

Tentative Program Schedule
SMA 2021
Orlando, Florida Nov. 4th – Nov. 6th

THURSDAY November 4th

4A: Thursday, 4th 8:30a-10a

Chair: Devin Lunt

Social Media and its relationships with consumer decisions

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

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

220 – Devin Lunt. Building a Subscriber Base: Insights into Why People React to Reaction Videos on YouTube

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

4B: Thursday, 4th 8:30a-10a

Chair: J. Mark Mayer

Marketing to Vulnerable Populations

182 Natalie Marquart and Emily Tanner, Exploring Chronic Consumer Vulnerability Through Adverse Childhood Experiences

191 Mark Mayer and Megan Smolinske, An Exploration of Differences in Efficacy of Vape Advertising Amongst Young Adults

238 Becca Jones and Maya Davis, Marketing Local Health: Evaluating Public Health Marketing to Underprivileged Populations

4C: Thursday, 4th 8:30a-10a

Chair:

Getting Down to the Nitty Gritty: Research Methods & Analytics

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

216 Deborah Goldring and John Girona A Brand by Any Other Name: A Qualitative Framing Analysis of Corporate Rebranding Media Releases

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

244 Adam Merkle Item Level Correction: Removing Detectable Common Methods Variance from CrossSectional Survey Research

4D: Thursday, 4th 8:30a-10a

Chair: Ania Izabela Rynarzewska

Diversity Strategies, Perceptions, and Audiences in Marketing

IDEA Track is Sponsored by Auburn University's Harbert College of Business

54-Brand Inclusivity: The New Sustainability? *Sphurti Sewak, Jayati Sinha*

20-Perceptions of Discrimination among Immigrant Customers

During the Service Experiences: Customer Well-being and Attitudes towards Services, *A. Banu Elmadag, Gallayanee Yaunyonyong, Mehmet Okan*

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

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



4E: Thursday, 4th 8:30a-10a

Chair:

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

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

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

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

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

4F: Thursday, 4th 8:30a-10a

Chair: Nese Nasif

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

232: Chris Croft and Wei Wang, Incorporating Kolb's Experiential Learning Theory in Marketing Education

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

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

251: Elliott Manzon, Methods for Creating Interactive Synchronous Online Courses

4G: Thursday, 4th 8:30a-10a

Chair: Jose L. Saavedra Torres

Consumers' Positive and Negative Relationships with Brands

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

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

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

4H: Thursday, 4th 8:30a-10a

Chair: Cara Peters

Tension in the Marketplace: Marketing Ethics and CSR

229- Caroline Le Bon. Fast fashion and Ethics: How do ethical fast-fashion brand extensions influence consumers' perception and satisfaction?

242-Eric Narcum and Subhash Jha. Do actions really speak louder than words? Bragging's negative effect on consumers' choice of prosocial companies

106- Amanda Ledet and Ericka Lawrence. Craving Communion: A Benefit or a Burden?

43- Jane Thomas, Stephanie Lawson and Cara Peters: An Exploratory Investigation of Consumer Tensions within a Sustainable Lifestyle Community

4I: Thursday, 4th 8:30 – 12p

Chair: Adam Mills

IJA Symposium

38 - Rhiannon Mesler, Katharine Howie and Meghan Rennie. Word-of-Mouth Valence and Willingness to Invest in Multilevel Marketing: The Moderating Role of Political Orientation

80- Rebecca VanMeter, Parker Woodroof and Michael Peasley. Are Influencers Worth the Investment to Garner Engagement?

81- Katharine Howie, Rhiannon Mesler and Jennifer Chern Chernishenko. "Can you see it?" How one-for-one promotions increase imagery vividness, empathy, and brand intentions in cause-related marketing

107- Cristian Buzeta, Nathalie Dens, Patrick De Pelsmacker, Freya De Keyzer and Maxime Ver Elst. Is matching social media ads with motivations for social media use effective?

