

## Fall Educators Conference Program, September 23-25, 2026

Wednesday, September 23, 2026

|                  | Ballroom B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          | Canal                                                                                                                                                                                                                                                                                              | Poydras                                                                                                                                                                                                                                                                                               | Carondelet                                                                                                                                                                                                                                                                                                                                            |
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| 11:00 - 5:30 PM  | Check-in and Exhibitor Tables Open, Pre-Function Area.                                                                                                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                       |
| 11:15 - 12:00 PM | Pre-Conference Luncheon (for paid pre-conference workshop attendees only) and MMA Leadership Appreciation Luncheon, Hotel Dining Area.                                                                                                                                                                                                                                                                                                                                                              |                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                       |
| 12:00 - 3:00 PM  | <b>Doctoral Student Consortium sponsored by The Original Videobook for Principles of Marketing</b><br><br><b>Consortium Co-Chairs</b><br>Dalila Salazar Morningstar, Texas A&M University Kingsville<br>Brian Rutherford, Kennesaw State University                                                                                                                                                                                                                                                 | <b>Pre-Conference Workshop sponsored by Hubro Simulations</b><br><i>Introduction to Marketing Simulation Competition</i><br>Stian Fyrand, Hubro Simulations                                                                                                                                        | <b>Pre-Conference Workshop sponsored by Hubro Simulations</b><br><i>The Latest Marketing AI for the Classroom and Workplace</i><br>Jeremy Kagan, Columbia University                                                                                                                                  | <b>Pre-Conference Workshop sponsored by Hubro Simulations</b><br><i>Build Your Case at the JAME Case Writers Workshop</i><br>Susan Jones, Ferris State University<br>Sheri Lambert, Temple University                                                                                                                                                 |
| 3:10 - 4:00 PM   | <b>Faculty Colleagues</b><br>Andy Borchers, Lipscomb University<br>Juan Holguin Jr., Texas State University<br>Minseong Kim, LSU Shreveport<br>Chiranjeev Kohli, Cal State, Fullerton<br>Sunme Lee, Texas A&M University Central Texas<br>Nakeisha Lewis, University of San Diego<br>Andre Martin, University of Notre Dame<br>Laura Muñoz, University of Dallas<br>Brooke Reavey, Dominican University<br>Abigail Torres Rico, Midwestern State University<br>Mark Wolters, University of Illinois | <b>1.2 Special Session: Don Roy</b><br><b>MMA Welcome Session &amp; Business Meeting</b><br>Don Roy, MMA President<br><br>All conference attendees are invited to attend.                                                                                                                          | <b>1.3 Exhibitor: Samantha Lewis</b><br><b>Experiential Learning in the Principles of Marketing Course</b><br>Samantha Lewis, Pearson Learning<br><br>Focus group session for pre-registered conference attendees only.                                                                               | <b>1.4 Refereed Papers: Mike Martin</b><br><b>Feeding Students with Knowledge and Skills</b><br>Gil Peleg, Drexel University<br><br><b>Student Motivation in Marketing Principles Courses</b><br>Kathy McKee, University of Wisconsin - Parkside<br><br><b>Exhibitor:</b><br><b>What's New With StratX Simulations</b> Paul Ritmo, StratX Simulations |
