

Co Author Session Cross Reference

3/9/2018

Agrawal Vikas
Saturday, March 17, 2018 9:00 AM Stadium
Session 7:3 Market Research III
A New In-Store Digital Landscape: Effect on Engagement, Innovativeness and Unplanned Grocery Shopping Outcomes

Albaum Gerald
Friday, March 16, 2018 9:30 AM Commissioners
Session 5:1 Sales Management
Predicting Turnover of Direct Sellers

Amos Clinton
Thursday, March 15, 2018 11:00 AM Tournament B2
Session 3:2 Consumer Behavior I
The Role of Consumer Self-Concept

Anitsal Ismet
Thursday, March 15, 2018 11:00 AM Commissioners
Session 3:1 Trends in Course Design Panel
The Recent Trends and Best Practices for Designing Blended/Hybrid/Flipped Courses in Higher Education
Friday, March 16, 2018 11:00 AM Tournament B1
Session 6:4 Marketing Management II
An Exploratory Study on Ethical and Legal Issues of Marketing Strategies in the Cigarette Industry: Perspectives on E-Cigarettes

Anitsal M. Meral
Thursday, March 15, 2018 11:00 AM Commissioners
Session 3:1 Trends in Course Design Panel
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Friday, March 16, 2018 11:00 AM Tournament B1
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An Exploratory Study on Ethical and Legal Issues of Marketing Strategies in the Cigarette Industry: Perspectives on E-Cigarettes

Atwater Christopher
Thursday, March 15, 2018 8:00 AM Tournament B2
Session 1:2 Sports Marketing I
Measuring the Effectiveness of NBA Marketing Techniques: A Comparison Between Small and Large Market Teams

Baker Robert
Thursday, March 15, 2018 8:00 AM Tournament B2
Session 1:2 Sports Marketing I
Measuring the Effectiveness of NBA Marketing Techniques: A Comparison Between Small and Large Market Teams

Barbee Karen
Thursday, March 15, 2018 8:00 AM Stadium
Session 1:3 Service Marketing I
Money, Marketing, and Missions: Ethics and the Structure of Not-for-Profits

Batory Anne Heineman
Thursday, March 15, 2018 8:00 AM Tournament B1
Session 1:4 Marketing Education I
Student's Attitudes toward Cheating Activity: An Exploration

Batory Steve
Thursday, March 15, 2018 8:00 AM Tournament B1
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Student's Attitudes toward Cheating Activity: An Exploration

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Bradford Shalonda K.
Thursday, March 15, 2018 9:30 AM Stadium
Session 2:3 Social Media I
Antecedents of Favorable Impressions of Alternative Social Media Ads as a Recruiting Tool

Bravo Olivia
Thursday, March 15, 2018 8:00 AM Commissioners
Session 1:1 Cross Cultural Marketing
Ethnocentrism and Xenocentrism's Role in Jamaicans' Product Evaluations and Purchase Intention

Brooksbank Roger
Friday, March 16, 2018 8:00 AM Commissioners
Session 4:1 Service Marketing II
Spies!

Brown Charla
Friday, March 16, 2018 11:00 AM Tournament B2
Session 6:2 Consumer Behavior III
The Influence of Consumer Habits in the Customer Journey: How The Habit Loop Can Change the Game

Brown Jill A.
Friday, March 16, 2018 8:00 AM Tournament B1
Session 4:4 Ethical Decision Making Panel
How Personality Disorders Affect Ethical Decision-Making of Organizational Leaders

Bruce Melanie Eva
Thursday, March 15, 2018 11:00 AM Stadium
Session 3:3 Marketing Education II
Students' Perceptions of Simulation Effectiveness in Learning Internet Marketing

Bruneau Carol
Saturday, March 17, 2018 9:00 AM Tournament B1
Session 7:4 Sports Marketing III
A Preliminary Model Reflecting the Potential Contributions Shared By the Four Parties within the Realm of Sports Sponsorship

Burgess Brigitte
Friday, March 16, 2018 9:30 AM Tournament B1
Session 5:4 Potpourri II
Travel Motivation Influence Attitudes Toward Cultural Souvenirs and Travel Intentions

Burns David
Thursday, March 15, 2018 8:00 AM Tournament B1
Session 1:4 Marketing Education I
Student's Attitudes toward Cheating Activity: An Exploration
Thursday, March 15, 2018 9:30 AM Commissioners
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The Greatest Threat to Marketing Today A Panel Discussion
Friday, March 16, 2018 9:30 AM Stadium
Session 5:3 Consumer Behavior II
Materialism and Consumer Purchases an Exploratory Study: Are There Segments of Materialistic Consumers?

