



2018 Atlantic Marketing Association Conference



New Orleans, Louisiana
September 26 – 29

Renaissance New Orleans Pere Marquette French Quarter Area Hotel
817 Common Street, New Orleans, LA 70112
(504) 525-1111



Greetings from the 2018 AtMA Program Chair

It is my pleasure to welcome you to the 2018 Atlantic Marketing Association (AtMA) conference in fabulous New Orleans, LA! The 2018 Conference marks our 43rd 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 provided.

The 2018 conference promises to be as exciting as ever. With over 100 papers, abstracts, and special sessions submitted across 23 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 environment. I encourage you to sit in on as many sessions as you can and get some ideas for your class, research projects, and business engagement activities.

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 everyone. I hope you enjoy the conference and New Orleans.

Special thanks go to the faculty, staff, guests, authors, reviewers, board members, supporters, facilitators, and volunteers without whom this conference would not have been possible. We look forward to thought-provoking discussions and research illustrations that will effect meaningful change.

I am so thankful that you have chosen the AtMA conference as an outlet for presenting your research and gathering other teaching, research, and service ideas.

*Aberdeen Leila Borders
2018 AtMA Program Chair*





2018 AtMA Conference

Important Reminders

Hotel

The Renaissance New Orleans Pere Marquette French Quarter Area Hotel at 817 Common Street, is world famous for its jazz heritage and culture that provides a delightful experience for visiting guests. The building has historic architecture featuring a high rise that towers over the city where guests can view the French Quarter area including Bourbon Street, Canal Street, Jackson Square and jazz related events.

Registration/Information

The registration table will be open every morning in the Jelly Roll Lobby during the conference on Thursday, Friday and Saturday 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. Complimentary snacks will be provided, so please join us Wednesday, Thursday, and Friday nights from 7:00 PM - 10:00 PM in the Hospitality Suite. 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: Mahalia Jackson A, Louis Armstrong, Sidney Bechet, and Jelly Roll Morton.

“Denaux” Break Sponsored by NCSC

The National Collegiate Sales Competition (NCSC) has teamed up with the Atlantic Marketing Association to sponsor light refreshments on Thursday, September 27 from 1:00 pm – 2:00 pm.

Board Meeting

The 2018 AtMA Board of Directors meeting is set for Friday morning from 8:00 AM until 9:30 AM in the Hospitality Suite.

“Laissez Faire” Award Luncheon

Mmmmm...FOOD! The annual AtMA luncheon will be held on Friday from 1:00 PM - 2:30 PM in Storyville I. 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.



2018 AtMA Conference Board of Directors

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Dr. Joe Cangelosi, University of Central Arkansas

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Dr. Deborah Lester, Kennesaw State University

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Dr. Peggy Shields, University of Southern Indiana

Dr. Alan D. Smith, Robert Morris University

Dr. Blaise Waguespack, Embry-Riddle Aeronautical University



2018 AtMA Conference Officers

President

Dr. Joe Cangelosi, University of Central Arkansas

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2018 AtMA Conference Program Committee

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Dr. Deirdre Guion Peoples, North Carolina Central University

Dr. Jennifer Hutchins, Kennesaw State University

Dr. Mona Sinha, Kennesaw State University

Mr. Aajay Murphy, Kennesaw State University

Program Designed by: Camille Carpenter Henriquez & Muhammad Bilal



Atlantic Marketing Association Records

Year	President	Program Chair	Location	Proceedings Editors
2019	Aberdeen L. Borders	Tommy Hsu	Asheville	Laura Robinson
2018	Joseph Cangelosi	Aberdeen L. Borders	New Orleans	Laura Robinson
2017	Diane R. Edmondson	Joseph Cangelosi	Williamsburg	Aberdeen L. Borders
2016	Brian Kinard	Diane R. Edmondson	Charleston	Aberdeen L. Borders
2015	Maria Kalamas	Brian Kinard	Savannah	Aberdeen L. Borders
2014	Alan D. Smith	Maria Kalamas	Asheville	Aberdeen L. Borders
2013	Walter Kendall	Alan D. Smith	Nashville	Jerry Wilson
2012	Michael A. Jones	Walter Kendall	Williamsburg	Jerry Wilson
2011	M. Meral Anitsal	Michael A. Jones	Charleston	Jerry Wilson
2010	Ismet Anitsal	M. Meral Anitsal	Orlando	Jerry Wilson
2009	Peggy Shields	Ismet Anitsal	Salem	Jerry Wilson
2008	Randall Ewing	Peggy Shields	Savannah	Jerry Wilson
2007	Robin Self	Randall Ewing	New Orleans	Jerry Wilson
2006	Kathleen Gruben	Robin Self	Charleston	Jerry Wilson
2005	Walter Wymer	Kathleen Gruben	Salem	Jerry Wilson
2004	Kathryn Dobie	Walter Wymer	Chattanooga	Jerry Wilson
2003	Kimball P. Marshall	Kathryn Dobie	Portland	Jerry Wilson
2002	Deborah Lester	Kimball P. Marshall	Savannah	Jerry Wilson
2001	Blaise Waguespack	Deborah Lester	Portland	Jerry Wilson
2000	Dave Glascoff	Blaise Waguespack	Charleston	Jerry Wilson
1999	Dolly Loyd	Dave Glascoff	Annapolis	Jerry Wilson
1998	Cathy Swift	Dolly Loyd	Savannah	Jerry Wilson
1997	R. Keith Tudor	Cathy Swift	Nashville	Jerry Wilson
1996	Shirley Stretch	R. Keith Tudor	Baltimore	Cathy Swift
1995	Sammy Amin	Shirley Stretch	New Orleans	Thompson / Swift
1994	Doug Fugate	Sammy Amin	Atlantic City	Sammy Amin
1993	Tom Pritchett	Doug Fugate	Orlando	Don Thompson
1992	Don Thompson	Tom Pritchett	Greensboro	Thompson, Kosenko, & Baer
1991	J. Gordon Long	Don Thompson	Savannah	Thompson, Kosenko, & Baer
1990	Don Self	J. Gordon Long	Boston	Kosenko & Baer
1989	Dave Moore	Don Self	Orlando	Morris Teeple
1988	Steve Greene	Dave Moore	Williamsburg	Dave Moore
1987	Gene Teeple	Steve Greene	New Orleans	Greene & Coulter
1986	Steven G. Greene	Gene Teeple	Orlando	Morris & Teeple
1985	Roger J. Calantone	Steven G. Greene		
1984		Roger J. Calantone		

