



2023 Fall Educators' Conference Program
"The Future of Marketing Education"
Wednesday, September 27, 2023
 (Eastern Time Zone)

2023 Fall Conference Program
"The Future of Marketing Education"
Drury Plaza Hotel Orlando, September 27 – September 29

DAY 1 9/27/2023	11:00 AM – 5:30 PM MMA REGISTRATION OPEN <i>Exhibitor Area</i>			
	Scarlet A	Scarlet B	Scarlet C	Scarlet D
1:00 PM - 1:50 PM	<p align="center">Doctoral Student Consortium</p> <p align="center">1:00 PM – 5:10 PM</p> <p align="center">Co-chairs: Brian Vander Schee, Indiana University Brian Rutherford, Kennesaw State University</p> <p>Consortium Faculty Colleagues (Presenters): Shannon Cummins, University of Nebraska at Omaha Chad Milewicz, University of Southern Indiana Jeananne "Nan" Nicholls, Slippery Rock University Brooke Reavey, Dominican University Don Roy, Middle Tennessee State University Dalila Salazar, Louisiana State University Shreveport Kurt Schimmel, Slippery Rock University Jeanetta Sims, University of Central Oklahoma Ursula Sullivan, Northern Illinois University Takisha Toler, Stevenson University Hannah Walters, Northern State University Gail Zank, Texas State University</p>	<p align="center">Panel:</p> <p align="center">Effective Use of Experiential Learning</p> <p>Session Chair: Samantha Gibson, Robert Morris University</p> <p align="center">Angie Donovan, Loras College Samantha Gibson, Robert Morris University Hyeong-Gyu Choi, Nebraska Wesleyan University</p>	<p align="center">Special Session:</p> <p align="center">Benefits of Integrating Digital Badges into College Curriculum</p> <p>Session Chair: Kristi Sweeney, University of North Florida</p> <p align="center">Kristi Sweeney, University of North Florida E. Newton Jackson, University of North Florida</p>	<p align="center">Teaching Innovation Competition</p> <p align="center">Sponsored by Interpretive Simulations Competition Coordinator Eric Rhiney, Webster University</p> <p align="center">Finalists: Karen Eutsler, Xavier University Mary Martin, Fort Hays State University Nripendra Singh, Pennsylvania Western University</p> <p align="center">Judges: Nisha Ray Chaudhuri, Webster University Dalila Salazar, Louisiana State University Shreveport Ann Veeck, Western Michigan University</p>
2:00 PM - 2:50 PM		<p align="center">Special Session:</p> <p align="center">Generative AI for Marketers: How Marketing Work is Changing Today – and Tomorrow</p> <p>Session Chair: Jeremy Kagan, Columbia Business School</p> <p align="center">Jeremy Kagan, Columbia Business School</p>	<p align="center">Position Papers</p> <p>Session Chair: Amber Henderson, Northern State University</p> <p align="center">Linking Concepts to the Influencer: Learning with MrBeast Amber Henderson, Northern State University</p> <p align="center">Fostering Learning through Game-like Metaverse Virtual Classroom: Exploring Opportunities and Barriers Sanga Song, Indiana University East Claire Whang, California State Polytechnic University</p>	<p align="center">Panel:</p> <p align="center">Integrating student organization and competitions into the curriculum</p> <p>Session Chair: Alyssa Eckman, University of Kentucky</p> <p align="center">Alyssa Eckman, University of Kentucky Scott Cowley, Western Michigan University Christina "Chris" Sparks, University of Mississippi</p>



