



2024 Atlantic Marketing Association Conference



Charleston, SC

September 26 – 28, 2024

Greetings from the 2024 Atlantic Marketing Association Program Chair

Welcome to the 2024 Atlantic Marketing Association (AtMA) conference!

This marks our 49th year as an organization. In that time, we have consistently and purposefully maintained a reputation for offering a collegial and supportive environment for sharing ideas, developing collaborative relationships, and forming friendships.

Over the coming days, you will find ample opportunities to explore a wide array of ideas presented across 21 unique sessions. I encourage you to attend and actively participate in as many sessions as possible, growing your own research agenda and helping others further develop theirs.

As you plan your days, note we will have coffee and pastries in the conference area at 7:30 AM. to start your day and a hospitality suite available from 7:00 – 10:00 PM. on weeknights to wind down and socialize with your colleagues. On Friday, we will recognize award-winning scholarship and honor the colleagues who make this conference possible during our awards luncheon.

Heartfelt thanks to our track chairs, reviewers, session chairs, and the “behind-the-scenes” team at Kennesaw State University for making this conference possible.

May you find the coming days a source of inspiration and new connections.

*Terry Damron
2024 AtMA Program Chair*

2024 AtMA Conference

Important Reminders

Hotel:

Hyatt Place Charleston/Historic District offers easy access to stunning beaches, the South Carolina Aquarium and the interactive Children's Museum of the Lowcountry. Stunning city views are visible from the rooftop bar.

Registration/Information:

Located in the Grand Magnolia Foyer, the registration table is open from 7:30 AM – 1:00 PM. each day. Checking in after 1:00 PM.? Pick up your registration materials from 7:00 – 10:00 PM in the Hospitality Suite.

Hospitality Suite:

Our Hospitality Suite offers complimentary snacks, beer, and wine from 7:00 – 10:00 PM on Wednesday, Thursday, and Friday nights. Arriving on Wednesday? Be sure to ask for the guest room location (TBD) so you can come connect!

Meeting Rooms:

Sessions will occur in the following rooms: Jessamine, Palmetto/Carolina, and Grand Magnolia A.

Board Meeting:

The 2024 AtMA Board of Directors meeting occurs from 8:00 – 9:30 AM on Friday.

Awards Luncheon:

Join us for the complimentary AtMA luncheon from 12:00 – 1:00 PM on Friday. During this time, we will recognize outstanding track submissions, student work, and the best papers of the conference.

2024 AtMA Conference Board of Directors

President

Dr. Jon Littlefield, Dalton State College

Program Chair/President Elect

Dr. Terry Damron, Austin Peay State University

Executive Director

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

Associate Executive Director

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Dr. Jennifer Hutchins, Kennesaw State University

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Ms. Laura Robinson, Kennesaw State University

Webmaster

Ms. Laura Robinson, Kennesaw State University

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Dr. Diane R. Edmondson, Middle Tennessee State University

Dr. Michael A. Jones, Southeastern Louisiana University

Dr. Lucy Matthews, Middle Tennessee State University

Dr. Alan D. Smith, Robert Morris University

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

Dr. Blaise Waguespack, Embry-Riddle Aeronautical University

Atlantic Marketing Association Records

Year	President	Program Chair	Location	Proceedings Editor
2024	Jon Littlefield	Terry Damron	Charleston	Laura Robinson
2023	George Stone	Jon Littlefield	Wilmington	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 R. 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	
1981-1977 (*RNA)				
1976		M. Wayne Delozier, Dale M. Lewison, & Ruth Andress R	*RNA	

*RNA- Records Not Available

At-A-Glance
Wednesday, September 25, 2024

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 26, 2024

7:30 AM - 1:00 PM

Registration

8:00 AM - 9:30 AM

- 1.1. Marketing Education: AI in the Classroom
- 1.2. Consumer Behavior: Online Reviews, AI & Inclusivity
- 1.3. Salesforce Management

9:45 AM - 11:15 AM

- 1.4. Consumer Privacy, Visual Processing, and Perceptions of Direct Selling
- 1.5. Marketing Education: Recruiting and Engaging Students
- 1.6. Social Media Marketing