(Prior Name) Mid-Atlantic Marketing Association

Year		Program Chair	Location	
1983		RNA	Valdosta	
1982		Walter Burgers & Ghanbar Kooti	RNA	
1981-1975 (*RNA)				
1976		M. Wayne Delozier, Dale M. Lewison, & Ruth Andress	RNA	

*RNA – Records Not Available

Dr. R. Keith Tudor Award for Service



Program At-A-Glance
Wednesday, September 26, 2018
Renaissance New Orleans Pere Marquette French Quarter Area Hotel
817 Common Street, New Orleans, Louisiana 70112

1:00PM – 4:00PM

Registration..... Jelly Roll Morton Lobby

7:00PM – 10:00PM

Registration/Hospitality Suite
Light refreshments and snacks will be served.



Program At-A-Glance

Thursday, September 27, 2018

8:00AM – 3:30PM

Registration.....Jelly Roll Morton Lobby

8:00AM – 9:30AM

1.1 Advertising/Direct Marketing,Mahalia Jackson Room
1.2 Arts, Music, and Entertainment Marketing.....Louis Armstrong Room
1.3 Consumer Behavior/Retailing.....Sidney Bechet Room
1.4 Sports Marketing.....Jelly Roll Morton Room

9:45AM – 11:15AM

1.5 Advertising/Direct Marketing.....Mahalia Jackson Room
1.6 Arts, Music, and Entertainment Marketing.....Louis Armstrong Room
1.7 Consumer Behavior/Retailing.....Sidney Bechet Room
1.8 Sports Marketing.....Jelly Roll Morton Room

11:30AM – 1:00PM

1.9 Advertising/Direct Marketing & Marketing Research.....Mahalia Jackson Room
1.10 Arts, Music, and Entertainment Mktg & Entrepreneurship/Small Business Mktg.....Louis Armstrong Room
1.11 Professional Sales/Sales Management.....Sidney Bechet Room
1.12 Education/Experiential Learning.....Jelly Roll Morton Room

1:00PM – 2:00PM

“Denaux” Break sponsored by the National Collegiate Sales Competition

2:15PM – 3:30PM

1.13 Professional Sales/Sales Management & Nonprofit Marketing.....Mahalia Jackson Room
1.14 Education/Experiential Learning & Services Marketing.....Louis Armstrong Room
1.15 Social Marketing/Corporate Social Responsibility & Ethical Business/Marketing Considerations.....Sidney Bechet Room
1.16 Hospitality and Tourism.....Jelly Roll Morton Room

7:00PM – 10:00PM

Registration/Hospitality Suite
Light refreshments and snacks will be served.



Program At-A-Glance

Friday, September 28, 2018

8:00AM – 1:00PM

Registration.....Jelly Roll Morton Lobby

8:00AM – 9:30AM

2.0 AtMA Board of Directors Meeting Hospitality Room
2.1 Green Marketing/Sustainability & Consumer Behavior/Retailing.....Mahalia Jackson Room
2.2 Marketing Strategy.....Louis Armstrong Room
2.3 Social Media Marketing.....Sidney Bechet Room
2.4 Culture, Identity, and Ethnicity & Global Marketing.....Jelly Roll Morton Room

9:45AM – 11:15AM

2.5 Marketing Strategy & Food Marketing.....Mahalia Jackson Room
2.6 Analytics, Technology and The Internet of Things & Social Media Marketing.....Louis Armstrong Room
2.7 Business-to-Business Marketing/Supply Chain Management.....Sidney Bechet Room
2.8 Healthcare Marketing & Entrepreneurship/Small Business Marketing.....Jelly Roll Morton Room

11:30AM – 1:00PM

2.9 Additional Technology, Engagement, Ethics and Skills..... Mahalia Jackson Room
2.10 Additional Marketing Scholarship.....Louis Armstrong Room

1:00PM – 2:30PM

“Laissez Faire” Awards Luncheon.....Storytelling I

7:00PM – 10:00PM

Registration/Hospitality Suite
Light refreshments and snacks will be served.