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3:00 PM - 3:50 PM	<p align="center">Doctoral Student Consortium</p> <p align="center">1:00 PM – 5:10 PM</p> <p align="center">Co-chairs:</p> <p align="center">Brian Vander Schee, Indiana University</p> <p align="center">Brian Rutherford, Kennesaw State University</p>	<p align="center">Special Session:</p> <p align="center">You Have to Take It to Teach It: The Significance of Faculty Obtaining Industry Certifications Before Adding Them to Their Courses</p> <p align="center">Session Chair: Elizabeth Carey, Johnson and Wales University</p> <p align="center">Elizabeth Carey, Johnson & Wales University Diane Santurri, Johnson & Wales University Michelle Rego, Johnson & Wales University</p>	<p align="center">Special Session:</p> <p align="center">Bringing Them into the Fold? Incorporating a Sports Management Program into the College of Business</p> <p align="center">Session Chair: Alicia Cooper, Alabama A&M University</p> <p align="center">Alicia Cooper, Alabama A&M University Kelvyn Moore, Alabama A&M University, Jeremy Cheeks, Alabama A&M University, Michelle M. A. Woodhouse, Flagler College,</p>	<p align="center">Position Papers & Refereed Papers:</p> <p align="center">Session Chair: Chi Zhang, Butler University <i>Improving Recommendation Agents Utilizing User Generated Contents</i> Tae-Hyung Pyo, University of Idaho Chanchal Tamrakar, University of North Texas Sanjay Sisodiya, University of Idaho Jae Young Lee, Yonsei University How Regulatory Focus Influences Consumer' Adoption of Artificial Intelligence Chi Zhang, Butler University Meichen Dong, Lamar University Wei Chen, McNeese State University</p> <p align="center">Refereed Paper: The Importance of Community Relationships in Cultivating Community Identification: Repercussions for Virtual Community Management Maxwell Hsu, Univ. of Wisconsin-Whitewater</p>
4:00 PM - 4:50 PM		<p align="center">Position Papers:</p> <p align="center">Session Chair: Deidre Tilley, Kennesaw State University</p> <p align="center">On the Use of Virtual Reality (VR) in Marketing Education: Towards an Understanding of Students' Acceptance of VR-based Learning Tools Cuauhtemoc Luna-Nevarez, Texas A&M University - San Antonio</p> <p align="center">A case study on student perception of a Collaborative Online International Learning assignment between Irish and French institute-of-technology business students Danielle Lecointre-Erickson, IUT Angers-Cholet (University of Angers) Sharon Harris-Byrne, South East Technological University</p> <p align="center">Take me on a Trip: From Instagram Influencer to Developing Country Travel Destinations. Deidre Tilley, Kennesaw State University</p>	<p align="center">Position Papers:</p> <p align="center">Session Chair: John Story, University of St. Thomas, Houston</p> <p align="center">Humor as an Adaptive Selling Strategy: Exploring the Role of Gender Differences and Social Context in Sales Pitches Gabriel Moreno, Robert Morris University Samantha Gibson, Robert Morris University</p> <p align="center">Flipping the Segmentation Schema: A new pedagogy John Story, University of St. Thomas, Houston</p>	<p align="center">Master Teacher Award Competition Sponsored by Marketplace Simulations</p> <p align="center">Competition Coordinator Jeananne Nichols, Slippery Rock University</p> <p align="center">Finalists: Mark Wolters, University of Illinois at Urbana-Champaign Ric Sweeney, University of Cincinnati Michael Levin, University of Louisiana at Lafayette</p> <p align="center">Judges: Mike Messina, Gannon University Don Roy, Middle Tennessee State University Kurt Schimmel, Slippery Rock University</p>



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Exhibitor Area

Drury Inn Kickback Hour (5:30 PM – 6:30 PM)
Come network and engage in discussion with your fellow academics.
Dining Area

Dinner at Paradiso 37, Disney Springs
Depart Drury at 6:15 PM
Meet in Hotel Lobby, Walk to Paradiso 37 at Disney Springs (approximately 1 mile)



