Real Time Marketing
53rd Annual SMA Conference

Tracy Meyer
Program Chair

J. Charlene Davis
President

November 4-7, 2015
San Antonio, Texas
Sheraton Gunter Hotel
Real Time Marketing

November 4-7, 2015

Sheraton Gunter Hotel
San Antonio, Texas
SMA is a premier marketing association that brings together marketing educators and professionals from all over the world. SMA fosters service, research, and education in all phases of marketing and encourages the exchange of ideas among members with similar interests. SMA endeavors to promote the growth of intellectual leadership in the field of marketing on the part of teachers, researchers, and students in universities and business and government executives.
One of a Kind
_A Celebration of Arch G. Woodside_

Arch G. Woodside

What words can be used to describe Arch’s impact on the marketing discipline - exceptional, inimitable, transcend, unparallel, beyond compare, pervasive, prevalent, ubiquitous, omnipresent, universal, widespread, valuable, highly prized, beneficial, essential, indispensable, vital, relevant, pertinent, distinctive, special, idiosyncratic, unrepeatable, exclusive, rare, unusual, paramount? Arch’s contributions surpass the limitation of words. He is truly one of a kind. It is SMA’s honor to celebrate Arch’s career and his contributions to both SMA and the marketing discipline.

On June 30, 2016, Arch will retire from Boston College, but not from sharing his intellect. Arch will be working at Curtin University, Perth, Australia and at the International University of Monaco.

Thank you Arch, for enhancing marketing and enriching the lives of all those that you touched. You are truly one of a kind.

Please join us to celebrate Arch G. Woodside:
Wednesday, 6:00 PM - 7:30 PM
SMA Welcome Reception
Bluebonnet/Magnolia/Gunter Terrace Rooms, 2nd Floor

Here is a brief look at Arch's career.

Education:  Ph.D. in Business Administration,
Penn State University (1968)
M.B.A., Kent State University (1965)
B.S., Kent State University (1964)

Military: Captain, U.S. Army, Research Psychologist

Positions: Boston College (2000-2016)
Professor of Marketing
University of Innsbruck (2003)
Visiting Professor of Marketing
University of New South Wales
Sydney, Australia (1999-2000)
Visiting Professor of Marketing
Malcolm S. Woldenberg Professor of Marketing
University of South Carolina (1970-1985)
Promoted to Associate Professor in three years
Promoted to Full Professor in three years
Distinguished Professor of Marketing in two years


Honors: Arch is the recipient of highest honors from numerous academic institutions.

- Fellow of the American Psychological Association (1980)
- Fellow of the Society for Marketing Advances (1994)
- Fellow of the Association for Psychological Science (1996)
- Fellow of the Royal Society of Canada (2000)
- Fellow of the International Academy of the Study of Tourism (2003)
- Fellow of the Global Academy of Information and Knowledge Academy (2012)
- Honorary Doctorate Degree, University of Montreal (2013)
SMA Officers

President
J. Charlene Davis, Trinity University, USA

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Tracy Meyer, The University of North Carolina Wilmington, USA

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Jamie Pleasant, Clark Atlanta University, USA

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University of Wisconsin-Eau Claire, USA
SMA Past President

Joseph F. Hair, Jr.
Kennesaw State University, USA
SMA Distinguished Fellow

SMA Past Presidents

<table>
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<tr>
<th>Year</th>
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SMA Distinguished Fellows

Sharon E. Beatty, 2014
Alvin J. Williams, 2009
Denise T. Smart, 2007
Greg W. Marshall, 2005
Jean-Charles Chebat, 2003
Barry J. Babin, 2002
Robert J. Moncrief, III, 2002
J. Barry Mason, 2001
Ronald D. Taylor, 2000
Linda E. Swayne, 1995
Arch G. Woodside, 1994
Charles S. “Stan” Madden, 1993
Ronald E. Bush, 1993
William M. Pride, 1991
Joseph E. Hair, Jr., 1990
William D. Perreault, Jr., 1989
William R. Darden, 1989
Ronald D. Taylor, 1987
Fred D. Reynolds, 1988
William J. Kehoe, 1998
J. Barry Mason, 1986
Susan C. Peters, 1985
Edward W. Cundiff, 1980
Conference Track Chairs

Research Track Chairs

Consumer Behavior
Demetra l. Andrews, Indiana University Northwest, USA
Subir K. Banypashay, Indiana University Northwest, USA

Cross-Cultural & Global Marketing
Pallab Paul, University of Denver, USA
George S. Spais, Canterbury Christ University / Hellenic Open University, Greece

Logistics & Supply Chain Management
Larry Gunipero, Florida State University, USA
Sara Lia-Troth, Georgia College & State University, USA

Marketing Education
John D. Branch, University of Michigan, USA
Rebecca VanMeter, Ball State University, USA

Marketing Ethics, Law, & Public Policy
Karin Braunsberger, University of South Florida St. Petersburg, USA

Marketing Research
Kevin J. Shanahan, Mississippi State University, USA

Marketing Strategy
Michael A. Levin, Otterbein University, USA
John F. (Jeff) Tanner, Jr., Old Dominion University, USA

Marketing Technology
Kesha K. Coker, Eastern Illinois University, USA
Rajesh Srivastava, Middle Tennessee State University, USA

Personal Selling & Sales Management
Mark P. Leach, Loyola University Marymount, Los Angeles, USA

Pricing
Annie H. Liu, Texas State University, USA

Product & Brand Management
Daniel Butler, Auburn University, USA

Promotions
Jeremy J. Sierra, Texas State University, USA

Retailing
Maria Kalamas, Kennesaw State University, USA

Services Marketing
Stephanie Gillison, The University of Tennessee at Chattanooga, USA

Social Media Marketing
Velitchka D. Kaltcheva, Loyola Marymount University, Los Angeles, USA

Teaching Track Chairs

Cengage Pride-Ferrell Innovations in Teaching Competition Chair:
Larry G. Neale, Queensland University of Technology, Australia

AxcessCapon Distinguished Teaching Competition Chair:
Barbara Ross Wooldridge, The University of Texas at Tyler, USA

SMA Teaching Moments Chairs:
D. Joel Whalen, DePaul University, USA
Kesha K. Coker, Eastern Illinois University, USA

Event Chairs

Doctoral Dissertation Proposal Competition Chair
Robert E. McDonald, Texas Tech University, USA

27th Annual SMA Doctoral Consortium Chair
Charles A. Ingene, The University of Oklahoma, USA

Routledge Taylor & Francis Group
Steven J. Shaw Best Paper in Conference Chair
Thomas L. Baker, The University of Alabama, USA

9th Annual SMA Structural Equation Modeling Workshop
Barry J. Babin, Louisiana Tech University, USA
Joseph F. Hair, Jr., Kennesaw State University, USA

Effective Use of Simulations
Catharine M. Garran, University of Massachusetts, Dartmouth, USA

Online Teaching
Catharine M. Garran, University of Massachusetts, Dartmouth, USA

Special Excursions
Donald C. Barnes, The University of North Carolina Wilmington, USA

2015 Research Track

Chi (Cathy) Zhang, The University of Mississippi, USA

2015 SMA Distinguished Scholar

Richard P. Bagozzi

Richard P. Bagozzi is the Dwight F. Benton Professor of Behavioral Science in Management at the Stephen M. Ross School of Business at the University of Michigan. A PhD graduate of Northwestern University, Professor Bagozzi holds honorary doctorates from the University of Lausanne, Switzerland, the University of Antwerp, Belgium, and the Norwegian School of Economics. In addition to serving as a Senior Fulbright Research Scholar at the University of the Saarlandes in Germany, he has been awarded the medal of Science by the University of Bologna, Italy. Prior to his current position at the University of Michigan, he was at the University of California, Berkeley, the Massachusetts Institute of Technology, Stanford University, and Rice University. Professor Bagozzi does basic research into the theory of mind, theory of action, empathy, human emotions, attitude theory, social identity, and research methodology. His applied work occurs in consumer behavior, sales force behavior, health behavior, behavior in organizations, and ethics, where he uses experimental, quasi-experimental, and survey research methods, as well as structural equation modeling and on occasion qualitative methods. Recently his research has explored neuroscience, genetic, and hormonal facets of managerial behavior. As of Spring 2014, his work has received about 63,000 citations in Google Scholar.
2015 Research Track Reviewers

A
Frank G. Adams, Mississippi State University, USA
Melissa Archipru Akala, University of Denver, USA
Sarah Alhouti, Providence College, USA
Monaliz Amirkhanpour, University of Gloucestershire, Cheltenham, UK
Nwamaka Amaka Anaza, Francis Marion University, USA
Demetra L. Andrews, Indiana University Northwest, USA
James Mitchell Andrusil, Louisiana State University, USA
Rei Arai, Keio University, Tokyo, Japan
Gizem Atav, State University of New York at Binghamton, USA

B
Vishag Badrinarayanan, Texas State University, USA
Bruce Bailey, Retired
Subh K. Bandyopadhyay, Indiana University Northwest, USA
Somak Banerjee, Wayne State University, USA
Delancy H. S. Bennett, Clemson University, USA
R. Wixl Barnwell, Mississippi State University, USA
Hooshang M. Beheshti, Radford University, USA
Christopher Berry, University of Arkansas, USA
Harriette Bettis-Outland, University of West Florida, USA
Dora Bock, Auburn University, USA
John David Branch, University of Michigan, USA
Karim Rezaei, University of South Florida St. Petersburg, USA
Eric T. Brey, University of Wisconsin-Stout, USA
John R. (Rusty) Brooks, Jr., Houston Baptist University, USA
Brian Buckler, Aila University, USA
Michael Budden, Southeastern Louisiana University, USA
Myla Bui-Nguyen, Loyola Marymount University, Los Angeles, USA
Daniel Butler, Auburn University, USA
Timothy D. Butler, The University of Texas at Brownsville, USA

C
Brad D. Carlson, St. Louis University, USA
Leslie (Les) Carlson, University of Nebraska-Lincoln, USA
Richa Chugh, Victoria University of Wellington, New Zealand
Christina Chung, Ramapo College of New Jersey, USA
Melissa N. Clark, Coastal Carolina University, USA
Joshua T. Coleman, The University of Memphis, USA
Linda Jane Coleman, Salem State University, USA
Mary Catherine Golley, Troy University, USA
Joel Collier, Mississippi State University, USA
Suzanne Connor, Georgia Southwestern State University, USA
Ryan Cruz, New Mexico State University, USA

D
Charlene A. Badzie, University of North Texas, USA
Arezoo Darari, University of North Texas, USA
J. Charlene Davis, Trinity University, USA
Susan K. DelVecchio, East Carolina University, USA
Estrella Díaz, Universidad de Castilla-La Mancha, Spain
Pavllos Dimitriou, University of Glasgow, Scotland, UK
Sujay Dutta, Wayne State University, USA

E
Akon E. Ekpo, Rutgers University, USA
Mohammad N. Elahee, Quinnipiac University, USA
Robert C. Erffmeyer, University of Wisconsin-Eau Claire, USA
Don E. Eskow, Otterbein University, USA
Jennifer A. Espinosa, University of South Florida St. Petersburg, USA
Derek O’Ryan Ezell, The University of Mississippi, USA

F
Reto Felix, The University of Texas- Rio Grande Valley, USA
Sarah A. Fischbach, California Lutheran University, USA
Richard L. Flight, Eastern Illinois University, USA
Toni-Rochelle Ford, Park University, USA
Jeffrey R. Foreman, Pennsylvania State University Harrisburg, USA
William R. Forrester, Kennesaw State University, USA
Jie G. Fowler, Valdosta State University, USA
Alexia K. Fox, Ohio University, USA
Gary Daniel Futrell, Valdosta State University, USA

G
Colin B. Gabler, Ohio University, USA
Lili Gai, The University of Texas of the Permian Basin, USA
Shahzad Gias, The University of Texas at Arlington, USA
Erin Gilson, Elon University, USA
David A. Gilliam, University of Arkansas at Little Rock, USA
Stephanie T. Gillson, The University of Tennessee at Chattanooga, USA
Deborah Goldring, Stetson University, USA
Mar Gómez, Universidad de Castilla-La Mancha, Spain
Kenneth W. Graham, University of Wisconsin-La Crosse, USA