Program At-A-Glance Saturday, September 29, 2018

8:00AM – 9:30AM

3.1 Case Studies/Special Topics.....Mahalia Jackson Room
- *Escape for Boone & Crocket* by William K. Foxx, Joseph W. Giese, David W. Van Buskirk
- *Human Capital: On-Boarding Case Study* by NeCall Wilson
- *Teaching Traditional College Students Professional Marketing Via LinkedIn* by NeCall Wilson

9:45AM – 11:15AM

3.2 Case Studies/Special Topics.....Mahalia Jackson Room
- *What's Brand Love Got to Do with It? Everything!* by Brad Taylor

11:30AM – 1:00PM

3.3 Case Studies/Special Topics.....Mahalia Jackson Room
- *"Ah Ha" Moments in Teaching, Service, and Scholarship Panel* moderated by Dr. Deborah Lester, Professor of Marketing and Professional Sales, Coles College of Business, Kennesaw State University

Notes:

1. Following the title in the sessions below, the notations **(P)** represents a paper, **(A)** an abstract, **(S-A)** a student abstract and **(S-P)** a student paper.
2. Some sessions contain papers and abstracts from several tracks, but will be presented in the sessions shown, due to conference travel schedule.



**Thursday, September 27, 2018
8:00 AM – 9:30 AM**

Session 1.1: Advertising/Direct Marketing

Room: Mahalia Jackson

Session Chair: Dr. Cindy Hanson, High Point University

A Research Plan to Update the Marketing Literature on Legal Regulation of Firms Using Direct or Indirect Comparative Advertising in the United States (A)

William Neese, Troy University, wneese@troy.edu

Natalie Bryant, Troy University, bryantn@troy.edu

David Van Buskirk, Troy University, dvanbuskirk@troy.edu

A Dual Process of Decision-Making in Our Choices: The Role of Cognition and Emotion in Everyday Life (S-A)

McKenzie Zacha, Minnesota State University Moorhead, mckenzie16zacha@gmail.com

Kiley Fee, Minnesota State University Moorhead, kileyfee@gmail.com

Revved Up Kids and CIFAL Atlanta (S-A)

Cindy Jodesty, Kennesaw State University, cjodest2@students.kennesaw.edu

Moving Toward Marketing Oriented Soccer Referee Association Management: Factors Influencing USSF Referee Intentions to Maintain or Abandon Certification (A)

Charles Roome, Indiana Wesleyan University, chuck.roome@indwes.edu



Thursday, September 27, 2018
8:00 AM – 9:30 AM

Session 1.2: Arts, Music, and Entertainment Marketing

Room: Louis Armstrong

Session Chair: Dr. Jon Littlefield, Dalton State College

The Moderating Effect of Attitude Toward Violence in a Video Game Setting: Initial Explorations (P)

Stef Nicovich, Lynchburg College, nicovich@lynchburg.edu

Pamila Dembla, Kennesaw State University, pdembla@kennesaw.edu

The 4 Ps of Music Marketing: A Research Agenda for Examining Music in Marketing (A)

Jon Littlefield, Dalton State College, jlittlefield@daltonstate.edu

Beauty as Art: Somaesthetic Consumption as Alternative to Docility (A)

Talia Welsh, University of Tennessee Chattanooga, talia-welsh@utc.edu



Thursday, September 27, 2018
8:00 AM – 9:30 AM

Session 1.3: Consumer Behavior/Retailing

Room: Sidney Bechet

Session Chair: Dr. Elizabeth C. Alexander, Marshall University

Prior Knowledge, Epistemic Motivation, and Retail Search Behavior: A Proposal (A)

James W. Clark, Southern Arkansas University, jwclark@saumag.edu

Phillip L. Bond, Southern Arkansas University, phillipbond@saumag.edu

Key Drivers of Impulse Purchase Online: An Exploration in an Emerging Market (A)

Avinash Mulky, Indian Institute of Management Bangalore, avinash.mulky@iimb.ac.in

Arimit Sarkar, Indian Institute of Management Bangalore, arimit.sarkar16@alumni.iimb.ac.in

Shreya Mukherjee, Indian Institute of Management Bangalore,

shreya.mukherjee16@alumni.iimb.ac.in

Finding In-store Help: The Role of Recommendation Agents on Shoppers' Mobile Devices (A)

James Coyle, Miami University, coylejr@miamioh.edu

Yi-Fan Chen, Farmingdale State College, chen3@farmingdale.edu

Exploring the Influence of Pre- and Post-Purchase Services Mix on Millennial Shopping Behavior (A)

Matt Elbeck, Troy University Dothan, melbeck@troy.edu

Debbie DeLong, Chatham University, ddelong@chatham.edu

Hannah Wilburn, Omincommander, hhutcheson149981@troy.edu



Thursday, September 27, 2018
8:00 AM – 9:30 AM

Session 1.4: Sports Marketing

Room: Jelly Roll Morton

Session Chair: Dr. Guang Yang, University of Lynchburg

International Olympic Committee – Rule 40: Who Does It Protect Versus Who Should It Protect? (P)

Jeri L. Jones, University of Central Oklahoma, jjones206@uco.edu

Controversial and Global Issues Fantasy Sports Outcome (P)

Amber A. Smith-Ditizio, Texas Woman's University, amberanaylmt@gmail.com

Alan D. Smith, Robert Morris University, smitha@rmu.edu

Walter Kendall, Tarleton State University, kendall@tarleton.edu

Gauging the Impact of E-Coupons on B2C Retail Markets (P)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

James Shock, Robert Morris University, shock@rmu.edu

The History and Evolution of the Market for 'Delebs' (Dead Celebrities) (A)