Cake Dale A.
Saturday, March 17, 2018 9:00 AM Stadium
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A New In-Store Digital Landscape: Effect on Engagement, Innovativeness and Unplanned Grocery Shopping Outcomes

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Cao Joanne

Thursday, March 15, 2018 11:00 AM Tournament B2
Session 3:2 Consumer Behavior I
Experiential or Instrumental? The Role of Shared Responsibility in Academic Success

Chang Hua

Thursday, March 15, 2018 8:00 AM Stadium
Session 1:3 Service Marketing I
Psychological Contract Breach and Customer Satisfaction: A Study of Online Shopping

Chapa Sindy

Thursday, March 15, 2018 8:00 AM Commissioners
Session 1:1 Cross Cultural Marketing
Ethnocentrism and Xenocentrism's Role in Jamaicans' Product Evaluations and Purchase Intention

Thursday, March 15, 2018 8:00 AM Commissioners
Session 1:1 Cross Cultural Marketing
Impact of Acculturation and Internal and External Influences on Food Consumption Behavior Among Asian American Ethnic Groups

Thursday, March 15, 2018 9:30 AM Tournament B2
Session 2:2 Potpourri I
Growing Apart: Collectivism and Acculturation

Friday, March 16, 2018 11:00 AM Tournament B2
Session 6:2 Consumer Behavior III
Why I Purchase What I See On Facebook: Comparing The Impact of Electronic Word-of-Mouth Between Hispanic And Non-Hispanic Consumers

Saturday, March 17, 2018 9:00 AM Stadium
Session 7:3 Market Research III
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

Chapman Joseph

Friday, March 16, 2018 9:30 AM Commissioners
Session 5:1 Sales Management
An Experiential Sales Management Course

Cheung Mee-Shew

Thursday, March 15, 2018 9:30 AM Tournament B1
Session 2:4 Potpourri II
Beyond Supplier Relationship Management

Ciletti Dorene

Friday, March 16, 2018 11:00 AM Commissioners
Session 6:1 Teaching Sales Panel
Teaching Sales: Practical Applications to Link Theory with Practice

Crittenden Victoria L.

Friday, March 16, 2018 9:30 AM Commissioners
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Predicting Turnover of Direct Sellers

Croft Chris

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Enhancing the Fan Experience in the Sport Industry

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Crow Brian

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Enhancing the Fan Experience in the Sport Industry

Dick Ron

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

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Diwanji Vaibhav S

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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

Dubinsky Alan

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Session 1:1 Cross Cultural Marketing

Retail Salesperson Influence on India's Lonely Consumers

Ekebas-Turedi Ceren

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

Escobar Salazar Nivia Katherine

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Esherrick Craig

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

Floenthal Bela

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Session 2:3 Social Media I

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

Flynn Leisa R.

Friday, March 16, 2018 11:00 AM Tournament B2

Session 6:2 Consumer Behavior III

Generosity as an Individual Difference Variable: Preliminary Steps towards a New Measurement Scale

Foster Jamye

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

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

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

Fukutomi Gen
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Fullerton Sam
Friday, March 16, 2018 8:00 AM Commissioners
Session 4:1 Service Marketing II
Spies!

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

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

Genchev Stefan
Friday, March 16, 2018 9:30 AM Tournament B2
Session 5:2 Sports Marketing II
Sports Logistics Outsourcing: A Conceptual and Qualitative Study in the Equine Industry

Gillis Wendy
Friday, March 16, 2018 8:00 AM Commissioners
Session 4:1 Service Marketing II
How Customer Engagement and Customer Participation Translate Across High-Involvement Purchases

Girard Tulay
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Goldsmith Ron
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Gray Gordon
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Haan Perry
Saturday, March 17, 2018 9:00 AM Tournament B2
Session 7:2 Marketing Management III
An Evaluation of South African Vehicle Prices and Domestic Market Size

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

Hancock Tyler
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Session 4:3 Social Media II
There's Never Enough: A Taxonomy of Online Retail Scarcity Cues

Hattat Ahmet
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Hendrix Jeff D.
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Holmes Gary
Thursday, March 15, 2018 11:00 AM Tournament B2
Session 3:2 Consumer Behavior I
The Role of Consumer Self-Concept

Hutchins Jennifer
Friday, March 16, 2018 9:30 AM Stadium
Session 5:3 Consumer Behavior II
Materialism and Consumer Purchases an Exploratory Study: Are There Segments of Materialistic Consumers?

