



**2024 Fall Educators Conference Program
Drury Plaza Hotel - Santa Fe, NM
September 18-20, 2024**

Wednesday, September 18, 2024

12:00-5:30	Registration and Exhibitor Hall Open, 2nd Floor Foyer			
	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
1:00-1:50			Pre-Conference Focus Group Jenifer Niles, Pearson Learning	Doctoral Student Consortium Brian Vander Schee, Indiana University Brian Rutherford, Kennesaw State University Faculty Colleagues Rebecca Dingus, Ohio University Serei Eng, Emerson College Brooke Reavey, Dominican University Nan Nicholls, Slippery Rock University Don Roy, Middle Tennessee State Univ. Dalila Salazar, LSU Shreveport Kurt Schimmel, Slippery Rock University Jeanetta Sims, Univ of Central Oklahoma Ursula Sullivan Northern Illinois Univ. Takisha Toler, Stevenson University Hannah Walters, Northern State Univ. Gail Zank, Texas State University Consortium Sponsored by The Original Videobook for Principles of Marketing
2:00-5:00	Pre-Conference Workshop <i>Incorporating Artificial Intelligence in Marketing Education</i> Jeremy Kagan, Columbia University <i>Pre-conference Workshops sponsored by Hubro Simulations</i>	Pre-Conference Workshop <i>Effectively Using Simulations in Your Marketing Courses</i> Scott Griffith, Briar Cliff University <i>Pre-conference Workshops sponsored by Hubro Simulations</i>		
5:30-6:30	Pre-dinner Social Hour, 2nd Floor Reception Area			
6:30	Meet in First Floor Main Lobby; walk 10 minutes for dinner at Casa Chimayo, 409 W Water Street			



Thursday, September 19, 2024

7:45-4:00	Registration and Exhibitor Hall Open, 2nd Floor Foyer			
	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
8:00-8:50	1.1 Panel: Gordy Flanders <i>Making the Transition from Industry to Academia</i> Gordy Flanders, Western New Mexico University DeAnn Hurtado, Sinclair Community College Steve Raquel, University of Illinois Steven Rayburn, Texas State University	1.2 Teaching Innovation Competition: Finalists: Purvi Shah, Worcester Polytechnic Institute Lisa Troy, Texas A&M University Amy Watson, Valdosta State University & Jen Riley, Vanderbilt University Coordinator: Eric Rhiney Judges: Marilyn Eastman, Nisha Ray Chaudhuri, Dalila Salazar <i>Teaching Innovation Competition sponsored by Interpretive Simulations</i>	1.3 Panel: Ursula Sullivan <i>Effectively Managing Large Classes</i> Sean Keyani, California State University - Northridge Joel Poor, University of Missouri Ursula Sullivan, Northern Illinois University Felice Williams, Louisiana State University Shreveport	1.4 Special Session: Scott Whitaker <i>Eye-Tracking as Part of Advertising, Internet, and Consumer Behavior Classes</i> Scott Whitaker, Anderson University Joe Spencer, Anderson University Giovanni Calise, Anderson University
9:00-9:50	2.1 Exhibitor: Dalila Salazar <i>How Marketing AI is Being Used Today: Truths, Secrets, and Misperceptions</i> Jeremy Kagan, Wessex Press	2.2 Panel: Hannah Walters <i>Transitioning from Faculty to Administration</i> Jean Beaupre, Nichols College Pam Kennett-Hensel, University of New Orleans Leila Samii, Southern New Hampshire University Hannah Walters, Northern State University	2.3 Refereed Papers: Gail Zank <i>Examining the Influences on Gen Z's Reactive vs. Proactive Avoidance Behaviors Toward Personalized Digital Marketing</i> Kathy McKee, University of Wisconsin - Parkside <i>To Search or Not to Search? The Linkage Between Managerial Search Activities and Sales Prospecting Performance</i> Shinye Kim, Christopher Newport University Melanie Bowen, Justus Liebig University Hannah Wen, Ozyegin University <i>CEO Integrity's Influence on Firm Digital Orientation: How CMOs and Ad Intensity Drive Digital Orientation</i> Prachi Gala, Kennesaw State University Saim Kashmiri, University of Mississippi Nikolaos Koufodontis, University of the Aegean Chios	2.4 Panel: Mike Martin <i>Simulations as Student Assessment</i> Angie Donovan, Loras College Mike Martin, Fort Hays State University Adam Mills, Loyola University - New Orleans Suresh Sundaram, University of Delaware



