



# 2017 Atlantic Marketing Association Conference



Williamsburg, VA.

# September 27 – 30

## Greetings from the 2017 AtMA Program Chair

*It is my pleasure to welcome you to the 2017 Atlantic Marketing Association (AtMA) conference in historic and beautiful Williamsburg, VA! The 2017 Conference marks our 42<sup>nd</sup> year as an organization. This conference has always enjoyed a reputation of providing a supportive and nurturing environment for presenting ideas. In addition, this conference encourages the development of long friendships through the many networking opportunities this conference provides.*

*The 2017 conference promises to be as exciting as ever. With over eighty papers, abstracts, and special sessions submitted across eighteen tracks, there are many fantastic sessions lined up during the conference. This year, sessions are full of research looking at the unique challenges that marketing academics and practitioners face in an ever-changing, global business environment. Thus I encourage you to sit in on as many sessions as you can and get some ideas for your class or a research project down the road.*

*While looking through the program for sessions to attend, please keep in mind that we offer a complimentary hospitality suite during select nights of the conference and provide a luncheon on Friday afternoon. I look forward to meeting and greeting with everyone. I hope you enjoy the conference and the Williamsburg location.*

*Special thanks go to the faculty, staff, and student volunteers without whom this conference would not have been possible. We look forward to thought-provoking discussions that will effect meaningful change.*

*I am so thankful that you have chosen the AtMA conference as an outlet for presenting your work.*

*Joe Cangelosi  
2017 AtMA Program Chair*



# 2017 AtMA Conference

## Important Reminders

### **Hotel:**

The Williamsburg Lodge is set on a tree-lined street near Revolutionary-era reenactments in Colonial Williamsburg on 310 South England Street. This traditional, redbrick hotel is less than 10 miles from Busch Gardens, Jamestown settlement, Yorktown, the site of the British surrender to the Colonials. Decorated rooms and suites feature folk art, and all of the amenities you would expect in a first rate hotel. Nearby is a historic shopping district, which has many stores housed in colonial style structures. There is an endless number of opportunities to explore an area rich in history, along with many restaurants. Late September should provide pleasant temperatures as Williamsburg gets into the Fall Season.

### **Registration/Information:**

The registration table will be open every morning during the conference starting at 8:00 AM. If you check in after 1 PM, you can pick up your registration materials from 7:00 PM to 10:00 PM in the Hospitality Suite.

### **Hospitality Suite:**

A tradition of the AtMA is the Hospitality Suite. Snacks, beer and wine are complimentary, so please join us Wednesday, Thursday, and Friday nights from 7:00 PM - 10:00 PM in Room 4103. It is a great place to mingle and get to know other attendees. So please stop by!

### **Meeting Rooms:**

The meeting rooms for presentations are: Liberty, Constitution, and Patriot.

### **Board Meeting:**

The 2017 AtMA Board of Directors meeting is set for Friday morning from 8:00 AM until 9:30 AM in the Hospitality Suite (Room 4103).

### **Luncheon:**

Mmmmm...FOOD! The annual AtMA luncheon will be held on Friday from 1:00 PM - 2:30 PM in Tidewater D. Please plan to attend, as the lunch is included in the registration fee. This is also where we take time to recognize outstanding papers in tracks and the top paper in the conference.

# **2017 AtMA Conference Board of Directors**

## **President**

Dr. Diane R. Edmondson, Middle Tennessee State University

## **Program Chair/President Elect**

Dr. Joe Cangelosi, University of Central Arkansas

## **Executive Director**

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## **2017 AtMA Conference Officers**

### **President**

Dr. Diane R. Edmondson, Middle Tennessee State University

### **Program Chair/President Elect**

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Dr. Deborah Lester, Kennesaw State University

### **Associate Executive Director**

Dr. Brian R. Kinard, University of North Carolina Wilmington

### **Assistant Executive Director**

Dr. R. Keith Tudor, Kennesaw State University

### **Program Chair Elect (2018)**

Dr. Aberdeen Leila Borders, Kennesaw State University

### **Proceedings Editor**

Dr. Aberdeen Leila Borders, Kennesaw State University

### **Webmaster**

Ms. Tyra M. Burton, Kennesaw State University

Ms. Laura Robinson, Kennesaw State University

**At-A-Glance**  
**Wednesday, September 27, 2017**

**1:00 PM - 4:00 PM**

Registration (Lobby)

**7:00 PM - 10:00 PM**

Registration/Hospitality Suite (Room 4103);  
Light refreshments (beer/wine/soda) and snacks will be served.

**At-A-Glance**  
**Thursday, September 28, 2017**

**8:00 AM - 1:00 PM**

Registration (Lobby)

**8:00 AM - 9:30 AM**

- 1.1. Special Sessions/Case Studies #1/Music, Arts & Entertainment Marketing (Constitution)
- 1.2. The New Era of Sales Management & Marketing Strategy (Liberty)
- 1.3. Marketing Education (Patriot)

**9:45 AM - 11:15 AM**

- 1.4. Non Profit/Public Sector Marketing (Constitution)
- 1.5. Health Care Marketing (Liberty)
- 1.6. Marketing Education: Experiential Learning in Marketing (Patriot)

**11:30 AM - 1:00 PM**

- 1.7. Advertising/Direct Marketing & Entrepreneurship/Small Business Marketing (Constitution)
- 1.8. Retailing (Liberty)
- 1.9. Internet/Social Media & Marketing Education (Patriot)

**7:00 PM - 10:00 PM**

Registration/Hospitality Suite (Room 4103);  
Light refreshments (beer/wine/soda) and snacks will be served.



# **At-A-Glance**

## **Friday, September 29, 2017**

### **8:00 AM - 1:00 PM**

Registration (Lobby)

### **8:00 AM - 9:30 AM**

- 2.0. AtMA Board of Directors Meeting (Room 4103)
- 2.1. Entrepreneurship/Small Business Marketing with insights from Cognitive Theory (Constitution)
- 2.2. Marketing Strategy (Liberty)
- 2.3. Marketing Education (Patriot)

### **9:45 AM - 11:15 AM**

- 2.4. Green Marketing/Sustainability (Constitution)
- 2.5. Special Session/Case Studies #2 (Liberty)
- 2.6. Health Care, Sports, & Services Marketing (Patriot)

### **11:30 AM - 1:00 PM**

- 2.7. Marketing Research/Consumer Behavior (Constitution)
- 2.8. Internet/Social Media Marketing (Liberty)
- 2.9. Health Care Marketing (Patriot)

### **1:00 PM - 2:30 PM**

Atlantic Marketing Association Awards Luncheon (Tidewater D)

### **7:00 PM - 10:00 PM**

Registration/Hospitality Suite (Room 4103);  
Light refreshments (beer/wine/soda) and snacks will be served.

