



ASSOCIATION OF MARKETING THEORY & PRACTICE

The 31th Annual AMTP Conference, Hilton Head, SC
March 15-18, 2023

CONGRATULATIONS TO THE AUTHORS OF THOMAS PONZURICK TOP IN CONFERENCE AWARD

NON-PROFIT MARKETING, MARKETING ETHICS AND CSR

The Measurement of Brand Activism: Scale Development and Validation

Nuket Serin, Bellarmine University

Jayati Sinha, Florida International University

CONGRATULATIONS TO THE AUTHORS OF THE BEST PAPERS IN TRACK

BRANDING, STRATEGY & MARKETING MANAGEMENT

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

Ashley N. Johns, Florida State University

Sindy Chapa, Florida State University

CONSUMER BEHAVIOR & CONSUMER DATA

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

Scott A. Wright, Providence College

Ainslie E. Schultz, Providence College

CROSS-CULTURAL, MULTI-CULTURAL & GLOBAL MARKETING

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, University, North-West University (South Africa)

Estelle van Tonder, North-West University (South Africa)

Jungki Lee, Korea University – Sejong

ENTREPRENEURSHIP & SMALL BUSINESS

Fail fast, learn fast: Understanding the process of learning from failure in SMEs

Nikolina Koporcic, Laurea University of Applied Sciences; Luleå University of Technology; Åbo Akademi University

David Sjödin, Luleå University of Technology; University of South-Eastern Norway

Marko Kohtamäki, University of Vaasa; Luleå University of Technology; University of South-Eastern Norway

Vinit Parida, Luleå University of Technology; University of Vaasa; University of South-Eastern Norway

MARKETING EDUCATION

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

Musa Pinar, Valparaiso University

Coleen Wilder, Valparaiso University

Matthew Luth, Valparaiso University

Tulay Girard, Pennsylvania State University - Altoona

NON-PROFIT MARKETING, MARKETING ETHICS & CSR

The Measurement of Brand Activitism: Scale Development and Validation

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RETAILING & SERVICES MARKETING

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

SOCIAL MEDIA & DIGITAL MARKETING

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

Samit Chakravorti, Western Illinois University

SPORTS MARKETING

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

Gavin Nolin, Murray State University

Ismail Karabas, Murray State University

BEST STUDENT PAPER

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

Shyamala N. Chalakudi, HP Enterprise & Rennes School of Business, France

Dildar Hussain, Rennes School of Business, Rennes, France

Gnana Bharathy, University of Technology Sydney