Huang, State University of New York – Fredonia

A General Conceptual Model of Product Harm Crisis

- Junzhou Zhang, Old Dominion University
- Kristina Stuhler, Old Dominion University
- Leila Khoshghadam, Old Dominion University

Friday 8:30 am – 10:00 am

Session 7.6: Cultural Interface on Products and Brands
Jackson

Chair: Selcuk Ertekin, Brenau University

Effects of Dialecticism on Consumer Responses to Products with Conflicting Goals

- Alexander Jakubanecs, Norwegian School of Economics, Norway
- Alexander Fedorikhin, Indiana University
- Nina Iversen, BI Norwegian Business School, Norway

Patterns of Emotional Brand Experiences across Cultures: The Role of Context and Social Orientation of Emotions

- Alexander Jakubanecs, Norwegian School of Economics, Norway
- Magne Supphellen, Norwegian School of Economics, Norway
- Hege Mathea Haugen, Telenor Research, Norway
- Njal Sivertstol, Telenor Research, Norway

How Much More (or Less) is a Brand Worth When Made in a Low Labor-Cost Country? A Multinational Conjoint Study of Asian Laptop Brands

- Glen Brodowsky, California State University – San Marcos
- Foo Nin Ho, San Francisco State University
- Seonsu Lee, Wonkwang University, Korea

Friday 8:30 am – 10:00 am

Session 7.7: Co-Creation and Consumer Attitude
Montgomery

Chair: Tony L. Henthorne, University of Nevada – Las Vegas



BEST PAPER IN TOURISM, HOSPITALITY, FOOD, MUSIC AND SPORTS MARKETING TRACK

The Role of Social Exchange Ideology in Value Co-Creation Interactions between Customers and a Service Provider

- James A. Busser, University of Nevada – Las Vegas
- Lenna Shulga, University of Nevada – Las Vegas

Exploring Brand Value Co-Creation in the Hospitality Industry: The Service-Dominant Logic Perspective

- Chao-Chin (Charlie) Huang, National Kaohsiung University of Hospitality and Tourism, Taiwan

The Effect of Sponsorship-Fit on Firms' Reputation: Focus on the Role of Customers' Attitude as a Mediator

- Dong Jun (DJ) Rew, University of Texas – Rio Grande Valley
- Jin-Woo Kim, Georgia Southern University

Friday 8:30 am – 10:00 am

Session 7.8: Perspectives on Marketing Ethics
Nashville

Chair: Chris Conca, Mount Olive College

The Online Piracy Policy Debate: A Case Study of Australia and Russia

- Maria Petrescu, Nova Southeastern University
- Alina Condret, Nova Southeastern University

Youth Alcohol Marketing Exposure and Sex Risk Behavior: Public Policy Implications

- Vinita Sangtani, University of North Georgia
- Monica Swahn, Georgia State University
- Laura Salazar, Georgia State University
- Rogers Kasirye, Uganda Youth Development Link, Uganda

Moral Considerations, Feelings, and Self-Interest Motives in Environmentally Significant Consumer Behaviors: The Case of Transportation

- Naz Onel, Stockton University
- Avinandan Mukherjee, Clayton State University

Virtue Ethics Belief Congruency in a Salesforce Setting

- Christopher D. Hopkins, Clemson University
- Kevin Shanahan, Mississippi State University

Friday 8:30 am – 10:00 am

Session 7.9: Brand Attachment and Trust
Charleston I

Chair: Trang Tran, SUNY - Oneonta



BEST PAPER IN PRODUCT AND BRAND MANAGEMENT TRACK

Investigating the Determinants of Store Brand Image for Online Retailers

- Arezoo Davari, Eastern Washington University
- Pramod Iyer, University of Texas – Rio Grande Valley

Personalized Advertising: How Do E-Retailers Strengthen Brand Relationships on Facebook?

- Trang Tran, SUNY – Oneonta
- Bich K.N. Ho, Hue University, Vietnam

It's All in the Name: The Impact of Brand Vulgarity on Reputation, Image and Corporate Social Responsibility

- Merlyn A. Griffiths, University of North Carolina, Greensboro

Influence of Product Information on Consumer Choice Confidence and Purchase Readiness

- Demetra Andrews, Indiana University Northwest
- Alexis M. Allen, University of Kentucky

Friday 8:30 am – 10:00 am

Session 7.10:

Panel Presentation Educating GEN Z: The Antithesis of Millennials

Tallahassee

Chair: Leila Borders - Kennesaw State University

Panelists: Leila Borders - Kennesaw State University
Debbie Lester - Kennesaw State University



Friday 10:00 am – 10:30 am

MORNING BREAK • Salons II & IV
Snacks and Beverages

Official Journals of the Society for Marketing Advances

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Editor: Greg W. Marshall, Rollins College