| 4:10 - 5:15 PM   |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | <b>2.2 Panel: Barbara Wooldridge</b><br><b>AI for New Course Prep</b><br>Shane Perry, University of Maine<br>Dexter Purnell, University of North Texas<br>Michael Rodriguez, East Carolina University<br>Tony Stovall, Indiana University - Indianapolis<br>Barbara Wooldridge, Indiana University | <b>2.3 Panel: Christina Sparks</b><br><b>Best Practices for Leading Study Abroad</b><br>DeAnn Hurtado, Sinclair College<br>Marilyn Melchiorre, The College of Idaho<br>Chad Proski, University of Mary<br>Dan Rajaratnam, University of Texas - Dallas<br>Christina Sparks, University of Mississippi | <b>2.4 Panel: Clint Warren</b><br><b>Collaborating Across Disciplines</b><br>Jim Blair, Eastern Kentucky University<br>Madhavi Chakrabarty, Rutgers University<br>Scott Griffith, Briar Cliff University<br>Tricia McFadden, Saint Francis University<br>Clint Warren, College of Saint Benedict & Saint John's University                            |
| 5:15 - 6:15 PM   | Pre-dinner Social Hour, Hotel Dining Area.                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                       |
| 6:15 PM          | Meet in the hotel lobby: walk 10 minutes to Lucy's Retired Surfers Bar & Restaurant (701 Tchoupitoulas Street) for all Registered Conference Attendees.                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                       |

|                  | Ballroom B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Canal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Poydras                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Carondelet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| 7:45 - 5:00 PM   | Check-in and Exhibitor Area Open, Pre-Function Area.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |
| 8:00 - 8:50 AM   | <p><b>3.1 Doctoral Student Teacher Scholar Competition</b></p> <p><b>Coordinator:</b> Rebecca Dingus, Ohio University</p> <p><b>Finalists:</b><br/>Madison Henry, U. of Texas San Antonio<br/>Jihee Hwang, University of South Florida<br/>Ali Kozehgaran, Syracuse University</p> <p><b>Judges:</b><br/>Lauren Brewer, University of Arkansas<br/>April Kemp, Southeastern Louisiana U.<br/>Ursula Sullivan, Northern Illinois University<br/>Gail Zank, Texas State University</p>                                                                 | <p><b>3.2:</b> Laura Muñoz, MMJ Editor-In-Chief<br/><b>MMJ Editorial Review Board Meeting</b><br/>This session is for the annual meeting of the Senior Advisory Board and Editorial Review Board of the Marketing Management Journal.</p>                                                                                                                                                                                                                                                                                                                     | <p><b>3.3 Refereed Papers:</b> Mark Wolters<br/><b>An Empirical Examination of Client-Based Projects and Women's Early Career Success</b><br/>Adrienne Wallace, Grand Valley State U.<br/>Jean Beaupre, Nichols College<br/>Soni Simpson, Elmhurst University<br/>Hannah Walters, Northern State University</p> <p><b>Career Readiness Marketing Education: Fostering Communication Skills</b><br/>Brian Vander Schee, Indiana University</p> <p><b>The Long-Term Impact of Teaching Prof. Networking Skills Through LinkedIn</b><br/>Steve Brewer, Katie McCarthy, Carroll U.</p> | <p><b>4.2 Special Session:</b> Renée Gravois &amp; Jordan Burke<br/><b>Deepening Students' Professional Development Through Reflective Practice</b><br/>Jordan Burkes, Southeastern Louisiana U.<br/>Tonya Crombie, Southeastern Louisiana U.<br/>U. Renée Gravois, Sam Houston State U.<br/>Jeff Salyers, Tulane University<br/>Madison Smith, Southeastern Louisiana U.</p>                                                                                                                                                                |
| 9:00 - 9:50 AM   | <p><b>4.1: Teaching Innovation Award Competition sponsored by Interpretive Simulations</b></p> <p><b>Coordinator:</b> Adrienne Wallace, GVSU</p> <p><b>Finalists:</b><br/>Scott Cowley, Western Michigan University<br/>Richard Flight, Coastal Carolina University<br/>Jose Mendoza, New York University</p> <p><b>Judges:</b><br/>Alicia Cooper, Alabama A&amp;M University<br/>Rebecca Dingus, Ohio University<br/>Sondra Simpson, Elmhurst University<br/>Hannah Walters, Northern State University<br/>Jennifer Zarzosa, Wingate University</p> | <p><b>4.2 Panel:</b> Suresh Sundaram<br/><b>Evaluating AI Tools for Educators</b><br/>Kenny O'Connor, University of West Florida<br/>Nripendra Singh, PennWest University<br/>Suresh Sundaram, University of Delaware</p>                                                                                                                                                                                                                                                                                                                                     | <p><b>4.3 Special Sessions:</b> Dalila Salazar Morningstar<br/><b>Legal Updates in Marketing and AI</b><br/>Chad Prosski, University of Mary</p> <p><b>The Emotionally Intelligent Campaign Model: What Students Learned Beyond Promotion</b><br/>Trenay Bynum, Belmont University</p> <p><b>Exhibitor:</b><br/><b>How