



**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, 2 nd Floor Foyer			
	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 1st 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 Nan Nicholls, Slippery Rock University Brooke Reavey, Dominican 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>		
5:30-6:00	Pre-dinner Social Hour, 2 nd Floor Reception Area			
6:00	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, 1st Floor)	Lamy (across driveway, 2nd Floor)
8:00-8:50	<p>1.1 Panel: Gordy Flanders <i>Making the Transition from Industry to Academia</i> Gordy Flanders, Western New Mexico University Steve Raquel, University of Illinois Steven Rayburn, Texas State University</p>	<p>1.2 Teaching Innovation Competition:</p> <p>Finalists: Purvi Shah, Worcester Polytechnic Institute Lisa Troy, Texas A&M University Amy Watson, Valdosta State University & Jen Riley, Vanderbilt University</p> <p>Coordinator: Eric Rhiney</p> <p>Judges: Marilyn Eastman, Nisha Ray Chaudhuri, Dalila Salazar</p> <p><i>Teaching Innovation Competition sponsored by Interpretive Simulations</i></p>	<p>1.3 Panel: Ursula Sullivan <i>Effectively Managing Large Classes</i> Sean Keyani, California State University - Northridge Ursula Sullivan, Northern Illinois University Felice Williams, Louisiana State University Shreveport</p>	<p>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</p>
9:00-9:50	<p>2.1 Exhibitor: Dalila Salazar <i>How Marketing AI is Being Used Today: Truths, Secrets, and Misperceptions</i> Jeremy Kagan, Wessex Press</p>	<p>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</p>	<p>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</p> <p><i>To Search or Not to Search? The Linkage Between Managerial Search Activities and Sales Prospecting Performance</i> Shinhye Kim, Christopher Newport University Melanie Bowen, Justus Liebig University Hannah Wen, Ozyegin University</p> <p><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</p>	<p>2.4 Panel: Mike Martin <i>Simulations as Student Assessment</i> Angie Donovan, Loras College Mike Martin, Fort Hays State University</p>



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Thurs 09/19	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 1st 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> Michael Messina, Gannon University Lynn Murray, Pittsburg State University</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 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>			



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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: Takisha Toler <i>An Open-Access Platform for Research, Teaching, Learning, and Consulting</i> John Story, University of St. Thomas - Houston</p> <p>6.2 Exhibitor: Takisha Toler <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> Becky Hochradel, Transylvania University Nisha Ray Chaudhuri, Webster University Jennifer Riley Simone, Indiana University Van Wood, Virginia Commonwealth University</p>



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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> Sheri Grotrian, Peru State College Jeremy Kagan, Columbia University Mary Martin, Fort Hays State University 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>Transacting or Teaching? Changing the Narrative David Raska, Northern Kentucky University Eileen Weisenbach Keller, Northern Kentucky University</p> <p>Reclaiming the Value of U.S. Higher Education Tom Noland, University of Southern Indiana Nicholas Rhew, University of Southern Indiana Chad Milewicz, University of Southern Indiana</p>	<p>7.4 Special Session: Don Roy <i>Future Insights from Marketing Textbook Authors</i> Steve Hartley, University of Denver 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, 1st Floor)	Lamy (across driveway, 2nd Floor)
8:00-8:50	<p>8.1 Position Papers: Randa Zalman <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>8.1 Exhibitor: Rand Zalman <i>Best Practices for using MBTN Academy Interactive Modules in Marketing Principles, Analytics, and Management Courses</i> Sherry Olander, MBTN Academy</p>	<p>8.2 Panel: Brooke Reavey <i>Effectively Teaching Marketing Research</i> Brooke Reavey, Dominican University Anu Sivaraman, University of Delaware Saroja Subrahmanyam, Saint Mary's College of California</p>	<p>8.3 Panel: Hayden Noel <i>Engaging Students with Synchronous Online Sessions</i> Hayden Noel, University of Illinois Jason Underwood, Northern Illinois University</p>	<p>8.4 Special Session: Takisha Toler <i>Managing the Competing Interests of Business Schools and University Administration</i> 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> Garrett Brock, 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 Guiffrida, 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>



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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 Dalila Salazar, Louisiana State University Shreveport Kristi Sweeney, University of North Florida	10.3 Panel: Brittany Dobill Fostering Student Creativity in Marketing Education Brittany Dobill, McKendree University Aditya Gupta, Illinois State 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 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 for Marketing Pedagogical Journal Editors 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, O'Keefe Room (across driveway).			



Friday, September 20, 2024

Fri 09/20	Palace Ballroom A (2nd Floor)	Palace Ballroom B (2nd Floor)	Meem (across driveway, 1st 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>Integrating an Advertising Pitch Competition into a Marketing Curriculum Alicia Cooper, Alabama A&M University</p> <p>99* Oddball Techniques for Teaching Marketing: An Alternative to Avoiding Learning Dave Aron, Dominican University John Stockmyer, Northwestern Oklahoma State University</p>	<p>12.2 Special Session: Martin Key <i>The Dead Classroom Theory: 2-Sided Effects of Generative AI in the Classroom</i> Martin Key, University of Colorado - Colorado Springs Leyland Pitt, Simon Fraser University</p>	<p>12.3 Refereed Papers: Steve Brewer <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: Alicia Cooper <i>Why Your LMS System Should be Your Student's Best Friend and Maybe Yours Too!</i> Allie Helfrich, McKendree University</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>
3:10-4:00	<p>14.1 Post-conference Session</p> <p>MMA Business Meeting Takisha Toler, MMA President *All conference attendees are invited to attend</p>			