



2025 Fall Educators Conference Program
Embassy Suites by Hilton – Las Vegas, NV
September 17-19, 2025

Wednesday, September 17, 2025

12:00-5:30	Registration and Exhibitor Area Open, Hotel Atrium			
Wed 09/17	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
1:00-4:00	Pre-Conference Workshop <i>Incorporating Text Analytics and AI Tools in Teaching and Research</i> Brooke Reavey, Dominican University <i>Pre-conference Workshops sponsored by Hubro Simulations</i>	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>Exploring Inclusive Strategies and Emerging Technology Using UDL</i> Diane Santurri, Johnson & Wales University <i>Pre-conference Workshops sponsored by Hubro Simulations</i>	Doctoral Student Consortium Consortium Co-Chairs Hannah Walters, Northern State University Brian Rutherford, Kennesaw State University Faculty Colleagues Vicky Crittenden, Babson College Beth Houran, University of Dallas Md Shahidul Islam, University of Wisconsin - Green Bay William Locander, Louisiana Tech University Jen Riley, Vanderbilt University Dalila Salazar, Louisiana State University Shreveport Marla Stafford, University of Nevada, Las Vegas <i>Consortium Sponsored by The Original Videobook for Principles of Marketing</i>
4:10-5:00	MMA Welcome Session and Business Meeting Dalila Salazar, MMA President All conference attendees are invited to attend. Exhibitor: Dalila Salazar <i>The New Reality of AI-Era Marketing: 5 Changes and How to Teach Them</i> Clark Boyd, Novela		Pre-Conference Focus Group Pearson Focus Group: Exploring Tomorrow's Marketing Skills and Training Jenifer Niles, Pearson Learning Pre-registered conference attendees only.	
5:00-6:00	Pre-dinner Social Hour, Hotel Atrium			
6:00	Meet in the Hotel Lobby; walk 10 minutes for dinner at Buca di Beppo (412 East Flamingo Road)			



Thursday, September 18, 2025

7:45-4:00	Registration and Exhibitor Area Open, Hotel Atrium			
Thurs 09/18	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
8:00-8:50	1.1 Exhibitor: Takisha Toler <i>Building AI Agents in 4 Easy Steps (Without Coding)</i> Scott Fincher, KNIME	1.2 Teaching Innovation Competition Finalists: Stefanie Boyer, Bryant University, and Michael Rodriguez, East Carolina University Laura Kelly, University of Mount Union Cecilia Ruvalcaba, University of the Pacific, and Jennifer Zarzosa, Wingate University Coordinator: Adrienne Wallace, Grand Valley State University Judges: Rebecca Dingus, Ohio University Jane Machin, Willamette University Jen Riley, Vanderbilt University <i>Teaching Innovation Competition sponsored by Interpretive Simulations</i>	1.3 Position Papers: Felice Williams <i>Integrating Marketing Research and New Product Development: An Activity for Marketing Principles Classes</i> Jim Blair, Eastern Kentucky University <i>Understanding Changes in College Students' Motivation to Engage in Marketing Projects</i> Demetra Andrews, Indiana University - Indianapolis Tony Stovall, Indiana University - Indianapolis Brian Vander Schee, Indiana University <i>Using Weekly Quizzes and Student Notes to Provide Incentive for Advance Reading: A Pilot Study</i> Steven Brewer, Carroll University	1.4 Position Papers: Tia Quinlan-Wilder <i>Teaching Marketing Analytics with a Multi-Component KPI for Small Businesses</i> Hamid Abbassi, Fayetteville State University <i>Meeting in the Middle: Data-Driven Strategic Planning for Student Success</i> Debbie DeLong, Chatham University Kera Mogotsi, Chatham University <i>Advancing Neuromarketing Curriculum</i> Chad Milewicz, University of Southern Indiana
9:00-9:50	2.1 Position Paper: Don Roy <i>Fostering Curiosity in International Marketing</i> Mary Lee Stansifer, University of Colorado Denver Anne Macomber, University of Colorado Denver 2.1 Exhibitor: Don Roy <i>Marketing in Action: Elevate Student Engagement with Simulations</i> Gary Lewis, Marketplace Simulations	2.2 Position Papers: Steve Raquel <i>Delivery of Online Versus On-Ground Face-to-Face in Marketing Management Courses: Where Are We Headed?</i> Paul Kotz, Saint Mary's University of Minnesota <i>Diversifying AI Tool Use in Undergraduate Business Classrooms</i> Mohammad Fathi, University of Wisconsin-Milwaukee Golshad Parsimoghadam, University of Wisconsin - Milwaukee <i>Enhancing Student Learning with AI Feedback: A Classroom Case Study Using TimelyGrader.ai</i> Mary C. Martin, Fort Hays State University Michael Martin, Fort Hays State University	2.3 Refereed Papers: Keith Story <i>Higher Education Faculty Experiences Utilizing Artificial Intelligence in Teaching: A Phenomenological Inquiry</i> Hannah Walters, Northern State University Shalini Mathew, Northern State University Kristi Bockorny, Northern State University Christopher Puglisi, State University of New York at Fredonia <i>Training Tomorrow's Team Players: AI-Infused Teamwork for Marketing Students</i> Mary Beth McCabe, Point Loma Nazarene University <i>Teaching with Intelligence: Student Motivations, Confidence, and Critical Use of AI in Marketing Education</i> Kristina Harrison, Indiana University	2.4 Special Session: Takisha Toler <i>MMA Leadership and Service: Opportunities for Involvement</i> Nisha RayChaudhuri, MMA VP of Marketing Dalila Salazar, MMA President Takisha Toler, MMA Immediate Past President Brian Vander Schee, MMA Executive Director