Should We Teach AI Marketing? An Interactive Approach</b><br/>Clark Boyd, Novela</p>                                                                                                                                                                        | <p><b>4.4 Refereed Papers:</b> Marilyn Melchiorre<br/><b>Student-Managed Creative Agencies: Developing Creative Capacity in Undergraduate Marketing Education</b><br/>AnneMarie Dorland, Mount Royal University</p> <p><b>Teaching Local SEO: A Client-Based Learning Assignment</b><br/>William Zahn, University of Houston</p> <p><b>Creating Shared Value Through Retail Consulting Projects</b><br/>Kristina Harrison, Indiana University</p>                                                                                            |
| 10:00 - 10:50 AM | <p><b>5.1 Master Teacher Award Competition sponsored by Marketplace Simulations</b></p> <p><b>Coordinator:</b> Jean Beaupre, Nichols College</p> <p><b>Finalists:</b><br/>Debbie Laverie, Texas Tech University<br/>Yusuf Oc, City St George's, U. of London<br/>Brooke Reavey, Dominican University</p> <p><b>Judges:</b><br/>Pamela Kennett-Hensel, LSU New Orleans<br/>Aidin Namin, Loyola Marymount University<br/>Don Roy, Middle Tennessee State U.<br/>Barbara Wooldridge, Indiana University</p>                                             | <p><b>5.2 Refereed Papers:</b> Karen Eutsler<br/><b>Teaching Occasion-Based Segmentation Through Dynamic Experience Appetites</b><br/>John Story, University of St. Thomas, Houston</p> <p><b>The Marketplace as the Classroom: Using Public Opinion Polling to Teach Consumer Behavior and Marketing Strategy</b><br/>Kristi Sweeney, University of North Florida<br/>Sean Davis, University of North Florida</p> <p><b>Exhibitor:</b><br/><b>How AI Makes Marketing Simulations More Relevant</b><br/>Scott Griffith, Briar Cliff U., Hubro Simulations</p> | <p><b>5.3 Special Session:</b> George Milne<br/><b>Stress-Free in a Field That Won't Sit Still: Thriving Through the AI Shift with Nine Mindfulness Skills</b><br/>George Milne, University of Massachusetts<br/>Shalini Bahl, Sama Life<br/>Andrew Rohm, Loyola Marymount University</p>                                                                                                                                                                                                                                                                                          | <p><b>5.4 Refereed Papers:</b> Tony Stovall<br/><b>The Student Experience Using AI Sales Role Play Training</b><br/>Chris Wilkey, Ball State University<br/>Austin Hostetter, Ball State University</p> <p><b>Using Notebook LM to Enhance Learning in Introductory Selling</b><br/>Mike Martin, Fort Hays State University</p> <p><b>Adapting the Sales Process Through Cultural Intelligence: AI-Enabled Teaching Using Hofstede's Framework</b><br/>Michael Rodriguez, East Carolina University<br/>Stefanie Boyer, Bryant University</p> |

THURSDAY, SEPTEMBER 24, 2026

|                  | Ballroom B                                                                                                                            | Canal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     | Poydras                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Carondelet                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| 11:00 - 11:50 AM | Lunch Set-Up                                                                                                                          | <p><b>6.2 Special Sessions:</b> Takisha Toler<br/> <b>Authentic B2B Case Competition Using Real Corporate Data and AI-Enhanced Learning</b><br/>           Lenita Davis, U. of Wisconsin – Eau Claire<br/>           Keith Story, Mississippi State University</p> <p><b>Preparing Future Marketers for an AI-Augmented Workforce</b><br/>           Nihat Ahmed, University of Central Florida<br/>           Carlos Valdez, University of Central Florida</p> <p><b>Exhibitor:</b><br/> <b>Why Simulations Still Work When Students Have AI</b><br/>           Adele Anderson, Interpretive Simulations</p>                                                             | <p><b>6.3 Panel:</b> Amy Watson<br/> <b>Local Marketing and Community Engagement</b><br/>           Bela Florenthal, William Paterson University<br/>           Patrick Lynch, Lyon College<br/>           Dalila Salazar Morningstar, Texas A&amp;M University Kingsville<br/>           Amy Watson, Valdosta State University</p>                                                                                                                                                                                                | <p><b>6.4 Special Session:</b> Gail Zank<br/> <b>Publication Strategies from Marketing Pedagogical Journal Editors</b><br/>           Scott Cowley, <i>Journal of Marketing Education</i><br/>           Chris Hopkins, <i>Marketing Education Review</i><br/>           Brooke Reavey, <i>Journal for Advancement of Marketing Education</i><br/>           Adrienne Wallace, <i>Journal of Public Relations Education</i></p> |