11:30 AM - 1:00 PM

- 1.7. Current Issues in Healthcare Marketing
- 1.8. Consumer Behavior: Consumer Preferences and Intentions
- 1.9. Breaking Boundaries and Betting Odds: New Frontiers in Sports 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 27, 2024

7:30 AM - 1:00 PM

Registration

8:00 AM - 9:30 AM

- 2.0. *AtMA Board of Directors Meeting*
- 2.1. Digital Transformation and AI
- 2.2. Services Marketing
- 2.3. Exploring Trends, Issues & Branding in Marketing Strategy

9:45 AM - 11:15 AM

- 2.4. Modern AI and Innovative Business Advertising
- 2.5. Sales Innovation
- 2.6. It's All About Effectiveness, Attitude, and Intention

12-1 PM

Atlantic Marketing Association Awards Luncheon (Grand Magnolia B)

7:00 PM - 10:00 PM

Registration/Hospitality Suite

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

At-A-Glance
Saturday, September 28, 2024

7:30 AM - 10:00 AM

Registration

8:00 AM - 9:30 AM

- 3.1. Marketing Education: Innovations in the Classroom
- 3.2. Logistics and Supply Chain
- 3.3. Student Research: Public Policy and Consumer Behavior Issues

9:45 AM - 11:15 AM

- 3.4. Geomarketing
- 3.5. Case Studies and Marketing Analytics
- 3.6. Marketing Menagerie

Thursday, September 26, 2024
8:00 AM – 9:30 AM

Session 1.1: Marketing Education: AI in the Classroom

Room: Jessamine

Session Chair: Emory Hiott, Charleston Southern University; ehiott@csuniv.edu

ChatGPT in Higher Education: How to Navigate and Incorporate (1809)

Emory Hiott, Charleston Southern University; ehiott@csuniv.edu

Darin L. Gerdes, Charleston Southern University; dgerdes@csuniv.edu

Man vs. Machine: Who Gets Better MBA Grades? (1758)

Kirsten Passyn, The Citadel; kpassyn@citadel.edu

Mark Rosenbaum, The Citadel; mrosenba@citadel.edu

Thursday, September 26, 2024
8:00 AM – 9:30 AM

Session 1.2: Consumer Behavior: Online Reviews, AI & Inclusivity

Room: Palmetto/Carolina

Session Chair: Elizabeth Alexander, Marshall University; alexanec@marshall.edu

Exploring the Impact of Online Reviews Perceived Trustworthiness and Consumer Engagement on Buying Behaviors (1801)

Ronda Mariani; rmariani@commonwealthu.edu

Heather Morgan, Kennesaw State University; hmorga29@kennesaw.edu

Would You Like an AI Upgrade With That? (1795/1785)

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

The Effect of AI Disclosure on Donation Intentions (1793)

Jihoon Jhang, University of Central Arkansas; jjhang@uca.edu

Da'Mya Brittian, University of Central Arkansas; dbrittian@cub.uca.edu

Inclusive Marketing Campaigns: Building the Business and Social Cohesion (1798)

Yvette Lynne Bonaparte; North Carolina Central University;

bonapartephd@gmail.com

Thursday, September 26, 2024
8:00 AM – 9:30 AM

Session 1.3: Salesforce Management

Room: Grand Magnolia A

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

The Influence of Job Embeddedness on Voluntary Salesforce Turnover (UNK)

Isaiah Waterhouse, Dalton State College; iwaterhouse@daltonstate.edu

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

Counterproductive Work Behaviors to Cope with Person-Organization Misfit (1796)

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

Subhra Chakrabarty, University of Eastern Oregon; schakrabarty@eou.edu

Thursday, September 26, 2024
9:45 AM – 11:15 AM

Session 1.4: Consumer Behavior: Consumer Privacy, Visual Processing, and Perceptions of Direct Selling

Room: Jessamine

Session Chair: Robert A. Peterson, University of Texas; rap@austin.utexas.edu

Tech Twists and Turns: Unveiling New Privacy Paradoxes of Technology for Later Adulthood Consumers (1789)

Anna Margulis, University of Quebec in Outaouais; anna.margulis@uqo.ca

Lavy Khoushinsky, Queen's University; khoushinsky.lavy@queensu.ca

Olga Antsygina, Carleton University; olgaantsygina@gmail.com

Marat Bakpayev, University of Minnesota; mbakpaye@d.umn.edu

A Note on Perceptions of Direct Selling (1780)