Thursday, September 18, 2025

Thurs 09/18	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
10:00-10:50	<p>3.1 Position Paper: Debbie DeLong <i>What To Do When AI Knows More Than You? Addressing Challenges in Marketing Education</i> Chad Proski, University of Mary</p> <p>3.1 Exhibitor: Debbie DeLong <i>Videobook for Principles of Marketing: The "Textbook" for the New Generation of Students</i> Chiranjeev Kohli, The Original Videobook for Principles of Marketing</p>	<p>3.2 Master Teacher Award Competition Finalists: Stefanie Boyer, Bryant University Chris Huseman, Liberty University Lisa Troy, Texas A&M University</p> <p>Coordinator: Mark Wolters, University of Illinois</p> <p>Judges: Pamela Kennett-Hensel, University of New Orleans Steve Raquel, University of Illinois Don Roy, Middle Tennessee State University</p> <p><i>Master Teacher Award Competition sponsored by Marketplace Simulations</i></p>	<p>3.3 Panel: Hannah Walters <i>Integrating AI into the Marketing Curriculum</i> Lenita Davis, University of Wisconsin - Eau Claire Paige Gardiner, Southern Utah University Tia Quinlan-Wilder, University of Denver Hannah Walters, Northern State University</p>	<p>3.4 Panel: Anu Sivaraman <i>Creating Inclusive Classrooms for Diverse Learners</i> Jane Machin, Willamette University Anu Sivaraman, University of Delaware Kristi Sweeney, University of North Florida Felice Williams, Louisiana State University Shreveport</p>
11:00-11:50	<p>4.1 Special Session: Nisha RayChaudhuri <i>The Science of Well-Being: Is Happiness an Illusion in 2025?</i> Mary Henderson, St. Catherine University Paul Kotz, Saint Mary's University of Minnesota</p> <p>4.1 Exhibitor: Nisha RayChaudhuri <i>Empowering Business Students: The Transformative Power of Simulations</i> Adele Anderson, Interpretive Simulations</p>	<p>4.2 Panel: Sheri Lambert <i>Case In Point: Rethinking How We Teach Marketing Cases in the Classroom</i> Susan Jones, Ferris State University Sheri Lambert, Temple University Nadia Novotorova, Baker University Jen Riley, Vanderbilt University</p>	<p>4.3 Special Session: Paige Gardiner <i>Effectively Evaluating Clinical, Teaching, and Lecturer Faculty</i> John Eaton, Arizona State University Denise Gochenouer, Southwest Minnesota State University</p> <p>4.3 Exhibitor: Paige Gardiner <i>Bridging the Gap from Academia to Industry with Learning Simulations</i> Lauren Pisa, Knowledge Matters</p>	<p>4.4 Special Session: Brian Rutherford <i>Perspectives on Getting Published from Journal Editors</i> Jim Blair, <i>Journal of Consumer Marketing</i> Anjala Krishen, <i>Journal of Marketing Analytics</i> Laura Muñoz, <i>Marketing Management Journal</i> Brian Rutherford, <i>Journal of Personal Selling and Sales Management</i></p>
12:00-1:00	Awards Luncheon for all Registered Conference Attendees, Hotel Atrium. Best Conference Paper Award Sponsored by StratX Simulations.			



