

**2016 Best Conference Paper Overall**

Track	Title	First Name	Last Name	University/School	Have
Marketing Education	Technology Over-Consumption: Helping Students Find Balance in a World of Alluring Distractions	G. David	Shows	Appalachian State University	Y
		Pia	Albinsson	Appalachian State University	
		Tatyana	Ruseya	Appalachian State University	
		Diane	Waryold	Appalachian State University	

**2016 Best Papers in Track**

Track	Title	First Name	Last Name	University/School	Have
Retailing	A Further Empirical Investigation into The Semantic Meaning of Advertising Price References	Jeffrey	Gutenberg	State University of New York College at Geneseo	Y
		James	Quinn	State University of New York College at Geneseo	
Internet/Social Media Marketing	A Review of E-Commerce: The Influence of Post-Purchase Factors on Relationship between Customer Loyalty and Perceived Risk	Siwei	Wang	Tennessee Tech University	Y
		Meral	Anitsal	Tennessee Tech University	
		Ismet	Anitsal	Tennessee Tech University	
Professional Selling/Sales	Inside Sales Force and Gender: Mediating Effects of Intrinsic Motivation on Sales	Anne	Gottfried	University of Southern Mississippi	Y
		Scott	Ambrose	Embry-Riddle Aeronautical University	
Global Marketing	How Regional Employment in the U.S. Automobile Industry Influences Consumer Ethnocentrism	William	Neese	Troy University	Y
		W. Frank	Thompson, Jr.	Troy University	
		Stephen	Garrott	Troy University	
Business-To-Business Marketing/Supply Chain Management	A Look Into The Lubrizol Corporation's Supply Chain Sustainability Efforts	Steven	Clinton	Robert Morris University	N
		William	Rupp	Austin Peay State University	
		O. Felix	Offodile	Kent State University	
Special Sessions/Case Studies	Couples Sleeping Apart--Separate Master Bedrooms and the Impact on the Real Estate and Related Markets	John	Crawford	Lipscomb University	Y
Entrepreneurship/Small Business Marketing	Entrepreneurship Marketing in North Carolina's Wine Industry	G. David	Shows	Appalachian State University	Y
		Pia	Albinsson	Appalachian State University	
		James	Stoddard	Appalachian State University	

Music, Arts, and Entertainment	A Fine Arts Marketing Elective: Justification of Need and Proposed Course Content	Kimball	Marshall	Alcorn State University	Y
		Rene	Desborde	Kentucky State University	
		Sharon	Thach	Tennessee Tech University	
Marketing Education	Technology Over-Consumption: Helping Students Find Balance in a World of Alluring Distractions	G. David	Shows	Appalachian State University	Y
		Pia	Albinsson	Appalachian State University	
		Tatyana	Ruseya	Appalachian State University	
		Diane	Waryold	Appalachian State University	
Marketing Strategy	Undergraduate Research Conference and Brand Positioning: Identifying Strategic Factors	Doreen	Sams	Georgia College and State University	Y
		Yannick	Hass	Georgia College and State University	
		Jason	Lambert	Georgia College and State University	
		Robin	Lewis	Georgia College and State University	
		Carly	Osaben	Georgia College and State University	
		Ashley	Savransky	Georgia College and State University	
Advertising/Direct Marketing	Do Investors Value Comparative Ads? The Effects Of Comparative Advertising On Stock Returns				Y
		Tommy	Hsu	Tarleton State University	
Consumer Behavior/Marketing	Cause-Related Marketing: The Effect of Checkout Charity Requests on Donation	Minerva	Lacal Pardo	Puig USA	Y
		Brian	Kinard	University of North Carolina Wilmington	
Non-Profit/Public Sector Marketing	Double Trouble: Commingled Effects of High Fast Food and Sugar-Sweetened Drink Consumption and the Intervening Role of	Christopher	Berry	University of Arkansas-Fayetteville	Y
		Scot	Burton	University of Arkansas-Fayetteville	
		Elizabeth	Howlett	University of Arkansas-Fayetteville	
Health Care Marketing	Corporate Wellness Programs' Concepts And Comparisons Of Customer Interactions	Alan	Smith	Robert Morris University	Y
		Terry	Damron	Austin Peay State University	
		Amye	Melton	Austin Peay State University	