

**ASSOCIATION OF MARKETING THEORY AND PRACTICE
2018 ANNUAL MEETING
MARCH 15 – 17, 2018
Ponte Vedra, FL**

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

Integrated Marketing Communications

Sindy Chapa, Florida State University

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

2018 Conference Events

Wednesday, March 14, 2018

6:00 PM to 7:30 PM
Early Bird Gathering
Lobby Bar

Thursday, March 15, 2018

12:30 PM Until
Golf Tournament

Thursday, March 15, 2018

1:00 PM to 5:00 PM
PLS Seminar
Commissioners

Thursday, March 15, 2018

6:30 PM to 8:00 PM
Member Reception
Tournament A

Friday, March 16, 2018

12:30 PM to 2:30 PM
Lunch and Business Meeting
Tournament A

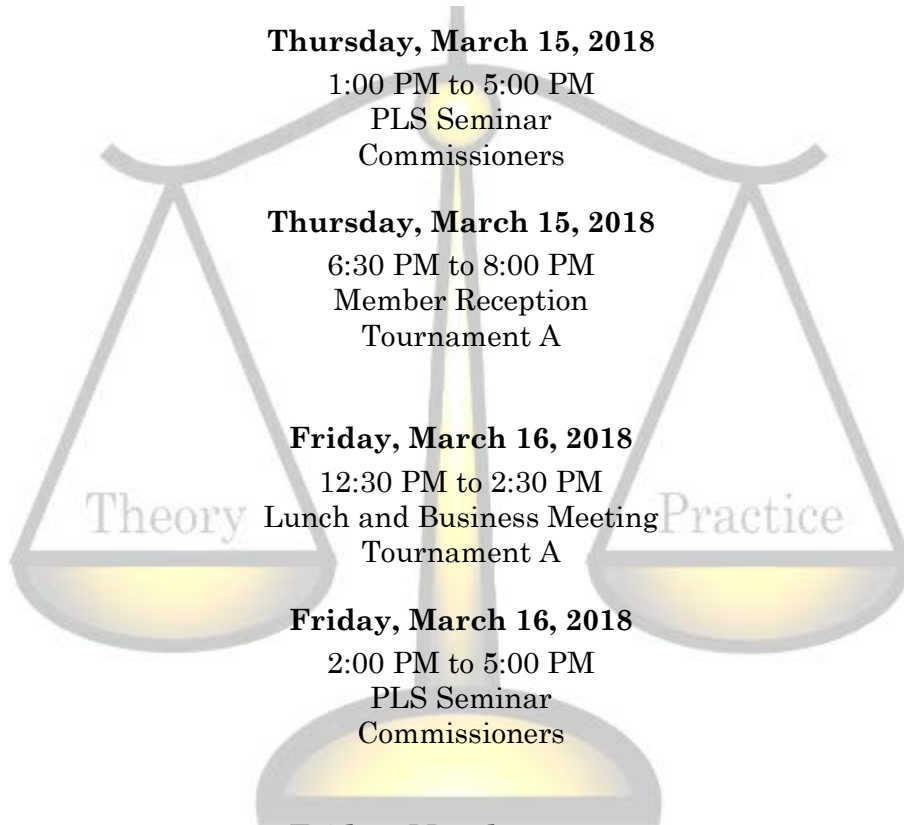
Friday, March 16, 2018

2:00 PM to 5:00 PM
PLS Seminar
Commissioners

Friday, March 16, 2018

6:30 PM to 8:30 PM
Evening Event
Tournament A

Locations and Times Subject to Change



Thursday, March 15, 2018

8:00 AM to 9:15 AM

Commissioners

Session 1:1 Cross Cultural Marketing

Session Chair: Neleen S. Leslie, University of Technology, Jamaica

Ethnocentrism and Xenocentrism's Role in Jamaicans' Product Evaluations and Purchase Intention

Olivia Bravo, Florida State University

Sindy Chapa, Florida State University

Impact of Acculturation and Internal and External Influences on Food Consumption Behavior Among Asian American

