

DAY 1		THURSDAY, MARCH 10	
REGISTRATION 7:00 AM – 4:00 PM Central			
	YORK MEETING ROOM	CLARK MEETING ROOM	
3/10 8:00AM-8:50AM Central	MARKETING EDUCATION PANEL SESSION <i>Burn the Best Idea: Fostering Student Creativity in the Marketing Classroom</i> *Renée Gravois, Sam Houston State University POSITION PAPER SESSION <i>An Exploratory Analysis of the Feasibility and Potential Demand for Leasing Price Models Applied to College of Business Degree Programs</i> Charles Coco, Troy University Bill Neese, Troy University	POSITION PAPER SESSION MARKETING EDUCATION <i>Transformative Learning via Transnational Marketing Projects: Applying a Students-as-Partners Approach to Develop Hybrid High-Impact Pedagogy</i> Nripendra Singh, Clarion University of Pennsylvania <i>Demonstrating Leadership or Imposing Dominance: Queen Bee or Queen B****?</i> *David Aron, Dominican University Maria Battistoni, Concordia University	
	POSITION PAPER SESSION MARKETING STRATEGY & BRAND MANAGEMENT <i>Evaluating Complaint Behavior in the Warehouse Club Market</i> Zeynep Kaya Aslan, Izmir University of Economics Bengü Sevil Oflaç, Izmir University of Economics Ursula Sullivan, Northern Illinois University <i>A Case Study Investigating the Impact of Place Branding Initiatives on Residents</i> *Chad Milewicz, University of Southern Indiana <i>"In Brand We Trust": How Brand Equity Can Influence a Firm's Default Risk</i> Chi Zhang, Butler University Zhongnan Nie Zi, University of Economics and Law, China	EXHIBITOR SESSION *Hannah Walters, Northern State University <i>Simulation-Based Learning: Translating Marketing Knowledge to Skills, with Marketplace Simulations</i> Gary Lewis, Product Specialist for Marketplace Simulations	

DAY 1	THURSDAY, MARCH 10	
	YORK MEETING ROOM	CLARK MEETING ROOM
<p>3/10 10:00AM-10:50AM Central</p>	<p>COMPETITIVE PAPER SESSION</p> <p>MARKETING STRATEGY AND BRAND MANAGEMENT</p> <p><i>The Role of the Bystander in e-complaint Behavior</i> Sonjaya S. Gaur - New York University Halimin Herjanto, University of the Incarnate Word Jean Scheller Sampson - McKendree University</p> <p><i>The Power of Self-Effacing Brand Messages: Building Trust and Increasing Brand Attitudes</i> *Tessa Garcia-Collart, University of Missouri - St Louis Jessica Rixom, University of Nevada-Reno</p>	<p>COMPETITIVE PAPER SESSION</p> <p>SOCIAL MEDIA AND DIGITAL MARKETING</p> <p><i>Not All Who Binge Watch Are the Same: Comparing Digital Natives and Digital Immigrants</i> Amita Bhadauria, Millikin University Rajesh Iyer, Bradley University James Muncy, Bradley University</p> <p><i>The Impact of Facebook Advertising Content on Attitude toward a Foreign-Owned Firm Manufacturing in the USA: An Analysis of Geographical Variation</i> Shelley A. Davis, Troy University *William Neese, Troy University Christine Newman, Troy University</p> <p><i>The Interaction Effect of Brand Name and Ranking on Behavior Intention in Social Media Advertising</i> Sangwon Lee, Ball State University</p>
<p>3/10 11:00AM-11:50AM Central</p>	<p>PANEL SESSION</p> <p>THE FUTURE OF EXPERIENTIAL LEARNING: THE ROLE OF CLIENT BASED PROJECTS IN DEVELOPING CAREER-READY COMPETENCIES</p> <p>*Jean Beaupre, Nichols College Soni Simpson, Elmhurst University Adrienne Wallace, Grand Valley State University Hannah Walters, Northern State University</p>	<p>EXHIBITOR SESSION</p> <p>*Debbie DeLong, Chatham University</p> <p><i>Practical Ways to Use Simulations to Teach Marketing</i> Tim Sams, Director of Marketing, INTERPRETIVE SIMULATIONS</p>
<p>12:00 PM – 1:00 PM Central LUNCH AND AWARDS CEREMONY LEWIS & SACAGAWEA ROOMS</p> <p>Best Conference Paper Award (Sponsored by Interpretive Simulations) Tessa Garcia-Collart, University of Missouri - St Louis Jayati Sinha, Florida International University</p> <p><i>Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects</i></p>		

[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 (*).]

