

**ASSOCIATION OF MARKETING THEORY AND PRACTICE
2017 ANNUAL MEETING
MARCH 23 – 25, 2017
Myrtle Beach, SC**

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

2017 Conference Events

Wednesday, March 22, 2017

6:00 PM to 7:30 PM
Early Bird Reception
Vista 1&2

Thursday, March 23, 2017

12:30 PM Until
Golf Tournament

Thursday, March 23, 2017

6:30 PM to 8:00 PM
Member Reception
Somerset Room

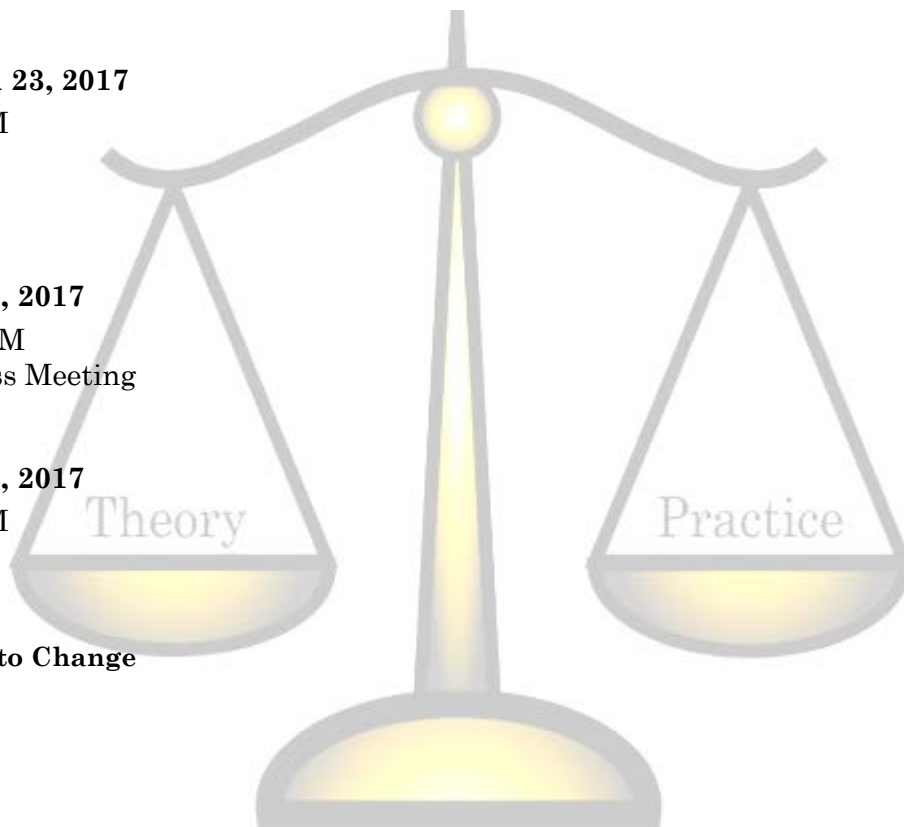
Friday, March 24, 2017

12:30 PM to 2:30 PM
Lunch and Business Meeting
Somerset Room

Friday, March 24, 2017

6:30 PM to 8:30 PM
Buffet Dinner
Somerset Room

Locations Subject to Change



Thursday, March 23, 2017

8:00 AM to 9:15 AM

Windsor A

Session 1:1 Sport Marketing I

Session Chair: Randy Stuart, Kennesaw State University

I Love My Team! Factors Leading to Relationship Formation with a Sports Team

Carly Odom, University of Southern Mississippi
Jamyé Foster, University of Southern Mississippi
Melanie Eva Bruce, University of Tennessee at Martin

Community Sport Service Provision, Resident Satisfaction, and Participation

Liangjun Zhou, Guangzhou Sport University
Xiaoying Chen, Guangzhou Sport University
Beth Cianfrone, Georgia State University
Jerry Junqi Wang, University of Georgia
David Nathan Pifer, University of Georgia
James J. Zhang, University of Georgia

Determinants of ongoing participation in a masters-level sport: the impact of internal attributes and experiences with the organization

Nicole S. Vowles, Metropolitan State University of Denver
Clayton L. Daughtrey, Metropolitan State University of Denver
Michael Jackowski, Metropolitan State University of Denver

