

AtMA Faculty Submissions

ID#	Submission Date	Title	Abstract OR Paper	Track	Administrator	Last Event	Date of Last event
1616	2022-03-31	Consumer Acquisition and Dissemination of COVID-Related PHCI on Social Media & Networks	A	Health Care	Rebecca Burcham	Editor assigned	2022-04-13
1618	2022-04-07	Increasing Salesperson Engagement through Autonomy and Creativity	P	Professional Sales	Chris Nelson	Review completed	2022-08-09
1619	2022-04-07	CEO INTEGRITY AND ENTREPRENEURIAL ORIENTATION: ROLE PLAYED BY MARKETING POWER AND COMPENSATION	P	Entrepreneurship	Terry Damron	Accepted	2022-08-07
1620	2022-04-14	Is Customer Always Right? A Common Service-Related Issue in the Sport Arenas	A	Case Studies	George D Shows	Revision uploaded	2022-06-20
1621	2022-04-22	Wine preferences and self-image during the Covid-19 pandemic	P	Consumer Behavior	Kimberly McNeil	Major revisions required	2022-05-31
1622	2022-04-22	Supply Chain and Warehouse Management Strategies in the Western PA Grocery Industry	A	B2B/Supply Chair	Arim Park	Accepted	2022-06-13
1623	2022-04-22	Trucking and Road Transportation Trends in the Logistics Industry	P	B2B/Supply Chair	Arim Park	Accepted	2022-05-25
1624	2022-04-25	The Effects of Strategic Alliances on Marketing Efforts: The Roles of Cooperation	P	Mktg Strategy	Prachi B Gala	Editor assigned	2022-05-06
1625	2022-04-29	The New Norm for Sales Professionals: Impact of Technology During Environmental Turbulence	P	Social Media	Tyra M. Burton	Editor assigned	2022-05-06
1626	2022-05-03	How Politics Affects Practitioner Attitudes of Marketing Faculty Interns	P	Mktg Education	Kirsten Passyn	Accepted	2022-07-14
1627	2022-05-03	Practitioner Opinions about the Pros and Cons of a Marketing Faculty Internship Influenced by Political Views	P	Mktg Education	Kirsten Passyn	Accepted	2022-08-03
1628	2022-05-07	Social Media Sentiment and Firm Cash Flow	A	Mktg Strategy	Prachi B Gala	Review request withdrawn by editor	2022-05-24
1629	2022-05-15	Exploring Food Delivery Platform and Sustainable Business Model: A Topic Modeling Approach	A	B2B/Supply Chair	Arim Park	Accepted	2022-06-07
1630	2022-05-15	Whose Job is it to Foster Inclusivity in Higher Ed? Everyone!	P	Mktg Education	Kirsten Passyn	Accepted	2022-08-09
1631	2022-05-16	What's in a Name? Public Perceptions of Multi-level Marketing	P	Advertising	Jianping Huang	Accepted	2022-08-04