Denver D'Rozario, Howard University, loyola1977@hotmail.com

Guang Yang, University of Lynchburg, yang_g@lynchburg.edu



Thursday, September 27, 2018
9:45AM – 11:15AM

Session 1.5: Advertising/Direct Marketing

Room: Mahalia Jackson

Session Chair: Dr. Tommy Hsu, Tarleton State University

Portrayals of Hispanic Americans in Magazine Advertising: A 15-Year Analysis (A)

Ivonne Torres, New Mexico State University, jasso@nmsu.edu

Miguel A. Zúñiga, New Mexico State University, miguel.zuniga@morgan.edu

Rea Fazli-Salehi, New Mexico State University, rezafs@nmsu.edu

Yating Pan, New Mexico State University, yating@nmsu.edu

Rozbeh Madadi, New Mexico State University, rozbehma@nmsu.edu

Elmira Shahriari, New Mexico State University, elmirash@nmsu.edu

Brand Manager Perception of Data Analysis as a Driver of Individual Brand Loyalty to Consumer-Packaged Goods (CPGs) (S-A)

Kate Nicewicz, Tennessee Tech, knicewicz@tntech.edu

Branding in AmeriCorps and Similar Federally Funded Service Grant Programs (S-A)

Nicholas Smith, Kennesaw State University, nsmit219@students.kennesaw.edu

Marshal Chaifetz, Kennesaw State University, mchaifet@kennesaw.edu



Thursday, September 27, 2018
9:45AM – 11:15AM

Session 1.6: Arts, Music and Entertainment Marketing

Room: Louis Armstrong

Session Chair: Dr. Peggy O. Shields, University of Southern Indiana

Self-Image Congruency for Theatre, Movie, and Home Audiences (A)

Peggy O. Shields, University of Southern Indiana, pshields@usi.edu

A Proposal for Fine Arts Market Segmentation Based on Functions of Art and Consumer Benefits Sought (P)

Kimball P. Marshall, Alcorn State University, kimballmarshall@bellsouth.net

Rene Desborde, Kentucky State University, rene.desborde@kysu.edu

Millennial Consumer Behavior and Classical Concert Design (A)

Terry Damron, Austin Peay State University, damront@apsu.edu

The Souvenir: What is Purchased and is the Purchaser a Collector of Art? (A)

Timothy J. Schibik, University of Southern Indiana, tschibik@usi.edu

Aaron J. Schibik, University of North Texas, aaronschibik@my.unt.edu



Thursday, September 27, 2018
9:45AM – 11:15AM

Session 1.7: Consumer Behavior/Retailing

Room: Sidney Bechet

Session Chair: Ms. Carly Ann Keller, Kennesaw State University

Toto: A Game of Thrones in the United States (S-A)

Lauren Benson, Kennesaw State University, lbenson6@students.kennesaw.edu

Erin Lutz, Kennesaw State University, elutz@students.kennesaw.edu

Lauren Welch, Kennesaw State University, lwelch15@students.kennesaw.edu

Rachael Amatriain, Kennesaw State University, ramatria@students.kennesaw.edu

Georthon Correia do Carmo, Kennesaw State University, gcorrei1@students.kennesaw.edu

Gabrielle Bordelon, Kennesaw State University, gbordelo@students.kennesaw.edu

Namaste in the USA: The Growing Pains Yoga Faces in American Culture (S-A)

Clay Wilderman, Kennesaw State University, cwilde10@students.kennesaw.edu

Tammy Le, Kennesaw State University, tle47@students.kennesaw.edu

Autumn Richardson, Kennesaw State University, aricha84@students.kennesaw.edu

Daniel McNabb, Kennesaw State University, dmcnabb@students.kennesaw.edu

Jake Vasquez, Kennesaw State University, jake.vazquez22@gmail.com

Marketing Competitions: Triumphs and Trepidations (P)

Tyra Burton, Kennesaw State University, tburto13@kennesaw.edu

When Entertainment is More than Sporting (P)

Tyra Burton, Kennesaw State University, tburto13@kennesaw.edu



Thursday, September 27, 2018
9:45AM – 11:15AM

Session 1.8: Sports Marketing

Room: Jelly Roll Morton

Session Chair: Dr. Ramon Avila, Ball State University

Intercollegiate Athletics Marketing Techniques to Attract Football and Men's Basketball Fans (A)
Chris Croft, University of Southern Mississippi, chris.croft@usm.edu

The Challenges of Starting the Sales Conversation (A)
Ramon A. Avila, Ball State University, ravila@bsu.edu

An Exploratory Study Investigating the Effect of the NFL Player Anthem Protest on College Student NFL Viewership (P)

George W. Stone, North Carolina A&T State University, gwstone@ncat.edu

Michael A. Jones, Southeastern Louisiana University, michael.jones@selu.edu

Omar Woodham, North Carolina A&T State University, opwoodha@ncat.edu

A Student Led Study Investigating the Impact of the NFL Anthem Protest on African American College Student Viewership of NFL Games During the 2017 Season (S-P)

Braxton Hooks, North Carolina A&T State University, blhooks@aggies.ncat.edu

Josh Thomas, North Carolina A&T State University, jdtomas4@aggies.ncat.edu

George W. Stone, North Carolina A&T State University, gwstone@ncat.edu



Thursday, September 27, 2018
11:30AM – 1:00PM

Session 1.9: Advertising/Direct Marketing & Marketing Research

Room: Mahalia Jackson

Session Chairs: Dr. Deirdre T. Guion Peoples, North Carolina Central University

Marketing Towards Funding for the Arts (S-A)

