



2021 Atlantic Marketing Association Conference



Photo Credit: Chattanooga Visitors Bureau

Chattanooga, TN.
September 30 –
October 2

Greetings from the 2021 AtMA Program Chair

Welcome to the 46th annual Atlantic Marketing Conference! As with previous AtMA Conferences, the 2021 conference will provide researchers with a supportive and nurturing environment. The Conference allows for the development of long friendships through networking opportunities. Please take advantage of the times set aside to get to know your fellow attendees. A Hospitality Room will be open most evenings and a luncheon is open to all on Friday. Please check your conference program for location and times.

This year's sessions include a wide variety of presentations, from COVID responses in education and by consumers to the use of fine arts and music in marketing activities to the latest technology use in the discipline. Please participate in as many sessions as you can to gather ideas for your own research and teaching endeavors.

Thank you for choosing the AtMA Conference to present your research, gather ideas, and make connections. I hope you all enjoy the conference facilities and the Chattanooga area.

Liz Alexander
2021 AtMA Program Chair

2020 AtMA Conference Board of Directors

President

Dr. Lucy Matthews, Middle Tennessee State University

Program Chair/President Elect

Dr. Liz Alexander, Marshall University

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Dr. Tom Pritchett, Kennesaw State University (Emeritus)

Dr. Peggy Shields, University of Southern Indiana

Dr. Alan D. Smith, Robert Morris University

Dr. Blaise Waguespack, Embry-Riddle Aeronautical University

Dr. Walter Wymer, University of Lethbridge

Atlantic Marketing Association Records

Year	President	Program Chair	Location	Proceedings Editor
2023	George Stone	John Littlefield	TBD	Laura Robinson
2022	Elizabeth Alexander	George Stone	TBD	Laura Robinson
2021	Lucy Matthews	Elizabeth Alexander	Chattanooga	Laura Robinson
2020	Tommy Hsu	Lucy Matthews	Virtual	Laura Robinson
2019	Aberdeen L. Borders	Tommy Hsu	Asheville	Laura Robinson
2018	Joseph Cangelosi	Aberdeen L. Borders	New Orleans	Laura Robinson
2017	Diane R. Edmondson	Joseph Cangelosi	Williamsburg	Aberdeen L. Borders
2016	Brian Kinard	Diane R. Edmondson	Charleston	Aberdeen L. Borders
2015	Maria Kalamas	Brian Kinard	Savannah	Aberdeen L. Borders
2014	Alan D. Smith	Maria Kalamas	Asheville	Aberdeen L. Borders
2013	Walter Kendall	Alan D. Smith	Nashville	Jerry Wilson
2012	Michael A. Jones	Walter Kendall	Williamsburg	Jerry Wilson
2011	M. Merel Anistal	Michael A. Jones	Charleston	Jerry Wilson
2010	Ismet Anistal	M. Merel Anistal	Orlando	Jerry Wilson
2009	Peggy Shields	Ismet Anistal	Salem	Jerry Wilson
2008	Randall Ewing	Peggy Shields	Savannah	Jerry Wilson
2007	Robin Self	Randall Ewing	New Orleans	Jerry Wilson
2006	Kathleen Gruben	Robin Self	Charleston	Jerry Wilson
2005	Walter Wymer	Kathleen Gruben	Salem	Jerry Wilson
2004	Kathryn Dobie	Walter Wymer	Chattanooga	Jerry Wilson
2003	Kimball P. Marshall	Kathryn Dobie	Portland	Jerry Wilson
2002	Deborah Lester	Kimball P. Marshall	Savannah	Jerry Wilson
2001	Blaise Waguespack	Deborah Lester	Portland	Jerry Wilson
2000	Dave Glascoff	Blaise Waguespack	Charleston	Jerry Wilson
1999	Dolly Loyd	Dave Glascoff	Annapolis	Jerry Wilson
1998	Cathy Swift	Dolly Loyd	Savannah	Jerry Wilson
1997	R. Keith Tudor	Cathy Swift	Nashville	Jerry Wilson
1996	Shirley Stretch	R. Keith Tudor	Baltimore	Cathy Swift
1995	Sammy Amin	Shirley Stretch	New Orleans	Thompson / Swift
1994	Doug Fugate	Sammy Amin	Atlantic City	Sammy Amin
1993	Tom Pritchett	Doug Fugate	Orlando	Don Thompson
1992	Don Thompson	Tom Pritchett	Greensboro	Thompson, Kosenko, & Baer
1991	J. Gordon Long	Don Thompson	Savannah	Thompson, Kosenko, & Baer
1990	Don Self	J. Gordon Long	Boston	Kosenko & Baer
1989	Dave Moore	Don Self	Orlando	Morris Teeple
1988	Steve Greene	Dave Moore	Williamsburg	Dave Moore
1987	Gene Teeple	Steve Greene	New Orleans	Greene & Coulter
1986	Steven G. Greene	Gene Teeple	Orlando	Morris & Teeple
1985	Roger J. Calantone	Steven G. Greene		
1984		Roger J. Calantone		