Thursday, September 18, 2025

Thurs 09/18	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
1:10-2:00	5.1 Exhibitor: Hannah Walters <i>Integrating AI Grading and Digital Marketing Simulations to Enhance Learning Outcomes</i> Scott Griffith, Briar Cliff University, Hubro Simulations	5.2 Special Session: Marilyn Melchiorre <i>Mapping Your Marketing Future: A Career Exploration Exercise for Intro to Marketing Students</i> Hulda G. Black, Illinois State University Rebecca Dingus, Ohio University Nicole A. Flink, Weber State University	5.3 Panel: Jaclyn Schalk <i>Creating Partnerships with Industry</i> Kelly King, Indiana University Jaclyn Schalk, University of Findlay Shannon Threlkeld, Indiana University Jamie Ward, University of Toledo	5.4 Special Session: Kristina Harrison <i>Publication Strategies from Marketing Pedagogical Journal Editors</i> Anjala Krishen, <i>Journal of Marketing Education</i> Mark Lee, <i>Marketing Education Review</i> Brooke Reavey, <i>Journal for Advancement of Marketing Education</i> Adrienne Wallace, <i>Journal of Public Relations Education</i>
2:10-3:00	6.1 Exhibitor: Brooke Reavey <i>Re-Discover StratX</i> Paul Ritmo, StratX Simulations	6.2 Refereed Papers: Jaclyn Schalk <i>The Role of Client-Based Projects in Launching Careers for Women Graduates</i> Jean Beaupre, Nichols College Soni Simpson, Elmhurst University Adrienne Wallace, Grand Valley State University Hannah Walters, Northern State University <i>Student Engagement and Assessment of Professional Marketing Career Readiness Competencies: Using A Scale For Measuring LinkedIn Activity and Incorporating Lessons on Self-Promotion and Personal Brand Equity</i> Carlos Valdez, University of Central Florida Jorge Villegas, University of Illinois - Springfield David Penn, University of Central Florida Ioanna Martinou, University of Greater Manchester <i>The Impact of Working While Going to College</i> Seth Hahn, Eastern Kentucky University Jim Blair, Eastern Kentucky University	6.3 Panel: Steve Raquel <i>Advances in Teaching GenAI Prompt Engineering</i> Chad Milewicz, University of Southern Indiana Steve Raquel, University of Illinois Michael Rodriguez, East Carolina University	6.4 Refereed Papers: Stephen Schwarz <i>Social Media User Online Shopping Journey: The Impact of Information Shared and Customer Interaction through Social Media on Purchase Behavior</i> Tamana Anand, Stevenson University Moghavvemi Sedigheh, University of Malaya <i>Through the Moral Lens: Judging Fraud Potential from Ethical Cues in the Workplace</i> Kristina Harrison, Indiana University Alan Czyzewski, Indiana University 6.4 Position Paper: Stephen Schwarz <i>The National Collegiate Business Championships and Apex 360™ Score: Introducing a Merit-Based System for Student and Employer Success</i> Lane Wakefield, Baylor University