Camille Carpenter Henriquez, Kennesaw State University, cxhnrqz@outlook.com
Caleb daPonte, Georgia State University, caleb.daponte@gmail.com

Marketing to Seniors: Adapting Strategies to Meet Evolving Generations (S-A)

Jefferson Beard, Kennesaw State University, jbeard30@students.kennesaw.edu

Brand Experience, Sustainable Touchpoints, and Customer Contributions (A)

Kei Aoki, Oaska Jogakuin University, aoki@wilmina.ac.jp
Efua Obeng, Howard University, efua.obeng@howard.edu
Aberdeen Leila Borders, Kennesaw State University, aborder4@kennesaw.edu
Deborah H. Lester, Kennesaw State University, dlester@kennesaw.edu

An Investigation of the Association Between Tourist Pre-Trip Planning Time and Length of Trip, Lodging Choice, Tourist Psychographics and Demographics: An Application of Correspondence Analysis and Cramers' V Effect Size (P)

James E. Stoddard, Appalachian State University, stoddardje@appstate.edu
George D. Shows, Appalachian State University, showsgd@appstate.edu



**Thursday, September 27, 2018
11:30AM – 1:00PM**

**Session 1.10: Arts, Music and Entertainment Marketing &
Entrepreneurship/Small Business Marketing**

Room: Louis Armstrong

Session Chairs: Dr. Timothy J Schibik, University of Southern Indiana

Fun Size Producer, Big Sound (S-A)

Jasmine Manuel, Kennesaw State University, jmanuel5@students.kennesaw.edu

The Slackback (P)

Joe Stasio, Merrimack University, stasioj@merrimackj.edu

Review of Career Education for Women Entrepreneurs in Nigeria (P)

Elizabeth Ojo, Tennessee Tech University, elizabetiojo@gmail.com

Ismet Anitsal, Tennessee Tech University, ianitsal@tntech.edu

M. Meral Anitsal, Tennessee Tech University, manitsal@tntech.edu



Thursday, September 27, 2018
11:30AM – 1:00PM

Session 1.11: Professional Sales/Sales Management

Room: Sidney Bechet

Session Chair: Dr. Lucy Matthews, Middle Tennessee State University

How to Overcome Emotional Exhaustion in Sales Settings (P)

Lucy Matthews, Middle Tennessee State University, lucy.matthews@mtsu.edu

Diane R. Edmondson, Middle Tennessee State University, diane.edmondson@mtsu.edu

Revisiting Textbook Adoption Decisions: Are Students Finally Ready for E-books? (P)

Cheryl B. Ward, Middle Tennessee State University, cheryl.ward@mtsu.edu

Diane R. Edmondson, Tennessee State University, diane.edmondson@mtsu.edu

Buyer-Seller Trust Relationship: What Makes Them Work? (P)

Stephen Carlson, Piedmont College, scarlson@piedmont.edu

Sales Force Automation: CRM, Dashboards, and Empowering Mobile Technology Used by Millennial Salespeople (P)

George Gannage, Ball State University, gjgannage@bsu.edu

George H. Talbert, Ball State University, ghtalbert@bsu.edu



**Thursday, September 27, 2018
11:30AM – 1:00PM**

Session 1.12: Education/Experiential Learning

Room: Jelly Roll Morton

Session Chair: Dr. Yvette Bonaparte, North Carolina Central University

Using Social Media to Improve Student Engagement and Learning (A)
Tommy Hsu, Tarleton State University, hsu@tarleton.edu

Veterinarians to Veterans United, Inc.: A Marketing Case (P)
Yvette Lynne Bonaparte, North Carolina Central University, ybonapar@nccu.edu
Sharon D. White, North Carolina Central University, sharon.white@nccu.edu

Global Educational Tours and Business Simulations: Challenges and Benefits of Experiential Learning in Executive MBA Programs (P)
Uday Tate, Marshall University, tateu@marshall.edu
Deepak Subedi, Marshall University, subedi@marshall.edu
Suneel Maheshwari, Indiana University of Pennsylvania, suneel.maheshwari@iup.edu

Contract Sales Organization and the Firms That Outsource to Them: Dual or Duel Masters of Their Salespeople? (S-A)
Rebecca Burcham, Kennesaw State University, rburcha2@students.kennesaw.edu



**Thursday, September 27, 2018
1:00PM – 2:00PM**

“Denaux” Break Sponsored by:



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**Thursday, September 27, 2018
2:15PM – 3:30PM**

Session 1.13: Professional Sales/Sales Management & Nonprofit Marketing

Room: Mahalia Jackson

Session Chairs: Dr. Marshal Chaifetz, Kennesaw State University

Location, Location, Location: Do the Physical Surroundings of Various Locations of Sales Calls Play A Moderating Role in Sales Performance? (S-P)

Rebecca Burcham, Kennesaw State University, rburcham2@students.kennesaw.edu

What Does Mentoring Have to Do with It? Effects on Multi-Faceted Role Ambiguity (S-P)

Christine Billen, Kennesaw State University, cbillen@students.kennesaw.edu

Mobile Food Pantries: A Marketing Opportunity (A)

Deirdre T. Guion Peoples, North Carolina Central University, dguion@ncu.edu

A Royal Revolution: An Analysis of the Influence of Prince on Music Marketing (P)

Deirdre T. Guion Peoples, North Carolina Central University, dguion@ncu.edu



**Thursday, September 27, 2018
2:15PM – 3:30PM**

Session 1.14: Education/Experiential Learning & Services Marketing

Room: Louis Armstrong

Session Chairs: Dr. George Stone, North Carolina A&T State University

Teaching Marketing to Adult Learners (A)

