



Marketing Management Association

Marketing during Uncertainty

**Marketing Management Association Program Sessions
March 25, 2021 – March 26, 2021**

DRAFT

**MMA Thursday Program Sessions – March 25, 2021
(Thursday)**

**Marketing Management Association
8:00-9:00 a.m. Marketing Room 1**

**Theme: Cross-Cultural, Ethics & Social Responsibility
Chair and
Discussant: Hannah Walters, Northern State University**

Effect of music background at store on customers' preference
Chico Adhibaskara Ekananda Hindarto, Indonesia Banking School

An Assessment Of Emotional Intelligence And Job Satisfaction In Tourism
Kristi M. Bockorny, Northern State University
Hannah Walters, Northern State University

**(Thursday)
Marketing Management Association
8:00-9:00 a.m. Marketing Room 2**

**Theme: Marketing Education
Chair and
Discussant: Sanga Song, Indiana University East**

Traditional vs. Non-Traditional Students' Perceptions of E-Texts: A Semantic Network
Approach
Sanga Song, Indiana University East
LaCalvince (Cal) Simpson, Indiana University East

An Analysis of the Higher Education Enrollment Pattern In Iowa From 2006-2017
Rob K. Larson, Luther College

**(Thursday)
Marketing Management Association
8:00-9:00 a.m. Marketing Room 3**

**Theme: Consumer Behavior
Chair and
Discussant: Rebecca Hochradel, Transylvania University**

The Arrival of Self-Driving Vehicles: A Profile of Potential Drivers*** Best Paper in Consumer
Behavior and B2B***

Kevin Elliott, Minnesota State University Mankato
Mark Hall, Minnesota State University Mankato
Juan Gloria Meng, Minnesota State University Mankato

Examining Drink-Gender Stereotyping and Consumption Intentions: A Study with the U.S. Millennials

Musa Pinar, Valparaiso University
Ceren Ekebas-Turedi, Purdue University Northwest
Cigdem Basfirinci, Trabzon University

Factors of Framing Nutritional Messages Across National Borders: Russia Vs US

Zinaida Taran, Delta State University
Rebecca Hochradel, Transylvania University

(Thursday)

Marketing Management Association

9:15-10:30 a.m. Marketing Room 1

Theme: Cross-Cultural, Ethics & Social Responsibility

Chair and

Discussant: Paul Prabhaker, Northern Illinois University

Technology Resistance Modelling: An Analysis in the Indian Market

Paul Prabhaker, Northern Illinois University

Integrating the Healthy Food Palm as a Motivator in Fresh Food Consumption among Saudi Millennials: Strategy for Reducing Obesity during a Pandemic

Rickey Warner, Northern Illinois University

Influence of Social Media Factors on Turkish and US Facebook Users*** Best Paper in Cross-Cultural, Ethics & Social Responsibility ***

Tugba Bingol, Nichols College

Leila Samii, Southern New Hampshire University

Tej Dhakar, Southern New Hampshire University

(Thursday)

Marketing Management Association

9:15-10:30 a.m. Marketing Room 2

Theme: Social Media and Digital Marketing and Ethics

Chair and

Discussant: Mary Rickard, Georgia College & State University

Examining Key Determinants of Social Media Influencer Marketing Effectiveness
Nichaya Suntornpithug, Purdue University, Fort Wayne
Adrita Iman, Purdue University, Fort Wayne

SME Challenges of Customer Relationship Management Implementation in a Constantly Shifting Environment
Kimberly Witzel Pichot, Andrews University

Using Influencer Marketing Dashboards to Teach Digital Marketing
Sharmin Attaran, Bryant University

Online Consumer-Based Brand Equity (CBBE) and Customer Intentions to Patronize Local Businesses
Hyeong-Gyu Choi, Augustana College, Rock Island

(Thursday)
Marketing Management Association
9:15-10:30 a.m. Marketing Room 3

Theme: Marketing Education
Chair and
Discussant: Panel: Ursula Sullivan, Northern Illinois University