H
Zachary R. Hall, Texas Christian University, USA
Diane Halstead, The University of Tennessee at Chattanooga, USA
Mitchell Hamilton, Loyola Marymount University, Los Angeles, USA
Jared M. Hansen, The University of North Carolina at Charlotte, USA
Lloyd C. Harris, The University of Warwick, UK
Mary P. Harrison, Birmingham-Southern College, USA
Steven Hartley, University of Denver, USA
Richard R. Hawkins, University of West Florida, USA
James Henley, The University of Tennessee at Chattanooga, USA
Adam Hepworth, The University of Tennessee, Knoxville, USA
Monica D. Hernandez, Texas A&M University - Corpus Christi, USA
Kenta Hirahashi, Keio University, Tokyo, Japan
Karen M. Hood, Eastern Kentucky University, USA
Christopher D. Hopkins, Clemson University, USA
Alisha Blakeney Hooks, Elon University, USA
David M. Houghton, Southern Illinois University Carbondale, USA
Katharine Howie, The University of Mississippi, USA
Richard Huanan Ramirez, Université d’Aix Marseille CERGAM, France
Meng-Hua Hsieh, Pennsylvania State University Harrisburg, USA
Jianping (Coco) Huang, The University of Memphis, USA
Lei Huang, State University of New York at Fredonia, USA

I
Magdoleen T. Irlan, Le Moyne College, USA
Nicholas Imparato, University of San Francisco, USA
Pramod Iyer, University of North Texas, USA

J
Thomas D. Jensen, University of Arkansas, USA
Mark Jolke, Bradley University, USA
Aaron Johnson, Wayne State University, USA
Catherine M. Johnson, University of Toledo, USA
Michael A. Jones, The University of Tennessee at Chattanooga, USA

K
Astrid L. Keel, University of La Verne, USA
Elyta Kemp, The University of New Orleans, USA
Eric Kennedy, University of North Texas, USA
Seth Kertron, University of North Texas, USA
Robert Allen King, The University of Mississippi, USA
George-Michael Klimis, Panionios University of Social and Political Sciences, Athens, Greece
Almet Bugra Koksal, Wayne State University, USA
Elkia Kordrostam, Old Dominion University, USA
Ahmed Kostyk, New Mexico State University, USA
Alex Kralnman, Mississippi State University, USA
Lynn E. Kwak, Southern Connecticut State University, USA

L
V. Myles Landers, Rochester Institute of Technology, USA
Felicia Lassk, Northeastern University, USA
Joel Le Bon, University of Houston, USA
Byung-Swan Lee, Kangwoon University, Seoul, South Korea
Constantinos Leonidou, University of Leeds, UK
Kristina K. Lindsey, The University of Alabama, USA
Annie H. Liu, Texas State University, USA
Yiyuan (Ava) Liu, Otterbein University, USA
Marsha D. Lodola, Georgia Regents University, USA
Michael G. Luckett, University of South Florida St. Petersburg, USA
Donald J. Lund, The University of Alabama at Birmingham, USA
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<th>2015 Research Track Reviewers (cont.)</th>
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<tr>
<td><strong>M</strong></td>
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<tr>
<td>Gerrard M. Macintosh, North Dakota State University, USA</td>
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<td>Dean R. Mamau, Robert Morris University, USA</td>
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<td>Howard Marmorstein, University of Miami, USA</td>
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<td>David Martín-Gonzuega, Universidad de Castilla-La Mancha, Spain</td>
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<td>James M. Mayer, Indiana University-Purdue University Indianapolis, USA</td>
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<td>Shannon T. McCarthy, University of Arkansas, USA</td>
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<td>Robert E. McDonnell, Texas Christian University, USA</td>
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<td>Wendy Barnes McElroy, The University of Memphis, USA</td>
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<td>Melinda McElrond, The University of Southern Mississippi, USA</td>
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<td>Bryan T. McLeod, Southern Illinois University Carbondale, USA</td>
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<td>James Mead, University of Houston-Clear Lake, USA</td>
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<td>Amiice Mellon, University of Montevallo, USA</td>
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<td>Ian Mercer, Auburn University, USA</td>
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<td>Ann Mirabito, Baylor University, USA</td>
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<td>Lisa Monahan, University of South Florida, USA</td>
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<td>Felicia N. Morgan, University of West Florida, USA</td>
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<td>Julie Guidry Moulard, Louisiana Tech University, USA</td>
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<td>Alexander Muk, Texas State University, USA</td>
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<td>Amaradri Mukherjee, University of Arkansas, USA</td>
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<td>Jay Mulki, Northeastern University, USA</td>
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<td>Ryan R. Mullins, Clemson University, USA</td>
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<td>Carolyn Findley Musgrove, Indiana University Southeast, USA</td>
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<td>Kelly Naleidieh, University of North Texas, USA</td>
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<td>John A. Narcum, The University of Memphis, USA</td>
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<td>Nese Nasif, The University of Texas- Rio Grande Valley, USA</td>
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<td>Christopher L. Newman, The University of Mississippi, USA</td>
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<td>William Magnus Northington, Idaho State University, USA</td>
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<td>Edward L. Nowlin, Kansas State University, USA</td>
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<td>Babajide James Osatuyi, The University of Texas Rio Grande Valley, USA</td>
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<td>Anthony D. Patino, University of San Francisco, USA</td>
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<td>Pallab Paul, University of Denver, USA</td>
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<td>Michael C. Peasley, The University of Memphis, USA</td>
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<td>Mark J. Pelletier, Radford University, USA</td>
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<td>Aron Peruen, Swinburne University of Technology, Victoria, Australia</td>
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<td>Lori Peterson, Louisiana State University, USA</td>
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<td>Dennis A. Pitta, University of Baltimore, USA</td>
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<td>Emmanouella Plakoyiannaki, University of Leeds, UK</td>
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<td>Frank Pons, Université Laval, Canada</td>
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<td>Sonja Martin Poole, University of San Francisco, USA</td>
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<td>McDowell Porter, Louisiana State University, USA</td>
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<td>Atich Poushane, The University of Texas- Rio Grande Valley, USA</td>
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<td>Teresa K. Preston, University of Arkansas at Little Rock, USA</td>
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<td>Costas Prijoros, Middlesex University, London, UK</td>
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<td>Chris Pullig, Baylor University, USA</td>
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<td>Ellen Bolman Pullins, The University of Toledo, USA</td>
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<td>Dipankar Rai, Le Moyne College, USA</td>
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<td>Pushkala Raman, Texas Woman’s University, USA</td>
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<td>Edward Ramirez, The University of Texas at El Paso, USA</td>
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<td>Sujata Ramnarayan, Notre Dame de Namur University, USA</td>
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<td>Rebecca L. Rast, Louisiana State University, USA</td>
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<td>Steven Rayburn, Texas State University, USA</td>
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<td>Alyssa Reynolds, New Mexico State University, USA</td>
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<td>Kristy E. Reynolds, The University of Alabama, USA</td>
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<td>Wendy Ritz, Fayetteville State University, USA</td>
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<td>James A. Roberts, Baylor University, USA</td>
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<td>Stacey Robinson, East Carolina University, USA</td>
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<td>Richard A. Rocco, DePaul University, USA</td>
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<td>Michael Rodriguez, Elon University, USA</td>
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<td>Andrew J. Rohm, Loyola Marymount University, Los Angeles, USA</td>
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<td>Md Rokonuzzaman, University of North Texas, USA</td>
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<td>José Antonio Rios, University of Wyoming, USA</td>
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<td>Brian N. Rutherford, Kennesaw State University, USA</td>
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<td>Jana Rutherford, Barry University, USA</td>
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<td>Ruby Qin Saine, University of South Florida, USA</td>
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<td>Julian K. Saint-Clair, Loyola Marymount University, Los Angeles, USA</td>
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<td>Tracey King Schaller, Georgia Gwinnett College, USA</td>
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<td>Stacey Schetsela, Ball State University, USA</td>
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<td>Maura L. Scott, Florida State University, USA</td>
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<td>Sandipan Sen, Southeast Missouri State University, USA</td>
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<td>Kevin J. Shanahan, Mississippi State University, USA</td>
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<td>Nazik Sharma, University of South Florida, USA</td>
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<td>Feng Shen, Saint Joseph’s University, USA</td>
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<td>Hyunjoo Shin, Georgia Southern University, USA</td>
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<td>Jennifer Christie Siemens, Clemson University, USA</td>
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<td>Karen H. Smith, Texas State University, USA</td>
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<td>George S. Spais, Canterbury Christ Church University, USA</td>
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<td>Ellen Bolman Syrdal, The University of Texas at Arlington, USA</td>
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<td><strong>S</strong></td>
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<td>Brian Taillon, New Mexico State University, USA</td>
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<td>Ikao Takahashi, Keio University, Tokyo, Japan</td>
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<td>Shlomo Tarba, The University of Sheffield, UK</td>
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<td>Harry A. Taute, Utah Valley University, USA</td>
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<td>David G. Taylor, Sacred Heart University, USA</td>
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<td>Sweta Chaturvedi Thota, University of San Francisco, USA</td>
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<td>Alkis Thrassou, University of Nicosia, Cyprus</td>
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<td>Anastasia E. Thyroff, Clemson University, USA</td>
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<td>Irene Tilkidou, Alexander Technological Educational Institute of Thessaloniki, Greece</td>
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<td>Franklin Tillman, The University of Mississippi, USA</td>
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<td>Philip Troccia, University of South Florida St. Petersburg, USA</td>
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<td>Anna M. Turn, Texas State University, USA</td>
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<td><strong>V</strong></td>
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<tr>
<td>Rebecca VanMeter, Ball State University, USA</td>
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<td>Arturo Z. Vázquez-Parrago, The University of Texas- Rio Grande Valley, USA</td>
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<td>Ricardo Villarreal, University of San Francisco, USA</td>
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<td><strong>W</strong></td>
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<tr>
<td>Kathleen Wachtler, The University of Mississippi, USA</td>
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<td>Russell G. Wahlers, Ball State University, USA</td>
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<td>Sijun Wang, Loyola Marymount University, Los Angeles, USA</td>
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<td>Amy N. Watson, Missouri State University, USA</td>
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<td>Allyn White, The University of Mississippi, USA</td>
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<td>Anaiza Whiting, Clayton State University, USA</td>
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<td>Andy Wood, James Madison University, USA</td>
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<td>Omar P. Woodham, North Carolina Agricultural and Technical State University, USA</td>
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<td>Atefeh Yazdanparast, University of Evansville, USA</td>
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<td><strong>Z</strong></td>
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<tr>
<td>Jennifer Zarossa, Henderson State University, USA</td>
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<td>Chi Cathy Zhang, The University of Mississippi, USA</td>
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<td>Wenkai Zhou, New Mexico State University, USA</td>
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Program Sessions

Real Time Marketing
TUESDAY, NOVEMBER 3, 2015

TUESDAY, 4:00 PM - 5:30 PM
Session 1.0
27th Annual SMA Doctoral Consortium
Yellow Rose, 2nd Floor
Chair:
Charles A. Ingene, The University of Oklahoma, USA

TUESDAY, 6:00 PM
SMA Doctoral Consortium Welcome Reception & Dinner
(Limited to Doctoral Consortium Students and Doctoral Consortium Faculty)
Acenar Restaurant
146 East Houston
San Antonio, TX
## WEDNESDAY AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Alamo 3rd Floor</th>
<th>Robert Johnson 1 1st Floor</th>
<th>Yellow Rose 2nd Floor</th>
<th>T.C. Baker 3rd Floor</th>
<th>L. Mahncke 3rd Floor</th>
<th>Jot Gunter 3rd Floor</th>
<th>Gunther Terrace BlueBonnet/Magnolia 2nd Floor</th>
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<td>9:00 AM</td>
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- **Session 2.0** 27th Annual SMA Doctoral Consortium
- **Session 2.1** Effective Use of Simulations Workshop
- **Session 2.2** Online Teaching Workshop
- **Session 2.3** 9th Annual SMA Structural Equation Modeling Workshop
- **SMA Conference Registration and Exhibitors**
- **SMA Academic Placement Services**
- **SMA Executive Committee Meeting**
- **SMA Welcome Reception: In Celebration of Arch G. Woodside**
**WEDNESDAY, NOVEMBER 4, 2015**

**ALL DAY**

**WEDNESDAY, 8:30 AM - 5:30 PM**
Session 2.0
27th Annual SMA Doctoral Consortium
Yellow Rose, 2nd Floor
Chair: Charles A. Ingene, The University of Oklahoma, USA

**WEDNESDAY, 8:30 AM - 5:30 PM**
Session 2.3
9th Annual SMA Structural Equation Modeling Workshop
L. Mahncke, 3rd Floor
Facilitators: Barry J. Babin, Louisiana Tech University, USA
Joseph F. Hair, Jr., Kennesaw State University, USA

**MORNING**

**WEDNESDAY, 8:30 AM - 12:00 PM**
Session 2.1
Effective Use of Simulations Workshop
T. C. Baker, 3rd Floor
Facilitator: Catharine M. Curran, University of Massachusetts, Dartmouth, USA

**AFTERNOON**

**WEDNESDAY, 2:00 PM - 5:30 PM**
Session 2.2
Online Teaching Workshop
T. C. Baker, 3rd Floor
Facilitator: Catharine M. Curran, University of Massachusetts, Dartmouth, USA

**WEDNESDAY, 12:00 PM - 5:30 PM**
SMA Conference Registration
Alamo, 3rd Floor
SMA Exhibitors
Alamo, 3rd Floor
Facilitator: Cynthia Rodriguez Cano, Keiser University, USA

