



**ASSOCIATION OF MARKETING THEORY & PRACTICE**

**VIRTUAL CONFERENCE  
AUGUST 6-8, 2020**

## **IMPORTANT EVENTS:**

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THURSDAY & FRIDAY AUGUST 6 & 7, 2020  
8:00 AM - 11:45 AM EST

**ROOM 1 & 2: ALL CONFERENCE PRESENTATION SESSIONS**  
SEE FULL SCHEDULE WITHIN THE REMAINDER OF THIS DOCUMENT

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FRIDAY AUGUST 7, 2020  
12:00 PM EST

**ROOM 1: LUNCH + AWARDS MEETING**  
THE AMTP CONFERENCE GETS TOGETHER VIRTUALLY TO EAT LUNCH,  
AWARD RECIPIENTS ARE ANNOUNCED & EXECUTIVE DIRECTOR /  
PRESIDENT OF AMTP WILL SPEAK

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SATURDAY AUGUST 8, 2020  
10:00 AM - 11:00 AM EST

**ROOM 1: TRACK CHAIR MEETING**  
ALL TRACK CHAIRS WILL MEET FOR UPDATES & DISCUSSION. ANYONE  
INTERESTED IN TAKING ON A ROLE OF TRACK CHAIR IN THE FUTURE IS  
WELCOME; PLEASE CONTACT LINDSAY LARSON IN ADVANCE

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SATURDAY AUGUST 8, 2020  
11:00 AM - 12:00 PM EST

**ROOM 2: EXECUTIVE BOARD MEETING**  
ALL MEMBERS OF THE EXEC BOARD WILL MEET FOR UPDATES &  
DISCUSSION

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# THURSDAY 8/6 SESSION SCHEDULE

## SESSION 1

THURSDAY AUGUST 6, 2020  
8:00 AM - 8:45 AM EST

### **ROOM 1: DIGITAL / SOCIAL MEDIA MARKETING**

SESSION CHAIR: LINDSAY LARSON

**Content Analysis of Top Cosmetic Brands Activities on Instagram**

Faren Karimkhan, Florida State University

**How is Brand Orientation Influenced by Social Media Content?**

Eric Harvey, Kennesaw State University

**Techy, Classy, and Social: Electric Vehicles and Brand Communication on Twitter**

M. Olguta Vilceanu, Rowan University

Rhianna Davis, Rowan University

Kailey Bertelson, Rowan University

### **ROOM 2: USM STUDENT SHOWCASE**

SESSION CHAIR: ISMET ANITSAL & SERGE BELEMKOAGBA

**The Impact of Culture on Multinational Business Expansion: A Case Study  
Evaluating Merchandising in Asian 7-Eleven Franchises**

Matthew Yang, University of Southern Mississippi

Gallayanee Yaoyuneyong, University of Southern Mississippi

**Early-Career Professional Athletes, Social Media Marketing, and Sponsorship**

Nichada Satasuk, University of Southern Mississippi

Gallayanee Yaoyuneyong, University of Southern Mississippi

**Yours, Mine or Ours? Exploring the Role of Cultural Values in Sharing Economy  
Services**

Lacey Wallace, University of Southern Mississippi

Joanne Cao, University of Southern Mississippi

**SESSION 2**  
THURSDAY AUGUST 6, 2020  
9:00 AM - 9:45 AM EST

**ROOM 1: ADVERTISING**

SESSION CHAIR: LINDSAY LARSON

**When and Why Split Ads are Effective**

Harper A. Roehm Jr, University of North Carolina Greensboro  
Michelle L. Roehm, Wake Forest University

**The Big Era of Podcasting: A Timely Examination of Advertisements in Popular Podcasts**

Kristine Johnson, Rowan University  
M. Olguta Vilceanu, Rowan University  
Erika P. Solis, Rowan University  
Kailey C. Bertelson, Rowan University

**Exploring the Effect of Shocking Advertising Used by For-profit and Nonprofit Organizations in US and Chinese Consumers**

Shuo Yan, Florida State University  
Sindy Chapa, Florida State University

**ROOM 2: CONSUMER COMMUNITIES**

SESSION CHAIR: ISMET ANITSAL & SERGE BELEMKOAGBA

**It Takes an (Online) Village: Adoptive Parent Identity Construction through Blogging**

Elise Johansen Harvey, University of South Carolina Upstate

**The Proof is in the Power: Social Community Integration in Electronic Health Records for Elevated Patient Empowerment**

