



ASSOCIATION OF MARKETING THEORY & PRACTICE

## 2023 PROGRAM

CONFERENCE EVENTS  
SONESTA RESORT, HILTON HEAD ISLAND, SC  
MARCH 15-18, 2023

**WEDNESDAY, MARCH 15, 2023 – REGISTRATION (5:00 PM – 6:00PM)**

County Foyer

**WEDNESDAY, MARCH 15, 2023 – EARLY BIRD RECEPTION (6:00 PM – 7:00PM)**

Sea Crest Patio

**THURSDAY, MARCH 16, 2023 – KEYNOTE SPEAKERS 11:00AM-12PM**

Salon ABC

**THURSDAY, MARCH 16, 2023 – GOLF TOURNAMENT 12:30PM**

Shipyard Golf Course

**THURSDAY, MARCH 16, 2023 – MKTG ANALYTICS SEMINAR (1:00 – 3:00PM)**

Jasper      Presenters: Dr. Joe Hair, Dr. Dana Harrison, and Dr. Haya Ajjan

**THURSDAY, MARCH 16, 2023 – MEMBER DINNER (6:30PM – 8:00PM)**

Salon ABC

**FRIDAY, MARCH 17, 2023 – AWARD LUNCHEON (12:30PM – 2:00PM)**

Salon ABC

**FRIDAY, MARCH 17, 2023 – MKTG ANALYTICS SEMINAR (2:00PM – 5:00PM)**

Jasper

**FRIDAY, MARCH 17, 2023 – EVENING RECEPTION (6:30PM – 8:00PM)**

Savannah - B

**SATURDAY, MARCH 18, 2023 – TRACK CHAIR MEETING (8:00AM – 8:30AM)**

Savannah - A

**SATURDAY, MARCH 18, 2023 – BOARD MEETING (8:30AM – 9:30AM)**

Savannah – A

**THURSDAY, MARCH 16, 2023 (8:00 AM – 9:15AM)**

***Session 1.1 Cross-Cultural Research I***

Room: Jasper

Session Chair: **Monisha Das**, University of Maryland Eastern Shore

**Does Culture Still Matter in Mobile Advertising? --Evidences from the U.S. South Korea, and China**

**Ying Wang**, Youngstown State University  
Ebru Genc, Hiram College  
Alexander W. Hill, The Ohio State University

**A Study of Consumers' Cultural Values Across Ethnic Groups in the U.S.**

**Sindy Chapa**, Florida State University  
Sean Sawicki, University of Tampa  
Pei Wang, Florida State University

**Heritage Products, National Dishes and Consumer Identity**

**Monisha Das**, University of Maryland Eastern Shore

**[Cries in Spanish] Parasociality, Framing, and the Echo Chamber: A Study of Identity, Race, and Ethnicity in Listener Reviews of “Anything for Selena” Podcast**

**M. Olga (Olga) Vilceanu**, Rowan University  
Kristine Johnson, Rowan University  
Arthur Soto-Vasquez, Texas A&M International University

**THURSDAY, MARCH 16, 2023 (8:00 AM – 9:15AM)**

***Session 1.2 Marketing Education I***

Room: Dorchester

Session Chair: **Helena Allman**, University of West Florida

**Country Profiles Provide Cultural Immersion Without Borders: A Peer-to-Peer Teaching Project for an International Marketing Class**

T. Andrew Poehlman, Clemson University  
**Keeley M. Meetze**, W-P Consultancy

**Do you Dare to Study Abroad? Examining Cross-Cultural Differences in the Role of Covid-19 Post-Pandemic Stress on Study Abroad Intentions and Country Image Formation**

**Helena F. Allman**, University of West Florida  
Hilmi A. Atadil, University of West Florida  
Harriette Bettis-Outland, University of West Florida

**Engaging Gen Z Through Humor**

**Wendy Gillis**, University of Fredericton

## **Exploring the Role of University Ranking on Recruiting and Retention: An Investigation of University Enrollment Using Signaling Theory**