**WEDNESDAY, 3:00 PM - 5:30 PM**
SMA Academic Placement Services
Robert Johnson 1, 1st Floor
Facilitators: Diane R. Edmondson, Middle Tennessee State University, USA
Cheryl B. Ward, Middle Tennessee State University, USA

**WEDNESDAY, 3:00 PM - 5:30 PM**
SMA Executive Committee Meeting
Jot Gunter, 3rd Floor
Chair: J. Charlene Davis, Trinity University, USA

**EVENING**

**WEDNESDAY, 6:00 PM - 7:30 PM**

**SMA Welcome Reception**

In Celebration of Arch G. Woodside

6:00 PM - 7:30 PM
Bluebonnet/Magnolia/Gunter Terrace

*Please wear your name badge for bar service.*
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<tr>
<th>Time</th>
<th>Alamo 3rd Floor</th>
<th>Robert Johnson 1 1st Floor</th>
<th>Yellow Rose 2nd Floor</th>
<th>T.C. Baker 3rd Floor</th>
<th>Robert Johnson 2 1st Floor</th>
<th>Frontier 3rd Floor</th>
<th>Robert E. Lee 3rd Floor</th>
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<td>Session 3.1 Drivers of Male/Female Consumer Behavior</td>
<td>Session 3.2 Sales Promotions and Native Advertising in Understanding Consumers and Informing Brand Strategy</td>
<td>Session 3.3 Teaching in Today’s Classroom and with Today’s Technology</td>
<td>Session 3.4 Country-of-Origin Effects</td>
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<td>SMA Academic Placement Services</td>
<td>Session 3.0 27th Annual SMA Doctoral Consortium</td>
<td>Session 4.1 Panel Session: Stupid SPSS Tricks and Predictive Analytics Using Modeler 16</td>
<td>Session 4.2 Consumer Use of Media and Technology</td>
<td>Session 4.3 Better Together? Exploring Aspects of Consumer-to-Consumer Interaction</td>
<td>Session 4.4 Service Provider Perceptions</td>
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**Morning Break in Alamo Room, 3rd Floor**

Lunch on Your Own

**Afternoon Break in Alamo Room, 3rd Floor**

Session 6.1 Entrepreneurs & Marketing Strategy
Session 6.2 Marketing Strategies and Related Issues
Session 6.3 Cross-Cultural Investigations
Session 6.4 Internal and External Drivers of Consumer Behavior
<table>
<thead>
<tr>
<th>L. Mahncke 3rd Floor</th>
<th>Quadrangle 3rd Floor</th>
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<tr>
<td><strong>Session 3.5</strong> Ethics Revisited: Domestic and International Topics</td>
<td><strong>Session 3.6</strong> Understanding Consumers’ Behaviors on Social Media</td>
<td><strong>Session 3.7</strong> Consumers’ Brand Perceptions and Preferences</td>
<td><strong>Session 3.8</strong> The Retail Experience: POS Donations, Showrooming, Scheduling, and Touch</td>
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<td><strong>Session 4.5</strong> Incongruency, ELM, Memory Contagion, and Persuasion Knowledge in Promotional Execution</td>
<td><strong>Session 4.6</strong> Cross-Cultural and International Service Issues</td>
<td><strong>Session 4.7</strong> Cengage Pride-Ferrell Innovations in Teaching Competition I</td>
<td><strong>Session 4.8:</strong> Panel Session: Plan, Apply Assess: Case Examples of Experiential Learning</td>
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<td><strong>Session 5.5</strong> The Brand Experience: Trust and Value</td>
<td><strong>Session 5.6</strong> Mind and Market Influences on Consumer Decision Making</td>
<td><strong>Session 5.7</strong> Cengage Pride-Ferrell Innovations in Teaching Competition II</td>
<td><strong>Session 5.8</strong> Meet the Editors</td>
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<td><strong>Session 6.5</strong> Lights, Camera, Action! Effect of Contextual Cues on Consumer Behavior</td>
<td><strong>Session 6.6</strong> Consumer Decision Making: Learning, Involvement, and Return Policy</td>
<td><strong>Session 6.7</strong> AxcessCapon Distinguished Teaching Competition</td>
<td><strong>Session 6.8</strong> Marketing Research and More</td>
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THURSDAY, NOVEMBER 5, 2015

ALL DAY

THURSDAY, 8:30 AM - 5:30 PM
SMA Conference Registration
Alamo Room, 3rd Floor
Facilitator:
Cynthia Rodriguez Cano, Keiser University, USA

THURSDAY, 8:30 AM - 5:30 PM
SMA Special Excursions
Alamo Room, 3rd Floor
Facilitator:
Donald C. Barnes, The University of North Carolina Wilmington, USA

THURSDAY, 8:30 AM - 5:30 PM
SMA Conference Exhibitors
Alamo Room, 3rd Floor
Facilitator:
Cynthia Rodriguez Cano, Keiser University, USA

THURSDAY, 8:30 AM - 5:30 PM
SMA Academic Placement Services
Robert Johnson 1, 1st Floor
Facilitators:
Diane R. Edmondson, Middle Tennessee State University, USA
Cheryl B. Ward, Middle Tennessee State University, USA

MORNING

THURSDAY, 8:30 AM - 10:00 AM
Session 3.0
27th Annual SMA Doctoral Consortium
Yellow Rose, 2nd Floor
Chair:
Charles A. Ingene, The University of Oklahoma, USA

• Sweta Chaturvedi Thota, University of San Francisco, USA

Toward an Independent Scale of Boasting: Initial Development and Exploration in a Vanity Sizing Context
• Seth Ketron, University of North Texas, USA
• Nancy Spears, University of North Texas, USA

Do Images Speak More Than Calories? Impact of Images and Calories on Consumer’s Decision Making Process
• Prachi Gala, The University of Mississippi, USA

THURSDAY, 8:30 AM - 10:00 AM
Session 3.2
Sales Promotions and Native Advertising in Understanding Consumers and Informing Brand Strategy
Robert Johnson 2, 1st Floor
Chair:
Joseph M. Jones, North Dakota State University, USA

Impact of Sales Promotion on New Fast Moving Consumer Goods
• Joseph M. Jones, North Dakota State University, USA

Investigating Native Advertising Effectiveness: Successful Brand Integration Practice or Deceptive Practice?
• Jennifer Zarzosa, Henderson State University, USA
• Sarah A. Fischbach, California Lutheran University, USA

A Comparative Study of Print and Mobile Media in Dubai
• Suzanne L. Conner, Georgia Southwestern State University, USA
• Dennis Lee, American University in Dubai, United Arab Emirates

Are Brands Becoming Less, or More, Useful to Consumers?
• Timothy C. Johnston, Murray State University, USA

THURSDAY, 8:30 AM - 10:00 AM
Session 3.1
Drivers of Male/Female Consumer Behavior
T. C. Baker, 3rd Floor
Chair:
Sweta Chaturvedi Thota, University of San Francisco, USA
THURSDAY, 8:30 AM - 10:00 AM
Session 3.3
Teaching in Today's Classroom and with Today's Technology
*Frontier, 3rd Floor*

Chair:
Gary R. Holmes, Drury University, USA

Using Holograms in Marketing Education
- Ella Carter, Bowie State University, USA

Exploring Group Size Effectiveness in a Marketing Simulation
- Jeffrey P. Radighieri, Texas Woman's University, USA

Millennial's Attitudes Concerning Traditional Classroom Resources
- Gary R. Holmes, Drury University, USA
- Morgan Danielle Young, Drury University, USA
- David Jordan Smith, Drury University, USA

Toward Development of a Measure for Metacognition in Online and Blended-Learning Environments
- Tina C. Mims, Texas Woman's University, USA
- Joshua J. Daspit, Mississippi State University, USA

THURSDAY, 8:30 AM - 10:00 AM
Session 3.4
Country-of-Origin Effects
*Robert E. Lee, 3rd Floor*

Chair:
Lili Gai, The University of Texas of the Permian Basin, USA

Does Communicating Corporate Social Responsibility Contributions Overcome Unfavorable Country of Origin Cues?
- Roberto (Bobby) Saldívar, Ramapo College of New Jersey, USA
- Mohammadali Zolfagharian, The University of Texas-Rio Grande Valley, USA
- Jakob Braun, The University of Texas-Rio Grande Valley, USA

Institutional Branding in Emerging Markets: A Netnography Analysis of Chinese Students’ Perceptions of American University Brands
- Chunhao Xu, University of North Texas, USA
- Lili Gai, The University of Texas of the Permian Basin, USA
- Lou E. Pelton, University of North Texas, USA

The Country-of-Origin Effect on Technology Products
- José R. Concha, Universidad Icesi-Cali, Colombia

THURSDAY, 8:30 AM - 10:00 AM
Session 3.5
Ethics Revisited: Domestic and International Topics
*L. Mahncke, 3rd Floor*

Chair:
Dennis A. Kopf, University of Wisconsin-Whitewater, USA

Can a Sports Organization be Against Gambling if it Embraces Fantasy Sports?
- David M. Houghton, Southern Illinois University Carbondale, USA
- Edward L. Nowlin, Kansas State University, USA
- Bryan T. McLeod, Southern Illinois University Carbondale, USA

How Does Culture from Emerging Markets Impact Their Managers’ Ethical Decision Making? Latin versus Indian Managers
- Arturo Z. Vásquez-Parraga, The University of Texas-Rio Grande Valley, USA

The Liability of Tenure within the Marketing Industry: A Conceptual Paper
- Amiee Mellon, University of Montevallo, USA

Why Stakeholders Should Consult Game Theorists and Ethicists when Choosing Development Strategies
- Wei Min, Xi’amen University, China
- Dennis A. Kopf, University of Wisconsin-Whitewater, USA
- Maxwell K. Hsu, University of Wisconsin-Whitewater, USA

THURSDAY, 8:30 AM - 10:00 AM
Session 3.6
Understanding Consumers’ Behaviors on Social Media
*Quadrangle, 3rd Floor*

Chair:
Debika Sihi, Southwestern University, USA

BEST PAPER IN SOCIAL MEDIA TRACK
To Share or Not to Share? Branded Content Sharing in Twitter
- Adriana M. Bóveda-Lambie, Rochester Institute of Technology, USA
- Victor J. Perotti, Rochester Institute of Technology, USA
- Tracy Tuten, East Carolina University, USA

Should I Follow Friends or Crowds in Online Music Listening
- Jifeng Mu, Alabama A&M University, USA
- Jiayin Qi, Beijing University of Posts and Telecommunications, China
- Yong Tan, University of Washington, USA

Understanding the Effects of Social Media Follower Interactions
- Hyeong-Gyu Choi, The University of Memphis, USA
- Eric T. Brey, University of Wisconsin-Stout, USA
- Daniel L. Sherrell, The University of Memphis, USA
- Gregory Boller, The University of Memphis, USA
THURSDAY, 8:30 AM - 10:00 AM
Session 3.6 (cont.)
Using Social Media Conversations to Understand What Makes or Breaks Product Reviews
- Sujata Ramnarayan, Notre Dame de Namur University, USA

THURSDAY, 8:30 AM - 10:00 AM
Session 3.7
Consumers’ Brand Perceptions and Preferences
Bluebonnet, 2nd Floor

Chairs:
Lei Huang, State University of New York at Fredonia, USA
Lynn E. Kwak, Southern Connecticut State University, USA

PEARSON EDUCATION SOLOMON
BEST PAPER IN CONSUMER BEHAVIOR TRACK
The Role of Corporate Social Responsibility Information in the Consumer-Brand Relationship
- Lei Huang, State University of New York at Fredonia, USA

Cultural Orientation and Prestige Brand Preference
- Lynn E. Kwak, Southern Connecticut State University, USA

Investigating Cross-Category Influences on Brand Loyalty: An Exploratory Study
- Omar P. Woodham, North Carolina Agricultural & Technical State University, USA
- George W. Stone, North Carolina Agricultural & Technical State University, USA

The Influence of Difficult Recall on Desire: The Role of Time Pressure
- Richard Huaman-Ramirez, Université d’Aix Marseille CERGAM, France

THURSDAY, 8:30 AM - 10:00 AM
Session 3.8
The Retail Experience: POS Donations, Showrooming, Scheduling, & Touch
Magnolia, 2nd Floor

Chair:
Gary L. Hunter, Illinois State University, USA

Experience as a Retail Weapon: Examining the Effect of High Quality Customer Experience on Showrooming Intentions
- Alisha Blakeney Horky, Elon University, USA
- Mark J. Pelletier, Radford University, USA

Rewriting the Schedule: Some Benefits to Retailers of Closing One Day per Week
- Gary L. Hunter, Illinois State University, USA

