



2022 Atlantic Marketing Association Conference



Savannah, Georgia
September 28 – October 1

Greetings from the 2022 Atlantic Marketing Association Program Chair

It is my pleasure to welcome you to the 2022 Atlantic Marketing Association (AtMA) conference in historic and beautiful Savannah, Georgia! The 2022 Conference marks our 47th year as an organization. This conference has always enjoyed a reputation for providing a supportive and nurturing environment for presenting ideas, providing collaborative opportunities, and serving as a venue for developing long term friendships.

The 2022 conference promises to be as exciting as ever. With nearly seventy papers, abstracts, and special sessions (including student papers) across eighteen tracks, there are many opportunities for participants to engage in any number of sessions discussing the unique challenges that marketing academics and practitioners face in an ever-changing, global business environment. You are thus encouraged to sit in on as many sessions as possible, engage in discussions, and then take away ideas that will benefit both your teaching and research.

While looking through the program for sessions to attend, please keep in mind that we offer a complimentary hospitality suite during select nights of the conference as well as a luncheon on Friday afternoon. I look forward to meeting and greeting everyone and hope that you will all enjoy the conference and the Savannah location.

A special thank you goes out to the faculty and staff volunteers who worked diligently alongside me in putting this conference program together.

In closing, thank you for choosing the AtMA conference as an outlet for presenting your work.

*George Stone
2022 AtMA Program Chair*

2022 AtMA Conference

Important Reminders

Hotel:

The *Courtyard By Marriott Savannah Downtown/Historic District* hotel at 415 W Liberty Street, Savannah, GA., is conveniently located within walking distance of restaurants and waterfront pubs in one direction, and the beautiful oak lined park squares/historic antebellum homes in the other. If you're of the mind to see the Atlantic Ocean, Tybee Island is only 20 minutes' drive from downtown Savannah. Late September should provide pleasant temperatures for exploring historic Savannah.

Registration/Information:

The registration table will be open every morning during the conference starting at 7:30 AM. If you check in after 1 PM, you can pick up your registration materials from 7:00 PM to 10:00 PM in the Hospitality Suite.

Hospitality Suite:

A tradition of the AtMA is the Hospitality Suite. Snacks, beer and wine are complimentary, so please join us Wednesday, Thursday, and Friday nights from 7:00 PM - 10:00 PM. If you are coming in town Wednesday, please ask at check-in for the room location. It is a great place to mingle and get to know other attendees. So please stop by!

Meeting Rooms:

The meeting rooms for presentations are: Boynton Room, Liberty Room, and Board Room.

Board Meeting:

The 2022 AtMA Board of Directors meeting is set for Friday morning from 8:00 - 9:30 AM.

Awards Luncheon:

Mmm...Food! The annual AtMA luncheon will be held on Friday from 1:00 PM - 2:30 PM. Please plan to attend, as the lunch is included in the registration fee. This is also where we take time to recognize outstanding papers in tracks, top student paper, and the top paper in the conference.

2022 AtMA Conference Board of Directors

President

Dr. Liz Alexander, Marshall University

Program Chair/President Elect

Dr. George W. Stone, North Carolina A&T State University

Executive Director

Dr. Brian R. Kinard, University of North Carolina Wilmington

Associate Executive Director

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Assistant Executive Director

Dr. Jennifer Hutchins, Kennesaw State University

Proceedings Editor

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Webmaster

Ms. Laura Robinson, Kennesaw State University

Registration

Ms. Tyra Burton, Kennesaw State University

Board Members

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Dr. Joseph Cangelosi, University of Central Arkansas

Dr. Diane R. Edmondson, Middle Tennessee State University

Dr. Michael A. Jones, Southeastern Louisiana University

Dr. Kimball Marshall, Alcorn State University

Dr. Lucy Matthews, Middle Tennessee State University

Dr. Peggy Shields, University of Southern Indiana

Dr. Alan D. Smith, Robert Morris University

Dr. Blaise Waguespack, Embry-Riddle Aeronautical University

Atlantic Marketing Association Records

Year	President	Program Chair	Location	Proceedings Editor
2023	George Stone	Jon Littlefield	TBD	Laura Robinson
2022	Elizabeth Alexander	George Stone	Savannah	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 R. 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 28, 2022

7:00 PM - 10:00 PM

Registration/Hospitality Suite (Ask Reception for Location);
Light refreshments (beer/wine/soda) and snacks will be served.

