



PROGRAM COMMITTEE

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Jim Randall, Georgia Southern University (Emeritus)

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Tulay Girard, The Pennsylvania State University - Altoona

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Manisha Mathur, Augusta University

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TRACK CHAIRS

BRANDING, STRATEGY AND MARKETING MANAGEMENT

Mike Musante, Springfield College

CONSUMER BEHAVIOR AND CONSUMER DATA

Nuket Serin, Bellarmine University

CROSS-CULTURAL, MULTI-CULTURAL AND GLOBAL MARKETING

Neleen Leslie, John Carroll University

GENERAL PAPERS, PANELS, AND SPECIAL SESSIONS

Lindsay Levine, Georgia Southern University

MARKETING ANALYTICS

Jana Stupavsky, University of South Alabama

MARKETING EDUCATION

Gallayane Yaoyuneyong, University of Southern Mississippi

MARKETING TECHNOLOGY

Todd Haderlie, Florida International University

PROFESSIONAL SELLING, SALES MANAGEMENT, PROMOTION, ADVERTISING, AND B2B MARKETING

William Jones, Georgia Southern University

RETAILING & SERVICES MARKETING

Ismail Karabas, Murray State University

SOCIAL MEDIA AND DIGITAL MARKETING

Manisha Mathur, Augusta University

SPORTS MARKETING

Laura Boman, Kennesaw State University

SUPPLY CHAIN, CONSUMER ACCESS, CRM AND SRM

Stephen LeMay, University of Western Florida

ENTREPRENEURSHIP AND SMALL BUSINESS

Ismet Anitsal, Missouri State University, & Meral Anitsal, Tennessee Tech

NON-PROFIT MARKETING, MARKETING ETHICS AND CSR

Olga Vilceanu, Rowan University

CONGRATULATIONS TO THE AUTHORS OF THOMAS PONZURICK TOP IN CONFERENCE AWARD

The Interplay of Organic Label, Natural Imagery, and Domestic Country-of-Origin Claim in Shaping Consumer Responses: Independent, Interactive, and Conditional Effects

David Bourdin, FHWien der WKW University of Applied Sciences

Phillip Frankhofer, FHWien der WKW University of Applied Sciences

CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK

ENTREPRENEURSHIP & SMALL BUSINESS

Detecting Barriers and Drivers to the Adoption of Circular Business Models in Small Companies from Developed and Developing Countries

Nathalie Touratier-Muller, University of Pau

Nikolina Koporcic, Laurea University of Applied Sciences

Stefan Markovic, NEOMA Business School

Vesna Damnjanovic, University of Belgrade

NON-PROFIT MARKETING, MARKETING ETHICS AND CSR

The A-B Gap: An Assessment of the Differences Between Ethical Attitudes and Ethical Behaviour Among the Next Generation of Business Leaders in South Africa

Christo Bisschoff, North-West University (South Africa)

Sam Fullerton, North-West University (South Africa)

SOCIAL MEDIA AND DIGITAL MARKETING

Measuring Social Influence in Online Social Networks: Framework & Conceptual Model Presentation Based on Expert Interviews

Shyamala N. Chalakudi, ESC Rennes School of Business

Dildar Hussain, ESC Rennes School of Business

Gnana Bharathy, University of Sydney, Australia

Dakshina Murthy Kolluru, Golden Gate University - San Francisco

MARKETING TECHNOLOGY

Embracing Digital Marketing Technologies and Increasing Student Engagement through Marketing Agility and Reactance

Manisha Mathur, Augusta University

SUPPLY CHAIN

Supply Chain Path Dependency in Collaborations for New Product Development

Rajendran S. Murthy, Rochester Institute of Technology

John Ettlie, Rochester Institute of Technology

CONSUMER BEHAVIOR & CONSUMER DATA

Designer Babies: Investigating Perceptions of CRISPR Technology in Humans Through the Lens of Construal

Rebecca A. VanMeter, Ball State University

Susan Powell Mantel, University of Cincinnati

Shaheen Borna, Ball State University

Kesha Coker, Ball State University

BRANDING STRATEGY & MARKETING MANAGEMENT

The Interplay of Organic Label, Natural Imagery, and Domestic Country-of-Origin Claim in Shaping Consumer Responses: Independent, Interactive, and Conditional Effects

David Bourdin, FHWien der WKW University of Applied Sciences

Phillip Frankhofer, FHWien der WKW University of Applied Sciences

JAMES E. RANDALL BEST STUDENT PAPER

Service Robots Effect on Branding and Consumers' Intentions Through Online Reviews