Thursday, September 19, 2024

Thurs 09/19	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
10:00-10:50	<p>3.1 Special Session: Jeanetta Sims <i>Unleashing Learning Potential: A Real Perspective on Integrating UDL and Emerging Technology</i> Diane Santurri, Johnson & Wales University</p> <p>3.2 Exhibitor: Jeanetta Sims <i>Videobook for Intro to Marketing: Textbook for the New Generation of Students</i> Kohli Chiranjeev, The Original Videobook for Principles of Marketing</p>	<p>3.2 Master Teacher Competition:</p> <p>Finalists: Chris Huseman, Liberty University Laura Munoz, University of Dallas Aidin Namin, Loyola Marymount University</p> <p>Coordinator: Mark Wolters</p> <p>Judges: Pam Kennett-Hensel, Steve Raquel, David Raska, Don Roy</p> <p>Master Teacher Competition sponsored by Marketplace Simulations</p>	<p>3.3 Panel: Michael Messina <i>Forming Constructive Student Teams</i> Anne Hoel, University of Wisconsin - Stout Michael Messina, Gannon University Lynn Murray, Pittsburg State University Cal Simpson, Indiana University - East</p>	<p>3.4 Special Session: Takisha Toler <i>MMA Leadership and Service: Opportunities for Involvement</i> Debbie DeLong, MMJ Editor Takisha Toler, MMA President Brian Vander Schee, MMA Executive Director Hannah Walters, MMA Immediate Past President</p>
11:00-11:50	<p>4.1 Position Papers: Nan Nicholls <i>Case Method: Using Ethnography Journal Data in Marketing Courses</i> Sheri Lambert, Temple University</p> <p>Teaching with Business Cases in the AI Era: Opportunities and Snags Ahmed Maamoun, University of Minnesota - Duluth</p> <p>Exhibitor: Nan Nicholls <i>Improving Student Performance and Engagement</i> Scott Griffith, Briar Cliff University Andrew Hong, Hubro Simulations</p>	<p>4.2 Panel: Kurt Schimmel <i>Advising Student Competitions</i> Chien Le, University of Texas - Arlington Mary Beth McCabe, Point Loma Nazarene University Diane Santurri, Johnson & Wales University Kurt Schimmel, Slippery Rock University</p>	<p>4.3 Position Papers: Beth Houran <i>Questions are the Key to AI and Ethics</i> David Hagenbuch, Messiah University</p> <p>Encouraging Plant-based Diets for Sustainability and Health Dennis Kopf, University of Wisconsin - Whitewater</p> <p>Understanding Subsistence Markets John Story, University of St. Thomas - Houston</p>	<p>4.4 Special Session: Debbie DeLong <i>Perspectives on Getting Published from Marketing Discipline Journal Editors</i> Debbie DeLong, Marketing Management Journal Adam Mills, Journal of Strategic Marketing Brian Rutherford, Journal of Personal Selling and Sales Management</p>
12:00-1:00	<p>Awards Luncheon for all Registered Conference Attendees, O’Keefe Room (across driveway). Best Conference Paper Award Sponsored by Wessex Press.</p>			