At-A-Glance
Thursday, September 29, 2022

7:30 AM - 1:00 PM

Registration

8:00 AM - 9:30 AM

- 1.1. Developing Engaged and Professional Students
- 1.2. Customer Retention in Retailing, Promotion & Advertising
- 1.3. Case Studies

9:45 AM - 11:15 AM

- 1.4. Consumer Behavior
- 1.5. Health Care Marketing
- 1.6. Issues in Supply Chain Management

11:30 AM - 1:00 PM

- 1.7. Green Marketing/Sustainability GEO Marketing:
- 1.8. Arts and Entertainment
- 1.9. Issues in Internet & Social Media Marketing

7:00 PM - 10:00 PM

Registration/Hospitality Suite

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

At-A-Glance
Friday, September 30, 2022

7:30 AM - 1:00 PM

Registration

8:00 AM - 9:30 AM

- 2.0. AtMA Board of Directors Meeting
- 2.1. Entrepreneurship/Small Business Marketing
- 2.2. Marketing Strategy
- 2.3. Marketing Education

9:45 AM - 11:15 AM

- 2.4. The Future of Supply Chain Management, Transportation, and Logistics
- 2.5. Personal Selling
- 2.6. Methods for Teaching Diversity, Ethics, and Community Engagement

11:30 AM - 1:00 PM

- 2.7. Consumer Behavior/Marketing Research
- 2.8. Social Media Marketing/Social Media Promotions and Consumer Contribution
- 2.9. Services Marketing

1:00 PM - 2:30 PM

Atlantic Marketing Association Awards Luncheon (Hotel Restaurant)

7:00 PM - 10:00 PM

Registration/Hospitality Suite

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

At-A-Glance
Saturday, October 1, 2022

7:30 AM - 10:00 AM

Registration

8:00 AM - 9:30 AM

- 3.1. Sports Marketing and Other Selected Topics
- 3.2. Student Paper Session #1

9:45 AM - 11:15 AM

- 3.3. Student Paper Session #2
- 3.4. TBA

11:30 AM - 1:00 PM

- 3.5. TBA
- 3.6. TBA

Thursday, September 29, 2022
8:00 AM – 9:30 AM

Session 1.1: Developing Engaged and Professional Students

Room: Boynton Room

Session Chair: Kirsten Passyn, The Citadel; kpassyn@citadel.edu

(#1671) *Awareness of College of Business Student Professional Organizations Among Business Students at a Regional State University: 2021 and 2022*

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

Joe Cangelosi, *Central Arkansas University*; joec@uca.edu

Cally Berner, *Southeastern Louisiana University*; cally.berner@selu.edu

Julie Nunemacher, *Southeastern Louisiana University*; julie.nunemacher@selu.edu

(#1668) *Bridging the Gap: Perception and Certainty*

Elizabeth C. Alexander, *Marshall University*; alexanec@marshall.edu

Monisha Gupta, *Marshall University*; guptam@marshall.edu

Paige Leonard, *Marshall University*; leonard64@marshall.edu

(#1627) *Practitioner Opinions about the Pros and Cons of a Marketing Faculty Internship Influenced by Political Views*

William T. Neese, *Troy University*; wneese@troy.edu

Frank Thompson, *Troy University*; wfthompson@troy.edu

Charla Brown, *Troy University*; cbrown1@troy.edu

(#1644) *Can You Teach Professionalism?*

Kirsten Passyn, The Citadel; kpassyn@citadel.edu

Thursday, September 29, 2022
8:00 AM – 9:30 AM

Session 1.2: Customer Retention in Retailing, Promotion & Advertising

Room: Liberty Room

Session Chair: Jianping (Coco) Huang, Jacksonville State University;
jhuang@jsu.edu