Ethnic Groups

Ryan William Kota, Florida State University

Sindy Chapa, Florida State University

Retail Salesperson Influence on India's Lonely Consumers

Cindy B. Rippé, Flagler College

Brent Smith, St. Joseph's University

Alan Dubinsky, Purdue University

Thursday, March 15, 2018

8:00 AM to 9:15 AM

Tournament B2

Session 1:2 Sports Marketing I

Session Chair: Sam Fullerton, Eastern Michigan University

Gap Analysis for Student Attendance at Collegiate Athletic

Events: A Demonstration Project Update

Michael Latta, Coastal Carolina University

Mark A. Mitchell, Coastal Carolina University

Measuring the Effectiveness of NBA Marketing Techniques: A Comparison Between Small and Large Market Teams

Kyle Ronkartz, George Mason University

Ron Dick, Duquesne University

Christopher Atwater, Pfeiffer University

Robert Baker, George Mason University

Craig Esherick, George Mason University

Virtual Reality, a New Channel in Sports Consumption

Ania Izabela Rynarzewska, Mercer University

Thursday, March 15, 2018

8:00 AM to 9:15 AM

Stadium

Session 1:3 Service Marketing I

Session Chair: Session Chair Musa Pinar, Valparaiso University

The Use of Epistemology, Transactional Cost Analysis and Herding Behavior Theories to Explain Ethical Leadership

Mohammed Rawwas, University of Northern Iowa

Money, Marketing, and Missions: Ethics and the Structure of Not-for-Profits

Stephen LeMay, University of West Florida

Karen Barbee, University of West Florida

Psychological Contract Breach and Customer Satisfaction: A Study of Online Shopping

Hua Chang, Towson University

Lingling Zhang, Towson University

Thursday, March 15, 2018

8:00 AM to 9:15 AM

Tournament B1

Session 1:4 Marketing Education I

Session Chair: Claudia C. Mich, Purdue University Northwest

8-Ps Plus: An Integrated Marketing Strategy Model

Jon Martin, Pfeiffer University

Incorporating Professionalism Labs into Marketing Curriculum

Tatia Marie Jacobson Jordan, The University of Texas at Arlington

Student's Attitudes toward Cheating Activity: An Exploration

David Burns, Kennesaw State University

Randy Stuart, Kennesaw State University

Anne Heineman Batory, Wilkes University

Steve Batory, Bloomsburg University

Thursday, March 15, 2018

9:30 AM to 10:45 AM

Commissioners

Session 2:1 Threats to Marketing Panel

Session Chair: Michael Latta, Coastal Carolina University

The Greatest Threat to Marketing Today A Panel Discussion

Michael Latta, Coastal Carolina University

Rick Mathisen, Kennesaw State University

David Burns, Kennesaw State University

Tulay Girard, Penn State Altoona

Michael McCall, Michigan State University

Jeff Hendrix, John Brown University

Thursday, March 15, 2018

9:30 AM to 10:45 AM

Tournament B2

Session 2:2 Potpourri I

Session Chair: Ron Dick, Duquesne University

#FOMO: How the Fear of Missing Out Drives Consumer Purchase Decisions

Michelle van Solt, Florida International University

Jessica Rixom, University of Nevada

Kimberly Taylor, Florida International University

Growing Apart: Collectivism and Acculturation

Sean Sawicki, Florida State University

Sindy Chapa, Florida State University

Toward a Better Understanding of Organic Products

Consumption: The Key Role of Consumers' Involvement

Nataly Levesque, Université Laval

Frank Pons, Université Laval

Mahshid Omid, Université Laval

Thursday, March 15, 2018

9:30 AM to 10:45 AM

Stadium

Session 2:3 Social Media I

Session Chair: Session Chair April Kemp, Southeastern Louisiana University

Antecedents of Favorable Impressions of Alternative Social Media Ads as a Recruiting Tool

Shalonda K. Bradford, Savannah State University

Antecedents of Millennials' Brand Engagement on Social Media Sites: An Integrated Conceptualization

Bela Florental, William Paterson University

On YouTube, Would You Rather Trust: The Brand Or Your Peers? Exploring Gender Effects on How Brand Generated

