



Marketing Management Association

2022 Fall Conference Program
“Analytics in the Classroom”
Drury Plaza Riverwalk Hotel, San Antonio
Wednesday, September 21, 2022
 (Central Time Zone)

DAY 1 9/21/2022	WORKSHOP SESSIONS	
	MEDINA	BLANCO
9/21/2022 8:00 AM – 5:30 PM Central MMA REGISTRATION OPEN <i>4th Floor Exhibitor Area (Trinity Room)</i>		
8:30 AM – 11:30 AM	Workshop - WS 1 27TH ANNUAL JACOBS & CLEVENGER CASE WRITERS' WORKSHOP Jessica Sanborn, DePaul University Susan K. Jones, Ferris State Univ. J. Steven Kelly, DePaul Univ. Ron Jacobs <i>Daytripper Tours: The Long Road to Normalcy</i> Mary McCabe, Matthew Fisher & Richard Weaver <i>“Masal u Brucha” and a Handshake</i> Daniel Shen <i>MotoGP Red Bull Grand Prix of The Americas</i> Matthew Fisher	Workshop - WS 2 INCORPORATING DATA ANALYSIS AND VISUALIZATION IN THE CLASSROOM WORKSHOP Masoud Moradi, Texas State University
	9/21/2022 11:45 AM – 12:45 PM Central Pre-Conference Lunch <i>2nd Floor Dining Area (requires pre-conference workshop registration)</i>	

Marketing Management Association

2022 Fall Educators' Conference
 September 21-23, 2022
 San Antonio, Texas

**Visit
Five (5)
Exhibitor Booths
& One (1)
Exhibitor Session
for a
Chance to Win**

Harry & David
**Grand Favorites
Gift Basket**

(\$150 VALUE)

Visit the MMA Registration Table for an Entry Card and more information!!!

All Entry Forms must be submitted by 2 PM Friday, September 23, 2022 for a chance to win. Basket will be shipped to the address on the entry form.

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



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DAY 1 9/21/2022	SAN ANTONIO I	MEDINA	BLANCO	GUADALUPE
1:00 PM - 1:50 PM	<p>Panel Session - PANF22-17</p> <p>MANAGING GROUP PROJECTS OR PRESENTATIONS</p> <p>*Daniel Coleman, Schreiner University Nadia Novotorova, Baker University Ursula Sullivan, Northern Illinois University Brian Vander Schee, Indiana University, Kelley School of Business</p>	<p>Special Session - SSF22-02</p> <p>STUDENT-CENTERED SOLUTIONS TO THE DEMOGRAPHIC CLIFF USING ANALYTICS</p> <p>*Nick Schreck, Midland University Randa Zalman, Bellevue University</p>	<p>Position Paper Session - PP01</p> <p>Position Paper - POSF22-09 MBA STUDENTS' EXPERIENCE IN THE HEART OF THE PANDEMIC *Paul Kotz, Saint Mary's University of Minnesota</p> <p>Position Paper - POSF22-26 THE DREAD WORD PROBLEMS: AN APPROACH TO HELP MAKE SENSE OF INFORMATION Lisa Cooley, Delta State University Christopher Riley, Delta State University *Zinaida Taran, Delta State University</p>	<p>Competition - C1</p> <p>1:00 PM - 2:50 PM</p> <p>MASTER TEACHER COMPETITION <i>Sponsored by</i> Interpretive Simulations</p> <p>Don Roy, Competition Coordinator Middle Tennessee State University</p> <p>Judges: Dawn Edmiston, College of William & Mary Michael Messina, Gannon University</p> <p>Finalists: Scott Cowley, Western Michigan University Michael Levin, Otterbein University Takisha Toler, Stevenson University</p>
2:00 PM - 2:50 PM	<p>Special Session - SSF22-07</p> <p>TEACHING IN A (HOPEFULLY) POST PANDEMIC WORLD: LESSONS FROM THE PAST APPLIED IN THE PRESENT</p> <p>Tara Gerstner, Illinois Wesleyan University *Rebecca Hochradel, Transylvania University Stephanie Jacobsen, Bridgewater State Gavin Leach, Illinois Wesleyan University</p>	<p>Panel Session - PANF22-03</p> <p>FOSTERING STUDENT CREATIVITY IN MARKETING EDUCATION</p> <p>Lorraine M. Martinez-Novoa, Marymount Manhattan College David Price, Washburn University *Mark Wolters, The University of Illinois at Urbana Champaign</p>	<p>Special Session - SSF22-15</p> <p>MEET THE EDITOR SESSION</p> <p>Brian Rutherford, Kennesaw State University Editor, Marketing Management Journal & Associate Editor, Journal of Business and Industrial Marketing</p>	