James Womick, Saint Leo University, james.womick@saintleo.edu

Are Marketing Students More Challenged in High Impact Educational Learning Using the Bloom's Taxonomy's Process Instead of Using the Terms of Outcomes? (A)

Alicia Christenson, Bemidji State University, rh6530yz@bemidjistate.edu

ASTAC Soft Skills Training (S-P)

Michael Curtis, Kennesaw State University, mcurti24@students.kennesaw.edu

SERVQUAL Measurement in a Healthcare Setting: Before and After Corrective Strategy Implementation (P)

Jerome Christia, Coastal Carolina University, christia@coastal.edu



**Thursday, September 27, 2018
2:15PM – 3:30PM**

**Session 1.15: Social Marketing/Corporate Social
Responsibility & Ethical Business and Marketing
Considerations**

Room: Sidney Bechet

Session Chairs: Ms. Megan Colapinto, Kennesaw State University

Boxed Impact Project (S-A)

Megan Colapinto, Kennesaw State University, mcolapin@students.kennesaw.edu

Reparations for Conflict Based Sexual and Gender Based Violence: Victims' Narratives from the DRC, the Rape Capital of the World (S-A)

Brittany Foutz, Kennesaw State University, bfoutz1@students.kennesaw.edu

Enabling the Unethical Business: A Marketing Ethics Case (P)

John E. Crawford, Lipscomb University, john.crawford@lipscomb.edu

Music and Emotion Regulation in the Service Environment (A)

Elyria A. Kemp, University of New Orleans, ekemp@uno.edu

Dong-Jun (DJ) Min, University of New Orleans, dmin2@uno.edu

Kim H. Williams, University of New Orleans, khwilli3@uno.edu

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**Thursday, September 27, 2018
2:15PM – 3:30PM**

Session 1.16: Hospitality and Tourism

Room: Jelly Roll Morton

Session Chair: Dr. Amanda Helm, Xavier University

A Preliminary Investigation into Tourism Readiness: Proposing a Tourism Potential Index (P)

Michelle B. Kunz, Morehead State University, m.kunz@moreheadstate.edu

Janet M. Ratliff, Morehead State University, j.ratliff@moreheadstate.edu

Do Values Explain Visit Intention of Cultural Property Sites? An Application of Value Theories in Cultural Property and Consumption (A)

Wooyang Kim, Minnesota State University Moorhead, wooyang.kim@mnstate.edu

Kelly La Venture, Bemidji State University, kelly.laventure@bemidjistate.edu

Kwangsoo Park, North Dakota State University, kwangsoo.Park@ndsu.edu

Effective Destination Promotion in Rural Communities: Management and Marketing Approaches (A)

Kelly La Venture, Bemidji State University, kelly.laventure@bemidjistate.edu

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AirBnB: Overcoming Late Entry Disadvantages (S-A)

Andrew Boles, Kennesaw State University, atb0615@students.kennesaw.edu



**Friday, September 28, 2018
8:00AM – 9:30AM**

Session 2.1: Green Marketing/Sustainability & Consumer Behavior/Retailing

Room: Mahalia Jackson

Session Chair: Dr. Dennis Pearson, Austin Peay State University

Defining Sustainability on Campus: A Network Analysis of Competing Student Conceptions (A)

Matt Hettche, Christopher Newport University, matthew.hettche@cnu.edu

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Lisa Spiller, Christopher Newport University, lspiller@cnu.edu

Self-Control and Sustainability Consumption: Findings from A Cross Cultural Study (P)

Thomas Tanner, Bloomsburg University of Pennsylvania, ttanner@bloomu.edu

Do You Need an Assistant? Consumer Willingness to Invite Alexa Into Their Home (A)

Elizabeth C. Alexander, Marshall University, alexanec@marshall.edu

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In the Drive-Through: Gratitude or Cost Benefit in the Decision to Pay It Forward (A)

Elizabeth C. Alexander, Marshall University, alexanec@marshall.edu

Charles Braun, Marshall University, braun@marshall.edu



**Friday, September 28, 2018
8:00AM – 9:30AM**

Session 2.2: Marketing Strategy

Room: Louis Armstrong

Session Chair: Mr. Muhammad Bilal, Kennesaw State University

***Diligence-Based Strategy, Strategic Marketing Ambidexterity, and the Resource-Based View:
Informing the Exploitation/Exploration Mode and Valuing Capabilities (P)***

J. Paul Leavell, Nusenda Credit Union, [linkedin.com/in/j-paul-leavell-phd](https://www.linkedin.com/in/j-paul-leavell-phd)

Jacqueline Post, BluCurrent Credit Union, jpost@blucurrent.org

The Faculty Recruitment-Retention Connection: A Strategic Linkage Approach (P)

Richard Easley, Baylor University, richard_easley@baylor.edu

Mary Mobley, Augusta University, mamobley@augusta.edu

Customer Relationship Management and Executive Decision-Making (A)

Harriette Bettis-Outland, University of West Florida, hbettiso@uwf.edu

R. Keith Tudor, Kennesaw State University, ktudor@kennesaw.edu

Muhammad Bilal, Kennesaw State University, mbilal2@students.kennesaw.edu

The Relationship Between Emotional Intelligence and Organizational Learning (A)

Monica D. Guillory, Winston-Salem State University, guillorymd@wssu.edu

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Friday, September 28, 2018
8:00AM – 9:30AM