A Preview of the 2021 MMA Fall Educators' Conference: Diversity For A New Decade
Ursula Sullivan, Northern Illinois University
Takisha Toler, Stevenson University
Brian Vander Schee, Indiana University

(Thursday)
Marketing Management Association
10:45 a.m. -12:00 p.m. Salon Foyer, 3rd Floor
MMA Awards Meeting
Best Track Papers

(Thursday)
Marketing Management Association
1:30-2:45 p.m. Marketing Room 1
Theme: Marketing Student Engagement During a Pandemic
Chair and
Discussant: Maxwell K. Hsu, University of Wisconsin-Whitewater

Panelists:
Maxwell K. Hsu, University of Wisconsin-Whitewater
Robert Boostrom, University of Wisconsin-Whitewater
Dennis Kopf, University of Wisconsin-Whitewater

(Thursday)

Marketing Management Association

1:30-2:45 p.m. Marketing Room 2

Theme: Branding, Strategy & Research and Services, Sales & Retailing

Chair and

Discussant: Shiva Nandan, Missouri Western State University

A Survey of Historical Marketing Influences on Artisan Vendors*** Best paper in Branding, Strategy and Research***

Aruna Sadasivan, Georgia College & State University

Samuel Mullis, Georgia College & State University

Mary Kay Rickard, Georgia College & State University

Doreen Sams, Georgia College & State University

Promoting B-to-B Value Propositions and WOM Recommendations: The Search for A Silver Bullet

James Warrick, Southern New Hampshire University

Leila Samii, Southern New Hampshire University

Tej Dhakar, Southern New Hampshire University

Strategic Planning with Human-Centered Design Thinking: Application in a Nonprofit Organization (NPO) Context

Shiva Nandan, Missouri Western State University

(Thursday)

Marketing Management Association

1:30-2:45 p.m. Marketing Room 3

Theme: Consumer Behavior and B2B

Chair and

Discussant: Kurt Pflughoeft, University of Wisconsin - Stevens Point

The Influence of Product Involvement on Electronic Word of Mouth and Purchase Intention
Ahmed El-Sayed Sarhan, Horizons University- Paris

Mixed Methodology of For Profit Higher Education Institutions

Kenyatta N. Barber, University of Wisconsin – Whitewater

The Impact of Split Surveys on Importance-Performance Analysis

Kurt Pflughoeft, University of Wisconsin - Stevens Point

Sharon Alberg, MaritzCX

(Thursday)

Marketing Management Association

3:00-4:15 p.m. Marketing Room 1

Theme: Services, Sales, and Retailing and Consumer Behavior

Chair and

Discussant: Doreen Sams, Georgia College and State University

Does Fandom Influence Marketing Executives' Valuations Of Sports Sponsorships? Insight from The French Soccer League

Olivier Rénier, IESEG School of Management

Vassilis Dalakas, California State University San Marcos

Joanna Melancon, Western Kentucky University

When Can The Olympic Sponsorship Adversely Affect The Purchase Intention Of Athletic Sports Footwear?

Junhong Min, Michigan Technological University

Clayton Sayen, Michigan Technological University

M. Deniz Dalman, St. Petersburg University

Do window displays still have a place in retail shopping? A review and research agenda

Danielle Lecointre-Erickson, Catholic University of the West

(Thursday)

Marketing Management Association

3:00-4:15 p.m. Marketing Room 2

Theme: Marketing Education

Chair and

Discussant: Kelly Moore, Duquesne University

Learning Styles in the Flipped Marketing Classroom

Kelly Moore, Duquesne University

Georgiana Craciun, Duquesne University

Determining Predictive Importance for Gasoline Station Sales using Augmented Mystery Shop Data

Kurt Pflughoeft, University of Wisconsin - Stevens Point

Sharon Alberg, MaritzCX

Moderating Role of Student Preference for Written and Online Feedback on the Relationship between Immediacy Behaviors and Satisfaction

Pushkala Raman, Texas Woman's University

(Thursday)