Jacobson Jordan Tatia Marie
Thursday, March 15, 2018 8:00 AM Tournament B1
Session 1:4 Marketing Education I
Incorporating Professionalism Labs into Marketing Curriculum

Jayarajan Dinakar
Friday, March 16, 2018 8:00 AM Tournament B2
Session 4:2 Marketing Mangement I
Why New Car Dealers Sell Used Cars: A Structural Analysis of the Impact of Used Car Markets on the Automobile Distribution Channel

Johansen Douglas
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Johnson Kristine
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Gender and Cybersecurity: Consumer Awareness, Experience and Trust

Karabas Ismail
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Session 6:3 Marketing Communications
Managing Online Consumer Reviews: Improving Review Quality

Kashyap Vishal
Thursday, March 15, 2018 9:30 AM Tournament B1
Session 2:4 Potpourri II
Beyond Supplier Relationship Management

Kemp April
Friday, March 16, 2018 9:30 AM Commissioners
Session 5:1 Sales Management
Exploring Online Sales Personas: Toward a Model of Online Strategic Relationship Development

Kilby Jason Bruce
Friday, March 16, 2018 11:00 AM Tournament B1
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An Exploratory Study on Ethical and Legal Issues of Marketing Strategies in the Cigarette Industry: Perspectives on E-Cigarettes

King Sky
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Managing Online Consumer Reviews: Improving Review Quality

Kota Ryan William
Thursday, March 15, 2018 8:00 AM Commissioners
Session 1:1 Cross Cultural Marketing
Impact of Acculturation and Internal and External Influences on Food Consumption Behavior Among Asian American Ethnic Groups

Larson Lindsay R.L.
Friday, March 16, 2018 9:30 AM Tournament B1
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The Impact of Implementing a Design-Thinking Project in the Sales Classroom
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Session 6:3 Marketing Communications
Beyond Higher Ed Marketing: Unsanctioned User Generated Content
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Comic Relief: The Impact of Humorous Response in Service Recovery on Brand Perceptions

Latta Michael
Thursday, March 15, 2018 8:00 AM Tournament B2
Session 1:2 Sports Marketing I
Gap Analysis for Student Attendance at Collegiate Athletic Events: A Demonstration Project Update
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Lee Jaejin
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LeMay Stephen
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Tracing, Security, and Safety: The Problem with Wild-Caught Seafood Supply Chains

Leslie Neleen S.
Friday, March 16, 2018 9:30 AM Stadium
Session 5:3 Consumer Behavior II
Understanding Differences in the Dimensions of Brand Loyalty Among Generational Cohorts in the Carbonated Beverage Category
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Marketing Education in the Developing Country Context: Achievements & Challenges

Levesque Nataly
Thursday, March 15, 2018 9:30 AM Tournament B2
Session 2:2 Potpourri I
Toward a Better Understanding of Organic Products Consumption: The Key Role of Consumers' Involvement

Lubrick Mark
Thursday, March 15, 2018 11:00 AM Stadium
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The Use of Online Quizzing Using Adaptive Release with a Minimum Target Grade as a Formative Learning Tool

Lyberger Mark
Saturday, March 17, 2018 9:00 AM Tournament B1
Session 7:4 Sports Marketing III
Indoor Sport Facility Feasibility Study: Assessment, Value and Demand

Maamoun Ahmed F
Thursday, March 15, 2018 11:00 AM Stadium
Session 3:3 Marketing Education II
Complexity in Business Cases Teaching

Martin Jon
Thursday, March 15, 2018 8:00 AM Tournament B1
Session 1:4 Marketing Education I
8-Ps Plus: An Integrated Marketing Strategy Model

Mathisen Rick
Thursday, March 15, 2018 9:30 AM Commissioners
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The Uphill Battles of Nonprofit Organizations

McCarthy Laurence

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McCullough Tammy

Friday, March 16, 2018 9:30 AM Tournament B2
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Sports Marketing Field Trips: Student Expectations, Perceived Benefits, and Proactivity

McKoy Celia

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McMahon Dave

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Mich Claudia C.