(#1631) *What's in a Name? Public Perceptions of Multi-level Marketing*

Robert Peterson, University of Texas, Austin; rap@austin.utexas.edu

(#1667) *Cheers! Exploring Consumer Perceptions of No and Low-Alcohol Beer Messaging*

Brian R. Kinard, University of North Carolina – Wilmington; kinardb@uncw.edu

(#1641) *You Won't Believe What She Looks Like Now! Celebrity Clickbait and the Knowledge Gap*

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

Thursday, September 29, 2022
8:00 AM – 9:30 AM

Session 1.3: Case Studies

Room: Board Room

Session Chair: George D. Shows; Appalachian State University,
showsgd@appstate.edu

(#1620) *Is the Customer Always Right? A Common Service-Related Issue in the Sport Arenas*

Steve Chen, Morehead State University; s.chen@moreheadstate.edu
Christy L. Trent, Morehead State University; cltrent@moreheadstate.edu
William Wellman, Morehead State University; wawellman@moreheadstate.edu

(#1658) *Mental Model of Dilemma of Technological Shifts and Generational Gaps? Incorporated from the Musings of an Octogenarian*

Madhavi Chakrabarty, Rutgers; madhavi.chakrabarty@rutgers.edu

Thursday, September 29, 2022
9:45 AM – 11:15 AM

Session 1.4: Consumer Behavior

Room: Board Room

Session Chair: Kimberly R. McNeil; North Carolina A&T State University;
krmcneil@ncat.edu

(#1638) *Charm Pricing in Real Estate; Impact by Price Segment and Market Conditions*

Jason Beck, Georgia Southern University; jbeck@georgiasouthern.edu
Lindsay Levine, Georgia Southern University; lindsaylevine@georgiasouthern.edu
Michael Toma, Georgia Southern University; mtoma@georgiasouthern.edu

(#1645) *Can You Mix Emotions for Intensity & Intention?*

Kirsten Passyn; The Citadel; kpassyn@citadel.edu

(#1655) *How to Increase Visibility of Black-Owned Business: The Impact of Sharing Minority Identity on Consumers' Attitude in Online Shopping*

Min Chung Han, Kean University, mihan@kean.edu

Thursday, September 29, 2022
9:45 AM – 11:15 AM

Session 1.5: Health Care Marketing

Room: Boynton Room

Session Chair: Rebecca Burcham, Lipscomb University;
rebecca.burcham@lipscomb.edu

(#1616) *Consumer Acquisition and Dissemination of COVID-Related PHCI on Social Media & Networks*

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

(#1640) *Convincing Consumers to get Jabbed Through Health Message Framing*

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

Joseph French, University of Northern Colorado; joseph.french@unco.edu

Mike Martin, University of Northern Colorado; michael.martin@unco.edu

Anita Radon, Sodertorn University; anita.radon@sh.edu

(#1637) *The Interaction of Front-of-Package Food Processing Claims and Disclosures for Ultra-Processed Products*

Scott Burton, University of Arkansas; sburton@walton.uark.edu

Garett Ryback, University of Arkansas; grybak@uak.edu

Thursday, September 29, 2022
9:45 AM – 11:15 AM

Session 1.6: Issues in Supply Chain Management

Room: Liberty Room

Session Chair: Arim Park, North Carolina A&T State University;
apark@ncat.edu

(#1629) *Exploring Food Delivery Platform and Sustainable Business Model: A Topic Modeling Approach*

Jiyeon An, Fayetteville State University; drjiyeonan@gmail.com

(#1648) *Unplanned Shopping and Spending Behavior of Organic Grocery Products During In-Store Shopping: Effects of Consumer Innovativeness Traits and Digital/Traditional Promotions*

Dale A. Cake, Savannah State University; caked@savannahstate.edu

Wooyang Kim, Minnesota State University, Moorhead; wooyang.kim@mnstate.edu

Vikas Agrawal, Jacksonville University; vagrava@ju.edu

Douglas Johansen, Jacksonville University; djohans@ju.edu

(#1657) *CSA 2010's Basic Metrics and Motor Carrier Profitability*

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

Thursday, September 29, 2022
11:30 AM – 1:00 PM

Session 1.7: Green Marketing/Sustainability GEO Marketing:

Room: Board Room

Session Chair: Mark J. Sciuchetti, Jacksonville State University;
msciuchetti@jsu.edu

(#1636) *Putting People First: Female CEO's and Rational CSR*

Prachi Gala, Kennesaw State University; pgala4@kennesaw.edu
Duncan Nichol, Union University; dnicol@uu.edu

**(#1675) *How Do We Get the World Around Us: Using GIS for Nonprofits
Community Engagement***

Mark J. Sciuchetti, Jacksonville State University; mschiuschetti@jsu.edu
Jianping (Coco) Huang, Jacksonville State University; jhuang@jsu.edu

(#1652) *Blockchain Technology in Managing Supply Chain Disruptions*

Asit Bandyopadhyay, Austin Peay State University; bandyopadhyaya@apsu.edu

Thursday, September 29, 2022
11:30 AM – 1:00 PM

Session 1.8: Arts and Entertainment

Room: Boynton Room

Session Chair: Jon Littlefield, Dalton State College; jlittlefield@daltonstate.edu

(#1639) *Millennial Views on Crypto Art Value, Materialism, and the Environment*

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

Tim Schauer, University of Lynchburg; schauer_ti@lynchburg.edu

(#1643) *Video Streaming Services and Marketing Theory*

Stephen Carlson, Piedmont University; scarlson@piedmont.edu

(#1659) *Marketing Art to Children*

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

William P. Williams, Concord University; williams@concord.edu

Thursday, September 29, 2022
11:30 AM – 1:00 PM

Session 1.9: Issues in Internet & Social Media Marketing

Room: Liberty Room

Session Chair: Pamela Dembla, Kennesaw State University;
pdembla@kennesaw.edu

(#1635) *Explaining the Privacy Paradox Using Social Justice Theory*

Mona Sinha, Kennesaw State University; msinha1@kennesaw.edu
Jennifer Hutchins, Kennesaw State University; jhutch35@kennesaw.edu
David Burns, Kennesaw State University; dburns@kennesaw.edu

(#1646) *Exploration of Dimensionality in NFTs, Blockchain, and Cryptocurrencies*

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

(#1654) *Do Your Boredom and Loneliness Lead You to Live-Streaming Shopping?*

Min Chung Han, Kean University; mihan@kean.edu
Anastasia Manes, Kean University; manesa@kean.edu
Katya Guerra, Kean University; guerrkat@kean.edu

(#1662) *A Look at the Future of Fashion in the Metaverse*

Heather Morgan, Kennesaw State University; hmorga29@kennesaw.edu
Thomas Tanner, Bloomsburg University of Pennsylvania; ttanner@bloomu.edu

Friday, September 30, 2022
8:00 AM – 9:30 AM

**Session 2.0: Atlantic Marketing Association Board of Directors
Meeting**

Room: Hospitality Suite

Friday, September 30, 2022
8:00 AM – 9:30 AM

Session 2.1: Entrepreneurship/Small Business Marketing

Room: Board Room

Session Chair: Terry Damron, Austin Peay University; damront@apsu.edu

(#1619) *CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation*

Prachi B. Gala, Kennesaw State University; pgala4@kennesaw.edu

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

(#1632) *Can Entrepreneurial Marketing Provide an Economic Model for Small and Emerging Firms?*

John X. Volker, Austin Peay State University; volkerj@apsu.edu

Michael D. Phillips, Austin Peay State University; phillipsm@apsu.edu

Friday, September 30, 2022
8:00 AM – 9:30 AM

Session 2.2: Marketing Strategy

Room: Boynton Room

Session Chair: TBD

(#1624) *The Effects of Strategic Alliances on Marketing Efforts: The Roles of Cooperation*