Does e-WOM Affect Touch and Purchase Intention?
- Rebecca L. Rast, Louisiana State University, USA
- Jordan W. Moffett, Louisiana State University, USA
- James Mitchell (Mick) Andzulis, Louisiana State University, USA

THURSDAY, 10:00 AM - 10:30 AM
Morning Break - Snacks and Beverages
Alamo, 3rd Floor

THURSDAY, 10:30 AM - 12:00 PM
Session 4.1: Panel Session
STUPID SPSS TRICKS AND PREDICTIVE ANALYTICS USING MODELER 16.
T.C. Baker, 3rd Floor

Chair:
G. David Shows, Appalachian State University, USA

Panelists:
- Maxwell K. Hsu, University of Wisconsin-Whitewater, USA
- Dennis Kopf, University of Wisconsin-Whitewater, USA
- G. David Shows, Appalachian State University, USA

THURSDAY, 10:30 AM - 12:00 PM
Session 4.2
Consumer Use of Media and Technology
Robert Johnson 2, 1st Floor

Chair:
Kevin J. Shanahan, Mississippi State University, USA

BEST PAPER IN MARKETING TECHNOLOGY TRACK
Digital Marketing Strategy Adoption and Success for Small Businesses: An Examination of DIY Behaviors
- Wendy Ritz, Fayetteville State University, USA
- Marco Wolf, The University of Southern Mississippi, USA

Describing Trends in Consumer Media Use Through Two-Part Models
- Shelley A. Blozis, University of California, Davis, USA
- Ricardo Villarreal, University of San Francisco, USA
THURSDAY, 10:30 AM - 12:00 PM
Session 4.3
Frontier, 3rd Floor
Chair:
McDowell Porter, Louisiana State University, USA

Applying Configural Models of Culture, Economics, and Religion to Explain Tipping Behavior
• Carol M. Megehee, Coastal Carolina University, USA
• Graham Ferguson, Curtin University, Bentley, Australia
• Arch G. Woodside, Boston College, USA

A Helpful Scale: A Measure of the Psychological Facets of Helpfulness in eWOM
• McDowell Porter, Louisiana State University, USA
• Corey W. Baham, Louisiana State University, USA
• Christopher David Claypool, Louisiana State University, USA

The Influence of Relationship Beliefs on Gift Giving
• Dipankar Rai, Le Moyne College, USA
• JungHwa Hong, The University of Texas at Tyler, USA

Exploring the Social Environment of Marketplace Compulsiveness: The Effects of Presence of Others on Compulsive Buying
• Brian Buckler, Avila University, USA
• Karin Braunberger, University of South Florida St. Petersburg, USA

THURSDAY, 10:30 AM - 12:00 PM
BEST PAPER IN PROMOTIONS TRACK
Impact of Advergame Speed, Brand Placement Strength, and Persuasion Knowledge on Brand Recall
• Devika Vashisht, ICFAI Business School of Hyderabad, IFHE University, Kolkata, India
• Marla B. Royne Stafford, The University of Memphis, USA

Gender Differences in Processing: Explored in an Incongruent Information Context
• Akshaya Vijayalakshmi, University of South Dakota, USA
• Meng-Hsien (Jenny) Lin, California State University, Monterey Bay, USA
• Melika Kordrostami, Iowa State University, USA

Memory Contagion in Subtle Competitive Contexts: Order Effects of Disgust-Evoking Fillers on Preference and Brand Memory
• Nazuk Sharma, University of South Florida, USA

Becoming Brand Page Fans: A Study of Young U.S. and Chinese Consumers’ Perceptions
• Alexander Muk, Texas State University, USA
• Christina Chung, Ramapo College of New Jersey, USA

THURSDAY, 10:30 AM - 12:00 PM
Session 4.4
Service Provider Perceptions
Robert E. Lee, 3rd Floor
Chair:
Kristopher Floyd, The University of Texas at Arlington, USA

The Role of Brand Identification and Brand Authenticity in Frontline Service
• Julian Macon Arnold, The University of Alabama, USA
• Thomas L. Baker, The University of Alabama, USA

The Influence of Service Provider Stereotypes on Consumer Perceptions
• Lauren Brewer, University of Wisconsin-Eau Claire, USA
• Barry J. Babin, Louisiana Tech University, USA
• Nina Krey, Louisiana Tech University, USA

Increasing Donation, Through Decreasing Intangibility: The Moderating Role of Gender
• Kristopher Floyd, The University of Texas at Arlington, USA

THURSDAY, 10:30 AM - 12:00 PM
BEST PAPER IN SERVICES MARKETING TRACK
Reputation and the Role of Relationship Quality in a Chinese Lodging Context
• Scott R. Swanson, University of Wisconsin-Eau Claire, USA
• Lujun Su, Central South University, Changsha, China

The Influence of Ethnicity and Language on Perceptions of Service Recovery Efforts
• Carolin Azab, University of Wisconsin-Eau Claire, USA
• Lisa Krautkramer, University of Wisconsin-Eau Claire, USA
• Katherine Hammel, University of Wisconsin-Eau Claire, USA

The Role of Customer Participation in Healthcare Service Quality
• Arash Hosseinzadeh, The University of Texas-Rio Grande Valley, USA
THURSDAY, 10:30 AM - 12:00 PM
Session 4.7
Cengage Pride-Ferrell Innovations in Teaching Competition I
Bluebonnet, 2nd Floor
Chair:
Larry G. Neale, Queensland University of Technology, Australia
Judges:
K. Douglas Hoffman, Colorado State University, USA
Tracy Meyer, The University of North Carolina Wilmington, USA
D. Joel Whalen, DePaul University, USA

Developing Student Motivation: The Kickstarter Marketing Project
- Elliott Manzon, University of Cincinnati, USA

Beyond Concepts and Cases: From Forging a Dialogue to Winning the Game
- Rik Paul, IBS Hyderabad, IFHE University, Kolkata, India

Spurring Student Interest in Research: Using MDS in the Classroom
- David M. Houghton, Southern Illinois University Carbondale, USA

‘Branding’ A Procedure to Engage Graduate Students in Active Learning in Advanced Marketing Management
- Tina C. Mims, Texas Woman’s University, USA

Using Bricks in a Pricing Exercise
- Michael A. Levin, Otterbein University, USA

THURSDAY, 10:30 AM - 12:00 PM
AFTERNOON

THURSDAY, 12:00 PM - 2:00 PM
Lunch on Your Own

THURSDAY, 12:00 PM - 2:00 PM
Marketing Education Review Editorial Board Meeting
Magnolia, 2nd Floor
Editor:
Brian A. Vander Schee, Aurora University, USA

THURSDAY, 2:00 AM - 2:30 PM
Session 4.8: Panel Session
PLAN, APPLY, ASSESS: CASE EXAMPLES OF EXPERIENTIAL LEARNING
Magnolia, 2nd Floor
Chair:
Pushkala Raman, Texas Woman’s University, USA
Panelists:
- David Rylander, Texas Woman’s University, USA
- Jeffrey P. Radighieri, Texas Woman’s University, USA
- Pushkala Raman, Texas Woman’s University, USA

Session 5.1: Panel Session
GOING TO THE DARK SIDE: PERSPECTIVES ON ADMINISTRATIVE ROLES
T. C. Baker, 3rd Floor
Chair:
Lynne Richardson, University of Mary Washington, USA
Panelists:
- J. Charlene Davis, Trinity University, USA
  Chair, Business Administration
- W. Rhea Ingram, Auburn University at Montgomery, USA
  Dean, College of Business
- Lynne Richardson, University of Mary Washington, USA
  Dean, College of Business
THURSDAY, 2:00 PM - 3:30 PM

Session 5.2: Panel Session

A CRASH COURSE ON SHORT-TERM FACULTY-LED EDUCATION ABROAD TRIPS
Robert Johnson 2, 1st Floor

Chair:
Karin Braunsberger, University of South Florida St. Petersburg, USA

Panelists:
- John D. Branch, University of Michigan, USA
- Brian Buckler, Avila University, USA
- Mohammad Niamat Elaheee, Quinnipiac University, USA
- Richard O. Flamm, University of South Florida St. Petersburg, USA
- Barbara Ross Wooldridge, The University of Texas at Tyler, USA
- Melissa Markley Rountree, DePaul University, USA

THURSDAY, 2:00 PM - 3:30 PM

Session 5.3

The Role of Technology in Sales
Frontier, 3rd Floor

Chair:
James Mitchell (Mick) Andzulis, Louisiana State University, USA

Electronic Word-of-Mouth and Persuasion Knowledge: Which is More Influential in a Sales Situation?
- Rebecca L. Rast, Louisiana State University, USA
- James Mitchell (Mick) Andzulis, Louisiana State University, USA
- Juliana White, Louisiana State University, USA

Gamification in Sales: Focus on Millennials
- Sandipan Sen, Southeast Missouri State University, USA
- Richard A. Rocco, DePaul University, USA
- John R. (Rusty) Brooks, Jr., Houston Baptist University, USA

Leveraging Technology to Replace Person-to-Person Selling Activities: The Impact on Salesperson Performance and Cost to the Firm
- William J. Rowe, East Carolina University, USA
- Cody L. Chullen, East Carolina University, USA
- Jon F. Kirchoff, East Carolina University, USA

THURSDAY, 2:00 PM - 3:30 PM

Session 5.4: Special Session

ADDING ANALYTICS TO YOUR UNDERGRADUATE PROGRAM
Everett, 3rd Floor

Michael A. Levin, Otterbein University, USA

THURSDAY, 2:00 PM - 3:30 PM

Session 5.5

The Brand Experience: Trust and Value
L. Mabucne, 3rd Floor

Chairs:
Mary Catherine Colley, Troy University, USA
Amaradri Mukherjee, University of Arkansas, USA

When Brands Love You Back: Reciprocation in the Consumer-Company Dyad
- Derek O’Ryan Ezell, The University of Mississippi, USA
- Victoria Bush, The University of Mississippi, USA

Brand Experience: Impact on Brand Trust and Brand Attachment
- Richard Huaman-Ramirez, Université d’Aix Marseille CERGAM, France

From Tree to Bar: Creating and Managing a Sustainable Business in Haiti
- Mary Catherine Colley, Troy University, USA

A Man is Known by the Company He Keeps: Spillover Effects of Corporate Social Responsibility Among Brands
- Amaradri Mukherjee, University of Arkansas, USA
- Ronn J. Smith, University of Arkansas, USA
THURSDAY, 2:00 PM - 3:30 PM
Session 5.6
Mind and Market Influences on Consumer Decision Making
Quadrangle, 3rd Floor

Chairs:
Amy N. Watson, Missouri State University, USA
Tracey King Schaller, Georgia Gwinnett College, USA

Boundary Conditions for Unconscious Thought in Consumer Choice: When is it Activated and When is it Beneficial?
• Sun Young Ahn, University of Arizona, USA
• JungHwa Hong, The University of Texas at Tyler, USA

Implicit Theories and Their Effect on Goal Pursuit Strategies
• Gizem Atav, State University of New York at Binghamton, USA
• Chien-Wei Lin, State University of New York at Binghamton, USA
• Dipankar Rai, Le Moyne College, USA

Antidepressant Consumption During Life Transitions: Motivations for Initiation, Continuation, and Discontinued Use
• Tracey King Schaller, Georgia Gwinnett College, USA
• Nancy Wong, University of Wisconsin-Madison, USA

Liminal Transition and Brand Engagement in Self-Concept: An Exploration of Brand Acquisition during Life's Most Malleable Moments
• Amy N. Watson, Missouri State University, USA
• Anna M. Turri, Texas State University, USA

THURSDAY, 2:00 PM - 3:30 PM
Session 5.7
Cengage Pride-Ferrell Innovations in Teaching Competition II
Bluebonnet, 2nd Floor

Chair:
Larry G. Neale, Queensland University of Technology, Australia

Judges:
K. Douglas Hoffman, Colorado State University, USA
Tracy Meyer, The University of North Carolina Wilmington, USA
D. Joel Whalen, DePaul University, USA

Session 5.8: Panel Session
MEET THE EDITORS
Magnolia, 2nd Floor

Chair:
Greg W. Marshall, Rollins College, USA

Editors/Journals:
• International Journal of Advertising
  Charles R. Taylor, Villanova University, USA
• Journal of the Academy of Marketing Science
  Robert W. Palmatier, University of Washington, USA
• Journal of Advertising
  Marla B. Royne Stafford, The University of Memphis, USA
• Journal of Business Research
  Arch G. Woodside, Boston College, USA
• Journal of Marketing Theory and Practice
  Greg W. Marshall, Rollins College, USA
• Journal of Retailing
  Steven P. Brown, University of Houston, USA
• Marketing Education Review
  John F. (Jeff) Tanner, Jr., Old Dominion University, USA
  (Incoming Editor January 1, 2016)

Using a Consultant in International Market Research
• Emin Civi, University of New Brunswick, Canada

