



Marketing Management Association

2020: A Virtual Experience

2020 Fall Conference Program
Wednesday, October 28, 2020
 (Central Time Zone)

DAY 1	SPECIAL SESSIONS	PANEL SESSIONS	REFEREED & POSITION PAPER SESSIONS	EXHIBITOR & WORKSHOP SESSIONS
10/28/2020 8:30 AM – 9:00 AM Central MMA MORNING COFFEE <i>Q&A Session on Maneuvering the Whova App</i>				
10/28/2020 9:00 AM - 9:50 AM Central	Special Session - SSPAN 07 <i>Developing Transnational Student Projects</i> Ranjan Chaudhuri, National Institute of Industrial Engineering Mumbai (India) S. L. Gupta, Waljat College (Muscat, Oman) Indira Singh, Chetana's Institute of Management and Research *Nripendra Singh, Clarion Univ. of Pennsylvania	Panel Session - INDPAN 18 <i>Innovations in Teaching Marketing</i> *M. Dee Guillory, Winston-Salem State Univ. Maxwell Hsu, Univ. of Wisconsin-Whitewater Scot Squires, Ferris State Univ.	Refereed Paper Session - REFPAN 1 <i>CONSUMER BEHAVIOR, STRATEGY & RESEARCH</i> Refereed Paper - REF 02 <i>The negative brand names phenomenon: A Theory of Trying perspective</i> Halimin Herjanto, Univ. of the Incarnate Word Vernon Murray, Marist College Refereed Paper - REF 11 <i>Does Brand Name Matter in Brand Evaluation? The Interplay of Brand Name and Brand Origin on Perceived Brand Value: Cases of USA and Mexico</i> *Sangwon Lee, Ball State Univ. Refereed Paper - REF 22 <i>Effect of Socio – Behavioural Design of Conversational Agents on Customer Responses: A Review</i> Priya Premi, Indian Institute of Management Kozhikode Joffi Thomas, Indian Institute of Management Kozhikode	

[Please note that names are listed in alphabetical order by last name and not authorship order. For authorship order, please see the Proceeding publication. In addition, Session Chairs are designated with an asterisk (*).]

DAY 1	SPECIAL SESSIONS	PANEL SESSIONS	REFEREED & POSITION PAPER SESSIONS	EXHIBITOR & WORKSHOP SESSIONS
10/28/2020 10:00 AM - 10:50 AM Central	<p>Special/Position Paper Session - SSPAN 03 <i>eSports Marketing, Sports Management & the Student Experience</i></p> <p>Special Session - SS 03 <i>eSports and eEvents Marketing-Next Major Sport</i> Tabea Ohle, MBA, Slippery Rock Univ. *Kurt Schimmel, Slippery Rock Univ.</p> <p>Position Paper - POS 11 <i>The Mindfulness Student Experience in Marketing and Sport Management</i> Kostas Karadakis, SNHU Leila Samii, Southern New Hampshire Univ.</p>	<p>Panel Session - INDPAN 9 <i>Transitioning from Industry to Academia</i> Jennifer Henderson, Univ. of South Alabama *Pam Richardson-Greenfield, Radford Univ. Emory Serviss, Auburn Univ.</p>	<p>Position Paper Session - POSPAN 1 <i>CREATIVITY IN MARKETING EDUCATION</i> Session Chair - Doreen Sams, Georgia College & State Univ.</p> <p>Position Paper - POS 04 <i>Reflective-Learning by Memes: Engaging Students during the Covid-19 Pandemic</i> Lubna Nafees, Appalachian State Univ. Sarita Ray Chaudhury, Humboldt State Univ.</p> <p>Position Paper - POS 09 <i>Creative Teaching Methods to Prepare Capable Students in Challenging Times</i> Julia Cronin-Gilmore, Bellevue Univ. Randa Zalman, Bellevue Univ.</p> <p>Position Paper - POS 16 <i>Creativity can help shape the future of Business Education</i> Paul M. Lane, Grand Valley State Univ./UNAN MGA</p>	<p>Exhibitor Session INTERPRETIVE SIMULATIONS</p>
10/28/2020 11:00 AM - 11:50 AM Central	<p>Special Session - SSPAN 05 <i>Zooming your way to Client-Based Experiential Projects</i> *Leonard Harmon, Nichols College Lexi Hutto, Millersville Univ. Kristy McManus, Univ. of Georgia Lori Elias Reno, Pennsylvania State Univ.</p>	<p>Panel Session - INDPAN 6 <i>Planning and Executing Client-Based Learning Projects</i> James Blair, Eastern Kentucky Univ. Andrea Eby, Capilano Univ. Savita Hanspal, SUNY Potsdam *Lee Hibbett, Freed-Hardeman Univ.</p>	<p>Refereed Paper Session - REF PAN 2 <i>STUDENT LEARNING & PERCEPTIONS</i></p> <p>Refereed Paper - REF 15 <i>Students as Graders: Benefits for Assessment and the Assessors</i> Tim D. Birrittella, Florida International Univ. Brian A. Vander Schee, Indiana Univ.</p> <p>Refereed Paper - REF 18 <i>Students' perceptions of Audio and Written Feedback</i> Pushkala Raman, Texas Woman's Univ.</p> <p>Refereed Paper - REF 19 <i>Factors Influencing Perception of Student Learning in Hybrid Courses</i> Rutherford Johnson, Univ. of Minnesota Crookston *Rachel Lundbohm, Univ. of Minnesota Crookston</p>	<p>Exhibitor Session MASTER MARKETING PRINCIPLES</p>
<p>10/28/2020 12:00 PM - 1:00 PM Central Lunch Break</p>				