Haeden Overby, University of Southern Mississippi

Wei Wang Ph.D, University of Southern Mississippi

Banu Elmadag Ph.D., University of Southern Mississippi

2024 PROGRAM CONFERENCE EVENTS SONESTA RESORT, HILTON HEAD ISLAND, SC MARCH 13-16, 2024

WEDNESDAY, MARCH 13, 2024 – REGISTRATION (5:00 PM – 6:00PM)

County Foyer

WEDNESDAY, MARCH 13, 2024 – EARLY BIRD RECEPTION (6:00 PM – 7:00PM)

Sea Crest Patio

THURSDAY, MARCH 14, 2024 – KEYNOTE SPEAKERS 11:00AM-12PM

Salon AB Keynote Speaker: Greg Parker

THURSDAY, MARCH 14, 2024 – GOLF TOURNAMENT 12:30PM

Shipyard Golf Course

THURSDAY, MARCH 14, 2024 –fsQCA WORKSHOP (1:00 – 4:00PM)

Salon F Presenter: **Dr. Arch Woodside**

THURSDAY, MARCH 14, 2024 – MEMBER DINNER (6:30PM – 8:00PM)

Salon ABC

FRIDAY, MARCH 15, 2024 – AWARD LUNCHEON (12:30PM – 2:00PM)

Salon ABC

FRIDAY, MARCH 15, 2024 – PYTHON & R WORKSHOP (2:00PM – 4:00PM)

Virtual Presenter: **Dr. Hongjun Ye**

FRIDAY, MARCH 15, 2024 – EVENING RECEPTION (6:30PM – 8:00PM)

Savannah - Ballroom

SATURDAY, MARCH 16, 2024 – TRACK CHAIR MEETING (8:00AM – 8:30AM)

SATURDAY, MARCH 16, 2024 – BOARD MEETING (8:30AM – 9:30AM)

Salon C

THURSDAY, MARCH 14, 2024 (8:00 AM – 9:15AM)

Session 1.1 Cross-Cultural Research

Room: Salon F

Session Chair: **Michelle Childs**, *University of Knoxville Tennessee*

Enhancing Global Learning: Knowledge Acquisition and Organizational Practices in Internationalization

Christine A. Makama, *Jacksonville University*

Diffusion of Innovation: The Devil Wears Prada and the Cerulean Sweater

Ahmed Maamoun, *University of Minnesota-Duluth*

Diversity in Practice: Investigating How Timing and Depth in Approaches to Diversity Impacts Consumers' Brand Loyalty

Tiffany Machado Blanchflower, *East Carolina University*

Michelle Childs, *University of Knoxville Tennessee*

Delisia Matthews, *University of North Carolina*

THURSDAY, MARCH 14, 2024 (8:00 AM – 9:15AM)

Session 1.2 Marketing Education

Room: Salon G

Session Chair: **Manisha Mathur**, *Augusta University*

Embracing Digital Marketing Technologies and Increasing Student Engagement through Marketing Agility and Reactance

Manisha Mathur, *Augusta University*

An Exploratory Study of Marketing Students' Perception of ChatGPT: Thank You for Help! But I Am Also Worried

Kelly La Venture, *Bemidji State University*

Hyun Sang An, *Minnesota State University, Moorhead*

Wooyang Kim, *Minnesota State University, Moorhead*

Estimating Costs and Markups for Marketing Plans: Three Approaches

Mary Lee Stansifer, *University of Colorado Denver*

THURSDAY, MARCH 14, 2024 (8:00 AM – 9:15AM)

Session 1.3 Influencing Consumer Behavior

Room: Salon H

Session Chair: **Heather M. Meyer**, *University of Nebraska at Kearney*

Uncertainty Avoidance Moderation over Film-motivated Tourists' Views on Destination Image, Place Attachment, and Intentions

Patrick Tyson, *University of Southern Mississippi*

Wei Wang, *University of Southern Mississippi*

Cookies and Calamari: Squid Game's "Dalgona" and Cutting Shapes from its Impact on Korean Product Purchase and Travel Intentions

Wei Wang, *University of Southern Mississippi*

Patrick Tyson, *University of Southern Mississippi*

Haeden Overby, *University of Southern Mississippi*

Consumer Decision-Making Constructs: Differences Among Generational Cohorts

Heather M. Meyer, *University of Nebraska at Kearney*

Chloe Murphy, *NRC Health*

THURSDAY, MARCH 14, 2024 (8:00 AM – 9:15AM)

Session 1.4 Branding in Modern Times

Room: Savannah-B

Session Chair: **Jeff Hendrix**, *John Brown University*

Picture Perfect or Symbolic Backfire? Assessing the Detrimental Effects of Brand Emoji Use on Consumers' Brand Attitudes