# **At-A-Glance**

## **Saturday, September 30, 2017**

### **8:00 AM - 10:00 AM**

Registration (Lobby)

### **8:00 AM - 9:30 AM**

- 3.1. Global Marketing, Culture & Religion (Constitution)
- 3.2. Business-to-Business/Supply Chain Management Marketing (Liberty)
- 3.3. Music, Arts, and Entertainment Marketing (Patriot)

### **9:45 AM - 11:15 AM**

- 3.4. Global Marketing, Employment & Ethnic Centrism (Constitution)
- 3.5. Business-to-Business/Supply Chain Management Marketing: Examples of Global Best Business Practices (Liberty)
- 3.6. Special Sessions/Case Studies #3 (Patriot)

### **11:30 AM - 1:00 PM**

- 3.7. Music, Arts, & Entertainment Marketing: Applications of Arts Marketing and Markets & Professional Selling (Constitution)
- 3.8. Consumer Behavior/Marketing Research: Gender Diversity, Brand Personality & Motives (Liberty)
- 3.9. Sports Marketing (Patriot)

**Thursday, September 28, 2017**  
**8:00 AM – 9:30 AM**

**Session 1.1:** Special Session/Case Studies I & Music, Arts, and Entertainment Marketing

**Room:** Constitution

**Session Chairs:** Ismet Anitsal, Tennessee Tech University and Kimball Marshall, Alcorn State University

***Understanding How to Make Literature Reviews Easier for Business Scholars (Abstract)***

Cathleen S. Jones, Robert Morris University, [jones@rmu.edu](mailto:jones@rmu.edu)  
Jacqueline C. Klentzin, Robert Morris University, [klentzin@rmu.edu](mailto:klentzin@rmu.edu)

***Marketing with Art: How Artists Benefit from Marketing (Abstract)***

P. J. Forrest, Alcorn State University, [forrest@alcorn.edu](mailto:forrest@alcorn.edu)  
William S. Piper, Alcorn State University, [apiper@alcorn.edu](mailto:apiper@alcorn.edu)

**Thursday, September 28, 2017**  
**8:00 AM – 9:30 AM**

**Session 1.2:** The New Era of Sales Management and Marketing Strategy

**Room:** Liberty

**Session Chair:** Stephen Carlson, Piedmont College and Myles Bassell, Brooklyn College of the City University of New York

**Discussant:** Terry Damron, Austin Peay State University

**\*\*Outstanding Paper\*\***

***Buyer-Seller Communications: Constructs and Measurement (Full Paper)***

Stephen Carlson, Piedmont College, [scarlson@piedmont.edu](mailto:scarlson@piedmont.edu)

***The Evolution of the Sales Process: Relationship Selling Versus the Challenger Sales (Full Paper)***

Ramon A. Avila, Ball State University, [ravila@bsu.edu](mailto:ravila@bsu.edu)

Scott A. Inks, Kennesaw State University, [sinks@kennesaw.edu](mailto:sinks@kennesaw.edu)

***Ethnic Diversity, Decision Making Processes and the Marketing Environment (Abstract)***

Thomas Tanner, Bloomsburg University of Pennsylvania, [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)

Heather Kirkwood, State University of New York Farmingdale,

[kirkwoh@farmingdale.edu](mailto:kirkwoh@farmingdale.edu)

**Thursday, September 28, 2017**  
**8:00 AM – 9:30 AM**

**Session 1.3: Marketing Education**

**Room:** Patriot

**Session Chairs:** Tommy Hsu, Tarleton State University and George Stone, North Carolina Agricultural & State University

***Student Self-Assessment of Job Interview Skills: The Need for Coaching in Marketing Education (Abstract)***

Michael A. Jones, Southeastern Louisiana University, [michael.jones@selo.edu](mailto:michael.jones@selo.edu)

***The One-Page Case Study: Facilitating the Use of Cases (Abstract)***

Kirsten Passyn, Salisbury University, [kapassyn@salisbury.edu](mailto:kapassyn@salisbury.edu)

***College Student Financial Literacy and Credit Card Usage: Have Either Knowledge or Behaviors Improved? (Abstract)***

Elizabeth C. Alexander, Marshall University, [alexanec@marshall.edu](mailto:alexanec@marshall.edu)  
Deanna R. D. Mader, Marshall University

**Thursday, September 28, 2017**  
**9:45 AM – 11:15 AM**

**Session 1.4: Non-Profit/Public Sector Marketing**

**Room:** Constitution

**Session Chair:** Cheryl B. Ward, Middle Tennessee State University

**\*\*Outstanding Paper\*\***

***Marketing Unhealthy Foods and Beverages: Our Children at Risk* (Full Paper)**

Allison Wheeley, Middle Tennessee State University, [apw3m@mtmail.mtsu.edu](mailto:apw3m@mtmail.mtsu.edu)

Cheryl Ward, Middle Tennessee State University, [cheryl.ward@mtsu.edu](mailto:cheryl.ward@mtsu.edu)

Diane R. Edmondson, Middle Tennessee State University,  
[diane.edmondson@mtsu.edu](mailto:diane.edmondson@mtsu.edu)

***Veiled Taxes and Their Outcomes: The Case of the Brady Handgun Violence Prevention Act of 1993* (Full Paper)**

Chip E. Miller, Drake University, [chip.miller@drake.edu](mailto:chip.miller@drake.edu)

J. Royce Fichtner, Drake University, [royce.fichtner@drake.edu](mailto:royce.fichtner@drake.edu)

Andrew Norman, Drake University, [andrew.norman@drake.edu](mailto:andrew.norman@drake.edu)

***Please Stand and Be Recognized: Examining Individuals' Attitudes and Behaviors Regarding Colleges and Universities that Honor Veterans* (Abstract)**

Tim Graeff, Middle Tennessee State University, [tim.graeff@mtsu.edu](mailto:tim.graeff@mtsu.edu)

Diane Edmondson, Middle Tennessee State University, [diane.edmondson@mtsu.edu](mailto:diane.edmondson@mtsu.edu)

Lucy Matthews, Middle Tennessee State University, [lucy.matthews@mtsu.edu](mailto:lucy.matthews@mtsu.edu)

Cheryl Ward, Middle Tennessee State University, [cheryl.ward@mtsu.edu](mailto:cheryl.ward@mtsu.edu)

Don Roy, Middle Tennessee State University, [don.roy@mtsu.edu](mailto:don.roy@mtsu.edu)

Rajesh Srivastava, Middle Tennessee State University, [raj.srivastava@mtsu.edu](mailto:raj.srivastava@mtsu.edu)