Video Ads Versus User Generated Brand Related Vlogs Influence Consumers' Attitudes And Purchase Intentions

Vaibhav S Diwanji, Florida State University

Jaemin Lee, Florida State University

Thursday, March 15, 2018

9:30 AM to 10:45 AM

Tournament B1

Session 2:4 Potpourri II

Session Chair: Gary Holmes, University of North Texas at Dallas

An Examination of Tourism Destination Resident Attitudes: Perceived Costs and Benefits

Mike Musante, Springfield College

Beyond Supplier Relationship Management

Vishal Kashyap, University of Graz

Mee-Shew Cheung, Xavier University

Marla Phillips, Xavier University

Tracing, Security, and Safety: The Problem with Wild-Caught Seafood Supply Chains

Stephen LeMay, University of West Florida

Dave McMahon, Pepperdine University

Jeffery A. Periatt, Auburn University Montgomery

Thursday, March 15, 2018

11:00 AM to 12:15 PM

Commissioners

Session 3:1 Trends in Course Design Panel

Session Chair: Tulay Girard, Penn State Altoona

The Recent Trends and Best Practices for Designing Blended/Hybrid/Flipped Courses in Higher Education

Tulay Girard, Penn State Altoona

Ismet Anitsal, Tennessee Tech University

M. Meral Anitsal, Tennessee Tech University

Ron Dick, Duquesne University

Thursday, March 15, 2018

11:00 AM to 12:15 PM

Tournament B2

Session 3:2 Consumer Behavior I

Session Chair: Randy Stuart, Kennesaw State University

Experiential or Instrumental? The Role of Shared Responsibility in Academic Success

Joanne Cao, University of Southern Mississippi

Jamye Foster, University of Southern Mississippi

Gallayane Yaoyuneyong, University of Southern Mississippi

Alice Townsend, University of Southern Mississippi

Planning and Implementing a Graduate Online Team Taught Marketing Course

Rajasree K. Rajamma, Fairfield University

Michael R. Sciandra, Fairfield University

The Role of Consumer Self-Concept

Gary Holmes, University of North Texas at Dallas

Clinton Amos, Weber State University

Grace Zhang, Weber State University

Thursday, March 15, 2018
11:00 AM to 12:15 PM
Stadium

Session 3:3 Marketing Education II

Session Chair: Cindy B. Rippé, Flagler College
Complexity in Business Cases Teaching

Ahmed F Maamoun, University of Minnesota Duluth

Students' Perceptions of Simulation Effectiveness in Learning Internet Marketing

Melanie Eva Bruce, University of Tennessee at Martin

The Use of Online Quizzing Using Adaptive Release with a Minimum Target Grade as a Formative Learning Tool

William J. Wellington, University of Windsor

Mark Lubrick, University of Windsor

Friday, March 16, 2018
8:00 AM to 9:15 AM
Commissioners

Session 4:1 Service Marketing II

Session Chair: Veronica L Thomas, Towson University
How Customer Engagement and Customer Participation Translate Across High-Involvement Purchases

Wendy Gillis, Jacksonville University

Douglas Johansen, Jacksonville University

Shiri Vivek, Eastern Michigan University

Spies!

Sam Fullerton, Eastern Michigan University

Roger Brooksbank, University of Waikato

The Community Behind "In Return For an Honest Review"

Ania Izabela Rynarzewska, Mercer University

Friday, March 16, 2018
8:00 AM to 9:15 AM
Tournament B2

Session 4:2 Marketing Mangement I

Session Chair: Victoria L. Crittenden, Babson College
The Consequences of Business Model Innovation on Market Orientation and Stakeholder Orientation in Disruptive Firms

Zachary Moore, University of Louisiana at Monroe

Timing of Market Entry for New Products: An Exploratory Case Study

Eunsang Yoon, University of Massachusetts Lowell

HyeonJin Rim, University of Massachusetts Lowell

Why New Car Dealers Sell Used Cars: A Structural Analysis of the Impact of Used Car Markets on the Automobile