2023 Fall Educators' Conference Program
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DAY 2 9/28/2023	8:00 AM – 5:00 PM MMA REGISTRATION OPEN			
	Exhibitor Area			
	Scarlet A	Scarlet B	Scarlet C	Scarlet D
8:00 AM - 8:50 AM	<p align="center">Panel:</p> <p align="center">Incorporating Ethics and Social Responsibility into The Curriculum</p> <p>Session Chair: Nripendra Singh, Pennsylvania Western University</p> <p>Nripendra Singh, Pennsylvania Western University Jamie Ward, University of Toledo Michael Messina, Gannon University John Crane, Belmont Abbey College</p>	<p align="center">Panel:</p> <p align="center">Social Media Learning Strategies</p> <p>Session Chair: Alisa Agozzino, Ohio Northern University</p> <p>Mary Martin, Fort Hays State University Alisa Agozzino, Ohio Northern University Allie Helfrich, McKendree University Sharmin Attaran, Bryant University</p>	<p align="center">Special Session:</p> <p align="center">Virtual Reality and AI for Real-World Immersive Simulations for Teaching and Learning</p> <p>Session Chair: Diane Santurri, Johnson & Wales University</p> <p>Diane Santurri, Johnson & Wales University</p>	<p align="center">Special Session:</p> <p align="center">The Science of Well-Being - Pursuing Happiness</p> <p>Session Chair: Paul Kotz, Saint Mary's University of Minnesota</p> <p>Paul Kotz, Saint Mary's University of Minnesota</p>
9:00 AM - 9:50 AM	<p align="center">Panel:</p> <p align="center">Evaluating The Use of New Technologies to Enhance Learning</p> <p>Session Chair: Gavin Leach, Illinois Wesleyan University</p> <p>Gavin Leach, Illinois Wesleyan University Pam Kennett-Hensel, University of New Orleans Hannah Walters, Northern State University Eric Rhiney, Webster University</p>	<p align="center">Panel:</p> <p align="center">Study Abroad as Experiential Learning</p> <p>Session Chair: Don Roy, Middle Tennessee State University</p> <p>Stephanie Kontrim-Baumann, Missouri Baptist University Don Roy, Middle Tennessee State University Ursula Sullivan, Northern Illinois University</p>	<p align="center">Exhibitor:</p> <p>Session Chair: Chad Milewicz, University of Southern Indiana</p> <p>Marketplace Simulations – Gary Lewis Challenge your students to test their marketing savvy in one of our simulations, where students will learn by doing! Students will experiment with marketing strategies, product design, promotion, and pricing.</p>	<p align="center">Refereed Papers:</p> <p>Session Chair: Shivam Agarwal, Florida International University</p> <p>The Great Need for No-Harm Guarantees: An Institution Building Tool Daniel Nowak, University of Wisconsin-Whitewater</p> <p>How Service Failure Agent (Human versus Robot) Influences Consumers' Negative WOM Shivam Agarwal, Florida International University Jaehoon Lee, Florida International University Todd C. Haderlie Jr., Florida International University Kaan Canayaz, Florida International University</p> <p>I or Them: How Self-Motives Impact Financial Behavior Patricia Torres, University of Detroit Mercy</p>



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10:00 AM - 10:50 AM	<p>Panel:</p> <p>Fostering Student Creativity in Marketing Education</p> <p>Session Chair: Karen Eutsler, Xavier University</p> <p>Karen Eutsler, Xavier University Jamie Lambert, Ohio University Karl Giulian, Atlantic Cape Community College</p>	<p>Panel:</p> <p>Yes, Actually, we Do Have to Talk about Race in the Business Classroom: DEI and the Marketing Curriculum</p> <p>Session Chair: Mary Conran, Temple University</p> <p>Mary Conran, Temple University Toni-Rochelle Ford, Park University Anu Sivaraman, University of Delaware</p>	<p>Exhibitor</p> <p>Session Chair: Marilyn Melchiorre, The College of Idaho</p> <p>Exhibitor:</p> <p>Master Marketing Principles – Chiranjeev Kohli</p> <p>Still using TEXTbook? Use a VIDEObook Instead for the Principles Course.</p> <p>Stukent – Paul Kotter</p> <p>Digital courseware for higher education.</p>	<p>Refereed Papers:</p> <p>Session Chair: Kurt Schimmel, Slippery Rock University</p> <p>"Green" Fashion and College Students: A Percent of Closet Segmentation Study</p> <p>Kurt Schimmel, Slippery Rock University Jeananne Nicholls, Slippery Rock University Rhonda Clark, Slippery Rock University Kirsten Hegberg, Slippery Rock University</p> <p>The "Big Quit" Phenomenon for Women in Sales and Marketing: A Qualitative Analysis</p> <p>Julie Nelsen, Washington State University Mary Unger Henderson, St. Catherine University Paul Kotz, Saint Mary's University of Minnesota</p> <p>The AI-Powered Marketing Educator: The Use of ChatGPT to Generate Blog and Social Media Content in a Social Media Marketing Course</p> <p>Mary Martin, Fort Hays State University Michael J. Martin, Fort Hays State University</p>
	11:00 AM - 11:50 AM	<p>Panel:</p> <p>Innovative Learning Strategies or Activities</p> <p>Session Chair: Tia Quinlan-Wilder, University of Denver</p> <p>Tia Quinlan-Wilder, University of Denver Samantha Gibson, Robert Morris University Kristi Sweeney, University of North Florida Marilyn Melchiorre, The College of Idaho</p>	<p>Panel:</p> <p>Meet the Editors</p> <p>Session Chair: Kurt Schimmel, Slippery Rock University</p> <p>Kurt Schimmel, <i>Marketing Management Journal</i>, Editor</p> <p>Brian Rutherford – <i>Journal of Business and Industrial Marketing</i> Associate, Editor; <i>Journal of Marketing Theory and Practice</i>, Associate Editor</p>	<p>Special Session</p> <p>Transforming Marketing Education using Andragogical Strategies</p> <p>Session Chair: Hannah Walters, Northern State University</p> <p>Jean Beaupre, Nichols College, Sondra Simpson, Elmhurst University, Adrienne Wallace, Grand Valley State University, Hannah Walters, Northern State University,</p>
<p>12:20 AM – 1:20 PM Central AWARDS LUNCHEON Coral Ballroom</p>				