Session 2.3: Social Media Marketing

Room: Sidney Bechet

Session Chair: Dr. Terry Damron, Austin Peay State University

Promoting Innovative Product Adoption via Facebook (A)

Terry Damron, Austin Peay State University, damront@apsu.edu
Ashleigh Knoll, Austin Peay State University, aknoll@my.apsu.edu
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Native Advertising on Facebook and Twitter: A Content Analysis of Sponsored Messages in User News Feeds (A)

Cynthia B. Hanson, High Point University, chanson@highpoint.edu

How Practitioners Would Design the Ideal Social Media Marketing Course (A)

Cathleen S. Jones, Robert Morris University, jones@rmu.edu

Content Marketing Today (P)

PJ Forrest, Alcorn State University, forrest@alcorn.edu



**Friday, September 28, 2018
8:00AM – 9:30AM**

Session 2.4: Culture, Identity and Ethnicity & Global Marketing

Room: Jelly Roll Morton

Session Chair: Ms. Camille Carpenter Henriquez, Kennesaw State University

Enhancing Global Brand Equity Through Strategic CSR and Cross-Sector Alliance: A Stakeholder Perspective (A)

Shiva Nandan, Missouri Western State University, snandan@missouriwestern.edu

The Jungle of E-Commerce: Why Amazon is Failing in China (S-A)

Sinan Nurdogan, Kennesaw State University, anurdoga@students.kennesaw.edu

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Can Algorithms Reduce Unconscious Bias in the IT Hiring Process? (A)

Lynette Kvasny Yarger, Pennsylvania State University, lyarger@ist.psu.edu

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Friday, September 28, 2018
9:45AM – 11:15AM

Session 2.5: Marketing Strategy & Food Marketing

Room: Mahalia Jackson

Session Chairs: Dr. Amye Melton, Austin Peay State University

Income Redistribution, Economic Freedom, and State Growth as Considerations for Location Strategy (A)

Dennis Pearson, Austin Peay State University, pearsond@apsu.edu

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Thrive Marketing Packaging (S-A)

Cindy Rosely Jodesty, Kennesaw State University, cjodest2@students.kennesaw.edu

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Food for Thought: Analyzing Public Opinion on the Supplemental Nutrition Assistance Program (S-P)

Dorris Scott, University of Georgia, dorris.scott25@uga.edu

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Miriam Chappelka, University of Pennsylvania, cmiriam@sas.upenn.edu

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Peer Mentoring: A Hidden Secret to Sales Success (S-A)

Carly Ann Keller, Kennesaw State University, ckelle37@students.kennesaw.edu



Friday, September 28, 2018
9:45AM – 11:15AM

Session 2.6: Analytics, Technology and The Internet of Things & Social Media Marketing

Room: Louis Armstrong

Session Chair: Dr. Beverly Wright, Aspirent

Personal Internet Shopping Agent (PISA): A Framework (P)

Vaidas Lukosius, Tennessee State University, vlukosius@tnstate.edu

Michael R. Hyman, New Mexico State University, mhyman@nmsu.edu

Vodafone: Digitizing India's Cash to Code with mPesa (S-A)

Jackson Lott, Kennesaw State University, jlott13@students.kennesaw.edu

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Executive Perceptions of Machine Learning for Marketing and Other Business Decisions

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Cameron Bradley, cameroncalifornia@gmail.com



Friday, September 28, 2018
9:45AM – 11:15AM

Session 2.7: Business-to-Business Marketing/Supply Chain Management

Room: Sidney Bechet

Session Chair: Ms. Sara Krivacek, Robert Morris University

Case Studies of Green Supply Chains and Enabling RFID Technology (P)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

William R. Rupp, Austin Peay State University, ruppw@apsu.edu

Dean R. Manna, Robert Morris University, manna@rmu.edu

Lean Principles and Optimizing Flow: Case Studies (P)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

Dean R. Manna, Robert Morris University, manna@rmu.edu

RFID Technologies and Warehouse Applications: Case Studies (P)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

Dean R. Manna, Robert Morris University, manna@rmu.edu

Making the Case for Global Outsourcing: Cases of Business Complexities and Success (P)

Alan D. Smith, Robert Morris University, smitha@rmu.edu

Sara Krivacek, Robert Morris University, sjkst166@mail.rmu.edu



**Friday, September 28, 2018
9:45AM – 11:15AM**

Session 2.8: Healthcare Marketing & Entrepreneurship/Small Business Marketing

Room: Jelly Roll Morton

Session Chair: Dr. Harish Sujjan, Tulane University

Comparing Baby Boomers and Generation X Preventive Health Care Information Tendencies and Propensities: A Social Media Emphasis (A)

Joe Cangelosi, University of Central Arkansas, joec@uca.edu
David Kim, University of Central Arkansas, davidk@uca.edu
Ken Griffin, University of Central Arkansas, keng@uca.edu
Ed Ranelli, University of West Florida, eranelli@uwf.edu

Organizational Wellness Programs as Internal Social Marketing: A Literature Review of Feasible Approaches (P)

Kimball P. Marshall, Alcorn State University, kmarshall@alcorn.edu
Faith Bontrager, Cigna Health & Life Insurance Company, faith.bontrager@cigna.com

Mindfulness Tactics for Entrepreneurial Marketing Managers and the Role of Entrepreneurial Marketing in Firm Innovative Success (A)