**Thursday, September 28, 2017**  
**9:45 AM – 11:15 AM**

**Session 1.5: Health Care Marketing**

**Room:** Liberty

**Session Chair:** Michael A. Petrochuk, Walsh University

***Where's Waldo 2.0? Advancing a Scale to Measure the Likelihood and Use of Medical Tourism Services (Abstract)***

Michael A. Petrochuk, Walsh University, [mpetrochuk@walsh.edu](mailto:mpetrochuk@walsh.edu)

**\*\*Co-Outstanding Paper\*\***

***The Role of Social Media and Social Networking as Marketing Delivery Systems for Preventative Health Care Information (Full Paper)***

Joe Cangelosi, University of Central Arkansas, [joec@uca.edu](mailto:joec@uca.edu)

David Kim, University of Central Arkansas, [davidk@uca.edu](mailto:davidk@uca.edu)

Ken Griffin, University of Central Arkansas, [keng@uca.edu](mailto:keng@uca.edu)

Ed Ranelli, University of West Florida, [eranelli@uwf.edu](mailto:eranelli@uwf.edu)

***Motivating Meningitis Vaccinations Using Mixed Fear Analysis (Abstract)***

Kirsten Passyn, Salisbury University, [kapassyn@salisbury.edu](mailto:kapassyn@salisbury.edu)

**Thursday, September 28, 2017**  
**9:45 AM – 11:15 AM**

**Session 1.6:** Experiential Learning in Marketing: Improving Student Learning Outcomes

**Room:** Patriot

**Session Chair:** Michael A. Jones, Southeastern Louisiana State University

**\*\*Outstanding Paper Award\*\***

***Providing Study Abroad Students with a More Immersive Experiential Learning Environment (Full Paper)***

Walter R. Kendall, Tarleton State University, [kendall@tarleton.edu](mailto:kendall@tarleton.edu)

Tommy Hsu, Tarleton State University, [hsu@tarleton.edu](mailto:hsu@tarleton.edu)

Lynn K. Kendall, University of Dallas, [lkendall@udallas.edu](mailto:lkendall@udallas.edu)

***Antebellum Southern U.S. Content in Business History Course (Full Paper)***

Timothy C. Johnston, Murray State University, [tjohnston@murraystate.edu](mailto:tjohnston@murraystate.edu)

***Outcomes of an Experiential Learning Project in a Principles of Marketing Course (Full Paper)***

Yvette Lynne Bonaparte, North Carolina Central University, [ybonapar@ncu.edu](mailto:ybonapar@ncu.edu)



**Thursday, September 28, 2017**  
**11:30 AM – 1:00 PM**

**Session 1.7: Advertising, Direct Marketing & Small Business**

**Room:** Constitution

**Session Chair:** Michelle Kunz, Morehead State University

***The Effects of Message Claim Type on Comparative Advertising (Abstract)***

Tommy Hsu, Tarleton State University, [hsu@tarleton.edu](mailto:hsu@tarleton.edu)

***Solving the Mystery of Social Media for Small Business Ventures: An Abstract (Abstract)***

Michael Serkedakis, Kennesaw State University, [mserkeda@kennesaw.edu](mailto:mserkeda@kennesaw.edu)

***Study on “Ek Cup Cha” (A Cup of Tea): A Triumphant Case from Dhaka on Street Food Branding (Abstract)***

Tanveer Kabir, East West University, [tkabir616@gmail.com](mailto:tkabir616@gmail.com)

Sayed Arafat, East West University, [arafatahmed95@gmail.com](mailto:arafatahmed95@gmail.com)

M. Sayeed Alam, East West University, [sayeed@ewubd.edu](mailto:sayeed@ewubd.edu)

**Thursday, September 28, 2017**  
**11:30 AM – 1:00 PM**

**Session 1.8: Retailing**

**Room:** Liberty

**Session Chair:** Lucy Matthews, Middle Tennessee State University

**\*\*Outstanding Paper\*\***

***Emotional Exhaustion and Its Role in Service Sabotage Among Retail Sales Employees (Full Paper)***

Diane R. Edmondson, Middle Tennessee State University,  
[diane.edmondson@mtsu.edu](mailto:diane.edmondson@mtsu.edu)

Lucy M. Matthews, Middle Tennessee State University, [lucy.matthews@mtsu.edu](mailto:lucy.matthews@mtsu.edu)

Cheryl Ward, Middle Tennessee State University, [cheryl.ward@mtsu.edu](mailto:cheryl.ward@mtsu.edu)

***Showrooming: The Effect of Gender (Abstract)***

David J. Burns, Kennesaw State University, [dburns21@kennesaw.edu](mailto:dburns21@kennesaw.edu)

Pola B. Gupta, Wright State University, [pola.gupta@wright.edu](mailto:pola.gupta@wright.edu)

Jennifer Hutchins, Kennesaw State University, [jhutch35@kennesaw.edu](mailto:jhutch35@kennesaw.edu)

***Examining Private-Label Brand Equity Dimensions: Do Brand Equity Dimensions Differ for Different PLBs of the Same Store? (Abstract)***

Paul Trapp, Valparaiso University, [paul.trapp@valpo.edu](mailto:paul.trapp@valpo.edu)

Musa Pinar, Valparaiso University, [musa.pinar@valpo.edu](mailto:musa.pinar@valpo.edu)

Tulay Girard, Pennsylvania State University Altoona, [tug1@psu.edu](mailto:tug1@psu.edu)

**Thursday, September 28, 2017  
11:30 AM – 1:00 PM**

**Session 1.9: Internet, Social Media & Marketing Education**

**Room:** Patriot

**Session Chair:** Cynthia B. Hanson, High Point University and George W. Stone, North Carolina Agricultural & State University

***Integrating Search Engine Capacity Within Social Media from a Gender Viewpoint (Abstract)***

Amber A. Smith-Ditizio, Texas Woman's University, [amberanylmt@gmail.com](mailto:amberanylmt@gmail.com)

Alan D. Smith, Robert Morris University, [smitha@rmu.edu](mailto:smitha@rmu.edu)

Walter Kendall, Tarleton State University, [kendall@tarleton.edu](mailto:kendall@tarleton.edu)

***Who Are the Centennials: Marketing Implications of Social Media Use and Preferences (Abstract)***

Sue Y. McGorry, DeSales University, [sue.mcgorry@desales.edu](mailto:sue.mcgorry@desales.edu)

Meghan R. McGorry, [Mcgorrmys@gmail.com](mailto:Mcgorrmys@gmail.com)

***Pedagogical Strategy to Improve Qualification Alignment of Students to the Demands of Potential Employers (Abstract)***

Judi Billups, Salisbury University, [mjbillups@salisbury.edu](mailto:mjbillups@salisbury.edu)

Paula T. Morris, Salisbury University, [ptmorris@salisbury.edu](mailto:ptmorris@salisbury.edu)