153- Prachi Gala, Ganga Hewage and Rani Hecht. Impact of long term versus short term stress on healthy food choice decisions: Coping theory perspective

162- Emory Serviss and James Cole. Examining Audience Reaction to B2B Content Marketing Delivered via Social Media

174- Kristina Harrison and Subhadip Roy. Advertising Cross-Culturally: Ethnicity of the Model Matters in Multinational Advertisements

196- Susan Myers, Sandipan Sen, Holly Syrdal and Parker Woodroof. Micro-Influencers and Instagram Engagement: Understanding Language Cues in Organic, Branded, and Affiliate Messages

166- William J. Montford, Rhiannon Mesler, Jennifer Chernishenko, R. Bret Leary and John Pelozo. Better or different: How horizontal and vertical advertisements interact with self-theories to influence prosocial consumer behavior

5A: Thursday, 4th 10:30a-12p

Chair: Sarah Mittal

PANEL: Student Engagement in Asynchronous Online Learning

Sarah Mittal, Haithem Zourrig

5B: Thursday, 4th 10:30a-12p

Chair: Pia Albinsson

COVID Did What? Marketing for the Greater Good

24 Danielle Hass, Ashley Hass, Siti Aqilah Jahari and Mathew Joseph, An Exploratory Study of Consumers Perceptions of Adopting Contact Tracing Mobile Applications

47 Clare Comm and Dennis Mathaisel, THE USE OF DATA SCIENCE TO MARKET COVID VACCINATIONS

266 Laura Boman, Are Round-Up Checkout Charity Appeals Always Better? The Moderating Influence of Purchase Type

183 Pia Albinsson Music as Connectivity: Young Consumers' Virtual Live Music Experiences during Covid-19

5C: Thursday, 4th 10:30a-12p

Chair: Mario Gonzalez-Fuentes

Consumer Choice and Sustainability in a Global World

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

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

213 Jie G. Fowler, Timothy H. Reisenwitz and Rongwei Chu FASHION AND SUSTAINABILITY: Towards a Richer Understanding of Sustainable Consumption

5D: Thursday, 4th 10:30a-12p

Chair: Monika Rawal

Branding as a Tool to Improve Business Performance

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

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

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

5E: Thursday, 4th 10:30a-12p

Chair: Terrance Holmes

PANEL: Making the Leap from Faculty to Administration

Terrance Holmes, Stephen Koernig

5F: Thursday, 4th 10:30a-12p

Chair:

Adventuresomeness Land: Technology, Tourism, Technology

263 - Will Henderson, Typology of #DisTwitter

262 - Laura Boman, Animation Sensation: The Relationship of Emojis and Tips

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

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

5G; Thursday, 4th 10:30a-12p

Chair:

5H: Thursday, 4th 10:30a-12p

Chair: John Story

Consumer Behavior, Brands and Branding

225 John Story Platonic Relationships with Brands

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

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

5I: Thursday, 4th 10:30a-12p

Chair: Dana Harrison

PANEL: Best Practices in Teaching Marketing Analytics

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

6A: Thursday, 4th 2p-3:30p

Chair: Gulay Taltekin Guzel

Improving Conditions in the Marketing Mix

210- Exploring Institutional Structures and Values for Market Collaboration: The Case of the COVID-19 Global Pandemic Marketplace, Tanner Parsons, Anastasia Thyroff and William E. Kilbourne

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

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

6B: Thursday, 4th 2p-3:30p

Chair: Della Garner

Corporate Responsibility and Firm Performance

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

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

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

6C: Thursday, 4th 2p-3:30p

Chair: Kristina Harrison

Marketing Treatments for Public Health and Social Issues

192 Othman Althawadi and Shatha Obeidat, Young Female voting intention: Qatari municipal elections

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

237 Kristina Harrison and Ashley Thomas, Does Food Insecurity Lead to Less Healthy Food Choices?

6D: Thursday, 4th 2p-3:30p

Chair: Sophie Unson

Wide World of Sports: Authenticity, Sponsorship, and Event Strategies

265- Examining Consumer Perceptions and Attitudes Towards Event Industry Strategies During Global Pandemic - A Mixed Method Approach, Sophie Unson & Wei Wang

19- Bridget Nichols and Jennifer Gardner, Do locals recognize your sport team sponsors? A comparison of sponsor recognition between fans and non-fans of the Cincinnati Bengals.