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3:00 PM - 3:50 PM	Panel Session - PANF22-12 MARKETING RESEARCH & ANALYTICS Brooke Reavey, Dominican University *Purvi Shah, Worcester Polytechnic Institute Vasu Unnava, University of California, Davis	Exhibitor – E1 3:00 PM – 3:25 PM ALTERYX "Data Analytics Education: Now Imperative for Knowledge Workers in Every Industry" <i>Jay Garcia</i>	Position Paper Session - PP02A 3:00 PM – 3:25 PM Position Paper - POSF22-10 CHOOSING A BRAND: LUXURY AND STANDARD BRANDS IN DEVELOPED VERSUS DEVELOPING MARKETS Tim Aurand, Northern Illinois University Bengü Sevil Oflaç, Izmir University of Economics *Ursula Sullivan, Northern Illinois University Cansu Yildirim, Izmir University of Economics	Competition – C2 3:00 PM – 4:50 PM TEACHING INNOVATION COMPETITION Sponsored by Marketplace Simulations Eric Rhiney, Competition Coordinator Webster University Judges: Demetra Andrews, Indiana University M. Dee Guillory, Winston-Salem State University Dalila Salazar, Louisiana State University-Shreveport Jeannine Morber, Stevenson Univ. (Preliminary Reviewer Only) Finalists: Nisha Ray-Chaudhuri, Webster University Debika Sihi, Southwestern University Brian Vander Schee, Indiana University & Rebecca VanMeter, Ball State University
	Exhibitor – E8 4:00 PM – 4:25 PM STRATX SIMULATIONS <i>Paul Ritmo</i>	Special Session - SSF22-12 LINKEDIN LEARNING: BRIDGING THE CLASSROOM TO INDUSTRY GAP *Kristi Sweeney, University of North Florida Robert Lyons, Jr., North Carolina A&T State University	Position Paper Session - PP03 Position Paper - POSF22-18 TEACHING MARKETING ANALYTICS- FOSTERING A "PRODUCTIVE MINDSET" VIA COMMUNITY SERVICE-LEARNING (CSL) PROJECTS Larry McCarthy, Slippery Rock University *Theresa Wajda, Slippery Rock University Position Paper - POSF22-19 COMMUNITY-BASED LEARNING IN THE BUSINESS CURRICULUM *Dennis Kopf, University of Wisconsin - Whitewater Karen Whalen, University of Wisconsin - Whitewater	
4:00 PM - 4:50 PM	Position Paper Session - PP02B 4:25 PM – 4:50 PM Position Paper - POSF22-21 TEACHING SOCIAL MEDIA PLATFORM GUIDELINES FROM A SOCIAL JUSTICE PERSPECTIVE Janna Parker, James Madison University Brook Reavey, Dominican University *Debra Zahay, St. Edward's University			

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DAY 1
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Drury Inn Kickback Hour (5:30 PM – 6:30 PM)

*Come network and engage in discussion with your fellow academics.
2nd Floor Dining Area*

Depart for Dinner (6:40 PM)

*Meet in Hotel Lobby, Walk to Casa Rio Restaurant (three short blocks)
430 E. Commerce Street, San Antonio, TX*

Exit the hotel onto St. Mary's Street, turn left at the lights turn right onto E. Commerce Street, walk 3 blocks, restaurant on the right before crossing the bridge.

