

DAY 1 3/9/23	ROOM 1	ROOM 2	ROOM 3
8:00 AM – 9:00 AM Central	Thursday, March 9, 2023 MMA WELCOME & INTRODUCTIONS <i>Q&A Session on Maneuvering the Whova App</i>		
9:00 AM - 9:50 AM Central	Special Session - SP23-SS01 CRYPTO CASES FOR MARKETING EDUCATION SPECIAL SESSION PROPOSAL *Mary Beth McCabe, Point Loma Nazarene University	Social Media & Digital Marketing-REFDM1 Refereed Paper - SP23CP-DM02 A REVIEW OF AACSB ONLINE MBA MARKETING CONCENTRATIONS +Paige Gardiner, Southern Utah University Refereed Paper - SP23CP-DM03 WHEN DO THE SUPER BOWL ADS CREATE NEGATIVE SENTIMENT ON BRAND?: THE ROLE OF PERCEIVED REGULATORY FOCUS +Junhong Min, Michigan Technological University Yekta Karami, Eastern Mediterranean University Matthew Monte, Monte Consulting	Consumer Behavior-POSCB1 Position Paper - SP23PP-CB91 THE INFLUENCE OF IMPERMANENCE AWARENESS AND ACCEPTANCE ON CONSUMER WELL-BEING +Xiaoye Chen, North Central College Haiyan Hu, Morgan State University Rong Huang, Saint Anselm College Position Paper - SP23PP-CB93 IMPACT OF PERSONALIZED MARKETING IN CONSUMER ATTITUDE IN NEPAL +Minal Bista, University of Findlay
10:00 AM - 10:50 AM Central	Special Session - SP23-SS03 INCLUSIVE LEARNING IS ALL THE RAGE, BUT WHAT DO FACULTY NEED TO MAKE IT A REALITY? *Demetra Andrews, Indiana University Dalila Salazar, Louisiana State University Shreveport Brian A. Vander Schee, Indiana University	10:00 AM – 10:25 AM Marketing Communications & Promotions Refereed Paper - SP23CP-CP01 SOCIAL MEDIA INPUTS AND METRICS: A FRAMEWORK FOR SOCIAL MEDIA USE AND PURCHASE INTENTION +Tuba Bingol, Nichols College Leila Samii, Southern New Hampshire University	Panel Session - S23PAN2 MARKETING COMMUNICATIONS & PROMOTIONS PANEL Robinson Bell, Danielle Northwestern University Jacqueline Babb, Northwestern University Alexander Bouhlel, University of Findlay
		10:25 AM- 10:50 AM EXHIBITOR SESSION MANAGEMENT BY THE NUMBERS *Stu James	

DAY 1 3/9/23	ROOM 1	ROOM 2	ROOM 3
11:00 AM - 11:50 AM Central	<p>Special Session - SP23-SS02</p> <p>PEDAGOGY VS. ANDRAGOGY: DEVELOPING PROFESSIONALS IN THE CLASSROOM</p> <p>Jean Beaupre, Nichols College Sondra Simpson, Elmhurst University Adrienne Wallace, Grand Valley State University *Hannah Walters, Northern State University</p>	<p>Marketing Education-REFME2</p> <p>Refereed Paper - SP23CP-ME03</p> <p>THE SELF-DISCOVERY ACTIVITY: USING SELF-EXPANSION TO FOSTER PERSONAL BRAND DEVELOPMENT</p> <p>+Brian A. Vander Schee, Indiana University Rebecca A. VanMeter, Ball State University Josh T. Coleman, Missouri State University</p> <p>Refereed Paper - SP23CP-ME04</p> <p>MARKETING THE ACCOUNTING MAJOR: THE IMPACT OF JOB SPECIFIC MESSAGING ON UNDERGRADUATE STUDENT INTEREST</p> <p>+James Mark Mayer, Ball State University Ben Angelo, Ball State University Dan Royer, Ball State University</p>	<p>Marketing Strategy & Brand Management-POSSM1</p> <p>Position Paper - SP23PP-SM91</p> <p>MARKETING STRATEGY FOR INTERNATIONAL MBA STUDENTS: THE STUDENT ATHLETE</p> <p>+Alexander Bouhlel, University of Findlay Alexander Bouhlel, University of Findlay</p> <p>Position Paper - SP23PP-SM92</p> <p>ADAPTIVE CITY MARKETING AND BRANDING STRATEGIES ENHANCE URBAN DEVELOPMENT</p> <p>+Marisa Garcia, Saint Leo University Michelle Mambuca, Barron Collier Companies</p> <p>Position Paper - SP23PP-SM93</p> <p>FOCUSING ON THE CUSTOMER: WHEN CUSTOMERS DON'T HAVE A CHOICE</p> <p>+Kimberly Grantham, University of Georgia</p>
12:00 PM - 12:50 PM Central	<p>3/9/2023</p> <p>12:00 PM - 1:00 PM Central LUNCH BREAK</p>		
1:00 PM - 1:50 PM Central	<p>Special Session - SP23-SS04</p> <p>PLS STRUCTURAL EQUATION MODELING SEGMENTATION ANALYSIS INTERPRETATION AND IMPLICATIONS</p> <p>Jeananne Nicholls, Slippery Rock University *Kurt Schimmel, Slippery Rock University</p>	<p>EXHIBITOR SESSION</p> <p>INTERPRETIVE SIMULATIONS</p> <p>REAL WORLD APPLICATIONS OF MARKETING SIMULATIONS IN THE CLASSROOM</p> <p><i>Presenter: Peter Zinman</i></p> <p>Learn best practices, solutions to common challenges, and how to customize simulations to align with your curriculum. Leave with actionable strategies to improve student performance and learning outcomes.</p>	<p>Panel Session - S23PAN3</p> <p>MARKETING DATA, ANALYTICS, & ARTIFICIAL INTELLIGENCE PANEL</p> <p>Jie Feng, SUNY Oneonta Ashley Kilburn, University of Tennessee Martin Elham Yazdani, University of Georgia</p>