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

Navigation Bar Design Effects on Consumer Visual Processing (1773)

James Coyle, Miami University; coylejr@miamioh.edu

Thursday, September 26, 2024
9:45 AM – 11:15 AM

Session 1.5: Marketing Education: Recruiting and Engaging Students

Room: Palmetto/Carolina

Session Chair: Paige Gardiner, Southern Utah University; paigegardiner@suu.edu

Country Image in the Age of AI and Recruitment of International Students (1807)

Helena F. Allman, University of West Florida; hallman2@uwf.edu

Hilmi A. Atadil, University of West Florida; atadil@uwf.edu

Anton P. Fenik, Grand Valley State University; fenika@gvsu.edu

Student Perception of Perceived Enjoyment While Using Mobile Textbook Apps in Large Section Marketing Classes (1766)

Paige Gardiner, Southern Utah University; paigegardiner@suu.edu

Holly Hapke, University of Kentucky; holly.hapke@uky.edu

Thursday, September 26, 2024
9:45 AM – 11:15 AM

Session 1.6: Social Media Marketing

Room: Grand Magnolia A

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

The Effective Use of Social Media by Universities May Be More Complicated Than We Think: Toward a Better Understanding of Social Media's Impact on College-Related Decisions (1803)

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

Beyond the Screen: Unveiling Ethical Dimensions of Consumer Relationships with Virtual Influencers (1788)

Heather Morgan, Kennesaw State University; hmorga29@kennesaw.edu

La Toya M. Russell, John Carroll University; lrussell@jcu.edu

How The Sustainable Value-Action Gap Influences Alter Across Generations (1770)

Jessica Holden, Missouri State University; jh467s@missouristate.edu

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

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

Thursday, September 26, 2024
11:30 AM – 1:00 PM

Session 1.7: Current Issues in Healthcare Marketing

Room: Jessamine

Session Chair: Paige Gardiner, Southern Utah University; paigegardiner@suu.edu

Caring for Caregivers: A Health Care Marketing Opportunity (1804)

Yvette Lynne Bonaparte, North Carolina Central University;
bonapartephd@gmail.com

Unlocking the Potential of Social Media and Networks: Meditation Practices (1783)

Terry Damron, Austin Peay State University; damront@apsu.edu
Joseph Cangelosi, University of Central Arkansas; joec@uca.edu

Maladaptive Influences of Direct-to-Consumer Pharmaceutical Advertising: The Moderating Influence of Age and Consumer Loneliness (1765)

Sanjay Puligadda, Miami University; puligsan@miamioh.edu

Online Sexual and Reproductive Health Information: Consumer Dissemination on Social Media and Networks (1759)

Terry Damron, Austin Peay State University; damront@apsu.edu
Joseph Cangelosi, University of Central Arkansas; joec@uca.edu

Thursday, September 26, 2024
11:30 AM – 1:00 PM

Session 1.8: Consumer Behavior: Consumer Preferences and Intentions

Room: Palmetto/Carolina

Session Chair: Melek Meral Anitsal, Tennessee Tech University; manitsal@tntech.edu

Sustainability Challenges and Consumer Perceptions: A Cross-Generational Analysis (1769)

Bolormaa Chimed-Ochir, Missouri State University; bc557s@missouristate.edu

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

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

Exploring E-waste Recycling Intentions Among College Students in Taiwan and the U.S. (1764)

Julia E. Blose, College of Charleston; blosej@cofc.edu

Robert E. Pitts, College of Charleston; pittsr@cofc.edu

Y. Henry Xie, College of Charleston; xiey@cofc.edu

The Effect of Experiential and Material Purchases on Preference for Product-Country Image Labels (1761)

Ganga Urumutta Hewage, University of Memphis; gsrcmtthw@memphis.edu

Laura Boman, Kennesaw State University; lboman@kennesaw.edu

Thursday, September 26, 2024
11:30 AM – 1:00 PM

**Session 1.9: Breaking Boundaries and Betting Odds: New Frontiers
in Sports Marketing**

Room: Grand Magnolia A

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

***An Exploratory Investigation of College Student Betting Behaviors: How
Pervasive is Sports Betting in the Age of Legalized Gambling? (1794)***