Thursday, September 18, 2025

Thurs 09/18	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
3:10-4:10	<p>7.1 Position Papers: Gail Zank <i>A Net-Prospect Model for New Product Planning</i> John Story, University of St. Thomas, Houston</p> <p>Gamify. Engage. Retain: A New Era in Marketing Education Navdeep Brar, Sinclair College</p> <p>7.1 Exhibitor: Gail Zank <i>Simulations in Marketing Education: Bridging the Gap Between Theory and Practice</i> Paul Kotter, Stukent</p>	<p>7.2 Panel: Saroja Subrahmanyam <i>Ethical Implications of AI in Marketing Education</i> Nabarun Ghose, University of Findlay Kristina Harrison, Indiana University Chad Proski, University of Mary Saroja Subrahmanyam, Saint Mary's College of California John Stockmyer, Northwestern Oklahoma State University Pravat Surya Kar, Goa Institute of Management</p>	<p>7.3 Panel: Chris Huseman <i>Teaching Marketing to Non-Marketing Majors</i> Mark DeFanti, Providence College Joel Evans, University of Mount Union Gordy Flanders, Western New Mexico University Chris Huseman, Liberty University Keith Story, Mississippi State University</p>	<p>7.4 Panel: Steve Brewer <i>Helping Students Leverage LinkedIn for Career Advancement</i> Alisa Agozzino, Ohio Northern University Steve Brewer, Carroll University Ken DeGilio, Full Sail University Marilyn Melchiorre, The College of Idaho Paul Palmer, Indiana University</p>
4:20-5:45	<p>MMA Board Meeting Dalila Salazar, MMA President</p> <p>MMA Officers, Directors, Board Members, and Journal Editors are to attend.</p>			
5:00-6:00	Pre-dinner Social Hour, Hotel Atrium			
	Dinner on your own			



Friday, September 19, 2025

7:30-3:00	Registration and Exhibitor Hall Open, Hotel Atrium			
Fri 09/19	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
8:00-8:50	<p>8.1 Position Paper: Adrienne Wallace <i>Supply Chain Marketing: Using Chipotle as a Case Study</i> Stephen Schwarz, College of Saint Benedict + Saint John's University Christine Shikutwa, College of Saint Benedict + Saint John's University Clint Warren, College of Saint Benedict + Saint John's University</p> <p>8.1 Exhibitor: Adrienne Wallace <i>Empowering Business Students: The Transformative Power of Simulations</i> Adele Anderson, Interpretive Simulations</p>	<p>8.2 Panel: Hank Roehrich <i>Time Management Strategies for Faculty with Heavy Course Loads</i> Sheri Grottrian, Peru State College Hank Roehrich, Park University Dalila Salazar, Louisiana State University Shreveport Barbara Wooldridge, Indiana University</p>	<p>8.3 Panel: Michael Martin <i>Addressing Underemployment of Marketing Graduates</i> Chien Le, The University of Texas at Arlington Michael Martin, Fort Hays State University Soni Simpson, Elmhurst University</p>	<p>8.4: Laura Muñoz, Editor-In-Chief of MMJ MMJ Editorial Review Board Meeting This session is for the annual meeting of the Senior Advisory Board and Editorial Review Board of the <i>Marketing Management Journal</i>.</p>
9:00-9:50	<p>9.1 Position Paper: Dalila Salazar <i>Teaching Attention: Reclaiming Focus in the Marketing Classroom</i> Jana Rutherford, Barry University Barbara Wooldridge, Indiana University</p> <p>9.1 Exhibitor: Dalila Salazar <i>Marketing in Action: Elevate Student Engagement with Simulations</i> Gary Lewis, Marketplace Simulations</p>	<p>9.2 Panel: Hayden Noel <i>Using AI for Assessment of Student Learning</i> Gerold Dermid, The University of Texas at Austin Hayden Noel, University of Illinois Eric Rhiney, Webster University Lori Wortylko, UC Blue Ash College</p>	<p>9.3 Refereed Papers: Angie Donovan <i>The Influence of Direct Admissions on MBA Program Decision-Making and Its Expansion Beyond Undergraduate Education</i> Paige Gardiner, Southern Utah University Hyejin Kim, Southern Utah University Holly Hapke, University of Kentucky</p> <p>Supporting Faculty Facing the Challenges of Fatigue And Burnout Hank Roehrich, Park University Julie Grabanski, University of North Dakota</p> <p>The Class is the Crowd: Exploring the Potential of Crowdsourcing in Large Classes Jane Machin, Willamette University</p>	<p>9.4 Special Session: Laura Muñoz, Editor-In-Chief of MMJ Effectively Submitting Papers to the Marketing Management Journal Join us for an insightful special session designed to help authors navigate the submission process. The session will focus on submissions for the <i>Marketing Management Journal</i> (MMJ). You will learn about the journal's focus areas, gain a clear overview of submission guidelines, formatting expectations, and ethical considerations, and discover best practices for submission to avoid common pitfalls and ensure a smooth review process. Don't miss this opportunity to enhance your understanding of the submission process and improve your chances of publication!</p>