Thursday, March 23, 2017

8:00 AM to 9:15 AM

Windsor B

Session 1:2 Marketing Education I

Session Chair: Jennifer Bechhoff, San Jose State University
An Assessment of Engagement, Self-Pacing and Learning in a Flipped Marketing Classroom: An Exploratory Study

James Shock, Robert Morris University
Jill K. Maher, Robert Morris University

Has Anything Changed? Comparing Student Perceptions of Academic Integrity: 2006-2016

Anne Heineman Batory, Wilkes University

Student Success Is Impacted by Not Attending Gateway Quantitative Classes: A Pilot Study

Michael Latta, Coastal Carolina University

Thursday, March 23, 2017

8:00 AM to 9:15 AM

Windsor C

Session 1:3 Social Media

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

Facebook and Branding of Small to Medium-Sized Enterprises

Angella Palmer-Banks, Tiffin University
Perry Haan, Tiffin University

Traditional vs Online Universities: Who Is Using Social Media Marketing?

Lisa W. Witzig, Colorado State University - Global
Joseph Spencer, Anderson University
Katlyn Meyers, University of Missouri

Winning off the Field: How Social Media Analytics Measure the Sports Industry

Ryan Timothy McGarvey, University of Dayton
Peter Titlebaum, University of Dayton

Thursday, March 23, 2017

9:30 AM to 10:45 AM

Windsor A

Session 2:1 Panel

Session Chair: Tulay Girard, Penn State Altoona

The Best Practices to Eliminate Distraction due to Mobile Device Usage in Classrooms Without Creating a Negative and Hostile Classroom Experience

Tulay Girard, Penn State Altoona
Ismet Anitsal, Tennessee Tech University
M. Meral Anitsal, Tennessee Tech University
Stephen LeMay, University of West Florida
Dorene Ciletti, Duquesne University
Ron Dick, Duquesne University

Thursday, March 23, 2017

9:30 AM to 10:45 AM

Windsor B

Session 2:2 Service Marketing I

Session Chair: Carol Bruneau, The University of Montana
How Third Party Observers Respond to Overheard Service Failures: Implications for Frontline Service Employees and the Firm

Jeff Joireman, Washington State University
Ismail Karabas, Washington State University
Shinhye Kim, Washington State University

Consumer Attitudes Toward Travel Risks by Regulatory Focus Orientation and Gender

Mike Musante, Springfield College
David Bojanic, University of Texas - San Antonio

Modeling the Relationship between Destination Perceived Value and Tourist Souvenir Buying Intention

Wei Wang, University of Southern Mississippi
Gallayanee Yaoyuneyong, University of Southern Mississippi
Pauline Sullivan, Tennessee State University

Thursday, March 23, 2017

9:30 AM to 10:45 AM

Windsor C

Session 2:3 Sales Management

Session Chair: Michael Lee Thomas, Georgia Southern University

An Evaluation of Chinese Students Attitudes Toward Personal Selling and Sales Careers

Charles Pettijohn, Drury University
Melissa Burnett, Missouri State University
Linda Pettijohn, Drury University

Evaluating the Influence of Personal Learning on Salesperson Role Ambiguity and Organizational Commitment

Shalonda K. Bradford, Savannah State University
Brian Rutherford, Kennesaw State University
Scott Friend, Miami University

The MARS Sales Management Simulation: Over 10 Years Later

Joseph Chapman, Ball State University
Russ Wahlers, Ball State University

Thursday, March 23, 2017

11:00 AM to 12:15 PM

Windsor A

Session 3:1 Marketing Management I

Session Chair: Michael Latta, Coastal Carolina University

Segmentation of the Aruban Tourism Market: Classification of Visitors' On-Island Activities

Deborah J. C. Brosdahl, University of South Carolina
Rosalind Paige, University of South Carolina - Upstate

Exploring Alternative Views of Time in Marketing Management: How Temporal Orientation Impacts a Firms' Strategic

Orientations

Jeffery Carlson, University of Richmond
William T. Ross, University of Connecticut

Rethinking Business Segmentation: A New Conceptual Model and Perspective

Herbert Brotspies, Nova Southeastern University
Art Weinstein, Nova Southeastern University

Thursday, March 23, 2017

11:00 AM to 12:15 PM

Windsor B

Session 3:2 Potpourri I

Session Chair: Joseph Chapman, Ball State University

Are We Having FUN! Yet? What Factors Influence Senior-Level Managers to Have FUN! at Work?