DAY 1 3/9/23	ROOM 1	ROOM 2	ROOM 3
2:00 PM - 2:50 PM Central	<p>2:00 PM – 2:25 PM</p> <p>Special Session - SP23-SS09</p> <p>THE FUTURE OF MARKETING EDUCATION: 2023 MMA FALL EDUCATORS' CONFERENCE Chad Milewicz, University of Southern Indiana *Ursula Sullivan, Northern Illinois University</p>	<p>Marketing Education-REFME4</p> <p>Refereed Paper - SP23CP-ME07</p> <p>BOOSTING LEARNING OUTCOMES IN THE DIGITAL ERA: AN INTER-DISCIPLINARY APP PROTOTYPING APPROACH +Hannah Kraemer, University of Applied Sciences Mainz Moritz Kraemer-Diehl, University of Applied Sciences Mainz Isabelle Hillebrandt, University of Applied Sciences Mainz Markus Nauroth, University of Applied Sciences Mainz</p> <p>Refereed Paper - SP23CP-ME06</p> <p>OPTIMAL ORDERINGS OF MULTIPLE-CHOICE QUESTIONS WITH CONDITIONS +John Dickinson, University of Windsor, Emeritus</p>	<p>Consumer Behavior-POSCB2</p> <p>Position Paper - SP23PP-CB92</p> <p>CLEANING THROUGH COVID: BLACK CONSUMERS' PERCEPTIONS, SENTIMENTS, AND CONSUMPTION OF CLEANING & DISINFECTING PRODUCTS +Kimberly Powell, Southern University and A&M College Melanie Powell-Rey, Southern University Law Center Asia Alexander, Southern University and A&M College</p> <p>Position Paper - SP23PP-CB95</p> <p>PERCEPTION OF INNOVATION: HOW TO ATTRACT NON-EARLY ADOPTERS TO ADOPT EARLIER +Sarit Moldovan, The Open University of Israel, Israel Ruth Zwick, Ben-Gurion University, Israel Liat Hadar, Tel Aviv University, Israel</p>
	<p>2:25 PM – 2:50 PM</p> <p>EXHIBITOR SESSION</p> <p>MANAGEMENT BY THE NUMBERS *Stu James</p>		
3:00 PM - 3:50 PM Central	<p>3:00 PM – 3:25 PM</p> <p>Social Media & Digital Marketing-POSDM1</p> <p>Position Paper - SP23PP-DM94</p> <p>DARK SIDE OF SOCIAL COMMERCE: SHOULD SOCIAL MEDIA COMPANIES BE HELD LIABLE? +Min Chung Han, Kean University</p>	<p>Marketing Ethics, Sustainability, & Public Policy-REFES1</p> <p>Refereed Paper - SP23CP-ES01</p> <p>WHAT "TWEETS" CAN MEAN FOR CSR +Kristina Harrison, University of Southern Mississippi Lei Huang, SUNY at Fredonia</p> <p>Refereed Paper - SP23CP-ES02</p> <p>FEAR APPEAL EFFICACY IN YOUNG-ADULT TARGETED DATA PRIVACY PUBLIC SERVICE ANNOUNCEMENTS +James Mark Mayer, Ball State University Kirsten Ballard, Ball State University</p>	<p>Panel Session - S23PAN1</p> <p>MARKETING EDUCATION PANEL <i>Mary Beth McCabe, Point Loma Nazarene University</i> <i>Dennis Sandler, Pace University</i> <i>Mary Long, Pace University</i></p>
	<p>3:25 PM – 3:50 PM</p> <p>Marketing Data, Analytics, & Artificial Intelligence</p> <p>Refereed Paper - SP23CP-DA01</p> <p>MTABS ANALYSIS OF 2X2 CROSS-TABULATIONS IN JAME: A CASE STUDY +John Dickinson, University of Windsor, Emeritus</p>		