[PLEASE NOTE THERE WILL BE A CASH BAR FOR THIS EVENT]



2022 Fall Educators' Conference Program
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DAY 2 9/22/2022	SAN ANTONIO I	MEDINA	BLANCO	GUADALUPE
9/22/2022 8:00 AM – 5:30 PM Central MMA REGISTRATION OPEN <i>4th Floor Exhibitor Area (Trinity Room)</i>				
8:00 AM - 8:50 AM	Competition – C3 8:00 AM – 9:50 AM OUTSTANDING TEACHER-SCHOLAR DOCTORAL STUDENT COMPETITION Adam Mills, Competition Coordinator Loyola University New Orleans Judges: Dana Harrison, East Tennessee State University Holly Syrdal, Texas State University Renée Gravois, Sam Houston State University Finalists: Joey Lam, Simon Fraser University Yeseul Kim, University of South Florida	Position Paper Session - PP04 Position Paper - POSF22-13 INFLUENCER MARKETING AND DATA COLLECTION Ujjawal Garg *Vasu Unnava, University of California, Davis Position Paper - POSF22-15 UNDERSTANDING SOCIAL MEDIA MARKETING METRICS WITH H5P *Lauren Brewer, University of Texas at Arlington Position Paper - POSF22-28 USING SOCIAL MEDIA TOOLS TO ENHANCE EXPERIENTIAL LEARNING IN MARKETING CLASSES *Subir Bandyopadhyay, Indiana University Northwest	Panel Session - PANF22-01 ANALYTICS IN THE CLASSROOM *Mary Conran, Temple University John Crane, Belmont Abbey College Michael Messina, Gannon University	Refereed Paper Session - PP01 Refereed Paper - REFF22-03 IS SOCIAL CAPITAL ALWAYS "CAPITAL"? MEASURING AND LEVERAGING SOCIAL CAPITAL IN ONLINE USER COMMUNITIES FOR IN-GROUP DIFFUSION Yun Seob Choi, Yonsei University Jae Young Lee, Yonsei University *Tae-Hyung Pyo, University of Idaho Chanchal Tamrakar, Georgia Southern University Refereed Paper - REFF22-07 REFLECTION ON THE PANDEMIC AND COVID-19: A PHENOMENOLOGICAL STUDY OF MBA STUDENTS AND THEIR EXPERIENCE *Paul Kotz, Saint Mary's University of Minnesota
9:00 AM - 9:50 AM		Panel Session - PANF22-05 USING COMPETITIONS AS A LEARNING TOOL Adriane Grumbein, University of Kentucky *M. Dee Guillory, Winston-Salem State University Gail Zank, Texas State University	Special Session - SSF22-01 CLIENT-BASED PROJECTS: WORKING TOWARD A FRAMEWORK TO BUILD CAREER-READY COMPETENCIES IN STUDENTS Jean Beaupre, Nichols College Sondra Simpson, Elmhurst University Adrienne Wallace, Grand Valley State University *Hannah Walters, Northern State University	Exhibitor – E2 9:00 AM - 9:50 AM INTERPRETIVE SIMULATIONS "Engage Your Students With Our Marketing Simulations" Adele Anderson Daniel Coleman, Schreiner University

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10:00 AM - 10:50 AM	<p>Panel Session - PANF22-11</p> <p>DEVELOPING INTERNATIONAL EXPERIENCES Donna Bergenstock, Muhlenberg College *Nripendra Singh, Pennsylvania Western University (Clarion Campus)</p>	<p>Exhibitor – E4</p> <p>10:00 AM - 10:50 AM</p> <p>MARKETPLACE SIMULATIONS <i>Simulation-Based Learning: Translating Marketing Knowledge to Skill with Marketplace Simulations</i> Gary Lewis, Product Specialist for Marketplace Simulations</p>	<p>Position Paper Session - PP05</p> <p>Position Paper - POSF22-12 TEACHING DIGITAL MARKETING KNOWLEDGE, SKILLS AND APTITUDES WITH TWO COORDINATED CLASSES *Hao Chen, University of Wisconsin-Platteville George Krueger, University of Wisconsin-Platteville</p> <p>Position Paper - POSF22-27 FOSTERING COMMUNITY, CURIOSITY, AND CRITICAL THINKING THROUGH ONLINE DISCUSSION BOARDS *Renee Gravois, Sam Houston State University Weixing M. Ford, Texas A&M University-San Antonio</p>	<p>Panel Session - PANF22-14</p> <p>BUSINESS CASE DEVELOPMENT AND DELIVERY Alicia Cooper, Alabama A&M University Adam Mills, Loyola University New Orleans</p>

