

**ASSOCIATION OF MARKETING THEORY AND PRACTICE
2016 ANNUAL MEETING
MARCH 17 – 19, 2016
St. Simons, GA**

PROGRAM COMMITTEE

Executive Director

Jim Randall, Georgia Southern University

Conference Manager

Rick Mathisen, Kennesaw State University

Track Directors

Cross Cultural Marketing/Entrepreneurship/Small Business Marketing

Christine Lai, SUNY Buffalo State College

Social Media/Internet/Mobile/Direct Marketing

• Jamye Foster, University of Southern Mississippi

• Gary Futrell, Valdosta State University

Marketing Education/The Dynamic Business Environment

Jennifer Hutchins, Kennesaw State University

Marketing Management/Strategy/Branding

Mike Musante, Springfield College

Marketing Research/Demographics/Consumer Behavior

Michael Latta, Coastal Carolina University

Professional Selling and Sales Management

Dorene Ciletti, Duquesne University

Promotion/Retailing

Leisa Flynn, University of Southern Mississippi

Service Marketing/Nonprofit Marketing/Ethics

Ismet Anitsal, Tennessee Tech University

Meral Anitsal, Tennessee Tech University

Sports Marketing

Ron Dick, Duquesne University

Supply Chain Management/International Marketing/Business to Business Marketing

Steve LeMay, University of West Florida

Theory

Practice

2016 Conference Events

Wednesday, March 16, 2016

6:00 PM to 7:30 PM
Early Bird Reception
Musgrove Room

Thursday, March 17, 2016

12:30 PM Until
Golf Tournament

Thursday, March 17, 2016

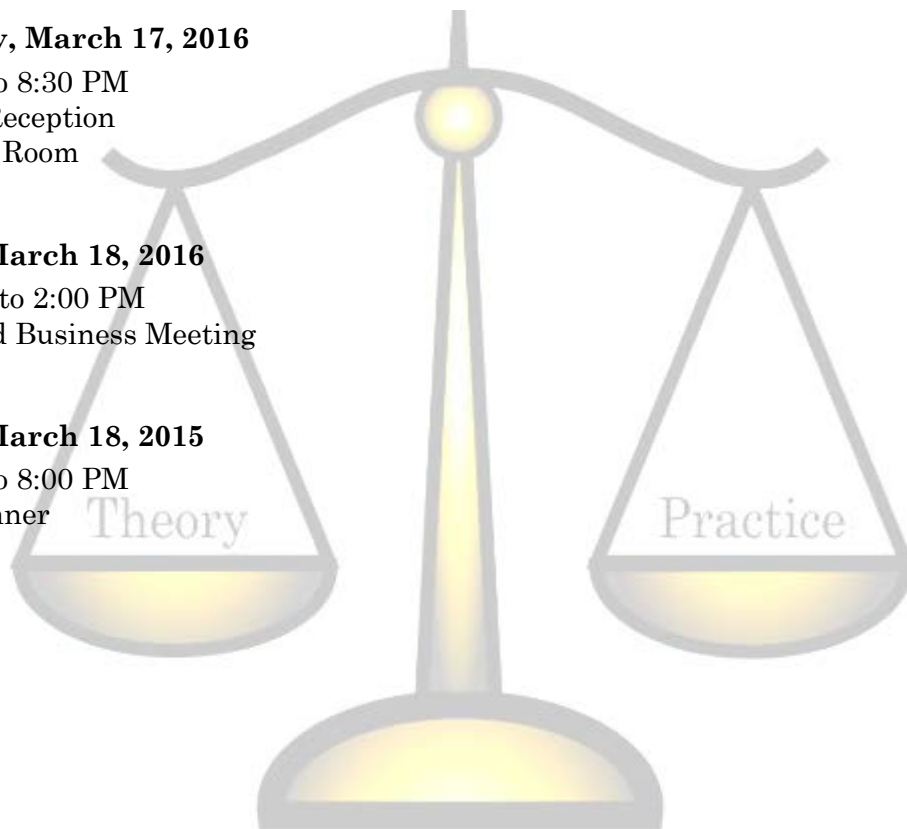
6:30 PM to 8:30 PM
Member Reception
Musgrove Room

Friday, March 18, 2016

12:30 PM to 2:00 PM
Lunch and Business Meeting
Musgrove

Friday, March 18, 2015

6:30 PM to 8:00 PM
Buffet Dinner
Musgrove



AMTP 2016 Program

Thursday, March 17, 2016
8:00 AM to 9:15 AM
Frederica

Session 1:1 Potpourri I

Session Chair: Jeff D. Hendrix , Ebro North America

Price Bundling Opportunities for the Savannah, GA Market

Mark A. Mitchell , Coastal Carolina University
Greg Turner , Claflin University
Dennis Rauch , Coastal Carolina University