***Teaching Design Thinking to Marketing Students (Abstract)***

Deirdre T. Guion-Peoples, North Carolina Central University, [dguion@ncu.edu](mailto:dguion@ncu.edu)

**Friday, September 29, 2017**  
**8:00 AM – 9:30 AM**

**Session 2.0: Atlantic Marketing Association Board of Directors  
Meeting**

**Room:** Room 4103

**Friday, September 29, 2017**  
**8:00 AM – 9:30 AM**

**Session 2.1: Entrepreneurship and Small Business Marketing  
with Insights from Cognitive Theory**

**Room:** Constitution

**Session Chair:** Michelle Kunz, Morehead State University

**\*\*Outstanding Paper\*\***

***More Risk, Less Ability to Pay: The Compensation Catch-22 for Hiring  
Salespeople at Entrepreneurial Ventures (Full Paper)***

Aaron D. Arndt, Old Dominion University, [aarndt@odu.edu](mailto:aarndt@odu.edu)  
Jason Harkins, University of Maine, [jason.harkins@maine.edu](mailto:jason.harkins@maine.edu)

***Developing a Model for Entrepreneurs: Niche Tourism and Consumer  
Typologies (Abstract)***

Michelle B. Kunz, Morehead State University, [m.kunz@moreheadstate.edu](mailto:m.kunz@moreheadstate.edu)  
Janet M. Ratliff, Morehead State University, [j.ratliff@moreheadstate.edu](mailto:j.ratliff@moreheadstate.edu)

***Application of New Theory In Entrepreneurship: Social Cognition (Full  
Paper)***

Ryan Matthews, RLM Enterprises, [r.lmatthews@hotmail.com](mailto:r.lmatthews@hotmail.com)  
Kelly Hall, Stetson University, [krhall@stetson.edu](mailto:krhall@stetson.edu)  
Lucy Matthews, Middle Tennessee University, [krhall@stetson.edu](mailto:krhall@stetson.edu)

**Friday, September 29, 2017**  
**8:00 AM – 9:30 AM**

**Session 2.2: Marketing Strategy**

**Room:** Liberty

**Session Chair:** Myles Bassell, Brooklyn College of the City University of New York

**Discussant:** Terry Damron, Austin Peay State University

**\*\*Outstanding Paper\*\***

***Leadership in a Knowledge Economy: Building an Innovative Marketing and Branding Organization (Full Paper)***

Sonia Lambert, Brooklyn College of the City University of New York,  
[sonia.lambert74@brooklyn.cuny.edu](mailto:sonia.lambert74@brooklyn.cuny.edu)

Myles Bassell, Brooklyn College of the City University of New York,  
[mbassell@brooklyn.cuny.edu](mailto:mbassell@brooklyn.cuny.edu)

Hershey H. Friedman, Brooklyn College of the City University of New York,  
[x.friedman@att.net](mailto:x.friedman@att.net)

***Marketing Automation Risk Assessment: A Systematic Review (Abstract)***

William R. Benz, [benzwilliamr@gmail.com](mailto:benzwilliamr@gmail.com)

Thomas Tanner, Bloomsburg University of Pennsylvania, [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)

***A Marketing Strategy from Corporate Social Responsibility: Lessons from Unilever and Coca-Cola Enterprises (Abstract)***

Amye Melton, Austin Peay State University, [meltona@apsu.edu](mailto:meltona@apsu.edu)

Terry Damron, Austin Peay State University, [damront@apsu.edu](mailto:damront@apsu.edu)

James B. Vernon, Point University, [james.vernon@point.edu](mailto:james.vernon@point.edu)

**Friday, September 29, 2017**  
**8:00 AM – 9:30 AM**

**Session 2.3: Marketing Education**

**Room:** Patriot

**Session Chairs:** Tommy Hsu, Tarleton State University and George Stone, North Carolina Agricultural & State University

***Using Social Media During the Hiring Process: A Comparison Between Recruiters and Job Seekers (Full Paper)***

Elizabeth C. Alexander, Marshall University, [alexanec@marshall.edu](mailto:alexanec@marshall.edu)

***What Internships? I Didn't Hear About Any Internships: An Exploration of Communicating Internships to Business Students (Full Paper)***

April Kemp, Southeastern Louisiana University, [april.kemp@selu.edu](mailto:april.kemp@selu.edu)

***Strategic Alignment: Improving Student Understanding of the Correspondence of Goals to Strategy to Tactics (Full Paper)***

Elizabeth F. Purinton, Marist College, [elizabeth.purinton@marist.edu](mailto:elizabeth.purinton@marist.edu)

**Friday, September 29, 2017**  
**9:45 AM – 11:15 AM**

**Session 2.4: Green Marketing and Sustainability**

**Room:** Constitution

**Session Chair:** Russ Wahlers, Ball State University

**Discussant:** Jennifer Hutchins, Kennesaw State University

***The Use of Business Intelligence to Market the Sustainability of “Unique” Products (Abstract)***

Dennis F. X. Mathaisel, Babson College, [mathaisel@babson.edu](mailto:mathaisel@babson.edu)  
Clare L. Comm, University of Massachusetts Lowell, [clare\\_comm@uml.edu](mailto:clare_comm@uml.edu)

***The Ethics of Food and Beverage Advertising Targeted to Children in India: An Evaluation (Abstract)***

Avinash G. Mulky, Indian Institute of Management, [avinashgm@iimb.ernet.in](mailto:avinashgm@iimb.ernet.in)  
Pavithra Mutyap, Indian Institute of Management,  
[pavithra.mutyap15@iimb.ernet.in](mailto:pavithra.mutyap15@iimb.ernet.in)  
Sudipta Das, Indian Institute of Management, [sudipta.das15@iimb.ernet.in](mailto:sudipta.das15@iimb.ernet.in)

***The Sustainability Route to Corporate Legitimacy (Abstract)***

Jennifer Hutchins, Kennesaw State University, [jhutch35@kennesaw.edu](mailto:jhutch35@kennesaw.edu)



**Friday, September 29, 2017**  
**9:45 AM – 11:15 AM**

**Session 2.5:** Special Session/Case Studies II

**Room:** Liberty

**Session Chair:** Ismet Anitsal, Tennessee Tech University

***The Counterfeit Conundrum: Are the “Fathers of Fake” Really “Masters of Marketing”?* (Full Paper)**

Heather Kirkwood, SUNY-Farmingdale State College,

[heather.kirkwood@farmingdale.edu](mailto:heather.kirkwood@farmingdale.edu)

Thomas Tanner, Bloomsburg University of Pennsylvania, [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)

***Is Marketing the Answer to Declining Populations? A Case Study of Societal Marketing* (Full Paper)**

John E. Crawford, Lipscomb University, [john.crawford@lipscomb.edu](mailto:john.crawford@lipscomb.edu)