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DAY 1	SPECIAL SESSION & PANEL SESSION	PANEL SESSIONS	REFEREED & POSITION PAPER SESSIONS	EXHIBITOR & WORKSHOP SESSIONS
10/28/2020 1:00 PM - 1:50 PM Central	<p>Special Session - SSPAN 06 <i>Mentorship during the COVID-19 Pandemic: Even more important for our students</i> *Alisa Agozzino, Ohio Northern Univ. Jeanetta D. Sims, Univ. of Central Oklahoma Jamie Ward, Eastern Michigan Univ.</p>	<p>Panel Session - INDPAN 4 <i>Integrating Technology into Marketing Education</i> *Wynd Harris, Univ. of Connecticut</p>	<p>Position Paper Session - POSPAN 2 <i>CREATIVITY IN MARKETING EDUCATION</i></p> <p>Position Paper - POS 02 <i>How do machines learn? An experiential learning project applying Google's Artificial Intelligence Toolkit in an undergraduate marketing course</i> Sarita Ray Chaudhury, Humboldt State Univ.</p> <p>Position Paper - POS 05 <i>Development of hybrid high-impact pedagogy at Clarion Univ. of Pennsylvania</i> *Nripendra Singh, Clarion Univ. of Pennsylvania</p> <p>Position Paper - POS 07 <i>Online Asynchronous Strategies for Introductory Marketing</i> Joel Poor, Univ. of Missouri</p>	<p>Workshop - WS 1 <i>Actively Engaging Race in Academia</i> Nakeisha S. Lewis, Univ. of St. Thomas Nisha RayChaudhuri, Webster Univ. Eric Rhiney, Webster Univ. Dalila Salazar, Texas A&M Univ.-Central Texas Takisha Toler, Stevenson Univ. (Moderator)</p>
10/28/2020 2:00 PM - 2:50 PM Central	<p>Panel Session - INDPAN 12 <i>Faculty-Student Research Collaboration</i> *Julio Rivera, Carroll Univ. Doreen Sams, Georgia College & State Univ.</p>	<p>Panel Session - INDPAN 5 <i>Online Teaching Techniques</i> Joni Jackson, Chicago State Univ. *Henry Roehrich, Park Univ. Brian A. Vander Schee, Indiana Univ.</p>	<p>Refereed Paper Session - REFSPAN 3 <i>MARKETING EDUCATION</i></p> <p>Refereed Paper - REF 10 <i>The Varying Difficulty across Topics (i.e., Chapters) In Selected Marketing Texts: Further Results</i> John R. Dickinson, Univ. of Windsor</p> <p>Refereed Paper - REF 24 <i>A Curriculum Analysis for Undergraduate Marketing Courses with a Focus on Atlanta Metropolitan Area Universities</i> *Selcuk Ertekin, Brenau Univ.</p> <p>Refereed Paper - REF 28 <i>Student Personal Branding as Perceived by Employers: Comparisons of Importance and Performance of Student Branding Attributes</i> Kaitlin Christoun, Valparaiso Univ. Shannon Lahey, Valparaiso Univ. Musa Pinar, Valparaiso Univ. Danielle Sorrell, Valparaiso Univ.</p>	