Thursday, September 19, 2024

Thurs 09/19	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
1:10-2:00	<p>5.1 Exhibitor: Takisha Toler <i>What do Simulation Results Say About What Students Have Learned?</i> Tim Sams, Interpretive Simulations</p>	<p>5.2 Panel: Don Roy <i>Effectively Leading an International Learning Experience</i> Berin Guner, Rowan University Don Roy, Middle Tennessee State University Jaclyn Schalk, University of Findlay Chris Sparks, University of Mississippi</p>	<p>5.3 Refereed Papers: Mary Beth McCabe <i>Using AI to Train Marketing Students to be Empathetic</i> Mary Martin, Fort Hays State University Mike Martin, Fort Hays State University Jill Moeder, Fort Hays State University Ron Christian, Fort Hays State University</p> <p>Teaching Business Ethics with Mindful Marketing David Hagenbuch, Messiah University</p> <p>Marketing Education and Building Character Cornerstones Paul Kotz, St. Mary's University of Minnesota</p>	<p>5.4 Special Session: Andrea Eby <i>AMA Collegiate: Best Practices for Student Engagement and Chapter Success</i> Debbie DeLong, Chatham University Andrea Eby, Capilano University Karen Eutsler, Xavier University Joel Evans, University of Mount Union</p>
2:10-3:00	<p>6.1 Special Session: Kevin Noe <i>An Open-Access Platform for Research, Teaching, Learning, and Consulting</i> John Story, University of St. Thomas - Houston Robert Hoover, Carolan Research Institute</p> <p>6.2 Exhibitor: Kevin Noe <i>Teaching Principles? Videobook for Better Engagement, Learning Outcomes, and Student Feedback</i> Kohli Chiranjeev, The Original Videobook for Principles of Marketing</p>	<p>6.2 Panel: Gail Zank <i>First Time Teaching Tips</i> Jill Moeder, Fort Hays State University Rik Paul, BML Munjal University Hank Roehrich, Park University Gail Zank, Texas State University</p>	<p>6.3 Position Papers: Leila Samii <i>The Sweet Spot: Refining Your Sales Education Program</i> Kathy McKee, University of Wisconsin - Parkside Peter Knight, University of Wisconsin - Parkside</p> <p>Fulfilling the Sales Role: Self-Determination Theory's Impact on B2B Salesperson's Job Meaningfulness Jonathan Barnes, Louisiana Tech University Grace Harris, Louisiana Tech University</p> <p>Marketing Student Reflections: Assessing a Co-curricular Program Ursula Sullivan, Northern Illinois University Jason Underwood, Northern Illinois University</p>	<p>6.4 Panel: Becky Hochradel <i>Implementing Client-based Student Projects</i> Ron Christian, Fort Hays State University Becky Hochradel, Transylvania University Nisha Ray Chaudhuri, Webster University Jennifer Riley Simone, Indiana University Van Wood, Virginia Commonwealth University</p>



Thursday, September 19, 2024

Thurs 09/19	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
3:10-4:00	<p>7.1 Special Session: Randa Zalman <i>Empowering Future Sales Leaders: Best Practices in Teaching Sales Enablement Tools and Strategies</i> Lenita Davis, University of Wisconsin - Eau Claire Tracy Khan, University of Wisconsin - Whitewater</p> <p>7.1 Exhibitor: Randa Zalman <i>What's New with StratX Simulations?</i> Paul Ritmo, StratX</p>	<p>7.2 Panel: Mary Martin <i>Artificial Intelligence for Student Assessment</i> Jeremy Kagan, Columbia University Mary Martin, Fort Hays State University Tia Quinlan-Wilder, University of Denver Kristi Sweeney, University of North Florida</p>	<p>7.3 Refereed Papers: Jaclyn Schalk <i>Strategic Approach to Confronting the Challenges in Overcoming Faculty Burnout and Fatigue</i> Hank Roehrich, Park University Julie Grabanski, University of North Dakota Nicolas Miceli, Consultant</p> <p><i>Transacting or Teaching? Changing the Narrative</i> David Raska, Northern Kentucky University Eileen Weisenbach Keller, Northern Kentucky University</p> <p><i>Reclaiming the Value of U.S. Higher Education</i> Tom Noland, University of Southern Indiana Nicholas Rhew, University of Southern Indiana Chad Milewicz, University of Southern Indiana</p>	<p>7.4 Special Session: Adam Mills <i>Future Insights from Marketing Textbook Authors</i> Steve Hartley, University of Denver Shane Hunt, University of Idaho Mark Peterson, University of Wyoming Jeff Tanner, Old Dominion University</p>
4:15-5:45	<p>MMA Board Meeting Takisha Toler, MMA President *MMA Officers, Directors, and Board Members are to attend</p>			
5:30-6:30	Pre-dinner Social Hour, 2nd Floor Reception Area			
	Dinner on your own; hotel can provide recommendations			