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

Kirsten Passyn, The Citadel; kpassyn@citadel.edu

Michael A. Jones, Southeastern Louisiana University; majones@selu.edu

***Overcoming Negative Perceptions of the Sport of Hockey When Promoting
Hockey to African American Parents of Young Athletes: An Exploratory Study
of Potential Obstacles (1808)***

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

Friday, September 27, 2024
8:00 AM – 9:30 AM

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

Room: TBD

Friday, September 27, 2024
8:00 AM – 9:30 AM

Session 2.1: Digital Transformation and AI

Room: Jessamine

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

Smart Compassion: Engaging Donors with Virtual Reality to Donating Cash for Disaster Relief (1774)

Hee Yoon Kwon, The Citadel; hkwon@citadel.edu

Koray Ozpolat, University of Rhode Island; koray@uri.edu

Anis Triki, University of Rhode Island; trikianis@uri.edu

James Bezjian, The Citadel; jbezjian@citadel.edu

Using AI to Develop a Model for Conducting International B2B Sales without a Passport (1790)

Memo Diriker, Salisbury University; mfdiriker@salisbury.edu

Judi Billups, Salisbury University; mjbillups@salisbury.edu

Examining Digital Transformation in Maritime Logistics: A Big Data Perspective (1749)

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

Generative Artificial Intelligence in Professional Selling Course: The Art (and Science) of Prompt Engineering (1777)

Michael Rodriguez, Campbell University; mrodriguez@campbell.edu

Kevin J. Trainor, Marquette University; kevin.trainor@marquette.edu

Friday, September 27, 2024
8:00 AM – 9:30 AM

Session 2.2: Services Marketing

Room: Palmetto/Carolina

Session Chair: Shiyun Chen, Austin Peay State University; chens@apsu.edu

Brokerage Competition in Demographically Differing Neighborhoods: a 25-City Study (1763)

Jason Beck, Georgia Southern University; jbeck@georgiasouthern.edu

Small Value-add Local Food Retailer's COVID-19 and post-COVID-19 Strategies (1752)

Timothy Schauer; University of Lynchburg; schauer_tl@lynchburg.edu

LGBT Inclusive Healthcare Advertising and Purchase Intention (1802)

Ilgim Benoit, Appalachian State University; benoitid@appstate.edu

Jeffrey Foreman, Appalachian State University; foremanjr@appstate.edu

Friday, September 27, 2024
8:00 AM – 9:30 AM

Session 2.3: Exploring Trends, Issues & Branding in Marketing Strategy

Room: Grand Magnolia A

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

'Ghost Franchises' and Their Branding Challenges: Have They Eliminated Too Many 'Touchpoints'? (1744)

Marko Grünhagen, Eastern Illinois University; mgrunhagen@eiu.edu

Brand Voice: A Proposed Integrative Model Approach (1762)

Stephen Carlson, Piedmont University; scarlson@piedmont.edu

CEO Integrity's Influence on Firm Digital Orientation: How CMOs and Ad Intensity Drive Digital Orientation (1778)

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

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

Iason Koufodontis, University of the Aegean; ikouf@aegean.gr

Inflation and Interest Rates, Consequences and Prospects for Marketing (1768)

Francis R. Whitehouse Jr., Lynchburg College; whitehouse@lynchburg.edu

Friday, September 27, 2024
9:45 AM – 11:15 AM

Session 2.4: Modern AI and Innovative Business Advertising

Room: Jessamine

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

The Impact of User-Generated Content and Online Reaction Videos on the Marketing of Video Games (1753)

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

Trevor Golter, Middle Tennessee State University; ttg2s@mtmail.mtsu.edu

W. Randy Clark, Middle Tennessee State University; randy.clark@mtsu.edu

Marketing the Future of Radiology: How AI Integration Enhances Diagnostic Precision and Streamlines Clinical Workflows (1772)

Monisha Gupta, Marshall University; guptam@marshall.edu

Alberto Coustasse, Marshall University; coustassehen@marshall.edu

Jordan Watts Marshall University; watts172@marshall.edu

Promote Nonprofit Businesses through Generative AI (1805)