Managing Editor: Karen E. Flaherty, Oklahoma State University

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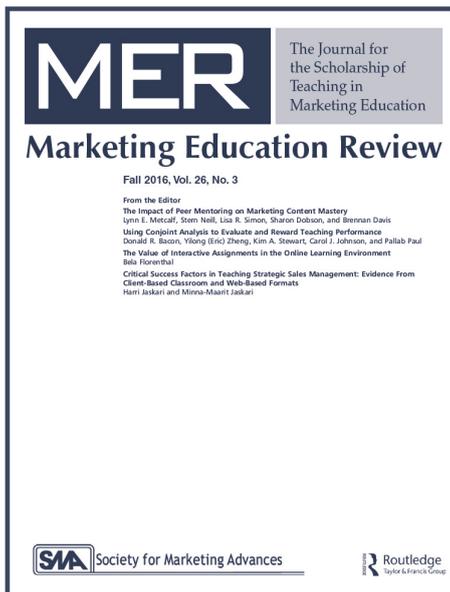
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Editor: John F. (Jeff) Tanner Jr., Ph.D, Strome College of Business, Old Dominion University

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Friday 10:30 am – 12:00 pm

2016 Routledge - Taylor & Francis/ SMA Distinguished Scholar Presentation

Tallahassee (3rd Floor)

V. Kumar, Georgia State University

Friday 12:00 pm – 2:00 pm

SMA Awards Luncheon

Salons I, III & V

Please wear your name badge for bar service.

Friday 2:00 pm – 3:30 pm

SMA ANNUAL BUSINESS MEETING

Tallahassee (3rd Floor)

(Open to all SMA members)

Friday 2:00 pm – 3:30 pm

Session 8.1: Everything I Do, I Do It For You: Student-Centricity in Marketing Education Nashville

Chair: Jeff Totten, McNeese State University

Making the Course Objective Simple, But Significant

- Monica Santella, Louisiana State University

Student Attitudes toward Attendance and Student Evals

- Jeff Totten, McNeese State University
- Thao Nguyen, McNeese State University

Birds of a Feather 'Flocked' Together

- Lora Harding, Belmont University

Friday 2:00 pm – 3:30 pm

Session 8.2: SMA Teaching Moments II Savannah (3rd Floor)

Chairs: D. Joel Whalen, DePaul University
Kesha K. Coker, Eastern Illinois University
Jeff Tanner, Old Dominion University

Marketing, Economics and Accounting: Connect the Dots with Spreadsheets

- James H. Underwood, III, University of Louisiana – Lafayette

"Field" Learning: Analyzing Consumer Behavior at Sporting Events

- Tracey King Schaller, Georgia Gwinnett College

Harvard and Sharks: Using 'Shark Tank' to Teach the Harvard Case Method to MBA Students

- D. Anthony Miles, Miles Development Industries Corporation

The Word Cloud – Know Thyself

- Parker Woodroof, University of Central Arkansas

Starting a Dog Grooming Business

- Alexandra Aguirre-Rodriguez, Florida International University

A Critical Review of the Expansive Works of Anthony Ray

- Tracy A. Suter, University of Tulsa

Play, Enjoy and Learn

- Carolin Azab, University of Wisconsin – Eau Claire

When to Give a Flip: Flipping an MBA Marketing Project

- Jacqueline K. Eastman, Georgia Southern University

Stakeholder Theory Approach to Experiential Learning Projects

- Phillip Hartley, Georgia Gwinnett College
- Luis Torres, Georgia Gwinnett College

Clever Cookies: Sales in Action Bake Sale Activity

- Sarah Roche, Texas Wesleyan University

Active Learning for Creativity and Innovative Client Solutions via a Group Independent Study

- Teresa Preston, University of Arkansas at Little Rock

Friday 2:00 pm – 3:30 pm

Session 8.3: Building Customer Value Jackson

Chair: Andrew J. Rohm, Loyola Marymount University

Social Media and Customer Value Creation

- Mitchell Hamilton, Loyola Marymount University
- Andrew J. Rohm, Loyola Marymount University
- Velitchka D. Kaltcheva, Loyola Marymount University

Inbound Marketing: The Impact of a Firm's Visibility Management, Active Listening, and Community Building on Consumer Purchase Intention and Word-of-Mouth

- Luis Casas, Nova Southeastern University
- Suri Weisfeld-Spolter, Nova Southeastern University
- Yuliya Yurova, Nova Southeastern University
- John Gironda, Nova Southeastern University

The Impact of Electronic Word of Mouth Valence on Value Co-Creation and Purchase Intentions

- Salwa Tahir, King Saud University, Saudi Arabia
- Abdullah Alhidari, King Saud University, Saudi Arabia

The Effect of Discount Recipients on Consumers' Evaluations of Price Promotions with Excessive Value

- Igor Makienko, University of Nevada – Reno

Friday 2:00 pm – 3:30 pm

Session 8.4: Here's to Future Days: Innovations in Marketing Education

Montgomery

Chair: Mary F. Mobley, Augusta University

The Transformative Process of Strategic Reframing: Blending Insights from Marketing and Psychiatry

- Mary F. Mobley, Augusta University
- Michael C. Mobley, Augusta University
- Richard Easley, Baylor University

Humanoid Robots as a Paradigm Shift for Marketing Education – Embrace or Resist?

