

AMTP 2021 THOMAS PONZURICK BEST IN CONFERENCE AWARD

Mind the Gap: The Effects of Shopping Medium on Consumer Food Evaluations

Ashley Thomas, University of Mississippi

Christopher L. Newman, University of Mississippi

Best Paper in Track Awards

CONSUMER BEHAVIOR & CONSUMER DATA

Post-pandemic Impulse Buying Behavior: Exploring the Antecedents of Impulsive Buying Across Product Categories During Post COVID-19 Era in China

Pei Wang, Florida State University and

Sindy Chapa, Florida State University

BRANDING, STRATEGY & MARKETING MANAGEMENT

HOW GENERATIONAL PREFERENCES, CULTURAL TRENDS, WORKPLACE EXPECTATIONS, AND OTHER FACTORS HAVE CHANGED THE DEFINITION OF PROFESSIONALISM IN TERMS OF ATTIRE AND HOW EMPLOYERS AND MANAGERS CAN RESPOND

Allie R. Guinn, Tennessee Tech University

Melek Meral Anitsal, Tennessee Tech University

Ismet Anitsal, Missouri State University

RETAILING + SERVICE MARKETING

Mind the Gap: The Effects of Shopping Medium on Consumer Food Evaluations

Ashley Thomas, University of Mississippi

Christopher L. Newman, University of Mississippi

SPORT MARKETING

Revisiting the Beneficiaries of the SCOTUS Ruling Striking Down PAPSA

Sam Fullerton, Eastern Michigan University

Ronald Dick, Duquesne University

Michael McCall, Michigan State University

SOCIAL MEDIA + DIGITAL MARKETING

When You Meme Business – Exploring Use of Memes by Brands on Social Media and Resultant Engagement

Sphurti Sewak, Florida International University

Jae Hoon Lee, Florida International University

BEST STUDENT PAPER

The Stressors Faced by Retail Workers During the COVID-19 Pandemic

Nada Elnahla, Carleton University

Leighann Neilson, Carleton University