Tommy Hsu, Tarleton State University; hsu@tarleton.edu

(#1628) *Social Media Sentiment and Firm Cash Flow*

Chanchal Tamrakar, Georgia Southern University; ctamrakar@georgiasouthern.edu

Tae-Hyung Pyo, University of Idaho; tpyo@uidaho.edu

Thomas Gruca, University of Iowa; thomas-gruca@uiowa.edu

(#1673) *Impact of Cause Related Marketing Participation and the Black Lives Matter Movement on Company Image*

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

Friday, September 30, 2022
8:00 AM – 9:30 AM

Session 2.3: Marketing Education

Room: Liberty Room

Session Chair: William T. Neese, Troy University; wneese@troy.edu

(#1626) *How Politics Affects Practitioner Attitudes of Marketing Faculty Interns*

William T. Neese, Troy University; wneese@troy.edu
Frank Thompson, Troy University; wftompson@troy.edu
Charla Brown, Troy University; cbrown1@troy.edu

(#1666) *The Benefits of Faculty Learning Communities: Improving Both Faculty and Student Outcomes*

Tyra Burton, Kennesaw State University; tburto13@kennesaw.edu

(#1656) *Generational Perception Differences Among Faculty Regarding Smartphones and Tablets in the College Classroom*

Ronda G. Henderson, Middle Tennessee State University; ronda.henderson@mtsu.edu

(#1633) *Teaching Strategies for Faculty Facing Heightened Student Needs and Dwindling Institutional Support*

Mee-Shew Cheung, Xavier University; cheungm@xavier.edu
Hema Krishnan, Xavier University; krishnan@xavier.edu
Mina Lee, Xavier University; leem1@xavier.edu

Friday, September 30, 2022
9:45 AM – 11:15 AM

**Session 2.4: The Future of Supply Chain Management,
Transportation, and Logistics.**

Room: Board Room

Session Chair: Arim Park, North Carolina A&T State University; apark@ncat.edu

(#1623) *Trucking and Road Transportation Trends in the Logistics Industry*

Alan D. Smith, Robert Morris University; smith@rmu.edu

**(#1622) *Supply Chain and Warehousing Management Strategies in Western
PA Grocery Industry***

Alan D. Smith, Robert Morris University; smith@rmu.edu

**(#1670) *Applying Transactive Memory to the Supply Chain: A Conceptual
View***

Ania I. Rynarzewska, Georgia College and State University;
ania.rynarzewska@gmail.com

Larry C. Giuniper, Florida State University; igiuniper@cob.fsu.edu

Diane Denslow, University of North Florida; ddenslow@unf.edu

Friday, September 30, 2022
9:45 AM – 11:15 AM

Session 2.5: Personal Selling

Room: Boynton Room

Session Chair: Kirsten Passyn, The Citadel; kpassyn@citadel.edu

(#1618) *Increasing Salesperson Engagement through Autonomy and Creativity*

Diane R. Edmondson, Middle Tennessee State University;

diane.edmondson@mtsu.edu

Lucy Matthews, Middle Tennessee State University; lucy.matthews@mtsu.edu

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

(#1661) *Examining the Long-Term Impacts of the COVID-19 Disruptions on B2B Selling: A Review and a Scenario Analysis Framework for Planning*

Memo Diriker, Salisbury University; mfdiriker@salisbury.edu

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

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

(#1649) *Did Covid-19 Make Professional Sales Obsolete in Business-to-Business Transactions?*

Laura Robinson, Coles College; lrobin39@kennesaw.edu

Friday, September 29, 2022
9:45 AM – 11:15 AM

**Session 2.6: Methods for Teaching Diversity, Ethics, and
Community Engagement**

Room: Liberty Room

Session Chair: Michelle Carpenter, Old Dominion University; mcarpent@odu.edu

(#1630) *Whose Job is it to Foster Inclusivity in Higher Ed? Everyone!*

Michelle Carpenter, Old Dominion University; mcarpent@odu.edu
Kaitlyn Ukleja, Old Dominion University; kaitlyn.ukleja@gmail.com