- Matt Elbeck, Troy University

Stukent Internet Marketing Simulation

- Timothy Johnston, Murray State University

Friday 2:00 pm – 3:30 pm

Session 8.5: What Do We Know and Whom Do We Trust? Raleigh

Chair: Ziyuan Zhou, University of Alabama

Brand Trust: Building a Long Lasting Relationship with Customers

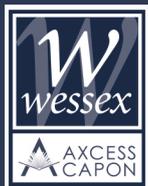
- Johara Alasaaf, King Saud University, Saudi Arabia
- Abdullah Alhidari, King Saud University, Saudi Arabia

Brand Attachment as Moderator Effect of Customer's Response to Service Failure

- Jose Luis Saavedra, Southern Illinois University –Carbondale

Does What We Know Affect Our Judgement? Exploring the Role of Consumer Knowledge During a Corporate Crisis

- Ziyuan Zhou, University of Alabama
- Kenon A. Brown, University of Alabama

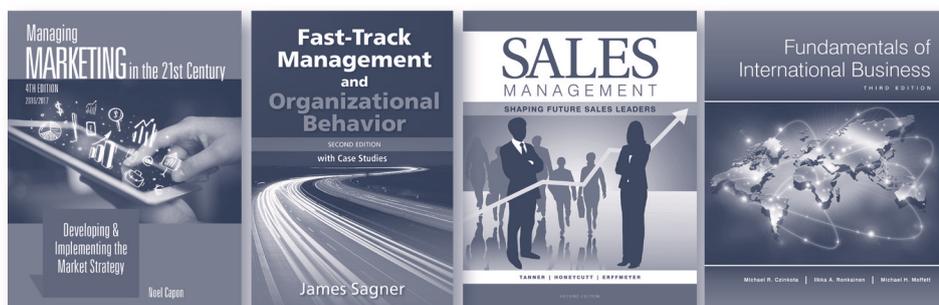


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- Videos

Friday 2:00 pm – 3:30 pm

Session 8.6: Emotional Intelligence and Sales Success
Frankfurt

Chair: Richard A. Rocco, DePaul University

The Role of Emotion in Sales: Perspectives from Business-to-Business and Business-to-Consumer Sales

- James Boles, University of North Carolina – Greensboro
- Carolyn Curasi, Georgia State University
- Leila Borders, Kennesaw State University
- Harper Roehm, University of North Carolina – Greensboro
- Nwomaka Anaza, Southern Illinois University

Managing Emotions in Buyer-Seller Relationships: Enhancing Sales Performance through Proactive Presales Service

- Wenkai Zhou, New Mexico State University
- Michael R. Hyman, New Mexico State University
- Jiani Jiang, New Mexico State University

Sales Self-Efficacy and Job Satisfaction

- Franklin Tillman, University of Mississippi
- Vahid Ghomi, University of Mississippi

Playing to Win in the Field and Classroom: Understanding the Emerging Role of Gamification in Sales

- Sandipan Sen, Southeast Missouri State University
- Richard A. Rocco, DePaul University
- John R. (Rusty) Brooks, Jr., Houston Baptist University

Friday 2:00 pm – 3:30 pm

Session 8.7: Impact of Demands and Expectations on the Sales Force
Augusta (3rd Floor)

Chair: Anne Gottfried, University of Southern Mississippi



USCA BEST PAPER IN PERSONAL SELLING AND SALES MANAGEMENT TRACK

Inside versus Outside Sales: Moderating Role Effects on the Relationship between Sales Controls, Sales Supportiveness and Multifaceted Job Satisfaction

- Anne Gottfried, University of Southern Mississippi
- Brian Rutherford, Kennesaw State University

Demand Imbalance: How Acute Demand Changes Impact Salesperson Performance

- John (Ricky) Ferguson, University of North Texas



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Hope Theory and Sales Motivation

- Michael A. Mayo, Kent State University
- Lawrence J. Marks, Kent State University

*Should Salespeople Under-promise and Over-deliver to Customers?
The Role of Expectations Management in Trust Formation*

- Michael A. Pimentel, University of Alabama
- Nikolaos G. Panagopoulos, University of Alabama

Friday 2:00 pm – 3:30 pm

Session 8.8: Marketing and Public Policy
Charlotte

Chair: Pam Richardson-Greenfield, University of Texas – Arlington

Environmentally-responsible Firms' Effects on Consumers

- Edward Ramirez, University of Texas – El Paso

Exploring the Mediating Effects of Legal Consciousness on Consumers' Intention to Seek Third-Party Redress in Thailand

- Theeranuch Pusaksrikit, University of the Thai Chamber of Commerce, Thailand

Why Is More Never Enough? A Reconceptualization of Satisfaction to Account for the Origins of Continuous Growth

- Anastasia Thyroff, Clemson University
- Dan Fisher, University of Tulsa
- Scott Smith, University of Central Arkansas
- Jennifer Christie Siemens, Clemson University

Competing for Change: The Effects of Competitive vs. Cooperative Message Framing in Consumer Conservation Behaviors

- Prachi Gala, University of Mississippi
- Esra Topcuoglu, University of Mississippi

Friday 2:00 pm – 3:30 pm

Session 8.9: Connecting to the Brand
Richmond (3rd Floor)