Television Viewership among Millennials: An Analysis of Millennials Usage and Preferences of On-Demand and Broadcast Television Services

Summer Shelton , Florida State University
Nick McKaig , Florida State University
Cristian Gonzalez-Mendez , Florida State University

Thursday, March 17, 2016
8:00 AM to 9:15 AM
Harrington

Session 1:2 Marketing Communication I

Session Chair: Jennifer Hutchins , Kennesaw State University

Determining the Influence of Electronic Messages on Consumer Behavior Based on Perceived Source Trust and Credibility

Mackenzie Sawyer , Florida State University
Nicholas Sellers , Florida State University
Rhett Coleman , Florida State University
Jaejin Lee , Florida State University

Perceived Believability of Televised Green Advertising

Linda Jo Warren , Tennessee State University

Thursday, March 17, 2016
9:30 AM to 10:45 AM
Frederica

Session 2:1 Marketing Education I

Session Chair: Kathleen Houlihan , Wilkes University

Academic Integrity in Public and Private Universities: Exploring Faculty Perceptions, 2008-2014

Anne Heineman Batory , Wilkes University
Steve Batory , Bloomsburg University

From Ethical to Sustainable Consumption: An Exploratory Study of Students' Familiarity with Mindful Consumption

Julie M. Pharr , Tennessee Tech University

Measuring Consumer-Based University Brand Equity and Comparing the Brand Equity Dimensions by Student Demographics

Tulay Girard , Penn State Altoona
Musa Pinar , Valparaiso University
Paul S. Trapp , Valparaiso University

AMTP 2016 Program

Thursday, March 17, 2016

9:30 AM to 10:45 AM

Harrington

Session 2:2 Marketing Mangement I

Session Chair: Joseph Chapman , Ball State University

“Money worlds” and Well-Being: An Empirical Test of Tatzel’s Model of Consumer styles Based on Money Dispositions and Materialism with Extension to other Consumer Behavior Variables

Leisa R. Flynn , University of Southern Mississippi

Ron Goldsmith , Florida State University

Michael Brusco , Florida State University

Consumer Warfare: The Effect of Attitude toward One’s Rival on Attitudes toward Defensive Strategies

David Burns , Kennesaw State University

Jennifer Hutchins , Kennesaw State University

Rick Mathisen , Kennesaw State University

Thursday, March 17, 2016

9:30 AM to 10:45 AM

Mackay

Session 2:3 Cross Cultural Marketing

Session Chair: Dallas Branch , West Virginia University

Cultural Influence on the Marketing Concept: Halal Culture

Perry Haan , Tiffin University

The Effects of Using Lesbian, Gay, Bisexual, and Transgender (LGBT) Visual Cues in Advertisements

Mackenzie Sawyer , Florida State University

Tasha Hendershot , Florida State University

Shala Nettles , Florida State University

The Role of Cultural Traditions on Branding and Word-Of-Mouth: Keeping Mother’s Recipes Alive!

Sindy Chapa , Florida State University

Thursday, March 17, 2016

11:00 AM to 12:15 PM

Frederica

Session 3:1 Business Marketing

Session Chair: Ron Dick , Duquesne University

Business-To-Business Buying Behavior and the Price-Perceived Quality Paradigm

Joseph Chapman , Ball State University

Russ Wahlers , Ball State University

Impact of Personal Beliefs in Business-to-Business Buyer Decisions

Dee Sams , Georgia College and State University

Joe Schwartz , Georgia College and State University

Ron Smith , Georgia College and State University

Understanding Employer Needs and Expectations from the Perspective of Human Resources

Tulay Girard , Penn State Altoona

Daniela Ngounou , Penn State Altoona

AMTP 2016 Program

Thursday, March 17, 2016

11:00 AM to 12:15 PM

Harrington

Session 3:2 New Media Communications

Session Chair: Anne Heineman Batory , Wilkes University

A Content Analysis: The Relationship between Sentiment, Gender and Time of Day in eWOM

Katie E. Bass , Florida State University

Lai celis Haro , Florida State University

Xiaotong Liu , Florida State University

Jaejin Lee , Florida State University

Emotions Involved in Shopping at the Airport

Alexis Diane Tymkiw , University of Southern Mississippi

Jamye Foster , University of Southern Mississippi

Millennial Consumers Purchase Trends: Private Brands versus National Brands

Perry Haan , Tiffin University

Jeff D. Hendrix , Ebro North America

Thursday, March 17, 2016

11:00 AM to 12:15 PM

Mackay

Session 3:3 Marketing Management II

Session Chair: Linda Mullen , Georgia Southern University

An Examination of International Tourist Hotel Performance by Segment and Season

David Bojanic , University of Texas - San Antonio

Mike Musante , Springfield College

Rodney Warnick , University of Massachusetts

Do Houses Have Brands?