| 12:00 - 1:00 PM  | Awards Luncheon for all Registered Conference Attendees, Ballroom A & B. Best Conference Paper Award Sponsored by StratX Simulations. |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 1:10 - 2:00 PM   | Lunch Clean-Up                                                                                                                        | <p><b>7.2 Refereed Papers:</b> Steve Brewer<br/> <b>Dynamic by Design: A GenAI Framework for Simulated-Live Marketing Cases</b><br/>           Talha Salam, St. Mary's College of Maryland</p> <p><b>Let's Chat, Chat! Student Learning to Create ChatGPT Marketing Assistants</b><br/>           Virginia Rolling, University of Alabama</p> <p><b>Examining AI-Enabled Mental Health Chatbot Use Intentions and Academic Performance</b><br/>           Elyria Kemp, LSU New Orleans<br/>           Nwamka Anaza, Southern Illinois University<br/>           Pamela Kennett-Hensel, LSU New Orleans<br/>           Tony Stovall, Indiana University - Indianapolis</p> | <p><b>7.3 Special Session:</b> Laura Muñoz, Brooke Reavey<br/> <b>How to be an Effective Reviewer</b><br/> <b>JAME 2025 Reviewer of the Year sponsored by Novela</b><br/>           Jim Blair, Eastern Kentucky University</p> <p><b>MMJ 2025 Reviewer of the Year sponsored by Pearson</b><br/>           Teresa Trevino Benavides, Universidad de Monterrey</p> <p><b>Exhibitor:</b><br/> <b>Can AI Be a Good Teammate? Exploring Ethical AI in Marketing Simulations</b><br/>           Gary Lewis, Marketplace Simulations</p> | <p><b>7.4 Panel:</b> Jen Riley<br/> <b>Teaching Marketing in a Compressed Format</b><br/>           Morgan Bryant, St. Joseph's University<br/>           Brittany Dobill, McKendree University<br/>           Tim Halloran, Georgia Tech University<br/>           Jen Riley, Georgia State University<br/>           Brenda Turner, Georgia State University</p>                                                              |

THURSDAY, SEPTEMBER 24, 2026

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| 2:10 - 3:00 PM | <p><b>8.1 Special Session:</b> Chris Huseman<br/><i>Large Lecture to Learning Community: Designing Marketing Courses for Engagement</i><br/>Kristin Branch, University of Wisconsin<br/>Margaret Ebeling, University of Arizona</p> <p><b>Refereed Papers:</b><br/><i>Owl! Supporting Attention in Marketing Lectures</i><br/>Barbara Wooldridge, Indiana University</p> <p><b>Campus Mental Health Service Utilization, Perceptions, And Gender Differences</b><br/>Ima-Abasi Esu, University of Louisiana at Monroe<br/>Jun Yu, University of Louisiana at Monroe<br/>Joyce Zhou, University of Louisiana at Monroe</p> | <p><b>8.2 Refereed Papers:</b> Adrienne Wallace<br/><i>The Hypothesis-Driven Industry Visit: Bringing True Experiential Learning to the Classroom</i><br/>Doug Albertson, University of Alabama</p> <p><b>Challenge as a Learning Resource: Evidence from Experiential Marketing Education</b><br/>Priyanka Singh, SUNY Plattsburgh<br/>Lei Huang, SUNY Fredonia</p> <p><b>Developing Strategic Thinking and Professional Readiness with AI-Enhanced Experiential Learning</b><br/>Keith Story, Mississippi State University<br/>Takisha Toler, Stevenson University<br/>Lenita Davis, U. of Wisconsin - Eau Claire</p> | <p><b>8.3 Special Session:</b> Don Roy<br/><i>Publication Strategies from Marketing Journal Editors</i><br/>Jim Blair, <i>Journal of Consumer Marketing</i><br/>Laura Muñoz, <i>Marketing Management Journal</i><br/>Angela Paladino, <i>Italian Journal of Marketing</i><br/>Brian Rutherford, <i>Journal of Personal Selling and Sales Management</i></p> | <p><b>8.4 Refereed Papers:</b> Ursula Sullivan<br/><i>Using AI to Develop In-Class Activities</i><br/>Chad Prosofski, University of Mary</p> <p><b>"Will It Sell?" Enhancing Engagement in Principles of Marketing</b><br/>Gail Zank, Texas State University</p> <p><b>Exhibitor:</b><br/><i>Videobook for Principles of Marketing: The "Textbook" for the New Generation of Students</i><br/>Chiranjeev Kohli, The Original Videobook for Principles of Marketing</p>                                                                                                                                                                                                                                                                                                                                              |
| 3:10 - 4:00 PM | <p><b>9.1 Panel:</b> Sheri Grottrian<br/><i>Faculty Well-Being Initiatives</i><br/>Lauren Brewer, University of Arkansas<br/>Sheri Grottrian, Peru State College<br/>Stephen Schwarz, College of Saint Benedict &amp; Saint John's University<br/>Anu Sivaraman, University of Delaware</p>                                                                                                                                                                                                                                                                                                                               | <p><b>9.2 Refereed Papers:</b> Pam Kennett-Hensel<br/><i>Is CEO Paranoia the Secret Sauce for Digital Growth?