



**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			
Exhibitor Area				
	Scarlet A	Scarlet B	Scarlet C	Scarlet D
1:00 PM - 1:50 PM	<b>Doctoral Student Consortium</b>  1:00 PM – 5:10 PM  <b>Co-chairs:</b> Brian Vander Schee, Indiana University Brian Rutherford, Kennesaw State University  <b>Consortium Faculty Colleagues (Presenters):</b> 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 Ursula Sullivan, Northern Illinois University Takisha Toler, Stevenson University Hannah Walters, Northern State University Gail Zank, Texas State University	<b>Panel:</b>  <b>Effective Use of Experiential Learning</b>  <b>Session Chair:</b> Samantha Gibson, Robert Morris University  Angie Donovan, Loras College Samantha Gibson, Robert Morris University	<b>Special Session:</b>  <b>Benefits of Integrating Digital Badges into College Curriculum</b>  <b>Session Chair:</b> Kristi Sweeney, University of North Florida  Kristi Sweeney, University of North Florida	<b>Teaching Innovation Competition</b> <b>Sponsored by</b> <b>Interpretive Simulations</b> <b>Competition Coordinator</b> Eric Rhiney, Webster University <b>Finalists:</b> Karen Eutsler, Xavier University Mary Martin, Fort Hays State University Nripendra Singh, Pennsylvania Western University <b>Judges:</b> Nisha Ray Chaudhuri, Webster University Dalila Salazar, Louisiana State University Shreveport Ann Veeck, Western Michigan University
	2:00 PM - 2:50 PM	<b>Special Session:</b>  <b>Generative AI for Marketers: How Marketing Work is Changing Today – and Tomorrow</b>  <b>Session Chair:</b> Jeremy Kagan, Columbia Business School  Jeremy Kagan, Columbia Business School	<b>Position Papers</b>  <b>Session Chair:</b> Amber Henderson, Northern State University  <b>Linking Concepts to the Influencer: Learning with MrBeast</b> Amber Henderson, Northern State University  <b>Fostering Learning through Game-like Metaverse Virtual Classroom: Exploring Opportunities and Barriers</b> Sanga Song, Indiana University East Claire Whang, California State Polytechnic University	<b>Panel:</b>  <b>Integrating student organization and competitions into the curriculum</b>  <b>Session Chair:</b> Alyssa Eckman, University of Kentucky  Alyssa Eckman, University of Kentucky Scott Cowley, Western Michigan University



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



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**11:00 AM – 5:00 PM MMA REGISTRATION OPEN**  
*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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**Thursday, September 28, 2023**  
 (Eastern Time Zone)