Marketing Management Association

3:00-4:15 p.m. Marketing Room 3

**Theme: Panel: Teaching Disasters and How We (Almost) Overcame Them
Chair and**

Discussant: Frederick Hoyt, Illinois Wesleyan University

Frederick Hoyt, Illinois Wesleyan University

Lori Lohnman, Augsburg U,

Kimberly Folkers, Wartburg College

Nora Ganim Barnes, U Mass Dartmouth

Tara Gerstner, Illinois Wesleyan University

Gavin Leach, Illinois Wesleyan University

David Wallace, Illinois Wesleyan University

Rebecca Hochradel, Transylvania U

MMA Friday Program Sessions – March 26, 2021

(Friday)

Marketing Management Association

8:00-9:15 a.m. Marketing Room 1

Theme: Consumer Behavior and Cross-Cultural

Chair and

Discussant: Sangwon Lee, Ball State University

Paradox in Purchasing Imitative New Products: Roles of Consumer Dialectical Thinking,
Product Design, and National Culture

Aiqing Liu, Xi'an Jiaotong University

Chengli Shu, Xi'an Jiaotong University

The Interplay of Product Form Design, Function Innovativeness and Culture on Radically New
Product Evaluation

Sangwon Lee, Ball State University

Desire to Learn more, Knowledge about Foreign Cultures, and Intercultural Sensitivity among
Business Students

Vivek Madupu, Indian Institute of Management Visakhapatnam

(Friday)

Marketing Management Association

8:00-9:15 a.m. Marketing Room 2

Theme: Marketing Education

Discussant: Sarah Mittal, St. Edwards University

Refining Soft Skills in the Classroom: A Professional Selling Perspective

Jaelyn C. Schalk, University of Findlay

What are the Best Practices for Keeping Curriculum Relevant?

M. Merrill Johnson, Bellevue University

Julia Cronin-Gilmore, Bellevue University

Randa Zalman, Bellevue University

Delivering Effective Social Media Marketing Analytics through a Workshop Approach

Patrick Tobin, Southern New Hampshire University

Sarah Mittal, St. Edwards University

Far and away, but Nearpod: Technology to Engage Virtually

(Friday)

Marketing Management Association

8:00-9:15 a.m. Marketing Room 3

Theme: Marketing Education, Social Media and Digital Marketing

Chair and

Discussant: Sharmin Attaran, Bryant University

Teaching Technology as a Marketing Skill Set: Exploring Determinants of Perceived vs Actual Learning and Career Readiness for the Real World

Sydney Chinchachokchai, University of Akron

James D. McKelvey, University of Akron

William Hauser, University of Akron

Building Behavioral Loyalty on Branded Mobile Applications: The Role of Perceived Ubiquity of a Branded Mobile Application

Kai-Yu Wang, Brock University

Wen-Hai Chih, National Dong Hwa University

Chandra Suparno, National Dong Hwa University

The Impact of Social Media Usage on Self Brand Connection

Mya Pronschinske Groza, Northern Illinois University

Aaron David Schubert, Northern Illinois University

(Friday)

Marketing Management Association

9:30-10:45 a.m. Marketing Room 1

Theme: Social Media & Digital Marketing

Chair and

Discussant: Brian A. Vander Schee, Indiana University

Connecting Social Media Consumer Engagement and Brand Advocacy Through Brand Involvement: A Case of Competitive Mediation*** Best Paper in Social Media and Digital Marketing Track***

Brian A. Vander Schee, Indiana University

James W. Peltier, University of Wisconsin – Whitewater

Andrew J. Dahl, University of Wisconsin – Whitewater

Effect of eWOM Review Effect of Online members' eWOM Review on Facebook Beauty Fan Pages

Li-Chun Hsu, National Taitung University, Taiwan

Po-Fu Li, National Taitung University, Taiwan

Social Capital and Consumerism
Hassan Hussein, College of Saint Benedict and Saint John's University

(Friday)

Marketing Management Association

9:30-10:45 a.m. Marketing Room 2

Theme: Services, Sales & Retailing

Chair and

Discussant: Kendra K. Evans, Georgia College & State University

Marketing Strategies for Institutions of Higher Educations' Career Services: An Empirical Study