Karen L. Dragish, Cleveland State University, kdragish@aol.com
Ashutosh Dixit, Cleveland State University, a.dixit1@csuohio.edu
Mary Wilson Hrivnak, Cleveland State University, m.hrivnak@csuohio.edu

An Empirical Study of the Impact of Online Community Engagement, Motivation, and Customer Experience on Consumer Brand Advocacy (A)

Raymond Liu, University of Massachusetts Boston, raymond.liu@umb.edu
Jurui Zhang, University of Massachusetts Boston, jurui.zhang@umb.edu
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Richard deGroof, University of Massachusetts Dartmouth, rdegroof@umassd.edu



**Friday, September 28, 2018
11:30AM – 1:00PM**

Session 2.9: Additional Technology, Engagement, Ethics and Skills

Room: Mahalia Jackson

Session Chair: Dr. Mita Sujjan, Tulane University

The "High" Life: The Regulation, Competitive Advantage, and Ethical Considerations of Marijuana Advertising (A)

Casey Rockwell, University of Arkansas of Littlerock, ccrockwell@ualr.edu

Madeline Burke, University of Arkansas of Littlerock, mxburke1@ualr.edu

Are Women's Sales Skills Better Than Men's? (A)

Scott A. Inks, Kennesaw State University, sinks@kennesaw.edu

Aberdeen Leila Borders, Kennesaw State University, aborder4@kennesaw.edu

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Terry W. Loe, Kennesaw State University, tloe@kennesaw.edu

"Not Many Showed-Up.....Anybody Want to Take This Pizza Home:" The Student Engagement Dilemma at Eastern State U. College of Business (P)

George W. Stone, North Carolina A&T State University, gwstone@ncat.edu

Teri Root, Southeastern Louisiana State University, teri.root@selu.edu

Heather Budden, Southeastern Louisiana State University, heather.budden@selu.edu

Michael Jones, Southeastern Louisiana State University, michael.jones@selu.edu

Does Student Honesty and Integrity Conflict with Academic Rigor (P)

Mike Serkedakis, Kennesaw State University, mserkeda@kennesaw.edu



**Friday, September 28, 2018
11:30AM – 1:00PM**

Session 2.10: Additional Marketing Scholarship

Room: Louis Armstrong

Session Chair: Dr. Brian Kinard, University of North Carolina at Wilmington

Older and More Helpful: The Effect of Aging on Perceived Ad Credibility – The Mediating Role of Time Perception and Hope (P)

Samer Sarofim, California State University Fresno, sarofim@csufresno.edu

Sanjay Mishra, University of Kansas, smishra@ku.edu

Cultural Competence: The Missing Piece of Relationship Marketing (P)

Mario Norman, Clayton State University, marionorman@clayton.edu

Alphonso Ogbuehi, Clayton State University, alphonsoogbuehi@clayton.edu

An Analysis of Online Streaming Services (S-A)

Selin Anitsal, University of Tennessee, Knoxville, sanitsal@vols.utk.edu

Individual Difference in Sensitivity to Privacy Violations Following Targeted Advertising (A)

Sanjay Puligadda, Miami University, puligsan@miamioh.edu

John Ni, Miami University, nijz@miamioh.edu



Friday, September 28, 2018
1:00PM – 2:30PM
Room: Storytelling I

Atlantic Marketing Association
“Laissez Faire” Awards Luncheon

Come join us for our annual awards luncheon!





**Saturday, September 29, 2018
8:00AM – 9:30AM**

Session 3.1: Case Studies/Special Topics

Room: Mahalia Jackson

Session Chair: Dr. Lenita Davis, University of Arkansas at Little Rock

Escape for Boone & Crocket (P)

William K. Foxx, Troy University, wfoxx1@troy.edu

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An Emotional Perspective on Political Attack Advertising (A)

Kirsten Passyn, The Citadel, The Military College of South Carolina, kpassyn@citadel.edu

Human Capital: On-Boarding Case Study (A)

NeCall Wilson, Kennesaw State University, nwilso46@kennesaw.edu

Teaching Traditional College Students Professional Marketing Via LinkedIn (A)

NeCall Wilson, Kennesaw State University, nwilso46@kennesaw.edu



**Saturday, September 29, 2018
9:45AM – 11:15AM**

Session 3.2: Case Studies/Special Topics

Room: Mahalia Jackson

Session Chair: Mr. Jefferson Beard, Kennesaw State University

What's Brand Love Got to Do with It? (A)

Brad Taylor, Kennesaw State University, btayl132@kennesaw.edu

Retailer Dress Codes and the Law: Employee Religion (A)

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Saturday, September 29, 2018
11:30AM – 1:00PM

Session 3.3: Case Studies/Special Topics

Room: Mahalia Jackson

Session Chair: Dr. Deborah Lester, Kennesaw State University

“Ah Ha” Moments in Teaching, Service and Scholarship Panel

Dr. Deborah Lester, Professor of Marketing and Professional Sales, Coles College of Business,
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Panelists:

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Culture, Identity, and Ethnicity

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Education / Experiential Learning

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Entrepreneurship / Small Business Marketing

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Ethical Business and Marketing Considerations

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2018 AtMA Conference Track Chairs (continued)

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Elizabeth Edgecomb, Xavier University of Louisiana
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Jon Littlefield, Dalton State College
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2018 AtMA Conference Reviewers (continued)

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Tommy Hsu, Tarleton State University
Walter Kendall, Tarleton State University
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2018 AtMA Conference List of Authors and Participants

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Ni, John	2.10
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