**Sanjay R. Sisodiya**, University of Idaho  
Erick J. Larson, University of Idaho

**THURSDAY, MARCH 16, 2023 (8:00 AM – 9:15AM)**

### ***Session 1.3 Influencing Consumer Behavior***

Room: Charleston

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

## **Nature of the Loyalty Process, an Investigation to Uncover the Missing Links Under Low Switching-cost Conditions and Examining the Moderating Roles of Consumers' Age and Income**

**Miguel Sahagun**, High Point University  
Arturo Z. Vasquez-Parraga, The University of Texas Rio Grande Valley

## **A New Approach to Mediation in Advertising Using AI and Big Data**

Scott A. Wright, Providence College  
**Ainslie E. Schultz**, Providence College

## **Could Brand Tribes Facilitate Transformation of Their Members?**

Saeed Shobeiri, Universite du Quebec - Tele-Universite  
**Jean-Luc Bernard**, Universite du Quebec a Trois-Rivieres

## **Margin Variance Analysis for Informing Customer Engagement Strategy**

**Timothy J. Smith**, DePaul University

**THURSDAY, MARCH 16, 2023 (8:00 AM – 9:15AM)**

### ***Session 1.4 Branding in Modern Times***

Room: Savannah-A

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

## **Socially Influential Brands: Investigating Social Brand Equity and Social Brand Influence Constructs**

**Richard Flight**, Coastal Carolina University  
Myles H. Swann, Coastal Carolina University

## **Secondbrand Exchange: When Traditional Retail Brands Resell Used Products**

Peter Silverstein, Western Washington University  
Catherine Armstrong Soule, Western Washington University  
**Sara Hanson**, University of Richmond

## **How “Tweet” Tones can Explain Consumer Beliefs in CSR**

**Kristina M. Harrison**, University of Southern Mississippi  
**Lei Huang**, SUNY Fredonia

## **Increasing Social Media Equity of a Brand by Developing Social Media Capabilities and Consumer Promotions**

**Manisha Mathur**, Augusta University

**THURSDAY, MARCH 16, 2023 (9:30 AM – 10:45AM)**

### ***Session 2.1 Social Media/Digital Marketing***

Room 1: Jasper

Session Chair: **Richard Heiens**, University of South Carolina Beaufort

## **Examining the Product and Service-Centric Website Features and Functions Offered by European Fashion Retailers Following the COVID-19 Pandemic**

**Richard Heiens**, University of South Carolina Beaufort

Ravi Narayanaswamy, University of South Carolina Aiken

## **The Digital Engine Model: Lead Generation Through Applied DCM Strategies**

**Kyle A. Huggins**, Belmont University

John D. Hansen, University of Alabama, Birmingham

## **Brand Me: How LinkedIn Training Improves Personal Branding by Influencing Self-esteem and Job Search Self-efficacy by Generating an All-Star Profile**

**Christopher Leo**, University of Central Florida

Timothy Halloran, Georgia Institute of Technology

Carlos Valdez, University of Central Florida

Leslie Connell, University of Central Florida

Jennifer Morin, University of Central Florida

## **Enhancing Flow through Digital Content Marketing: A Review Based Framework Development**

**Samit Chakravorti**, Western Illinois University

**THURSDAY, MARCH 16, 2023 (9:30 AM – 10:45AM)**

### ***Session 2.2 Branding in Changing Environments***

Room 2: Dorchester

Session Chair: **Jana Stupavsky**, University of South Alabama

## **The Impact of COVID 19 and Geopolitical Tensions on Small to Midsized Enterprises**

**Nader H. Shooshtari**, University of Montana

Tim A. Manuel, University of Montana

**Shawn F. Clouse**, University of Montana

## **Choose Your Channels Strategically: How Gender Plays a Role in the Receiving of Online Brand Activism Ad Campaigns**