DAY 1	SPECIAL SESSIONS	PANEL SESSIONS	REFEREED & POSITION PAPER SESSIONS	EXHIBITOR & WORKSHOP SESSIONS
<p>10/28/2020 3:00 PM - 3:50 PM Central</p>	<p>Panel Session - INDPAN 15 <i>Interdisciplinary Approaches to Marketing Education</i> Alisa Agozzino, Ohio Northern Univ. Cathleen Jones, Robert Morris Univ. *Joyce Shotick, Judson Univ.</p>	<p>Panel Session - INDPAN 3 <i>Innovative Learning Strategies or Activities</i> Richard Gooner, Univ. of Georgia Brandon Kilburn, The Univ. of Tennessee at Martin Kevin McEvoy, Univ. of Connecticut *Nisha RayChaudhuri, Webster Univ.</p>	<p>Position Paper Session - POSPAN 3 <i>GROUP PROJECTS/PRESENTATIONS AND CLIENT BASED LEARNING</i></p> <p>Position Paper - POS 03 <i>Are Simulation-Base Learning (Team-Based) Assignments Effective Assessment Tools of Individual Learning Objectives: Issues and Resolutions</i> Mary Rickard, Georgia College & State Univ. Doreen Sams, Georgia College & State Univ.</p> <p>Position Paper - POS 19 <i>Marketing Plan Team Formation and Evaluation</i> *Maggie McDermott, Univ. of Wisconsin LaCrosse Stacy Trisler, Univ. of Wisconsin-La Crosse</p> <p>Position Paper - POS 22 <i>Marketing for Nonprofits: An Opportunity</i> Lisa Lindgren, College of St. Benedict / St. John's Univ.</p>	
<p style="text-align: center;">10/28/2020 4:00 PM – 5:00 PM Central MMA Cocktail Hour <i>Come network and engage in discussion with your fellow academics.</i></p>				