Michael Sciandra, *Fairfield University*

Nazuk Sharma, *Fairfield University*

Perception of Consumer Envy on Social Networking Sites

Murong Miao, *Northern Michigan University*

Yi Peng, *Tennessee Tech University*

Conflicted Positioning: Product Positioning When Market Segments have Conflicting Risk Goals

Richard Flight, *Coastal Carolina University*

THURSDAY, MARCH 14, 2024 (9:30 AM – 10:45AM)

Session 2.1 Social Media/Digital Marketing

Room 1: Salon F

Session Chair: **Melek Meral Anitsal**, *Tennessee Tech University*

Real but Fictional: A Research Agenda of Virtual Influencers in Brand Communications

Lei Huang, *SUNY at Fredonia*

Swipe, Shop, Signal: Exploring the Dynamics of Status-Seeking and Mobile Engagement in the Luxury Market

Aaron C. Lawry, *Hult International Business School*

Niland Mortimer, *Hult International Business School*

Interactions Between Societal, Social, and Social Media Marketing

Jessica L. Holden, *Missouri State University*

Ismet Anitsal, *Missouri State University*

Melek Meral Anitsal, *Tennessee Tech University*

Digital IQ Transformational Growth-Value Hedging

Priyanka Singh, *State University of New York at Plattsburgh*

THURSDAY, MARCH 14, 2024 (9:30 AM – 10:45AM)

Session 2.2 Business in Changing Environments

Room 2: Salon G

Session Chair: **Betsy Tretola**, *George Mason University*

Detecting Barriers and Drivers to The Adoption of Circular Business Models in Small Companies from Developed and Developing Countries

Nathalie Touratier-Muller, *University of Pau*

Nikolina Koporcic, *Laurea University of Applied Sciences*

Stefan Markovic, *NEOMA Business School*

Vesna Damjanovic, *University of Belgrade*

Making Customers More Loyal: The Role of Value Cocreation in Branded Apps

Trang Phuc Tran, *East Carolina University*

Adrienne Muldrow, *East Carolina University*

Charlene Dadzie, *University of Southern Alabama*

The Unmanageable Manager

Roberto Bello, *Washington State University*

The Dance of Longevity: Rhythms of Maturity in MNEs Subsidiary Management

Mehdi Rasouli Ghahroudi, *University of Washington - Bothell Campus*

Sundar Balakrishnan, *University of Washington - Bothell Campus*

THURSDAY, MARCH 14, 2024 (9:30 AM – 10:45AM)

Session 2.3 Consumer Behavior I

Room 3: Salon H

Session Chair: **Scott M. Widmier**, *Kennesaw State University*

Using Dark Triad Personality to Understand and Moderate Jay Customer Behavior in Hospitality

Scott M. Widmier, *Kennesaw State University*

Prachi Gala, *Kennesaw State University*

Iason Koufodontis, *University of the Aegean*

Antecedents and Outcomes of Positive Customer Emotions

Donald C. Barnes, *University of North Carolina at Wilmington*

Alexandra Krallman, *University of North Carolina Wilmington*

The Impact of Minimalist Design on Consumer's Brand Expectations

Carolina Guerrero, *Georgia Southern University*

Lindsay Levine, *Georgia Southern University*

William Jones, *Georgia Southern University*

Service Robots Effect on Branding and Consumers' Intentions Through Online Reviews

Haeden Overby, *University of Southern Mississippi*

Wei Wang, *University of Southern Mississippi*

Banu Elmadag, *University of Southern Mississippi*

THURSDAY, MARCH 14, 2024 (9:30 AM – 10:45AM)

Session 2.4 Ethics & CSR

Room 4: Savannah-B

Session Chair: **Musa Pinar**, *Valparaiso University*

Confidence in Personal Style: A Self-Empowered Path Toward Sustainable Clothing Consumption?

Catherine A. Roster, *University of New Mexico*

Examining Corporate Social Responsibility (CSR) and Employees in Convenience Store Business and their Impact on Net Promoter Score (NPS)

Musa Pinar, *Valparaiso University*

Faruk Guder, *Loyola University Chicago*

Tulay Girard, *The Pennsylvania State University-Altoona*

Take me on a Trip: From Instagram influencers to Developing Country Travel Destinations.