**Jana Stupavsky**, University of South Alabama

## **How Political Ideology Impacts Political Brand Image – An Analysis of the 2016, 2018, and 2020 Elections**

Kristina M. Harrison, University of Southern Mississippi

**Shawn Thelen**, Hofstra University

Boonghee Yoo, Hofstra University

### **THURSDAY, MARCH 16, 2023 (9:30 AM – 10:45AM)**

#### ***Session 2.3 Retailing & Services***

Room 3: Charleston

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

#### **Effect of a Paradigm Shift on Traditional Taxi Companies and their Drivers**

**Ali Kozehgaran**, Syracuse University

Scott Fay, Syracuse University

#### **Choice Certainty and Customer Emotions**

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

Alexandra Krallman, University of North Carolina at Wilmington

#### **The Phenomenon of Brand Hate: A Systematic Literature Review**

**Muhammad Taqi**, Izmir University of Economics

Richard Bagozzi, University of Michigan-Ann Arbor

Tugba Tugrul, Izmir University of Economics

Attila Yaprak, Wayne State University

#### **Investigating How Tacit Knowledge Management Inclination and Explicit Marketing Agendas Impact Business Success**

**Christine Aliyu Makama**, Jacksonville University

Douglas Johansen, Jacksonville University

### **THURSDAY, MARCH 16, 2023 (9:30 AM – 10:45AM)**

#### ***Session 2.4 Ethics & CSR***

Room 4: Savannah-A

Session Chair: **Landon M. McFarland**, University of Southern Mississippi

#### **The Startup that Almost Took Out Starbucks: A Case Study**

**Ahmed Maamoun**, University of Minnesota Duluth

#### **Labeled in Your Youth: The Effects of a Youth Disability Diagnosis in the Workplace**

**Landon M. McFarland**, University of Southern Mississippi

Edward A. Sayre, University of Southern Mississippi

Joanne T. Cao, University of Southern Mississippi

## CSR Communication Strategy: Avoiding Consumer Skepticism Considering Product Type and Firm Size

Maisy Dauphinais, Stran Promotional Solutions  
**Setar Mohammadi**, Old Dominion University  
Lin Guo, Old Dominion University

**THURSDAY, MARCH 16, 2023 (11:00 AM – 12:00PM)**

**Session 3.1 Plenary Session - Keynote Speakers**

Room: Salon ABC

### *Marketing at the Speed of Shifting Consumption*

AMTP

Mar 16<sup>th</sup>  
11:00am-12:15p  
Session 3.1 Plenary Session

Practitioner Keynote

THOMAS'

*Marketing at the Speed of Shifting Consumption*

Jessica Ware  
Media Brand Manager

Dr. Jeffrey Hendrix,  
VP Sales & Marketing

**Jeff Hendrix**, Vice President, Bimbo Bakeries USA  
**Jessica Ware**, Brand Media Manager for Thomas Bagels & Muffins,  
Bimbo Bakeries USA

**FRIDAY, MARCH 17, 2023 (8:00 AM to 9:15AM)**

**Session 4.1 Ethics in Marketing**

Room: Jasper

Session Chair: **Larry Cunningham**, University of Colorado Denver

### **Addressing the Eco-Gender Gap through Power and Sustainability Self-Efficacy**

**Kevin Newman**, Providence College  
Rebecca Trump, Loyola University Maryland

### **Effectiveness of Checkout Charities: Exploring Generational Differences**

**Shaylee Ferguson**, University of Southern Mississippi  
Lauren E. Beverly, University of Southern Mississippi  
Jamyne Foster, University of Southern Mississippi

## **Strategic Reliance on Content Creators in Brand Image Repair Through the Lens of Celebrity Brand Crisis in Depp v. Heard Trial**

Ania Izabela Rynarzewska, Georgia College and State University

Kristine Johnson, Rowan University

Steve LeMay, University of West Florida

Marilyn M. Helms, Dalton State College

## **Academia to Industry: The Educators' Role in Preparing Marketing Practitioners for America's Multicultural Reality**

Neleen S. Leslie-Piper, Notre Dame College

**Tanzeah Sharpe**, Notre Dame College

### **FRIDAY, MARCH 17, 2023 (8:00 AM to 9:15AM)**

#### ***Session 4.2 Retailing & Services***

Room: Dorchester

Session Chair: **Kyle Huggins**, Belmont University

## **Minimizing the Ratchet Effect: Why Reciprocity Preserves Customer Satisfaction in Service Environments**

**Kyle A. Huggins**, Belmont University

Val Larsen, James Madison University

## **The Effect of Customer Showrooming Behavior on Salespeople's Emotional Labor: Mediated Moderating Effects of Customer Orientation and Sales Control Systems**