Friday, September 19, 2025

Fri 09/19	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
10:00-10:50	<p>10.1 Position Paper: Rebecca Dingus <i>Teaching Marketing Students to Fail Better</i> Jane Machin, Willamette University</p> <p>10.1 Exhibitor: Rebecca Dingus <i>Preparing Tomorrow's Marketing Leaders: Cengage's Approach to Connecting Theory, Practice, and AI</i> Mackenzie Paige, Cengage Heather Thompson, Cengage</p>	<p>10.2 Panel: Brittany Dobill <i>Designing Marketing Curriculum for Gen Z and Beyond</i> Brittany Dobill, McKendree University Kristy McManus, Indiana University Keith Niedermeier, Indiana University Tony Stovall, Indiana University</p>	<p>10.3 Panel: Dennis Kopf <i>Incorporating Sustainability in Marketing Courses</i> Bill Ball, Indiana University - Indianapolis Dennis Kopf, University of Wisconsin - Whitewater Samer Sarofim, California State University, Fresno Marla Stafford, University of Nevada, Las Vegas</p>	<p>10.4: Brooke Reavey, Editor-In-Chief of JAME <i>JAME Editorial Review Board Meeting</i> 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>
11:00-11:50	<p>11.1 Position Paper: Ursula Sullivan <i>Bridging the Theory-Practice Gap in Marketing Education: A Case for Kolb-Based Experiential Learning in Student-Run Businesses</i> May Yu-Harper, University of Saint Mary Lei Wang, Auburn University at Montgomery</p> <p>11.1 Exhibitor: Ursula Sullivan <i>Videobook for Principles of Marketing: How Can You Engage Your Students?</i> Chiranjeev Kohli, The Original Videobook for Principles of Marketing</p>	<p>11.2 Position Papers: Samer Sarofim <i>Rethinking Success: The Untold Story of Remote Work's Impact on Early-Career Salespeople</i> Gabriel Moreno, Robert Morris University Edward Feidelberg, Robert Morris University Jill Kurp, Robert Morris University Jim Shock, Robert Morris University</p> <p>Smart Selling: Understanding Where AI Adds Value in the Sales Process and Where Humans Still Matter Kristina Harrison, Indiana University</p> <p>Navigating the Political Landscape: A Cross-Functional Perspective on Sales Organizations Walker Pearson, Louisiana Tech University Jonathan Barnes, Louisiana Tech University</p>	<p>11.3 Special Session: Hank Roehrich <i>AMA Collegiate: Best Practices for Student Engagement and Chapter Success</i> Joel Evans, University of Mount Union Paige Gardiner, Southern Utah University Jennifer Riley Simone, Indiana University</p>	<p>11.4 Special Session: Brooke Reavey, Editor-In-Chief of JAME <i>Effectively Submitting Papers to the Journal for Advancement of Marketing Education</i> Join us for an insightful special session designed to help authors navigate the submission process. The session will focus on submissions for the <i>Journal for Advancement of Marketing Education</i> (JAME). You will learn about the journal's focus areas, gain a clear overview of submission guidelines, formatting expectations, and ethical considerations, and discover best practices for submission to avoid common pitfalls and ensure a smooth review process. Don't miss this opportunity to enhance your understanding of the submission process and improve your chances of publication!</p>
12:00-1:00	Boxed Lunch for all Registered Conference Attendees, Hotel Atrium. Lunch sponsored by Novela.			