Best Social Media & Digital Marketing Track Paper Award (Sponsored by MBTN Academy)

From FOMO to JOMO: Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media

Nelson Amaral, Ontario Tech University
 Shalini Bahl, University of Massachusetts Amherst
 Abbey Bartosiak, The Ohio State University
 Murad Canbulut, Altinbas University
 Steven Chan, Independent Researcher
 Ryan Cruz, Thomas Jefferson University
 Smriti Kumar, University of Massachusetts, Amherst
 Matthew Philp, Ryerson University
 Robert Schindler, Rutgers University
 Nuket Serin, Florida International University
 Michelle Van Solt, Valparaiso University

Best Marketing Education Track Paper Award (Sponsored by Marketplace Simulations)

Demetra Andrews, Indiana University
 Tony Stovall, Indiana University
 Brian Vander Schee, Indiana University

Using Technology-Enabled Team Guidance with Senior Marketing and Introductory Business Students

	YORK MEETING ROOM	CLARK MEETING ROOM
3/10 1:00PM- 1:50PM Central	<p>COMPETITIVE PAPER SESSION 1:00PM-1:15PM</p> <p><i>Using Technology-Enabled Team Guidance with Senior Marketing and Introductory Business Students</i></p> <p>Demetra Andrews, Indiana University Tony Stovall, Indiana University *Brian Vander Schee, Indiana University</p> <p>EXHIBITOR SESSION 1:20PM-1:45PM MBTN ACADEMY Stu James</p>	<p>PANEL SESSION</p> <p>MARKETING STRATEGY & BRAND MANAGEMENT</p> <p>Kurt Schimmel, Slippery Rock University Nripendra Singh, Clarion University *Ursula Sullivan, Northern Illinois University Hossein Yousefi, Islamic Azad University, Iran</p>

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	YORK MEETING ROOM	CLARK MEETING ROOM
<p>3/10 2:00PM- 2:50PM Central</p>	<p>COMPETITIVE PAPER SESSION</p> <p><i>Taking Us Out of the Ballgame: Gender Diversity and the Business of Baseball</i> *John Drea, Illinois College</p> <p><i>The Effect of Extreme Examinee Group Boundaries on the Point-Biserial Measure of Item Discrimination</i> John Dickinson, University of Windsor, Canada</p> <p><i>Measures of Content Discontinuity in Ordering Multiple-Choice Exam Questions</i> John Dickinson, University of Windsor, Canada</p>	<p>COMPETITIVE PAPER SESSION 2:00PM-2:15PM</p> <p><i>Brand Ads Featuring Disabled Models: A Welcome Change?</i> Sinha, Jayati, Florida International University *Sphurti Sewak, Florida International University</p> <p>EXHIBITOR SESSION 2:20PM-2:45PM STUKENT Paul Kotter</p>
<p>3/10 3:00PM- 3:50PM Central</p>	<p>POSITION PAPER SESSION</p> <p>CONSUMER BEHAVIOR</p> <p><i>TAM Inhibitors: Resistance to Use & Technology Anxiety</i> Brigitte Burgess, The University of Southern Mississippi Morgan Burgess, The University of Southern Mississippi Wesley Pollitte, St. Edward's University Pauline Sullivan, The University of Southern Mississippi Gallayanee Yaoyuneyong, The University of Southern Mississippi</p> <p><i>Boutique Customer Loyalty: An Assessment of Store and Service Satisfaction</i> *Hannah Walters, Northern State University</p> <p><i>Exploring Consumers' Shopping Motivations for Omnichannel Grocery Shopping: BOPIS, Curbside and Third-Party Delivery Intentions</i> Andy Dahl, University of Wisconsin Whitewater Samantha Gibson, Northern Illinois University Maxwell Hsu, University of Wisconsin Whitewater</p>	<p>POSITION PAPER SESSION</p> <p><i>Esport: Student Marketing and Streaming Experiences</i> Kostas Karadakis, Southern New Hampshire University *Leila Samii, Southern New Hampshire University</p> <p><i>Salesperson Dissonance - A working definition</i> Nisha Ray-Chaudhuri, Webster University Eric Rhiney, Webster University</p> <p><i>The Responding Differences in Business Misdeeds: A Moderation Effect on the Corporate Remedy Strategies between Current and Potential Consumers</i> Lei Huang, State University of New York (SUNY) at Fredonia</p>
<p>Thursday, March 10, 2022 4:00 PM – 5:30 PM Central MMA BOARD MEETING CLARK MEETING ROOM</p>		