**Hyewon Park**, Tennessee Technological University

Won-Moo Hur, Inha University

### **FRIDAY, MARCH 17, 2023 (8:00 AM to 9:15AM)**

#### ***Session 4.3 Social Media & Influence***

Room: Charleston

Session Chair: **Carlos Valdez**, University of Central Florida

## **Measuring Social Influence in Online Social Networks - A Focused Literature Review on Human Behaviors**

Shyamala N. Chalakudi, ESC Rennes School of Business

**Dildar Hussain**, ESC Rennes School of Business

Gnana Bharathy, University of Technology Sydney

Murthy Kolluru, uGDX Institute of Technology, Golden Gate University

## **Role of Social Media on Travel Destination Decision-Making: Young American's Motivation, Attitude, and Behavioral Intention**

**Wooyang Kim**, Minnesota State University Moorhead

**Dale A. Cake**, Savannah State University

Hyun Sang An, Minnesota State University Moorhead

## **Personal Brand Equity in LinkedIn: Impression Management as an Antecedent and Behaviors as Consequences**

**Carlos Valdez**, University of Central Florida  
Jorge Villegas, University of Illinois at Springfield  
David Penn, University of Central Florida

**FRIDAY, MARCH 17, 2023 (8:00 AM to 9:15AM)**

### ***Session 4.4 Sport Marketing***

Room: Savannah-A

Session Chair: **Noelle Magann**, Coastal Carolina University

## **The Perceived Impact of the New Rules Regarding Name, Image, and Likeness (NIL) on Intercollegiate Sports**

Sam Fullerton, North-West University  
Ron Wade, University of Michigan  
Ronald Dick, Duquesne University  
Michael McCall, Michigan State University

## **Analysis of Collegiate Athlete Social Media Engagement on Instagram**

**Noelle Magann**, Coastal Carolina University

## **Does Real-Life Location Matter in the Online World? How New eSports Fans Choose What Team to Support**

**Gavin Nolin**, Murray State University  
**Ismail Karabas**, Murray State University

## **Consumer Decision-Making on Golf Equipment: Impact of Emerging Strategic Organizational Goals and Supply Chain Intricacies**

Faith A. Hopkins, Missouri State University  
**Ismet Anitsal**, Missouri State University  
**Melek Meral Anitsal**, Tennessee Tech University

**FRIDAY, MARCH 17, 2023 (8:00 AM to 12:15PM) EST**

**Virtual Session - Zoom Link:** <https://psu.zoom.us/j/98029544656> password: 2023AMTP

Session Chair: **Tulay Girard**, Penn State Altoona

## **LOHASian's Cryptocurrency Adoption: Technology Acceptance Model in the Extended Theory of Planned Behavior**

**Sooyeon Choi**, Loras College



## **Student Satisfaction with Learning Experience and Its Impact on Likelihood Recommending University: Net Promotor Score Approach**

**Musa Pinar**, Valparaiso University  
Coleen Wilder, Valparaiso University  
Matthew Luth, Valparaiso University  
Tulay Girard, The Pennsylvania State University-Altoona

## **Fail Fast, Learn Fast: Understanding the Process of Learning from Failure in SMEs**

**Nikolina Koporcic**, Laurea University of Applied Sciences  
David Sjödin, Luleå University of Technology  
Marko Kohtamäki, University of Vaasa  
Vinit Parida, Luleå University of Technology

## **The Emergence of “Createch” as a Required or Desired Skill for Digital Marketing Internships**

**Theresa B. Clarke**, James Madison University  
Jordan A. Pratt, James Madison University  
Canessa N. Collins, James Madison University

## **Does Presentation Style of Dynamic Images Matter?**

**Can Trinh**, Troy University

## **A Guide to Controlling Supply Chain Last Mile and Reverse Last Mile Logistics: A study of U.S. and China Small Businesses**