Distribution Channel

Dinakar Jayarajan, Illinois Institute of Technology

S Siddarth, University of Southern California

Jorge Silva-Risso, University of California, Riverside

Friday, March 16, 2018
8:00 AM to 9:15 AM
Stadium

Session 4:3 Social Media II

Session Chair: Michelle van Solt, Florida International University

A Framework for Using Customer Journey Mapping Alongside Digital Content Marketing to Build the College Brand

Julie M. Pharr, Tennessee Tech University

There's Never Enough: A Taxonomy of Online Retail Scarcity Cues

Tyler Hancock, Mississippi State University

Jennifer L. Stevens, Mississippi State University

Stacie F. Waites, Mississippi State University

Understanding a Mechanism to Enhance Perceived Quality and Brand Loyalty in Social Media: The Role of

Tyler P. Shanahan, East Carolina University

Trang P Tran, East Carolina University

Friday, March 16, 2018
8:00 AM to 9:15 AM
Tournament B1

Session 4:4 Ethical Decision Making Panel

Session Chair: Mary F. Mobley, Augusta University
How Personality Disorders Affect Ethical Decision-Making of Organizational Leaders

Mary F. Mobley, Augusta University

Jill A. Brown, Bentley University

Michael C. Mobley, Medical College of Georgia

William Rhodes, Augusta University

Friday, March 16, 2018
9:30 AM to 10:45 AM
Commissioners

Session 5:1 Sales Management

Session Chair: Jeff D. Hendrix, Ebro North America
An Experiential Sales Management Course

Joseph Chapman, Ball State University

Russ Wahlers, Ball State University

Exploring Online Sales Personas: Toward a Model of Online Strategic Relationship Development

April Kemp, Southeastern Louisiana University

Predicting Turnover of Direct Sellers

Robert A. Peterson, The University of Texas at Austin

Gerald Albaum, University of New Mexico

Victoria L. Crittenden, Babson College

Friday, March 16, 2018
9:30 AM to 10:45 AM
Tournament B2

Session 5:2 Sports Marketing II

Session Chair: Randy Stuart, Kennesaw State University
Enhancing the Fan Experience in the Sport Industry

Chris Croft, University of Southern Mississippi -
Hattiesburg

Dennis Phillips, University of Southern Mississippi

Brian Crow, Slippery Rock University

**Sports Logistics Outsourcing: A Conceptual and
Qualitative Study in the Equine Industry**

Stefan Genchev, University of Central Oklahoma

Gordon Gray, University of Central Oklahoma

Stacia Wert-Gray, University of Central Oklahoma

**Sports Marketing Field Trips: Student Expectations,
Perceived Benefits, and Proactivity**

Sam Fullerton, Eastern Michigan University

Tammy McCullough, Eastern Michigan University

Robert Twells, Eastern Michigan University

Friday, March 16, 2018
9:30 AM to 10:45 AM
Stadium

Session 5:3 Consumer Behavior II

**Session Chair: Celia McKoy, University of Technology,
Jamaica**

**Gender and Cybersecurity: Consumer Awareness,
Experience and Trust**

Olga Vilceanu, Rowan University

Kristine Johnson, Rowan University

**Materialism and Consumer Purchases an Exploratory
Study: Are There Segments of Materialistic Consumers?**

Rick Mathisen, Kennesaw State University

Jennifer Hutchins, Kennesaw State University

David Burns, Kennesaw State University

**Understanding Differences in the Dimensions of Brand
Loyalty Among Generational Cohorts in the Carbonated
Beverage**

Category

Neleen S. Leslie, University of Technology, Jamaica

Petula Senior, University of Technology, Jamaica

Friday, March 16, 2018
9:30 AM to 10:45 AM
Tournament B1

Session 5:4 Potpourri II

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

**The Impact of Implementing a Design-Thinking Project in
the Sales Classroom**

Lindsay R.L. Larson, Georgia Southern University

Linda Mullen, Georgia Southern University

Stefan Sleep, Georgia Southern University

Michael Lee Thomas, Georgia Southern University

The Uphill Battles of Nonprofit Organizations

Dave McMahon, Pepperdine University

Samuel Seaman, Pepperdine University

Michael McCall, Michigan State University

**Travel Motivation Influence Attitudes Toward Cultural
Souvenirs and Travel Intentions**

Gallayanee Yaoyuneyong, University of Southern
Mississippi

Wei Wang, University of Southern Mississippi

Pauline Sullivan, Tennessee State University

Brigitte Burgess, University of Southern Mississippi

Friday, March 16, 2018
11:00 AM to 12:15 PM
Commissioners

Session 6:1 Teaching Sales Panel

Session Chair: Dorene Ciletti, Duquesne University
**Teaching Sales: Practical Applications to Link Theory with
Practice**