Anthony Scardillo, Case Western Reserve University

Preliminary Evidence Regarding Marketing's Role in Environmental Management Theory

Jessica Mikeska, Indiana State University
Les Carlson, University of Nebraska-Lincoln

Utilitarian and Hedonic Shopping Behavior in the Face of Natural Disaster

Lindsay R.L. Larson, Georgia Southern University
Hyunju Shin, Georgia Southern University

Thursday, March 23, 2017

11:00 AM to 12:15 PM

Windsor C

Session 3:3 Marketing Research I

Session Chair: Jeff Gutenberg, SUNY Geneseo

Examining Purchase Shares of Private Label-Brands and Consumer Demographics: A study in the United States and Turkey

Musa Pinar, Valparaiso University
Tulay Girard, Penn State Altoona
Nilay Bicakcioglu, Dokuz Eylul University
Ilayda Ipek, Dokuz Eylul University
Paul S. Trapp, Valparaiso University

For One or Many? Recommendation Targeting and Consumer Advice Integration

Michael R. Sciandra, Fairfield University

The Role of Consumption in Communicating Family Identity in Multiracial Adoptive Families

Elise Johansen Harvey, University of South Carolina - Upstate

Friday, March 24, 2017

8:00 AM to 9:15 AM

Windsor A

Session 4:1 Consumer Behavior I

Session Chair: Anthony Scardillo, Case Western Reserve University

Building a Model of Consumer Warfare Theory

David Burns, Kennesaw State University
Jennifer Hutchins, Kennesaw State University
Rick Mathisen, Kennesaw State University

Consuming digital technologies and enacting identities: Mothers in mundane daily life

Meera Venkatraman, Suffolk University

Race Ethnicity and In-store Mobile-Assisted Shopping in the US

Kristine Johnson, Rowan University
Manuel C. Pontes, Rowan University

Friday, March 24, 2017

8:00 AM to 9:15 AM

Windsor B

Session 4:2 Marketing Mangement II

Session Chair: Nikolina Koporcic, Åbo Akademi University

A Collaborative Logo Design Project for a Startup Therapeutic Medicine Company

Tulay Girard, Penn State Altoona
Luke Hallman, Penn State Altoona

Product Line Extension: Does Upward Line Extension Hurt or Benefit Competitive Advantage? The Case of Honda's Acura, Nissan's Infiniti, and Toyota's Lexus Brands

Abhay Shah, Colorado State University - Pueblo

Supermarket Pricing Model Impact on Private Label Brands Versus National Brands among Millennial Consumers

Jeff D. Hendrix, Ebro North America
Vinny Caraballo, Global Targeting

Friday, March 24, 2017

8:00 AM to 9:15 AM

Windsor C

Session 4:3 Sport Marketing II

Session Chair: Randy Stuart, Kennesaw State University

The Development of NBA in China: A Globalization Perspective

Jerry Junqi Wang, University of Georgia

Liangjun Zhou, Guangzhou Sport University

Xiaoying Chen, Guangzhou Sport University

James J. Zhang, University of Georgia

The Reason(s) Small, Private Schools Start Football Programs

Ania Izabela Rynarzewska, Mercer University

Steven McClung, Mercer University

The Sports Marketing Plan Revealed: A Practitioner's Guide

Ron Dick, Duquesne University

Dorene Ciletti, Duquesne University

Audrey Guskey, Duquesne University

Friday, March 24, 2017

9:30 AM to 10:45 AM

Windsor A

Session 5:1 Fulbright Ambassador

Session Chair: Stephen W. Litvin, College of Charleston

Fulbright Ambassador Workshop

Stephen W. Litvin, College of Charleston

Friday, March 24, 2017

9:30 AM to 10:45 AM

Windsor B

Session 5:2 Consumer Behavior II

Session Chair: Michael Lee Thomas, Georgia Southern University

A CIT Investigation of Patient Deception Using Self-Discrepancy Theory

Gary Daniel Futrell, Valdosta State University

An Exploratory Investigation of Green Behaviors and Attitudes towards Green Marketing Initiatives

Sam Fullerton, Eastern Michigan University

Tammy McCullough, Eastern Michigan University

Lewis B. Hershey, Eastern Michigan University

Compromise and Attraction Effects under Interdependent and Independent Self-Constraint