**Emmanuel Finnih**, University of South Alabama

## **The Role of Consumer Overload Confusion on Brand Choice in the Context of Pricing**

**Mousumi Bose Godbole**, Fairfield University  
Shagun Bothra

## **The Pains and Gains Associated with Residing in a Tourism Region: A Case Study**

**Mike Musante**, Springfield College

## **Investigating Linkages between Digital Marketing Transformation and Data Breaches: Moderating Role of Socioemotional Wealth**

**Priyanka Singh**, University of Memphis  
Jingjing Wu, University of Memphis  
James Vardaman, University of Memphis

## **The Influence of Social Media Consumption on Fashion Product Involvement**

**Faren Karimkhan**, Syracuse University

**FRIDAY, MARCH 17, 2023 (9:30 AM – 10:45AM)**

***Session 5.1 Cross Cultural Influences***

Room: Jasper

Session Chair: **James E. Stoddard**, Appalachian State University

**Ethnicity & Tiktok Influencers: How Ethnicity Affects Consumers' Perceptions towards a Brand**

**Hanya Noussier**, Florida State University

Sindy Chapa, Florida State University

**Exploring the Effect of Ethnic Identification on Disney Animated Films: The Case of Hispanic Consumers in the US**

**Antonia Manzella**, Florida State University

Sindy Chapa, Florida State University

**An Analysis of Cultural Influences on Ivory Consumption Reduction in China**

**Ge Xiao**, Wilkes University

**Social Media Influencer Perceived Source Credibility Scale Validation and Consumer Attitudes Toward the Brand: An Exploratory Study in Urban India**

**James E. Stoddard**, Appalachian State University

**Lubna Nafees**, Appalachian State University

**Christy M. Cook**, Appalachian State University

**FRIDAY, MARCH 17, 2023 (9:30 AM – 10:45AM)**

***Session 5.2 Internal Branding***

Room: Dorchester

Session Chair: **Ashley N. Johns**, Florida State University

**CMOs' Personality and Myopic Management: Evidence from the Most Influential Marketing Leaders of the Year**

**Giovanni Visentin**, ESCP Business School

**The Moderating Roles of Leader-Member Exchange and Coworker Exchange in Shaping the Relationship between Envy and Employee Behaviors at Work**

**Yi Peng**, Northern Michigan University

Murong Miao, Northern Michigan University

**Abusing the Rainbow: The Effect of Perceived Corporate Social Responsibility and Brand Authenticity on Attitudes Toward the Brand**

**Ashley N. Johns**, Florida State University

Sindy Chapa, Florida State University

**FRIDAY, MARCH 17, 2023 (9:30 AM – 10:45AM)**

***Session 5.3 Marketing Education & Careers***

Room: Charleston

Session Chair: **T. Andrew Poehlman**, Clemson University

**Language Styles and Online Review Helpfulness**

**Jurui Zhang**, University of Massachusetts Boston

**Physical and Emotional Impact of Lighting Conditions in Higher Education Classrooms**

**Robbie P. McDonald**, The University of Southern Mississippi  
Gallayane Yaoyuneyong, The University of Southern Mississippi

**Using AI as a Learning Assessment Tool: Proposal and Pilot-self Test for Using AI to Measure Learning in an International Marketing Class**

**T. Andrew Poehlman**, Clemson University  
Keeley M. Meetze, W-P Consultancy

**Use of Online or Traditional Job Search Tools: Which Do Sales Students Prefer When Searching to Begin Their Post-College Graduate Careers-A Study Revisited**

Linda G. Mullen, Georgia Southern University  
**Randy Stuart**, Kennesaw State University  
**Michael Lee Thomas**, Georgia Southern University

**FRIDAY, MARCH 17, 2023 (9:30 AM – 10:45AM)**

***Session 5.4 Marketing Practices***

Room: Savannah-A

Session Chair: **Kaan Canayaz**, Florida International University

**Combating Luxury Brand Counterfeiting: Recommended Action Strategies**

**Md Shahidul Islam**, University of South Alabama

**Can NFTs Help Brands Fight Counterfeits? The Role of Brand Trust**

**Kaan Canayaz**, Florida International University  
Baris Karacan, The University of Illinois at Chicago

**Gender Identity Influences Intention to Reduce Meat Consumption**

**Meng Tian**, Florida State University

**Differences in Consumers' Green Consumption Mindsets and Behavior Across South Africa, South Korea and the United States Based upon Measures of Hofstede's Cultural Dimensions Theory**