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DAY 2	FRIDAY, MARCH 11	
REGISTRATION 7:00 AM – 12:00 PM Central		
YORK MEETING ROOM		CLARK MEETING ROOM
<p>3/11 8:00AM- 8:50AM Central</p>	<p>PANEL SESSION</p> <p>MARKETING EDUCATION</p> <p>*David Aron, Dominican University Marilyn Martin Melchiorre, The College of Idaho Nripendra Singh, Clarion University of Pennsylvania Leila Samii, Southern New Hampshire University</p>	<p>PANEL SESSION 8:00AM-8:25AM</p> <p><i>Certifications and Micro Credentials in the Classroom and in Industry</i> Joel Poor, University of Missouri *Kristen Regine, Johnson & Wales University</p> <p>EXHIBITOR SESSION 8:25AM-8:50AM MBTN ACADEMY Stu James</p>
<p>3/11 9:00AM- 9:50AM Central</p>	<p>COMPETITIVE PAPER SESSION</p> <p>MARKETING EDUCATION</p> <p><i>Underlying Segments for Participating in Business Professional Student Organizations</i> *Jeananne Nicholls, Slippery Rock University Cody Nicastro, Slippery Rock University Kurt Schimmel, Slippery Rock University</p> <p><i>Inside the marketing internship: The comparison of student and employer perspectives and evaluations on marketing internship performance</i> Sydney Chinchanchokchai, University of Akron James McKelvey, The University of Akron Cynthia D. Tomasch, University of Akron</p> <p><i>Modeling the Simulation: A Combined Approach to Teaching Marketing Analytics</i> Kristen Regine, Johnson & Wales University Michelle Rego, Johnson & Wales University</p>	<p>COMPETITIVE PAPER SESSION</p> <p><i>SOCIAL MEDIA AND DIGITAL MARKETING</i></p> <p><i>Emoji Marketing: Strengthening the Consumer-Brand Relationship and its Downstream Effects</i> Tessa Garcia-Collart, University of Missouri - St Louis Jayati Sinha, Florida International University</p> <p><i>From FOMO to JOMO: Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media</i> Nelson Amaral, Ontario Tech University Shalini Bahl, University of Massachusetts Amherst Abbey Bartosiak, The Ohio State University Murad Canbulut, Altinbas University Steven Chan, Independent Researcher Ryan Cruz, Thomas Jefferson University Smriti Kumar, University of Massachusetts, Amherst Matthew Philp, Ryerson University Robert Schindler, Rutgers University Nuket Serin, Florida International University *Michelle Van Solt, Valparaiso University</p> <p><i>Understanding Customer Perceptions of Salesperson Generated Social Media Content</i> Jen Riley, Kansas State University</p>