Deidre Tilley, *Kennesaw State University*

THURSDAY, MARCH 14, 2024 (11:00 AM – 12:00PM)

Session 3.1 Plenary Session - Keynote Speaker

Room: Salon ABC



Practitioner Keynote

March 14th
11:00 AM – 12:15 pm
Session 3.1 Plenary Session



Foodservice Leader of the Year
Tech Executive of the Year
Citizen of the Year
Savannah Morning News
Entrepreneur of the Year
Georgia Trend Legacy Leader



Greg Parker
Founder and CEO of Parker's Kitchen



Transitioning from a Convenience Store Serving Food to a Food Store Offering Convenience

Keynote Speaker:

Greg Parker, Founder and CEO of Parker's Kitchen

Introduced by:

**Dr. Allen Amason, Dean of the Parker College of Business
Georgia Southern University**

AMTP expresses gratitude for the kind gesture from Bimbo Bakeries for supplying pastries to the participants of the keynote speaker event.

THURSDAY, MARCH 14, 2024 –fsQCA WORKSHOP (1:00 – 4:00PM)

In-Person Workshop (For Registered Attendees)

Room: Salon F

**In-person Workshop:
fsQCA for Beginners**

March 14, 2024, 1:00 pm – 4:00 pm

Participants learn how to calibrate data, compute fuzzy gestalt statements, and report XY plots of fuzzy statements, and shift from constructing/testing symmetric, variable, relationship models and using NHST to constructing/testing asymmetric, case, outcome models and report odds ratios in findings.



**Dr. Arch
Woodside**

Presenter: Dr. Arch Woodside

FRIDAY, MARCH 15, 2024 (8:00 AM to 9:15AM)

Session 4.1 Marketing Education & Technology

Room: Salon F

Session Chair: **Rebecca A. VanMeter**, *Ball State University*

The Effectiveness of Incorporating Virtual Reality (VR) in Marketing Education: A Pilot Study with Objective Evaluation

Haithem Zourrig, *Kent State University - Stark Campus*

Younghun Chae, *Kent State University - Stark Campus*

Baedorf & Daughters: An Expansion and Location Case

Alina Pradel, *TransAtlantik Institute*

Cedrik Beadorf, *TransAtlantik Institute*

Stephen LeMay, *University of West Florida*

Designer Babies: Investigating Perceptions of CRISPR Technology in Humans Through the Lens of Construal

Rebecca A. VanMeter, *Ball State University*

Susan Powell Mantel, *University of Cincinnati*

Shaheen Borna, *Ball State University*

Kesha Coker, *Ball State University*

Consumers' Brand Loyalty Towards Small Family-Owned Businesses

Christo A. Bisschoff, *North West University*

Christoff Botha, *North West University*

Marko Van Schoor, *North West University*

Doret Botha, *North West University*

FRIDAY, MARCH 15, 2024 (8:00 AM to 9:15AM)

Session 4.2 Retailing & Supply Chain

Room: Salon G

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

The Impact of De-Globalization on Global Supply Chains – An Exploratory Study

Mee-Shew Cheung, *Xavier University*

Reshoring from China: It's the Economy, Stupid

Rex Evans McClure, *Marshall University*

Monisha Gupta, *Marshall University*

Vanessa Coffman, *Marshall University*

Reverse Flow Logistics in Manufacturing Operations

Gary Holmes, *University of North Texas at Dallas*

Jeffrey Wendt, *University of North Texas at Dallas*

FRIDAY, MARCH 15, 2024 (8:00 AM to 9:15AM)

Session 4.3 Services Marketing

Room: Salon H

Session Chair: **Stefan Sleep**, *Kennesaw State University*

Relationship Marketing and Collegiate Affinity Credit Cards: An Analysis of Eleven Years of CFPB Data (2009 – 2020)

Neleen S. Leslie-Piper, *John Carroll University*

Consumer Attitude Toward Physician Practice Ownership: Propositions for Future Research

Gary Futrell, *Valdosta State University*

AI-assisted Stakeholder Management and Organizational Learning: Evidence from the U.S. Intelligent Service Community

Jiyeon An, *Fayetteville State University*

Unraveling the Impact of Political Identity on Artificial Intelligence Interactions

Michael L. Thomas, *Georgia Southern University*

Yuan Li, *Georgia Southern University*

FRIDAY, MARCH 15, 2024 (8:00 AM to 9:15AM)

Session 4.4 Sports & Online Marketing

Room: Savannah-B

Session Chair: **Sam Fullerton**, North-West University (South Africa)

From Fan Avidity to NIL Ramifications: An Assessment of the Attitudes Held by American University Students on an Array of Sports Issue

Sam Fullerton, North-West University (South Africa)

Tammy McCullough, Eastern Michigan University

Whose Opinions do We Trust? Some Thoughts on Online Product Ratings and Consumer Decision Making