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1632	2022-05-18	Can Entrepreneurial Marketing Provide an Economic Moat for Small and Emerging Firms?	P	Entrepreneurship	Terry Damron	Accepted	2022-08-07
1633	2022-05-18	Teaching Strategies for Faculty Facing Heightened Student Needs and Dwindling Institutional Support	A	Mktg Education	Kirsten Passyn	Accepted	2022-07-26
1634	2022-05-19	Why Students Recognize the Benefits of Participating in Community Engagement Projects: A Case Study in a Social Media Marketing Class	A	Mktg Education	Kirsten Passyn	Accepted	2022-07-26
1635	2022-05-24	Explaining the Privacy Paradox Using Social Justice Theory	P	Digital Mktg	Pamila Dembia	Editor assigned	2022-06-02
1636	2022-05-29	Putting People First: Female CEOs and Relational CSR	A	Green Mktg	Mark J. Sciuchetti Dr.	Review completed	2022-08-02
1637	2022-06-04	The Interaction of Front-of-Package Food Processing Claims and Disclosures for Ultra-Processed Products	A	Non-Profit	Mario Norman	Reviewer requested to review	2022-08-10
1638	2022-06-04	Charm Pricing in Real Estate: Impact by price segment and market conditions	A	Consumer Behavior	Kimberly McNeil	Accepted with a request for minor revisions	2022-06-17
1639	2022-06-08	Millennial Views on Crypto Art Value, Materialism, and the Environment	A	Arts & Entertainment	Jon Littlefield	Editor assigned	2022-06-08
1640	2022-06-08	Convincing Consumers to get Jabbed Through Health Message Framing	A	Advertising	Jianping Huang	Accepted with a request for minor revisions	2022-08-02
1641	2022-06-08	You Won't Believe What She Looks Like Now! Celebrity Clickbait and the Knowledge Gap	A	Advertising	Jianping Huang	Revision uploaded	2022-08-03
1642	2022-06-12	IMPORTANCE OF EMOTIONAL INTELLIGENCE IN DELIVERING SERVICES: NATURE OF SERVICE ROBOT AND CUSTOMER INTERACTIONS	A	Services Mktg	Monisha Gupta	Accepted	2022-08-09
1643	2022-06-15	Video Streaming Services and Marketing Theory	P	Arts & Entertainment	Jon Littlefield	Revision uploaded	2022-07-19
1644	2022-06-15	Can You Teach Professionalism?	P	Professional Sales	Chris Nelson	Reviewer requested to review	2022-08-08
1645	2022-06-15	Can you Mix Emotions for Intensity & Intention?	A	Consumer Behavior	Kimberly McNeil	Accepted	2022-08-01

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1646	2022-06-16	Exploration of Dimensionality in NFTs, Blockchain, and Cryptocurrencies	A	Digital Mktg	Pamila Dembia	Editor assigned	2022-06-23
1647	2022-06-16	How Perceived Movement Influences Consumer Responses to Brand Failures	A	Services Mktg	Monisha Gupta	Accepted with a request for minor revisions	2022-07-28
1648	2022-06-24	Unplanned Shopping and Spending Behavior of Organic Grocery Products During In-Store Shopping: Effects of Consumer Innovativeness Traits and Digital/Traditional Promotions	A	B2B/Supply Chair	Arim Park	Revision uploaded	2022-08-09
1649	2022-06-30	Did Covid-19 Make Professional Sales Obsolete in Business-to-Business Transactions?	P	B2B/Supply Chair	Arim Park	Accepted	2022-07-22
1650	2022-07-06	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.	A	Sports Mktg	Ania Izabela Rynarzewska	Max reviewers have now committed	2022-08-08
1651	2022-07-18	You chose me, I didn't choose you. . . Can we both be happy?: Customer Satisfaction without Customer Choice	P	Services Mktg	Monisha Gupta	Accepted with a request for minor revisions	2022-08-08
1652	2022-07-20	Blockchain Technology in Managing Supply Chain Disruptions	A	B2B/Supply Chair	Arim Park	Accepted with a request for minor revisions	2022-07-22
1653	2022-07-21	A Nudge for Marketing Education to be more Intentional about Inclusion	A	Mktg Education	Kirsten Passyn	Accepted with a request for minor revisions	2022-08-09
1654	2022-07-21	Do your boredom and loneliness lead you to live- stream shopping?	A	Digital Mktg	Pamila Dembia	Editor assigned	2022-07-22
1655	2022-07-21	How to increase visibility of Black-owned business: The impact of sharing minority identity and owner's photo on consumers' attitude in online shopping	A	Consumer Behavior	Kimberly McNeil	Revision uploaded	2022-08-05
1656	2022-07-21	Generational Perception Differences Among Faculty Regarding Smartphones and Tablets in the College Classroom	P	Mktg Education	Kirsten Passyn	Reviewer reminded to review	2022-08-10
1657	2022-07-21	CSA 2010's BASIC Metrics and Motor Carrier Profitability	A	B2B/Supply Chair	Arim Park	Accepted	2022-08-01