</i><br/>Prachi Gala, Kennesaw State University<br/>Aisha Ghimire, The University of Southern Mississippi</p> <p><b>Does Leader Communication Promote Trust and Employee Advocacy?</b><br/>Karen Mishra, Campbell University</p> <p><b>Managing Global Product-Harm Crises Across Cultures</b><br/>Takisha Toler, Stevenson University<br/>Tamana Anand, Stevenson University</p>                                                                                                                          | <p><b>9.3 Panel:</b> Kathy Fredrickson<br/><i>Preparing Students for Internships and Careers</i><br/>Kathy Fredrickson, U. of Wisconsin - Oshkosh<br/>Alicia Cooper, Alabama A&amp;M University<br/>Chien Le, University of Texas - Arlington<br/>May Yu-Harper, University of Saint Mary</p>                                                               | <p><b>9.4 Special Session:</b> Laura Muñoz, Brooke Reavey<br/><i>Writing an Outstanding Journal Article</i></p> <p><b>JAME 2025 Article of the Year sponsored by Novela</b><br/><i>Analysis of Gen Z Marketing Student Preference for Different Instructional Methods</i><br/>Michael Garver, Central Michigan University<br/>Richard Devine, Central Michigan University<br/>Steven Dahlquist, Grand Valley State University</p> <p><b>MMJ 2025 Article of the Year sponsored by Pearson</b><br/><i>Gain vs. Loss Framing in Rational and Emotional Appeals: Effects on Consumer Attitudes, Reactance, and Brand Choice</i><br/>Monika Rawal, Millsaps College<br/>Mavis Adjei, Southern Illinois University<br/>Joanna Phillips Melancon, Western Kentucky University<br/>Rajit Sharma, University of Memphis</p> |
| 4:10 - 5:15 PM | <p><b>10.1 MMA Board Meeting</b><br/>Don Roy, MMA President</p> <p>MMA Officers, Directors, Board Members, and Journal Editor-in-Chiefs are to attend.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                | <p><b>10.2 Panel:</b> Chris Huseman<br/><i>Using AI Effectively to Teach Sales</i><br/>Lenita Davis, U. of Wisconsin - Eau Claire<br/>Chris Huseman, Liberty University<br/>Mike Martin, Fort Hays State University<br/>Jaclyn Schalk, University of Findlay<br/>Keith Story, Mississippi State University</p>                                                                                                                                                                                                                                                                                                          | <p><b>10.3 Panel:</b> Chad Milewicz<br/><i>Developing Human Skills in Marketing</i><br/>Kristin Branch, University of Wisconsin<br/>Karen Eutsler, Xavier University<br/>Melissa Goodson, The College of St. Scholastica<br/>Chad Milewicz, University of Southern Indiana<br/>Argha Sen, Salisbury University</p>                                          | <p><b>10.4 Panel:</b> Angie Donovan<br/><i>Building a Teaching Portfolio for Annual Review</i><br/>Angie Donovan, Loras College<br/>April Kemp, Southeastern Louisiana University<br/>Angela Paladino, University of Melbourne<br/>Jane Saber, Toronto Metropolitan University</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |

|                | Ballroom B                                                                                                                                                                                                                                                                                                            | Canal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      | Poydras                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        | Carondelet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
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| 7:45 - 3:00 PM | Check-in and Exhibitor Tables Open, Pre-Function Area.                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| 8:00 - 8:50 AM | <p><b>11.1:</b> Brooke Reavey, JAME Editor-In-Chief<br/> <b>JAME Editorial Review Board Meeting</b><br/>           This session is for the annual meeting of the Senior Advisory Board and Editorial Review Board of the <i>Journal for Advancement of Marketing Education</i>.</p>                                   | <p><b>11.2 Refereed Papers:</b> Chad Milewicz<br/> <b>Making Sustainable Benefits Tangible Through Analogies</b><br/>           Bill Ball, Indiana University - Indianapolis</p> <p><b>Forecasting the Price of Alternative Fuels Using Artificial Intelligence</b><br/>           Memo Diriker, Salisbury University<br/>           Yvonne Downie, Salisbury University</p> <p><b>Exhibitor:</b><br/> <b>Why Simulations Still Work When Students Have AI</b><br/>           Adele Anderson, Interpretive Simulations</p> | <p><b>11.3 Panel:</b> Takisha Toler<br/> <b>Grading AI and AI Grading</b><br/>           Hayden Noel, University of Illinois<br/>           Yusuf Oc, City St George's, University of London<br/>           Anita Radon, Södertörns Högskola<br/>           Takisha Toler, Stevenson University</p>                                                                                                                                                                                                                                                                                                                                            | <p><b>11.4 Refereed Papers:</b> Jen Riley<br/> <b>Realizing Self-Efficacy Through Combined Factors Fostering Faculty Gratification</b><br/>           Hank Roehrich, Park University<br/>           Julie Grabanski, University of North Dakota</p> <p><b>Building a Culture of Research and Writing</b><br/>           Lynn Murray, Pittsburg State University</p> <p><b>Developing an Open Educational Resource for Marketing Strategy</b><br/>           Mary Martin, University of Oklahoma</p>                                                                                   |