Leveraging Just-In-Time-Teaching Capabilities: An Applied Learning Innovation
• Eric T. Brey, University of Wisconsin-Stout, USA

'Selling' a Sales Class to Students: The Use of In-Class Experiential Learning to Attract and Retain Students
• Jane Z. Sojka, University of Cincinnati, USA

Wrap-Attack Pack: Product Packaging Exercise
• Seung Hwan (Mark) Lee, Ryerson University, Canada

Demonstrating the Interplay between Quantitative and Qualitative Sides of Marketing with the Elasticity Concept
• Igor Makienko, University of Nevada, Reno, USA
THURSDAY, 3:00 PM - 4:00 PM
Afternoon Break - Snacks and Beverages
Alamo, 3rd Floor

THURSDAY, 4:00 PM - 5:30 PM
Session 6.1
Entrepreneurs & Marketing Strategy
T. C. Baker, 3rd Floor
Chair:
Mario V. González-Fuentes, Trinity University, USA

Founder's Syndrome and SMEs: What Small Businesses Can Learn from their Nonprofit Counterparts
• Deborah J. Irwin, James Madison University, USA
• Eric Van Steenburg, Montana State University, USA

Key Traits and Strengths of Successful Entrepreneurs as Evaluated over a Continuum of Sales and Other Traditional Performance Success Indicators
• Rand Wergin, University of South Dakota, USA
• Wade D. Druin, University of South Dakota, USA

Lean In, Lean Out, or Both?: Insights and Perspectives from Marketing Leaders
• Debika Sihi, Southwestern University, USA

THURSDAY, 4:00 PM - 5:30 PM
Session 6.2
Marketing Strategies and Related Issues
Robert Johnson 2, 1st Floor
Chairs:
James Mead, University of Houston-Clear Lake, USA
Sweta Chaturvedi Thota, University of San Francisco, USA

Better Price at the Other Website? Internet and Prevalence of Relative Thinking
• Sweta Chaturvedi Thota, University of San Francisco, USA

Price Expectations and Information Fluency
• James Mead, University of Houston-Clear Lake, USA
• David M. Hardesty, University of Kentucky, USA

The Master Settlement Agreement (MSA) and Cigarette Advertising: History, Implications, and Outlook
• Abby M. Mayer, Drexel University, USA
• James M. Mayer, Indiana University-Purdue University Indianapolis, USA

The Moderating Effect of Appearance Self-Esteem on Females' Identification of and Reaction to Sexually-themed Advertising
• Tae Hyou Baek, University of Kentucky, USA
• James M. Mayer, Indiana University-Purdue University Indianapolis, USA

THURSDAY, 4:00 PM - 5:30 PM
Session 6.3
Cross-Cultural Investigations
Frontier, 3rd Floor
Chairs:
Jeremy J. Sierra, Texas State University, USA
Christina Chung, Ramapo College of New Jersey, USA

BEST PAPER IN CROSS-CULTURAL AND GLOBAL MARKETING TRACK
Do People Respond Differently to Donation Ads When Disaster Location and Message Type Are Different?: An Experimental Research from an American and Japanese Perspective
• Christina Chung, Ramapo College of New Jersey, USA
• Emi Moriuchi, Fort Hays State University, USA

Antecedents and Consequences of Extrinsic Superstitious Beliefs: A Cross-Cultural Investigation
• Jeremy J. Sierra, Texas State University, USA
• Michael R. Hyman, New Mexico State University, USA
• Byung-Kwan Lee, Kwangwoon University, Seoul, South Korea
• Taewon Suh, Texas State University, USA

VINACETS: A Consumer Ethnocentrism Scale in Vietnam
• Trang P. Tran, State University of New York at Oneonta, USA
• Bich K. N. Ho, Hue University, Vietnam
• Truc Q. Le, Hue University, Vietnam
• Hung T. Hoang, Hue University, Vietnam

THURSDAY, 4:00 PM - 5:30 PM
Session 6.4
Internal and External Drivers of Consumer Behavior
Robert E. Lee, 3rd Floor
Chair:
Naz Onel, Stockton University, USA
THURSDAY, 4:00 PM - 5:30 PM
Session 6.4 (cont.)
What Drives Pro-Environmental Purchase Behavior of Consumers? Extending the Theory of Planned Behavior with Personal Norms
• Naz Onel, Stockton University, USA

Implicit Theories and Their Effect on Goal Pursuit
• Gizem Atav, State University of New York at Binghamton, USA
• Chien-Wei Lin, State University of New York at Binghamton, USA
• Dipankar Rai, Le Moyne College, USA

The Relationship Between Nostalgia and Ethnocentrism: A Case in China Among Post-Eighties Consumers
• Jana Rutherford, Barry University, USA
• Shirley Ye Sheng, Barry University, USA

Brand Authenticity and Breaking Negative News Online: An Examination of Pensacon’s “Bad Day”
• Richard R. Hawkins, University of West Florida, USA
• Felicia N. Morgan, University of West Florida, USA
• Hannah Bowling, University of West Florida, USA

THURSDAY, 4:00 PM - 5:30 PM
Session 6.5
Lights, Camera, Action! Effect of Contextual Cues on Consumer Behavior
L. Mahncke, 3rd Floor
Chair:
Demetra L. Andrews, Indiana University Northwest, USA

Diagnostic Information and Consumer Confidence in Multi-Item Sales Promotions
• Demetra L. Andrews, Indiana University Northwest, USA

Product Shadows in Ad-Imagery and Brand Perceptions
• Nazuk Sharma, University of South Florida, USA

The Impact of Functional Integration and Environmental Commitment on Consumer Perceptions of Risk and Brand Equity
• Jon F. Kirchhoff, Eastern Carolina University, USA
• Bridget Nichols, Northern Kentucky University, USA
• William J. Rowe, Eastern Carolina University, USA

THURSDAY, 4:00 PM - 5:30 PM
Session 6.6
Consumer Decision Making: Learning, Involvement, and Return Policy
Quadrangle, 3rd Floor
Chair:
Alisha Blakeney Horky, Elon University, USA

How Does Online Observational Learning Influence Consumers’ Purchase Decisions?
• Chi (Cathy) Zhang, The University of Mississippi, USA
• Melissa D. Cinelli, The University of Mississippi, USA

Effect of Consumer Product Involvement on Store Choice
• Md Rokonuzzaman, University of North Texas, USA

Effect of Product Return Policy on Store Image and Store Patronage Behavior: A Qualitative Study
• Md Rokonuzzaman, University of North Texas, USA

THURSDAY, 4:00 PM - 5:30 PM
Session 6.7
Axcess Capon Distinguished Teaching Competition
Bluebonnet, 2nd Floor
Chair:
Barbara Ross Wooldridge, The University of Texas at Tyler, USA

Judges:
John D. Branch, University of Michigan, USA
Daniel Butler, Auburn University, USA
K. Douglas Hoffman, Colorado State University, USA
Larry G. Neale, Queensland University of Technology, Australia
Brian A. Vander Schee, Aurora University, USA

Finalists:
Engaging Students Where They Are
• Shane Hunt, Arkansas State University, USA

Engaging Students, Executives, and Companies in Marketing and Sales Education: A Personal Journey on Three Continents
• Joel Le Bon, University of Houston, USA

My Teaching Mentors: The Fortune 500
• D. Joel Whalen, DePaul University, USA
THURSDAY, 4:00 PM - 5:30 PM
Session 6.8
Marketing Research and More
Magnolia, 2nd Floor

Chair:
Anna M. Turri, Texas State University, USA

BEST PAPER IN MARKETING RESEARCH TRACK
Texting and Driving: Perfecting the Message to Address the Public Health Concern
• Karen M. Hood, Eastern Kentucky University, USA
• Christine M. Kowalczuk, East Carolina University, USA
• Christopher D. Hopkins, Clemson University, USA

Toward a Typology of Consumption Philanthropy: Understanding the Implications for Consumers and Business Strategy
• Roberto (Bobby) Saldivar, Ramapo College of New Jersey, USA
• Nese Nasif, The University of Texas-Rio Grande Valley, USA

An Investigation of Consumer Search and Choice Efficiency in the Automobile Industry
• Aidin Tajzadeh Namin, University of Idaho, USA
• Brian T. Ratchford, The University of Texas at Dallas, USA

Collecting Data from Students: Which Approach is Better - Online or In-Class Surveys?
• Regina Pefanis Schlee, Seattle Pacific University, USA
• Katrin R. Harich, California State University, Fullerton, USA

THURSDAY, 6:00 PM
SMA Doctoral Consortium Closing Reception & Dinner
(Limited to Doctoral Consortium Students and Doctoral Consortium Faculty)
The Country Line at Barriba Cantina
111 West Crockett Street, Suite 214
San Antonio, TX

Chair:
Charles A. Ingene, The University of Oklahoma, USA
## FRIDAY AT-A-GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Alamo 3rd Floor</th>
<th>Robert Johnson 1 1st Floor</th>
<th>T.C. Baker 3rd Floor</th>
<th>Robert Johnson 2 3rd Floor</th>
<th>Frontier 3rd Floor</th>
<th>Robert E. Lee 3rd Floor</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>SMA Conference Registration and Exhibitors</td>
<td>Session 7.1 Customer Participation in Service Experience</td>
<td>Session 7.2 Consumer Goals and Motivations for Engaging Brands on Social Media</td>
<td>Session 7.3 Panel Session: How Do You Develop Relationships with Mobile Loving Millennials? A Look at the High Tech Customer Relationship</td>
<td>Session 7.4 Exploring Capabilities and Skills of Salespeople</td>
<td>Session 7.5 SMA Teaching Moments I</td>
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Morning Break in Yellow Rose, 2nd Floor

Afternoon Break in Alamo Room, 3rd Floor
## Friday, November 6, 2014

<table>
<thead>
<tr>
<th>Quadrangle 3rd Floor</th>
<th>Bluebonnet 2nd Floor</th>
<th>Magnolia 2nd Floor</th>
<th>Yellow Rose 2nd Floor</th>
<th>Crystal Ballroom 2nd Floor</th>
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<tbody>
<tr>
<td>Session 7.6 Antecedents and Consequences of Consumer Emotion</td>
<td>Session 7.7 Special Session: Theoretical and Practical Evolution of Marketing and Distribution in Japan</td>
<td>Journal of Marketing Theory and Practice Editorial Board Meeting</td>
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<td>Session 8.6 Examining Various Responsibilities of Salespeople</td>
<td>Session 8.7 Store versus Non-Store Based Retailing: Apps, SSTs, and More</td>
<td>Session 8.8 Branding: Emotion and Management</td>
<td>SMA Business Meeting</td>
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<td>Session 9.6 Global Adaptation</td>
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<td>SMA President’s Reception: Bluebonnet/Magnolia/Gunter Terrace</td>
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MORNING

FRIDAY, 8:30 AM - 12:00 PM
SMA Conference Registration
Alamo, 3rd Floor
Facilitator:
Cynthia Rodriguez Cano, Keiser University, USA

FRIDAY, 8:30 AM - 12:00 PM
SMA Conference Exhibitors
Alamo, 3rd Floor
Facilitator:
Cynthia Rodriguez Cano, Keiser University, USA

FRIDAY, 8:30 AM - 12:00 PM
SMA Academic Placement Services
Robert Johnson 1, 1st Floor
Facilitators:
Diane R. Edmondson, Middle Tennessee State University, USA
Cheryl B. Ward, Middle Tennessee State University, USA

FRIDAY, 8:30 AM - 10:00 AM
Journal of Marketing Theory and Practice
Editorial Board Meeting
Magnolia, 2nd Floor
Editor:
Greg W. Marshall, Rollins College, USA

FRIDAY, 8:30 AM - 10:00 AM
Session: 7.1
Consumer Participation in Service Experiences
T. C. Baker, 3rd Floor
Chair:
Thomas L. Baker, The University of Alabama, USA
Consumer Participation in Collaborative Consumption Behaviors
• Kristina K. Lindsey, The University of Alabama, USA
• Thomas L. Baker, The University of Alabama, USA

Why Should I Buy Your Brand? A Systematic Review of the Literature on Brand Value Proposition
• Deborah Goldring, Stetson University, USA

Service Delivery at the Base of the Pyramid: What Works to Alleviate Poverty?
• Steven W. Rayburn, Texas State University, USA

Experiential Antecedents of Self-Image Congruence and Its Relational Outcomes in the Context of High-Contact Services Brands: An Empirical Investigation of Moderators and Mediators
• Julija Dzenkovska, Newcastle University Business School, UK

FRIDAY, 8:30 AM - 10:00 AM
Session: 7.2
Consumer Goals and Motivations for Engaging Brands on Social Media
Robert Johnson 2, 1st Floor
Chair:
Eric G. Harris, Pittsburg State University, USA
Interaction Using Social Media: A Goal Directed Behavior Perspective
• Carmina Cazavos, James Madison University, USA
• Richard P. Bagozzi, University of Michigan, USA