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<p>3/11 10:00AM-10:50AM Central</p>	<p>EXHIBITOR SESSION 10:00AM-10:25AM STUKENT Paul Kotter</p> <p>POSITION PAPER SESSION 10:30AM-10:45AM <i>Developing and Validating an Assessment System to Measure the Competency of Business Students to Recognize Diversity Issues in the Business Environment</i> *Subir Bandyopadhyay, Indiana University Northwest Jana Szostek, Indiana University Northwest</p>	<p>PANEL SESSION <i>DIVERSITY, EQUITY, AND INCLUSION IN MARKETING</i> *Morgan Bryant Reeder, St. Joseph's University Debbie DeLong, Chatham University LaCalvince Simpson, Indiana University</p>
<p>3/11 11:00AM-11:50AM Central</p>	<p>POSITION PAPER SESSION <i>Management Styles, AI, and Marketing Strategies: A Comparison of Korean and American Businesses</i> Yeesong Kim, Emporia State University Mostofa Wahid Soykoth, Emporia State University Jun Yu, University of Louisiana Monroe Joyce Xin Zhou, University of Louisiana Monroe <i>An Analysis of Name, Image, and Likeness Programs in NCAA Division I Institutions</i> *Don Roy, Middle Tennessee State University JaCarey Hamer, Middle Tennessee State University <i>An Examination of the Career Paths of Professional Sports Ticket Sales Executives</i> John Drea, Illinois College</p>	<p>EXHIBITOR SESSION *Hannah Walters, Northern State University <i>KNOWLEDGE MATTERS</i> Jodi Robinette</p>
<p>LUNCH 12:00 PM – 1:00 PM Central LEWIS & SACAGAWEA ROOMS</p>		

DAY 2	FRIDAY, MARCH 11	
	YORK MEETING ROOM	CLARK MEETING ROOM
<p>3/11 1:00PM- 1:50PM Central</p>	<p>SPECIAL SESSION</p> <p><i>Diversity, Equity, and Inclusion (DEI): Working Toward an Understanding of Pedagogical Embeddedness Potential in the Classroom through a Case Study</i> *Dalila Salazar, Louisiana State University Shreveport</p>	<p>PANEL SESSION</p> <p><i>Social Media and Digital Marketing</i> Tessa Garcia-Collart, University of Missouri - St Louis *Samantha C Gibson, Northern Illinois University Narongsak Thongpapanl, Brock University</p>
<p>3/11 2:00PM- 2:50PM Central</p>	<p>COMPETITIVE PAPER SESSION</p> <p><i>MARKETING COMMUNICATIONS AND PROMOTIONS</i></p> <p><i>Speak up! Brands' Responsiveness Matters: Consumer Reactions to Brand Communications in the Early Stages of a Crisis</i> *Tessa Garcia-Collart, University of Missouri - St Louis Jayati Sinha, Florida International University</p> <p><i>Parental perception of children's playing advergames: a qualitative approach</i> Eunji Cho, Midwestern State University</p> <p><i>When CGI Meets Influencer Marketing: The Effects of CGI Influencers on Consumer Trust and Consumption Choices</i> Tessa Garcia-Collart, University of Missouri - St Louis Michelle van Solt, Valparaiso University</p>	<p>COMPETITIVE PAPER SESSION</p> <p><i>MARKETING ETHICS, SUSTAINABILITY, AND PUBLIC POLICY</i></p> <p><i>Poverty and pandemic: Investigating healthy consumption among low-income individuals who visited the farmers' market during the pandemic</i> *Sydney Chinchanchokchai, University of Akron Eric Jamelske, University of Wisconsin - Eau Claire Anna Muntin, University of Akron Taylor Swindall, University of Akron</p> <p><i>Effective Methods of Teaching Marketing Ethics</i> Susan Deege, Culver-Stockton College Eric Larson, Culver-Stockton College</p>
<p>3/11 3:00PM- 3:50PM Central</p>		<p>PANEL SESSION</p> <p><i>Salesperson Knowledge, Skills, and Abilities: An Exploratory Discussion</i> Nisha Ray Chaudhuri, Webster University Eric Rhiney, Webster University *Jen Riley, Kansas State University</p>

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