| 9:00 - 9:50 AM | <p><b>12.1 Panel:</b> Christina Shin<br/> <b>Using AI Agents for Personalized Learning</b><br/>           Doug Albertson, University of Alabama<br/>           Tomasz Miaskiewicz, Fort Lewis College<br/>           Tracy Cosenza, University of Memphis<br/>           Christina Shin, University of Cincinnati</p> | <p><b>12.2 Panel:</b> Gail Zank<br/> <b>How to Prepare for an Academic Leadership Role</b><br/>           Ursula Sullivan, Northern Illinois University<br/>           Stevie Watson, Hampton University<br/>           Felice Williams, LSU Shreveport<br/>           Gail Zank, Texas State University</p>                                                                                                                                                                                                               | <p><b>12.3 Refereed Papers:</b> Stephanie Jacobsen<br/> <b>Early Career Preparation and the Experience Paradox: Examining Career Readiness Through Social Cognitive Theory</b><br/>           Rebecca VanMeter, Ball State University<br/>           Matt Stoltz, Career Growth Now<br/>           Kristina Harrison, Indiana University</p> <p><b>An Interdisciplinary Student Consultancy Model for Marketing Career Readiness</b><br/>           Nancy Paton, Indiana University</p> <p><b>The Marketing Experience Pyramid: A Conceptual Framework for Career Preparation</b><br/>           Scott Cowley, Western Michigan University</p> | <p><b>12.4 Refereed Papers:</b> Demetra Andrews<br/> <b>Corporate Social Media Messaging during COVID-19: A Sentiment Analysis</b><br/>           Hao Chen, U. of Wisconsin - Platteville<br/>           Wyatt Steffanus, U. of Wisconsin - Platteville</p> <p><b>Status Consumption in the Metaverse</b><br/>           Shivam Agarwal, Trinity University<br/>           Pei Shan Soon, Sunway Business School</p> <p><b>Exhibitor:</b><br/> <b>Can AI Be a Good Teammate? Exploring Ethical AI in Marketing Simulations</b><br/>           Gary Lewis, Marketplace Simulations</p> |

FRIDAY, SEPTEMBER 25, 2026

|                  | Ballroom B                                                                                                                                                                                                                                                                                                                                                                                                                                    | Canal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Poydras                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | Carondelet                                                                                                                                                                                                                                                                                                                                                                                                             |
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| 10:00 - 10:50 AM | <p><b>13.1 Panel:</b> Susan Jones<br/><i>Integrating Certifications into Coursework</i><br/>Elizabeth Carey, Roger Williams University<br/>Susan Jones, Ferris State University<br/>Steve Raquel, University of Illinois<br/>Diane Santurri, Johnson &amp; Wales University</p>                                                                                                                                                               | <p><b>13.2 Refereed Papers:</b> Cecilia Ruvalcaba<br/><i>Improvisation as Pedagogy: Creativity and Public Speaking Anxiety</i><br/>Barbara Wooldridge, Indiana University<br/>Jana Rutherford, Barry University<br/>Michelle Woodhouse, Flagler College</p> <p><b>Voice, Judgement and Taste: The Irreducibly Human in Marketing Education</b><br/>Chahna Gonsalves, King's College London<br/>Savannah Van Vuren, King's College London<br/>Lucy Gill-Simmen, Royal Holloway Bus School</p> <p><b>How Students Communicate With Gen AI: Politeness, Habit, and Identity</b><br/>Anna Kaic, Texas State University<br/>Holly Syrdal, Texas State University</p> | <p><b>13.3 Refereed Papers:</b> Hank Roehrich<br/><i>A Framework for Authentic Connection in Sales Education</i><br/>Dexter Purnell, University of North Texas<br/>Adam Koenig, University of North Texas</p> <p><b>You Can't Sit with Us: An Exploratory Integration of Sales Training Techniques in Digital Marketing Education</b><br/>Jen Riley, Georgia State University</p> <p><b>Preparing Future Sales Professionals for Responsible AI Use</b><br/>Kristina Harrison, Indiana University<br/>Lei Huang, SUNY Fredonia</p> | <p><b>13.4 Refereed Papers:</b> Myoung Kim<br/><i>Teaching Marketing Research with AI-Assisted Realistic Projects (AARPs)</i><br/>Anyuan Shen, SUNY New Paltz</p> <p><b>Quality Is Free in Large Undergraduate Courses</b><br/>Matthew Metzgar, The University of North Carolina at Charlotte</p> <p><b>Exhibitor:</b><br/><b>How Should We Teach AI Marketing? An Interactive Approach</b><br/>Clark Boyd, Novela</p> |
