



ASSOCIATION OF MARKETING THEORY & PRACTICE

The 30<sup>th</sup> Annual AMTP Conference, Sandestin, FL  
March 23-26, 2022

## CONGRATULATIONS TO THE AUTHORS OF THOMAS PONZURICK TOP IN CONFERENCE AWARD

### PROFESSIONAL SELLING, SALES MANAGEMENT, AND B2B MARKETING

#### **Is Sales Competition a Good Motivator or a Bad Idea? The Underlying Mechanism of Threat Appraisals**

William J. Zahn, University of Houston - Main

Yi Peng, Tennessee Technological University

Willy Bolander, Florida State University

Bryan Hochstein, University of Alabama - Tuscaloosa

David Mathis, University of Alabama - Tuscaloosa

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

### CROSS-CULTURAL, MULTI-CULTURAL & GLOBAL MARKETING

#### **Consumer Disidentification: Its Personality Trait Antecedents**

Yi Peng, Tennessee Technological University

### MARKETING EDUCATION

#### **Defining Health Care Marketing**

Gary Futrell, Valdosta State University

### BRANDING, STRATEGY & MARKETING MANAGEMENT

#### **Examining the Relationships between Branding Factors and Likelihood of Recommending: Determinants of Net Promoter Score (NPS)**

Musa Pinar, Valparaiso University and

Tulay Girard, The Pennsylvania State University-Altoona

### CONSUMER BEHAVIOR & CONSUMER DATA

#### **Anti-consumption: A Preliminary Examination of a Set of Social Considerations That Impact a Consumer's Decision to 'Punish' Marketers Deemed to be Engaging in Irresponsible Behavior**

Tammy McCullough, Eastern Michigan University

Ania Izabela Rynarzewska, Mercer University

Sam Fullerton, North-West University (South Africa) and Eastern Michigan University

## **PROMOTION & ADVERTISING**

### **Impact of Model Gender on the Effectiveness of Advertisements Targeted at Older Viewers: an Analysis in the Context of Ageing**

Corinne Chevalier, Université Paris Saclay

Gaelle M. Moal, ISEN Yncrea Ouest

## **RETAILING & SERVICES MARKETING**

### **The Application of Kahneman's Concepts to Marketing Police in Ontario, Canada**

Pritpal Thind, University of Texas of the Permian Basin

Stephen LeMay, The University of West Florida

Dave McMahon, Pepperdine University

## **SOCIAL MEDIA & DIGITAL MARKETING**

### **The Patient-Centric Blockchain**

Sunil Erevelles, University of North Carolina at Charlotte

Maanasi Bulusu, Carnegie Mellon University

Timea Honeycutt, University of North Carolina at Charlotte

Stephanie Seligman, University of Southern California

Padma Bulusu, Wellington Management, LLC

## **SPORTS MARKETING**

### **The Sport Marketing Portfolio Matrix: How Brand Relevance Aligns with Fan Behavior**

Kirk D. Aiken, California State University, Chico

Richard M. Campbell, Sonoma State University

Ajay Sukhdial, Oklahoma State University - Main Campus

## **ENTREPRENEURSHIP & SMALL BUSINESS**

### **Communicating Temporary Brick-and-Mortar Store Closures During Covid-19 Lockdowns in the UK**

Zsofia Toth, University of Durham

Tristan Emerson, University of Nottingham

Nikolina Koporcic, Laurea University of Applied Sciences

Sally McKechnie, University of Nottingham

Muzna Shehzad, University of Nottingham

## **NON-PROFIT MARKETING, MARKETING ETHICS AND CSR**

### **Transaction-Based Cause-Related Marketing: The Role of Corporate Credibility in Consumer Trust, Self-congruity, and Purchase Intention**

Dawn D. Hart, Jacksonville University

Douglas Johansen, Jacksonville University

## **BEST STUDENT PAPER**

### **Exploring the Impact of Brands Roasting on Social Media**

Sphurti Sewak, Florida International University

William Humphrey, Florida International University

Jayati Sinha, Florida International University