(Prior Name) Mid-Atlantic Marketing Association

Year	Program Chair	Location
1983	*RNA	Valdosta
1982	Walter Burgers & Ghanbar Kooti	*RNA
1981-1975 (*RNA)		
1976	M. Wayne Delozier, Dale M. Lewison, & Ruth Andress R	*RNA

*RNA- Records Not Available

At-A-Glance
Wednesday, September 29, 2021

1:00PM – 4:00PM

Registration: Main Lobby (TBD)

7:00PM – 10:00PM

Registration/Hospitality (Lookout)

Light refreshments (beer/wine/soda) and snacks will be served.

At-A-Glance
Thursday, September 30, 2021

8:00AM – 3:30PM

Registration: Main Lobby

8:00AM – 9:30AM

1.1 Gold Room

1.2 East Room

1.3 Churchfield Room

9:45AM – 11:15AM

1.4 Gold Room

1.5 East Room

1.6 Churchfield Room

11:30AM – 1:00PM

1.7 Gold Room

1.8 East Room

1:00PM – 2:00PM

Lunch Break

7:00PM – 10:00PM

Registration/Hospitality (Lookout Room)

Light refreshments (beer/wine/soda) and snacks will be served.

At-A-Glance

Friday, October 1, 2021

8:00AM – 1:00PM

Registration: Main Lobby

8:00AM – 9:30AM

2.0 AtMA Board of Directors Meeting (Lookout Room)

2.1 Gold Room

2.2 East Room

2.3 Churchfield Room

9:45AM – 11:15AM

2.4 Gold Room

2.5 East Room

2.6 Churchfield Room

11:30AM – 1:00PM

2.7 Gold Room

1:00PM – 2:30PM

Atlantic Marketing Association Awards Luncheon

7:00PM – 10:00PM

Registration/Hospitality Suite (Lookout Room)

Light refreshments (beer/wine/soda) and snacks will be served.

At-A-Glance
Saturday, October 2, 2021

8:00AM – 9:30AM

- 3.1 Gold Room
- 3.2 East Room
- 3.3 Churchfield Room

9:45AM – 11:15AM

- 3.4 Gold Room
- 3.5 East Room

11:30AM – 1:00PM

- 3.6 Gold Room
- 3.7 Churchfield Room

Thursday, September 30, 2021
8:00 AM – 9:30 AM

Session 1.1: Let's Go Green

Room: Gold

Session Chair: George Stone

Exploring the Marketing Potential of Hemp-based Paper Products (#1559-P)

Alan D. Smith, Robert Morris University smitha@rmu.edu

Mental Accounting and the Green Premium (1596-P)

Omar P. Woodham, North Carolina A & T State University, opwoodha@ncat.edu

George W. Stone North Carolina A&T State University, gwstone@ncat.edu

To Purchase or Not to Purchase: An Exploratory Investigation of Electric/Battery Vehicle Attraction versus Conventional Gasoline Powered Vehicles among Potential African American Car Buyers as Moderated by the Individual's Level of Environmental Concern. (#1600-A)

George W. Stone, North Carolina A&T State University, gwstone@ncat.edu

**Thursday, September 30, 2021
8:00 AM – 9:30 AM**

Session 1.2: COVID and Student Behavior

Room: East

Session Chair: Kristin Passyn

Student Perspectives on Converting Classes to Online Due to Covid-19 (#1562-A)