Chair: Traci H. Freling, University of Texas – Arlington

Brand Loyalty and Consumer Power Effect on Consumer Engagement and Retail Price Negotiation Propensity

- Dale A. Cake, Jacksonville University

Disentangling the Effect of Disruptive Innovation on Brand Divorce

- Tien Wang, National Cheng Kung University, Taiwan
- Trung D.H. Thai, National Cheng Kung University, Taiwan

Looking Through Rose-Colored Glasses: Processing New Information with Brand Love Present

- Derek Ezell, University of Mississippi

Attitude toward the Country of Origin of Low and High Involvement Products

- Jose Roberto Concha Valasquez, Universidad Icesi, Colombia

Friday 2:00 pm – 3:30 pm

Session 8.10: Quant / Qual and Detection Methods in Marketing Research
Charleston I

Chair: Kenneth Graham, University of Wisconsin – La Crosse

Investigating Employee Perceptions of Price Negotiations in Traditional Retail Settings

- Alisha Horky, Elon University
- Toni Rochelle Ford, Park University

The Influence of Absorptive Capacity and Micro-Politics on Firm-Level Technology Adoption Decisions

- Kenneth W. Graham, University of Wisconsin – La Crosse
- Robert S. Moore, Mississippi State University

The Case for Qualitative Studies: Using Qualitative Case Study as Methodology in Marketing Research

- Wendy Barnes McEntee, Randolph-Macon College
- Alison Happel-Parkings, University of Memphis

Detecting Shifts in the Intellectual Core of Marketing

- Gregory Ramsey, Morgan State University
- Shimi Ahmad, Morgan State University



Friday 3:30 pm – 4:00 pm

AFTERNOON BREAK • Salons II & IV
Snacks and Beverages

Friday 4:00 pm – 5:30 pm

Session 9.1: Omni-Channel Retailing and New Technologies: Mobile, Augmented, and Social
Nashville

Chair: David J. Burns, Kennesaw State University

The Effect of Omni-Channel Retailer's Strategy on Store Loyalty

- Kiwamu Hiraishi, Keio University, Japan
- Hiroki Ito, Keio University, Japan
- Yasuko Inoue, Keio University, Japan
- Natsuko Katashio, Keio University, Japan
- Syunsuke Koike, Keio University, Japan
- Yuto Go, Keio University, Japan
- Chanyong Daniel Park, Keio University, Japan
- Hiroki Hayashi, Keio University, Japan
- Ryo Yoneyama, Keio University, Japan
- Ikuo Takahashi, Keio University, Japan

Mobile Retailing: Some Insights

- Sandipan (Sandy) Sen, Southeast Missouri State University
- Katrina Savitskie, Savannah State University
- Ahmet B. Koksak, Wayne State University
- Sampath Ranganathan, University of Wisconsin – Green Bay
- John R. (Rusty) Brooks, Houston Baptist University
- Aliosha Alexandrov, University of Wisconsin – Oshkosh

The Impact of User's Information Privacy Control on Augmented Reality on User Satisfaction and User's Willingness to Use Augmented Reality

- Atieh Poushneh, University of Texas – Rio Grande Valley

Ratings, Reviews, and Revenues: Do Gender Signals Play a Role in Influencing Consumer Behavior and Shop Performance on Social Commerce Sites? An Examination Using Etsy.com

- Morgan Marie Bryant, University of Georgia
- Scott A. Thompson, Saint Louis University

Friday 4:00 pm – 5:30 pm

Session 9.2: The Convergence of Tourism, Sport, and Food *Augusta (3rd Floor)*

Chair: Michael S. Mulvey, University of Ottawa, Canada

Relating Sports Performance and Associated Metrics with Marketing and Overall Business Outcomes

- William W. Hill, III, Mississippi State University

A Socio-Visual Analysis of Consumer Networks in Travel Magazine Advertisements

- Michael S. Mulvey, University of Ottawa, Canada
- Dan Padgett, Auburn University

Communicating Value: Consumer Perceptions of Food "Quality" at Farmers' Markets

- Benjamin Garner, University of North Georgia

That's So Relevant: Exploring the 7 Assemblage Paradoxes Behind the Lollapalooza Music Festival

- Anastasia Thyroff, Clemson University
- Kaitlyn Kooi, University of Miami
- Kristy Ward, Clemson University
- Julianne Ciramello, Clemson University
- Madison Clark, Clemson University
- Robert Fitzwater, Clemson University
- Greyson Kountz, Clemson University
- Billie Meacham, Clemson University
- Rachael Spilka, Clemson University

Friday 4:00 pm – 5:30 pm

Session 9.3: SMA Teaching Moments III *Savannah (3rd Floor)*

Chairs: D. Joel Whalen, DePaul University
Kesha K. Coker, Eastern Illinois University
Jeff Tanner, Old Dominion University

Post Cards from Abroad: Capturing Lessons Learned in the Moment

- Danny Butler, Auburn University

Retailer Collage: What is Your Relationship to Your Favorite Retailer?