**(#1653) *A Nudge for Marketing Education to be more Intentional about
Inclusion***

Mario Norman, Clayton State University; marionorman@clayton.edu

**(#1664) *Beyond Learning Ethics in Marketing Classes: White-Collar Crime
Introduced to Sales Curriculum***

Linda Mullen, Georgia Southern University; lgmullen@georgiasouthern.edu

**(#1634) *Why Students Recognize the Benefits of Participating in Community
Engagement Projects: A Case Study in a Social Media Marketing Class***

Joie S. Hain, Clayton State University; lindahain@clayton.edu
Anita Whiting, Clayton State University; anitawhiting@clayton.edu

Friday, September 30, 2022
11:30 AM – 1:00 PM

Session 2.7: Consumer Behavior/Marketing Research

Room: Boynton Room

Session Chair: Kimberly R. McNeil, North Carolina A&T State University;
krmcneil@ncat.edu

(#1660) *Consumer Behavior and Bandage Purchases.*

Janel Bell Haynes, Alabama A&M University; janel.bell@aamu.edu
Sara B. Kiser, Alabama State University; skiser@alasu.edu
Alexandria Wiggins; Alabama State University
Marion Zaino, Alabama State University; mzaino@alasu.edu

(#1663) *Analysis of Consumer Response to Online Same-day Grocery Delivery Service: The Case of Korea*

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

(#1665) *Access-Based Consumption and Identity*

Ayesha Tariq, Troy University; atarig@troy.edu
Thomas Baker; University of Alabama; tbaker@cba.ua.edu

(#1672) *Generating Clicks: Display Advertising Within Social Media*

Thomas Tanner, Bloomberg University of Pennsylvania; ttanner@bloomu.edu
Ronda Mariani, Bloomberg University of Pennsylvania; rmariani@bloomu.edu

Friday, September 30, 2022
11:30 AM – 1:00 PM

**Session 2.8: Social Media Marketing/Social Media Promotions
and Consumer Contribution**

Room: Liberty Room

Session Chair: Tyra Burton, Kennesaw State University; tbuto13@kennesaw.edu

**(#1625) *The New Norm for Sales Professionals: Impact of Technology
During Environmental Turbulence***

Michael Rodriguez, Campbell University; mrodriguez@campbell.edu

Stephanie Boyer, Bryant University; sboyer@bryant.edu

**(#1669) *A Research Typology for Investigating the Power of Social Media on
the College Choice Process***

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

**(#1674) *Not All Emotions Are Created Equal in Social Media Marketing, A
Case of Savannah Bananas***

Jen Jones, Mercer University; jenniferjones1246@gmail.com

Ania Izabela Rynarzewska, Georgia College & State University;

ania.rynarzewska@gmail.com

**(#1677) *Social Media Influencer Perceived Source Credibility Scale
Validation and Consumer Attitudes Toward the Brand: An Exploratory
Study in Urban India***

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

Christy M. Cook, Appalachian State University; cookcm@appstate.edu

Friday, September 29, 2017
11:30 AM – 1:00 PM

Session 2.9: Services Marketing

Room: Board Room

Session Chair: Monisha Gupta, Marshall University; guptam@marshall.edu

(#1642) *Importance of Emotional Intelligence in Delivering Services: Nature of Service of Robot and Customer Interactions.*

Valentina Hurtado Uribe, Missouri State University;
hurtadouribe123@live.missouristate.edu

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

M. Meral Anitsal, Tennessee Tech University; manitsal@tntech.edu

(#1647) *How Perceived Movement Influences Consumer Responses to Brand Failures*

Laura Boman, Mercer University; lauraboman@gmail.com

Friday, September 30, 2022
1:00 PM – 2:30 PM

Atlantic Marketing Association Awards Luncheon

Location: Hotel Restaurant



KEEP
CALM
IT'S
LUNCH
TIME

Saturday, October 1, 2022
8:00 AM – 9:30 AM

Session 3.1: Sports Marketing and Other Selected Topics

Room: Boynton Room

Session Chair: Ania Izabela Rynarzewska, Georgia College & State University;
ania.rynarzewska@gmail.com