David Ackerman, *California State University, Northridge*

Barbara Gross, *California State University, Northridge*

Jing Hu, *California State Polytechnic University, Pomona*

Evaluating Symmetry and Asymmetry: A PLS-SEM and fsQCA Investigation into Spectator Demand Components at the Simmons Bank Open

Robbie Matz, *Belmont University*

Tyreal Yizhou Qian, *Louisiana State University*

Christopher R. Barnhill, *Belmont University*

FRIDAY, MARCH 15, 2024 (8:00 AM to 12:15PM) EST

Virtual Session I - Zoom Link: <https://psu.zoom.us/j/94484218424> password: 2024AMTP

Session Chairs: **Gaëlle M. MOAL**, *ISEN Yncrea Ouest* & **Tulay Girard**, Penn State Altoona

The Intersection of Personal Care Practices and Black Masculinity: A Qualitative Exploration among Black Male Consumers

Kimberly Powell, *Southern University and A&M College*

Melanie Powell Rey, *Southern University Law Center*

Malcolm Hagan, *Southern University and A&M College*

Asia Alexander, *Texas A&M University Commerce*

Segmenting the Retired Travelers Market: An Approach Based on Travel Barriers

Gaëlle M. MOAL, *ISEN Yncrea Ouest*

Corinne Chevalier, *Université Paris-Saclay*

Exploring The Effect of Logos with Animals

Can Trinh, Troy University

Medical Tourism in the Post-Covid Era: Cultural Differences in Attitude Formation

Helena F. Allman, *University of West Florida*

Hilmi A. Atadil, *University of West Florida*

Anton P. Fenik, *Grand Valley State University*

Effectiveness of the #EventCanvas Methodology in Online Education

Hilmi A. Atadil, *University of West Florida*

Patti Spaniola, *University of West Florida*

Helena F. Allman, *University of West Florida*

Sebnem Atabas, *University of Saint Joseph*

Business School Marketing Strategies for Enrollment Challenges in the Current Environment

Selcuk Ertekin, *Brenau University*

Identifying Technological Factors Influencing Personal Branding in the Field of Consulting and Education (Case Study: Entrepreneurship Students University of Tehran)

Fargol -Saberi Qomi, *University of Tehran*

Ayatollah Momayez, *University of Tehran*

Reza MohammadKazemi, *University of Tehran*

Like Riding a Bike: Roles of Wisdom of a Seasoned Marketing Academic When Developing Scholarly Research

Jack A. Lesser, *Metropolitan State University*

Destination Marketing: Perspectives of Residents from a Profiled Community

Michael Musante, *Springfield College*

AI Revolution in the Rust Belt: Exploring the Potential of Generative AI for SMEs in Western Pennsylvania

Mark Lennon, *Pennsylvania Western University*

FRIDAY, MARCH 15, 2024 (8:00 AM to 12:15PM) EST

Virtual Session II - Zoom Link: <https://psu.zoom.us/j/97725323469> password: 2024AMTP

Session Chairs: **Manisha Mathur**, Augusta University & **Tulay Girard**, Penn State Altoona

Toward Advancing the Prosocial Behavior Perspective in College Curriculum

Bela Florental, *William Paterson University of New Jersey*

Gihan Mohamad, *William Paterson University of New Jersey*

Reconfiguring Sales in the Post Pandemic Economy

Mike Chao, *Russ Berrie Institute for Professional Sales, William Paterson University*

Rajiv Kashyap, *Cotsakos College of Business, William Paterson University*

A Comparative Look at the Self-Employed: Understanding Differences in the Gig Marketplace

Robert A. Peterson, *University of Texas-Austin*

Victoria Crittenden, *Babson College*

Research Proposal: A Study on the Incentives and Barriers for the Adoption of Electric Vehicles in South Alabama

Marianne Loes, *University of South Alabama*

Jennifer Zoghby, *University of South Alabama*

Daniela Wolter Ferreira Touma, *University of South Alabama*

Affective, Cognitive, Behavioral Appeals in Parasocial Breakup with Podcast Hosts of Radiolab

Kristine Johnson, *Rowan University*

M. Olguta Vilceanu, *Rowan University*

How AI Technologies Help to Optimize Customer Experience. A Firm Perspective

Pradeep Divakaran, *ESC Rennes School of Business*

Louise IVARS

The Significant Role of SEO in Effective Web Marketing

Ramtin Ranjpour, *California State University - San Bernardino*

Ethical Evolution in Higher Education Business Models: A Comprehensive Examination of Corporate Social Responsibility, Stakeholder Theory, and Benefit Corporations