Dorene Ciletti, Duquesne University

Claudia C. Mich, Purdue University Northwest

Emily Tanner, West Virginia University

Friday, March 16, 2018

11:00 AM to 12:15 PM

Tournament B2

Session 6:2 Consumer Behavior III

Session Chair: Anne Heineman Batory, Wilkes University

Generosity as an Individual Difference Variable:

Preliminary Steps towards a New Measurement Scale

Leisa R. Flynn, University of Southern Mississippi

Jami Steen, University of Southern Mississippi

Ron Goldsmith, Florida State University

The Influence of Consumer Habits in the Customer

Journey: How The Habit Loop Can Change the Game

Charla Brown, University of South Alabama

Why I Purchase What I See On Facebook: Comparing The

Impact of Electronic Word-of-Mouth Between Hispanic And Non-Hispanic Consumers

Nivia Katherine Escobar Salazar, Florida State University

Sindy Chapa, Florida State University

Friday, March 16, 2018

11:00 AM to 12:15 PM

Stadium

Session 6:3 Marketing Communications

Session Chair: Joseph Chapman, Ball State University

Managing Online Consumer Reviews: Improving Review Quality

Ismail Karabas, Washington State University

Sky King, Weber State University

Beyond Endorsements; How Celebrity Creative Directors Influence Consumers' Attitudes toward the Advertisement

Kendra Fowler, Youngstown State University

Veronica L Thomas, Towson University

Beyond Higher Ed Marketing: Unsanctioned User Generated Content

Jordan Salvador, Georgia Southern University

Lindsay R.L. Larson, Georgia Southern University

Friday, March 16, 2018

11:00 AM to 12:15 AM

Tournament B1

Session 6:4 Marketing Management II

Session Chair: Olivia Bravo, Florida State University

An Exploratory Study on Ethical and Legal Issues of

Marketing Strategies in the Cigarette Industry:

Perspectives on E-

Cigarettes

Jason Bruce Kilby, Tennessee Tech University

Ismet Anitsal, Tennessee Tech University

M. Meral Anitsal, Tennessee Tech University

Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers

Ceren Ekebas-Turedi, Purdue University Northwest

Musa Pinar, Valparaiso University

Paul S. Trapp, Valparaiso University

Tulay Girard, Penn State Altoona

The Impact of Gender on Consumer Skepticism about Corporate Social Responsibility

Kevin P Newman, Providence College

Rebecca K Trump, Loyola University Maryland

Saturday, March 17, 2018

9:00 AM to 10:15 AM

Commissioners

Session 7:1 Marketing Education in Developing Countries Panel

Session Chair: Neleen S. Leslie, University of Technology, Jamaica

Marketing Education in the Developing Country Context: Achievements & Challenges

Neleen S. Leslie, University of Technology, Jamaica

Celia McKoy, University of Technology, Jamaica

Petula Senior, University of Technology, Jamaica

Saturday, March 17, 2018

9:00 AM to 10:15 AM

Tournament B2

Session 7:2 Marketing Management III

Session Chair: Session Chair Vaibhav S Diwanji, Florida State University

An Evaluation of South African Vehicle Prices and Domestic Market Size

Keith Plekker, Capricorn Financial Services

Perry Haan, Tiffin University

Effects of Front-Of-Package Ingredient Content Message on Consumer Evaluations

Tim Ozcan, Rollins College

Ahmet Hattat, University of Rhode Island

Michael Hair, Southern Illinois University Edwardsville

Metrics-Driven Climate and Metrics-Based Activities as an Organizational Processes to Complement MPM system in the Firm