Social Media Engagement: It’s a State of Mind
• Holly Atwood Syrdal, The University of Texas at Arlington, USA
• Elten Briggs, The University of Texas at Arlington, USA

You Are How You Tweet: The Intersection of Anthropomorphism, Personality, and Social Media
• Shannon T. McCarthy, University of Arkansas, USA
• Elizabeth Howlett, University of Arkansas, USA

Investigating Brand-Consumer Interaction Platform Preference and Motives
• Mitchell Hamilton, Loyola Marymount University, Los Angeles, USA
• Velitchka D. Kaltcheva, Loyola Marymount University, Los Angeles, USA
• Andrew J. Rohm, Loyola Marymount University, Los Angeles, USA
FRIDAY, 8:30 AM - 10:00 AM  
Session 7.3: Panel Session  
HOW DO YOU DEVELOP RELATIONSHIPS WITH MOBILE LOVING MILLENNIALS?  
A LOOK AT THE HIGH TECH CUSTOMER RELATIONSHIP  
Frontier, 3rd Floor  
Chair:  
Rajesh Srivastava, Middle Tennessee State University, USA  
Panelists:  
• Geoffrey T. Stewart, University of Louisiana at Lafayette, USA  
• Sanjay S. Mehta, Sam Houston State at Tyler, USA  
• Rajesh Srivastava, Middle Tennessee State University, USA  

FRIDAY, 8:30 AM - 10:00 AM  
Session 7.4  
Exploring Capabilities and Skills of Salespeople  
Robert E. Lee, 3rd Floor  
Chair:  
Shahriar Gias, The University of Texas at Arlington, USA  

Emotional Efficacy and Sales Success  
• Blair Kidwell, Florida International University, USA  
• Jonathan Hasford, Florida International University, USA  
• Broderick L. Turner, Jr., Florida International University, USA  
• David M. Hardesty, University of Kentucky, USA  

Are Wall Street Wolves Actually High-Sales Performers (Yes) and Are All Stockbrokers High-Sales Performers Wolves (No)?  
• Arch G. Woodside, Boston College, USA  
• John C. Crotts, College of Charleston, USA  
• Natalina Zlatevska, Bond University, Australia  
• Abdul Aziz, Morgan State University, USA  

Search for a Generalized Multidimensional Scale of Measuring Salespeople Agility  
• Shahriar Gias, The University of Texas at Arlington, USA  
• Lawrence Chonko, The University of Texas at Arlington, USA  

An Examination of the Self-Regulation Skills of Sales Professionals  
• Mark P. Leach, Loyola University Marymount, Los Angeles, USA  
• Annie H. Liu, Texas State University, USA  

FRIDAY, 8:30 AM - 10:00 AM  
SMA Teaching Moments I  
L. Manncke, 3rd Floor  
Chairs:  
D. Joel Whalen, DePaul University, USA  
Kesha K. Coker, Eastern Illinois University, USA  

Duck, Duck, Goose or “Soaring to Success”  
• Barbara Ross Wooldridge, The University of Texas at Tyler, USA  

Improving Your Marketing Curriculum by Making Internships Count  
• Robert C. Erffmeyer, University of Wisconsin-Eau Claire, USA  

Big Change Fast: Creating Engagement in the Classroom  
• Charles Drehmer, DePaul University, USA  

Incorporating Practitioner Technologies Into Student Sales and Marketing Class Projects: Who Benefits?  
• Richard A. Rocco, DePaul University, USA  

Make the Most of Exams as Teachers  
• John F. (Jeff) Tanner, Jr., Old Dominion University, USA  

It's on the Web, It Looks Official, Therefore it is True: How to Teach Students the Absurdity of that Statement  
• Stephen B. Castleberry, University of Minnesota Duluth, USA
**FRIDAY, 8:30 AM - 10:00 AM**
Session: 7.5 (cont.)
Staying in a Customer’s Evoked Choice Set: How Not to Lose Your Marbles
• Charles S. Madden, Baylor University, USA

Taking Note of Marketing Concepts
• Brian A. Vander Schee, Aurora University, USA

Integrating and Enhancing Critical Thinking and Social Media Skills
• Shuoyang (Sunny) Zhang, University of St. Thomas, USA

**FRIDAY, 8:30 AM - 10:00 AM**
Session: 7.6
Antecedents and Consequences of Consumer Emotion
Quadrangle, 3rd Floor
Chair: Seth Ketron, University of North Texas, USA

Emotional Insights towards Spending Money and Acquiring Possessions: A Qualitative Approach
• Monica D. Hernandez, Texas A&M University-Corpus Christi, USA
• Nese Nasif, The University of Texas-Rio Grande Valley, USA
• Michael S. Minor, The University of Texas-Rio Grande Valley, USA

An Investigation into the Triadic Relationship Among Uncertainty, Regulatory Focus, and Regret
• Neel Das, Appalachian State University, USA
• Abhijit Guha, University of South Carolina, USA
• Abhijit Biswas, Wayne State University, USA

Shame or Blame? The Role of Empathic Concern in Negative Post-Purchase Behavior
• Seth Ketron, University of North Texas, USA
• Kelly Naletelich, University of North Texas, USA
• Eric Kennedy, University of North Texas, USA

Exploring Complexities of Need for Humor’s Effect in Efficacy of Humorous Threat Persuasion Advertising
• James M. Mayer, Indiana University-Purdue University Indianapolis, USA
• Hye Jin Yoon, Southern Methodist University, USA

**FRIDAY, 10:00 AM - 10:30 AM**
Morning Break - Snacks and Beverages
Yellow Rose, 3rd Floor

**FRIDAY, 10:30 AM - 12:00 PM**
Session 7.7: Special Session
THEORETICAL AND PRACTICAL EVOLUTION OF MARKETING AND DISTRIBUTION IN JAPAN
Bluebonnet, 2nd Floor
Chair: Ikuo Takahashi, Keio University, Tokyo, Japan

• Charles A. Ingene, The University of Oklahoma, USA
• Ikuo Takahashi, Keio University, Tokyo, Japan

When Do Negative E-WOM Messages Enhance Product Evaluation?
• Mai Kikumori, Keio University, Tokyo, Japan
• Akinori Ono, Keio University, Tokyo, Japan

Threat or Opportunity? Incumbents’ Competitive Responses to New Products
• Sena Nakamura, Keio University, Tokyo, Japan

The Impacts of the Use of Dual Channels on Interfirm Performance
• Ryuta Ishii, Keio University, Tokyo, Japan

**FRIDAY DISTINGUISHED SCHOLAR LECTURE**
Snacks and Beverages Served 10:00 AM - 10:30AM
Yellow Rose, 2nd Floor
Neuroscience, Genetics, and Endocrinology in Marketing Research
Richard P. Bagozzi, University of Michigan, USA
AFTERNOON

FRIDAY, 12:00 PM - 2:00 PM
SMA Conference Registration
Alamo, 3rd Floor
Facilitator:
Cynthia Rodriguez Cano, Keiser University, USA

FRIDAY, 2:00 PM - 5:30 PM
SMA Academic Placement Services
Robert Johnson 1, 1st Floor
Facilitators:
Diane R. Edmondson, Middle Tennessee State University, USA
Cheryl B. Ward, Middle Tennessee State University, USA

FRIDAY, 2:00 PM - 3:30 PM
Session: 8.1
B2C, B2B, and Service Worker Satisfaction
T. C. Baker, 3rd Floor
Chair:
Azam Ghahghaei, The University of Texas at Arlington, USA

The Role of Satisfaction, Delight, and Gratitude in Service Experiences
• Timothy D. Butler, The University of Texas-Rio Grande Valley, USA
Conceptualizing Overall Firm Satisfaction in a Business Services Context
• Azam Ghahghaei, The University of Texas at Arlington, USA
• Elten Briggs, The University of Texas at Arlington, USA
Service Worker Job Resourcefulness Effects on Burnout, Intentions to Leave, and Job Satisfaction: A Replication in the Health Care Field
• Eric G. Harris, Pittsburg State University, USA

The Echo-Effect: Sharing One's Opinion About a Product Can Influence One's Own Attitude
• Ishani Banerji, The University of Texas at San Antonio, USA
• Shuoyang (Sunny) Zhang, University of St. Thomas, USA

FRIDAY, 2:00 PM - 3:30 PM
Session: 8.2
Acculturation Strategies
Robert Johnson 2, 1st Floor
Chair:
Mario V. González-Fuentes, Trinity University, USA

The Marginalized Masculinity
• Jie G. Fowler, Valdosta State University, USA
• Rongwei Chu, Fudan University, Shanghai, China
• James W. Gentry, University of Nebraska-Lincoln, USA
Liminal Consumption Among Chinese Migrant Workers: The Past, Present, and Future
• Rongwei Chu, Fudan University, Shanghai, China
• Jie G. Fowler, Valdosta State University, USA
• James W. Gentry, University of Nebraska-Lincoln, USA
Understanding Consumer Acculturation Strategies Among Immigrants Through Their Homeownership Decisions: The Importance of Social Capital
• Mario V. González-Fuentes, Trinity University, USA
• Carlos Iglesias-Fernández, Universidad de Alcalá, Spain
Eat, Drink, and Be Merry: The Impact of Future Self-Vivid Imagery on Visceral Cue Responses
• Charlene A. Dadzie, University of North Texas, USA
• Nancy Spears, University of North Texas, USA
FRIDAY, 2:00 PM - 3:30 PM
Session: 8.3
Market Orientation and Innovation
Frontier, 3rd Floor
Chair:
Debika Shi, Southwestern University, USA

The Effect or Organizational Improvisation on Market Orientation
• Peter Johnson, Fordham University, USA
• Pradeep Gopalakrishna, Pace University, USA

Responsive and Proactive Market Orientations: Antecedents and Effects on Performance
• Hidesuke Takata, Keio University, Tokyo, Japan
• Kentaro Ushijima, Keio University, Tokyo, Japan
• Naoki Endo, Keio University, Tokyo, Japan
• Yota Okamoto, Keio University, Tokyo, Japan

Creativity and Innovation: Defining and Distinguishing the Constructs within Marketing Strategy
• Kelly Naletelich, University of North Texas, USA

FRIDAY, 2:00 PM - 3:30 PM
Session: 8.4
Marketing and Public Policy
Robert E. Lee, 3rd Floor
Chairs:
Jeffrey R. Foreman, Pennsylvania State University Harrisburg, USA
Meng-Hua Hsieh, Pennsylvania State University Harrisburg, USA

ACA Sign Ups: It’s About Time
• Marsha D. Loda, Georgia Regents University, USA
• Catherine P. Slade, Georgia Regents University, USA

Metaphors in Prescription Drug Advertising: Analysis of Message Transfer and Consumer Imagination
• Jeffrey R. Foreman, Pennsylvania State University Harrisburg, USA
• Meng-Hua Hsieh, Pennsylvania State University Harrisburg, USA
• Aditi Grover, Oklahoma State University, USA

The Effects of Materialism, Personal Control, and Expectations on Well-being of Vulnerable Consumers during Major Life Transitions
• Anastasia E. Thyroff, Clemson University, USA
• Brandon McAlexander, University of Arkansas, USA
• Jennifer Christie Siemens, Clemson University, USA

Do Males and Females Differ? Understanding Gender Differences in Graphic Cigarette Warnings Effect on Young Adult Smokers’ Thoughts of Quitting
• Christopher Berry, University of Arkansas, USA
• Scot Burton, University of Arkansas, USA
• John Craig Andrews, Marquette University, USA
• Jeremy Kees, Villanova University, USA

FRIDAY, 2:00 PM - 3:30 PM
Session: 8.5
SMA Teaching Moments II
L. Mahncke, 3rd Floor
Chairs:
D. Joel Whalen, DePaul University, USA
Kesha K. Coker, Eastern Illinois University, USA

Assignment Ideas to Engage Graduate Students
• Melissa N. Clark, Coastal Carolina University, USA

A Demonstration of the Absurdity of Funeral Home Specialty Promotional Items
• Gary L. Geissler, University of Arkansas at Little Rock, USA

Millennials and the Elevator Pitch: Strategies for Reducing the Fear!
• J. Michael Weber, Mercer University, USA

Disco Balls and Pulsing Lights Aren’t Just for the Dance Floor!
• Suzanne Benet, Grand Valley State University, USA

Moving from Bags of Marbles to Brachiosaurs: Making Statistics Relevant
• Joshua T. Coleman, The University of Memphis, USA

Buggin’ Out—Setting a Level Playing Field for Student Teams’ First Assignment
• James M. Mayer, Indiana University-Purdue University Indianapolis, USA
Value Equation
• David Altounian, St. Edward’s University, USA

New Product Idea Development on the 1st Day of Marketing Class
• David Rylander, Texas Woman’s University, USA

Mandatory Instructor- Student Interaction: How to Do It
• Arturo Z. Vásquez-Parraga, The University of Texas-Rio Grande Valley, USA