Ramin Bagherzadeh, Southern Illinois University

Monika Rawal, Southern Illinois University

Jose Luis Saavedra, Southern Illinois University

Friday, March 24, 2017

9:30 AM to 10:45 AM

Windsor C

Session 5:3 Marketing Research and Information Issues

Session Chair: Lindsay R.L. Larson, Georgia Southern University

How to Avoid the Speed Trap and Not Get Hit by the Speeders

Dave McMahon, Pepperdine University

Stephen Rapier, Pepperdine University

Michael McCall, Michigan State University

Managerial Short-Termism: An Integrative Perspective

Atanas Nik Nikolov, Washington State University

Online Survey Respondents' Reactions to Required Questions

Jeff Gutenberg, SUNY Geneseo

Seongbae Lim, St. Mary's University

Friday, March 24, 2017

11:00 AM to 12:15 PM

Windsor A

Session 6:1 Panel

Session Chair: Tulay Girard, Penn State Altoona

What are the Expectations and Opportunities for Full Professors Different than Associate and Assistant Professors?

Tulay Girard, Penn State Altoona

Ismet Anitsal, Tennessee Tech University

M. Meral Anitsal, Tennessee Tech University

David Burns, Kennesaw State University

Michael Latta, Coastal Carolina University

Michael McCall, Michigan State University

Friday, March 24, 2017

11:00 AM to 12:15 PM

Windsor B

Session 6:2 Marketing Education II

Session Chair: Carol Bruneau, The University of Montana

An Analysis of Marketing Student Perceptions of Proper Organizational Behaviors

Charles Pettijohn, Drury University

Gary Holmes, Drury University

Internationalization: Emerging Opportunities for Business Faculty at Master's Universities

Lynn W. McGee, University of South Carolina Beaufort

Inga Poetzl, German Fulbright Commission

Marketing & Business Strategy: A Relationship Opportunity in Curricula

Jon Martin, Pfeiffer University

The 'Digital Native' Myth and Marketing Simulation Success

Melanie Eva Bruce, University of Tennessee at Martin

Friday, March 24, 2017

11:00 AM to 12:15 PM

Windsor C

Session 6:3 Branding and Image

Session Chair: Jeff D. Hendrix, Ebro North America

Brand Promotions via Social Media Advocacy: Strategic Implications for Improving Brand Equity

Manisha Mathur, Augusta University

Attribution Theory Makes Way for Dining Etiquette to Play a Role within the Domain of Relationship Marketing

Jennifer Bechkoff, San Jose State University

Employee Retention in a Call Center

Angelica Pigman, Tiffin University

Perry Haan, Tiffin University

Too Nice to Be Dominant: How Warm Brand Images

Impact Perceptions of Market Dominance

Jennifer L. Stoner, University of North Dakota

Carlos J. Torelli, University of Illinois -

Urbana-Champaign

Saturday, March 25, 2017

9:00 AM to 10:30 AM

Windsor A

Session 7:1 Potpourii II

Session Chair: Randy Stuart, Kennesaw State University

“Contemporary Breadlines”: A Field Study of Fast-food Drive-thru Service Delivery

Jon Martin, Pfeiffer University

Advancing Customer Experience Theory: The Five-Way Conversations in Two-Person Customer-Marketer Talk

Carol M. Megehee, Coastal Carolina University

Arch Woodside, Curtin University

The Role of Social Identity in Television Viewers Attitudes and Behavior Intentions

Rachel Kavena Secharan, Florida State University

Hillary Greenberg, Florida State University

Juancarlo Villatoro, Florida State University

Princess Brown, Florida State University

Jaejin Lee, Florida State University

Saturday, March 25, 2017

9:00 AM to 10:30 AM

Windsor B

Session 7:2 Potpourii III

Session Chair: Michael Lee Thomas, Georgia Southern University

Actor-Resource-Activity (ARA) Model for Studying Interactive Branding in Business Networks

Nikolina Koporcic, Åbo Akademi University

Assessment of Oral Presentations in an Undergraduate Accounting Program: An Application of Videotapes, Role Play and Student Involvement