Kendra K. Evans, Georgia College & State University

Mary Kay Rickard, Georgia College & State University

Doreen Sams, Georgia College & State University

Capturing Micro-Expressions On Zoom: A Promising Sales Opportunity

Oscar McKnight, Ashland University

Christopher Mahar, Ashland University

Ronald Paugh, Ashland University

Jonathan Meredith, Ashland University

Josiah Moore, Ashland University

The Relevance of Organizations Utilizing Both Strategic Management And Strategic Selling Practices

Shawn Green, Aurora University

(Friday)

Marketing Management Association

9:30-10:45 a.m. Marketing Room 3

Theme: Services, Sales & Retailing

Chair and

Discussant: Pamela Harper, Marist College

Venn Push Comes to Shove: Toward Understanding Dysfunctional Consumer Behavior

David Aron, Dominican University

Ivana Durovic, Dominican University

The Influence of Internal Communications and Organizations' Culture on the Consumers' Behaviors

Lynn Succari, Southern New Hampshire University

Leila Samii, Southern New Hampshire University

The Moderating Role of Utilitarian and Hedonic Motive: A Model of Customer Temptation
Halimin Herjanto, University of the Incarnate Word
Pamela Harper, Marist College

(Friday)

Marketing Management Association

9:30-10:45 a.m. Marketing Room 4

Theme: Undergraduate Research Poster Session

Chair and

Discussant: James McKelvey, University of Akron

Examining disparaging humor in advertising using biometric and self-reported measures****

Tabitha Meers, University of Akron

Elias Lignos, University of Akron

Sydney Chinchachokchai, University of Akron

James McKelvey, The University of Akron

Whole Foods

Sara Dever, Providence College

Ethan Foley, Providence College

Clare Mohan, Providence College

Branding Vegan Products in the Egg Substitute Industry

Christina Fuller, Andrews University

Lisa Nyange, Andrews University

Kimberly Witzel Pichot, Andrews University

Why Hire Us? Experienced Sales Practitioners' Perceptions of Student Preparation

Alexa Hladick, Christopher Newport University

Lisa Spiller, Christopher Newport University

Nature-Based Solutions: The Role of Green Environment Affecting The Tourists'
Well-being and Mental Health

Braden McCanna, Clarion University of Pennsylvania

Nripendra Singh, Clarion University of Pennsylvania

Moderating Role of CSR Initiatives and Team Net Worth on Consumer Authenticity

Kylee Hebert, Elon University

Prachi Gala, Elon University

(Friday)

Marketing Management Association

11:00 a.m. -12:15 p.m. Marketing Room 1

Theme: Consumer Behavior and Branding
Chair and
Discussant: Michael C. Budden, Southeastern Louisiana University

Overcoming Economic and Societal Constraints: Resilience of a U.S. Cottage Industry
Mary Kay Rickard, Georgia College & State University
Aruna Sadasivan, Georgia College & State University
Doreen Sams, Georgia College & State University

Consumer Behavior Impacts of a Pandemic on Business Students in the Short Term: One College's Experience
Michael C. Budden, Southeastern Louisiana University
Connie L. Budden, Southeastern Louisiana University
Heather L. Budden, Southeastern Louisiana University

FOMO, JOMO and COVID: How missing out and enjoying life are impacting how we get navigate a pandemic
Stephanie Jacobsen, Bridgewater State University

(Friday)
Marketing Management Association
11:00 a.m. -12:15 p.m. Marketing Room 2

Theme: Special Session: Enhancing Digital Skills in Marketing Education
Chair and
Discussant: Victoria Crittenden, Babson College

Victoria Crittenden, Babson College
Anna Pietraszek, Florida International University
Nancy Richmond, Florida International University
Jessica Rogers, Southern New Hampshire University

(Friday)
Marketing Management Association
11:00 a.m. -12:15 p.m. Marketing Room 3

Theme: Marketing Education
Chair and
Discussant: Annette Singleton Jackson, Grambling State University

Making Sense of Student Panic Behavior During Covid-19 Crisis

Annette Singleton Jackson, Grambling State University
Rickey Paul Warner, Grambling State University
Susan Billups Wiley, Grambling State University

Can Artificial Intelligence Enhanced Robotic Teaching Assistant Be A Game Changer In Enhancing Classroom Engagement And Learning Among Undergraduate Students In Higher Education Institutes?