Friday, September 20, 2024

7:30-3:00	Registration and Exhibitor Hall Open, 2nd Floor Foyer			
Fri 09/20	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
8:00-8:50	<p>8.1 Panel: Hayden Noel <i>Engaging Students with Synchronous Online Sessions</i> Kevin Noe, Marshall University Hayden Noel, University of Illinois Mary Lee Stansifer, University of Colorado - Denver Jason Underwood, Northern Illinois University</p>	<p>8.2 Panel: Brooke Reavey <i>Effectively Teaching Marketing Research</i> Nadia Novotorova, Baker University Brooke Reavey, Dominican University Anu Sivaraman, University of Delaware Saroja Subrahmanyam, Saint Mary's College of California</p>	<p>8.3 Position Papers: Tricia McFadden <i>The Use of Improv in Fostering Creativity and Reducing Public Speaking Anxiety in Marketing Students</i> Jana Rutherford, Barry University Barbara Wooldridge, Indiana University</p> <p>99* Odball Techniques for Teaching Marketing: An Alternative to Avoiding Learning Dave Aron, Dominican University John Stockmeyer, Northwestern Oklahoma State University</p> <p>Integrating an Advertising Pitch Competition into a Marketing Curriculum Alicia Cooper, Alabama A&M University</p>	<p>8.4 Special Session: Takisha Toler <i>Managing the Competing Interests of Business Schools and University Administration</i> Nakeisha Lewis, University of San Diego Eric Rhiney, Webster University Dalila Salazar, Louisiana State University Shreveport Takisha Toler, Stevenson University</p>
9:00-9:50	<p>9.1 Special Session: Mary Martin <i>The FDA's Front-of-Package Label Mandate: A Comparative Analysis of Potential Systems</i> Marco Mazzu, John Cabot University Angelo Baccelloni, John Cabot University Scott Whitaker, Anderson University</p> <p>9.2 Exhibitor: Mary Martin <i>How Virtual Work-integrated Learning can Help Educators Overcome Today's Instructional Challenges</i> Darlyn Kirby, Stukent</p>	<p>9.2 Panel: Barbara Wooldridge <i>Effectively Teaching Introduction to Marketing</i> Steve Brewer, Carroll University Laura Munoz, University of Dallas Michelle Woodhouse, Flagler College Barbara Wooldridge, Indiana University</p>	<p>9.3 Refereed Papers: Marilyn Eastman <i>The Marketing and Analytics of a Trip Chaining Service</i> Michael Messina, Gannon University Alfred Guiffida, Kent State University</p> <p>Embracing AI in Mobile Marketing Mary Beth McCabe, Point Loma Nazarene University</p> <p>The Next Generation of Higher Education: Artificial Intelligence (AI) Powered, Facilitated, and Accompanied Hyeong-Gyu Choi, Nebraska Wesleyan University</p>	<p>9.4 Panel: Pia Albinsson <i>Incorporating Sustainability in the Marketing Curriculum</i> Pia Albinsson, Appalachian State University Lauren Beitelspacher, Babson College Dennis Kopf, University of Wisconsin - Whitewater Stephanie Lawson, Appalachian State University</p>



Friday, September 20, 2024

Fri 09/20	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
10:00-10:50	10.1 Exhibitor: Don Roy Maximizing Engagement Through Experiential Learning Gary Lewis, Marketplace Simulations	10.2 Panel: Dalila Salazar Interdisciplinary Approaches to Marketing Education Jamie Lambert, Ohio University Tricia McFadden, Saint Francis University Dalila Salazar, Louisiana State University Shreveport Kristi Sweeney, University of North Florida	10.3 Panel: Gaye Acikdilli Fostering Student Creativity in Marketing Education Gaye Acikdilli, University of North Carolina - Pembroke Brittany Dobill, McKendree University Aditya Gupta, Illinois State University Heidi Rottier, Bradley University	10.4 Special Session: Brooke Reavey Coaching the Digital Marketing Project with the Help of Artificial Intelligence Susan Jones, Ferris State University Brooke Reavey, Dominican University Debra Zahay-Blatz, St. Edward's University
11:00-11:50	11.1 Panel: Chris Huseman Priorities for the Sales Curriculum Greg Accardo, Louisiana State University Chris Huseman, Liberty University Suresh Sundaram, University of Delaware Betsy Tretola, George Mason University	11.2 Panel: Marilyn Melchiorre Academic Policies for Artificial Intelligence Jason Cain, University of Mississippi Hyeong-Gyu Choi, Nebraska Wesleyan University Marilyn Melchiorre, The College of Idaho Randa Zalman, Bellevue University	11.3 Position Papers: Hank Roehrich Avoiding Underemployment: Getting Marketing Majors to Value the Marketing Degree Ron Christian, Fort Hays State University Mary Martin, Fort Hays State University Mike Martin, Fort Hays State University Jill Moeder, Fort Hays State University Authenticity, Integrity, & Empathy - Essential Character Traits for Marketing Paul Kotz, St. Mary's University of Minnesota Understanding the Other Side: Can Perspective-taking Help Student to Bridge the Marketing/Sales Gap? Steve Brewer, Carroll University	11.4 Special Session: Brian Vander Schee Publication Strategies from Marketing Pedagogical Journal Editors Adam Mills, <i>Journal of Marketing Education</i> Brian Vander Schee, <i>Journal for Advancement of Marketing Education</i> Adrienne Wallace, <i>Journal of Public Relations Education</i> Barbara Wooldridge, <i>Marketing Education Review</i>
12:00-1:00	Buffet Lunch for all Registered Conference Attendees, 2nd Floor Reception Area			