**\*\*Outstanding Paper\*\***

***Generation Solutions of Lynchburg (B)* (Full Paper)**

Francis R. Whitehouse, Jr., Lynchburg College, [whitehouse@lynchburg.edu](mailto:whitehouse@lynchburg.edu)

**Friday, September 29, 2017**  
**9:45 AM – 11:15 AM**

**Session 2.6: Health Care, Sports & Services Marketing**

**Room:** Patriot

**Session Chair:** Lisa D. Spiller, Christopher Newport University and Michael Petrochuk, DeVille School of Business

***Marketing College Sports Using a Segmented Game Plan (Abstract)***

Lisa D. Spiller, Christopher Newport University, [lspiller@cnu.edu](mailto:lspiller@cnu.edu)  
Dae-Hee Kim, Christopher Newport University, [daehee.kim@cnu.edu](mailto:daehee.kim@cnu.edu)  
Matt Hettche, Christopher Newport University, [hettche@cnu.edu](mailto:hettche@cnu.edu)

***Super Bowl LI: A Critical Marketing Blitz (Full Paper)***

Yvette Lynne Bonaparte, North Carolina Central University, [ybonapar@ncsu.edu](mailto:ybonapar@ncsu.edu)

***Marketing, Sh-Marketing: Uncovering the Effects of Advertising, Word-of-Mouth Communications, and Reputation on Hospital Selection (Abstract)***

Michael A. Petrochuk, DeVille School of Business, [mpetrochuk@walsh.edu](mailto:mpetrochuk@walsh.edu)

***Feeling Valued by Your Bank? An Antecedent of Satisfaction (Abstract)***

J. Paul Leavell, Nusenda Credit Union, [pleavell@nusenda.org](mailto:pleavell@nusenda.org)

**Friday, September 29, 2017**  
**11:30 AM – 1:00 PM**

**Session 2.7: Marketing Research/Consumer Behavior**

**Room:** Constitution

**Session Chair:** Victor J. Massad, Kutztown University of Pennsylvania

**\*\*Outstanding Paper\*\***

*A Sentiment Analysis of Air Passengers of Top Ten U.S. Based Airlines*  
**(Full Paper)**

M. Meral Anitsal, Tennessee Tech University, [manitsal@tntech.edu](mailto:manitsal@tntech.edu)

Ismet Anitsal, Tennessee Tech University, [ianitsal@tntech.edu](mailto:ianitsal@tntech.edu)

Selin Anitsal, University of Tennessee Knoxville, [sanitsal@vols.utk.edu](mailto:sanitsal@vols.utk.edu)

*Apple and Consumer Collectivism: A Look at the Nature of Brand Cults*  
**(Full Paper)**

Victor J. Massad, Kutztown University of Pennsylvania, [massad@kutztown.edu](mailto:massad@kutztown.edu)

Andrew Car, Kutztown University of Pennsylvania, [acar616@gmail.com](mailto:acar616@gmail.com)

*How Do Individuals Process Neutral (Mixed) Online Consumer Reviews?*  
**(Abstract)**

Junsang Lim, Virginia State University, [jlim@vsu.edu](mailto:jlim@vsu.edu)

Seungjae Lee, Keimyung College University, [cosin77@naver.com](mailto:cosin77@naver.com)

**Friday, September 29, 2017**  
**11:30 AM – 1:00 PM**

**Session 2.8:** Internet & Social Media Marketing/Social Media Promotions: Facebook Advertising, University Brand Building, and Consumer Contribution

**Room:** Liberty

**Session Chair:** Julie M. Pharr, Tennessee Tech University

**Discussant:** Amye Melton, Austin Peay State University

**\*\*Outstanding Paper\*\***

***Using Digital Content Marketing to Build the College Brand: Leveraging a Content-Rich Website into a Distinctive University Brand (Full Paper)***

Julie M. Pharr, Tennessee Tech University, [jpharr@tntech.edu](mailto:jpharr@tntech.edu)

***Native and Non-Native Advertising on Facebook: A Content Analysis (Abstract)***

Cynthia B. Hanson, High Point University, [chanson@highpoint.edu](mailto:chanson@highpoint.edu)

***COBRAs on Facebook: Exploring Message Types and Consumer Contribution (Abstract)***

Terry Damron, Austin Peay State University, [damront@apsu.edu](mailto:damront@apsu.edu)

**Friday, September 29, 2017  
11:30 AM – 1:00 PM**

**Session 2.9: Health Care Marketing**

**Room:** Patriot

**Session Chair:** Michael A. Petrochuk, Walsh University

***Aging, Lifestyle, & Consumerism (Full Paper)***

Linda Jane Coleman, Salem State University, [lcoleman@salemstate.edu](mailto:lcoleman@salemstate.edu)

Robert Daniell, Salem State University, [rdaniell@salemstate.edu](mailto:rdaniell@salemstate.edu)

Mayuresh M. Kelkar, Salem State University, [mkelkar@salemstate.edu](mailto:mkelkar@salemstate.edu)

Nancy Cecilia Dennis, Salem State University, [ndennis@salemstate.edu](mailto:ndennis@salemstate.edu)

***\*\*Co-Outstanding Paper\*\****

***There's No Such Thing as a Free Lunch: The Inherently Flawed  
Relationship Between Physicians and Pharmaceutical Companies' Gifts  
(Full Paper)***

David P. Paul III, Monmouth University, [dpaul@monmouth.edu](mailto:dpaul@monmouth.edu)

***Gender Differences in Marketer and Non-Marketer Dominated Sources of  
Health and Wellness Information (Full Paper)***

Paul J. Costanzo, West New England University, [paul.constanzo@wne.edu](mailto:paul.constanzo@wne.edu)

Cynthia Costanzo, University of Connecticut, [cynthia.constanzo@uconn.edu](mailto:cynthia.constanzo@uconn.edu)

**Friday, September 29, 2017  
1:00 PM – 2:30 PM**

**Atlantic Marketing Association Awards Luncheon**

**Room:** Tidewater D

Come join us for our annual awards luncheon!



