

DAY 1 Thursday, March 21, 2024 (All Sessions are in the Central Time Zone)		
Location	ROOM 1	ROOM 2
8:00 AM - 8:50 AM	<b>MMA WELCOME &amp; INTRODUCTIONS</b> <i>Q&amp;A Session on Maneuvering the Whova App</i>	
9:00 AM - 9:50 AM	POSITION PAPER SESSION  Marketing Education - ME-POS07-MMAS24  <b>SPEED KILLS? THE RELATIONSHIP BETWEEN TIME-ON-TASK, INFORMATION PROCESSING SPEED AND STUDENT PERFORMANCE</b> <i>+Jane Lee Saber, Toronto Metropolitan University</i> <i>James Elliot Jewitt, Toronto Metropolitan University</i>  Marketing Education - ME-POS14-MMAS24  <b>THE ROLE OF CLIENT PROJECTS IN LAUNCHING CAREERS FOR WOMEN GRADUATES</b> <i>+Jean Beaupre, Nichols College</i> <i>Soni Simpson, Elmhurst University</i> <i>Adrienne Wallace, Grand Valley State University</i> <i>Hannah Walters, Northern State University</i>	PANEL SESSION  Consumer Behavior - PAN01-CB-MMAS24  <b>CONSUMER BEHAVIOR</b> <i>*Danielle Foster, Ohio Northern University</i> <i>Weixing Ford, Texas A &amp; M University -San Antonio</i>
10:00 AM - 10:50 AM	POSITION PAPER SESSION  DEI, Cross-Cultural, & Global Marketing - DEI-POS01-MMAS24  <b>EXPLORING THE AISLES OF AUTOMATION: THE BLACK CONSUMER EXPERIENCE WITH SELF-CHECKOUT IN RETAIL</b> <i>+Kimberly Powell, Southern University and A&amp;M College</i> <i>Melanie Powell Rey, Southern University Law Center</i> <i>Malcolm Hagan, Southern University and A&amp;M College</i>  Marketing Education - ME-POS02-MMAS24  <b>TEACHING INNOVATION IN RETAILING</b> <i>+Nabanita Talukdar, Hult International Business School, San Francisco</i>	SPECIAL SESSION  Marketing Education - SS04-ME-MMAS24  <b>HOW WESTERN NEW ENGLAND UNIVERSITY'S COLLEGE OF BUSINESS MARKETING DEPARTMENT CREATED VALUE IN A MARKETING CURRICULUM</b> <i>*Mary Schoonmaker, Western New England University</i> <i>Elizabeth Elam, Western New England University</i> <i>Janelle Goodnight, Western New England University</i> <i>Harlan Spotts, Western New England University</i>
11:00 AM - 11:50 AM	COMPETITIVE PAPER SESSION  Marketing Communications & Promotions - MC/PC-P02-MMAS24 <i>(Best Paper Nominee)</i> <b>REVERSIBLE FIGURE ADS—A NEW FORM OF MARKETING COMMUNICATIONS</b> <i>+Praggyan Mohanty, Governors State University</i>  Marketing Communications & Promotions - MC/P-CP04-MMAS24 <i>(Best Paper Nominee)</i> <b>EXPLORING THE CREDIBILITY OF ACCENT ACROSS FOUR UNITED STATES CITIES</b> <i>+Jose Sotelo, Northwestern University</i> <i>Candy Lee, Northwestern</i>	PANEL SESSION  Marketing Communications & Promotions - PAN02-MC/P-MMAS24  <b>MARKETING COMMUNICATIONS &amp; PROMOTIONS</b> <i>*Catherine Mezera, West Virginia University</i>
12:00 PM - 12:50 PM	<b>12:00 PM - 1:00 PM Central</b> <b>LUNCH BREAK</b>	

[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 1 (continued)**  
**Thursday, March 21, 2024**

(All Sessions are in the Central Time Zone)

