

ISM 2022 Program  
Program Co-Chairs:  
Linda Ferrell, Roth Professor of Marketing & Business Ethics  
O.C. Ferrell, James T. Pursell, Sr. Eminent Scholar in Ethics  
Harbert College of Business  
Auburn University

Conference Registration: <https://mbaainternational.org/conference-registration/form/>  
Palmer House Hotel Reservations: <https://book.passkey.com/event/50223855/owner/1455/home>

Wednesday, March 23

Session 1.1 1:30-2:45  
Theme: Sports Marketing (In-Person Only)  
Chair: Stacey Hills, Columbia-Greene Community College

Super Bowl Ad Content: Effects on Likeability Ratings  
Rama Yelkur, Texas Woman's University  
David Rylander, Texas Woman's University

Fan Pride & Purchase of Licensed vs Counterfeit Products: A Comparison Study Between Real Madrid Fans in Spain & Qatar  
Abdolrahman Al-Obaidly, Qatar University  
Mohamed Slim Ben Mimoun, Qatar University  
Ainsworth Anthony Bailey, University of Toledo  
Ibrahim Al Nawas, Qatar University

Going for Gold: Volunteerism Best Practice in Youth Sport & Recreation  
Jeb Gorham, Midway University  
Stacey Hills, Columbia-Greene Community College

Session 1.2 1:30-2:45  
Theme: Meet the Editor Session (Virtual & In-Person)  
Chair: Christopher D. Hopkins, Auburn University  
Vicky Crittenden, Babson College – *Journal of Marketing Education*  
Diane Edmondson, Middle Tennessee State University – *Atlantic Marketing Journal*  
Linda Ferrell, Auburn University – *Journal of Macro Marketing*  
OC Ferrell, Auburn University – *AMS Review*  
Christopher D. Hopkins, Auburn University – *Journal of Marketing Theory and Practice & Journal of Business Research*  
Mark Lee, Ryerson University – *Marketing Education Review*  
Kevin Shanahan, Mississippi State University – *Journal of Global Scholars In Marketing Research*

Ray Taylor, Villanova University – *International Journal of Advertising*

Session 1.3 1:30-2:45

Theme: Marketing Practice in the Post-COVID World (Virtual & In-Person)

Chair: Stephanie Jacobson, Bridgewater University

Impact of Covid-19 on Consumer Tipping Behavior: An Empirical Analysis of Taxi Rides in New York City

Prashanth Ravula, New Jersey City University

Empathy & Humane-oriented Appeals in response to COVID Crisis –A Content Analysis of Indian Ads

Ekta Srivastava, Indian Institute of Management Kozhikode

Beyond Takeout: How Big Data Can Deliver Customer-Oriented Marketing During the COVID-19 Pandemic

Delancy Bennett, Howard University

The Effects of a Global Pandemic on Medical Tourism: Does Personality Type Affect the Choice between Different Generational Cohorts to Participate in Medical Tourism?

Gary H. Kritz, Seton Hall University

The Gaps Services Model: A Framework for Developing Post-Pandemic Marketing Strategies

Gina Miller, Mercer University

Session 1.4 3:00-4:15

Theme: The Changing Landscape of Sales Effectiveness (In-Person Only)

Chair: Rich Rocco, DePaul University

The Effect of Social Identity Theory on Outcomes for Independent Sales Representatives

Suzanne Altobello, University of North Carolina, Pembroke

William Collier, PhD, University of North Carolina, Pembroke

Caroline Glackin, Fayetteville State University

Drivers of Sales Effectiveness: Insights From the Past Decade

Rich Rocco, DePaul University

High Tech Sales: How Salesperson Roles are Evolving with New Realities

Tammy Higgins, DePaul University

Session 1.5 3:00-4:15

Theme: International Marketing (Virtual & In-Person)

Chair: Kenneth Heischmidt, Southeast Missouri State University

Strategic Planning Consideration When Developing International Study Programs  
Kenneth Heischmidt, Southeast Missouri State University

A Framework to Enhance Expatriates' Shopping Experience  
Eliane Karsaklian, Universit e Sorbonne