Friday, September 20, 2024

Fri 09/20	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 2nd Floor)	Lamy (across driveway, 2nd Floor)
1:10-2:00	<p>12.1 Position Papers: Chris Huseman <i>Engaging Post-pandemic Students Using AI</i> Mark Peterson, University of Wyoming</p> <p>MMA Business Meeting Takisha Toler, MMA President *All conference attendees are invited to attend</p>	<p>12.2 Special Session: Martin Key <i>The Dead Classroom Theory: 2-Sided Effects of Generative AI in the Classroom</i> Terry Clark, Southern Illinois University Martin Key, University of Colorado - Colorado Springs Adam Mills, Loyola University - New Orleans Leyland Pitt, Simon Fraser University</p>	<p>12.3 Refereed Papers: Alicia Cooper <i>Using Database Management Activities for Self-confidence and Sense of Belonging</i> Brian Vander Schee, Indiana University Dinakar Jayarajan, Illinois Institute of Technology</p> <p>Combating Fake News: An Undergraduate & Graduate Digital Literacy Intervention to Inoculate Against Online Misinformation Jennifer Zarzosa, Wingate University Cecilia Ruvalcaba, University of the Pacific</p> <p>Hey, This Could be Me in Just a Few Years: Re-inventing Syllabus as a Self-efficacy Booster David Raska, Northern Kentucky University Abdulla Al-Bahrani, Northern Kentucky University</p>	<p>12.4 Panel: Allie Helfrich <i>Advances in Teaching Social Media Marketing</i> Allie Helfrich, McKendree University Beth Houran, Marshall University Amy Watson, Valdosta State University Mark Wolters, University of Illinois</p>
2:10-3:00	<p>13.1 Position Papers: Kurt Schimmel <i>Game Changers: The Intersection of the Sport Industry, AI, and Student Learning</i> Kristi Sweeney, University of North Florida</p> <p>Navigating the Enrollment Cliff and AI Integration in Marketing Education Sean Keyani, California State University - Northridge</p> <p>Beyond Confusion: A Teaching Note for Classification Analytics Kevin McCarthy, Baker University</p>	<p>13.2 Panel: Paul Kotz <i>Advances in Teaching Marketing Analytics</i> Marilyn Eastman, Morningside College Paul Kotz, Saint Mary's University of Minnesota Aidin Namin, Loyola Marymount University Christie Storlie, University of Wisconsin - Platteville</p>	<p>13.3 Position Papers: Steve Brewer <i>Why Your LMS System Should be Your Student's Best Friend and Maybe Yours Too!</i> Allie Helfrich, McKendree University</p> <p>It's Time to Find a Place for Universal Design for Learning (UDL) in Marketing Education Alyssa Eckman, University of Kentucky</p> <p>Transforming Marketing Education: The Role of Collaborative Video Creation on TikTok and Padlet Michelle Woodhouse, Flagler College</p>	<p>13.4 Special Session: Hannah Walters <i>Exploring Client Projects as Career Launchpads for Women in Marketing</i> Jean Beaupre, Nichols College Soni Simpson, Elmhurst University Adrienne Wallace, Grand Valley State University Hannah Walters, Northern State University</p>