Kenyatta N. Barber, *University of Wisconsin – Whitewater*

Intrigues of Brand Activism versus Brand Antagonism in Rival Online Brand Communities: The Case of the Top Two Premier Football Clubs in Ghana

Joshua K. Doe, *University of Media, Arts and Communications*

FRIDAY, MARCH 15, 2024 (9:30 AM – 10:45AM)

Session 5.1 Marketing to Generations

Room: Salon F

Session Chair: **Myles H. Swann**, *Coastal Carolina University*

A Comparative Analysis of Generations Y And Z's Financial and Banking Decisions

Mahmood Hussain, *San Francisco State University*

Zoomer Generation: Used Car Automobile Purchasing Behaviors

Scott E. Whitaker, *Anderson University*

Joe Spencer, *Anderson University - South Carolina*

Giovanni Calise, *Anderson University - South Carolina*

Unveiling the Feeling Effect: How Sentiment Orientation Deceives Traditional Survey Findings in Marketing Research

Junhong Min, *Michigan Technological University*

Matthew Monte, *Monte Consulting*

Ulrich Schmelzle, *Michigan Technological University*

An Examination of Personality Characteristics and Perceptions of Marketers and Salespersons vs. Accountants

Myles H. Swann, *Coastal Carolina University*

William Lyle, *Auburn University, Montgomery*

FRIDAY, MARCH 15, 2024 (9:30 AM – 10:45AM)

Session 5.2 Technology Challenges

Room: Salon G

Session Chair: **Dale A. Cake**, *Savannah State University*

Blockchain-Enabled Participatory Design in Marketing: A Collaborative Approach for Enhanced Customer Engagement

Brian Whelan, *Western Carolina University*

This Bot is Ticking Me off! - When do We Want to use Chat Bots and does the Type of Product Sought Matter?

Kristina Harrison, *Indiana State University*

Lei Huang, *SUNY Fredonia*

The Circular Economy: An Overview and Research Agenda

Steve LeMay, *University of West Florida*

Sarah Cadwallader, *University of West Florida*

Health Disparities: The Influence of Black Celebrity Endorsers and Social Media Influencers on Consumption Habits among African American Consumers

Dale A. Cake, *Savannah State University*

Wooyang Kim, *Minnesota State University Moorhead*

FRIDAY, MARCH 15, 2024 (9:30 AM – 10:45AM)

Session 5.3 Marketing Education & Careers

Room: Salon H

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

Bridging Theory and Practice: A Mock Digital Ad Agency Approach to Enhance Student Preparedness for Immersive Digital Marketing Education

Christopher A. Wilkey, *Ball State University*

Austin Hostetter, *Ball State University*

Russell Wahlers, *Ball State University*

A Cinderella Story: Understanding How a Mid-Major Business School “Came to Play” at the RNMKRS Virtual Competition

William Jones, *Georgia Southern University*

Linda Mullen, *Georgia Southern University*

Lindsay Levine, *Georgia Southern University*

D. Travis Brickey, *Georgia Southern University*

Investigating the Impact of ChatGPT on Students Enrolled in Fully Asynchronous Online Marketing Classes

Todd C. Haderlie Jr., *Florida International University*

Shivam Agarwal, *Florida International University*

Sphurti Sewak, *Florida International University*

FRIDAY, MARCH 15, 2024 (9:30 AM – 10:45AM)

Session 5.4 Marketing Strategies

Room: Savannah-B

Session Chair: **Allen Amason**, *Georgia Southern University*

Supply Chain Path Dependency in Collaborations for New Product Development

Rajendran S. Murthy, *Rochester Institute of Technology*

John Ettlie, *Rochester Institute of Technology*

A Metric for Assessing and Addressing Vulnerability Risk in Markets with Rapidly Evaporating Competitive Advantage Positions

Patrick Lee Brockett, *University of Texas at Austin*

Linda Lorraine Golden, *University of Texas at Austin*

Shikhar Sarin, *Boise State University*

James H. Gerberman, *Corporate Finance Associates*

The Interplay of Organic Label, Natural Imagery, and Domestic Country-of-Origin Claim in Shaping Consumer Responses: Independent, Interactive, and Conditional Effects

David Bourdin, *FHWien der WKW University of Applied Sciences*

Phillip Frankhofer, *FHWien der WKW University of Applied Sciences*

FRIDAY, MARCH 15, 2024 (11:00 AM – 12:15PM)

Session 6.1 Consumer Behavior II

Room: Salon F

Session Chair: **Lindsay Levine**, *Georgia Southern University*

The Role of User-Generated Content in Health Tourism

Zaineb El Ouazzani, *Indiana State University*

Kristina Harrison, *Indiana State University*

Time of Day Effects of Variety Seeking in Social Media Engagement

Harper A. Roehm Jr., *University of North Carolina Greensboro*

The Dependence of Consumer Attitudes and Spending

Lindsay Levine, *Georgia Southern University*

Omid Ardakani, *Georgia Southern University*

ESG to Brand Equity: Stake Holders, Social Media & Signaling.