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

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

Friday, September 27, 2024
9:45 AM – 11:15 AM

Session 2.5: Sales Innovation

Room: Palmetto/Carolina

Session Chair: James Deconinck, Western Carolina University,
deconinck@email.wcu.edu

Generative AI's (GenAI) Impact on Sales Performance: An Empirical Study on Business-to-Business Sales Process (1782)

Michael Rodriguez, Campbell University; mrodriguez@campbell.edu

Mike Krush, Kansas State University, mikekrush@ksu.edu

Dawn Deeter-Schmelz, Kansas State University, ddeeter@ksu.edu

Insights on How to Align Sales Curriculum with the Modern Sales Environment (1776)

Lisa Scribner, University of North Carolina Wilmington; scribnerl@uncw.edu

Duleep Delpchitre, Illinois State University; dsdelp@ilstu.edu

Matthew Lastner, University of North Carolina Wilmington; lastnerm@uncw.edu

Antecedents and Outcomes of Servant Leadership: Implications for the Salesforce (1810)

James DeConinck, Western Carolina University; deconinck@wcu.edu

Andrew Carnes, Western Carolina University; amcarnes@wcu.edu

Julie Johnson-Busbin, Western Carolina University; jjohnson@wcu.edu

Friday, September 27, 2024
9:45-11:15 AM

Session 2.6: It's All About Effectiveness, Attitude, and Intention

Room: Grand Magnolia A

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

Does Fear, Regret, or Both Best Drive Ad Intention? (1756)

Kirsten Passyn, The Citadel; kpassyn@citadel.edu

Stimulus Codability and Attribute Typicality on Attitudes (1787)

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

Chris Shao, Tarleton State University; shao@tarleton.edu

A Proposed Model of Predictors for Effective Celebrity Clickbait (1797)

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

Face Presence in User-Generated Photos and its Effect on Review Helpfulness (1799)

Anh Dang, Northern Kentucky University; dangal@nku.edu

Bridget Nichols, Northern Kentucky University; nicholsb1@nku.edu

Mark Nichols, Amazon Web Services; menichols74@gmail.com

**Friday, September 27, 2024
12:00 -1:00 PM**

Atlantic Marketing Association Awards Luncheon

Location: Grand Magnolia B



**KEEP
CALM
IT'S
LUNCH
TIME**

Saturday, September 28, 2024
8:00 AM – 9:30 AM

Session 3.1: Marketing Education: Innovations in the Classroom

Room: Jessamine

Session Chair: Kelly Atkins, Eastern Tennessee State University; atkins@etsu.edu

Keys to Utilizing Teamwork Effectively in College Courses (1767)

Kelly G. Atkins, Eastern Tennessee State University; atkins@etsu.edu

Michelle S. Freeman, Eastern Tennessee State University; freemanms@etsu.edu

Building Community through Service Learning: Textual Analysis of Students' Blogs in PR Education (1775)

Mark Borchert, Houghton University; mark.borchert@houghton.edu

Adding Relevance with Experiential Learning: Engaging Alumni in the Development and Implementation of Selling Role Plays (1781)

Bill Bergman, University of Richmond; bbergman@richmond.edu

Jeffrey Carlson, University of Richmond; jcarlso2@richmond.edu

Faculty be the Nudge for Your Students' Personal Brand! (1760)

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

Saturday, September 28, 2024
8:00 AM – 9:30 AM

Session 3.2: Logistics and Supply Chain

Room: Palmetto/Carolina

Session Chair: Alan D. Smith, Robert Morris University; smitha@rmu.edu

The Impact of the Covid-19 Pandemic on the US Logistics Industry (1784)

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

Global Apparel Companies Adjusting their Supply Chain Strategies to Post-COVID-19 (1745)

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

Inventory Management and Radio Frequency Identification Utilization in Healthcare (1748)

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

Saturday, September 28, 2024
8:00 AM – 9:30 AM

Session 3.3: Student Research: Public Policy and Consumer Behavior Issues

Room: Grand Magnolia A

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

Navigating Copyright and Fair Use in Social Media (1097)

Rebecca Wettlaufer, Kennesaw State University; rwettlau@students.kennesaw.edu

Silence vs. Music: Which is Better for Brainstorming? (1095)