Andy Shome, Alfred University

Integrating Marketing Concepts in Competitive Decision Making – A Case Study

Michael T. Manion, University of Wisconsin - Parkside

Lovina Akowuah, University of Wisconsin - Parkside

(Friday)

Marketing Management Association

1:45-3:00 p.m. Marketing Room 1

Theme: Consumer Behavior and Cross-Cultural, Ethics & Social Responsibility

Chair and

Discussant: Andy Shome, Alfred University

How Permanent is the Change? Comparing Consumer Habits Before and After COVID-19

Elif Persinger, Eastern Michigan University

Emin Civi, University of New Brunswick, Saint John

Effects of COVID-19 on Marketing: New Consumer Behavior Model

Laura Draghiciu, Clarion University of Pennsylvania

Nripendra Singh, Clarion University of Pennsylvania

Recognizing the Essential Dynamics of Food Waste Behavior

Zeynep Topaloglu, EZO Consulting

Omer Topaloglu, Fairleigh Dickinson University

(Friday)

Marketing Management Association

1:45-3:00 p.m. Marketing Room 2

Theme: Cross-Cultural, Ethics & Social Responsibility and Sport

Chair and

Discussant: Kimberly Pichot, Andrews University

The Value of CVI to Market Competitiveness- The Case Study Of The European Marketplace

Anua Drzewiecka, Horizons University

Identity Marketing Signage: Inclusive Consumers Support Small Business Owners' Displayed Social Identities

Mya Pronschinske Groza, Northern Illinois University
Stephanie Van Tieghem, NBC Sports Group

Nation Branding Through Partnership with Sports Clubs
Matthieu Bocquet, IÉSEG School of Management
Vassilis Dalakas, California State University San Marcos

(Friday)

Marketing Management Association

1:45-3:00 p.m. Marketing Room 3

Theme: Social Media and Digital Marketing

Chair and

Discussant: Lisa Witzig, Colorado State University - Global

Major Traditional Universities Selling On-Line Programs via Social Media: Is Agenda Setting Afoot?

Lisa Witzig, Colorado State University - Global
Joe Spencer, Anderson University

The Next Click

Litia Sheldon, Southern New Hampshire University
Leila Samii, Southern New Hampshire University
Kelly Grant, Southern New Hampshire University

Does SERVQUAL Work for Generation Y, Generation Z, & Generation Alpha?

Gary H. Kritz, Seton Hall University
Héctor R. Lozada, Seton Hall University

(Friday)

Marketing Management Association

3:00-4:15p.m. Marketing Room 1

Theme: Marketing Education

Chair and

Discussant: Pushkala Raman, Texas Women's University

Factors Affecting the Retention of Adjunct Faculty

Albertus Barnes, Rasmussen University
Elisa Fredericks, Northern Illinois University

Opportunities with Covid-19

Paul Lane, Grand Valley State University

Student Indebtedness and Price Differences As Predictors Of Student Enrollment At Iowa's
Private And Public Colleges And Universities
Rob K Larson, Luther College

(Friday)

3:00-4:15p.m. Marketing Room 2

Theme: Consumer Behavior & B2B and Branding

Chair and

Discussant: Kristen Maceli, Pittsburg State

Experiences in the State Park Setting Can Improve Mental Health and Overall Well-Being and
Encourage Re-Visits

Jessica Kirkpatrick, Clarion University

Nripendra Singh, Clarion University

Cause Related Marketing

Kristen Maceli, Pittsburg State

Mary Judene Nance, Pittsburg State University

Mary Kay Wachter, Pittsburg State University

What's in it for Me? – Exploring Intrusiveness for Online Ads when Intending to Sell versus
when Intending to Buy

Sphurti Sewak, Florida International University

Kimberly A. Taylor, Florida International University