Anita Whiting, Clayton State University, awhiting@clayton.edu

Joie Hain, Clayton State University, joiehain@clayton.edu

***Student Participation in College of Business Student Organizations At
A Regional State University During the Pandemic (#1613-A)***

Michael A. Jones, Southeastern Louisiana University,
michael.jones@selu.edu

Joe Cangelosi, University of Central Arkansas, joec@uca.edu

George Stone, North Carolina Agricultural and Technical State
University, gwstone@ncat.edu

***Are Our Students Still There? College of Business Student
Communication Preferences (#1073-***

Jon'a Balkum, Clayton State University, jbalkum@student.clayton.edu

Margaret Thompson, Clayton State University,
margarethompson@clayton.edu

Joie Hain, Clayton State University, joiehain@clayton.edu

**Thursday, September 30, 2021
8:00 AM – 9:30 AM**

Session 1.3: Media and Branding

Room: Churchfield

Session Chair: John Littlefield

Strategic Choices: A Case Study of Media and Entertainment Industry Survival of the COVID-19 Pandemic (#1580-P)

Stephen Carlson, Piedmont University, scarlson@piedmont.edu

The Use of Music in Retro Branding (#1610-A)

Jon Littlefield, Dalton State College, jlittlefield@daltonstate.edu

Cortnee Young, Dalton State College, cyoung@daltonstate.edu

Impressionism and Brand Identity (#1611-A)

Rene Desborde, Kentucky State University, rene.desborde@kysu.edu

Kimball P. Marshall, Alcorn University – Retired,
kimballputnammarshall@gmail.com

Thursday, September 30, 2021
9:45AM – 11:15AM

Session 1.4: It's a Small World

Room: Gold

Session Chair: Joie Hain

A Comparative Semiotic Analysis of Promotional Philanthropic Public Texts in Persian and in English (#1587-P)

Shaheen Borna, Ball State University, sborna@bsu.edu

Sushil Sharma, Ball State University, ssharma@bsu.edu

Russell Wahlers, Ball State University, rwahlers@bsu.edu

Sameer Hajjar, University of Balamand, samer.hajjar@balamand.edu.lb

Do the Effects of Ethnocentrism and Cosmopolitanism Depend on Countries-of-Origin? A Study of U.S. Consumers (#1594-A)

Thomas Tanner, Bloomsburg University of Pennsylvania, ttanner@bloomu.edu

Ronda Mariani, Bloomsburg University of Pennsylvania, rmariani@bloomu.edu

Efforts Toward Employee Inclusion to Increase Customer Loyalty (#1581-P)

Mario Norman, marionorman@clayton.edu,

**Thursday, September 30, 2021
9:45AM – 11:15AM**

Session 1.5: Marketing in the Health Sector

Room: East Room

Session Chair: Alan Smith

Comparison of Selected Supply Chain Management Practices of Three Major Regional/Metropolitan Hospitals (#1560-A)

Alan Smith, Robert Morris University, smitha@rmu.edu

Consumer Acquisition and Dissemination of PHCI on Social Media & Networks (#1564-A)

Joe Cangelosi, University of Central Arkansas, joec@uca.edu

Terry Damron, Austin Peay State University, damront@apsu.edu

David Kim, University of Central Arkansas, davidk@uca.edu

We Can't Get No Satisfaction: Analyzing Different Constructs of Patient Satisfaction (#1592-A)

Michael A. Petrochuk, Walsh University, mpetrochuk@walsh.edu

Adoption and Diffusion of At-Home Medical Tests (1606-P)

Jerome Christia, Coastal Carolina University, christia@coastal.edu

**Thursday, September 30, 2021
9:45AM – 11:15AM**

Session 1.6: Choices During COVID

Room: Churchfield

Session Chair:

Credit Card Indebtedness during the Covid-19 Pandemic (#1557-P)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

Comparison of Concerns among Careers by Marketing Seniors about Covid-19: Beginning versus a Year into the Pandemic (#1571-A)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

A Case Study of an Eastern Kentucky Community Bank's Marketing Practice and Effort during the COVID-19 Pandemic Effort (#1070-P-Student)