| 11:00 - 11:50 AM | <p><b>14.1 Special Sessions:</b> Felice Williams<br/><i>The "Case" for Teaching Case Research as Business School Scholarship</i><br/>Andrew Borchers, Lipscomb University</p> <p><b>An AI Integration Framework for Marketing Course Design</b><br/>Tomasz Miaskiewicz, Fort Lewis College</p> <p><b>Exhibitor:</b><br/><b>How Can You Engage Your Students?</b><br/>Chiranjeev Kohli, The Original Videobook for Principles of Marketing</p> | <p><b>14.2 Panel:</b> Brian Vander Schee<br/><i>Recruitment Strategies for the Marketing Major</i><br/>Joel Evans, University of Mount Union<br/>Antoinette Okono, Houston Christian University<br/>Paul Palmer, Indiana University<br/>Brian Vander Schee, Indiana University</p>                                                                                                                                                                                                                                                                                                                                                                              | <p><b>14.3 Refereed Paper:</b> Kristina Harrison<br/><i>No Child Left Behind: How AI Impacts Students Who Do Not Use AI</i><br/>Stephanie Jacobsen, Bridgewater State U.<br/>Keira Nagle, Bridgewater State University</p> <p><b>Thinking Inside and Outside the Box</b><br/>Madhavi Chakrabarty, Rutgers University</p> <p><b>Exhibitor:</b><br/><b>How AI Makes Marketing Simulations More Relevant</b><br/>Scott Griffith, Briar Cliff University<br/>Hubro Simulations</p>                                                     | <p><b>14.4 Panel:</b> Lisa Meneau<br/><i>Transitioning from Industry to Academia</i><br/>Michele Cauley, Clemson University<br/>Lisa Meneau, Purdue University Fort Wayne<br/>Nancy Paton, Indiana University<br/>Laura Valenti, Embry-Riddle Aeronautical University</p>                                                                                                                                              |
| 12:00 - 1:00 PM  | Boxed Lunch for all Registered Conference Attendees, Hotel Dining Area.                                                                                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |                                                                                                                                                                                                                                                                                                                                                                                                                        |

FRIDAY, SEPTEMBER 25, 2026

|                | Ballroom B                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Canal                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              | Poydras                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       | Carondelet                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
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| 1:10 - 2:00 PM | <p><b>15.1 Refereed Papers:</b> Shivam Agarwal<br/><i>Assessment by Design in AI-Enabled Marketing Courses: Beyond AI Detection</i><br/>Philip Boutin, George Washington University</p> <p><b>AI Assessment Roles: A Legitimacy Framework for Marketing Educators</b><br/>Roberto Bello, University of Georgia</p> <p><b>Guided LLM Prompting in Online Case-Based Marketing Courses</b><br/>Justin Sieow, Quinnipiac University<br/>Ksenia Sergueeva, SUNY New Paltz</p>                  | <p><b>15.2 Refereed Papers:</b> Antoinette Okono<br/><i>Ready for the World? Students' Perceptions about Readiness for an AI-Enabled Workforce</i><br/>Elyria Kemp, LSU New Orleans<br/>Asia Alexander, Southern U. &amp; A&amp;M College<br/>Demetra Andrews, Indiana University Indianapolis</p> <p><b>How Students Use and Feel About AI in the Classroom</b><br/>Kristen Maceli, Mary Judene Nance, and Mary Kay Wachter, Pittsburg State University</p> <p><b>Own Your Voice: An Identity-First Marketing Project for the Age of Gen AI</b><br/>Sunme Lee, Texas A&amp;M U. Central Texas</p> | <p><b>15.3 Refereed Papers:</b> Beth Houran<br/><i>When Students Are the Customer and the Marketer: A Dual-Role Marketing Analysis</i><br/>Matt Lunde, University of Minnesota Duluth</p> <p><b>My Alma Mater My Identity? Alumni University Identification. A Baltic Perspective</b><br/>Martyna Bielskytė and Dominyka Venciūtė, ISM U. of Management