- Janna Parker, James Madison University
- Hyunju Shin, Georgia Southern University

Implementing Design-Thinking Projects in the Sales Classroom

- Lindsay R.L. Larson, Georgia Southern University
- Linda G. Mullen, Georgia Southern University

Picture This

- Kerrie Anne Clark, University of Texas- Tyler

Using DISC to Categorize Students for Teaching Success

- Cindy B. Rippe', Tarleton State University

!Lights NOT on BUT Somebody IS Home!

- Jeananne 'Nan' Nicholls, Slippery Rock University

Teaching Marketing Research in Baby Bites

- Anita Whiting, Clayton University

Put Me in Coach: The Use of In-Person and Remote Coaching to Enhance Student Performance

- Richard A. Rocco, DePaul University

Flipped Classroom and the Millennial Students

- Emi Moriuchi, Fort Hays State University

You Never Have to Make Up for a Good Start: First-Day Activities for Students and Instructors

- Donald P. Roy, Middle Tennessee State University

Brushes with Greatness: A Side Benefit to Competing in National and Global Marketing Competitions

- Gary L. Geissler, University of Arkansas at Little Rock

Friday 4:00 pm – 5:30 pm

Session 9.4:

Panel Presentation Quantitative versus Qualitative Research Methodss

Montgomery

Chair: Dennis A. Kopf, University of Wisconsin – Whitewater

Panelists: Dennis A. Kopf, University of Wisconsin – Whitewater
Maxwell K. Hsu, University of Wisconsin – Whitewater
G. David Shows, Appalachian State University
Pia A. Albinsson, Appalachian State University

Friday 4:00 pm – 5:30 pm

Session 9.5: **A Day in the Life: Exploring Marketing Education**
Frankfurt

Chair: Sonja Martin Poole, University of San Francisco

The Journey of a Ph.D.: The Transition from Grad Student to Tenure Track Faculty and the Three-Legged Stool

- Derek Ezell, University of Mississippi
- Prachi Galal, University of Mississippi
- Franklin Tilliman, University of Mississippi

Is There a Better Way to Differentiate Higher Education Offerings? Using Exploratory Factor Analysis Instead of Rankings

- Kate Elam, Otterbein University
- Sonja Martin Poole, University of San Francisco
- Michael A. Levin, Otterbein University

Marketing Knowledge Development in School Organizations

- Sonja Martin Poole, University of San Francisco
- Nicole Monique Campos, University of San Francisco

Self-Planning As A Tool for Student Success in Online Marketing Classes'

- Gina Miller, Mercer University

Friday 4:00 pm – 5:30 pm

Session 9.6: **Social Media and Marketing Strategy**
Jackson

Chair: Arpan S. Yagnik, Pennsylvania State University – Behrend

Fit for Life: A Content Analysis of Fitness Tracker Brands Use of Facebook in Social Media Marketing

- Mary Beth Pinto, Pennsylvania State University – Behrend
- Arpan S. Yagnik, Pennsylvania State University – Behrend

Social Media Risk Management: An Introduction for Social Media Marketers

- Brenda Wells, East Carolina University
- Tracy Tuten, East Carolina University

Does B2B Mobile Application Drive Employee Productivity?

- Md Rokonzaman, University of North Texas
- Abdullah Alhidari, King Saud University
- Audhesh Paswan, University of North Texas

The Communication Role of Social Media in Social Marketing: A Study of Community Sustainability Knowledge Dissemination on LinkedIn and Twitter

- Lei Huang, SUNY – Fredonia
- Amelia Clarke, University of Waterloo, Canada
- Natalie Heldsinger, University of Waterloo, Canada

Friday 4:00 pm – 5:30 pm

Session 9.7: **Relationships and Sales Growth**
Raleigh

Chair: Lucy Matthews, Middle Tennessee State University

Relationship Quality: An Empirical Look at Relational Antecedents and Outcomes

- John (Ricky) Ferguson, University of North Texas

Rebuilding Relationship Quality to Regain Lost Customers: Purchasing Agents' Perspectives

- Annie H. Lui, Texas State University
- Richa Chugh, Victoria University of Wellington, New Zealand
- Mark P. Leach, Loyola Marymount University

Challenge and Hindrance Demands Impact on Salesperson Burnout Syndrome

- Lucy Matthews, Middle Tennessee State University
- Brian Rutherford, Kennesaw State University

Extending Protection Motivation Theory to Fear Appeals in B2B Sales

- Megan C. Good, New Mexico State University
- Michael R. Hyman, New Mexico State University

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Friday 4:00 pm – 5:30 pm

Session 9.8: Doctoral Dissertation Proposal Competition
Charlotte

Chair: Bob McDonald, Texas Tech University

Dissertation Competition – Best Overall Proposal and Runner Up
Proposal

Friday 4:00 pm – 5:30 pm

Session 9.9:

Panel Presentation **Because Everyone is a Marketer:** **Making Marketing Relevant to** **Students across the Principles of** **Marketing Curriculum**

Richmond (3rd Floor)

Chair: C. Shane Hunt, Arkansas State University

Panelists: C. Shane Hunt, Arkansas State University
Stephanie Gillison, University of Tennessee –
Chattanooga
George Deitz, University of Memphis
Tracy Suter, University of Tulsa