Chloe Whitlock, Morehead State University, cawhitlock@moreheadstate.edu

Madison Stansberry, Morehead State University, mestansberry@moreheadstate.edu

Tucker Ellis, Morehead State University, tjellis@moreheadstate.edu

Jane Zhang, Morehead State University, jjzhang@moreheadstate.edu

Bruce Grace, Morehead State University, b.grace@moreheadstate.edu

Steve Chen, Morehead State University, s.chen@moreheadstate.edu

**Thursday, September 30, 2021
11:30AM – 1:00PM**

Session 1.7: The Future of Selling

Room: Gold Room

Session Chair: Monisha Gupta

Emotional Intelligence Training for Salespeople and Sales Managers (#1582-A)

Charles D. Shepherd, The Citadel, david.shepherd@citadel.edu

Tracey Honeycutt, The Citadel, tsgler@citadel.edu

Selling in the Digital Era: The Power of Artificial Intelligence (#1601-A)

George Morrone IV, Marshall University, morrone10@marshall.edu

Monica Wei, Marshall University, weish@marshall.edu

Rex McClure, Marshall University, mcclurer@marshall.edu

Millennials on the Move: Exploring the Importance of Sustainability (#1608-A)

Kimberly McNeil, North Carolina Agricultural and Technical
State University, krmcneil@ncat.edu

George Stone, North Carolina Agricultural and Technical
State University, gwstone@ncat.edu

**Thursday, September 30, 2021
11:30AM – 1:00PM**

Session 1.8: Last But Not Least

Room: East

Session Chair: Tyra Burton

Marketing for the DreamWork Wrestling: How to Keep a Small Entrepreneurial Business and Dream Alive! (#1561-A)

Steve Chen, Morehead State University, s.chen@moreheadstate.edu

Jennifer Mak, Marshall University, mak@marshall.edu

Karen Doran, Morehead State University, kfdoran@moreheadstate.edu

Liz Allen, Morehead State University, egallen@moreheadstate.edu

Big Game License Fees—Seeking Price Optimization Equity, (#1579-P)

Chip E. Miller, Drake University, chip.miller@drake.edu

Brian Vander Naald, Drake University,

brian.vandernaald@drake.edu

Semiotic Analysis of Consumer Generated Content Regarding the Fender Ultra Stratocaster (#1588-P)

Rex McClure, Marshall University, rexemcclure@gmail.com

Robert Boostrom, University of Wisconsin-Whitewater, boostror@uww.edu

**Friday, October 1, 2021
8:00AM – 9:30AM**

Session 2.1: Websites, Wine, and Why

Room: Gold

Session Chair: Swati Panda

Analyzing the Impact of Key Social Media Strategies on Online Social Media Video Engagement (#1593-A)

Michael A. Petrochuk Sinha, Walsh University, mpetrochuk@walsh.edu

Can a College Website Be Used to Recruit Majors? A Research Agenda for Transforming College Websites from Informational to Conversional (#1609-P)

Julie M. Pharr, Tennessee Technological University, jpharr@tntech.edu

Validation of Entrepreneurial Marketing Dimensions in North Carolina Wineries (#1604-P)

G. David Shows, Appalachian State University, showsgd@appstate.edu

James Stoddard, Appalachian State University, stoddardje@appstate.edu

Pia A. Albinsson, Appalachian State University, albinssonpa@appstate.edu

A Three Word Rubric: Successful Experiential Learning Guided by What, Why, How (#1556-P)

Harvey Simon, Appalachian State University, simonhj@appstate.edu

Friday, October 1, 2021
8:00AM – 9:30AM

Session 2.2: Taking Action

Room: East

Session Chair: Michael Petrochuk

Before, During, and After: The Reduction of the Perceived Risk in Travel Through the Use of Thematic Tour Groups (#1584-A)

Aaron Schibik, University of Evansville, as1028@evansville.edu,

Peggy Shields, University of Southern Indiana, pshields@usi.edu

Timothy J. Schibik, University of Southern Indiana, tschibik@usi.edu

An Investigation of Key Factors in Promoting a New Collegiate Recreation Facility: If You Build it - Will They Come? (#1602-A)

Paul J. Costanzo, Western New England University, paul.costanzo@wne.edu

Cynthia P. Costanzo, University of Connecticut, cynthia.costanzo@uconn.edu

Marketing College Football in the “New Normal” (#1603-A)