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2:00 PM - 2:50 PM	<p align="center">Panel:</p> <p align="center">Integrating Technology into Marketing Education</p> <p>Session Chair: Brian Vander Schee, Indiana University</p> <p>Brian Vander Schee, Indiana University Victoria Miller, Stevenson University Nisha Ray Chaudhuri, Webster University Manuel Pontes, Rowan University Sereikhuoch Eng, Emerson College</p>	<p align="center">Panel:</p> <p align="center">Managing Group Projects or Presentations</p> <p>Session Chair: Cal Simpson, Indiana University East</p> <p>Cal Simpson, Indiana University East Michelle Woodhouse, Flagler College Jamie Lambert, Ohio University</p>	<p align="center">Exhibitor:</p> <p>Session Chair: Pam Kennett-Hensel, University of New Orleans</p> <p>McGraw Hill Education – Jessica Dimitrijevic We'll help you access all the value that education can offer, through high-quality, trusted content developed with world-class authors – and flexible tools to meet the needs of different teaching and learning styles.</p>	<p align="center">Refereed Papers:</p> <p>Session Chair: Scott Whitaker, Anderson University</p> <p>THE DARK SIDE OF PERCEIVED ECONOMIC MOBILITY Patricia Torres, University of Detroit Mercy Rodolfo Rocha, University of São Paulo</p> <p>The Impact of Spacing on Brand Evaluations - An Exploratory Study Hayden Noel, University of Illinois, Urbana-Champaign</p> <p>Zoomer Generation Attitudes Toward Used Car Automobile Purchasing Channels Scott Whitaker, Anderson University Giovanni Calise, Anderson University Joe Spencer, Anderson University</p>
3:00 PM - 3:50 PM	<p align="center">Refereed Paper Session:</p> <p>Session Chair: Brooke Reavey, Dominican University</p> <p>Racial and Ethnic Portrayals with Artificial Intelligence-Created Stimuli in Advertising James Mayer, Indiana University Rachel Vogelsang, Ball State University</p> <p>How Fast? Processing Levels of Anthropomorphism in Prosocial Advertisements Brooke Reavey, Dominican University</p> <p>Combining High-Impact Practices in Advertising Education: Teaching Applied Diffusion Theory through Faculty-Undergraduate Research Michelle Rego, Johnson & Wales University Elizabeth Carey, Johnson & Wales University</p>	<p align="center">Exhibitor:</p> <p>Session Chair: Jeananne Nicholls, Slippery Rock University</p> <p>Interpretive Solutions – Adele Anderson Our comprehensive marketing simulations cover a wide range of topics, including product development, pricing strategies, and marketing research, allowing students to gain hands-on experience in a variety of real-world scenarios</p>	<p align="center">Position Papers:</p> <p>Session Chair: Kathy Martin, Miami University</p> <p>Unconscious learning toward moral capability in business education. Anna Dubiel, King's College London Shintaro Okazaki, King's College London Alejandra Alonso Tak, King's College London Kai-Yi Young, King's College London</p> <p>Enhancing Consistency in the Introduction to Marketing Course: Strategies and Recommendations Kathy Martin, Miami University</p> <p>Teaching networking skills in an introductory course: subsequent findings on how a LinkedIn assignment influences student behavior Steven Brewer, Carroll University Katie McCarthy, Carroll University</p>	<p align="center">Position Papers:</p> <p>Session Chair: Kurt Schimmel, Slippery Rock University</p> <p>How Social Influence Affects Gen Z's Attitude and Behaviors Toward Kathleen McKee, University of Wisconsin-Parkside</p> <p>Behavioral Reasoning Theory – Underused but Great Utility Kurt Schimmel, Slippery Rock University</p> <p>From the Inside Out: Exploring the Effect of Mindfulness Based Interventions on Social Media Usage Urge among High School Students Tessa Garcia-Collart, University of Missouri-St Louis Ellen Campos Sousa, Gardner-Webb University</p>