Amanda Ledet, University of South Alabama

**Competing with the Sharing Economy: Understanding the Barriers Faced by “Traditional” Providers**

Amiee Mellon, University of Montevallo  
Jim Connell, University of Montevallo

## SESSION 3

THURSDAY AUGUST 6, 2020

10:00 AM - 10:45 AM EST

### **ROOM 1: MARKETING DATA**

SESSION CHAIR: LINDSAY LARSON

#### **Blockchain and the Transformation of Branding**

Brian Whelan, University of North Carolina at Charlotte

Sunil Erevelles, University of North Carolina at Charlotte

Padma Bulusu, Wells Fargo Securities Technology

#### **Sensemaking and Big Data Science: Soft and Hard Marketing Skills Are Needed Today**

Michael Latta, Coastal Carolina University

#### **Consumer Data Privacy in Marketing Research: A Study of Value-Based and Cognate-Based Approaches**

Scott Ertekin, Brenau University

### **ROOM 2: ETHICS & CONSUMER BEHAVIOR**

SESSION CHAIR: ISMET ANITSAL & SERGE BELEMKOAGBA

#### **The Future of Electronics Consumption and the Role of the Sustainable Consumer**

Jennifer D. Henderson, University of South Alabama

#### **Are Eco-Friendly Cars More Favorable? An exploratory study of attitude toward eco-friendliness among multiethnic consumers in the U.S.**