DAY 2	SPECIAL SESSIONS	PANEL SESSIONS	REFEREED & POSITION PAPER SESSIONS	EXHIBITOR & WORKSHOP SESSIONS
10/29/2020 8:30 AM – 9:00 AM Central MMA MORNING COFFEE <i>Q&A Session on Maneuvering the Whova App</i>				
10/29/2020 9:00 AM - 9:50 AM Central	Special Session - SSPAN 10 <i>Reimagining the Sports Management and Marketing Curriculum</i> Micheline Anstey, Southern New Hampshire Univ. Doug Blais, Southern New Hampshire Univ. Andy Lynch, Southern New Hampshire Univ. *Leila Samii, Southern New Hampshire Univ.	Panel Session - INDPAN 13 <i>Flipped Classroom Techniques and Approaches</i> Ada Leung, Penn State Univ. Berks Sudipta Majumdar, ICFAI Univ. Jharkhand Catherine Mezera, West Virginia Univ. *Detra Montoya, Arizona State Univ.	Refereed Paper Session - REF PAN 4 <i>ONLINE TEACHING TECHNIQUES</i> Refereed Paper - REF 14 <i>Mediating Digital Distraction: The Hawthorn Effect and Digital Presence of Others</i> Hyeong-Gyu Choi, Augustana College Refereed Paper - REF 21 <i>The Use of Digital Role-Plays in Teaching Sales: An Innovative Approach for Educators Responding to Negotiation Practice Demands</i> *J. Mark Mayer, Ball State Univ. Jessica Zeiss, Ball State Univ.	Workshop - WS 2 <i>Optimizing Synchronous & Asynchronous Teaching for Remote Delivery: Tools & Techniques</i> Lyle Wetsch, Memorial Univ. of Newfoundland
10/29/2020 10:00 AM - 10:50 AM Central	Special Session - SSPAN 11 <i>Integrate Real-World Activities, Simulations, and Techniques into the Classroom</i> Patricia Guillen, Maricopa Community Colleges Cory Williams, Grand Canyon University *Lori Wortylko, Univ. of Cincinnati Blue Ash College	Panel Session - INDPAN 8 <i>Study Abroad as Experiential Learning</i> Jason Cain, Univ. of Mississippi Nancy Engelhardt, Marymount Univ. Ann R. Root, Florida Atlantic Univ. *Christina Sparks, Univ. of Mississippi	Position Paper Session - POS PAN 4 <i>ONLINE TEACHING TECHNIQUES DURING COVID & BEYOND</i> Position Paper - POS 08 <i>Making the Best of a Bad Situation: Optimizing Student Covid-19 Course Transitions Preliminary Findings</i> Jane Lee Saber, Ryerson Univ. Position Paper - POS 27 <i>What are Students Buying? Managing Student "Customer" Expectations for Online Courses</i> Christopher Riley, Delta State Univ. *Zinaida Taran, Delta State Univ. Position Paper - POS 28 <i>Student readiness for online learning in universities located in a socioeconomically disadvantaged area</i> April Mondy, Delta State Univ. Christopher Riley, Delta State Univ. Zinaida Taran, Delta State Univ.	

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10/29/2020 11:00 AM - 1:00 PM Central AWARDS EVENT				
MMA 2020 INNOVATOR AWARD Mark B. Houston, Texas Christian University "The State of Marketing"			BEST PAPER AWARD <i>Team Role Clarification: Improving Student Group Project Performance in Principles of Marketing</i> Deborah DeLong, Chatham University, and Brian A. Vander Schee, Indiana University	
10/29/2020 1:00 PM - 1:50 PM Central	Special Session - SSPAN 12 <i>Outsourcing the Teaching of Digital Marketing Tools</i> Kelly Naletelich, James Madison Univ. *Janna M. Parker, James Madison Univ. Leila Samii, Southern New Hampshire Univ. Debra Zahay-Blatz, St. Edward's Univ.	Panel Session - INDPAN 2 <i>Effective Use of Experiential Learning</i> Katie Hill, Arkansas State Univ. *Kai-Yu Wang, Brock Univ.	Refereed Paper Session - REF PAN 5 <i>SERVICES, SALES & RETAILING</i> Refereed Paper - REF 08 <i>The Merch Game: Going Beyond Transactions with Active Learning</i> Rebecca A. VanMeter, Ball State Univ. *Brian A. Vander Schee, Indiana Univ.	Exhibitor Session MANAGEMENT BY THE NUMBERS
		Panel Session - INDPAN 19 <i>Innovations in Teaching Marketing</i> Kimberly D. Grantham, Univ. of Georgia Marilyn Martin Melchiorre, The College of Idaho Lubna Nafees, Appalachian State Univ. *Pushkala Raman, Texas Woman's Univ.	Refereed Paper - REF 20 <i>Other Customers' Price Information and Service Subscription Renewal</i> Eunkyoo Lee, Syracuse Univ. Seung Hwan (Shawn) Lee, Ajou Univ.	
10/29/2020 2:00 PM - 2:50 PM Central	Special Session - SSPAN 13 <i>The World Has Changed; Universities have Changed; Students have Changed. How are we approaching a Covid-19 world?</i> Kimberly Folkers, Wartburg Univ. Tara Gerstner, Illinois Wesleyan Univ. Rebecca Hochradel, Transylvania Univ. *Fred Hoyt, Illinois Wesleyan Univ. Lori Lohman, Augsburg Univ.	Panel Session - INDPAN 10 <i>Innovations in Marketing Courses</i> Morgan M. Bryant, Saint Joseph's Univ. *Eric Rhiney, Webster Univ. Chris Ward, Univ. of Findlay	Position Paper Session - POSPAN 5 <i>SOCIAL MEDIA & DIGITAL MARKETING LEARNING STRATEGIES</i> Position Paper - POS 15 <i>Promoting active learning through a multi-semester digital marketing project</i> Tomasz Miaskiewicz, Fort Lewis College	Exhibitor Session PEARSON (Note this is a <u>closed</u> session for pre-arranged focus group participants.)
		Panel Session - INDPAN 1 <i>Effective Use of Experiential Learning</i> Stacy Neier Beran, Loyola Univ. Chicago Courtney Bergman, Univ. of Minnesota Crookston *Dorene Ciletti, Point Park Univ.	Position Paper - POS 23 <i>The Accelerated Need for Digital Marketing for Small Businesses during COVID-19 Stay-at-home Orders</i> Mya Pronschinske Groza, Northern Illinois Univ. Jock Sommese, Waubensee Community College	