Friday 4:00 pm – 5:30 pm

SMA Board of Governors Meeting

Tallahassee (3rd Floor)

Chair: Greg W. Marshall, Rollins College

Friday 6:00 pm – 7:30 pm

SMA President's Reception

Charleston I & II, Nox Creek Grill, 2nd Floor

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SATURDAY NOVEMBER 5, 2016

SATURDAY AT-A-GLANCE

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	SALONS II & IV	COLUMBIA	CHARLESTON I	CHARLESTON II	ATLANTA	MONTGOMERY	NASHVILLE	JACKSON	CHARLOTTE	FRANKFURT	RALEIGH
8:30 AM	SMA Conference Exhibitors										
9:00 AM		SMA New Officers Executive Committee Meeting									
9:30 AM											
10:00 AM		Morning Break - Snacks and Beverages in Salons II & IV									
10:30 AM					Session 10.2: Service Robotization: Building a Collaborative Research Agenda for Interactive Service Robots (ISR)						
11:00 AM	SMA Executive Committee Closing Session	Session 10.5: SMA Teaching Moments IV	Session 10.6: A Comprehensive Approach to Student Success: Teaching the Technical....		Session 10.1: Does Money Matter?	Session 10.4: Engaging the Tech-Savvy Millennials in the Classroom	Session 10.9: Influences on Consumer Choice	Session 10.7: The Not So Rational Consumer	Session 10.8: Innovations in Technology, Strategy and Place	Session 10.10: Spotlight on Marketing and Technology	
11:30 AM											

Morning

Saturday 8:30 am – 12:00 pm

SMA Conference Exhibitors
Salons II & IV

Saturday 9:00 am – 10:30 am

SMA New Officers Executive Committee Meeting
Columbia

Chair: Alvin J. Williams, SMA President

 **Saturday 10:00 am – 10:30 am**
MORNING BREAK • Salons II & IV
Snacks and Beverages

Saturday 10:30 am – 12:00 pm

SMA Executive Committee
Columbia

Chair: Alvin J. Williams, SMA President

Saturday 10:30 am – 12:00 pm

Session 10.1: Does Money Matter?
Montgomery

Chair: Lei Huang, The State University of New York at Fredonia

Consumer Attachment to Money and Goods: A Review and Extension of Existing Instruments

- Monica D. Hernandez, Texas A&M University – Corpus Christi
- Nese Nasif, University of Wisconsin – La Crosse
- Michael S. Minor, University of Texas – Rio Grande Valley

Uncovering Emotions and Insights Evoked by Paper Currency

- Monica D. Hernandez, Texas A&M University – Corpus Christi
- Nese Nasif, University of Wisconsin – La Crosse
- Kai Malzer, University of Applied Science, Worms, Germany
- Michael S. Minor, University of Texas – Rio Grande Valley

Marketing in a Bad Economy: When Money and Time Collide

- Iman Naderi, Fairfield University
- Eric Van Steenburg, Montana State University, Bozeman

Saturday 10:30 am – 12:00 pm

Session 10.2:

Panel Presentation Service Robotization: Building a Collaborative Research Agenda for Interactive Service Robots (ISR)

Atlanta

Chair: Willy Barnett, Alliance Manchester Business School, UK

Panelists: Willy Barnett, Alliance Manchester Business School, UK
Kathy Keeling, Alliance Manchester Business School, UK
Linda Nasr, Texas State University
Alan Wagner, Pennsylvania State University

Saturday 10:30 am – 12:00 pm

Session 10.4:

Panel Presentation Engaging the Tech-Savvy Millennials in the Classroom

Nashville

Chair: Mohan Menon, University of North Georgia

Panelists: Mohan Menon, University of North Georgia
Vinita Sangtani, University of North Georgia
Benjamin Garner, University of North Georgia
Michael Powell, University of North Georgia

Saturday 10:30 am – 12:00 pm

Session 10.5 **SMA Teaching Moments IV**
Charleston I

Chairs: D. Joel Whalen, DePaul University
Keshia K. Coker, Eastern Illinois University
Jeff Tanner, Old Dominion University

The Chocolate Cereal Extravaganza

- Karen Hood, Eastern Kentucky University

Take-A-Stand: Looking at Super Bowl Event from a Media Planner's Perspective

- Jin-Woo Kim, Georgia Southern University

Use Your Talent

- David Rylander, Texas Woman's University

The Sales Theatre: A Novel Teaching Method for Professional Selling

- Saara Julkunen, University of Eastern Finland
- Minna Rollins, University of Eastern Finland

Surprising Marketing Insights from the Rocky Horror Picture Show

- F. Mark Case, Florida Gulf Coast University

Semester Wrap-Up: The Evoked Set of Marketing Terms

- Melissa Moore, Mississippi State University
- Robert Moore, Mississippi State University

Creative Inquiry

- Anastasia E. Thyroff, Clemson University

ZMET Project

- Traci Pierce, Campbell University

Advancing Teaching and Learning through Interdisciplinary Collaboration: Two Client-Focused, Experiential Case Studies