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4:00 PM - 5:30 PM	MMA Board Meeting 4:00 – 5:30			
<p align="center">Drury Inn Kickback Hour (5:30 PM – 6:30 PM) <i>Come network and engage in discussion with your fellow academics.</i></p> <p align="center">DINNER ON YOUR OWN</p>				



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(Eastern Time Zone)

DAY 3 9/29/2023	8:00 AM – 2:00 PM MMA REGISTRATION OPEN <i>Exhibitor Area</i>			
	Scarlet A	Scarlet B	Scarlet C	Scarlet D
8:00 AM - 8:50 AM	<p align="center">Special Session:</p> <p align="center">WEB 3.0 AND PADEGOGICAL REQUIREMENTS</p> <p align="center">Session Chair: Shrivastava Priyanka, Hult International Business School</p> <p>Shrivastava Priyanka, Hult International Business School Ted Ladd, Hult International Business School, Matthew Fisher, Hult International Business School</p>	<p align="center">Panel:</p> <p align="center">Innovative Marketing Course Topics</p> <p align="center">Session Chair: Michael Martin, Fort Hays State University</p> <p>Michael Martin, Fort Hays State University Savita Hanspal, Potsdam State University of New York Randa Zalman, Bellevue University</p>	<p align="center">Refereed Papers</p> <p>Session Chair: Hannah Walters, Northern State University</p> <p><i>Support, Fit, and Academic Success: Developing a Holistic View of Marketing Students' Sense of Belonging</i> Ann Veeck, Western Michigan University Mohammad Sakif Amin, Western Michigan University Scott Cowley, Western Michigan University Amy MacMillan, Kalamazoo College Kelley O'Reilly, Western Michigan University</p> <p><i>Across the Universe: Creating Equity Through Client Projects in Multiple Disciplines</i> Stephanie Jacobsen, Bridgewater State University</p> <p><i>From Classroom to Career: Closing the Awareness Gap with Client-Based Projects for Career-Readiness Competencies</i> Hannah Walters, Northern State University Jean Beaupre, Nichols College Sondra Simpson, Elmhurst University Adrienne Wallace, Grand Valley State University</p>	<p align="center">Exhibitor:</p> <p>Session Chair: Rebecca Hochradel, Transylvania University</p> <p align="center">Stukent – Paul Kotter Digital courseware for higher education.</p> <p>Master Marketing Principles – Chiranjeev Kohli Videobook for Principles is the Textbook for the New Generation</p>
	9:00 AM - 9:50 AM	<p align="center">Panel:</p> <p align="center">Online Learning Techniques</p> <p align="center">Session Chair: Hank Roehrich, Park University</p> <p>Hayden Noel, University of Illinois, Urbana-Champaign Dee M. Guillory, Winston-Salem State University Hank Roehrich, Park University Tom Schmidt, Missouri Southern State University</p>	<p align="center">Panel:</p> <p align="center">Effective Strategies for Teaching Introductory Marketing</p> <p align="center">Session Chair: Becky Hochradel, Transylvania University</p> <p>Becky Hochradel, Transylvania University Lydia Njoroge, Morehead State University Chiranjeev Kohli, Cal State Fullerton Ric Sweeney, University of Cincinnati Nadia Novotorova, Baker University</p>	<p align="center">Position Papers:</p> <p>Session Chair: Paul Lane, Grand Valley State University</p> <p><i>The 'Not Yet' Grading System: Valuing Intellectual Growth Over the Hierarchical Grading Tradition in Higher Education</i> Alyssa Eckman, University of Kentucky</p> <p><i>Administrators Beware: The Ransomware Threat is Real</i> Nicholas Barnes, Nichols College Nora Ganim Barnes, UMASS Dartmouth</p> <p><i>Marketing Models Used to Drive the Creative Economy</i> Paul Lane, Grand Valley State University Erasmo Gomez, Universidad Nacional Autonoma De Nicaragua – Managua, Christian Gage & Ernesto Gomez Salazar</p>



