

**ASSOCIATION OF MARKETING THEORY AND PRACTICE  
2015 ANNUAL MEETING  
MARCH 26 – 28, 2015  
Savannah, 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**

**Internet Marketing/Interactive Marketing/Mobile Marketing/Direct Marketing**

**Renée Fontenot, Georgia College**

**Marketing Education/The Dynamic Business Environment**

**Susan Carley, Kennesaw State University**

**Marketing Management/Strategy/Branding**

**Mike Musante, Springfield College**

**Marketing Research/Demographics/Consumer Behavior**

**Michael Latta, Coastal Carolina University**

**Promotion/Retailing/Sales/Sales Management**

**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**

## **2015 Conference Events**

**Wednesday, March 25, 2015**

**6:00 PM to 7:30 PM**

**Early Bird Reception**

**Academy Room**

**Thursday, March 26, 2015**

**12:30 PM Until**

**Golf Tournament**

**Thursday, March 26, 2015**

**5:30 PM to 7:30 PM**

**Member Reception**

**Academy Room**

**Friday, March 27, 2015**

**12:30 PM to 2:00 PM**

**Lunch and Business Meeting**

**Savannah Ballroom D**

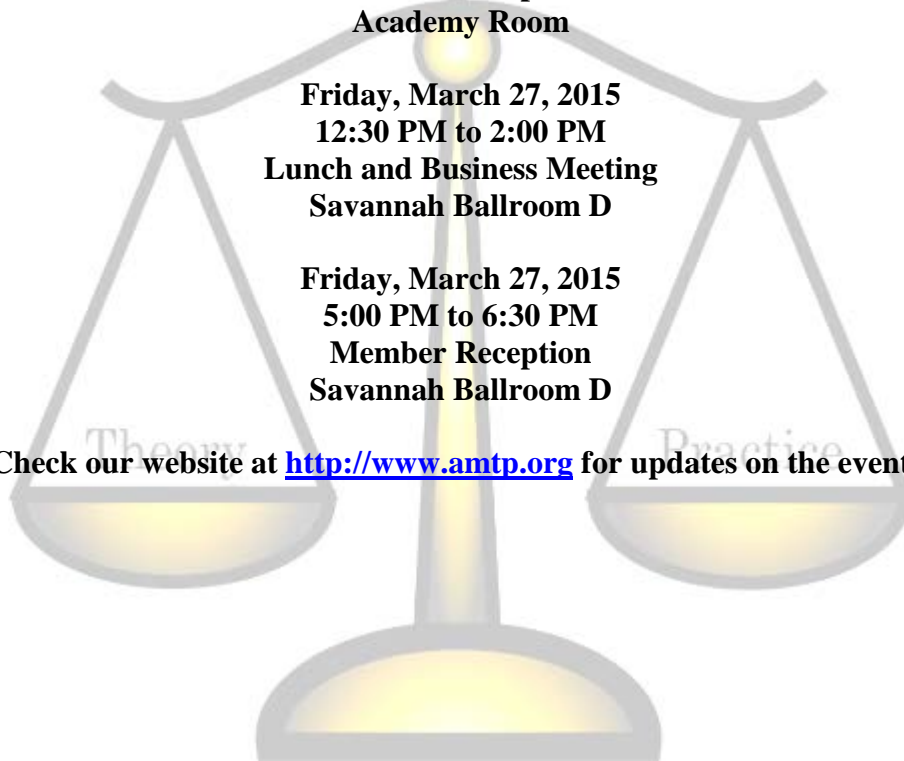
**Friday, March 27, 2015**

**5:00 PM to 6:30 PM**

**Member Reception**

**Savannah Ballroom D**

Check our website at <http://www.amtp.org> for updates on the events.