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"><b>Panel:</b></p> <p align="center"><b>Incorporating Ethics and Social Responsibility into The Curriculum</b></p> <p><b>Session Chair:</b> 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"><b>Panel:</b></p> <p align="center"><b>Social Media Learning Strategies</b></p> <p><b>Session Chair:</b> Alisa Agozzino, Ohio Northern University</p> <p>Mary Martin, Fort Hays State University            Alisa Agozzino, Ohio Northern University            Allie Helfrich, McKendree University</p>	<p align="center"><b>Special Session:</b></p> <p align="center"><b>Virtual Reality and AI for Real-World Immersive Simulations for Teaching and Learning</b></p> <p><b>Session Chair:</b> Diane Santurri, Johnson &amp; Wales University</p> <p>Diane Santurri, Johnson &amp; Wales University</p>	<p align="center"><b>Special Session:</b></p> <p align="center"><b>The Science of Well-Being - Pursuing Happiness</b></p> <p><b>Session Chair:</b> 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"><b>Panel:</b></p> <p align="center"><b>Evaluating The Use of New Technologies to Enhance Learning</b></p> <p><b>Session Chair:</b> Hannah Walters, Northern State University</p> <p>Pam Kennett-Hensel, University of New Orleans            Hannah Walters, Northern State University            Eric Rhiney, Webster University</p>	<p align="center"><b>Panel and Exhibitor:</b></p> <p align="center"><b>Study Abroad as Experiential Learning</b></p> <p><b>Session Chair:</b> 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"><b>Exhibitor:</b></p> <p><b>Hubro Education</b> – Stian Fyrand, Ahmer Saeed</p>	<p align="center"><b>Exhibitor:</b></p> <p><b>Session Chair:</b> Chad Milewicz, University of Southern Indiana</p> <p align="center"><b>Marketplace Simulations – Gary Lewis</b></p> <p>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"><b>Refereed Papers:</b></p> <p><b>Session Chair:</b> Shivam Agarwal, Florida International University</p> <p><b><i>The Great Need for No-Harm Guarantees: An Institution Building Tool</i></b>            Daniel Nowak, University of Wisconsin-Whitewater</p> <p><b><i>How Service Failure Agent (Human versus Robot) Influences Consumers' Negative WOM</i></b>            Shivam Agarwal, Florida International University            Jaehoon Lee, Florida International University            Todd C. Haderlie Jr., Florida International University            Kaan Canayaz, Florida International University</p> <p><b><i>The Impact of Spacing on Brand Evaluations - An Exploratory Study</i></b>            Hayden Noel, University of Illinois, Urbana-Champaign</p>



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10:00 AM - 10:50 AM	<p><b>Panel:</b></p> <p><b>Fostering Student Creativity in Marketing Education</b></p> <p><b>Session Chair:</b> Karen Eutsler, Xavier University</p> <p>Karen Eutsler, Xavier University            Jamie Lambert, Ohio University</p>	<p><b>Panel:</b></p> <p><b>Yes, Actually, we Do Have to Talk about Race in the Business Classroom: DEI and the Marketing Curriculum</b></p> <p><b>Session Chair:</b> Mary Conran, Temple University</p> <p>Mary Conran, Temple University            Toni-Rochelle Ford, Park University            Anu Sivaraman, University of Delaware</p>	<p><b>Exhibitor</b></p> <p><b>Session Chair:</b> Marilyn Melchiorre, The College of Idaho</p> <p><b>Exhibitor:</b></p> <p><b>Master Marketing Principles – Chiranjeev Kohli</b>            Still using TEXTbook? Use a VIDEObook Instead for the Principles Course.</p> <p><b>Stukent – Alisa Agozzino, Ohio Northern University</b>            Using Stukent simulations to enhance experiential learning beyond the textbook</p>	<p><b>Refereed Papers:</b></p> <p><b>Session Chair:</b> Kurt Schimmel, Slippery Rock University</p> <p><b>"Green" Fashion and College Students: A Percent of Closet Segmentation Study</b>            Kurt Schimmel, Slippery Rock University            Jeananne Nicholls, Slippery Rock University            Rhonda Clark, Slippery Rock University            Kirsten Hegberg, Slippery Rock University</p> <p><b>The "Big Quit" Phenomenon for Women in Sales and Marketing: A Qualitative Analysis</b>            Julie Nelsen, Washington State University            Mary Unger Henderson, St. Catherine University            Paul Kotz, Saint Mary's University of Minnesota</p> <p><b>The AI-Powered Marketing Educator: The Use of ChatGPT to Generate Blog and Social Media Content in a Social Media Marketing Course</b>            Mary Martin, Fort Hays State University            Michael J. Martin, Fort Hays State University</p>
	11:00 AM - 11:50 AM	<p><b>Panel:</b></p> <p><b>Innovative Learning Strategies or Activities</b></p> <p><b>Session Chair:</b> 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><b>Panel:</b></p> <p><b>Meet the Editors</b></p> <p><b>Session Chair:</b> 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 Associate</i>, Editor; <i>Journal of Marketing Theory and Practice</i>, Associate Editor</p>	<p><b>Special Session</b></p> <p><b>Transforming Marketing Education using Andragogical Strategies</b></p> <p><b>Session Chair:</b> Hannah Walters, Northern State University</p> <p>Sondra Simpson, Elmhurst University,            Hannah Walters, Northern State University,</p>
<p align="center"><b>12:20 AM – 1:20 PM Central</b>  <b>AWARDS LUNCHEON</b>  <b>Coral Ballroom</b></p>				