Friday, September 19, 2025

Fri 09/19	Tropicana 1	Tropicana 2	Flamingo 1	Flamingo 2
1:10-2:00	<p>12.1 Position Papers: Chad Milewicz <i>Crafting Good Beer: An Exploration of Issues in Black Brewing</i> Keith Story, Mississippi State University Takisha Toler, Stevenson University</p> <p>Brave Ideas, Safe Spaces: Designing a Marketing Classroom Where Creativity Thrives Jennifer Riley Simone, Indiana University</p> <p>The Missing Syllabus: Building Resilience, Cultural Intelligence, and Ambiguity Tolerance in Tomorrow's Professionals Nakeisha Lewis, University of San Diego</p>	<p>12.2 Panel: Beth Houran <i>Digital Transformation in the Marketing Curriculum</i> Beth Houran, University of Dallas Bo Liang, Nevada State University Daniel Shen, State University of New York at New Paltz Suresh Sundaram, University of Delaware</p>	<p>12.3 Panel: Angie Donovan <i>Priorities for the Sales Curriculum</i> Stefanie Boyer, Bryant University Angie Donovan, Loras College Nicole Flink, Weber State University</p>	<p>12.4 Special Session: Kristy McManus <i>Looking Ahead: The Future of Academic Administration - The Evolving Role of the Dean/Chair in a Digital World</i> Pamela Kennett-Hensel, University of New Orleans Eric Rhiney, Webster University Ursula Sullivan, Northern Illinois University</p>
2:10-3:00	<p>13.1 Panel: Demetra Andrews <i>Making the Transition from the Corporation to the Classroom</i> Demetra Andrews, Indiana University – Indianapolis Sharilyn Franklin, Webster University Laura Kelly, University of Mount Union Barry Marek, Indiana University Lisa Meneau, Purdue University Fort Wayne</p>	<p>13.2 Panel: Mary Beth McCabe <i>Certifications and Digital Badging in Marketing Education</i> Mary Beth McCabe, Point Loma Nazarene University Tricia McFadden, Saint Francis University Antoinette Okono, Houston Christian University Kai-Yu Wang, Brock University</p>	<p>13.3 Panel: Jennifer Riley Simone <i>Innovations in Teaching Content Marketing</i> Mary Martin, Fort Hays State University Jennifer Riley Simone, Indiana University Christina Sparks, University of Mississippi Lane Wakefield, Baylor University</p>	<p>13.4 Panel: Ursula Sullivan <i>Strategies for Handling Academic Misconduct</i> Stephanie Kontrim-Baumann, Missouri Baptist University Kristen Maceli, Pittsburg State University Ursula Sullivan, Northern Illinois University Gail Zank, Texas State University</p>
3:10-4:10	<p>14.1 Panel: Cal Simpson <i>Building Student Portfolios for Career Success</i> Darrell Bartholomew, The Pennsylvania State University - Harrisburg Jim Blair, Eastern Kentucky University Daniel Raynak, Indiana University Cal Simpson, Indiana University – East May Yu-Harper, University of Saint Mary</p>	<p>14.2 Panel: DeAnn Hurtado <i>Effective Strategies for Leading Study Abroad</i> Ben Cherry, California State University San Marcos DeAnn Hurtado, Sinclair College Daniel Rajaratnam, The University of Texas at Dallas Michelle Woodhouse, Flagler College</p>	<p>14.3 Position Papers: Darrell Bartholomew <i>Level Up Your LinkedIn: A Self-Assessment Framework for Marketing and Business Students</i> Denny McCorkle, University of Northern Colorado Memo Diriker, Salisbury State University Mike Martin, University of Northern Colorado</p> <p>Integrating Soft Skills into Marketing Classes Mary Lee Stansifer, University of Colorado Denver Anne Macomber, University of Colorado Denver</p> <p>From Classroom to Career: Helping Students Leverage Their Marketing Credentials to Avoid Underemployment Mary C. Martin, Michael Martin, Jill Moeder, and Ron Christian, Fort Hays State University</p>	<p>14.4 Position Papers: Demetra Andrews <i>First-Generation Students' Academic Performance: The Impact of Emotional Setbacks, Imposter Syndrome, and a Growth Mindset Orientation</i> Pamela Kennett-Hensel, Kyeong Sam Min, Elyria Kemp, Christy Corey, and Enjilee Bailey, University of New Orleans</p> <p>The Seasoned Scholar's Dilemma: Maintaining Vitality as a Late-Career Marketing Educator Don Roy, Middle Tennessee State University</p> <p>Family Head Personality and Household Category Spending Daniel Shen, State University of New York at New Paltz</p>