Melanie Eva Bruce , University of Tennessee at Martin

Marketing Research for Mission-based Thrift Suggests Relationship Marketing Strategy

Jon Martin , Pfeiffer University

Friday, March 18, 2016

8:00 AM to 9:15 AM

Frederica

Session 4:1 Marketing Online

Session Chair: Ron Goldsmith , Florida State University

Flirting Online and the Connection Between the Use of Dating Websites and Dating Applications

Kristine Johnson , Rowan University

Olga Vilceanu , Rowan University

Manuel C. Pontes , Rowan University

Mobile Payment Adoption in India: Role of Attitudes and Risks

Mona Sinha , Kennesaw State University

Rajan Saxena , NMIMS University, India

Hufrish Majra , NMIMS University, India

Online and In-Store Compulsive Buying Among Metrosexuals, and Other Male Consumers

Michael Lee Thomas , Georgia Southern University

Luther Denton , Georgia Southern University

Lindsay R.L. Larson , Georgia Southern University

Kathleen Gruben , Georgia Southern University

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Friday, March 18, 2016

8:00 AM to 9:15 AM

Harrington

Session 4:2 Marketing Education II

Session Chair: Arthur Allaway , University of Alabama

Changing the World of Higher Education: Creating a Student Capital Management System

Kathleen Houlihan , Wilkes University

Online Universities: Who Is Creating Virtual Communities?

Lisa W. Witzig , Colorado State University - Global

Joseph Spencer , Anderson University

Katlyn Myers , Anderson University

Opportunity Loss and Opportunity Cost: Consequences of Not Attending Class

Michael Latta , Coastal Carolina University

Henry Lowenstein , Coastal Carolina University

Friday, March 18, 2016

8:00 AM to 9:15 AM

Mackay

Session 4:3 Sport Marketing

Session Chair: Randy Stuart , Kennesaw State University

Naming-Rights Sponsorship Outcomes and the Role of Fan Connections to College Campuses and Stadia

Terence Eddy , University of Arkansas

Brendan Dwyer , Virginia Commonwealth University

Lamar Reams , Old Dominion University

An Examination of the Marketing of a Floundering Sport: The Case of Powerboat Racing

Sam Fullerton , Eastern Michigan University

Re-branding: The Case of Southern Miss Athletics

Dennis Phillips , University of Southern Mississippi

Doug Manning , University of Southern Mississippi

Brian Crow , Slippery Rock University

Dallas Branch , West Virginia University

Ron Dick , Duquesne University

Friday, March 18, 2016

9:30 AM to 10:45 AM

Frederica

Session 5:1 Neuroscience and Teaching and Learning

Session Chair: David Burns , Kennesaw State University

Neuroscience and Teaching and Learning in the Marketing Classroom: What Students Don't Know about what is Necessary to Succeed in the Higher Education Environment or, in Other Words, Teaching and Learning: What Does the Brain Have to do with Students' Performance in the Classroom (Yes, Perhaps Surprisingly, Students Do Possess Brains, Even if They Generally Try to Minimize Their Use, at Least in the Context of Formal Education)?

David Burns , Kennesaw State University

Sandra Pierquet , Kennesaw State University

AMTP 2016 Program

Friday, March 18, 2016

9:30 AM to 10:45 AM

Harrington

Session 5:2 Supply Chain

Session Chair: Michael Latta , Coastal Carolina University

Information's Role in Supply Chain Integration Efforts of the Indian Manufacturing Firm Under Environmental Uncertainty: The Supply Chain Flexibility Impact

Katrina Savitskie , Savannah State University

Sandipan Sen , Southeast Missouri State University

Sampath Ranganathan , University of Wisconsin-Green Bay

SCM?