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	Exhibitor Area			
	Scarlet A	Scarlet B	Scarlet C	Scarlet D
2:00 PM - 2:50 PM	<p align="center"><b>Panel:</b></p> <p align="center"><b>Integrating Technology into Marketing Education</b></p> <p><b>Session Chair:</b> Brian Vander Schee, Indiana University</p> <p>Brian Vander Schee, Indiana University            Nisha Ray Chaudhuri, Webster University            Sereikhuoch Eng, Emerson College</p>	<p align="center"><b>Panel:</b></p> <p align="center"><b>Managing Group Projects or Presentations</b></p> <p><b>Session Chair:</b> Cal Simpson, Indiana University East</p> <p>Cal Simpson, Indiana University East            Michelle Woodhouse, Flagler College            Jamie Lambert, Ohio University</p>	<p align="center"><b>Exhibitor:</b></p> <p><b>Session Chair:</b> Pam Kennett-Hensel, University of New Orleans</p> <p><b>McGraw Hill Education – Jessica Dimitrijevic</b>            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"><b>Refereed Papers and Exhibitor:</b></p> <p><b>Session Chair:</b> Scott Whitaker, Anderson University</p> <p><b>Zoomer Generation Attitudes Toward Used Car Automobile Purchasing Channels</b>            Scott Whitaker, Anderson University            Giovanni Calise, Anderson University            Joe Spencer, Anderson University</p> <p align="center"><b>Exhibitor:</b>  <b>Hubro Education – Scott Griffith</b></p> <p>The Future of Marketing Education: Why Professor Griffith uses simulations</p>
3:00 PM - 3:50 PM	<p align="center"><b>Refereed Paper Session:</b></p> <p><b>Session Chair:</b> Brooke Reavey, Dominican University</p> <p><b>Racial and Ethnic Portrayals with Artificial Intelligence-Created Stimuli in Advertising</b>            James Mayer, Indiana University            Rachel Vogelsang, Ball State University</p> <p><b>How Fast? Processing Levels of Anthropomorphism in Prosocial Advertisements</b>            Brooke Reavey, Dominican University</p> <p><b>Combining High-Impact Practices in Advertising Education: Teaching Applied Diffusion Theory through Faculty-Undergraduate Research</b>            Michelle Rego, Johnson &amp; Wales University            Elizabeth Carey, Johnson &amp; Wales University</p>	<p align="center"><b>Exhibitor:</b></p> <p><b>Session Chair:</b> Jeananne Nicholls, Slippery Rock University</p> <p align="center"><b>From Theory to Practice: Integrating Simulations in Marketing Education</b></p> <p align="center"><b>Interpretive Solutions – Adele Anderson</b></p> <p>We invite you to join us for an insightful session on integrating simulations into marketing courses. We'll be highlighting our marketing simulations, offering insights on tracking student performance, and sharing practical advice on how to integrate them into your curriculum. We hope to see you there!</p>	<p align="center"><b>Position Papers:</b></p> <p><b>Session Chair:</b> Kathy Martin, Miami University</p> <p><b>Unconscious learning toward moral capability in business education.</b>            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><b>Enhancing Consistency in the Introduction to Marketing Course: Strategies and Recommendations</b>            Kathy Martin, Miami University</p> <p><b>Teaching networking skills in an introductory course: subsequent findings on how a LinkedIn assignment influences student behavior</b>            Steven Brewer, Carroll University            Katie McCarthy, Carroll University</p>	<p align="center"><b>Position Papers:</b></p> <p><b>Session Chair:</b> Kurt Schimmel, Slippery Rock University</p> <p><b>How Social Influence Affects Gen Z's Attitude and Behaviors Toward</b>            Kathleen McKee, University of Wisconsin-Parkside</p> <p><b>Behavioral Reasoning Theory – Underused but Great Utility</b>            Kurt Schimmel, Slippery Rock University</p> <p align="center"><b>Exhibitor:</b>  <b>MBTN Academy – Sherry Olander</b>            Brief Introduction and Demonstration of MBTN Academy's Marketing Modules</p>