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11:00 AM - 11:50 AM	<p>Refereed Paper Session - PP02</p> <p>Refereed Paper - REFF22-01 CONFERENCING FOR THE NEXT GENERATION: WHAT DO MARKETING DOCTORAL STUDENTS EXPECT FROM ACADEMIC CONFERENCES? Debbie F. DeLong, Chatham University *Brian A. Vander Schee, Indiana University</p> <p>Refereed Paper - REFF22-08 BEST PAPER AWARD</p> <p>THE INCORPORATION OF SOCIAL MEDIA, WEB, AND CONTENT MARKETING ANALYTICS IN A SOCIAL MEDIA MARKETING COURSE *Mary Martin, Fort Hays State University Michael J. Martin, Fort Hays State University</p>	<p>Position Paper Session – PP06</p> <p>Position Paper - POSF22-06 STUDENT PERCEPTIONS ON THE BENEFITS OF NEARPOD IN THE HYFLEX CLASSROOM *Hannah Walters, Northern State University</p> <p>Position Paper - POSF22-08 MARKETING ANALYTICS LEARNING MODEL (MALM): HIGH IMPACT PEDAGOGY FOR MARKETING COURSES *Nripendra Singh, Pennsylvania Western University (Clarion Campus)</p> <p>Position Paper - POSF22-14 WHAT ARE BRANDED DIGITAL MARKETING CERTIFICATIONS WORTH TO EMPLOYERS? *Holly Syrdal, Texas State University Amy Watson, Valdosta State University</p>	<p>Exhibitor – E5</p> <p>11:00 AM - 11:25 AM</p> <p>MASTER MARKETING PRINCIPLES Videobook: A "Textbook" for the New Generation Chiranjeev Kohli</p>	<p>Special Session - SSF22-04</p> <p>THE IMPLICATIONS OF INDUSTRY TRENDS ON THE DESIGN OF MARKETING ANALYTICS COURSES Dana Harrison, East Tennessee State University *Mike McGuirk, Babson College</p>
	<p>Special Session - SSF22-06</p> <p>11:25 AM - 11:50 AM</p> <p>BUILDING A SOCIAL MEDIA AMBASSADOR TEAM FOR A BUSINESS COLLEGE TO INCREASE STUDENT ENGAGEMENT AND DECREASE THE FEAR OF ANALYTICS *Elizabeth Carey, Johnson & Wales University</p>			
<p>SAN ANTONIO II</p> <p>9/22/2022</p> <p>12:10 PM – 1:10 PM Central</p> <p>AWARDS BUFFET LUNCHEON</p> <p>Sponsored by StratX Simulations</p>				

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2:00 PM - 2:50 PM	2:00 PM - 2:25 PM Special Session - SSF22-03 TEACHING PRICING IN THE MARKETING CLASSROOM *Lee Hibbett, Freed-Hardeman University Joshua Greer, Bethel University	Special Session - SSF22-05 INTEGRATING ANALYTICS IN COURSES AND CURRICULUMS, OH MY! Julia Cronin-Gilmore, Bellevue University Jeananne Nicholls, Slippery Rock University *Debika Sihi, Southwestern University	Panel Session - PANF22-02 CURRICULUM AND PROGRAM DEVELOPMENT INITIATIVES Bryan Greenberg, Elizabethtown College Angie Donovan, Loras College *Janet Parish, Texas A&M University	Refereed Paper Session - PP03 Refereed Paper - REFF22-09 PREFERRED TEACHING DELIVERY METHODS FOR GENERATION Z Denise Gochenouer, Southwest Minnesota State University Lei Huang, State University of New York (SUNY) at Fredonia *Heather Rickgarn, Southwest Minnesota State U. Refereed Paper - REFF22-10 QUALITY MATTERS: SERVICE PROVIDER USE OF INFLUENCE TACTICS AND CUSTOMER ONLINE REVIEWS Jacklyn Crawford, Northern Illinois University *Mark Groza, University of Idaho Mya Groza, University of Idaho Louis Zmich, University of Tampa
	Exhibitor – E5 2:25 PM - 2:50 PM MASTER MARKETING PRINCIPLES Turbocharge Your Principles Course Chiranjeev Kohli			