Victoria Passyn, Blessed Sacrament Catholic School; tpassyn@scbss.org

Lisa Montgomery, Blessed Sacrament Catholic School; lmontgomery@scbss.org

Kirsten Passyn, The Citadel; kpassyn@citadel.edu

Behavioral Intention, Perception of Potential Displacement, and Willingness to Adopt SUAS: Marketing Strategies Utilizing the Theory of Planned Behavior (1098)

Jordan Baus, Embry-Riddle Aeronautical University; bausj@my.erau.edu

Tamilla Curtis, Embry-Riddle Aeronautical University; tamilla.curtis@erau.edu

Ways Social Media Affects Multi-Level Marketing Companies (1096)

Rebecca Wettlaufer, Kennesaw State University; rwettlau@students.kennesaw.edu

Saturday, September 28, 2024
9:45-11:15 AM

Session 3.4: Geomarketing

Room: Jessamine

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

Sustainability and Technology Aspects of Supplier Performance

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

Geomarketing: Revolutionizing Market Strategies and Enhancing Spatial Decision-Making through AI-Driven Insights

Mark Sciuchetti, Jacksonville State University; msciuchetti@jsu.edu

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

Geo-Targeted Marketing with Placer Location AI

Tim Brooks, Placer.ai; tim.brooks@placer.ai

Saturday, September 28, 2024
9:45-11:15 AM

Session 3.5: Case Studies and Marketing Analytics

Room: Palmetto/Carolina

Session Chair: Stephen Carlson, Piedmont University; scarlson@piedmont.edu

***Gentrification, Poverty, And Investors' Influence On Vulnerable Populations:
A Market Perspective Case Study***

Doreen Sams, Georgia College and State University; doreen.sams@gcsu.edu

Mary Rickard, Georgia College and State University; mary.rickard@gcsu.edu

Aruna Sadasvian, Georgia College and State University; shankar.aruna@gmail.com

Controversy Associated with Red-Light Traffic Cameras

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

Anna Abdulmanova; abdulmanova@rmu.edu

***Team Selection Applications Using Subjective and Objective Factors: An
Analytic Approach***

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

Saturday, September 28, 2024
9:45-11:15 AM

Session 3.6: Marketing Menagerie

Room: Grand Magnolia A

Session Chair: Musa Pinar, Valparaiso University; musa.pinar@valpo.edu

Student Higher Education Experience Journey from High School to Career Transition: A Holistic Approach

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

Matthew Luth, Valparaiso University; matthew.luth@valpo.edu

Coleen Wilder, Valparaiso University; coleen.wilder@valpo.edu

Examining Net Promoter Score and Factors as Predictors of Recommending Influencers: From the Perspectives of Customer

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Impact of Hallyu on Korean Tourism

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Cross-cultural Insights for Customer Engagement with Access and Lateral Services Systems

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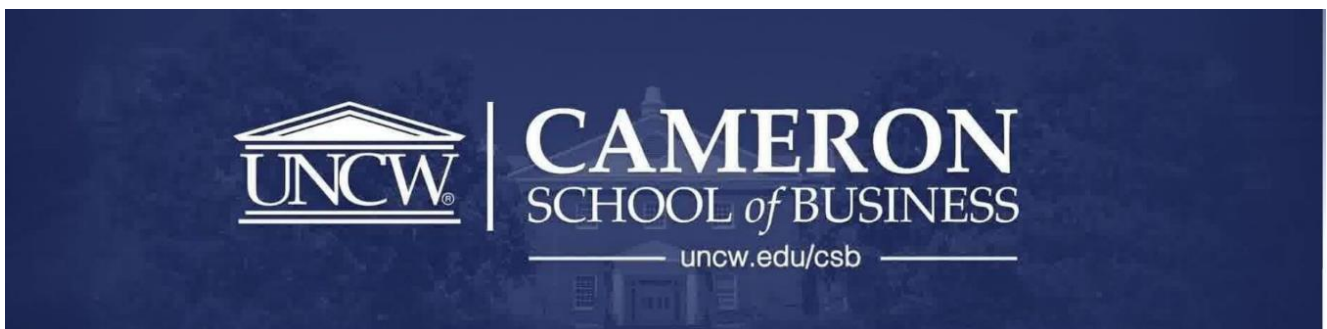
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