FRI, 2:00 PM - 3:30 PM
Session: 8.6
Examining Various Responsibilities of Salespeople
Quadrangle, 3rd Floor
Chair:
Joël Le Bon, University of Houston, USA

Enhancing Job Outcomes in a Trade Show: Interactive Effects of Management Support
• Subhash Jha, Indian Institute of Management, Udaipur, India
• Amaradri Mukherjee, University of Arkansas, USA

Salespeople as Ombudsmen: The Critical Role of Salespeople to Secure Customers’ Payments
• Joël Le Bon, University of Houston, USA

Sales Effort and Performance: Moderating Role of Customer Product Knowledge
• Feisal Murshed, Kutztown University of Pennsylvania, USA
• Vinita Sangtani, University of North Georgia, USA

Self-Oriented Competitiveness: Implications for Sales Managers
• Wyatt Schrock, Michigan State University, USA

FRI, 2:00 PM - 3:30 PM
Session: 8.7
Store versus Non-Store-Based Retailing: Apps, SSTs, and More
Bluebonnet, 2nd Floor
Chair:
Kathleen Wachter, The University of Mississippi, USA

Should I Buy It in the Store or With the App? Implications of Retailer Mobile App Strategies
• Kathleen Wachter, The University of Mississippi, USA
• Christopher L. Newman, The University of Mississippi, USA
• Allyn White, The University of Mississippi, USA

The Influence of Consumers’ Use of Self-Service Technologies (SST) in the Customer-Provider Dyad
• Kristy E. Reynolds, The University of Alabama, USA
• Kristina K. Lindsey-Hall, The University of Alabama, USA
• Jessica Ogilvie, The University of Alabama, USA
• Thomas L. Baker, The University of Alabama, USA

Shop Different: Consumers’ Heterogeneous Motivations for Unplanned Purchases
• Jacob Suher, The University of Texas at Austin, USA

FRI, 2:00 PM - 3:30 PM
Session: 8.8
Branding: Emotion and Management
Magnolia, 2nd Floor
Chairs:
John R. (Rusty) Brooks, Jr., Houston Baptist University, USA
Wendy Ritz, Fayetteville State University, USA
Derek O’Ryan Ezell, The University of Mississippi, USA

Actual and Ideal-Self Congruence and Dual Brand Passion
• Krist R. Swimberghe, The University of Texas at Tyler, USA
• Marina Astakhova, The University of Texas at Tyler, USA
• Barbara Ross Wooldridge, The University of Texas at Tyler, USA

Managing Luxury Brands in Recessions
• Pramod Iyer, University of North Texas, USA
• Arezoo Davari, University of North Texas, USA
• Abdullah Alhidari, University of North Texas, USA

The Rainbow Connection: Exploring the Impact of Emotional Congruency of Color and Category
• Lisa A. Monahan, University of South Florida, USA
• Marisabel Romero, University of South Florida, USA
• Jennifer A. Espinosa, University of South Florida, USA

Sponsorship, Partisanship, and Prior Political Knowledge: An Elaboration Likelihood Model of Negative Political Advertising
• Feng Shen, Saint Joseph’s University, USA
FRIDAY, 2:00 PM - 3:30 PM
SMA Business Meeting
Open to all SMA members.
Yellow Rose, 2nd Floor
Chair: J. Charlene Davis, SMA President

FRIDAY, 3:30 PM - 4:00 PM
Afternoon Break - Snacks and Beverages
Alamo Rose, 3rd Floor

FRIDAY, 4:00 PM - 5:30 PM
Session: 9.2
Marketing Technology
Robert Johnson 2, 1st Floor
Chair: Rajesh Srivastava, Middle Tennessee State University, USA

“Entertech Era”: The Effects of Level of Engagement on Consumer’s Attitude towards Ads, Brand, and Purchase Intention
• Abdullah Alhidari, University of North Texas, USA
• Pramod Iyer, University of North Texas, USA
• Arezoo Davari, University of North Texas, USA

Knowledge is Power: The Effect of Compensation Disclosures and Product Knowledge on Readers’ Perceptions of the Endorser and Product
• Amadri Mukherjee, University of Arkansas, USA
• Thomas D. Jensen, University of Arkansas, USA

Self-Service Technologies (SST) or Personal Interaction
• Atieh Poushneh, The University of Texas-Rio Grande Valley, USA
• Arturo Z. Vásquez-Parrago, The University of Texas-Rio Grande Valley, USA

How Do Consumers Become Ready to Use Augmented Reality When Shopping? The Impact of Customer’s Willingness to Use Augmented Reality
• Atieh Poushneh, The University of Texas-Rio Grande Valley, USA
• Arturo Z. Vásquez-Parrago, The University of Texas-Rio Grande Valley, USA

FRIDAY, 4:00 PM - 5:30 PM
Session 9.1: Special Session
PREDICTIVE ANALYTICS
T. C. Baker, 3rd Floor
Jamie Pleasant, Clark Atlanta University

FRIDAY, 4:00 PM - 5:30 PM
Session: 9.3
NEW DIRECTIONS IN EVOLUTIONARY CONSUMER BEHAVIOR
Frontier, 3rd Floor
Chair: T. Andrew Poehlman, Clemson University, USA

Expertise and Authenticity: Behavioral Trait Stability Drives Demand for Male Heritage Branding
• T. Andrew Poehlman, Clemson University, USA
• Nathanael S. Martin, Clemson University, USA

Homeostatic Affect, Life History and Hedonic Behavior
• T. Andrew Poehlman, Clemson University, USA
• Matthew S. Majestic, Clemson University, USA

Sentimental Social Roles and Objects that Elicit Them
• Lindsay R. L. Larson, Georgia Southern University, USA
• T. Andrew Poehlman, Clemson University, USA
• Kaitlyn A. Kooi, Clemson University, USA
FRIDAY, 4:00 PM - 5:30 PM

Session 9.4: Panel Session

THE SEVEN DEADLY SINS OF CONSUMER BEHAVIOR
Robert E. Lee, 3rd Floor

Chair:
Paula Dootson, Queensland University of Technology, Australia

Panelists:
- Thamer Baazeem, King Abdulaziz University, Jeddah, Saudi Arabia
- R. Wixel Barnwell, Mississippi State University, USA
- Michael A. Levin, Otterbein University, USA
- Larry G. Neale, Queensland University of Technology, Australia
- Mark J. Pelletier, Radford University, USA
- Kevin J. Shanahan, Mississippi State University, USA

FRIDAY, 4:00 PM - 5:30 PM

Session: 9.5

SMA Teaching Moments III
L. Mahncke, 3rd Floor

Chairs:
D. Joel Whalen, DePaul University, USA
Kesha K. Coker, Eastern Illinois University, USA

Using Class Participation Requirements to Entice All Students to Speak Up in Class
- Karen H. Smith, Texas State University, USA

Pathways for 21st Century Learners: Integrating Industry-Based Certifications into the Curriculum
- Deborah Goldring, Stetson University, USA

Experiential Learning for NextGen
- Lou E. Pelton, University of North Texas, USA

Survey Switch: Increasing Quality of Student Work Through the Use of Peer Critiques
- Holly Atwood Syrdal, The University of Texas at Arlington, USA

Setting Expectations and Reinforcing Your Syllabus with Custom Infographics
- Michael Wachter, Pennsylvania State University Shenango, USA

Teaching Content Curation & Engagement Using a Facebook Group
- Chip Heath, Northern Kentucky University, USA

Some Funky Ideas for Teaching Sales Online
- Suzanne Altobello, The University of North Carolina Pembroke, USA

Using Plumbers and MBAs to teach Multiple Objective Measures
- Melissa Markley Rountree, DePaul University, USA

Students Becoming Teachers
- Jay Mulki, Northeastern University, USA

FRIDAY, 4:00 PM - 5:30 PM

Session: 9.6

Global Adaptation
Quadrangle, 3rd Floor

Chair:
Ayesha Tariq, The University of Alabama, USA

Addressing Liberatory Postmodern Society Condition by Social Media Use and Its Influences on Globalization
- Samaneh Torkzadeh, The University of Texas-Rio Grande Valley, USA

The Impact of Employees' Cultural Intelligence on Service Delivery Adaptation in Cross-Cultural Encounters
- Melanie P. Lorenz, The University of Alabama, USA
- Jase R. Ramsey, Saint Louis University, USA
- Ayesha Tariq, The University of Alabama, USA

Pressure to Bribe: The Role of Direct and Aspirational Pressures and Opportunity
- Jean Jeon, University of Nevada, Reno, USA
- Hongchao Zeng, University of Nevada, Reno, USA
- Thomas Burnham, University of Nevada, Reno, USA

FRIDAY, 4:00 PM - 5:30 PM

SMA Board of Governors Meeting
Yellow Rose, 2nd Floor

Chair:
Greg W. Marshall, Rollins College, USA

EVENING

SMA PRESIDENT’S RECEPTION
Bluebonnet/Magnolia/Gunter Terrace, 2nd Floor

Please wear your name badge for bar service
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<tr>
<th>Time</th>
<th>Location</th>
<th>Session Title</th>
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<td>8:30 AM</td>
<td>Alamo 3rd Floor</td>
<td>Session 10.1: Social Media: Building Brand Equity and Customer Relationships</td>
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<tr>
<td>9:00 AM</td>
<td>T.C. Baker 3rd Floor</td>
<td>Session 10.2: Branding: Positioning, Signals, Bundling, and Latvia</td>
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<tr>
<td>9:30 AM</td>
<td>Robert Johnson 2 1st Floor</td>
<td>Session 10.3: Panel Session: Researching Student Ethics: Historical and Public Policy Perspectives</td>
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<tr>
<td>10:00 AM</td>
<td>Frontier 3rd Floor</td>
<td>Session 10.4: Social Media: Ethical and Public Policy Issue</td>
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<td>10:30 AM</td>
<td>Robert E. Lee 3rd Floor</td>
<td>Session 10.5: Social Media: How is Cheating with School Work like Pornography? (Answer: Hard to Define, But We Know It When We See It!)</td>
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<tr>
<td>11:00 AM</td>
<td>L. Mahncke 2nd Floor</td>
<td>Session 11.3: Understanding Consumer Responses to Service Failures</td>
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<tr>
<td>11:30 AM</td>
<td>Quadrangle 3rd Floor</td>
<td>Session 11.4: Managing Salespeople and the Sales Force</td>
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<td>12:00 AM</td>
<td>SMA Exhibitors</td>
<td>Session 11.5: Retailers’ Private Label Brands and Ethical Issues in Retailing</td>
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<td>Session 11.6: Antecedents &amp; Consequences of Customer Characteristics</td>
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**Morning Break in Alamo, 3rd Floor**
SATURDAY, NOVEMBER 7, 2015

SATURDAY, NOVEMBER 7, 2015

MORNING

SATURDAY, 8:30 AM - 12:00 PM
SMA Conference Exhibitors
Alamo, 3rd Floor

SATURDAY, 8:30 AM - 10:00 AM
SMA New Officers Executive Committee Meeting
Jot Gunter, 3rd Floor

Chair:
Tracy Meyer, SMA President

SATURDAY, 8:30 AM - 10:00 AM
Session 10.1
Social Media: Building Brand Equity and Customer Relationships
T.C. Baker, 3rd Floor

Chair:
Paula Dootson, Queensland University of Technology, Australia

Social Media Challenges to Building Brand Equity
- Dennis A. Pitta, University of Baltimore, USA
- Anthony D. Patino, University of San Francisco, USA
- Richard C. Leventhal, Ashford University, USA

Consumer Based Brand Equity in the Era of Social Media Marketing: An Empirical Examination
- Atefeh Yazdanparast, University of Evansville, USA
- Mathew Joseph, St. Mary's University, USA
- Fernanda Muniz, St. Mary's University, USA

Customer-Based Online Reputation: A Preliminary Approach
- Chebli Youness, The University of Grenoble, France
- Pierre Valette-Florence, The University of Grenoble, France

Connecting the Dots in Higher Education Marketing: The Role of Social Media Communications in Building Quality Relationships
- Melissa N. Clark, Coastal Carolina University, USA
- Monica B. Fine, Coastal Carolina University, USA
SATURDAY, 8:30 AM - 10:00 AM
Session 10.2
Branding: Positioning, Signals, Bundling and Latvia
Robert Johnson 2, 1st Floor

Chairs:
Astrid L. Keel, University of La Verne, USA
Pramod Iyer, University of North Texas, USA
Somak Banerjee, Wayne State University, USA

The Impact of Green Brand Positioning on Brand Equity
• Arezoo Davari, University of North Texas, USA
• Pramod Iyer, University of North Texas, USA

Overcoming the Barrier of Unfamiliarity: Can Unfamiliar Brands Signal Product Quality with Warranty?
• Aaron Johnson, Wayne State University, USA
• Somak Banerjee, Wayne State University, USA
• Sujay Dutta, Wayne State University, USA