71 - Ron Christian and Samer Sarofim, Go Team! Investigating the Impact of Sport Brands (Team vs. Athlete) in a Charitable Giving Campaign

264 -Sean Coary, Communicating Quality or Authenticity: The Optimal Strategy for Businesses Post Pandemic

6E: Thursday, 4th 2p-3:30p

Chair: Ania Ryzarzewska

Inclusion and Inclusivity in Marketing and Marketing Education

IDEA Track is Sponsored by Auburn University's Harbert College of Business

254 - Teaching IDEA to Undergraduate Students: Use of Corporate Training Resources (Salesforce Trailhead), *Manuel CF*

Potnes, Ania Ryzarzewska, Kristine Johnson

116-Digital Divide and Its Impact on Minority Students: A Preliminary Investigation, *Danielle Hass, Matthew Joseph*

141-Aren't Yoga Pants Supposed to be for Anyone who Practices Yoga?, *Joey Lam*

160-Inclusivity in Business Schools: Understanding the Student Experience?, *Adam Hepworth, James Andzulis*



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6F: Thursday, 4th 2p-3:30p

Chair: Adam Mills

29- SPECIAL SESSION: Off the Record: Everything You Wanted to Know about Your First Few Years but Were Afraid to Ask (A Closed-Door Session for Doctoral Students and Junior Faculty Only), Adam Mills, Obi Obilo, David Locander, Karen Robson, April Kemp and Colin Campbell.

6G: Thursday, 4th 2p-3:30p

Chair: Jie Fowler

Contemporary Topics in Consumer Behavior

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

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

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

6H: Thursday, 4th 2p-3:30p

Chair: James Blair

Prosocial Consumer Behavior

115 Todd Haderlie and Jaehoon Lee When Consumers Decrease Ethical Behavior:
Resource Scarcity and Ethical Behavior

76 Makayla Koshuta, Rhiannon Mesler, Christy Tu and Bonnie Simpson How Gender
Impacts Giving Behaviours Amid Threats of Psychological Scarcity

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

6I: Thursday, 4th 2p-3:30p

Chair: Brian Bourdeau

SPECIAL SESSION: The Future of Sports Marketing, Brian Bourdeau, Joe Cronin, David
Martin and Heath McCullough.

7A: Thursday, 4th 4p-5:30p

Chair: Parker Woodroof

Impact of Martech on consumer behavior and marketing strategies

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

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

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

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

7B: Thursday, 4th 4p-5:30p

Chair: Shahriar Gias

Digital Marketing Capabilities and exploring consumer deviations

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

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

236 – Shahriar Gias, Mobile Marketing – Good or Bad???

245 – Priyanka Singh, Santhosh Srinivas and George Deitz

Examining Moderating Effects of Industry Dynamism and R&D Intensity on the Linkages
between Digital Marketing Capability and Customer Data Breach

7C: Thursday, 4th 4p-5:30p

Chair: Carol Azab

I’m Willing to Pay for You to Be Nice to Me: What Makes Good Service?

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

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

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

7D: Thursday, 4th 4p-5:30p

Chair: Mohan Menon

Consumer Behavior and the Pandemic

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

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

78 Ran Liu, Ge Gao and Ruoqing Zhang An Examination of the Impact of Pandemic on Consumer Behavior

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

7E: Thursday, 4th 4p-5:30p

Chair: Gail Yosh

Food and Food Consumption

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

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

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

7F: Thursday, 4th 4p-5:30p

Chair: Terrence Holmes

The Online Retail Consumer Experience

67- The Influence of Avatar Similarity on Psychological Ownership and Rental Intentions, Adam Powell, Carol Esmark Jones, Matthew Shaner, Anton Fenik and Nawar Chaker

170- Attribution in Omnichannel Retailing: A Preliminary Study in an Online-First Context, Terrence Holmes and Edward C. Brewer

168- Examining the impact of self-service technology (SST) on front-line employees (FLEs) and service encounters, Abigail Torres Rico

7G: Thursday, 4th 4p-5:30p

Chair: Michael Levin & Larry Neale

Innovations in Teaching Competition

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

60- Amy Watson and Jeff Murray, Once Upon a Time During a Pandemic

155- Jen Riley and Kate Nicewicz, Leveraging Improv Techniques to Teach Students Soft Skills

188- Alicia Cooper, Want to Engage Students? Create a ‘Zola-esque’ Moment in Your Online Synchronous Class

7H: Thursday, 4th 4p-5:30p

Chair: Jennifer Holt

Let’s Share Some Wine: Food and Drink Consumption and the Sharing Economy

161- Trang Tran, Seung Lee and Md Sakib, The Effects of Customer Brand Engagement on Purchase Intention in Sharing Economy

73- Benjamin Garner and Susan Myers, Exploring how language drives engagement: An analysis of social media engagement in the wine industry.

31 - Renaud Lunardo, Perceiving Health Benefits Where Others See Hazards: Narcissism, Wine-Related Health Beliefs and Subsequent Consumption.