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<p>10/29/2020 3:00 PM - 3:50 PM Central</p>	<p>Special Session - SSPAN 14 <i>Unleashing Creativity in Teaching Digital Marketing NOW</i> Janna M. Parker, James Madison Univ. Wes Pollitte, St. Edward's Univ. Holly Syrdal, Texas State Univ. *Debra Zahay-Blatz, St. Edward's Univ.</p>	<p>Panel Session - INDPAN 11 <i>Developing Internships or International Experiences</i> *Danielle Foster, Ohio Northern Univ. Jamie Lambert, Ohio Univ. Rachel Lundbohm, Univ. of Minnesota Crookston Megan Weinkauf, Oral Roberts Univ.</p>	<p>Refereed Paper Session - REF PAN 6 <i>CREATIVITY IN MARKETING EDUCATION</i></p> <p>Refereed Paper - REF 03 <i>A Combination Team and Problem-Based Learning Approach for Fulfilling Student Needs</i> LaVonne Fox, Turtle Mountain Community College Julie Grabanski, Univ. of North Dakota Nicholas Miceli, Park Univ. *Henry Roehrich, Park Univ.</p> <p>Refereed Paper - REF 12 <i>Developing Graduate Employability Skills Using Live Marketing Projects</i> Eleri Rosier, Cardiff Univ., UK</p> <p>Refereed Paper - REF 27 <i>Sometimes Annoying, but Fun and Effective: Synchronous Online Discussion Board as Primary Mode of Teaching</i> David S. Ackerman, California State Univ., Northridge Barbara L. Gross, California State Univ., Northridge</p>	<p>Exhibitor Session MASTER MARKETING PRINCIPLES</p>
<p style="text-align: center;">10/29/2020 4:00 PM – 5:00 PM Central MMA Cocktail Hour <i>Come network and engage in discussion with your fellow academics.</i></p>				

