

AMA BEST IN TRACK 2014

Music and Fine Arts Marketing Track

Using Group Projects for Problem Based Learning in Music
Business Courses

David Herrera

Clyde Rolston

Green Marketing

Fifty Shades of Green: Integrating Marketing and Sustainability

Patricia Todd

Joanna Melancon

An Exploratory Examination Comparing HBCU and Private University Student Participation Rates in Study Abroad Programs (SAP's)

Kathryn T. Cort, North Carolina Agricultural and Technological
State University

George W. Stone, North Carolina Agricultural and Technological
State University

Kevin O'Mara, Elon University

Michael Jones, Southeastern Louisiana State University

The State of Salesperson Burnout Research and Scaling

Scott Ambrose, Emory & Henry College

Brian N. Rutherford, Kennesaw State University

C. David Shepherd, Georgia Southern University
Armen Tashchian, Kennesaw State University

BEST IN CONFERENCE

An Exploratory Examination Comparing HBCU and Private University Student Participation Rates in Study Abroad Programs (SAP's)

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