4 - Bridget Nichols and Jennifer Holt, The Gender Gap: Differences in How Men and Women Feel about Sustainability and Food-Related Sustainability Benefits

7I: Thursday, 4th 4p-5:30p

Chair: Helena Allman

Export, Risk, and Barriers to Entry in Foreign Markets

46 Claude Obadia, Dora Triki and Irena Vida The influence of importer consistency on exporter commitment

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

82 Andrew Sheets and Gallayanee Yaoyuneyong, Diminishing Rates of Study Abroad and the Increased Barriers to Entry After COVID-19

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

7J: Thursday, 4th 4p-5:30p

Chair: Kristina Harrison

PANEL: Qualitative Inquiry in Marketing

Kristina Harrison, Benjamin Garner

FRIDAY, November 5th

8A: Friday, 5th 8:30a-10:00a

Chair: Brian Vander Schee

The relationship between branding and social media

33 – Emma Welch and Christopher Newman. The white bear problem: the potential negative consequences of well-being messages on feelings and engagement

68 – Sphurti Sewak and Jaehoon Lee. Meme Your Brands on Social Media: The Impact of Memes on Perceived Humor and Consumer Engagement

96 – Brian A. Vander Schee, James W. Peltier and Andrew J. Dahl. The Passive to Active Social Media Brand Engagement Continuum: A Mediator in the Consumer Journey from Content Inquiry to Brand Advocacy

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

8B: Friday, 5th 8:30a-10:00a

Chair: Lucy Matthews

Education for Sales and Services

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

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

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

8C: Friday, 5th 8:30a-10a

Chair: Diane Edmondson

What's Sales Got to Do With It?

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

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

178- Benjamin Britton, THE DIFFERENTIAL EFFECTS OF SALES VS. SERVICE ROLE TYPES ON NEGATIVE ROLE STATE AND WORK OUTCOME RELATIONSHIPS: A META-ANALYTIC REVIEW

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

8D: Friday, 5th 8:30a-10a

Chair: Stephen France

Consumer Perceptions and Brand Equity

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

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

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

8E: Friday, 5th 8:30a-10a

Chair: Christopher Newman

Doctoral Dissertation Presentations

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

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

90- Rumela Sengupta, The Effect of Anticipated Embarrassment on Preference for Using Chatbots

163- Jennifer Zoghby, Diversity Goals and Diversity Outcomes: Diversity Ecosystem's Moderating Effect on Internal Marketing Efforts to Achieve Job Involvement, Diversity Outcomes and Employee Satisfaction

8F: Friday, 5th 4th 8:30a-10a

Chair: Marla Stafford

Sustainability and Consumer Behavior

3- Bridget Nichols and Jennifer Holt, A Comparison of Sustainability Intentions and Attitudes Across Generations

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

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

8G: Friday, 5th 4th 8:30a-10a

Chair: Sarah Mittal

SPECIAL SESSION: Best Practices in Pivoting to Remote Learning

8H: Friday, 5th 4th 8:30a-10a

Chair: Terrence Holmes

PANEL: Demystifying the Tenure and Promotion Process, Anton Fenik, Jayati Sinha, Terrence Holmes

8I: Friday, 5th 8:30a-10a

Chair: Jen Riley

Social media and the impact of consumers brand communities.

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

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

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

Friday, 5th 10:15a-11:45a
Distinguished Speaker- Lisa

Friday, 5th 12:00p-2:00p
Awards Luncheon & SMA Business Meeting

10A: Friday, 5th 2p-3:30p

Chair: Jamie Grigsby

All the Feels: Consumer Regret, Revenge, and Gratitude

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

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

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

10B: Friday, 5th 2p-3:30p

Chair: Ania Izabela Rynarzewska

Here's What I Think: Consumer Beliefs and Ideologies

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

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

184- Han Ma and Hsin-Yi Liao, Power Distance Belief and Service Robot Adoption

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

10C: Friday, 5th 2p-3:30p

Chair: Lubna Nafees

From Social to Lonely Consumers: Cross-Cultural Research

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

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

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

10D: Friday, 5th 2p-3:30p

Chair: Xin He

Conspicuous Consumption

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

209- Victorria Hernandez and Sarah Mittal, Consumption During the Pandemic: Conspicuously Consuming the COVID-19 Vaccine

52- Sona Klucarova and Xin He, When Conspicuous Consumption Leads to Greater Preference for Cash Payment