Sam Fullerton, North-West University  
**Estelle van Tonder**, North-West University  
Jungki Lee, Korea University - Sejong

**FRIDAY, MARCH 17, 2023 (11:00 AM – 12:15PM)**

***Session 6.1 Consumer Behavior II***

Room: Jasper

Session Chair: **Mandy A. Kasprzyk**, University of South Alabama

**The Measurement of Brand Activism: Scale Development and Validation**

**Nuket Serin**, Bellarmine University

Jayati Sinha, Florida International University

**An Investigation of the Effect of Self-discrepancy on an Individuals' Propensity to Engage in Self-monitoring**

**Gary Futrell**, Valdosta State University

**When the Positive Effects of Family-Supportive Cultures in Salesforce Intensive Organizations are Neutralized: A Moderated Mediation Model**

**Mandy A. Kasprzyk**, University of South Alabama

**Effects of Online Consumer Ratings on Persuasion**

**Magdoleen Lerlan**, Le Moyne College

**FRIDAY, MARCH 17, 2023 (11:00 AM – 12:15PM)**

***Session 6.2 Services Marketing***

Room: Dorchester

Session Chair: **Shivam Agarwal**, Florida International University

**Consumers' Engagement in NWOM Post Service Failures: Robotic versus Human Failure Agent**

**Shivam Agarwal**, Florida International University

**Todd Haderlie**, Florida International University

**Kaan Canayaz**, Florida International University

**Jaehoon Lee**, Florida International University

**Service Failure and Recovery: The Role of Customer Forgiveness and Perceived Justice in Customers' Coping Behaviors**

Andreawan Honora, Western University

**Kai-Yu Wang**, Brock University

Wen-Hai Chih, National Dong Hwa University

**The Relative Importance of Appearance and Language in Consumers' Evaluations of Multicultural Models in Televisions Commercials**

**Neleen S. Leslie-Piper**, Notre Dame College

**FRIDAY, MARCH 17, 2023 (11:00 AM – 12:15PM)**

## **Session 6.3 Professional Selling/B2B I**

Room: Charleston

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

### **Where There is Light There is Shadow: Impact of the Digitized Sales Work Environment on Customer Orientation**

**Julia Rötzmeier-Keuper**, Technische Universität Berlin

**Nancy Viola Wunderlich**, Technische Universität Berlin

### **Body Awareness in Selling: How Sales Oriented Entrepreneurs Use Interoceptive Processes as a Guide in Marketing Exchanges**

**William J. Jones**, Ramapo College of New Jersey

Matthew Fox, University of Wyoming

Molly R. Burchett, University of Wyoming

### **The Effect of Ordering Method on Consumer Return Intentions**

**Garrett M. Kemp**, Mercer University

**Laura Boman**, Mercer University

## **FRIDAY, MARCH 17, 2023 (11:00 AM – 12:15PM)**

### **Session 6.4 Ethics & Sustainability**

Room: Savannah-A

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

### **Religiosity and Hyperfemininity in Advertising—How the Patriarchy Impacts “Pink” Ads**

**Mallory Extine**, University of Southern Mississippi

Kristina M. Harrison, University of Southern Mississippi

### **Cause-related Marketing in Casino Gaming – An Exploratory Study within U.S. Regional Markets**

**Myles Swann**, Coastal Carolina University

### **Differences in Eco-Friendly Attitudes and Behaviors among Consumers in the United States Across an Array of Demographics**

**Sam Fullerton**, North-West University

Tammy McCullough, Eastern Michigan University

### **A Comparison of the Green Mindset and an Array of Green Customer Citizenship Behaviours of Adult Residents in South Africa and the United States**