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3:00 PM - 3:50 PM	Refereed Paper Session - PP04 Refereed Paper - REFF22-05 ONLINE GROUP PROJECTS: INSTRUCTOR PATH TO CREATING STUDENT OWNERSHIP Julie Grabanski, University of North Dakota Nicholas Miceli, Park University *Hank Roehrich, Park University Refereed Paper - REFF22-11 SATISFACTION AS REASONS: DRIVERS OF BRAND LOYALTY *Nan Nicholls, Slippery Rock University Kurt Schimmel, Slippery Rock University Terri Wajda, Slippery Rock University Refereed Paper - REFF22-13 BRAND PERSONALITY, INTEREST, AND MAJOR SELECTION: A THEORETICAL FRAMEWORK *Ceyhan Kilic, Tarleton State University Turkan Dursun-Kilic, West Texas A&M University	Panel Session - PANF22-15 INNOVATIVE LEARNING STRATEGIES OR ACTIVITIES Demetra Andrews, Indiana University Karen Eutsler, Xavier University *Zinaida Taran, Delta State University	Exhibitor – E8 3:00 PM – 3:25 PM STRATX SIMULATIONS <i>Paul Ritmo</i>	Position Paper Session - PP07 Position Paper - POSF22-16 ANALYTICS IN MARKETING MBA CLASS *Sangwon Lee, Ball State University Position Paper - POSF22-25 GENERATION Z AND SIMULATION STRESS *Kristen Regine, Johnson & Wales University Michelle Rego, Johnson & Wales University Position Paper - POSF22-20 EMOTIONAL INTELLIGENCE AND STUDENT OUTCOMES: A LONGITUDINAL STUDY EXPLORING HOW EQ INTERVENTIONS IMPACT PERSONAL AND PROFESSIONAL DEVELOPMENT, ACADEMIC PERFORMANCE, AND COURSE SATISFACTION *Bryan Greenberg, Elizabethtown College
	3:25 PM – 3:50 PM Special Session - SSF22-14 BRANDING OF EDUCATIONAL INSTITUTIONS *Nripendra Singh, Pennsylvania Western University (Clarion Campus)			
9/22/2022	MEDINA		SAN ANTONIO I	GUADALUPE
4:00 PM - 4:50 PM	9/22/2022 4:00 PM – 5:30 PM Central MMA BOARD MEETING		Exhibitor – E6 4:00 PM – 4:50 PM MCGRAW HILL FOCUS GROUP Teaching in Today's Marketing Classroom: A Focus Group Jessica Dimitrijevic & Michelle Sweeden	Exhibitor – E7 4:00 PM – 4:25 PM SEARCH HUSTLE Online Marketing Program Details and How it Can Help your School of Business William Nozak
Drury Inn Kickback Hour (5:30 PM – 6:30 PM) <i>Come network and engage in discussion with your fellow academics.</i> <i>2nd Floor Dining Area</i> DINNER ON YOUR OWN				