10E: Friday, 5th 2p-3:30p

Chair: Tanner Parsons

Consumer and Cultural Empathy

200- In God We Trust? How Social Media Discourse Commodifies Expertise and Disrupts Community During the Pandemic, Ateeq Rauf

158 - What do Influencers Influence? A Practice Perspective, Gulay Taltekin Guzel and Eileen Fischer

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

10F: Friday, 5th 2p-3:30p

Chair: Pam Richardson-Greenfield

Behavior Change in Consumer Behavior

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

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

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

10G: Friday, 5th 2p-3:30p

Chair: Mark Sciuchetti

Can You Hear Me NOW?: Technology Changes Everything

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

263- Will Henderson, Typology of #DisTwitter

10H: Friday, 5th 2p-3:30p

Chair: Marla Stafford

Brand Attitude, Pricing Strategies and Relationships in Advertising

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

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

253, The Effect of Pricing Strategies on Purchase Intention, Sudipto Sarkar

219, Bilateral Opportunism In Agency-Client Relationships, Raeesah Chohan and Cai Feng

10I: Friday, 5th 2p-3:30p

Chair: Prachi Gala & Parker Woodroof

Teaching Moments 1

- 1 - Victoria Crittenden and Cheryl Gray. A Yellowdig Conversation about Diversity and Inclusion in Marketing
- 2- Stephen Castleberry. "Green Claims"
- 7- Joshua Coleman. Harry Potter and the Final Exam in Advertising
- 9- Jennifer Tataara, Courtney Peters and Michael Houston. The Syllabi Peer Review: A Formal Approach to Course Improvement
- 12- Ann Springer. "Free Digital Tools"
- 35- Adam Powell. Utilizing the LEGO® Donut Game to Simulate and Teach Cross-Functional Cooperation in the Classroom
- 44- Geraldo Matos. Sports Event Watch Party
- 48- Anton Fenik. Personal Development
- 230- Julie Steen. I Can Relate to That: An Activity to Illustrate Segmentation and Targeting
- 51- Richard Easley. A "Rolling" Classroom
- 56- Jane Dunnett. Marketing in the Movies
- 57- James Blair. Replacing Online Blogs with Twitter Conversation Assignments
- 72- Miles Condon. Developing brand guidelines to build student portfolios in a consumer behavior class
- 95- Brian A. Vander Schee. Predicting Risk Aversion: An Introduction to Consumer Behavior
- 109- Eric Harvey. What! Using Facebook to Teach Marketing

11A: Friday 5th 4p-5:30p

Chair: Eric Harvey

Social Media & Its Consumer Engagement Relationships

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

11B: Friday, 5th 4p-5:30p

Chair: Vernon Murray

People, Products, & Services

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

11C: Friday, 5th 4p-5:30p

Chair: Monika Rawal

Creating Wow-Worthy Service

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

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

11D: Friday, 5th 4p-5:30p

Chair: Kevin Shanahan

PANEL: Disney Villains: An Analysis of Marketing through Analogy

147- Disney Villains: An Analysis of Marketing through Analogy, R Wixel Barnwell, Kenneth Graham, Alisha Horky, Michael Levin, Bob McDonald, Mark Pelletier & Kevin Shanahan

11E: Friday, 5th 2p-3:30p

Chair: Benjamin Garner

PANEL: Global vs. Local Consumer Culture

Kamlesh Tiwari, Benjamin Garner

11F: Friday, 5th 2p-3:30p

Chair: Christopher Newman

The In-Store Retail Consumer Experience

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

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

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

11G: Friday, 5th 2p-3:30p

Chair: Mark Sciuchetti

185- SPEICAL SESSION: The Interface of GIS and Marketing: Utilizing Mobile App data and Heatmaps to Investigate Consumer Clustering Shopping Behavior, Jianping Huang and Mark Sciuchetti

11H: Friday, 5th 2p-3:30p

Chair: James Blair

PANEL: Merging Theory with Practice when Teaching Sport Marketing Courses, James Blair, Geraldo Matos, Delancy Bennett, Chuck Lichty