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1658	2022-07-21	Mental Model Dilemma of Technological Shifts and Generational Gaps? Incorporated from the Musings of an Octogenarian.	P	Case Studies	George D Shows	Editor assigned	2022-07-22
1659	2022-07-22	Marketing Art to Children	A	Arts & Entertainment	Jon Littlefield	Editor assigned	2022-07-22
1660	2022-07-22	Consumer Behavior and Bandage Purchases	P	Consumer Behavior	Kimberly McNeil	Accepted	2022-07-27
1661	2022-07-22	Examining the Long-Term Impacts of the COVID-19 Disruptions on B2B Selling: A Review and a Scenario Analysis Framework for Planning	A	Professional Sales	Chris Nelson	Reviewer requested to review	2022-08-08
1662	2022-07-22	A Look At the Future of Fashion in the Metaverse	P	Digital Mktg	Pamila Dembia	Editor assigned	2022-07-23
1663	2022-07-22	Analysis of Consumer Response to Online Same-day Grocery Delivery Service: The Case of Korea	A	Consumer Behavior	Kimberly McNeil	Accepted	2022-08-05
1664	2022-07-22	Beyond Learning Ethics in Marketing Classes: White-Collar Crime Introduced to Sales Curriculum	P	Mktg Education	Kirsten Passyn	Reviewer reminded to review	2022-08-10
1665	2022-07-22	ACCESS-BASED CONSUMPTION AND IDENTITY	A	Consumer Behavior	Kimberly McNeil	Reviewer requested to review	2022-08-02
1666	2022-07-22	The Benefits of Faculty Learning Communities: Improving Both Faculty and Student Outcomes	P	Mktg Education	Kirsten Passyn	Accepted with a request for minor revisions	2022-08-05
1667	2022-07-22	Cheers! Exploring Consumer Perceptions of No and Low-Alcohol Beer Messaging	A	Advertising	Jianping Huang	Accepted with a request for minor revisions	2022-08-02
1668	2022-07-22	Bridging the Gap: Perception and Certainty	P	Mktg Education	Kirsten Passyn	Accepted with a request for minor revisions	2022-08-09
1669	2022-07-22	A Research Typology for Investigating the Power of Social Media on the College Choice Process	A	Social Media	Tyra M. Burton	Review completed	2022-07-28
1670	2022-07-22	Applying Transactive Memory to the Supply Chain: A Conceptual View	A	B2B/Supply Chair	Arim Park	Accepted with a request for minor revisions	2022-08-01
1671	2022-07-22	Awareness of College of Business Student Professional Organizations Among Business Students at a Regional State University: 2021 and 2022.	P	Mktg Education	Kirsten Passyn	Accepted with a request for minor revisions	2022-08-08

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1672	2022-07-22	Generating Clicks: Display Advertising Within Social Media	P	Digital Mktg	Pamila Dembia	Editor assigned	2022-07-23
1673	2022-07-22	Impact of Cause Related Marketing Participation and the Black Lives Matter Movement on Company Image	A	Mktg Strategy	Prachi B Gala	Editor assigned	2022-07-23
1674	2022-07-22	Not all emotions are created equal in social media marketing, a case of Savannah Bananas	A	Social Media	Tyra M. Burton	Reviewer requested to review	2022-07-23
1675	2022-07-22	How Do We Get the Word Around: Using GIS for Nonprofits Community Engagement.	A	Green Mktg	Mark J. Sciuchetti Dr.	Editor assigned	2022-07-23
1676	2022-07-23	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	P	Sports Mktg	Ania Izabela Rynarzewska	Reviewer commits to review	2022-08-08
1677	2022-07-24	Social Media Influencer Perceived Source Credibility Scale Validation and Consumer Attitudes Toward the Brand: An Exploratory Study in Urban India	P	Social Media	Tyra M. Burton	Revision uploaded	2022-08-09