

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 Danielle Robinson Bell, 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	

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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 Bouhleb, 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</p> <p>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>		

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<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>

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 Session: Thursday, 1:00-1:50 p.m.

REAL WORLD APPLICATIONS OF MARKETING SIMULATIONS IN THE CLASSROOM

Presenter: Peter Zinman

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Exhibitor Sessions:

- *Thursday 10:25-10:50 a.m.*
- *Thursday 2:25-2:50 p.m.*