Chris Croft, University of Southern Mississippi, chris_croft@hotmail.com

Tim Wilson, Tusculum University, twilson@tusculum.edu

Friday, October 1, 2021
8:00AM – 9:30AM

Session 2.3 Education Round Up

Room: Churchfield

Session Chair: Kirsten Passyn

Learning in a HyFlex Model (#1567-A)

Kristen Passyn, The Citadel, kpassyn@citadel.edu

Looking for Inclusivity in Higher Ed? Start in the Classroom! (#1577-P)

Michelle Carpenter, Old Dominion University, mcarpent@odu.edu

The Decision-Making Process involved in Degree Selection by Students (#1558-A)

Kate N. Matthews, Middle Tennessee State University, knm5z@mtmail.mtsu.edu

Diane R. Edmondson, Middle Tennessee State University, diane.edmondson@mtsu.edu

Cheryl Ward, Middle Tennessee State University, cheryl.ward@mtsu.edu

A Qualitative Study of Business Leaders – Comparing Uncertainty Differences & Similarities During COVID vs. 2008 – 2009 (#1572-A)

Ryan Matthews, Tennessee Technological University, rlmatthews@tntech.edu

**Friday, October 1, 2021
9:45AM – 11:15AM**

Session 2.4: Panel: Online! It's not about cheating. It's about Engagement!

Room: Gold

Panel Discussion: Online! It's not about cheating, it is about ENGAGEMENT! (#1573-P)
Mike Serkedakis, Kennesaw State University, mserkeda@kennesaw.edu

Friday, October 1, 2021
9:45AM – 11:15AM

Session 2.5: Using Technology

Room: East

Session Chair:

Smart Phone Usage and Large Truck Crashes (#1563-A)

Ahren Johnston, North Carolina A & T State University, ajohnston@ncat.edu

NFTs and the Value of Provenance on Digital Art (#1591-A)

Jessica Sheld, University of Lynchburg, scheld_j@lynchburg.edu

Pamila Dembla, Kennesaw State University, pdembla@kennesaw.edu

Stef Nicovich, University of Lynchburg, nicovich@lynchburg.edu

Using Location Tracking and GIS tools to Investigate Customers' Cluster Shopping Behavior (#1598-A)

Mark J. Sciuchetti Jr, Jacksonville State University, msciuchetti@jsu.edu

Jianping Huang, Jacksonville State University, jhuang@jsu.edu

Brent Cunningham, Jacksonville State University, brentc@jsu.edu

Is the Influencer I Follow Human or Robot?: The Value of Computer-Generated Imagery (CGI) Influencers to Luxury Brands (#1071-P-Student)

Grace White, Appalachian State University, whitegc@appstate.edu

Friday, October 1, 2021
9:45AM – 11:15AM

Session 2.6: Who Matters

Room: Churchfield

Session Chairs: Jennifer Hutchins

How Does Ethnic Self-awareness Influence Response to Public Service Announcements?
(#1575-P)

*Mahmood Hussain, San Francisco State University, hussain@sfsu.edu
Christina Wong, San Francisco State University, cwong8@mail.sfsu.edu*

An Overview of Multicultural Communicative Theory within Globalized Firms (#1072-A-Student)

Merrick Johnson, Murray State University, mjohnson111@murraystate.edu

Corporate Sociopolitical Activism on Instagram: Brand Responses to COVID-19 and Black Lives Matter (#1568-A)

Cynthia B. Hanson, High Point University, chanson@highpoint.edu

Beauty During a Pandemic: The Impact of COVID-19 on the Cosmetic Industry
(#1555-P)

*Katelyn Gardner, Middle Tennessee State University, keg4x@mtmail.mtsu.edu
Diane R. Edmondson, Middle Tennessee State University, diane.edmondson@mtsu.edu
Lucy Matthews, Middle Tennessee State University, lucy.matthews@mtsu.edu*

Friday, October 1, 2021
11:30AM – 1:00PM

Session 2.7: Aha! Moments in the COVID Classroom

Room: Gold

Plenary: Aha Moments in the COVID Classroom
Keith Tudor

Saturday, October 2, 2021
8:00AM – 9:30AM

Session 3.1: For What It's Worth

Room: Gold

Session Chair: George D. Shows

How Does Compensation Affect New Product Valuation? (#1570-A)