Location	ROOM 1	ROOM 2
1:00 PM - 1:50 PM	<p>COMPETITIVE PAPER SESSION</p> <p>Marketing Education - ME-CP06-MMAS24</p> <p><b>STUDENT ENGAGEMENT TO INITIATE INSTRUCTION</b> <i>+Marilyn Melchiorre, The College of Idaho</i></p>	<p>SPECIAL SESSION</p> <p>DEI, Cross- Cultural, &amp; Global Marketing - SS01-DEI-MMAS24</p> <p><b>CULTIVATING CULTURAL CONVERSATIONS IN MULTICULTURAL MARKETING: LET'S CONTINUE</b> <i>*Kimberly Grantham, University of Georgia</i></p>
2:00 PM - 2:50 PM	<p>PANEL SESSION</p> <p>Marketing Ethics, Sustainability, &amp; Public Policy - PAN08-MESP-MMAS24</p> <p><b>MARKETING ETHICS, SUSTAINABILITY, &amp; PUBLIC POLICY</b> <i>* Dennis Sandler, Pace University Mary Long, Pace University</i></p>	<p>POSITION PAPER SESSION</p> <p>Marketing Data, Analytics, &amp; Artificial Intelligence MDA/AI-POS13-MMAS24</p> <p><b>AI AND MARKETING ENVIRONMENT IN 2028-2033 -- OPPORTUNITIES AND CHALLENGES</b> <i>+Nabarun Ghose, University of Findlay Keeron Ghose, Nestle</i></p> <p>Social Media &amp; Digital Marketing - SM/DM-POS10-MMAS24</p> <p><b>LEADING GLOBAL BRANDS' SOCIAL MEDIA COMMUNICATIONS DURING THE COVID-19 CRISIS</b> <i>+Sang-Eun Byun, University of South Carolina Manveer Mann, Montclair State University Whitney Ginder, Georgia College &amp; State University</i></p>
3:00 PM - 3:50 PM	<p>POSITION PAPER SESSION</p> <p>Supply Chain &amp; Operations Management - SC/OM-POS10-MMAS24</p> <p><b>AN OUTLOOK INTO DESIGNING RENEWABLE AND SUSTAINABLE SUPPLY CHAINS TO FULFILL TRANSPORTATION ENERGY NEEDS</b> <i>+Vinay Gonela, Texas A&amp;M University – Central Texas</i></p> <p>Marketing Strategy &amp; Brand Management - MS/BM-POS03-MMAS24</p> <p><b>INFLUENCE OF NON-FAMILY CEO SUCCESSION ON BRAND IN B2B FAMILY-OWNED FIRMS</b> <i>+Beth Houran, Marshall University</i></p>	<p>POSITION PAPER SESSION</p> <p>Marketing Education - ME-POS08-MMAS24</p> <p><b>ATMOSPHERICS IN THE MARKETING CLASSROOM: A STUDY ON STUDENT LOYALTY WITH REFLECTIONS FROM THE CLASSROOM ATMOSPHERE</b> <i>+Brittany Dobil, McKendree University Allie Helfrich, McKendree University</i></p>
4:00 PM - 4:50 PM	<p>PANEL SESSION</p> <p>Sports, Entertainment, &amp; Experiential Marketing PAN06-SE/EM-MMAS24</p> <p><i>*Cal Simpson, Indiana University East</i></p> <p><b>BRAND SPONSORSHIP AND THE ISSUES SURROUNDING WOMEN ONLY LEAGUES IN BRIDGING THE GENDER GAP IN ESPORTS: A BUSINESS PERSPECTIVE ON PROFESSIONAL ESPORTS</b>  <i>Patricia Todd, Western Kentucky University</i></p>	<p>PANEL SESSION</p> <p>Social Media &amp; Digital Marketing - PAN05-SM/DM-MMAS24</p> <p><b>SOCIAL MEDIA &amp; DIGITAL MARKETING</b> <i>*Adrienne Wallace, Grand Valley State University Sajna Razi, University of Illinois at Chicago</i></p>