2023 Spring Conference Program
March 9-10, 2023
 (Central Time Zone)

DAY 1 3/9/23	ROOM 1	ROOM 2	ROOM 3
<p>4:00 PM - 4:50 PM Central</p>	<p>Social Media & Digital Marketing-POSDM2</p> <p>Position Paper - SP23PP-DM91 I AM WHAT I POST? EXPLORING THE IMPACT OF STATUS CONSUMPTION IN THE SOCIAL CUSTOMER JOURNEY +Allie Helfrich, McKendree University Brittany Dobill, McKendree University</p> <p>Position Paper - SP23PP-DM92 EFFECTS OF SOCIAL MEDIA AND DIGITAL MARKETING: NONPROFIT ORGANIZATIONS +Dikta Thapa, University of Findlay</p>	<p>Consumer Behavior-REFCB2</p> <p>Refereed Paper - SP23CP-CB02 DO ONLY TIGHTWADS USE ONLINE AUCTIONS TO SELL? A CONCEPTUAL FRAMEWORK OF CONSUMER ATTITUDES TOWARDS MONEY, MATERIALISM, AND RESALE BEHAVIORS +Hsunchi Chu, Yuan Ze University</p> <p>Refereed Paper - SP23CP-CB03 THE INFLUENCE OF REGULATORY FOCUS AND EVALUATION MODE ON CONSUMERS' DECISION MAKING +Sangwon Lee, Ball State University Kyung-Min Kim, Silla University, South Korea Beomjoon "Peter" Choi, California State University Sacramento</p>	<p>Marketing Education-POSME2</p> <p>Position Paper - SP23PP-ME93 WHERE DID YOU GO? PRELIMINARY SOLUTIONS FOR DECREASED POST-COVID STUDENT ATTENDANCE AND PERFORMANCE +Jane Lee Saber, Toronto Metropolitan University</p> <p>Position Paper - SP23PP-ME94 USING DYNAMIC DOCUMENTS TO MAKE CLASSES INTERACTIVE +Elliott Manzon, University of Cincinnati</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 (*).]

DAY 2 3/10/23	Room 1	Room 2	Room 3
8:00 AM – 9:00 AM Central	Thursday, March 10, 2023 MMA COFFEE HOUR <i>Q&A Session on Maneuvering the Whova App</i>		
9:00 AM - 9:50 AM Central	9:00 AM – 9:40 AM Special Session - SP23-SS05 PLAYING IN THE DIGITAL SANDBOX: EFFECTIVELY INCORPORATING SIMULATIONS INTO A MARKETING CURRICULUM *Gavin Leach, Illinois Wesleyan University	Marketing Ethics, Sustainability, & Public Policy-REFES2 Refereed Paper - SP23CP-ES03 EXPORING TESTIMONIAL EFFICACY IN VAPING ADS +James Mayer, Ball State University Megan Smolinske, Ball State University Kelly Lage, Ball State University McKenna Maes, Ball State University Refereed Paper - SP23CP-ES04 MILLENNIAL CONSUMERS' PERCEPTION AND PURCHASE BEHAVIOUR TOWARDS UGLY FOOD-A QUALITATIVE PERSPECTIVE +Anam Chaudhary, Indian Institute of Management Ahmedabad, India Rajat Sharma, Indian Institute of Management Ahmedabad India Amandeep Dhir, University of Agder Norway	Cross-Cultural & Global Marketing-POSGM1 Position Paper - SP23PP-GM91 A CROSS-CULTURAL STUDY OF BLACK AMERICAN AND GHANAIAN CONSUMERS' SENTIMENTS, PERCEPTIONS, AND BEHAVIORAL INTENT REGARDING THE CONSUMPTION OF CLEANING & DISINFECTING PRODUCTS IN THE COVID ENVIRONMENT +Kimberly Powell, Southern University and A&M College Melanie Powell-Rey, Southern University Law Center Asia Alexander, Southern University and A&M College Position Paper - SP23PP-GM92 MANAGING ALLIANCES IN GLOBAL EDUCATION Anthony Preston, Northern Illinois University +Ursula Sullivan, Northern Illinois University
	9:40 AM – 10:10 AM Marketing Education-REFME3 Refereed Paper - SP23CP-ME05 MEASURES OF CONTENT DISCONTINUITY IN ORDERING MULTIPLE-CHOICE EXAM QUESTIONS +John Dickinson, University of Windsor, Emeritus		
10:00 AM - 10:50 AM Central	10:10 AM – 10:50 AM Special Session - SP23-SS06 CHATGPT: TRANSFORMING A FOE INTO A FRIEND *Nick Schreck, Midland University	Personal Selling & Sales Management-REFPS1 Refereed Paper - SP23CP-PS01 OPTIMIZING SALESPERSON PERFORMANCE: A FLOW THEORY PERSPECTIVE +Subhra Chakrabarty, Eastern Oregon University Robert E. Widing II, Case Western Reserve University Refereed Paper - SP23CP-PS02 APPLICATION OF AGILE CONCEPTS TO THE SALES FUNCTION TO IMPROVE PERFORMANCE +George B. Krueger, University of Wisconsin-Platteville Christine Storlie, University of Wisconsin-Platteville Mary Bartling, University of Wisconsin-Platteville	Marketing Communications & Promotions-POSCP1 Position Paper - SP23PP-CP91 THE EFFICACY OF HUMOR IN ANTI-CHILDHOOD OBESITY ADVERTISING +James Mark Mayer, Ball State University Position Paper - SP23PP-CP92 MARKETING BRAND MEANINGS IN INSTAGRAM: THE CASE OF SPANISH QUALITY CHEESE LABELS +Francesc Fusté-Forné, University of Girona Nela Filimon, University of Girona