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



**2023 Fall Educators' Conference Program**  
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**Friday, September 29, 2023**  
 (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"><b>Panel:</b></p> <p align="center"><b>Marketing Research &amp; Analytics</b></p> <p><b>Session Chair:</b> Brooke Reavey, Dominican University</p> <p>Priyanka Shrivastava, Hult International Business School            Joel Evans, University of Mount Union            Michelle Rego, Johnson &amp; Wales University            Maxwell Hsu, Univ. of Wisconsin-Whitewater            Brooke Reavey, Dominican University</p>	<p align="center"><b>Panel:</b></p> <p align="center"><b>Innovative Marketing Course Topics</b></p> <p><b>Session Chair:</b> Michael Martin, Fort Hays State University</p> <p>Michael Martin, Fort Hays State University            Randa Zalman, Bellevue University</p>	<p align="center"><b>Refereed Papers</b></p> <p><b>Session Chair:</b> Hannah Walters, Northern State University</p> <p><b><i>Support, Fit, and Academic Success: Developing a Holistic View of Marketing Students' Sense of Belonging</i></b>            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><b><i>Across the Universe: Creating Equity Through Client Projects in Multiple Disciplines</i></b>            Stephanie Jacobsen, Bridgewater State University</p> <p><b><i>From Classroom to Career: Closing the Awareness Gap with Client-Based Projects for Career-Readiness Competencies (Best Refereed Paper Award)</i></b>            Hannah Walters, Northern State University            Jean Beaupre, Nichols College            Sondra Simpson, Elmhurst University            Adrienne Wallace, Grand Valley State University</p>	<p align="center"><b>Exhibitor:</b></p> <p><b>Session Chair:</b> Rebecca Hochradel, Transylvania University</p> <p align="center"><b>Stukent – Paul Kotter</b>            Digital courseware for higher education.</p> <p><b>Master Marketing Principles – Chiranjeev Kohli</b>            Videobook for Principles is the Textbook for the New Generation</p>
	9:00 AM - 9:50 AM	<p align="center"><b>Panel:</b></p> <p align="center"><b>Online Learning Techniques</b></p> <p><b>Session Chair:</b> Hank Roehrich, Park University</p> <p>Hayden Noel, University of Illinois, Urbana-Champaign            Dee M. Guillory, Winston-Salem State University            Hank Roehrich, Park University</p>	<p align="center"><b>Panel:</b></p> <p align="center"><b>Effective Strategies for Teaching Introductory Marketing</b></p> <p><b>Session Chair:</b> 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"><b>Position Papers:</b></p> <p><b>Session Chair:</b> Paul Lane, Grand Valley State University</p> <p><b><i>The 'Not Yet' Grading System: Valuing Intellectual Growth Over the Hierarchical Grading Tradition in Higher Education</i></b>            Alyssa Eckman, University of Kentucky</p> <p><b><i>Administrators Beware: The Ransomware Threat is Real</i></b>            Nicholas Barnes, Nichols College            Nora Ganim Barnes, UMASS Dartmouth</p> <p><b><i>Marketing Models Used to Drive the Creative Economy</i></b>            Paul Lane, Grand Valley State University            Erasmo Gomez, Universidad Nacional Autonoma De Nicaragua – Managua,            Christian Gage &amp; Ernesto Gomez Salazar</p>