**DAY 2**  
**Friday, March 22, 2024**

(All Sessions are in the Central Time Zone)

Location	ROOM 1	ROOM 2
8:00 AM - 8:50 AM	<b>MMA COFFEE HOUR</b> Q&A Session on Maneuvering the Whova App	
9:00 AM - 9:50 AM	PANEL SESSION Marketing Data, Analytics, & Artificial Intelligence PAN07-MDA/AI-MMAS24  <b>THE EFFECT OF AGE OF THE PRODUCT ON ONLINE OPINION</b> <i>*Jie Feng, SUNY Oneonta</i>  <b>TEACHING DIGITAL MARKETING ANALYTICS AND AI</b> <i>Elham Yazdani, University of Georgia</i>	SPECIAL SESSION Sports, Entertainment, & Experiential Marketing - SS06-SE/EM-MMAS24  <b>BEYOND THE GAME: EXPLORING THE INTERSECTION OF MARKETING, SPORTS, AND WELLNESS</b> <i>*Hannah Walters, Northern State University</i> <i>Chelsee Shortt, Northern State University</i> <i>Kelsie Roberts, Northern State University</i> <i>Jason Knowles, Northern State University</i>
10:00 AM - 10:50 AM	COMPETITIVE PAPER SESSION Entrepreneurial Product & Small Business Development EP/SBD-CP01-MMAS24  <b>CAPTURING THE HETEROGENEITY OF MICROENTREPRENEURS IN THE GIG ECONOMY</b> <i>+Victoria Crittenden, Babson College</i> <i>Robert Peterson, The University of Texas</i>  Marketing Strategy & Brand Management - MS/BM-CP03-MMAS24  <b>MEDIA NARRATIVES AND CORPORATE VALUATION: A DEEP DIVE INTO CEO REPRESENTATION AND STAKEHOLDER PERCEPTIONS</b> <i>+Prachi Gala, Kennesaw State University</i> <i>Samuel Staebler, Tilburg University</i>	SPECIAL SESSION Marketing Education - SS02-ME-MMAS24  <b>TOTAL ECLIPSE OF MARKETING: A BRIGHT JOURNEY INTO IMMERSIVE EDUCATION</b> <i>*Christopher Wilkey, Ball State University</i> <i>Austin Hostetter, Ball State University</i> <i>Paytn Green, Ball State University</i>
11:00 AM - 11:50 AM	<b>11:00 AM - 12:15 PM Central</b>  AWARDS SESSION  <b>Marketing Management Association Innovators Award Panel</b> <i>Dr. Victoria L. Crittenden</i> <i>Professor of Marketing, Babson College</i> <i>Dr. Debra Zahay-Blatz</i> <i>Professor of Marketing, St. Edward's University</i> <i>Dr. Don Bacon</i> <i>Professor Emeritus, University of Denver</i>  <b>Best Paper Award</b>	
12:00 PM - 12:50 PM	<b>12:15 PM - 1:00 PM Central</b> LUNCH BREAK	
1:00 PM - 1:50 PM	PANEL SESSION Supply Chain & Operations Management - PAN03-SC/OM-MMAS24  <b>SUPPLY CHAIN &amp; OPERATIONS MANAGEMENT</b> <i>*Ursula Sullivan, Northern Illinois University</i> <i>Keith Story, Mississippi State University</i>	SPECIAL SESSION Marketing Education - SS05-ME-MMAS24  <b>AI IN SALES: IMPLICATIONS FOR SALES EDUCATION</b> <i>*Dorene Ciletti, Point Park University</i> <i>Shannon Gregg, Cloud Adoption Solutions</i>

**DAY 2 (continued)**  
**Friday, March 22, 2024**

(All Sessions are in the Central Time Zone)