Creating the New Normal: A Historical Approach to Understanding Marketing Agility & its  
Implications Across Business, Healthcare & Social Welfare in a Post Pandemic World  
Elan Burton, Stanford University School of Medicine  
Delancy Bennett, Howard University  
Linda Burton, University of California, Berkeley

Mobile Commerce in Jordan: Opportunities & Challenges  
Mahmud Alkailani, Yarmouk University, Jordan

Session 1.6 3:30-4:15

Theme: Post Pandemic: If We Were Running a Company Today, What Would We Do  
Differently? (Virtual & In-Person)

Chair, Frederick Hoyt, Illinois Wesleyan University

Tara Gerstner, Illinois Wesleyan University

Gavin Leach, Illinois Wesleyan University

Jaime Peters, Maryville University

Thursday, March 24

8:00-9:00

Board Meeting (Virtual & In-Person)

Session 2.1 9:15-10:30

Theme: The Impact of Covid 19 on University International Study Programs: Past Present &  
Future (In- Person Only)

Chair: Peter Gordon, Southeast Missouri State University

Kenneth Heischmidt, Southeast Missouri State University

Willie Redmond, Southeast Missouri State University

Jim Caldwell, Southeast Missouri State University

Session 2.2 9:15-10:30

Theme: Nontraditional Issues in the Sales & Marketing Interface (Virtual & In-Person)

Chair: Tori Bush, University of Mississippi

Selling Place Brand from a Relationship Management Perspective  
Junhong Min., Michigan Technological University

The Dark Side of Sales Team Inclusion in Product Development: Product Manager Insights on How, When & Why

Matthew Shaner, University of Mississippi

John Galvan, University of Mississippi

Adjudicating Channel Conflict During Disruptions: Exploring the Implied Covenant in Franchisor-Franchisee Conflict Resolution

Lou Pelton, University of North Texas

Session 2.3 10:45-12:00

Theme: Consumer Behavior I (Virtual & In-Person)

Chair: Carrie Trimble, Milliken University

Thanks, that's just what I needed: How celebrity endorsements build consumer self-confidence

Delancy Bennet, Howard University

Cecilia Ruvalcaba, University of the Pacific

The Interplay of Time Attitude, Self-Efficacy & Health Consciousness in the Consumer Journey toward Healthful Food Consumption

Nikki Wingate, Sacred Heart University

Lei Huang, Nanchang Hangkong University

Alisha Shakya, Cummins, Inc.

Post-Pandemic Revenge Shopping: The Potential Application of Reactance Theory

Stephanie Jacobsen, Bridgewater State University

Nora Ganim Barnes, University of Massachusetts, Dartmouth

Effects Of Face-Versus-Score Use in Reviews on Consumer Responses: An Eye-Tracking Approach

Safaa Adila, ESSCA

Danielle Lecointre-Erickson, Université Catholique de l'Ouest

Motivational Theory Approach to Understand the Spread of Misinformation

Hyeong-Gyu Choi, Augustana College

12:00-1:30 Lunch on your own.

Session 2.4 1:30-2:45

Theme: Consumer Behavior II (In-Person Only)

Chair: Carrie Trimble, Milliken University

AI & Virtual Assistant's Effect on Consumer Behavior

Nehemiah Sitler, Andrews University  
Sheila Snyder Andrews University  
Kimberly Pichot, Andrews University

#### Customer Switching Behavior in Higher Education

Oscar McKnight, Ashland University  
Christopher Mahar, Ashland University  
Ronald Paugh, Ashland University  
Clayton Atkinson, Ashland University  
Kane Feldhake, Ashland University

#### Neuromarketing & the Effects of Food Packaging

Darling Ramirez, Andrews University  
Sheila Snyder, Andrews University  
Kimberly Pichot, Andrews University

#### Hands Off: How Shoppers Cope When Touch is Not an Option

Joy L. Shields, Pepperdine University  
Cristel Russell, Professor, Pepperdine University

#### Session 2.5 1:30-2:45

Theme: Ethics, Social Responsibility & Sustainability (Virtual & In-Person)