**KEEP  
CALM  
IT'S  
LUNCH  
TIME**

**Saturday, September 30, 2017**  
**8:00 AM – 9:30 AM**

**Session 3.1:** Global Marketing/The Impact of Culture on the Consumption Experience

**Room:** Constitution

**Session Chair:** William T. Neese, Troy University

**Discussant:** W. Frank Thompson, Jr., Troy University

***A Look at Religious Tourism Marketing: What Do Consumers Prefer?***  
**(Abstract)**

Sally A. Sledge, Norfolk State University, [sasledge@nsu.edu](mailto:sasledge@nsu.edu)

***Antecedents to Global Consumption Orientation: Meanings of Brand***  
**(Abstract)**

Jung Kim, Bloomsburg University, [jkim2@bloomu.edu](mailto:jkim2@bloomu.edu)  
Thomas Tanner, Bloomsburg University, [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)

***Influence of Customer's Cultural Intelligence on Service Encounter Outcomes***  
**(Abstract)**

Ayesha Tariq, Troy University, [atarig@troy.edu](mailto:atarig@troy.edu)  
Melanie P. Lorenz, University of Toledo, [melanie.lorenz@utoledo.edu](mailto:melanie.lorenz@utoledo.edu)

**Saturday, September 30, 2017**  
**8:00 AM – 9:30 AM**

**Session 3.2:** Business-to-Business & Supply Chain Management  
Marketing/Vendor Relationship and Sustainability Issues in Supply  
Chain Management

**Room:** Liberty

**Session Chair:** Susan Saurage-Altenloh, Saurage Research, Inc.

**Discussant:** Amye Melton, Austin Peay State University

***Dyadic Perceptual Discrepancy (DPD) of Buyer-Supplier Relationships:  
Review and Operationalization (Abstract)***

Guang Yang, Lynchburg College, [yang\\_g@lynchburg.edu](mailto:yang_g@lynchburg.edu)

**\*\*Outstanding Paper\*\***

***Corporate Social Responsibility in the B2B Market: How Supplier Actions  
Influence Buyer Expectations (Full Paper)***

Susan Saurage-Altenloh, Saurage Research, Inc., [ssaurage@saurageresearch.com](mailto:ssaurage@saurageresearch.com)

***Book Retailers and the Ever Changing SCM Landscape: Case Study of Barnes  
and Noble Company and Amazon (Abstract)***

William T. Rupp, Austin Peay State University, [ruppw@apsu.edu](mailto:ruppw@apsu.edu)

Steven A. Clinton, Robert Morris University, [clinton@rmu.edu](mailto:clinton@rmu.edu)



**Saturday, September 30, 2017**  
**8:00 AM – 9:30 AM**

**Session 3.3:** Music, Arts & Entertainment Marketing/Marketing  
Implications of Mediated Entertainment

**Room:** Patriot

**Session Chair:** Jon Littlefield, Dalton State College

***Presence as a Sense of Place in a Computer Mediated Communication  
Environment (Abstract)***

Stef Nicovich, Lynchburg College, [nicovich@lynchburg.edu](mailto:nicovich@lynchburg.edu)

***Entertainment Media as a Source of Consumer Mythology: The Gendered  
Case of Lieutenant Columbo (Abstract)***

Jon Littlefield, Dalton State College, [jlittlefield@daltonstate.edu](mailto:jlittlefield@daltonstate.edu)

***Marketing the Performing Arts to Today's Young Adults (Abstract)***

Peggy O. Shields, University of Southern Indiana, [pshields@usi.edu](mailto:pshields@usi.edu)

**\*\*Outstanding Paper\*\***

***Using the Fine Arts to Illustrate Degrees of Innovation: From the High  
Renaissance to Cubism (Full Paper)***

Kimball P. Marshall, Alcorn State University, [kimballpmarshall@bellsouth.net](mailto:kimballpmarshall@bellsouth.net)  
Rene Desborde, Kentucky State University, [rene.desborde@kysu.edu](mailto:rene.desborde@kysu.edu)

**Saturday, September 30, 2017**  
**9:45 AM – 11:15 AM**

**Session 3.4:** Global Marketing/ Employment and Ethnocentrism

**Room:** Constitution

**Session Chair:** Ayesha Tariq, Troy University

**Discussant:** Sally A. Sledge, Norfolk State University

***Foreign Direct Investment Within the Southeastern United States:  
Micropolitan Statistical Areas and the Labor Force (Abstract)***

W. Frank Thompson, Jr., Troy University, [wftompson@troy.edu](mailto:wftompson@troy.edu)

***Ethnocentric and Cosmopolitan Consumers' Evaluations of Foreign  
Products: An Empirical Investigation (Abstract)***

Jung Kim, Bloomsburg University, [jkim2@bloomu.edu](mailto:jkim2@bloomu.edu)  
Thomas Tanner, Bloomsburg University, [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)

***The Impact of Industry-Specific Consumer Ethnocentrism on the  
Effectiveness of Comparative Advertising (Abstract)***

William T. Neese, Troy University, [wneese@troy.edu](mailto:wneese@troy.edu)  
William Foxx, Troy University, [wfoxx1@troy.edu](mailto:wfoxx1@troy.edu)  
Dianne B. Eppler, Troy University Global Campus, [deppler@troy.edu](mailto:deppler@troy.edu)

**Saturday, September 30, 2017**  
**9:45 AM – 11:15 AM**

**Session 3.5:** Supply Chain Management/Examples of Global and Best Business Practices

**Room:** Liberty

**Session Chair:** Dean R. Manna, Robert Morris University

**Discussant:** Steven A. Clinton, Robert Morris University

*Integrating Intellectual Property and the Smartphone Patent Wars: Case Study of Conflicts of Supplier Partnering (Abstract)*

Alan D. Smith, Robert Morris University, [smitha@rmu.edu](mailto:smitha@rmu.edu)

*Amazon.com, Inc.: Retailing Giant to High-Tech Player? (Abstract)*

Alan D. Smith, Robert Morris University, [smitha@rmu.edu](mailto:smitha@rmu.edu)

William T. Rupp, Austin Peay State University, [ruppw@apsu.edu](mailto:ruppw@apsu.edu)

O. Felix Offodile, Kent State University, [foffodil@kent.edu](mailto:foffodil@kent.edu)

*Integrating Exploring Sustainability and Supply Chain Management in the Development of Smart Tiles by Tesla (Abstract)*

Dean R. Manna, Robert Morris University, [manna@rmu.edu](mailto:manna@rmu.edu)

**Saturday, September 30, 2017**  
**9:45 AM – 11:15 AM**

**Session 3.6:** Special Session/Case Studies III

**Room:** Patriot

**Session Chair:** Joe Cangelosi, University of Central Arkansas

***Using a Social Machine for Promotional Marketing on Campus: A Case Study (Abstract)***

Matt Hettche, Christopher Newport University, [hettche@cnu.edu](mailto:hettche@cnu.edu)

Caleb Tupper, Christopher Newport University, [caleb.tupper.13@cnu.edu](mailto:caleb.tupper.13@cnu.edu)

Connor Rooney, Christopher Newport University, [connorw.rooney@yahoo.com](mailto:connorw.rooney@yahoo.com)