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9/23/2022 8:00 AM – 12:00 PM Central MMA REGISTRATION OPEN <i>4th Floor Exhibitor Area (Trinity Room)</i>				
8:00 AM - 8:50 AM	<p align="center">Position Paper Session - PP08</p> <p align="center">Position Paper - F22TIC-06 TRANSNATIONAL MARKETING PROJECTS: LEARNING DIVERSE CULTURE AND CONSUMER BEHAVIOR VIA INTERNATIONAL COLLABORATION Nripendra Singh, Pennsylvania Western (Clarion) University</p> <p align="center">Position Paper - POSF22-22 QUANTITATIVE REASONING AND ITS PREVALENCE IN A MARKET MEASUREMENT AND ANALYSIS BUSINESS COURSE *Renee Tacka, York College of Pennsylvania</p>	<p align="center">Panel Session - PANF22-10</p> <p align="center">STUDY ABROAD AS EXPERIENTIAL LEARNING Alyssa Eckman, University of Kentucky *Tom Schmidt, Missouri Southern State University</p>	<p align="center">Panel Session - PANF22-06</p> <p align="center">INTEGRATING TECHNOLOGY INTO MARKETING EDUCATION *Alisa Agazzino, Ohio Northern University Chris Huseman, Liberty University Hannah Walters, Northern State University</p>	<p align="center">Position Paper Session – PP09</p> <p align="center">Position Paper - POSF22-04 TEACHING NETWORKING SKILLS IN AN INTRODUCTORY COURSE: INITIAL FINDINGS ON THE IMPACT OF A LINKEDIN ASSIGNMENT *Steven Brewer, Carroll University Katie McCarthy, Carroll University</p> <p align="center">Position Paper - POSF22-17 AN EXPLORATORY ANALYSIS OF FEATURED SNIPPET WEBSITES FOR SEARCH ENGINE OPTIMIZATION: A FIRST STEPS APPROACH TO MARKETING ANALYTICS *Ardith Baker, Oral Roberts University Megan Weinkauf, Oral Roberts University William Nozak, Nozak Consulting</p>

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9:00 AM - 9:50 AM	<p>Panel Session - PANF22-13</p> <p>INCORPORATING ETHICS AND SOCIAL RESPONSIBILITY INTO THE CURRICULUM</p> <p>Karl Giulian, Atlantic Cape Dustin Smith, Webster University Elizabeth Spencer, University of Kentucky</p>	<p>Exhibitor – E9</p> <p>9:00 AM – 9:50 AM</p> <p>WESSEX PRESS</p> <p>Digital Marketing Strategy: Influencers in Social Media</p> <p>Jeremy Kagan, Columbia University Author of Digital Marketing Strategy</p>	<p>Panel Session - PANF22-04</p> <p>INNOVATIONS IN TEACHING BUYER BEHAVIOR</p> <p>Wesley Pollitte, St. Edward's University *Tia Quinlan-Wilder, University of Denver Hank Roehrich, Park University</p>	<p>Refereed Paper Session - PP05</p> <p>Refereed Paper - REFF22-12 IMPACT OF COVID19 PANDEMIC ON TWITTER SENTIMENT OF FAST-FOOD INDUSTRY T.H. Pyo, University of Idaho *Chanchal Tamrakar, Georgia Southern University</p> <p>Refereed Paper - REFF22-14 THE DIGITAL DIVIDE: RESPONDING TO THE DIGITAL, SOCIAL, & MOBILE SKILLS GAP *Tatia Jacobson Jordan, University of Texas at Arlington</p>
10:00 AM - 10:50 AM	<p>Refereed Paper Session - PP06</p> <p>10:00 AM – 10:25 AM</p> <p>Refereed Paper - REFF22-02 THE ROLE OF CUSTOMER AGILITY AND COMMUNICATION STYLES ON SELLER-BUYER RELATIONSHIP</p> <p>*Halimin Herjanto, Univ. of the Incarnate Word Roberto Saldivar, Univ. of the Incarnate Word Muslim Amin, Sunway University</p>	<p>Special Session - SSF22-10</p> <p>MARKETING HISTORICALLY BLACK COLLEGE AND UNIVERSITY SPORTS</p> <p>*Robert Lyons, Jr., North Carolina A&T State University</p>	<p>Special Session - SSF22-09</p> <p>TOO MUCH OR NOT ENOUGH? DEBATING THE USE OF TECHNOLOGY IN THE MARKETING CLASSROOM</p> <p>Marko Grünhagen, Eastern Illinois University *Mary Martin, Fort Hays State University Michael J. Martin, Fort Hays State University</p>	<p>Panel Session - PANF22-18</p> <p>ONLINE TEACHING TECHNIQUES</p> <p>Jamie Lambert, Ohio University Kristen Regine, Johnson & Wales University</p>
	<p>Exhibitor – E1</p> <p>10:25 AM – 10:50 AM</p> <p>ALTERYX</p> <p>Data Analytics Education: Now Imperative for Knowledge Workers in Every Industry</p> <p>Jay Garcia</p>			