Location	ROOM 1	ROOM 2
2:00 PM - 2:50 PM	<p>SPECIAL SESSION</p> <p>Marketing Education - SS03-ME-MMAS24</p> <p><b>CLASS ATTENDANCE IN POST-PANDEMIC MARKETING EDUCATION: POLICIES AND PERSPECTIVES</b></p> <p><i>*Brian Vander Schee, Indiana University</i> <i>Demetra Andrews, Indiana University - Indianapolis</i> <i>Zac Anesbury, University of South Australia</i> <i>Debbie DeLong, Chatham University</i></p>	<p>POSITION PAPER SESSION</p> <p>Consumer Behavior - CB-POS06-MMAS24</p> <p><b>MEASURING DRIVER PERSONALITY TYPES AND THEIR IMPACT ON CONSUMERS' APPETITES FOR VEHICLES</b></p> <p><i>+John Story, University of St. Thomas, Houston</i></p> <p>Consumer Behavior - CB-POS15-MMAS24</p> <p><b>NAVIGATING COMMERCE AND COMMUNITY: A QUALITATIVE EXPLORATION OF IN-STORE SHOPPING PREFERENCES OF BLACK CONSUMERS AT BLACK-OWNED BUSINESSES</b></p> <p><i>+Kimberly Powell, Southern University and A&amp;M College</i> <i>Melanie Powell Rey, Southern University Law Center</i> <i>Malcolm Hagan, Southern University and A&amp;M College</i></p>
3:00 PM - 4:30 PM	<p><b>MMA BOARD OF DIRECTORS MEETING</b> <b>(Session Restricted to Board Members Only. Link Provided Via Email)</b></p>	
3:00 PM - 3:50 PM	<p>POSITION PAPER SESSION</p> <p>Marketing Communications &amp; Promotions - MC/P-POS04-MMAS24</p> <p><b>AIRPORT HOTELS RESPONSE APPROACH TO NEGATIVE ONLINE REVIEWS ON THIRD-PARTY BOOKING PLATFORM</b></p> <p><i>+Alex Cheing, Briarcrest College</i></p>	<p>PANEL SESSION</p> <p>Personal Selling &amp; Sales Management - PAN04-PS/SM-MMAS24</p> <p><b>PERSONAL SELLING &amp; SALES MANAGEMENT</b></p> <p><i>*Jaclyn Schalk, University of Findlay</i> <i>Dorene Ciletti, Point Park University</i></p>
4:00 PM - 4:50 PM	<p>POSITION PAPER SESSION</p> <p>Marketing Education - ME-POS09-MMAS24</p> <p><b>FROM SCROLLER TO SCHOLAR: SOCIAL MEDIA LEARNING STRATEGIES FOR TODAY'S STUDENT</b></p> <p><i>+Allie Helfrich, McKendree University</i> <i>Brittany Dobil, McKendree University</i></p> <p>Marketing Education - ME-POS12-MMAS24</p> <p><b>PROACTIVELY LEVERAGING GENERATIVE AI TOOLS IN MARKETING COURSES A PROCESS FOR PROMPT ENGINEERING ASSIGNMENTS</b></p> <p><i>+Debika Sihi, Southwestern University</i> <i>Abby Ryan, Southwestern University</i></p>	<p>POSITION PAPER SESSION</p> <p>Diversity, Equity &amp; Inclusion - DEI-POS05-MMAS24</p> <p><b>GROOMED FOR GREATNESS: NURTURING IDENTITY AND WELL-BEING – AN EXPLORATIVE STUDY OF PERSONAL CARE PRACTICES AMONG BLACK MEN CONSUMERS</b></p> <p><i>+Kimberly Powell, Southern University and A&amp;M College</i> <i>Melanie Powell Rey, Southern University Law Center</i> <i>Malcolm Hagan, Southern University and A&amp;M College</i> <i>Asia Alexander, Texas A&amp;M University - Commerce</i></p> <p>Marketing Education - ME-POS16-MMAS24</p> <p><b>IMPACTS OF DIGITAL DISTRACTION FILLED COLLEGE CLASSROOMS ON STUDENTS AND FACULTY MEMBERS</b></p> <p><i>+Hyeong-Gyu Choi, Nebraska Wesleyan University</i></p>