## AMTP 2015 Program

Thursday, March 26, 2015

8:00 AM to 9:15 AM

Forsyth

*Session 1:1 Potpourri I*

**Session Chair: Rick Mathisen, Kennesaw State University**  
**Marketing Business Incubators and Accelerators: A Profile of Centers in the Southeast United States**

Renée Fontenot, Georgia College

Rick Mathisen, Kennesaw State University

**The Marketing Lessons Learned by Shiseido in China and The United States**

Paul M. Wellen, Roosevelt University

Allen Marber, Governor's State University

Thursday, March 26, 2015

8:00 AM to 9:15 AM

Johnson

*Session 1:2 Sport Marketing I*

**Session Chair: Sam Fullerton, Eastern Michigan University**

**CHARACTERISTICS AND MOTIVATIONS OF DIE-HARD SPORT FANS**

Steve Shih-Chia Chen, Morehead State University

Ryan Smart, Kansas City Chiefs

Kenneth Henderson, Morehead State University

**Is Emotion Stable for Sport Fans? Structural Relationship among Positive Emotion, Negative Emotion, Game Satisfaction, Service Satisfaction, and Sport Consumption: Moderating Roles of Team Identification and Performance**

Brian H. Yim, University of Georgia

Kevin K. Byon, University of Georgia

**Rival Team Influence on Perceived Sincerity and Supportive Behaviors: A Study of Cause-Related Sports Marketing in Major League Baseball**

Bridget Stainover Nichols, Northern Kentucky University

Joe Cobbs, Northern Kentucky University

David Raska, Northern Kentucky University

Thursday, March 26, 2015

9:30 AM to 10:45 AM

Forsyth

*Session 2:1 Potpourri II*

**Session Chair: Randy Stuart, Kennesaw State University**  
**A Test of the Effects of Covert Marketing: Should Marketers Proceed with Caution?**

Sarah B. Gordon, College of Charleston

Julia Blose, College of Charleston

**Perceptions of Social Media and Online Shopping: A Comparison of Chinese and USA College Students**

Anne Heineman Batory, Wilkes University

Steve Batory, Bloomsburg University

Kathleen Houlihan, Wilkes University

Ge Xiao, Wilkes University

**Testing the Semiotic Associations, Industry Representation, Recognition and Consumer Sentiments of Logos**

Tulay Girard, Penn State Altoona

M. Meral Anitsal, Tennessee Tech University

Ismet Anitsal, Tennessee Tech University

Thursday, March 26, 2015

9:30 AM to 10:45 AM

Johnson

*Session 2:2 Marketing Mangement I*

**Session Chair: Shruti Gupta, The Pennsylvania State University – Abington**

**An Investigation into the Impact of Advertising, Intangible Assets, and Goodwill on Investor Holding Period Returns in the Retailing Industry**