and Economics<br/>James Reardon, U. of Northern Colorado<br/>Anita Radon, Södertörns Högskola</p> <p><b>The Importance of Building Brand Image in Undergraduate Business Programs</b><br/>Nihat Ahmed, Carlos Valdez, Sara Willox, David Penn, Asli Kunduk, U. of Central Florida</p> | <p><b>15.4 Special Session:</b> Nicholas Robinson<br/><i>Hands-On Engagement: Building a Sustainable High-School Recruitment Program</i><br/>Paul Brown, Eastern Illinois University<br/>Bryan Pulliam, Eastern Illinois University<br/>Nicholas Robinson, Eastern Illinois University</p>                                                                                                                                                                                                                                                                                                                                                             |
| 2:10 - 3:00 PM | <p><b>16.1 Refereed Papers:</b> Lynn Murray<br/><i>From Challenges to Opportunities: Leveraging AI to Cultivate Human Skills AI Can't Replace</i><br/>Myoung Kim, University of Illinois</p> <p><b>Are Marketing Graduates Prepared to Succeed in an AI-Driven World?</b><br/>Mary Martin, University of Oklahoma<br/>Mike Martin, Fort Hays State University</p> <p><b>Integrating Well-Being Theory into Strategic CRM Pedagogy</b><br/>Bela Florenthal, William Paterson University</p> | <p><b>16.2 Special Session:</b> Mark Peterson<br/><i>Integrating AI into the Marketing Curriculum</i><br/>Amanda Ledet, Louisiana State University<br/>Britton Leggett, McNeese State University<br/>Adam Mills, Loyola University New Orleans<br/>Mark Peterson, University of Wyoming</p>                                                                                                                                                                                                                                                                                                        | <p><b>16.3 Refereed Papers:</b> Steve Raquel<br/><i>Beyond Political Polarization: How Marketing Education Creates Convergence on Sustainability</i><br/>Matt Lunde, University of Minnesota Duluth<br/>Cristian Sepulveda, Fort Lewis College</p> <p><b>Growing Sustainability Awareness Through a Sustainability Marketing SIM</b><br/>Cecilia Ruvalcaba, University of the Pacific<br/>Jennifer Zarzosa, Wingate University</p> <p><b>Understanding Faculty Adoption of Marketing Simulations</b><br/>Patrick Lynch, Lyon College<br/>Don Roy, Middle Tennessee State University</p>                                                       | <p><b>16.4 Refereed Papers:</b> Diane Santurri<br/><i>AI Skills Employers Expect in Marketing and Other Business Functions</i><br/>Chad Milewicz, Thomas Noland, and Nick Rhew, University of Southern Indiana</p> <p><b>A Framework for Preparing Students for the Future of Work in an AI-Driven World</b><br/>Elyria Kemp, LSU New Orleans<br/>Kim Williams, University of Nevada Las Vegas<br/>Sonja St. Martin, University of San Francisco</p> <p><b>AI-Driven Experiential Learning: Balancing Industry Expectations with Academic Rigor</b><br/>Amita Bhadauria, Purdue University Northwest<br/>Claudia Mich, Purdue University Northwest</p> |
| 3:10 - 4:00 PM |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            | <p><b>17.2 Refereed Papers:</b> Kristen Maceli<br/><i>Identity Dynamics Across the Dining Experience</i><br/>Kimberly Powell, Southern U. &amp; A&amp;M College</p> <p><b>Culture Meets Cosmetics: Measuring Engagement in Holiday-Themed Beauty Campaigns</b><br/>Mansi Patel, Rutgers University<br/>Madhavi Chakrabarty, Rutgers University</p> <p><b>Consumer Willingness to Pay in the Metaverse</b><br/>Shivam Agarwal, Trinity University<br/>Jaehoon Lee, Florida International University<br/>Umair Usman, Florida International University</p>                                           | <p><b>17.3 Refereed Papers:</b> Jennifer Zarzosa<br/><i>Confident Yet Underprepared: The Case for AI Literacy in Business</i><br/>Carlos Valdez, University of Central Florida<br/>Sara Willox, University of Central Florida<br/>David Penn, University of Central Florida</p> <p><b>Human-Centered AI Collaborative Learning At Scale: A Pilot Study</b><br/>Carolyn Massiah, University of Central Florida<br/>Michael Kaplan, University of Central Florida<br/>Andrew Johnson, University of Central Florida</p> <p><b>Teaching Ethical AI Disclosure in Influencer Marketing</b><br/>Andrea Dixon, Morgan State University</p>          | <p><b>17.4 Refereed Papers:</b> Elyria Kemp<br/><i>From Case to Classroom: Using AI to Scale Instructional Asset Production</i><br/>Beth Houran, Boise State University</p> <p><b>The Ghost in the Classroom: Leveraging Cross-Sector AI Failures to Build Resilient Educational Frameworks</b><br/>Nripendra Singh, PennWest University</p> <p><b>AI Marketing Education: Coca-Cola's 2023 "Create Real Magic" Campaign</b><br/>Philip Boutin, George Washington University</p>                                                                                                                                                                       |