(#1676) *Does a Satisfied Customer Care About Price? A Study of the Moderating Effects of Switching Barriers on the Relationship Between Customer Satisfaction and Price Sensitivity in the Health and Fitness Club Industry*

Lei Ouyang, Marshall University; ouyangl@marshall.edu

****(#1082) *Second Chances and Relationship Do-Overs: Soccer Fans' Responses to the Super League and their Clubs' Attempts to Win Them Back.***

Laurel Johnston, Western Kentucky University; laurel.johnston594@topper.wku.edu
Vassilis Dalakas, California State University-San Marcos; vdalakas@csusm.edu
Joanna P. Melancon, Western Kentucky University; joanna.phillips@wku.edu

(#1650) *The Evolving Impact of the National Anthem Protest and COVID on High School Interest in NFL Football: An Exploratory Investigation of High School Student Interest in the 2021-2022 Super Bowl*

George W. Stone, North Carolina A&T; gwstone@ncat.edu
Michael A. Jones, Southeastern Louisiana State University; mijone@selu.edu

(#1651) *You Chose Me, I Didn't Choose You...Can We Both Be Happy? Customer Satisfaction without Customer Choice*

Kimberly Grantham, University of Georgia; kdg@uga.edu

****Student Paper**

Saturday, October 1, 2022
8:00 AM – 9:30 AM

Session 3.2: Student Paper Session #1

Room: Liberty Room

Session Chair: Session Chair: Mark J. Sciuchetti, Jacksonville State University;
mschiuschetti@jsu.edu

(#1084) *Natural Disasters Effects on the Economy*

Allie Field, Jacksonville State University; alliefield333@gmail.com

(#1085) *Using Geofencing to Analyze Local Economic Impact During an Annual Mountain Biking Festival*

Annie Kelley, Jacksonville State University; akelley3@stu.jsu.edu

(#1087) *Tourism, Mapping, Retail and Recreational Trails: A Case Study of connectivity between trails and adjacent downtowns in Anniston, Alabama, USA*

Jennifer Green, Jacksonville State University; jngreen@jsu.edu

Saturday, October 1, 2022
9:45 AM – 11:15 AM

Session 3.3: Student Paper Session #2

Room: Liberty Room

Session Chair: Session Chair: Jennifer Hutchins, Kennesaw State University;
jhutch35@kennesaw.edu

(#1080) *Social Media Addiction and its Effects on Open Mindedness*

Emily Baldwin, LeMoyne College; baldwiam@lemoyne.edu

(#1081) *The CBD Industry- A Silent Growing Giant*

Sara Adkinson, Jacksonville State University; sadkinson@stu.jsu.edu
Jianping (Coco) Huang, Jacksonville State University; jhuang@jsu.edu

(#1083) *Physical and Social Activity in the Age of COVID: An Exploratory Investigation of Whether Being Physically and Socially Active Helped HBCU Students Reduce Mental Anxiety and Emotional Stress During the COVID Era*

Mikayla McDaniel, North Carolina A&T; mbmcdaniel@aggies.ncat.edu

(#1086) *Manufacturing “Hits”: A Data-Driven AI Approach to Releasing a Pop Song in 2022*

Jessica Birk, Rutgers University; jessica.birk@rutgers.edu
Madhavi Chakrabarty, Rutgers University; madhavi.chakrabarty@rutgers.edu

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apark@ncat.edu

Case Studies: George D. Shows, Appalachian State University;
showsgd@appstate.edu

Consumer Behavior: Kimberly R. McNeil, North Carolina A&T State University;
krmcneil@ncat.edu

Digital Marketing/Marketing Technology: Pamela Dembla, Kennesaw State
University; pdembla@kennesaw.edu

Entrepreneurship / Small Business Marketing: Terry Damron, Austin Peay
University; damront@apsu.edu

Global Marketing: Cynthia Hanson, High Point University; chanson@highpoint.edu

Green Marketing/Sustainability/GEO Marketing: Mark J. Sciuchetti,
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Health Care Marketing: Rebecca Burcham, Lipscomb University;
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Marketing Education/Experiential: Kirsten Passyn; The Citadel;
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