11I: Friday 5th 4p-5:30p

Chair: Prachi Gala & Parker Woodroof

Teaching Moments 2

101- Nicole Beachum. Integrated Marketing Teaching Moment

125- Shannon McCarthy. "How I Built This" Resilience Amidst a Pandemic

133- Alicia Cooper. Keeping Marketing Current: In the News Project
205- Parker Woodroof. Nice to Meet You: Building Report via Three Attributes
208- Luis Torres. About class assessments: In person vs. Online vs. Monitored
211- Phillip Hartley. Student Performance in the Online Learning Environment
222- Sarah Mittal. Slack: An new way to connect with students
226- Matthew Lunde. YouTube Marketing Pitch”: An Innovative Alternative to In-Person Group Presentations
50- Pam Richardson-Greenfield. The Retail Scavenger Hunt: Experiential Learning in a Retail Setting
233- Haithem Zourrig. Integrating VR into Marketing Teaching
239- Michael Peasley and Thom Coats. The Pitch
240- Elliott Manzon. Creating Custom Group Project Teams
255- Bailey Bottini, Mike Mike Giebelhausen, Susan Dobscha, Laurel Steinfield, Minita Sanghvi and Angeline Close Scheinbaum. Seeking a Balanced Perspective of Marketing
74- Mary Mobley. A Critical-Reasoning Alert for Students Sourcing Newspaper Articles

SATURDAY, November 6th

12A: Saturday, 6th 8:30a-10:00a

Chair: Prachi Gala

Strategy & Stakeholders

21- Gala, Kashmiri, Nicol, How does compensation affect new product valuation?

136- Nicol, Kashmiri, Gala, The impact of CEO extraversion on organizational proactiveness and corporate social responsibility

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

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

12B: Saturday, 6th 8:30a-10:00a

Chair: Ania Izabela Rynarzewska

Enhancing Performance via Brand

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

97 - The Coexistence of Christian Brand Values and LGBTQ Community Support on Brand Authenticity Perceptions - Juliann Allen and Sabinah Wanjugu

214 - Augmented Reality Experiences: Exploring the Sensory and Cognitive Aspects that Foster Brand Loyalty

12C: Saturday, 6th 8:30a-10:00a

Chair: Dana Harrison

PANEL: The Evolution of Marketing: Teaching Innovations used in the Principles Course, Dana Harrison, James Blair, Prachi Gala, Karen Hopkins, Michelle Sullivan

13A: Saturday, 6th 10:30a-12p

Chair: Brandon Holle

Online consumer behavior and consumer engagement

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

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

221 – Brandon Holle and Hang Nguyen. HELPFUL REVIEWS: THE MEDIATING EFFECTS OF DIAGNOSTICITY ON THE CERTAINTY–HELPFULNESS RELATIONSHIP FOR ONLINE REVIEWS

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

13B: Saturday, 6th 10:30a-12p

Chair: Joshua Coleman

The Role of Identities in Promotions

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

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

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

180- Identity Discounts, Heath McCullough, Alex Zablach, Leah Smith and Daniel Flint

13C: Saturday, 6th 10:30a-12p

Chair: Sergio Robles-Avila

Consumer Wellbeing

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

75- Sergio Enrique Robles-Avila, Lorena Garcia-Ramon and Rodrigo San Miguel Evaluating Consumer Victimization of Package Theft: The Problem of Porch Piracy

186- Consequences of Consumer Burnout, Hannah Southern, Prachi Gala and Lawrence Garber

13D: Saturday, 6th 10:30a-12p

Chair: Lei Huang

Make Things Right: Marketing Ethics & CSR

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

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

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

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

13E: Saturday, 6th 8:30a-10:00a

Chair: Alisha Horky

Social Media & Beyond Public Sentiment

246 – Ream Shoreibah, Watch You're Grammar: Grammar Error Patterns on Public Social Media Accounts

247 – Alisha Horky and Toni-Rochelle Ford, Exploring the Impact of Social Media Emoji Use on Brand Perceptions

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

13F: Saturday, 6th 8:30a-10:00a

Chair: Rebecca VanMeter

PANEL: Being the Girl in the Room, Rebecca VanMeter, Katie Howie, Pia Albinsson, Joanne Cao, Dana Harrison, J. Charlene Davis

13G: Saturday, 6th 8:30a-10:00a

Chair: Nusser Raajpoot

Marketing Education is Evolving

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

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

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

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

13H: Saturday, 6th 8:30a-10:00a

Chair: David Agogo

86 - SPECIAL SESSION: Consumer Behavior: Adapting to the New Normal (Post-Covid Pandemic), Yana Andonova, Nwamaka Anaza, Fatima Hajjat, David Agogo, Delancy H.S. Bennett

13I: Saturday, 6th 8:30a-10:00a

Chair: Kristina Harrison

PANEL: Qualitative Inquiry in Marketing, Kristina Harrison, Benjamin Garner