- Sandipan Sen, Southeast Missouri State University
- Louise Bodenheimer, Southeast Missouri State University
- Richard A. Rocco, DePaul University

Guess What? ;) It's a Wink

- Prachi Gala, University of Mississippi

Saturday 10:30 am – 12:00 pm

Session 10.6:

Panel Presentation A Comprehensive Approach to Student Success: Teaching the Technical, Soft, and Entrepreneurial Skills to Make a Well-Rounded Marketing Student

Charleston II

Chair: Kevin Cooper, Indian River State College

Panelists: Kevin Cooper, Indian River State College
Walt Hines, Indian River State College
Tom Kindred, Indian River State College

Saturday 10:30 am – 12:00 pm

Session 10.7: The Not So Rational Consumer

Charlotte

Chair: Astrid Keel, University of La Verne

An Exploration of the Neotenuous Characteristics of Childlike Consumer Behavior

- Mathieu Alemany Oliver, Aix-Marseille Universite, France

A CIT Investigation of Patient Deception Using Self-Discrepancy Theory

- Gary Daniel Futrell, Valdosta State University

The Differential Impacts of Expectations versus Experience of Power on Consumer Moral Decision Making and Behavior

- Alireza Golmohammadi, University of Arkansas
- Ron Smith, University of Arkansas

The Impacts of A3 on 4Ps

- Thuy D. Nguyen, Midwestern State University
- Alan J. Dubinsky, Midwestern State University
- Phil Wilson, Midwestern State University

Saturday 10:30 am – 12:00 pm

Session 10.8: Innovations in Technology, Strategy and Place

Frankfurt

Chair: Dana E. Harrison, East Tennessee State University

Developing a Strategic Response to the Barrage of Digital Data: The Impact of Information Governance on Market Knowledge Integration

- Dana E. Harrison, East Tennessee State University
- James N. Smith, Nova Southeastern University

Driven to Innovate: Motivations of Small and Medium Enterprises in the Context of Strategic Orientation

- Achira Sedari Mudiyansele, Eastern Illinois University
- Richard Flight, Eastern Illinois University

Miami's Modern District: A Case Study of Place Marketing Narratives

- Selima Ben Mrad, Nova Southeastern University
- Maria Petrescu, Nova Southeastern University

Saturday 10:30 am – 12:00 pm

Session 10.9: Influences on Consumer Choice

Jackson

Chair: Holly Syrdal, University of Texas - Arlington

Consumers and Colors: An Exploratory Look at Color Perceptions and Influence

- Sarah Gentry, University of Central Arkansas
- Susan Myers, University of Central Arkansas

Personalized Online Recommendations and the Effect of Trust

- Mazen Jaber, Saginaw Valley State University

The Colorblind Minority: The Effects of "Not Seeing Race" on Ethnic Minorities' View of Racially Charged Communications

- Roland L. Leak, North Carolina A&T State University
- Kimberly R. McNeil, North Carolina A&T State University

The Effects of Personalized Packaging on Attitude and Choice: An Empirical Study

- Miriam Eltus, Elon University
- Lawrence L. Garber, Jr., Elon University

Saturday 10:30 am – 12:00 pm

Session 10.10: Spotlight on Marketing and Technology

Raleigh

Chair: Sam Fullerton, Eastern Michigan University

Technomarketing: An Assessment of the Underlying Structure Concerning the Perceived Effectiveness of an Array of Technology-Based Marketing Strategies

- Sam Fullerton, Eastern Michigan University
- Christo Bisschoff, Potchefstroom Business School, South Africa
- Larry G. Neale, Queensland University of Technology, Australia

Augmented Realty Technology Acceptance Model

- Atieh Poushneh, University of Texas- Rio Grande Valley

Second Screens: The Case of Distraction vs. Enhanced Engagement

- Rajendran Sriramachandramurthy, Rochester Institute of Technology
- Monica A. Hodis, St. John Fisher College
- Michael Gentilucci, VMS Distribution, Viacom, Inc. – New York
- David Long, Rochester Institute of Technology

Purchase Intentions in Gamified Systems

- Abdullah Alhidari, King Saud University, Saudi Arabia
- Abdulaziz Alabdulhafez, King Saud University, Saudi Arabia

Technology and Efficiency Meet Language Creativity: The PhraseWorthy App and the 'FAST' Method

- Dallin Oaks, Brigham Young University
- David W. Healey, PhraseWorthy LLC
- Thad D. Gillespie, PhraseWorthy LLC

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MIMIC
social

Features

- ✓ *Content planning & scheduling*
- ✓ *Analyze key social media metrics*
- ✓ *Budget & promote content*
- ✓ *Learn paid, owned, & earned media*

FREE ACCESS HERE:

STUKENT.COM

Why use a simulation to teach a Social Media Marketing course? When it comes to social media marketing, it's all about planning, budgeting, consistent messaging, testing, analyzing the results, implementing changes, and more testing across multiple social media platforms. Your students benefit greatly from performing these tests in a simulated environment with real data within the Mimic Social simulation platform.

