

Fall Educators Conference Program, September 23-25, 2026

Wednesday, September 23, 2026

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

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

THURSDAY, SEPTEMBER 24, 2026

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

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

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

FRIDAY, SEPTEMBER 25, 2026

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

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	Ballroom B	Canal	Poydras	Carondelet
1:10 - 2:00 PM	15.1 Refereed Papers: Shivam Agarwal <i>Assessment by Design in AI-Enabled Marketing Courses: Beyond AI Detection</i> Philip Boutin, George Washington University AI Assessment Roles: A Legitimacy Framework for Marketing Educators Roberto Bello, University of Georgia Guided LLM Prompting in Online Case-Based Marketing Courses Justin Sieow, Quinnipiac University Ksenia Sergueeva, SUNY New Paltz	15.2 Refereed Papers: Antoinette Okono <i>Ready for the World? Students' Perceptions about Readiness for an AI-Enabled Workforce</i> Elyria Kemp, LSU New Orleans Asia Alexander, Southern U. & A&M College Demetra Andrews, Indiana University Indianapolis How Students Use and Feel About AI in the Classroom Kristen Maceli, Mary Judene Nance, and Mary Kay Wachter, Pittsburg State University Own Your Voice: An Identity-First Marketing Project for the Age of Gen AI Sunme Lee, Texas A&M U. Central Texas	15.3 Refereed Papers: Beth Houran <i>When Students Are the Customer and the Marketer: A Dual-Role Marketing Analysis</i> Matt Lunde, University of Minnesota Duluth My Alma Mater My Identity? Alumni University Identification. A Baltic Perspective Martyna Bielskytė and Dominyka Venciūtė, ISM U. of Management and Economics James Reardon, U. of Northern Colorado Anita Radon, Södertörns Högskola The Importance of Building Brand Image in Undergraduate Business Programs Nihat Ahmed, Carlos Valdez, Sara Willox, David Penn, Asli Kunduk, U. of Central Florida	15.4 Special Session: Nicholas Robinson <i>Hands-On Engagement: Building a Sustainable High-School Recruitment Program</i> Paul Brown, Eastern Illinois University Bryan Pulliam, Eastern Illinois University Nicholas Robinson, Eastern Illinois University
2:10 - 3:00 PM	16.1 Refereed Papers: Lynn Murray <i>From Challenges to Opportunities: Leveraging AI to Cultivate Human Skills AI Can't Replace</i> Myoung Kim, University of Illinois Are Marketing Graduates Prepared to Succeed in an AI-Driven World? Mary Martin, University of Oklahoma Mike Martin, Fort Hays State University Integrating Well-Being Theory into Strategic CRM Pedagogy Bela Florenthal, William Paterson University	16.2 Special Session: Britton Leggett <i>Integrating AI into the Marketing Curriculum</i> Amanda Ledet, Louisiana State University Britton Leggett, McNeese State University Adam Mills, Loyola University New Orleans	16.3 Refereed Papers: Steve Raquel <i>Beyond Political Polarization: How Marketing Education Creates Convergence on Sustainability</i> Matt Lunde, University of Minnesota Duluth Cristian Sepulveda, Fort Lewis College Growing Sustainability Awareness Through a Sustainability Marketing SIM Cecilia Ruvalcaba, University of the Pacific Jennifer Zarzosa, Wingate University Understanding Faculty Adoption of Marketing Simulations Patrick Lynch, Lyon College Don Roy, Middle Tennessee State University	16.4 Refereed Papers: Diane Santurri <i>AI Skills Employers Expect in Marketing and Other Business Functions</i> Chad Milewicz, Thomas Noland, and Nick Rhew, University of Southern Indiana A Framework for Preparing Students for the Future of Work in an AI-Driven World Elyria Kemp, LSU New Orleans Kim Williams, University of Nevada Las Vegas Sonja St. Martin, University of San Francisco AI-Driven Experiential Learning: Balancing Industry Expectations with Academic Rigor Amita Bhadauria, Purdue University Northwest Claudia Mich, Purdue University Northwest
3:10 - 4:00 PM	17.1 Refereed Papers: Hayden Noel <i>Agentic AI and the Renaissance of Marketing Higher Education</i> Hyeong-Gyu Choi, Peru State College Special Session: <i>The Independent Author's Playbook for Marketing Educators</i> David LaCombe, Yeshiva University	17.2 Refereed Papers: Kristen Maceli <i>Identity Dynamics Across the Dining Experience</i> Kimberly Powell, Southern U. & A&M College Culture Meets Cosmetics: Measuring Engagement in Holiday-Themed Beauty Campaigns Mansi Patel, Rutgers University Madhavi Chakrabarty, Rutgers University Consumer Willingness to Pay in the Metaverse Shivam Agarwal, Trinity University Jaehoon Lee, Florida International University Umair Usman, Florida International University	17.3 Refereed Papers: Jennifer Zarzosa <i>Confident Yet Underprepared: The Case for AI Literacy in Business</i> Carlos Valdez, University of Central Florida Sara Willox, University of Central Florida David Penn, University of Central Florida Human-Centered AI Collaborative Learning At Scale: A Pilot Study Carolyn Massiah, University of Central Florida Michael Kaplan, University of Central Florida Andrew Johnson, University of Central Florida Teaching Ethical AI Disclosure in Influencer Marketing Andrea Dixon, Morgan State University	17.4 Refereed Papers: Elyria Kemp <i>From Case to Classroom: Using AI to Scale Instructional Asset Production</i> Beth Houran, Boise State University The Ghost in the Classroom: Leveraging Cross-Sector AI Failures to Build Resilient Educational Frameworks Nripendra Singh, PennWest University AI Marketing Education: Coca-Cola's 2023 "Create Real Magic" Campaign Philip Boutin, George Washington University