Sowmdeb Sen, *Kennesaw State University*

FRIDAY, MARCH 15, 2024 (11:00 AM – 12:15PM)

Session 6.2 Social Media & Influence

Room: Salon G

Session Chair: **Lawrence Cunningham**, *University of Colorado - Denver*

How Co-creation on Social Media Enhances Psychological Well-being: Experience Matters

Kai-Yu Wang, *Brock University*

Wen-Hai Chih, *National Dong Hwa University*

Hope Wilfred Banda, *National Dong Hwa University*

The Effect of Humanoid Virtual Influencers' Appearance on Social Presence, and the Subsequent Influence on Attractiveness, and Consumers' Behavioral Intention

Haithem Zourrig, *Kent State University - Stark Campus*

Jeongsoo Park, *Komazawa University*

Measuring Social Influence in Online Social Networks: Framework & Conceptual Model Presentation Based on Expert Interviews

Shyamala N. Chalakudi, *ESC Rennes School of Business*

Dildar Hussain, *ESC Rennes School of Business*

Gnana Bharathy, *University of Sydney, Australia*

Dakshina Murthy Kolluru, *Golden Gate University - San Francisco*

The Cybersecurity Attack Surface for Supply Chains with the Internet of Things: Comparative Analytical Frameworks

Austin Killough, *University of West Florida*

Steve LeMay, *University of West Florida*

FRIDAY, MARCH 15, 2024 (11:00 AM – 12:15PM)

Session 6.3 Professional Selling/B2B

Room: Salon H

Session Chair: **George Talbert**, *Elon University*

Strategic Dynamics of SFCS: Leadership Styles and Centralization in Fostering Salesperson Loyalty

Dierto Matanda Moke, *Kennesaw State University*

Bringing Salesperson Envy into Focus: Prevention- Versus Promotion- Focused Salespeople on Engagement and Turnover Intention

Yi Peng, *Tennessee Tech University*

Murong Miao, *Northern Michigan University*

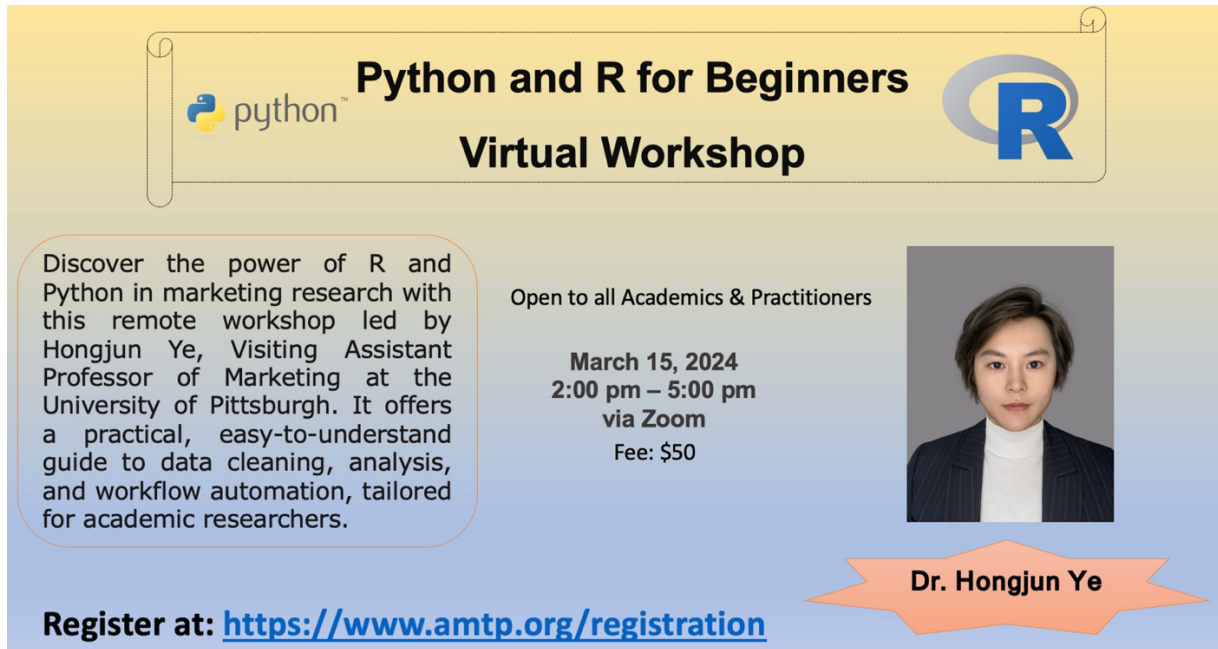
Buyer Perceptions of Supplier Value Creation Based Upon Initiation of Collaboration in Large B2B Sales