Leslie B. Fletcher, Georgia Southern University

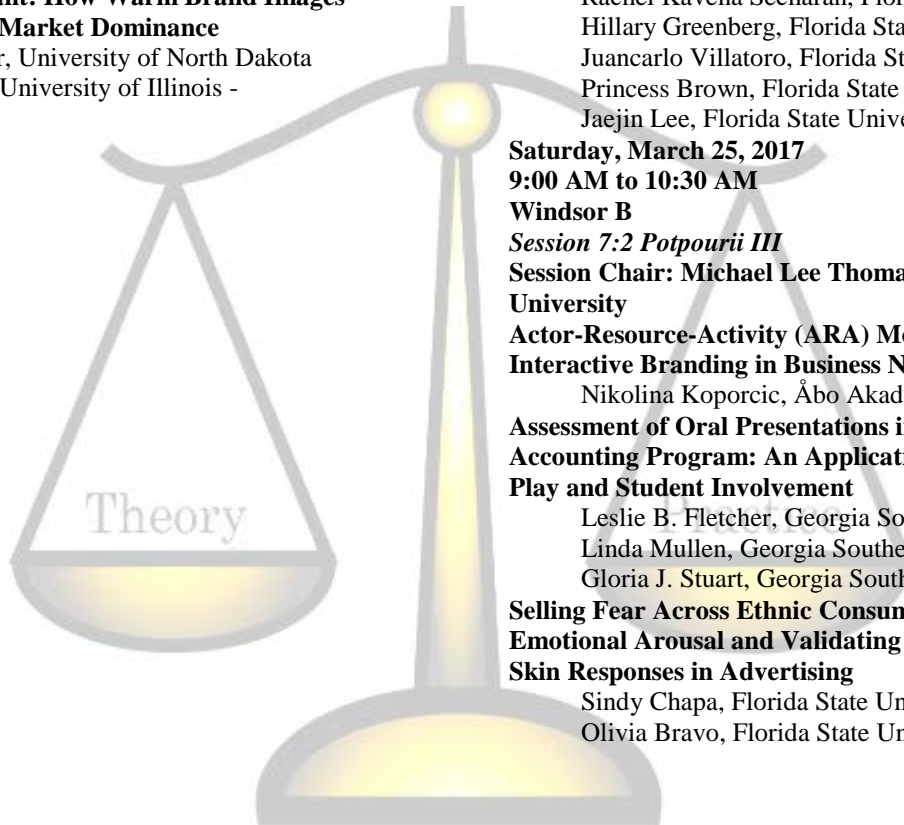
Linda Mullen, Georgia Southern University

Gloria J. Stuart, Georgia Southern University

Selling Fear Across Ethnic Consumers: Modeling Emotional Arousal and Validating The Impact of Galvanic Skin Responses in Advertising

Sindy Chapa, Florida State University

Olivia Bravo, Florida State University



CONGRATULATIONS TO THE AUTHORS OF THE 2017 BEST PAPERS IN TRACK

General Papers

A Collaborative Logo Design Project for a Startup Therapeutic Medicine Company

Tulay Girard, Penn State Altoona

Luke Hallman, Penn State Altoona

Marketing Education

Student Success Is Impacted by Not Attending Gateway Quantitative Classes: A Pilot Study

Michael Latta, Coastal Carolina University

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Supermarket Pricing Model Impact on Private Label Brands Versus National Brands among Millennial Consumers

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Meera Venkatraman, Suffolk University

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Social Media/Internet/Mobile/Direct Marketing

Facebook and Branding of Small to Medium-Sized Enterprises

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Perry Haan, Tiffin University

Sports Marketing

The Reason(s) Small, Private Schools Start Football Programs

Ania Izabela Rynarzewska, Mercer University

Steven McClung, Mercer University

Student Papers

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Jeff Joireman, Washington State University

Ismail Karabas, Washington State University

Shinhye Kim, Washington State University

**BEST IN CONFERENCE
Ponzurick Award for Best in Conference
Promotion/Retailing**

Brand Promotions via Social Media Advocacy: Strategic Implications for Improving Brand Equity
Manisha Mathur, Augusta University

**SPECIAL THANKS TO EVERYONE WHO PARTICIPATED IN THE ASSOCIATION OF
MARKETING AND THEORY AND PRACTICE 2017 CONFERENCE**

**We will see you next year in
We will meet at the MARRIOT RESORT SAWGRASS in VEDRA BEACH, FL
March 15, 2018 to March 17, 2018**

Watch our websites for further information.

<http://www.amtp.org>

<http://www.amtp.org/ocs/index.php/amtp/amtp2018/index>