Richard A. Heiens, University of South Carolina Aiken

Robert Leach, University of South Carolina Aiken

Paul Newsom, University of South Carolina Aiken

Leanne McGrath, University of South Carolina Aiken

**Managing the Brand Life Cycle**

James Gould, Pace University

Janet Loren, Pace University

**Segmentation and Market Strategy: Qualitative Insights from B2B Technology Executives**

Art Weinstein, Nova Southeastern University

William C. Johnson, Nova Southeastern University

Thursday, March 26, 2015

9:30 AM to 10:45 AM

Franklin

*Session 2:3 Potpourri III*

**Session Chair: James Gould, Pace University**

**Global and Cross-Cultural Innovation**

Elizabeth Cruickshank, Cruickshank Consulting

Perry Haan, Tiffin University

**Is It Interrupted Time Series or Just A Simple Dummy Variable?**

Craig Harms, University of North Florida

**Metaphorical Linkages Between Sports Properties and Sponsors**

Carol Bruneau, The University of Montana

Thursday, March 26, 2015

11:00 AM to 12:15 PM

Forsyth

*Session 3:1 Marketing Education*

**Session Chair: Richard A. Heiens, University of South Carolina Aiken**

**Gender Differences in Assurance of Learning in a Marketing Strategy Capstone Course: An Exploration**

Michael Latta, Coastal Carolina University

Albert J Taylor, Austin Peay State University

**Tiffin University's Marketing Strategy for Undergraduate Students**

Cody B. Brown, Tiffin University

Perry Haan, Tiffin University

Thursday, March 26, 2015

11:00 AM to 12:15 PM

Johnson

*Session 3:2 Social Media*

**Session Chair: Dallas Branch, West Virginia University**

**Effective Use of Social Media in Creating Brand**

**Engagement**

Jamye Foster, University of Southern Mississippi

Gary Daniel Futrell, Valdosta State University

Laura Hunt, University of Southern Mississippi

**Location-Based Social Features for Meeting Strangers Online – Who Uses Them?**

Lixuan Zhang, Weber State University

Yilin Chen, Weber State University

**Social Media Marketing Use in Georgia's Institutions of Higher Education**

James Kelly, University of Tennessee, Knoxville

Lindsay R.L. Larson, Georgia Southern University

Luther Denton, Georgia Southern University

Thursday, March 26, 2015

11:00 AM to 12:15 PM

Franklin

*Session 3:3 Marketing Management II*

**Session Chair: Randy Stuart Kennesaw State University**

**Exploring Product to Service Brand Extensions in B2C Markets**

Mike Musante, Springfield College

**Segmentation and Market Strategy: Qualitative Insights from B2B Technology Executives**

Art Weinstein, Nova Southeastern University

William C. Johnson, Nova Southeastern University

Friday, March 27, 2015

8:00 AM to 9:15 AM

Forsyth

*Session 4:1 Promotion*

**Session Chair: Greg Turner, Claflin University**

**In-store Use of Mobile Phones for Point-of-Purchase Product Information Searches in the US (Dec 2012)**

Kristine Johnson, Rowan University

Manuel C. Pontes, Rowan University

**Sales Force Adoption and Usage of LinkedIn**

Lisa W. Witzig, Colorado State University - Global

Joseph Spencer, Anderson University

Dave McMahon, Pepperdine University

Katlyn Myers, Anderson University

Friday, March 27, 2015

8:00 AM to 9:15 AM

Johnson

*Session 4:2 Marketing Management II*

**Session Chair: Ron Goldsmith, Florida State University**

**Let the Mayhem Begin: Branding a Public University**

Lynn W. McGee, University of South Carolina Beaufort

**An Assessment of Business Ethics in a Technology-Driven Environment: Consumer Attitudes Germane to an**

**Emerging Array of Strategic Initiatives**

Sam Fullerton, Eastern Michigan University

Larry Neale, Queensland University of Technology

**Segmentation and Loyalty: Strategies for Increasing Park Trail Physical Activity and Community Exercise**

Dino Zanon, Deakin University

John Hall, Deakin University

Friday, March 27, 2015

8:00 AM to 9:15 AM

Franklin

*Session 4:3 Sport Marketing II*

**Session Chair: Kevin K. Byon, University of Georgia**  
**Beyond Amateurism: The Rebranding of Major College Athletics**

Dallas Branch, West Virginia University

Olin III Adams, Auburn University

Marie Kraska, Auburn University

**Examining Inter-Relationship among Atmospheric, Emotion, and Behavioral Intention: Moderating Effects of Level of Team Identification and Gender**

William W Jang, University of Georgia

Brian H. Yim, University of Georgia

Kevin K. Byon, University of Georgia

**Transforming a University Athletic Brand: Success to Failure A Case Study**

Ron Dick, Duquesne University

Friday, March 27, 2015

9:30 AM to 10:45 AM

Forsyth

*Session 5:1 Online Programs Panel*

**Session Chair: David Burns, Xavier University**  
**Student Expectations versus Faculty Perceptions of Online Programs**

M. Meral Anitsal, Tennessee Tech University

Ismet Anitsal, Tennessee Tech University

Friday, March 27, 2015

9:30 AM to 10:45 AM

Johnson

*Session 5:2 Marketing Mangement III*

**Session Chair: Leisa R. Flynn, University of Southern Mississippi**

**Consumers' Perceptions of Multi-Tier Private Brand Quality**

Hayes Wade, KATHAROS

Perry Haan, Tiffin University

**An Assessment of Consumers' Perceptions of the Effectiveness of Emerging Technology-Based Marketing Strategies**

Sam Fullerton, Eastern Michigan University

Larry Neale, Queensland University of Technology

Tammy McCullough, Eastern Michigan University

**The State of Multicultural Marketing & Advertising**

Neleen S. Leslie, Florida State University

Friday, March 27, 2015

9:30 AM to 10:45 AM

Franklin

*Session 5:3 Marketing Research II*

**Session Chair: Bridget Satinover Nichols, Northern Kentucky University**  
**An Exploratory Investigation of Aspirational Consumption at the Bottom of the Pyramid**

