

2017 Outstanding Papers

BEST IN CONFERENCE:

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

BEST IN TRACK:

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

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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

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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

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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

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**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

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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
Alcorn State University
Natchez, MS