DAY 2 3/10/23	Room 1	Room 2	Room 3
11:00 AM – 1:00 PM Central	3/10/2023 11:00 AM - 12:15 PM Central AWARDS SESSION 12:15 PM - 1:00 PM Central LUNCH BREAK		
1:00 PM - 1:50 PM Central	Special Session - SP23-SS07 STRATEGIC ALLIANCE BETWEEN LOCAL BUSINESS AND UNIVERSITIES: BENEFITS FOR BOTH Nabarun Ghose, University of Findlay *Chad Randall, University of Findlay	Marketing Education-REFME1 Refereed Paper - SP23CP-ME01 CONCEPT OF WISDOM IN UNDERGRADUATE MARKETING COURSES +Jack Lesser, Metropolitan State University Refereed Paper - SP23CP-ME02 THE BENEFITS OF SERVICE-LEARNING IN MARKETING COURSES +Candice Hollenbeck, University of Georgia	Marketing Data, Analytics, & Artificial Intelligence Position Paper - SP23PP-DA91 WHAT DO OUR STUDENTS NEED FROM ARTIFICIAL INTELLIGENCE POWERED EDUCATION TECHNOLOGIES? THE VOICE OF THE FORGOTTEN STAKEHOLDERS – OUR STUDENTS +Andy Shome, Ferrum College Sports, Entertainment, & Experiential Marketing Position Paper - SP23PP-SE91 EXPLORING CONCERT TICKET PURCHASING INTENTION AMONG INTERNATIONAL K-POP FANS +Alex Cheing, Briarcrest College
2:00 PM - 2:50 PM Central	Special Session - SP23-SS08 CONTESTING MARKETING MYOPIA: MARKETING ADVISORY BOARD AS A CATALYST FOR CHANGE IN THE MARKETING PROGRAM Christina Kalberg, Point Loma Nazarene University Jamie Hess McIlwaine, Point Loma Nazarene University *Michael Wiese, Point Loma Nazarene University	Consumer Behavior-REFCB1 Refereed Paper - SP23CP-CB01 UNWASHED, UNWORN, UNETHICAL? EXPLORING CONSUMERS' PERCEPTIONS OF RETURN CONTEXT ETHICALITY +Jennifer Espinosa, Rowan University Lisa Monahan, Meredith College Joanne Cao, University of Southern Mississippi Refereed Paper - SP23CP-CB05 THE EFFICACY OF DIFFERENT THREAT LEVELS IN ANTI-VAPING PUBLIC SERVICE ANNOUNCEMENTS +James Mark Mayer, Ball State University Rachel Landis, Ball State University	Marketing Education-POSME1 Position Paper - SP23PP-ME91 WHAT DO EMPLOYERS WANT? ASSESSING WORK READINESS IN NEW BUSINESS GRADUATES +Hannah Walters, Northern State University Kristi M. Bockorny, Northern State University Position Paper - SP23PP-ME92 THE LIFE AND TIMES OF THE ADJUNCT PROFESSOR FROM THE PERSPECTIVE OF THE ADJUNCT LEAD AND THE ADJUNCT PROFESSOR +Mary Ann Rozengard, Bellevue University Randa Zalman, Bellevue University Nick Schreck, Midland University



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Exhibitor Sessions: Thursday 10:25-10:50 a.m. and TBA