Shruti Gupta, The Pennsylvania State University – Abington

Pratish Srivastav, GLA University - Mathura, India

**“HI, MY NAME IS PAT AND I AM BOTH AN EXTRAVERT AND A MARKET MAVEN”: AN UPDATE AND EXTENSION OF RESEARCH ON MARKET MAVENISM AND THE BIG FIVE PERSONALITY SCALE**

Ron Goldsmith, Florida State University

Leisa R. Flynn, University of Southern Mississippi

**Mediation: A Review and Analysis of the Approaches for Discovering Mediating Relationships**

William Montford, Florida State University

Ron Goldsmith, Florida State University

Friday, March 27, 2015

11:00 AM to 12:15 PM

Forsyth

*Session 6:1 Potpourri III*

**Session Chair: Kristine Johnson, Rowan University**  
**Consumer Ethics: A Cross-National Study**

David Burns, Xavier University

Pola Gupta, Wright State University

Gunter Buerke, University of Applied Sciences Jena

**Does Emotional Intelligence Moderate the Effectiveness of Emotionally Laden Persuasive Appeals?**

Michael McCall, Michigan State University

Rose Opengart, Embry-Riddle Aeronautical University

Kristina King, Ithaca College

**Equestrian Marketing**

Alexandra Kemp-Thompson, Tiffin University

Perry Haan, Tiffin University

**Friday, March 27, 2015**

**11:00 AM to 12:15 PM**

**Johnson**

*Session 6:2 Supply Chain*

**Session Chair: William Montford, Florida State University**

**Buyer-Seller Relationships: Material versus Logistical Transactions**

Harash J. Sachdev, Eastern Michigan University

G. Russell Merz, Eastern Michigan University

**Job Satisfaction and Driver Turnover: A Brief History of a Supply Chain Research Theme**

Stephen LeMay, University of West Florida

Dave McMahan, Pepperdine University

Jeffery A. Periatt, Auburn University Montgomery

Rose Opengart, Embry-Riddle Aeronautical University

**Saturday, March 28, 2015**

**9:00 AM to 10:30 AM**

**Forsyth**

*Session 7:1 Potpourri IV*

**Session Chair: Randy Stuart, Kennesaw State University**

**Assessing Business Student Interest in Witnessing Production Processes in The Marketplace**

Greg Turner, Claflin University

Mark A. Mitchell, Coastal Carolina University

Mark Hartley, College of Charleston

Robert D. Montgomery, University of Evansville

**Individualism vs. Collectivism and Masculinity vs. Femininity's Effect on Brand Loyalty among Diverse Consumers in the United States**

Neleen S. Leslie, Florida State University

**Stereotyping or Segmentation? An Analysis of Gender in Children's Advertising Across Networks**

Jill K. Maher, Robert Morris University

Alexis Jones, Robert Morris University



**CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK**

**General Papers**

**Testing the Semiotic Associations, Industry Representation, Recognition and Consumer Sentiments of Logos**

Tulay Girard, Penn State Altoona  
M. Meral Anitsal, Tennessee Tech University  
Ismet Anitsal, Tennessee Tech University

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Albert J Taylor, Austin Peay State University

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Dave McMahon, Pepperdine University

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Rose Opengart, Embry-Riddle Aeronautical University

**BEST IN CONFERENCE**

**Ponzurick Award for Best in Conference**

**To be announced at the Friday Business Meeting**

**SPECIAL THANKS TO EVERYONE WHO PARTICIPATED IN THE ASSOCIATION OF  
MARKETING AND THEORY AND PRACTICE 2015 CONFERENCE**

**We will see you next year in St. Simons Island, Georgia  
We will meet at the SEA PALMS GOLF & TENNIS RESORT  
March 17, 2016 to March 19, 2016**

Watch our websites for further information.

<http://www.amtp.org>

<http://www.amtp.org/ocs/index.php/amtp/amtp2016/index>