Prachi Gala, Kennesaw State University, prachi.gala89@gmail.com

Saim Kashmiri, University of Mississippi, skashmiri@bus.olemiss.edu

Duncan Nicol, Union University, dnicol@uu.edu

Consumers' Willingness to Pay: The Price of Brand Personality (#1607-A)

Kenneth Hall, Bloomsburg University of Pennsylvania khall@bloomu.edu

Thomas Tanner, Bloomsburg University of Pennsylvania,

ttanner@bloomu.edu

Young Consumers Intention to Purchase Luxury Brands: The moderating Role of Social-Equality Orientation (#1075-P-S)

Sajani Thapa, University of North Texas, sajani.thapa@unt.edu

Aaminah Zaman Malik, University of North Texas, aaminah.malik@unt.edu

Saturday, October 2, 2021
8:00AM – 09:30AM

Session 3.2: Words Matter

Room: East

Session Chair: Lucy Matthews

Franchisee Performance: A Signaling Perspective (#1595- P)

Swati Panda, Kennesaw State University, spandal@kennesaw.edu

Audhesh Paswan, University of North Texas, audhesh.paswan@unt.edu

IMC Plan for Pet Play Place (#1076-P-S)

MJ Lopez, Kennesaw State University, mlopez41@students.kennesaw.edu

Integrated Marketing Communications Plan for The Atlanta Vision Institute (#1078-P-S)

Aidan Gillick, Kennesaw State University, agillick@students.kennesaw.edu

Victoria Dunlap, Kennesaw State University, vdunlap1@students.kennesaw.edu

Devaun Fore, Kennesaw State University, dfore1@students.kennesaw.edu

Amber Romano, Kennesaw State University, aromano8@students.kennesaw.edu

Kyle Loess, Kennesaw State University, kloess@students.kennesaw.edu

Saturday, October 2, 2021
8:00AM – 9:30AM

Session 3.3: Across Cultures

Room: Churchfield

Session Chair: Monisha Gupta

Effects Of Cross-Cultural Dimensions On Global Perceptions of Restaurant Service Quality
(#1576-A)

Justin Moist, Missouri State University, moist417@live.missouristate.edu

Melek Meral Anitsal, Tennessee Tech University, manitsal@tntech.edu

Ismet Anitsal, Missouri State University, ianitsal@missouristate.edu

Examining the Consumer Purchase Shares of PLBs Across Cultures: A Comparison of the U.S. and Turkish PLBs (#1589-

Musa Pinar, Valparaiso University, musa.pinar@valpo.edu

Tulay Girard, The Pennsylvania State University-Altoona, tug1@psu.edu

Nilay Bicakcioglu-Peynirci, Dokuz Eylül University, nilay.bicakcioglu@deu.edu.tr

Ilayda Ipek, Dokuz Eylül University, ilayda.gungor@deu.edu.tr

Tanses Gulsoy, Beykent University, tansesgulsoy@beykent.edu.tr

Saturday, October 2, 2021
9:45AM – 11:15AM

Session 3.4: Mixing it Up

Room: Gold

Session Chair: Brian Kinaird

Bringing Life Back into Local Museums: A Case Study in Targeting and Engagement (#1597-P)

Thomas Tanner, Bloomsburg University of Pennsylvania, ttanner@bloomu.edu

Ronda Mariani, Bloomsburg University of Pennsylvania, rmariani@bloomu.edu

Heather Kirkwood, State University of New York College at Farmingdale,
kirkwoh@farmingdale.edu

Tyler Milfeld, University of Tennessee, tmilfeld@vols.utk.edu

Keeping it Real with Virtual Reality: A Case Study on Student Performance (#1599-A)

Ronda Mariani, Bloomsburg University of Pennsylvania, rmariani@bloomu.edu

Monica Favia, Bloomsburg University of Pennsylvania, mfavia@bloomu.edu

Thomas Tanner, Bloomsburg University of Pennsylvania, ttanner@bloomu.edu

When the Rival Shines: Consumer-Brand Identification and Its Dark Sides (#1583-P)

Allison Smarr, Marshall University, smarr7@marshall.edu

Shuqin Wei, Marshall University, weish@marshall.edu

Tyson Ang, Marshall University, ang@marshall.edu

Saturday, October 2, 2021
9:45AM – 11:15AM

Session 3.5: Is It Enough?