Yuko Yamashita, Hitotsubashi University

Wataru Uehara, Hitotsubashi University

Gen Fukutomi, Kyoto Sangyo University

Hiroyuki Fukuchi, Hitotsubashi University

Saturday, March 17, 2018
9:00 AM to 10:15 AM
Stadium

Session 7:3 Market Research III

Session Chair: Session Chair Michael Latta, Coastal Carolina University

A New In-Store Digital Landscape: Effect on Engagement, Innovativeness and Unplanned Grocery Shopping Outcomes

Dale A. Cake, Jacksonville University
Douglas Johansen, Jacksonville University
Vikas Agrawal, Jacksonville University

Comic Relief: The Impact of Humorous Response in Service Recovery on Brand Perceptions

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

What happens after you are shocked? An Investigation of Emotional Response, Brand Attitude, Attitude toward AD and Purchase Intention of Shock Advertising in Chinese Consumers

Shou Yan, Florida State University
Sindy Chapa, Florida State University

Saturday, March 17, 2018
9:00 AM to 10:15 AM
Tournament B1

Session 7:4 Sports Marketing III

Session Chair: Session Chair Mary F. Mobley, Augusta University

A Preliminary Model Reflecting the Potential Contributions Shared By the Four Parties within the Realm of Sports

Sponsorship

Carol Bruneau, The University of Montana
Sam Fullerton, Eastern Michigan University

Indoor Sport Facility Feasibility Study: Assessment, Value and Demand

Mark Lyberger, Kent State University
Brian H. Yim, Kent State University
Laurence McCarthy, Seton Hall University



CONGRATULATIONS TO THE AUTHORS OF THE 2018 BEST PAPERS IN TRACK

General Papers

Effects of Front-Of-Package Ingredient Content Message on Consumer Evaluations

Tim Ozcan, Rollins College

Ahmet Hattat, University of Rhode Island

Michael Hair, Southern Illinois University Edwardsville

Integrated Marketing Communication

Beyond Endorsements; How Celebrity Creative Directors Influence Consumers' Attitudes toward the Advertisement

Kendra Fowler, Youngstown State University

Veronica Thomas, Towson University

Marketing Education

8-Ps Plus: An Integrated Marketing Strategy Model

Jon Martin, Pfeiffer University

Marketing Management/Strategy/Branding

Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers

Ceren Ekebas-Turedi, Purdue University Northwest

Musa Pinar, Valparaiso University

Paul S. Trapp, Valparaiso University

Tulay Girard, Penn State Altoona

Marketing Research/Demographics/Consumer Behavior

Understanding Differences in the Dimensions of Brand Loyalty Among Generational Cohorts in the Carbonated Beverage Category

Neleen S. Leslie, University of Technology, Jamaica

Petula Senior, University of Technology, Jamaica

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Social Media/Internet/Mobile/Direct Marketing
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Trang P. Tran, East Carolina University

Sports Marketing
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Mark A. Mitchell, Coastal Carolina University

Supply Chain Management/International Marketing/Business to Business Marketing
An Evaluation of South African Vehicle Prices and Domestic Market Size
Keith Plekker, Capricorn Financial Services
Perry Haan, Tiffin University

Student Papers
Beyond Higher Ed Marketing: Unsanctioned User Generated Content
Jordan Salvador, Georgia Southern University
Lindsay R.L. Larson, Georgia Southern University

BEST IN CONFERENCE
Ponzurick Award for Best in Conference
Effects of Front-Of-Package Ingredient Content Message on Consumer Evaluations
Tim Ozcan, Rollins College
Ahmet Hattat, University of Rhode Island
Michael Hair, Southern Illinois University Edwardsville

**SPECIAL THANKS TO EVERYONE WHO PARTICIPATED IN THE ASSOCIATION OF
MARKETING AND THEORY AND PRACTICE 2018 CONFERENCE**

**We will see you next year in
We will meet at the Charleston Harbor Resort in Mt. Pleasant, SC
March 21, 2019 to March 23, 2019**

Watch our websites for further information.
<http://www.amtp.org>
<http://www.amtp.org/ocs/index.php/amtp/amtp2019/index>