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10:00 AM - 10:50 AM	<p><b>Panel:</b></p> <p><b>Transitioning from Industry to Academia</b></p> <p><b>Session Chair:</b> 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><b>Panel:</b></p> <p><b>Meet the Editors: Pedagogical Journals</b></p> <p><b>Session Chair:</b> 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><b>Refereed Paper and Position Papers</b></p> <p><b>Session Chair:</b> Randa Zalman, Bellevue University</p> <p><b>Refereed Paper:</b>  <b>GENERATING REAL-WORLD EXPERIENCE IN THE ONLINE MARKETING CLASSROOM</b>            Hank Roehrich, Park University            Julie Grabanski, University of North Dakota            Nicholas Miceli, Park University</p> <p><b>Position Papers:</b>  <b>AMPLIFYING DIGITAL MARKETING EDUCATION: EXPLORING THE IMPACT OF SOCIAL MEDIA SATURDAYS</b>            Randa Zalman, Bellevue University</p> <p><b>Enhancing Student Engagement and Class Performance in a Marketing Analytics Course: A Student Empowered Flipped Classroom (SEFC) Approach</b>            Chi Zhang, Butler University</p>	<p><b>Panel:</b></p> <p><b>Client-Based Learning Projects: Considerations for a Successful Experience for Students, Clients, and Faculty</b></p> <p><b>Session Chair:</b> Gail Zank, Texas State University</p> <p>Mary Rickard, Georgia College &amp; State University            Gail Zank, Texas State University</p>
11:00 AM - 11:50 AM		<p><b>Position Papers:</b></p> <p><b>Session Chair:</b> Zinaida Taran, Delta State University</p> <p><b>LEVERAGING GENERATIVE-AI (CHATGPT) IN DIGITAL MARKETING EDUCATION</b>            Patralli Chatterjee, Montclair State University</p> <p><b>ChatGPT-era application assignment</b>            Zinaida Taran, Delta State University            Lisa Cooley, Delta State</p> <p><b>ChatGPT: Applications in Marketing Curriculum</b>            Hannah Walters, Northern State University</p>	<p><b>Position Papers:</b></p> <p><b>Session Chair:</b> Jamie Lambert, Ohio University</p> <p><b>Pondering the Ethics of AI, a Faculty Discussion</b>            Paul Lane Grand Valley State University            Ryan Lafferty Fusion Innovation            Evan Jackson Grand Valley State University            Carson Lafferty Aquinas College</p> <p><b>Empowering Future Teachers through Social Media Bellevue University's Internship Program</b>            Mary Ann Rozengard, Bellevue University            Randa Zalman, Bellevue University            Erin McDonnell-Jones, Bellevue University</p>	<p><b>Special Session:</b></p> <p><b>Transforming Education: A Comparative Study of Consumer Preferences in Marketing Coursera Courses Pre and Post COVID-19</b></p> <p><b>Session Chair:</b> Ursula Sullivan, Northern Illinois University</p> <p>Parsimoghadam Golshad, University of Wisconsin Milwaukee            Nezhadian Maryam, University of Wisconsin Milwaukee</p>
<b>Friday Lunch Provided 12:00 – 1:00</b> <b>Sponsored by McGraw Hill Education</b>				

**Thanks to our great sponsors and exhibitors! Consider visiting any of the following exhibitors at their booths or attending their sessions.**

### **Marketplace Simulations**

#### **GOLD Sponsor**

#### **Master Teacher Award Competition Sponsor**

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.

Visit [marketplace-simulation.com](http://marketplace-simulation.com).

Representative: Gary Lewis, [glewis@ilsworld.com](mailto:glewis@ilsworld.com)

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

### **Interpretive Simulations**

#### **GOLD Sponsor**

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Exhibitor Sessions: Thursday, 9:25 – 9:50, Scarlet B; Thursday, 2:25 – 2:50, Scarlet D