**Saturday, September 30, 2017**  
**11:30 AM – 1:00 PM**

**Session 3.7:** Music, Arts & Entertainment Marketing/Applications of Arts Marketing and Markets & Professional Selling

**Room:** Constitution

**Session Chair:** Aberdeen Leila Borders

***The Souvenir as Art: Can Travel Trinkets Really Be Considered Art?***  
**(Abstract)**

Timothy J. Schibik, University of Southern Indiana, [tschibik@us.edu](mailto:tschibik@us.edu)

***Men Can't Sell – Women Can! And We Can Prove It!*** (Abstract)

Aberdeen Leila Borders, Kennesaw State University, [aborder4@kennesaw.edu](mailto:aborder4@kennesaw.edu)

Deborah H. Lester, Kennesaw State University, [dlester@kennesaw.edu](mailto:dlester@kennesaw.edu)

Terry W. Loe, Kennesaw State University, [tloe@kennesaw.edu](mailto:tloe@kennesaw.edu)

Scott A. Inks, Kennesaw State University, [sinks@kennesaw.edu](mailto:sinks@kennesaw.edu)

**Saturday, September 30, 2017**  
**11:30 AM – 1:00 PM**

**Session 3.8:** Consumer Behavior & Marketing Research/Gender Diversity, Brand Personality and Motives

**Room:** Liberty

**Session Chair:** Kenneth Hall, Bloomberg University of Pennsylvania

***Can a Marketing Strategy Help End the ‘Gender Gap’ in English Language and Literature Scholarly Book Publishing? (Full Paper)***

Nicole Benevento, Fordham University, [nbenevento1@fordham.edu](mailto:nbenevento1@fordham.edu)  
Albert N. Greco, Fordham University, [agreco@fordham.edu](mailto:agreco@fordham.edu)  
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Francesca Russo, Fordham University,  
Alana M. Spendley, Fordham University,  
Kelly Sullivan Dennis, Fordham University, [kdennis@fordham.edu](mailto:kdennis@fordham.edu)  
Yiming Sun, Fordham University,  
Robert M. Wharton, Fordham University, [robert-wharton@comcast.com](mailto:robert-wharton@comcast.com)

***Brand Personality and The Distribution Trap (Abstract)***

Kenneth D. Hall, Bloomberg University of Pennsylvania, [khall@bloomu.edu](mailto:khall@bloomu.edu)  
Thomas Tanner, Bloomberg University of Pennsylvania, [ttanner@bloomu.edu](mailto:ttanner@bloomu.edu)  
Alan Dubinsky, Bloomberg University of Pennsylvania, [dubinsky@purdue.edu](mailto:dubinsky@purdue.edu)

***Evolutionary Motives and Consumer Food Choice in Romantic Relationships (Abstract)***

Rob Richerson, Salisbury University, [wrricherson@salisbury.edu](mailto:wrricherson@salisbury.edu)

**Saturday, September 30, 2017**  
**11:30 AM – 1:00 PM**

**Session 3.9: Sports Marketing**

**Room:** Patriot

**Session Chair:** Wooyang Kim, Minnesota State University Moorhead

**\*\*Outstanding Paper\*\***

***Sports Teams' Well-Being: An Integrative Perspective of the Role of Conflict and Emotional Intelligence on Trust and Happiness (Full Paper)***

Drew Sannes, Minnesota State University Moorhead

Wooyang Kim, Minnesota State University Moorhead, [wooyang.kim@mnstate.edu](mailto:wooyang.kim@mnstate.edu)

***ESports: A New Era of Spectator Games (Abstract)***

David Grubic, Robert Morris University, [grubic@rmu.edu](mailto:grubic@rmu.edu)

Alan Smith, Robert Morris University, [smitha@rmu.edu](mailto:smitha@rmu.edu)

Amber A. Smith-Ditizio, Robert Morris University, [amberanaylmt@gmail.com](mailto:amberanaylmt@gmail.com)

***Sponsorship-Linked Marketing: Using Social Media Brand Affinity Data to Determine Sport Sponsorship Effectiveness (Abstract)***

Darin White, Samford University, [darin.white@samford.edu](mailto:darin.white@samford.edu)

Corey White, University of Alabama

Daniel White, University of Alabama

## 2017 Outstanding Papers

### *Sports Marketing Track*

#### **Sports Teams' Well-Being: An Integrative Perspective of the Role of Conflict and Emotional Intelligence on Trust and Happiness**

Drew Sannes  
Graduate Student  
Department of Business Administration  
Paseka School of Business  
Minnesota State University Moorhead

Wooyang Kim  
Assistant Professor of Marketing  
Department of Business Administration  
Paseka School of Business  
Minnesota State University Moorhead

### *Consumer Behavior/Marketing Research Track*

#### **A Sentiment Analysis of Air Passengers of Top Ten U.S. Based Airlines**

M. Meral Anitsal  
Professor of Marketing  
Tennessee Tech University

Ismet Anitsal  
Professor of Marketing  
Tennessee Tech University

Selin Anitsal  
University of Tennessee Knoxville



## 2017 Outstanding Papers

### ***Special Sessions Track***

#### **Generation Solutions (B)**

Francis R. Whitehouse, Jr.  
Associate Professor of Marketing  
School of Business and Economics  
Lynchburg College

### ***Marketing Education Track***

#### **Providing Study Abroad Students with a More Immersive Experiential Learning Environment**

Walter R. Kendall  
Associate Professor  
Tarleton State University

Tommy Hsu  
Associate Professor of Marketing  
Tarleton State University

Lynn K. Kendall  
Assistant Professor of Finance  
Gupta College of Business  
University of Dallas

## 2017 Outstanding Papers

### Marketing Strategy Track

#### **Leadership in a Knowledge Economy: Building an Innovative Marketing and Branding Organization**

Sonia Lambert  
Lecturer of Business  
Assistant Deputy Chairperson  
Department of Business Management  
Brooklyn College of the City University of New York

Myles Bassell  
Lecturer of Business  
Deputy Chairperson  
Department of Business Management  
Brooklyn College of the City University of New York

Hershey H. Friedman  
Professor of Business  
Department of Business Management  
Brooklyn College of the City University of New York

### Entrepreneurship/Small Business Marketing Track

#### **More Risk, Less Ability to Pay: The Compensation Catch-22 for Hiring Salespeople at Entrepreneurial Ventures**

Aaron D. Arndt  
Associate Professor of Marketing  
Old Dominion University

Jason Harkins  
Associate Professor of Management  
University of Maine

## 2017 Outstanding Papers

### **Internet/Social Media Marketing Track**

#### **Using Digital Content Marketing to Build the College Brand: Leveraging a Content-Rich Website into a Distinctive University Brand**