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11:00 AM - 11:50 AM	<p>Panel Session - PANF22-09</p> <p>PLANNING AND EXECUTING CLIENT-BASED LEARNING PROJECTS</p> <p>*Christina Sparks, University of Mississippi Takisha Toler, Stevenson University</p>	<p>Position Paper Session – PP10</p> <p>Position Paper - POSF22-30 THE MINDFUL MARKETER: CONSIDERATIONS FOR ANALYTICS IN THE MARKETING CLASSROOM</p> <p>*Chris Huseman, Liberty University</p> <p>Position Paper - F22TIC-02 USING PHOTO EXHIBITS TO VISUALIZE ADVERTISING CAMPAIGN AESTHETIC</p> <p>Elizabeth A. Spencer, University of Kentucky</p>	<p>Special Session - SSF22-08</p> <p>IMMERSIVE DATA: DEMYSTIFYING DATA VISUALIZATION AND SOCIAL MEDIA ANALYTICS FOR UNDERGRADUATE COURSES</p> <p>*Elizabeth Carey, Johnson & Wales University Diane Santurri, Johnson & Wales University</p>	<p>Position Paper Session – PP11</p> <p>Position Paper - POSF22-11 TEACHING ANALYTICAL SKILLS TO MARKETING STUDENTS</p> <p>*George Krueger, Univ. of Wisconsin-Platteville Christine Storlie, Univ. of Wisconsin-Platteville</p> <p>Position Paper - POSF22-23 INTEGRATING PROFESSIONALISM AND PROFESSIONAL CERTIFICATIONS INTO EXISTING CURRICULA</p> <p>Berin Guner, Rowan University *Phillip Lewis, Rowan University</p> <p>Position Paper - POSF22-29 GRADUATE STUDENT MENTORING TO IMPROVE RETENTION</p> <p>Mary Ann Rozengard, Saint Leo University *Randa Zalman, Bellevue University</p>
<p>9/23/2022 12:20 PM – 1:20 PM Central BUFFET LUNCHEON <i>2nd Floor Dining Area</i></p>				
2:00 PM - 2:50 PM	<p>Panel Session - PANF22-16</p> <p>ANALYTICS IN THE CLASSROOM</p> <p>Hyeong-Gyu Choi, Augustana College *Lydia Njoroge, Morehead State University Michael Stehlin, Muhlenberg College</p>	<p>Special Session - SSF22-11</p> <p>CRAFTING AN EFFECTIVE DATA-DRIVEN COURSE IN MARKETING</p> <p>Nick Schreck; Midland University *Randa Zalman, Bellevue University</p>	<p>Panel Session - PANF22-08</p> <p>ONLINE TEACHING TECHNIQUES</p> <p>Kristy McManus, University of Georgia Dalila Salazar, Louisiana State University-Shreveport *Holly Syrdal, Texas State University</p>	<p>Special Session - SSF22-13</p> <p>ANALYTICS IN THE MARKETING CLASSROOM</p> <p>Cam Alexander, Stephen F. Austin State University Robert Crocker, Stephen F. Austin State University *Marlene Kahla, Stephen F. Austin State University Wenjing Li, Stephen F. Austin State University Lucille Pointer, University of Houston Downtown Trisha Wheeler, Stephen F. Austin State University</p>

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Thanks to our great sponsors and exhibitors! Consider visiting any of the following exhibitors at their booths (Trinity Room) or attending their sessions.