George Talbert, *Elon University*

Earl Honeycutt, *Elon University*

FRIDAY, MARCH 15, 2024 –PYTHON & R WORKSHOP (2:00 – 5:00PM)

Virtual Workshop (For Registered Attendees)



The poster for the 'Python and R for Beginners Virtual Workshop' features a yellow and blue color scheme. At the top, the Python logo is on the left and the R logo is on the right, flanking the title 'Python and R for Beginners Virtual Workshop'. Below the title, a text box on the left describes the workshop's focus on marketing research. To the right, it states the workshop is open to all academics and practitioners, provides the date and time (March 15, 2024, 2:00 pm – 5:00 pm via Zoom), and lists a fee of \$50. A portrait of Dr. Hongjun Ye is shown next to the fee information. At the bottom, a registration link is provided: <https://www.amtp.org/registration>.

Python and R for Beginners
Virtual Workshop

Discover the power of R and Python in marketing research with this remote workshop led by Hongjun Ye, Visiting Assistant Professor of Marketing at the University of Pittsburgh. It offers a practical, easy-to-understand guide to data cleaning, analysis, and workflow automation, tailored for academic researchers.

Open to all Academics & Practitioners

March 15, 2024
2:00 pm – 5:00 pm
via Zoom
Fee: \$50

Dr. Hongjun Ye

Register at: <https://www.amtp.org/registration>

SATURDAY MARCH 16, 2024 (9:00 AM to 10:30AM)

Session 7.1 Marketing Initiatives

Room: Salon F

Session Chair: **Nader Shooshtari**, *University of Montana*

The A-B Gap: An Assessment of the Differences Between Ethical Attitudes and Ethical Behaviour Among the Next Generation of Business Leaders in South Africa

Christo Bisschoff, *North-West University (South Africa)*

Sam Fullerton, *North-West University (South Africa)*

U.S. – China Strategic Rivalry: Decoupling from China Won't Be Easy

Nader H. Shooshtari, *University of Montana*

Tim A. Manuel, *University of Montana*

Shawn F. Clouse, *University of Montana*

The Emerging Role of Higher Education Institutions in Advancing D-EI Initiatives

Nuket Serin, *Bellarmino University*
Sphurti Sewak, *Illinois State University*
Murad Canbulut, *Altinbas University*
Todd Haderlie, *Florida International University*
Nakeisha Lewis, *University of San Diego*
Adrienne Muldrow, *East Carolina University*
Jayati Sinha, *Florida International University*

SATURDAY MARCH 16, 2024 (9:00 AM to 10:30AM)

Session 7.2 Panel Session

Room: Salon G

Session Chair: **Richard Easley**, *Baylor University*

CSRs and The Inclusive-Exclusive Nature of Marketing

Kimberly Flanders, *Saint Francis University*
Laurie Lawrence, *Florida State University*
Natalya Vodopyanova, *Pennsylvania State University - Wilkes-Barre*
Darlene Natale, *University of North Carolina at Pembroke*

Making the Case for Incorporating Life Coaching in Select Undergraduate Courses

Richard Easley, *Baylor University*
Mary F. Mobley, *Augusta State University*
Michael C. Mobley, *Augusta State University*

SATURDAY MARCH 16, 2024 (9:00 AM to 10:30AM)

Session 7.3 Marketing Horizons

Room: Salon H

Session Chair: **Miguel Sahagun**, *High Point University*

Connection Between Brand Elements and Emotional Responses: A Biometric Data Approach Throughout Visual Triggers

Miguel Sahagun, *High Point University*

Motivations and Perceptions of the Use of AI Platforms for Productivity Tasks

Irina T. Toteva, *Jacksonville University*

Managing Supply Chains through the COVID-19 Pandemic: Lessons from the Field

Scott B. Keller, *University of West Florida*
Stephen A. LeMay, *University of West Florida*
Nicole Della Rosa, *University of West Florida*

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