Julie M. Pharr  
Professor of Marketing  
Tennessee Tech University

### **Professional Sales/Sales Management Track**

#### **Buyer-Seller Communications: Constructs and Measurement**

Stephen Carlson  
Senior Fellow  
Piedmont College

### **Non-Profit and Public Sector Marketing Track**

#### **Marketing Unhealthy Foods and Beverages: Our Children at Risk**

Allison Wheeley  
Student – Honors College  
Jones College of Business  
Middle Tennessee State University  
Murfreesboro, TN

Cheryl Ward  
Associate Professor of Marketing  
Jones College of Business  
Middle Tennessee State University  
Murfreesboro, TN

Diane R. Edmondson  
Associate Professor of Marketing  
Jones College of Business  
Middle Tennessee State University  
Murfreesboro, TN

## 2017 Outstanding Papers

### **Business-to-Business Marketing & Supply Chain Management Track**

#### **Corporate Social Responsibility in the B2B Market: How Supplier Actions Influence Buyer Expectations**

Susan Saurage-Altenloh  
Saurage Research, Inc.  
Houston, TX

### **Health Care Marketing Track Co-Winner**

#### **The Role of Social Media and Social Networking as Marketing Delivery Systems for Preventative Health Care Information**

Joe Cangelosi  
Textbook Brokers Professor of Marketing  
University of Central Arkansas  
Conway, Arkansas

David Kim  
Associate Professor of Marketing  
University of Central Arkansas  
Conway, Arkansas

Ken Griffin  
Professor of MIS & Associate Dean  
College of Business  
University of Central Arkansas  
Conway, Arkansas

Ed Ranelli  
Dean Emeritus  
University of West Florida  
Pensacola, Florida

### **Health Care Marketing Track Co-Winner**

#### **There's No Such Thing as a Free Lunch: The Inherently Flawed Relationship Between Physicians and Pharmaceutical Companies' Gifts**

David P. Paul III  
Professor of Marketing  
Monmouth University  
Monmouth, New Jersey

## 2017 Outstanding Papers

### **Retailing Track**

#### **Emotional Exhaustion and Its Role in Service Sabotage Among Retail Sales Employees**

Diane R. Edmondson, Middle Tennessee State University  
Associate Professor of Marketing  
Jones College of Business  
Middle Tennessee State University  
Murfreesboro, TN

Lucy M. Matthews, Middle Tennessee State University  
Associate Professor of Marketing  
Jones College of Business  
Middle Tennessee State University  
Murfreesboro, TN

Cheryl Ward, Middle Tennessee State University,  
Associate Professor of Marketing  
Jones College of Business  
Middle Tennessee State University  
Murfreesboro, TN

### **Music, Arts, and Entertainment Marketing Track**

#### **Using the Fine Arts to Illustrate Degrees of Innovation: From the High Renaissance to Cubism**

Kimball P. Marshall  
Professor of Marketing  
Alcorn State University  
Natchez, MS

Rene Desborde, Kentucky State University  
Professor of Marketing  
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# 2017 AtMA Conference Track Chairs

## **Advertising / Direct Marketing**

Dr. Jennifer Hutchins  
Kennesaw State University

## **Business-to-Business Marketing / Supply Chain Management**

Dr. Alan D. Smith  
Robert Morris University

## **Consumer Behavior / Marketing Research**

Dr. Elizabeth Alexander  
Marshall University

## **Entrepreneurship / Small Business Marketing**

Dr. Parker Woodroof  
University of Central Arkansas

## **Global Marketing**

Dr. Bill Neese  
Troy University

## **Green Marketing / Sustainability**

Dr. Russell Wahlers  
Ball State University

## **Health Care Marketing**

Dr. Michael Petrochuk  
Walsh University

## **Internet / Social Media Marketing**

Dr. Terry Damron  
Austin Peay State University

## **Marketing Education**

Dr. George Stone  
North Carolina A&T University

## **Marketing Strategy**

Dr. Ayme Melton  
Austin Peay State University

**Music / Arts / Entertainment**

Dr. Jon Littlefield  
Dalton State College

**Nonprofit / Public Sector Marketing**

Dr. Cheryl Ward  
Middle Tennessee State University

**Professional Sales / Sales Management**

Dr. Tommy Hsu  
Tarleton State University

**Retailing**

Dr. Bridget Nichols  
Northern Kentucky University

**Services Marketing**

Dr. Heather Kirkwood  
State University of New York  
Farmingdale State College

**Special Sessions/Case Studies**

Dr. Meral Anitsal  
Tennessee Tech University  
and  
Dr. Ismet Anitsal  
Tennessee Tech University

**Sports Marketing**

Dr. Thomas Tanner  
Bloomsburg University of Pennsylvania

## 2017 AtMA Conference Reviewers

Ismet Anitsal, Tennessee Tech University  
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Erik Bushey, Marshall University  
Joe Cangelosi, University of Central Arkansas  
Joseph D. Chapman, Ball State University  
Steven A. Clinton, Robert Morris University  
Josh Coleman, University of Memphis  
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Margaret Walthall, University of Maryland  
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Kent Willis, Marshall University  
NeCall Wilson, Kennesaw State University  
Parker Woodroof, University of Central Arkansas

## 2017 AtMA Conference List of Authors and Participants

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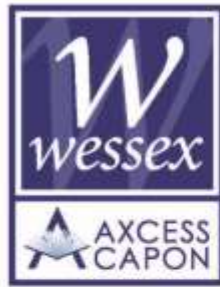


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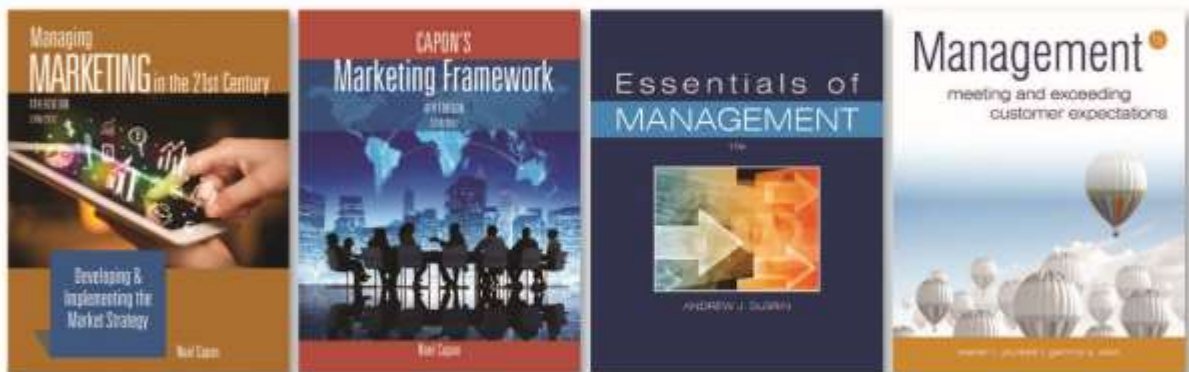
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