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10:00 AM - 10:50 AM	<p align="center">Panel:</p> <p>Transitioning from Industry to Academia</p> <p>Session Chair: Kathy McKee, University of Wisconsin Parkside</p> <p>Kathy McKee, University of Wisconsin Parkside Chien Le, University of Texas - Arlington Mary Ann Rozengard, Bellevue University Chris Huseman, Liberty University</p>	<p align="center">Panel:</p> <p>Meet the Editors: Pedagogical Journals</p> <p>Session Chair: Brian Vander Schee, Indiana University</p> <p>Victoria L. Crittenden, <i>Journal of Marketing Education</i>, Editor Shannon Cummins, <i>Journal for Advancement of Marketing Education</i>, Editor Brian Vander Schee, <i>Marketing Education Review</i>, Former Editor</p>	<p align="center">Refereed Paper and Position Papers</p> <p>Session Chair: Randa Zalman, Bellevue University</p> <p align="center">Refereed Paper:</p> <p>GENERATING REAL-WORLD EXPERIENCE IN THE ONLINE MARKETING CLASSROOM</p> <p>Hank Roehrich, Park University Julie Grabanski, University of North Dakota Nicholas Miceli, Park University</p> <p align="center">Position Papers:</p> <p>AMPLIFYING DIGITAL MARKETING EDUCATION: EXPLORING THE IMPACT OF SOCIAL MEDIA SATURDAYS</p> <p>Randa Zalman, Bellevue University</p> <p>Enhancing Student Engagement and Class Performance in a Marketing Analytics Course: A Student Empowered Flipped Classroom (SEFC) Approach</p> <p>Chi Zhang, Butler University</p>	<p align="center">Panel:</p> <p>Client-Based Learning Projects: Considerations for a Successful Experience for Students, Clients, and Faculty</p> <p>Session Chair: Jeanetta Sims, University of Central Oklahoma</p> <p>Jeanetta Sims, University of Central Oklahoma Mary Rickard, Georgia College & State University Doreen Sams, Georgia College & State University Gail Zank, Texas State University</p>
11:00 AM - 11:50 AM	<p align="center">Panel:</p> <p>Marketing Research & Analytics</p> <p>Session Chair: Brooke Reavey, Dominican University</p> <p>Priyanka Shrivastava, Hult International Business School Joel Evans, University of Mount Union Michelle Rego, Johnson & Wales University Maxwell Hsu, Univ. of Wisconsin-Whitewater Brooke Reavey, Dominican University</p>	<p align="center">Position Papers:</p> <p>Session Chair: Zinaida Taran, Delta State University</p> <p>LEVERAGING GENERATIVE-AI (CHATGPT) IN DIGITAL MARKETING EDUCATION</p> <p>Patrali Chatterjee, Montclair State University</p> <p>ChatGPT-era application assignment</p> <p>Zinaida Taran, Delta State University Lisa Cooley, Delta State</p> <p>ChatGPT: Applications in Marketing Curriculum</p> <p>Hannah Walters, Northern State University</p>	<p align="center">Position Papers:</p> <p>Session Chair: Jamie Lambert, Ohio University</p> <p>Pondering the Ethics of AI, a Faculty Discussion</p> <p>Paul Lane, Grand Valley State University Ryan Lafferty, Fusion Innovation Evan Jackson, Grand Valley State University Carson Lafferty, Aquinas College</p> <p>Empowering Future Teachers through Social Media Bellevue University's Internship Program</p> <p>Mary Ann Rozengard, Bellevue University Randa Zalman, Bellevue University Erin McDonnell-Jones, Bellevue University</p>	<p align="center">Special Session:</p> <p>Transforming Education: A Comparative Study of Consumer Preferences in Marketing Coursework Pre and Post COVID-19</p> <p>Session Chair: Chad Milewicz, University of Southern Indiana</p> <p>Parsimoghadam Golshad, University of Wisconsin Milwaukee Nezhadian Maryam, University of Wisconsin Milwaukee</p>
Friday Lunch Provided 12:00 – 1:00 Sponsored by McGraw Hill Education				

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Representative: Gary Lewis, glewis@ilsworld.com

Exhibitor Sessions: Thursday, 9:00 – 9:50, Scarlet D

Interpretive Simulations

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Representative: Adele Anderson, conferences@interpretive.com

Exhibitor Session: Thursday, 3:00 – 3:50, Scarlet B

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Friday's Lunch Sponsor

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Representative: Jessica Dimitrijevic (jessica.dimitrijevic@mheducation.com)

Exhibitor Session: Thursday, 2:00 – 2:50, Scarlet C.

Master Marketing Principles

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Representative: Chiranjeet Kohli, CKOHLI@IDENTITYPULSE.COM

Exhibitor Session: Friday, 8:25 – 8:50, Scarlet D; Thursday, 10:00-10:25, Scarlet C

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Representatives: Paul Kotter, paul.kotter@stukent.com

Exhibitor Session: Friday, 8:00 – 8:25, Scarlet D; Thursday, 10:25-10:50, Scarlet C.