Friday, March 16, 2018 11:00 AM Commissioners
Session 6:1 Teaching Sales Panel
Teaching Sales: Practical Applications to Link Theory with Practice

Mitchell Mark A.

Thursday, March 15, 2018 8:00 AM Tournament B2
Session 1:2 Sports Marketing I
Gap Analysis for Student Attendance at Collegiate Athletic Events: A Demonstration Project Update

Mobley Mary F.

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How Personality Disorders Affect Ethical Decision-Making of Organizational Leaders

Mobley Michael C.

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How Personality Disorders Affect Ethical Decision-Making of Organizational Leaders

Moore Zachary

Friday, March 16, 2018 8:00 AM Tournament B2
Session 4:2 Marketing Mangement I
The Consequences of Business Model Innovation on Market Orientation and Stakeholder Orientation in Disruptive Firms

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Mullen Linda
Friday, March 16, 2018 9:30 AM Tournament B1
Session 5:4 Potpourri II
The Impact of Implementing a Design-Thinking Project in the Sales Classroom

Musante Mike
Thursday, March 15, 2018 9:30 AM Tournament B1
Session 2:4 Potpourri II
An Examination of Tourism Destination Resident Attitudes: Perceived Costs and Benefits

Newman Kevin P
Friday, March 16, 2018 11:00 AM Tournament B1
Session 6:4 Marketing Management II
The Impact of Gender on Consumer Skepticism about Corporate Social Responsibility

Omid Mahshid
Thursday, March 15, 2018 9:30 AM Tournament B2
Session 2:2 Potpourri I
Toward a Better Understanding of Organic Products Consumption: The Key Role of Consumers' Involvement

Ozcan Tim
Saturday, March 17, 2018 9:00 AM Tournament B2
Session 7:2 Marketing Management III
Effects of Front-Of-Package Ingredient Content Message on Consumer Evaluations

Periatt Jeffery A.
Thursday, March 15, 2018 9:30 AM Tournament B1
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Tracing, Security, and Safety: The Problem with Wild-Caught Seafood Supply Chains

Peterson Robert A.
Friday, March 16, 2018 9:30 AM Commissioners
Session 5:1 Sales Management
Predicting Turnover of Direct Sellers

Pharr Julie M.
Friday, March 16, 2018 8:00 AM Stadium
Session 4:3 Social Media II
A Framework for Using Customer Journey Mapping Alongside Digital Content Marketing to Build the College Brand

Phillips Dennis
Friday, March 16, 2018 9:30 AM Tournament B2
Session 5:2 Sports Marketing II
Enhancing the Fan Experience in the Sport Industry

Phillips Marla
Thursday, March 15, 2018 9:30 AM Tournament B1
Session 2:4 Potpourri II
Beyond Supplier Relationship Management

Pinar Musa
Friday, March 16, 2018 11:00 AM Tournament B1
Session 6:4 Marketing Management II
Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers

Plekker Keith
Saturday, March 17, 2018 9:00 AM Tournament B2
Session 7:2 Marketing Management III
An Evaluation of South African Vehicle Prices and Domestic Market Size

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Pons Frank
Thursday, March 15, 2018 9:30 AM Tournament B2
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Toward a Better Understanding of Organic Products Consumption: The Key Role of Consumers' Involvement

Rajamma Rajasree K.
Thursday, March 15, 2018 11:00 AM Tournament B2
Session 3:2 Consumer Behavior I
Planning and Implementing a Graduate Online Team Taught Marketing Course

Rawwas Mohammed Y.A.
Thursday, March 15, 2018 8:00 AM Stadium
Session 1:3 Service Marketing I
The Use of Epistemology, Transactional Cost Analysis and Herding Behavior Theories to Explain Ethical Leadership

Rhodes William
Friday, March 16, 2018 8:00 AM Tournament B1
Session 4:4 Ethical Decision Making Panel
How Personality Disorders Affect Ethical Decision-Making of Organizational Leaders

Rim HyeonJin
Friday, March 16, 2018 8:00 AM Tournament B2
Session 4:2 Marketing Mangement I
Timing of Market Entry for New Products: An Exploratory Case Study

Rippé Cindy B.
Thursday, March 15, 2018 8:00 AM Commissioners
Session 1:1 Cross Cultural Marketing
Retail Salesperson Influence on India's Lonely Consumers

Rixom Jessica
Thursday, March 15, 2018 9:30 AM Tournament B2
Session 2:2 Potpourri I
#FOMO: How the Fear of Missing Out Drives Consumer Purchase Decisions