E1 - Alteryx SparkED

The Alteryx SparkED education program provides you with a comprehensive teaching and learning program, including a free 1-year renewable Designer license, making it incredibly easy to bring data analytics into your courses and classroom projects. Craft lesson plans that engage your students with real-world tools to solve business issues.

Visit <https://www.alteryx.com/sparked>.

Exhibitor Sessions: Wednesday, 3:00-3:25 p.m. & Friday, 10:25-10:50 a.m.

E2 - Interpretive Simulations (GOLD Competition Sponsor)

Marketing simulations are one of the best resources to help students engage with the marketing and business concepts you are introducing in the classroom. Please join our session to see how our marketing simulations can enhance your course! Our guest speaker, Dr. Dan Coleman will share how he integrates the simulations in his classes and how he uses the experience to deepen his students' understanding of business concepts.

Demo our simulations at www.interpretive.com.

Exhibitor Sessions: Thursday, 9:00-9:50 a.m.

E3 - Management by the Numbers (MBTN)

MBTN, or Management by the Numbers, is a self-paced, online learning system with a focus on business metrics and analytics. MBTN offers 58 modules for Marketing, Core Business Math Skills, Statistics, Entrepreneurship, Finance, Strategy, and HR. Each module consists of a straight-forward tutorial and four multi-question problem sets with unique values for each student. MBTN also offers 5 challenging marketing metrics certifications.

Please visit us at www.mbtn.academy.

E4 - Marketplace Simulations (GOLD Competition Sponsor)

Come see how Marketplace Simulations challenges students to apply marketing management principles within a fun and challenging learning space. As students take on the roles of marketing executives in a new, global start-up, they will experience the challenge and thrill of running a fully functional marketing department. Students will put their course learning into practice and develop the skills critical to success in their careers.

Visit marketplace-simulation.com.

Exhibitor Sessions: Thursday, 10:00-10:50 a.m.

E5 - Master Marketing Principles

Are your students not engaged? Repeated studies have shown that this generation of students (Gen Z) prefer a different way of learning. They are averse to text and have a strong affinity to videos. So, sticking with the "old way" will not get you far. These seminars will showcase an innovative "videobook" for Principles of Marketing, which is proven to improve student learning and offers an off-the-shelf solution, so professors can adopt it on the fly and focus on more effective teaching.

Visit mastermarketingprinciples.com/.

Exhibitor Sessions Thursday, 11:00-11:25 a.m. & Thursday, 2:25-2:50 p.m.

E6 - McGraw Hill

We are eager to listen to and learn from you, and help facilitate sharing among colleagues. We'll be asking about some of the biggest challenges in your courses, some of the ways you address those challenges, and we'll also get your feedback on some applied activities and currency resources that we've recently developed.

Visit <https://www.mheducation.com/>.

Focus Group: Thursday, 4:00-4:50 p.m.

E7 - Search Hustle

Digital Marketing Training for business owners, fresh marketing grads, and trained marketers. Launch your marketing career, or advance your skills even further with hundreds of hours of training from an industry-leading, national digital marketing team.

Visit <https://searchhustle.com/>.

Exhibitor Session: Wednesday, 3:25-3:50 p.m. & Thursday, 4:00-4:25 p.m.

E8 - StratX Simulations (SILVER Luncheon Sponsor)

Premier simulation organization that provides an array of experiential learning tools from Strategic Marketing, Digital Marketing Strategy, Sales and Negotiation. We have simulations for 1/2 day to full semester programs.

Visit stratxsimulations.com/.

Exhibitor Sessions: Wednesday, 4:00-4:25 p.m. & Thursday, 3:00-3:25 p.m.

E9 - Wessex Press

Wessex Press is a publishing company that makes textbooks and other learning materials more accessible to college students and life-long learners globally. We operate at the cutting edge of technology, and provide traditional and e-learning tools to students and instructors.

Visit wessexlearning.com/.

Exhibitor Session: Friday, 9:00-9:50 a.m.

[Please note that names are listed in alphabetical order by last name and not authorship order. For authorship order, please see the Proceeding publication.

Contact Author is designated with a plus (+). In addition, Session Chairs are designated with an asterisk (*).]