DAY 3	SPECIAL SESSIONS	SPECIAL SESSIONS	REFEREED & POSITION PAPER SESSIONS	EXHIBITOR & WORKSHOP SESSIONS
10/30/2020 8:30 AM – 9:00 AM Central MMA MORNING COFFEE <i>Q&A Session on Maneuvering the Whova App</i>				
10/30/2020 9:00 AM - 9:50 AM Central	Special Session - SSPAN 15 <i>Pivoting an International Travel Course during the Coronavirus Pandemic: Alternative Solutions</i> Paul Kurnit, Pace Univ. Mary Long, Pace Univ. *Dennis Sandler, Pace Univ.	Special Session - SSPAN 02 <i>Calm during Crisis: Creating Classroom Environments that Foster Learning and Collaboration</i> Julia Cronin-Gilmore, Bellevue Univ. Jeananne Nicholls, Slippery Rock Univ. *Debika Sihi, Southwestern Univ.	Position Paper Session - POSPAN 6 <i>UNDERGRADUATE STUDENT MARKETING RESEARCH</i> Position Paper - POS 17 <i>Promoting Honor Society Membership as an Opportunity for Student Leadership Development</i> Jenna R. Jansen, James Madison Univ. Janna M. Parker, James Madison Univ. Position Paper - POS 18 <i>Minding the Gap: Building Location Intelligence into Market Research Curriculum</i> Julio Rivera, Carroll Univ. Position Paper - POS 26 <i>A Publication Solution for Marketing Early Research Exposure to Undergraduate Students while Promoting Greater Mentored Undergraduate Research Engagement</i> Zoie Hing, Univ. of Texas at Austin *Jeanetta D. Sims, Univ. of Central Oklahoma Mindy Vo, Univ. of Central Oklahoma	Workshop - WS 3 <i>Jacobs & Clevenger Case Writers' Workshop</i> Susan K. Jones, Ferris State Univ. J. Steven Kelly, DePaul Univ. Emerging Marketing Trends for COVID-19 and Beyond Keynote Speaker, Ron Jacobs Agaati: A New Sustainable Luxury Clothing Brand Blodwen Tarter and Nabanita Talukdar NASCAR and Coca-Cola – Closing in on the Checkered Flag Jan Owens and Matthew Sauber Peloton: Going the Distance Matthew Fisher and Mary Beth McCabe Santa Fe Conservation Trust Matthew Sauber, Daniel Shen and Blodwen Tarter

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10/30/2020 10:00 AM - 10:50 AM Central	<p>Special Session - SSPAN 17 High Impact and Innovative Learning Practices Angela Balog, MBA, Univ. of Pittsburgh at Johnstown *Tricia Giannone McFadden, Saint Francis Univ., Shields School of Business John M. McGrath, Univ. of Pittsburgh at Johnston</p>	<p>Panel Session - INDPAN 7 Social Media & Digital Marketing Tyra Burton, Kennesaw State Univ. *Tomasz Miaskiewicz, Fort Lewis College Heidi Rottier, Bradley Univ. Ben Wright, American Univ.</p>	<p>Refereed Paper Session - REFPAN 7 LIBRARY TRAINING & E-TEXTBOOKS: HOW STUDENTS RESPOND</p> <p>Refereed Paper - REF 07 Non-Traditional Students' E-Text Acceptance Model Focusing on Students' Engagement with E-Texts and Computer Efficacy Cal Simpson, Indiana Univ. East *Sanga Song, Indiana Univ. East</p> <p>Refereed Paper - REF 13 Are Videobooks the "Textbooks" for the Gen Z Students? Neil Granitz, California State Univ. Fullerton Chiranjeev Kohli, California State-Fullerton Matt Lancellotti, California State-Fullerton</p> <p>Refereed Paper - REF 16 Marketing research and library training in the introduction to marketing course Darrell E. Bartholomew, Penn State Harrisburg Emily L. Mross, Penn State Harrisburg</p>	<p>Workshop - WS 3 (CONTINUES) Jacobs & Clevenger Case Writers' Workshop Susan K. Jones, Ferris State Univ. J. Steven Kelly, DePaul Univ.</p> <p>Emerging Marketing Trends for COVID-19 and Beyond Keynote Speaker, Ron Jacobs</p>
10/30/2020 11:00 AM - 11:50 AM Central	<p>Panel Session - INDPAN 14 Fostering Student Creativity in Marketing Education *Becky Hochradel, Transylvania Univ. Annie McCoy, Univ. of Central Missouri Randa Zalman, Bellevue Univ.</p>	<p>Refereed Paper Session - REFPAN 9 TEAMS & CLIENT PROJECT EXPERIENCES</p> <p>Refereed Paper - REF 09 Settling for the 'Best Found' Result: Project Experience with Customer Delivery John F. Wellington, MongrelWorks LLC Michael J. Messina, Gannon Univ.</p> <p>Refereed Paper - REF 25 (BEST PAPER AWARD) Team Role Clarification: Improving Student Group Project Performance in Principles of Marketing *Deborah DeLong, Chatham Univ. Brian A. Vander Schee, Indiana Univ.</p> <p>Refereed Paper - REF 26 What's a Team Leader to Do? The Impact of Leadership Style on Cross-functional, Multigenerational Innovation Management Elisa Fredericks, Northern Illinois Univ.</p>	<p>Position Paper Session - POSPAN 7 BRANDING, STRATEGY & RESEARCH</p> <p>Position Paper - POS 01 Teaching Marketing Management with a Simulation in an Active Learning Classroom Case Study *George Krueger, Univ. of Wisconsin-Platteville</p> <p>Position Paper - POS 10 Net Promoter Score: Improving Retail Customer Relationships Zeynep Kaya, Izmir Univ. of Economics Bengü Sevil Oflaç, Izmir Univ. of Economics Ursula Sullivan, Northern Illinois Univ.</p> <p>Position Paper - POS 20 Comparing Money and Time Donations: A Systematic Literature Review Tingting He, Governors State Univ.</p>	<p>Agaati: A New Sustainable Luxury Clothing Brand Blodwen Tarter and Nabanita Talukdar NASCAR and Coca-Cola – Closing in on the Checkered Flag Jan Owens and Matthew Sauber Peloton: Going the Distance Matthew Fisher and Mary Beth McCabe Santa Fe Conservation Trust Matthew Sauber, Daniel Shen and Blodwen Tarter</p>
<p>10/30/2020 12:00 PM - 1:00 PM Lunch Break</p>				