Ronkartz Kyle
Thursday, March 15, 2018 8:00 AM Tournament B2
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Measuring the Effectiveness of NBA Marketing Techniques: A Comparison Between Small and Large Market Teams

Rynarzewska Ania Izabela
Thursday, March 15, 2018 8:00 AM Tournament B2
Session 1:2 Sports Marketing I
Virtual Reality, a New Channel in Sports Consumption
Friday, March 16, 2018 8:00 AM Commissioners
Session 4:1 Service Marketing II
The Community Behind "In Return For an Honest Review"

Salvador Jordan
Friday, March 16, 2018 11:00 AM Stadium
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Beyond Higher Ed Marketing: Unsanctioned User Generated Content

Sawicki Sean
Thursday, March 15, 2018 9:30 AM Tournament B2
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Growing Apart: Collectivism and Acculturation

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Sciandra Michael R.
Thursday, March 15, 2018 11:00 AM Tournament B2
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Seaman Samuel
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Senior Petula
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Shanahan Tyler P.
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Understanding a Mechanism to Enhance Perceived Quality and Brand Loyalty in Social Media: The Role of Personalization

Shin Hyunju
Saturday, March 17, 2018 9:00 AM Stadium
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Comic Relief: The Impact of Humorous Response in Service Recovery on Brand Perceptions

Siddarth S
Friday, March 16, 2018 8:00 AM Tournament B2
Session 4:2 Marketing Mangement I
Why New Car Dealers Sell Used Cars: A Structural Analysis of the Impact of Used Car Markets on the Automobile Distribution Channel

Silva-Risso Jorge
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Sleep Stefan
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Smith Brent
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Steen Jami
Friday, March 16, 2018 11:00 AM Tournament B2
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Generosity as an Individual Difference Variable: Preliminary Steps towards a New Measurement Scale

Stevens Jennifer L.
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Stuart Randy
Thursday, March 15, 2018 8:00 AM Tournament B1
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Sullivan Pauline
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Tanner Emily
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Taylor Kimberly
Thursday, March 15, 2018 9:30 AM Tournament B2
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#FOMO: How the Fear of Missing Out Drives Consumer Purchase Decisions

Thomas Michael Lee
Friday, March 16, 2018 9:30 AM Tournament B1
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Thomas Veronica L
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Townsend Alice
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Tran Trang P
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Trapp Paul S.
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Trump Rebecca K
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The Impact of Gender on Consumer Skepticism about Corporate Social Responsibility

Twells Robert
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Uehara Wataru
Saturday, March 17, 2018 9:00 AM Tournament B2
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van Solt Michelle
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Vilceanu Olga
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Vivek Shiri
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How Customer Engagement and Customer Participation Translate Across High-Involvement Purchases

Wahlers Russ
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An Experiential Sales Management Course

Waites Stacie F.
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Wang Wei
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Wellington William J.
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The Use of Online Quizzing Using Adaptive Release with a Minimum Target Grade as a Formative Learning Tool

Wert-Gray Stacia
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Yamashita Yuko
Saturday, March 17, 2018 9:00 AM Tournament B2
Session 7:2 Marketing Management III
Metrics-Driven Climate and Metrics-Based Activities as an Organizational Processes to Complement MPM system in the Firm

Yan Shou
Saturday, March 17, 2018 9:00 AM Stadium
Session 7:3 Market Research III
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

Co Author Session Cross Reference

3/9/2018

Yaoyuneyong Gallayanee

Thursday, March 15, 2018 11:00 AM Tournament B2

Session 3:2 Consumer Behavior I

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

Friday, March 16, 2018 9:30 AM Tournament B1

Session 5:4 Potpourri II

Travel Motivation Influence Attitudes Toward Cultural Souvenirs and Travel Intentions

Yim Brian H.

Saturday, March 17, 2018 9:00 AM Tournament B1

Session 7:4 Sports Marketing III

Indoor Sport Facility Feasibility Study: Assessment, Value and Demand

Yoon Eunsang

Friday, March 16, 2018 8:00 AM Tournament B2

Session 4:2 Marketing Mangement I

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

Zhang Grace

Thursday, March 15, 2018 11:00 AM Tournament B2

Session 3:2 Consumer Behavior I

The Role of Consumer Self-Concept

Zhang Lingling

Thursday, March 15, 2018 8:00 AM Stadium

Session 1:3 Service Marketing I

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