Room: East

Session Chair: Laura Robinson

Are You in Good Hand? That's Outdoor Locker Delivery System's Stand (#1586-A)

Hyun Sang An, Minnesota State University Moorhead, hyunsang.an@mnstate.edu

Arim Park, North Carolina A&T State University, apark@ncat.edu

Ju Myung Song, University of Massachusetts Lowell, JuMyung_Song@uml.edu

Christina Chung, Ramapo College of New Jersey, cchung1@ramapo.edu

Case: When Free is Too Much to Pay (#1605-P)

Rebecca Burcham, Lipscomb University, rlburcham@lipscomb.edu

Saturday, October 2, 2021

11:30 AM – 1:00 PM

Session 3.6: Just What Are Your Intentions?

Room: East

Session Chair: Tyra Burton

The Effect of Athlete Celebrity Endorsement on Attitude toward Brand and Purchase Intention (#1566-A)

Yunheui Jeon, Middle Tennessee State University, yj2w@mtmail.mtsu.edu

Jennifer Y. Mak, Marshall University, mak@marshall.edu

Lei Ouyang, Marshall University, ouyangl@marshall.edu

Examination of the Differences in Attitudes and Purchase Intentions by Forms of Nostalgia (#1574-A)

Montana McKnight, Otterbein University

Michael Levin, Otterbein University, mlevin@otterbein.edu

Exploring Drivers of Stock Trading App Continued Usage Intention (#1077-P)

Sajani Thapa, University of North Texas, sajani.thapa@unt.edu

Ashish Ghimire, University of North Texas, ashish.ghimire@unt.edu

Satyendra Pandey, Institute of Rural Management Anand, satyendra@irma.ac.in

Mahendra Kumar Shukla, NALSAR University of Law, mahendra@nalsar.ac.in

Pinaki Pattnaik, NALSAR University of Law, pattnaikp@nalsar.ac.in

**Saturday, October 2, 2021
11:30 AM – 1:00 PM**

Session 3.7: Innovative Pedagogy

Room: Churchfield

Session Chair:

Students' Attitudes Toward Immersive Learning Activities: An Exploratory Examination (#1565-A)

Denny McCorkle, University of Northern Colorado, denny.mccorkle@unco.edu

James Reardon, University of Northern Colorado, james.reardon@unco.edu

Joe F. Alexander, Belmont University, joe.alexander@belmont.edu

A Pedagogical Road Map for Developing and Teaching an online MBA course Marketing Strategy (#1578-A)

Mee-Shew Cheun, Xavier University, cheungm@xavier.edu

Hema Krishnan, Xavier University, krishnan@xavier.edu

Mina Lee, Xavier University, leem1@xavier.edu

2021 AtMA Conference Track Chairs

Advertising / Direct Marketing / Promotion

Dr. Joie Hain
 Clayton State University
 Email: Joiehain@clayton.edu

Business-to-Business Marketing /Supply Chain Management

Dr. Pramod Iyer
 Middle Tennessee State University
 Email: pramod.iyer@mtsu.edu

Consumer Behavior / Retailing

Dr. Tommy Hsu
 Tarleton State University
 Email: HSU@tarleton.edu

Entrepreneurship / Small Business Marketing

Dr. Ryan Matthews
 Trine University
 Email: r.lmatthews@hotmail.com

Global Marketing

Dr. Monisha Gupta
 Marshall University
 Email: guptam@marshall.edu

Green Marketing / Sustainability

Dr. George Stone
 North Carolina A & T University
 Email: gwstone@ncat.edu

Health Care Marketing

Dr. Rebeca Burcham
 Lipscomb University
 Email: rlburcham@lipscomb.edu

Hospitality & Tourism / Sports Marketing

Dr. Michael Petrochuk
 Walsh University
 Email: mpetrochuk@walsh.edu

Marketing Education / Experiential Learning

Dr. Kirsten Passyn
 The Citadel
 Email: kpassyn@citadel.edu

Marketing Research / Analytics

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