

## 2015 AtMA Best in Track

### Advertising

#### **The Effect of Advertorial Format and Copy Length on Attitudes of Female (Target) and Male (Non-Target) Audiences**

Cynthia B. Hanson, High Point University, [chanson@highpoint.edu](mailto:chanson@highpoint.edu)

### CB/Research

#### **Fitting Consumer Needs to Perceived Product Value: The Example of Apple versus Samsung Products**

Yi-Chia Wu, Tarleton State University, [yichiawu@tarleton.edu](mailto:yichiawu@tarleton.edu)

### Green Marketing/Sustainability

#### **An Exploratory Investigation of the Public's Attitude on the Effects of Global Warming: The Media's Role in Influencing Opinions as Moderated by Having Lived through a Major Storm**

George W Stone, North Carolina A&T State University, [gwstone@ncat.edu](mailto:gwstone@ncat.edu)

Percy Williams, North Carolina A&T State University

Britney Hamilton, North Carolina A&T State University

### Marketing Education

#### **College Students Use Social Networking Sites for Sharing with Friends, But Guess Who Else Is Looking?**

Liz Alexander, Marshall University, [alexanec@marshall.edu](mailto:alexanec@marshall.edu)

Fred Mader, Marshall University, [mader@marshall.edu](mailto:mader@marshall.edu)

Deanna Mader, Marshall University, [maderd@marshall.edu](mailto:maderd@marshall.edu)

### Music/Arts

#### **Authenticity in Music Performance: Evidence from the Singer-Songwriter Community**

Jon Littlefield, Dalton State College, [jlittlefield@daltonstate.edu](mailto:jlittlefield@daltonstate.edu)

### Retailing

#### **How Customer Shopping Motivation Influences Perceived Design of the Retail Environment**

Julie Steen, Kennesaw State University, [julies@usca.edu](mailto:julies@usca.edu)

## **Social Media**

### **Using Focus Groups and Correspondence Analysis to Explore the Relationship Between Millennials' Online Behavior and Their Opinions of Online Reviews**

James E. Stoddard, Appalachian State University, [stoddardje@appstate.edu](mailto:stoddardje@appstate.edu)

Michael J. Dotson, Appalachian State University, [dotsonmj@appstate.edu](mailto:dotsonmj@appstate.edu)

Neel Das, Appalachian State University, [dasn@appstate.edu](mailto:dasn@appstate.edu)

## **Special Sessions/Case Studies**

### **Cutting the Cord—A Marketing Case: An Examination of Changing TV Viewership**

John E. Crawford, Lipscomb University, [john.crawford@lipscomb.edu](mailto:john.crawford@lipscomb.edu)

## **Sports Marketing**

### **Dynamic Pricing in Major League Baseball Tickets: Issues and Challenges**

John T. Drea, Illinois College, [john.drea@mail.ic.edu](mailto:john.drea@mail.ic.edu)

Andrew Nahlik, Illinois College, [andrew.nahlik@mail.ic.edu](mailto:andrew.nahlik@mail.ic.edu)

## **Supply Chain Management**

### **Case Studies of Location and Supply Chain Management Strategies from an Eco-Friendly Viewpoint**

Amye Melton, Austin Peay State University, [aeltona@apsu.edu](mailto:aeltona@apsu.edu)

Terry Damron, Austin Peay State University, [damront@apsu.edu](mailto:damront@apsu.edu)