Christo Bisschoff, North-West University

Estelle van Tonder, North-West University

Sam Fullerton, North-West University

**SATURDAY MARCH 18, 2023 (9:00 AM to 10:30AM)**

***Session 7.1 Consumer Well-being***

Room: Jasper

Session Chair: **Katharine Howie**, University of Southern Mississippi

**All Bodies are Created Equal: The Effects of Body Equality on Holistic Wellbeing**

**Victoria F. Jones**, University of Southern Mississippi

Kristina M. Harrison, University of Southern Mississippi

**But This Rewards Me! An Examination of Consumer Status and Social Dominance Orientation in the Donation of Reward Points**

Katharine Howie, University of Southern Mississippi

**Clancy Slay**, University of Southern Mississippi

**Using Facebook in Determining How Anthropomorphism Manifested in Luxury Fashion Brands**

**Islam Gouda**, Florida State University

**SATURDAY MARCH 18, 2023 (9:00 AM to 10:30AM)**

***Session 7.2 Panel Sessions***

Room: Dorchester

Session Chair: **Michael Thomas**, Georgia Southern University

**Food for Thought on Thought Diversity**

**Mary F. Mobley**, Augusta State University

**Richard Easley**, Baylor University

Michael C. Mobley, Psychiatrist, Savannah, Georgia

**Confronting New Realities: Factors Impacting Adoption and Success of Online Marketing Education in the Caribbean**

**Celia McKoy**, University of Technology, Jamaica

**Neleen Leslie-Piper**, Notre Dame College

**SATURDAY MARCH 18, 2023 (9:00 AM to 10:30AM)**

***Session 7.3 Consumer Behavior III***

Room: Charleston

Session Chair: **Steve LeMay**, University of West Florida

**Educator Strategies to Contextualize Marketing Education, Examples from an International Marketing Course**

T. Andrew Poehlman, Clemson University  
Keeley M. Meetze, W-P Consultancy

## **Ethics and Supply Chain Incidents: Deontology, Deontic Logic, and Agency**

**Iriana Castro Diaz**, University of West Florida

Steve LeMay, University of West Florida

## **Stuck In the Middle: The Case of Kazakhstan**

Patrick Moczkuhn, University of West Florida

**Stephen LeMay**, University of West Florida

Dave McMahan, Pepperdine University

## **2023 AMTP Reviewers**

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6	Clinton Amos	44	Alan D Lish
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8	Donald C. Barnes	46	Manisha Mathur
9	Anne Batory	47	Arwen Matos
10	James R. Blair III	48	Michael McCall
11	Nicole Dilg Beachum	49	Joanne McNeish
12	Laura Boman	50	Mark Mitchell
13	Aberdeen Leila Borders	51	Zach Moore
14	Olivia Bravo	52	Kevin Newman
15	Kaan Canayaz	53	Anthony Patino
16	Joanne T. Cao	54	Michael Peasley
17	Heather Carle	55	Yi Peng
18	Samit Chakravorti	56	Neleen Leslie-Piper
19	Steve Chen	57	Dennis Pitta
20	Sooyeon Choi	58	Richard Plank
21	Wen-hao Chou	59	Ipshita Ray
22	Lawrence Cunningham	60	Ania Rynarzewska
23	Vassilis Dalakas	61	Miguel Sahagun
24	Selcuk Ertekin	62	Steven A. Shultz
25	Richard Flight	63	Stefan Sleep
26	Kendra Fowler	64	Timothy Smith
27	Sam Fullerton	65	James Stoddard
28	Tulay Girard	66	George Stone
29	Mousumi GodBole	67	Randy Stuart
30	Perry Haan	68	Ashley Thomas
31	Todd Haderlie, Jr.	69	Meng Tian
32	Kristina M. Harrison	70	Michelle Van Solt
33	Less Hollingsworth	71	Olga Vilceanu
34	Gary Holmes	72	Shiri Vivek

35 Andreawan Honora  
36 Cody Hovard  
37 Md Shahidul Islam  
38 Kristine Johnson

73 Kai-Yu Wang  
74 Gallayanee Yaoyuneyong  
75 Jessica Zeiss  
76 Jurui Zhang