Automobiles as Anthropomorphized Products: An Examination of Possibilities to Customizing Cars “Faces”
• Kenya Hirashima, Keio University, Tokyo, Japan
• Rei Arai, Keio University, Tokyo, Japan
• Shingo Kajita, Keio University, Tokyo, Japan
• Daiki Ito, Keio University, Tokyo, Japan
• Akinori Ono, Keio University, Tokyo, Japan

Brand Image from Corporate Social Irresponsibility - Does it Matter?
• Max Phillip Backhaus, University of Cologne, Germany

SESSION 10.3: PANEL SESSION
RESEARCHING STUDENT ETHICS INTERNATIONAL: CROSS-CULTURAL METHODOLOGICAL ISSUES
Frontier, 3rd Floor

Chair:
Arturo Z. Vásquez-Parraga, The University of Texas-Rio Grande Valley, USA

Panelists:
• Arturo Z. Vásquez-Parraga, The University of Texas-Rio Grande Valley, USA
• Jason Flores, Oklahoma City University, USA
• Miguel Sahagun, High Point University, USA
• Christian Mellado, Universidad Católica de la Santísima Concepción, Chile
• Nataly Andrea Guíñez Cabrera, Universidad del Biobío, Chile

SATURDAY, 8:30 AM - 10:00 AM
Session 10.4
Social Media: Historical and Public Policy Perspectives
Robert E. Lee, 3rd Floor

Chair:
Emily A. Goad, Illinois State University, USA

The Emergence of Social Media: A Research Narrative Review
• Betsy A. Pudlner, University of Wisconsin-Stout, USA
• Eric T. Brey, University of Wisconsin-Stout, USA
• Hyeong-Gyu Choi, The University of Memphis, USA

Challenges and Opportunities for Social Media in Emerging Markets
• Linda Jane Coleman, Salem State University, USA
• Lauren Cote, eVacuumstore.com, USA
• Saverio Manago, Salem State University, USA

The Influence of Social Media Engagement on Dysfunctional Behavior: Compulsive Social Media Use and Self-Promotion of Alcohol Consumption on Social Media by Underage Individuals
• Babajide Osatuyi, The University of Texas-Rio Grande Valley, USA
• Samaneh Torkzadeh, The University of Texas-Rio Grande Valley, USA
• Temidayo Osatuyi, The University of Texas-Rio Grande Valley, USA

SESSION 10.5: SPECIAL SESSION
HOW IS CHEATING WITH SCHOOL WORK LIKE PORNOGRAPHY? (ANSWER: HARD TO DEFINE BUT WE KNOW IT WHEN WE SEE IT!)
L. Mahncke, 3rd Floor

Chair:
Suzeanne Benet, Grand Valley State University, USA

Topic 1: How has cheating changed over the past few decades?
• Melissa Markley Rountree, DePaul University, USA

Topic 2: Why do they cheat?
• Suzeanne Benet, Grand Valley State University, USA

Topic 3: What are the primary issues from the faculty perspective, with regard to “punishing” cheaters?
• Brian A. Vander Schee, Aurora University, USA

Topic 4: Do we as faculty need to reconsider our mindset regarding what constitutes cheating?
• D. Joel Whalen, DePaul University, USA
SATURDAY, 8:30 AM - 10:00 AM
Session 10.6
The Strategic Nature of Data Collection
Quadrangle, 3rd Floor
Chair:
Mario V. González-Fuentes, Trinity University, USA

Causes and Control of Vagueness in Construct Definition and Item Construction
• David A. Gilliam, University of Arkansas at Little Rock, USA

Understanding Cognitive Dissonance and Information Sources in Home Furniture Purchases
• Toni-Rochelle Ford, Park University, USA

The Effect of Product Type and Opinion Valence on Word-of-Mouth Dissemination: A Network Approach
• Aliosha Alexandrov, University of Wisconsin Oshkosh, USA
• Sandipan Sen, Southeast Missouri State University, USA

SATURDAY, 8:30 AM - 10:00 AM
Session 10.7
Salesperson and Customer Knowledge, Expertise, and Power
Bluebonnet, 2nd Floor
Chair:
Mark P. Leach, Loyola University Marymount, Los Angeles, USA

USCA BEST PAPER IN PERSONAL SELLING & SALES MANAGEMENT TRACK
Understanding Hoarding Behavior in Sales
• Nwamaka Amaka Anaza, Southern Illinois University Carbondale, USA
• Edward L. Nowlin, Kansas State University, USA

I’m Not Saying: A Trait Examination of Salespeople’s Propensity to Withhold or Share Market Knowledge
• Edward L. Nowlin, Kansas State University, USA
• David M. Houghton, Southern Illinois University Carbondale, USA

Examining the Role of Residual Customer Relationships in Reacquiring Customers
• Mark P. Leach, Loyola University Marymount, Los Angeles, USA
• Annie H. Liu, Texas State University, USA

SATURDAY, 10:00 AM - 10:30 AM
Morning Break - Snacks and Beverages
Alamo, 3rd Floor

SATURDAY, 10:30 AM - 12:00 PM
SMA Executive Committee Closing Session
Jot Gunter, 3rd Floor
Chair:
Tracy Meyer, SMA President

SATURDAY, 10:30 AM - 12:00 PM
Session 11.1
Assorted Topics in Marketing Ethics, Law, and Public Policy
T. C. Baker, 3rd Floor
Chair:
Karen M. Hood, Eastern Kentucky University, USA

Because It Makes Me Feel Good: Moderation and Mediation Effects in Cause-Related Marketing
• Reto Felix, The University of Texas-Rio Grande Valley, USA
• Arash Hosseinzadeh, The University of Texas-Rio Grande Valley, USA
• Arne Baruca, Texas A&M University-San Antonio, USA

How “One for One” Product Donations Improve Cause-Related Marketing Performance
• Katharine Howie, The University of Mississippi, USA
• Lifeng Yang, The University of Mississippi, USA

Donating Your Money and Words: Determining the Antecedents of Positive Word-of-Mouth for Non-Profit Organizations
• Chi (Cathy) Zhang, The University of Mississippi, USA
• Lanying Du, Huazhong University of Science and Technology, China
• Derek O’Ryan Ezell, The University of Mississippi, USA
• Jundong Hou, China University of Geosciences, Wuhan, China

The Reality of Fair Balance: Altering the Visual Presentation of Risks in Direct-to-Consumer Pharmaceutical Advertisements
• Mark J. Pelletier, Radford University, USA
• Kenneth W. Graham, University of Wisconsin-La Crosse, USA
• Karen M. Hood, Eastern Kentucky University, USA
SATURDAY, 10:30 AM - 12:00 PM
Session 11.2
Examining Promotion Effectiveness in Diverse Cultures
Robert Johnson 2, 1st Floor
Chair:
Jianping (Coco) Huang, The University of Memphis, USA

Bundling Strategies: Evidence from the Telecoms Industry in Latvia
• Francesco Rocchi, University of Michigan, USA
• John D. Branch, University of Michigan, USA

Confucianism: A Moderating Role of Culture on Attitude towards Brand When a Celebrity Has Negative News Become Public
• Jianping (Coco) Huang, The University of Memphis, USA

Boomerang Effect of the Conditional Promotions: Implications for Shopping Cart Abandonment
• Hong Yuan, University of Oregon, USA
• Atul A. Kulkarni, University of Missouri-Kansas City, USA
• Xin (Cindy) Wang, University of Oregon, USA

SATURDAY, 10:30 AM - 12:00 PM
Session 11.3
Understanding Consumer Responses to Service Failures
Frontier, 3rd Floor
Chair:
Hyunju Shin, Georgia Southern University, USA

Service Failure Expectations: Do In-store Recovery Efforts Work in the Online Setting?
• Michael Nguyen, The University of Texas-Rio Grande Valley, USA

I Shall Not Forgive You: Understanding the Effect of Harm Directions in Service Failure
• Riza Casidy, Deakin University, Australia
• Hyunju Shin, Georgia Southern University, USA

• Alexa Fox, Ohio University, USA
• George D. Deitz, The University of Memphis, USA

Memory Contagion in Subtle Competitive Contexts: Order Effects of Disgust-Evoking Fillers on Preference and Brand Memory
• Nazuk Sharma, University of South Florida, USA

SATURDAY, 10:30 AM - 12:00 PM
Session 11.4
Managing Salespeople and the Sales Force
Robert E. Lee, 3rd Floor
Chair:
Laura Serviere-Muñoz, University of Dallas, USA

Monitoring as Part of Sales Management Control Systems: Comparing Effect Sizes
• Susan K. DelVecchio, East Carolina University, USA

Improving Ethical Behaviors of Salespeople: A Framework for Practice
• Laura Serviere-Muñoz, University of Dallas, USA
• Stacey Schetzesle, Ball State University, USA

A Synthesis of Sales Pressures and Agenda for Future Research
• Adam Hepworth, The University of Tennessee, Knoxville, USA

Service Cannibalization: The Influence of Multi-Channel Distribution on Sales Agents
• Estrella Diaz, University of Castilla-La Mancha, Spain
• Mar Gómez, University of Castilla-La Mancha, Spain
• David Martín-Consuegra, University of Castilla-La Mancha, Spain
• Arturo Molina, University of Castilla-La Mancha, Spain

SATURDAY, 10:30 AM - 12:00 PM
Session 11.5
Retailers’ Private Label Brands and Ethical Issues in Retailing
L. Mahncke, 3rd Floor
Chair:
Maria Kalamas, Kennesaw State University, USA

The Effect of Private Label Brands on Store Loyalty
• Takahiro Miyahashi, Keio University, Tokyo, Japan
• Ryoichi Inoue, Keio University, Tokyo, Japan
• Yuto Takagi, Keio University, Tokyo, Japan
• Yusuke Takei, Keio University, Tokyo, Japan
• Yuriko Morita, Keio University, Tokyo, Japan
• Ikkuo Takashashi, Keio University, Tokyo, Japan

One Dollar Donations: Investigating Point of Sale Cause Marketing in a Retailing Environment
• Michael C. Peasley, The University of Memphis, USA
• Joshua T. Coleman, The University of Memphis, USA
Spillover Effects of Three Types of Scandals: National Brand, Private Label Brand, and In Tandem
• James M. Mayer, Indiana University-Purdue University Indianapolis, USA

Consumer Ethics and Local Purchase Intentions
• Franklin Tillman, The University of Mississippi, USA

SATURDAY, 10:30 AM - 12:00 PM
Session 11.6
Antecedents and Consequences of Customer Characteristics
Quadrangle, 3rd Floor
Chair:
Atieh Poushneh, The University of Texas-Rio Grande Valley, USA

Rushing to Conclude Too Soon? The Role of Brand Crisis Magnitude in Shaping Consumers’ Cognitive Closure
• Ahmet Bugra Koksal, Wayne State University, USA
• Sujay Dutta, Wayne State University, USA

The Influence of Scheduling Style on Variety Seeking
• Dipankar Rai, Le Moyne College, USA
• Magdoleen T. Ierlan, Le Moyne College, USA

The Interaction of Customer’s Internet Self-Efficacy and Customer’s Time Effort in Online Shopping
• Atieh Poushneh, The University of Texas-Rio Grande Valley, USA
• Arturo Z. Vásquez-Parraga, The University of Texas-Rio Grande Valley, USA

Why Do Consumers Upgrade Their Products? The Role of Customer Readiness and Customer Value
• Atieh Poushneh, The University of Texas-Rio Grande Valley, USA
• Arturo Z. Vásquez-Parraga, The University of Texas-Rio Grande Valley, USA

SATURDAY, 10:30 AM - 12:00 PM
Session 11.7: Panel Session
ALIGNING MARKETING EDUCATION WITH MARKETING PRACTICE: FOCUS ON TECHNOLOGY IN THE CLASSROOM
Bluebonnet, 2nd Floor
Chair:
Richard A. Rocco, DePaul University, USA
Panelists:
• Richard A. Rocco, DePaul University, USA
• Rachelle Shannahan, Memorial University of Newfoundland, Canada
• Kirby Shannahan, Memorial University of Newfoundland, Canada
• Robert D. Evans, Jr., Texas A&M International University, USA
• Aliosha Alexandrov, University of Wisconsin Oshkosh, USA
• Sandipan Sen, Southeast Missouri University, USA
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Cengage
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EVENT CHAIRS

Doctoral Dissertation Proposal Competition
Robert E. McDonald
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28th Annual SMA Doctoral Consortium
Tracy A. Suter
Oklahoma State University, USA
tracy.suter@okstate.edu

Steven J. Shaw Best Paper in Conference
Thomas L. Baker
The University of Alabama, USA
tbaker@cba.ua.edu
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2016 Annual SMA Conference
Reimagining the Power of Marketing to Create Enduring Value

November 2-5, 2016
Atlanta, GA

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Program Chair
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