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<p>10/30/2020 1:00 PM - 1:50 PM Central</p>	<p>Panel Session - INDPAN 16 Managing Group Projects or Presentations Julie Harding, Marietta College *Ashley Kilburn, Univ. of Tennessee Martin Rob Larson, Luther College Ursula Y. Sullivan, Northern Illinois Univ.</p>	<p>Refereed Paper Session - REF PAN 5 SERVICES, SALES & RETAILING</p> <p>Refereed Paper - REF 06 Business Student Perceptions of Sales Careers: Is Change on the Horizon? *Dae-Hee Kim, Christopher Newport Univ. Lisa Spiller, Christopher Newport Univ.</p>	<p>Refereed Paper Session - REF PAN 8 ETHICS & SOCIAL RESPONSIBILITY IN MARKETING</p> <p>Refereed Paper - REF 04 Preventing the Bad from Getting Worse: Responding Strategies to Business Misdeeds for Current and Potential Consumers Lei Huang, The State Univ. of New York at Fredonia</p> <p>Refereed Paper - REF 05 When CSR meets "Moral Licensing": Moderated Mediation of Expected Corporate Social Responsibility Payoffs *Kristina Marie Harrison, Univ. of Southern Mississippi Lei Huang, The State Univ. of New York at Fredonia</p>	
<p>10/30/2020 2:00 PM - 2:50 PM Central</p>	<p>Special Session - SSPAN 08 High Impact Practices Candice Hollenbeck, Univ. of Georgia Leila Samii, Southern New Hampshire Univ. *Hannah Walters, Northern State Univ.</p>	<p>Panel Session - INDPAN 17 Skills, Ethics, Certifications: Curricular Innovations to Prepare Students for Career Readiness Mya Groza, Northern Illinois Univ. *Paul J. Radich, The Catholic Univ. of America Sajna Razi, Univ. of Illinois at Chicago</p>	<p>Position Paper Session - POS PAN 8 CONSUMER BEHAVIOR STRATEGY & RESEARCH</p> <p>Position Paper - POS 06 A Flexible Format Activity for Teaching Consumer Motivation Using the Theory of Planned Behavior *Demetra Andrews, Indiana Univ. Purdue Univ. Indianapolis Omar Woodham, North Carolina A & T</p> <p>Position Paper - POS 14 Utilitarian or Hedonic? Product Feature Effect on Consumers' Willingness to Pay Ruby R. Dholakia, Univ. of Rhode Island Sereikhuoch Eng, Emerson College</p> <p>Position Paper - POS 21 Why Is Blood Donation Different? A Literature Review Tingting He, Governors State Univ.</p>	
<p>10/30/2020 3:00 PM – 4:00 PM Central MMA Cocktail Hour <i>Come network and engage in discussion with your fellow academics.</i></p>				

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