Meng Tian, Florida State University

Sindy Chapa, Florida State University

Micheal Walsh, Florida State University

Nicholas Kjaerholt, Florida State University

Ailin Xia, Florida State University

#### **New Product Development processes in medical device startups: A case study**

Alan D. Lish, University of Houston

**SESSION 4**  
THURSDAY AUGUST 6, 2020  
11:00 AM - 11:45 AM EST

**ROOM 1: CHANGING MINDS**

SESSION CHAIR: LINDSAY LARSON

**When Opinion Leaders Endorse Products — What marketers take advantage of and consumers misconceive**

Alexander Mueller, University of Saskatchewan

**Media Effects: Nike Advertisements to Empower Women**

Nivia K. Escobar Salazar, Florida State University

Arthur Raney, Florida State University

**Investigating Brand Popularity and Implicit Brand Network Based on Online Social Network Data**

Jurui Zhang, University of Massachusetts Boston

Raymond Liu, University of Massachusetts Boston

**ROOM 2: PANEL**

SESSION CHAIR: MERAL ANITSAL & SERGE BELEMKOAGBA

**PANEL: CHANGING EXPECTATIONS FROM DEPARTMENT CHAIRS IN THE DYNAMIC ENVIRONMENT OF HIGHER EDUCATION**

**Ismet Anitsal**, Missouri State University

**Melek Meral Anitsal**, Tennessee Tech University

**Michael Latta**, Coastal Carolina University

**David J. Burns**, Kennesaw State University

# FRIDAY 8/7 SESSION SCHEDULE

## SESSION 5

FRIDAY AUGUST 7, 2020

8:00 AM - 8:45 AM EST

### **ROOM 1: PRE-TAPED SESSION**

SESSION CHAIR: LINDSAY LARSON

#### **Empirical Evidence of the Marketing and Corporate Political Activity Interface in Firm Strategy**

Jessica Zeiss, Ball State University

#### **The Firm-Perceived Contingencies to Political Strategy**

Jessica Zeiss, Ball State University

Les Carlson, University of Nebraska Lincoln

#### **Identification and ranking of the marketing mix of services in the banking industry, using DEMATEL**

Reza Mohammadkazemi, University of Tehran

Saeed Kardar, Islamic Azad University, Iran

Mahnaz Pouriz, University of Tehran

#### **The Effect of Use of Text Messaging on Soccer Fans' Behavior: The Case of Iranian Professional League**

Reza Mohammadkazemi, University of Tehran

Saeed Kardar, Islamic Azad University, Iran

Mahnaz Pouriz, University of Tehran

### **ROOM 2: (NO SESSION AT THIS TIME)**

## SESSION 6

FRIDAY AUGUST 7, 2020

9:00 AM - 9:45 AM EST

### **ROOM 1: SALES & SALES EDUCATION**

SESSION CHAIR: LINDSAY LARSON

#### **Preparing Performance Reports for Upper Management: A Skills Building Project for Sales Management Students**

Joseph D. Chapman, Ball State University

Russell Wahlers, Ball State University

#### **The Promise of Artificial Intelligence and Potential Impact on the Sales Function**

Richard Plank, University of South Florida

Pamela Peterson, Malcolm McDonald Academy

#### **Body Language and Sales**

Lindsay Larson, Georgia Southern University

Adam Puckett, Georgia Southern University

Timothy C. Heinze, California State University, Chico

### **ROOM 2: MARKETING EDUCATION**

SESSION CHAIR: MERAL ANITSAL & SERGE BELEMKOAGBA

#### **Supporting Service Learning with an Interdisciplinary CSR Marketing Model**

Ellen Raineri, Penn State Hazleton

#### **Understanding Student Perceptions of their Personal Branding in Higher Education**

Musa Pinar, Valparaiso University

Tulay Girard, Pennsylvania State university-Altoona

#### **Empirical Study: Use of Online or Traditional Job Search: Which Do Graduating Sales Students Prefer When Searching for First Post-Graduation Careers**

Linda G. Mullen, Georgia Southern University

Randy Stuart, Kennesaw State University

Michael L. Thomas, Georgia Southern University



# SESSION 7

FRIDAY AUGUST 7, 2020

10:00 AM - 10:45 AM EST

## **ROOM 1: BRANDING**

SESSION CHAIR: LINDSAY LARSON

### **The Brand Axis: Strategic Impacts of Loyalty and Engagement within the Social Media Magnet Theory**

Kyle A. Huggins, Belmont University

J. Elliott Cunningham, Westgate Marketing

### **A Foundational Investigation of the Theory of Brand Comfort**

Kirk D. Aiken, California State University, Chico

Ajay Sukhdial, Oklahoma State University

Matthew Meuter, California State University, Chico

### **Can Social Media Marketing Effects Be Sustained?**

Manisha Mathur, Augusta University

### **I Will Like Your Product but not Your Face: An Introduction to Selfies in Online Reviews**

Patrick A. Barbro, Rowan University

\*\*4 PRESENTERS

## **ROOM 2: MONEY & MIND**

SESSION CHAIR: MERAL ANITSAL & SERGE BELEMKOAGBA

### **Is It All in Your Head? How Your Beliefs About Money Influence Your Financial Behavior**

Patricia T. Gouveia, Florida International University

### **The Height Premium: When Shorter Men Pay More**

Nuket Serin, Florida International University

Jayati Sinha, Florida International University

### **A Preliminary Examination of Sponsorship Motivations and Leveraging in Motor Sports**

Carol L. Bruneau, University of Montana

## SESSION 8

FRIDAY AUGUST 7, 2020  
11:00 AM - 11:45 AM SESSION

### **ROOM 1: MARKETING ETHICS**

SESSION CHAIR: LINDSAY LARSON

#### **Is there a ROI for Being Ethical? The Impact of Consumer Perceived Ethicality on Brand Equity**

Arwen L. Matos-Wood, Kennesaw State University

#### **Consumer Response to Foundations and Firms When Firms Own or Sponsor a Foundation**

Amanda Swift, Murray State University

Ismail Karabas, Murray State University

#### **Corporate Social Responsibility, Economic Geography, and the Moral Supply Chain**

Steve LeMay, University of West Florida

Guli-Sanam Karimova, Kiel Centre for Globalization

Dave McMahon, Pepperdine University

### **ROOM 2: PANEL**

SESSION CHAIR: MICHAEL LATTA

#### **PANEL: Are Students Our Customers: Perils and Pitfalls of Students as Customers**

**Michael Latta**, Coastal Carolina University

**David Burns**, Kennesaw State University

**Michael McCall**, Michigan State University

**Ismet Anitsal**, Missouri State University

**Meral Anitsal**, Tennessee Tech University

**SESSION 9**  
FRIDAY AUGUST 7, 2020  
12:00 PM EST

**ROOM 1: LUNCH + AWARDS MEETING**

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**SATURDAY 8/8 SCHEDULE**

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SATURDAY AUGUST 8, 2020  
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**SESSION 11**  
SATURDAY AUGUST 8, 2020  
11:00 – 12:00 PM EST

**ROOM 2: EXECUTIVE BOARD MEETING**

ALL MEMBERS OF THE EXEC BOARD WILL MEET FOR UPDATES & DISCUSSION