Stukent.com



Stukent also provides a Digital Marketing Textbook, Mobile Marketing Textbook, Social Media Marketing Textbook, and Digital Marketing Simulations. All materials come turnkey full of professor resources.

2017 CONFERENCE

NOVEMBER 7TH – 11TH

Conference Theme:

Ethical Decisions in Lifestyle Choices

Louisville, Kentucky is located on the Ohio River. Louisville provides a unique experience to its visitors; best known for the Kentucky Derby, the Kentucky Bourbon Trail, the Muhammad Ali Center, and the iconic Louisville Slugger Museum.



Southern Living magazine has named Louisville as one of the “top 10 tastiest towns in the South,” and Zagat named Louisville “one of the top eight foodie getaways in the world.”

The Hyatt Regency Louisville has been beautifully renovated and is located in the heart of downtown, boarding Fourth Street Live! The complex is home to about 15 restaurants, bars and clubs, as well as a food court and a few retailers.

This is definitely a conference location not to be missed!



2016-2017 SMA OFFICERS

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For more information please visit <http://www.marketingadvances.org>

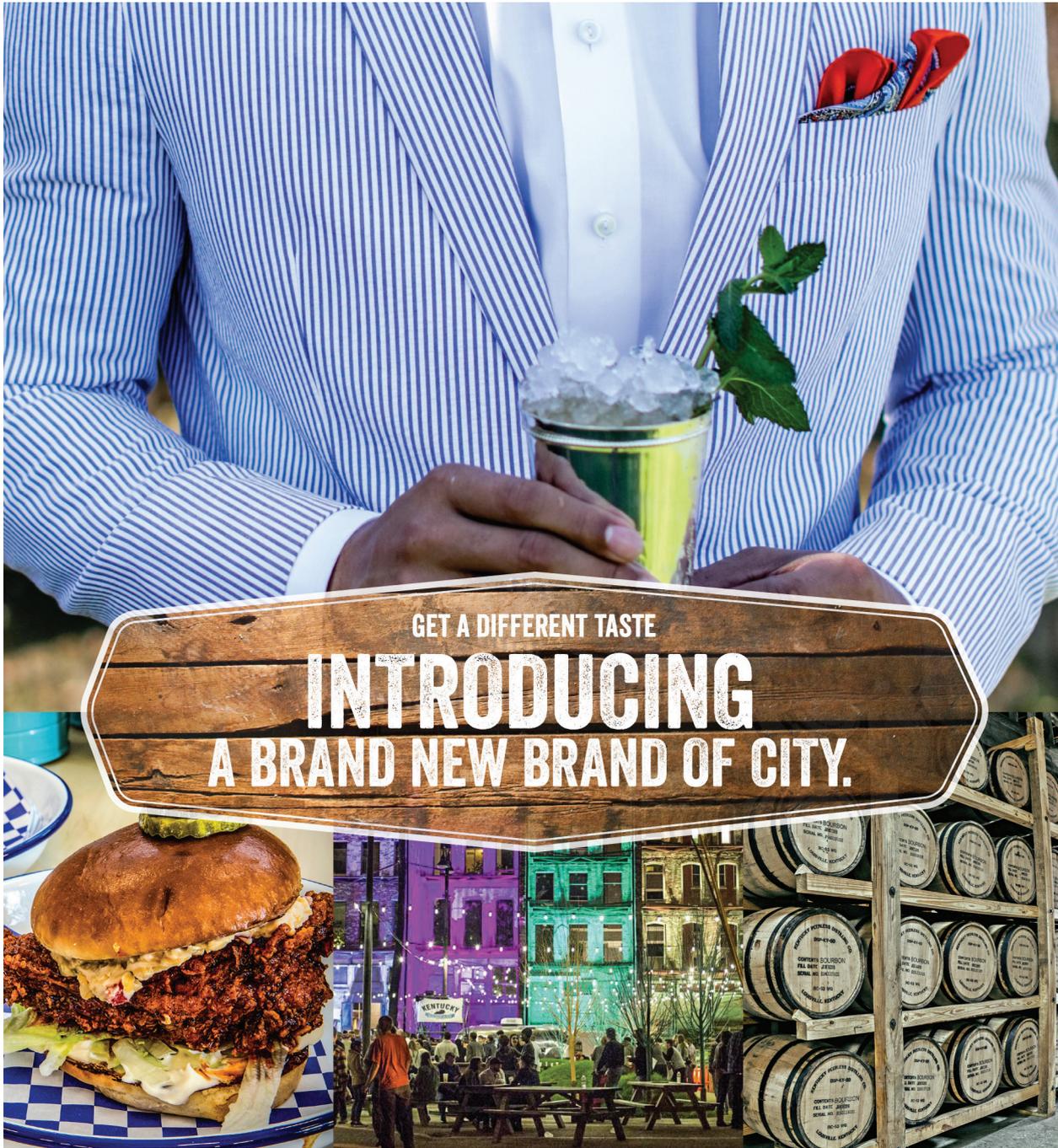


SOCIETY FOR MARKETING ADVANCES

2017 conference

NOVEMBER 7-11, 2017

HYATT REGENCY LOUISVILLE, KY



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 A BRAND NEW BRAND OF CITY.

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