Stephen LeMay , University of West Florida

Dave McMahon , Pepperdine University

Jeffery A. Periatt , Auburn University Montgomery

Rose Opengart , Embry-Riddle Aeronautical University

Friday, March 18, 2016

9:30 AM to 10:45 AM

Mackay

Session 5:3 Marketing Research

Session Chair: Randy Stuart , Kennesaw State University

Exploring the Impact of Donor Terminology on Charitable Giving Behaviors

Jamye Foster , University of Southern Mississippi

Tyler Hancock , University of Southern Mississippi

Reflections in the Store Window: U.S. Women's Self Comparisons to Mannequins and Peers

Amanda J. Cohen , University of South Carolina

Deborah J. C. Brosdahl , University of South Carolina

K. Annette Burnseed , University of South Carolina

Joohyung Park , University of South Carolina

Who are the Market Mavens? A Nationwide Study of Adult Consumers

Investigating Their Frugal Tendencies and Resistance to Brand Loyalty

Ron Goldsmith , Florida State University

Leisa R. Flynn , University of Southern Mississippi

Friday, March 18, 2016

11:00 AM to 12:15 PM

Frederica

Session 6:1 Teaching Entrepreneurship

Session Chair: M. Meral Anitsal , Tennessee Tech University

How to Teach Entrepreneurship: Traditional Lectures versus Experiential Learning

Ismet Anitsal , Tennessee Tech University

M. Meral Anitsal , Tennessee Tech University

AMTP 2016 Program

Friday, March 18, 2016

11:00 AM to 12:15 PM

Harrington

Session 6:2 Marketing Management III

Session Chair: Deborah J. C. Brodahl , University of South Carolina

Marketing Theory

Michael Todd Kleppinger , INC Research

Share of Wallet in Loyalty Research: Issues and a Methodology to Address Them

Arthur Allaway , University of Alabama

Kate Kim , University of Alabama

David Berkowitz , University of Alabama in Huntsville

The Generations and Restaurant Types

Dave McMahon , Pepperdine University

Stephen Rapier , Pepperdine University

Michael McCall , Michigan State University

Carol Bruneau , The University of Montana

Saturday, March 19, 2016

9:00 AM to 10:30 AM

Frederica

Session 7:1 Potpourri II

Session Chair: Randy Stuart , Kennesaw State University

Seeking Complex Health Services in The Age of Self-Referral

Lindsay R.L. Larson , Georgia Southern University

Dora W. Bock , Auburn University

The Impact of Shadowing within a University Sales Program

Lindsay R.L. Larson , Georgia Southern University

Linda Mullen , Georgia Southern University

What Is Wrong With Chinese Soccer? Consumers' Attention, Involvement, and Satisfaction

Bo Gong , University of Georgia

David Nathan Pifer , University of Georgia

Jerry Junqi Wang , University of Georgia

Minhong Kim , University of Georgia

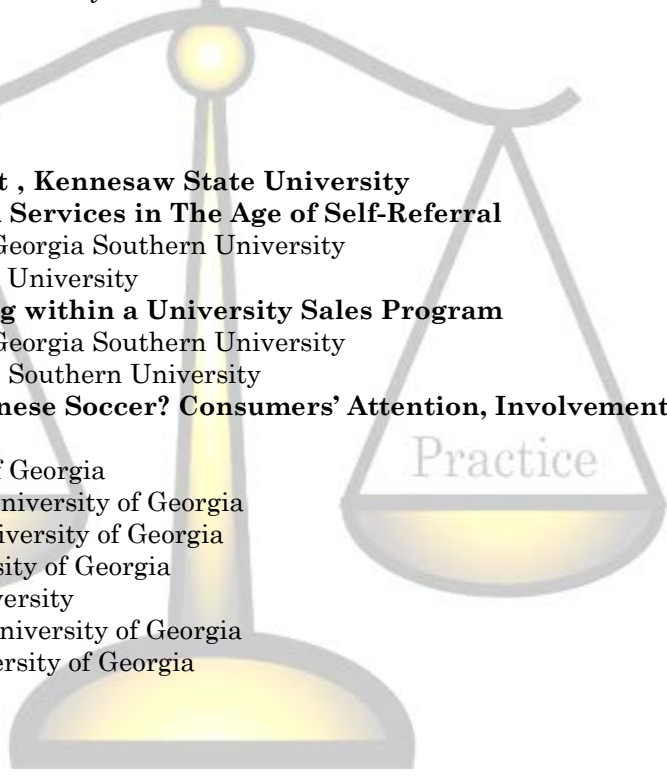
Minkil Kim , Troy University

Tyreal Yizhou Qian , University of Georgia

James J. Zhang , University of Georgia

Theory

Practice



CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK

General Papers

The Role of Cultural Traditions on Branding and Word-Of-Mouth: Keeping Mother's Recipes Alive!

Sindy Chapa, Florida State University

Marketing Education

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Sports Marketing

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Sam Fullerton , Eastern Michigan University

BEST IN CONFERENCE

Ponzurick Award for Best in Conference

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Musa Pinar , Valparaiso University
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**SPECIAL THANKS TO EVERYONE WHO PARTICIPATED IN THE
ASSOCIATION OF MARKETING AND THEORY AND PRACTICE 2016
CONFERENCE**

Watch our websites for further information.

<http://www.amtp.org>