Chair: John Cherry, Southeast Missouri State University

#### Using WOM to Overcome Consumer Aversion for Returned Products

Ishani Banerji, Fort Lewis College  
Richard Gretz, University of Texas, San Antonio  
Kurt A. Carlson, College of William and Mary

#### Home Buyer Purchase Criteria & Willingness-to-Pay for Green Amenities: An Exploratory Analysis

Dave Bussiere, University of Windsor, Windsor, Canada

#### CSR Strategic Orientation in Chinese Companies: During Time of Transition to Global Marketplace

Tracy L. Gonzalez-Padron, University of Colorado, Colorado Springs  
Ying Fan, University of Colorado, Colorado Springs  
Mingming Zhou, Pace University

#### Yes, I Do Mind: Mindfulness and Shopping Experience in a Post-COVID World

Danielle Lecointre-Erickson<sup>b,c</sup>, <sup>b</sup>EGEI, Université Catholique de l'Ouest, <sup>c</sup>Univ Angers, GRANEM, France

François Mitterand, Angers, France

#### Special Session 2.6 3:00-4:15

Theme: Special Practitioner Session: Constellation Brands (In-Person Only)  
Matthew McHargue, Senior Vice President, Fine Wine & Craft Spirits  
Alex Schultz, Vice President, Brand Marketing, Pacifico & Victoria  
Reception to follow.

Friday, March 25

8:00-9:00  
Business Meeting (Virtual & In-Person)

Session 3.1 9:15-10:30  
Theme: Marketing Research (In-Person Only)  
Chair: Suzanne Altobello, University of North Carolina, Pembroke

Plant Life Journey: A Market Research Study for a Vegan Retreat Center  
Jack Proctor, Andrews University  
Darling Ramirez, Andrews University  
Tidale Zulu, Andrews University  
Matthew Shelton, Andrews University  
Sheila Snyder, Andrews University  
Kimberly Pichot, Andrews University

Toward a Diagnostic Approach to Assuring the Health of Complex Entrepreneurial Ecosystems  
Lisa Cooley, Delta State University  
Zina Taran, Delta State University

Advanced Online Survey Design using Qualtrics and mTurk  
Suzanne Altobello, University of North Carolina, Pembroke

Session 3.2 9:15-10:30  
Theme: Marketing Strategy (Virtual & In-Person)  
Chair: Fred Hoyt, Illinois Wesleyan University

Going Social: Intra-Industry Spillover of Facebook Shop Introduction & the Role of Marketing,  
IT & Innovation Intensity  
Jihane Ait Samo, University of Mississippi  
Aisha Ghimire, University of Mississippi  
Golder Nano, University of Mississippi  
Jasmine Parajuli, University of Mississippi  
Emma Walsh, University of Mississippi

Predictors of Crowdfunding 'Luxury Watch' Start-ups  
Glyn Atwal, Burgandy School of Business (France)

Douglas Bryson, Rennes School of Business (France)

Enhancing Resource Advantage Theory's Explanation Power: A Step Toward "A General Theory of Marketing

Maria Barua, Texas Women's University

Teaching International Marketing Management Strategy Using the GMMSO Platform

Fred Hoyt, Illinois Wesleyan University

Basil Janavaras, Minnesota State University, Mankato

Jorge Ramon Pedroza Villarreal, Universidad Autonoma de Guadalajara, Mexico

Todd Friends, Whitworth University

Suresh George, Coventry University, UK

Session 3.3 10:45-12:00

Theme: Marketing Practice in the Post-COVID World (In-Person Only)

Chair: Stephanie Jacobson, Bridgewater University

Channel Choices in a post COVID world: A cross national study of the US & India

Pushkala Raman, Texas Woman's University

Smruti Patre, Symbiosis Institute of Business Management

Maria Barua, Texas Woman's University

The New Consumed Consumer: The Impact of the COVID-19 Pandemic on the Compulsive & Impulsive Buying Habits of Gen Z

Kristen Kline, Bridgewater State University

Stephanie Jacobsen, Bridgewater State University

Session 3.4 10:45-12:00

Theme: Sales Education: Insights on Curriculum, Program Design & Sales Center Development (Virtual & In-Person)

Chair: Rich Rocco, DePaul University

Why College Sales Programs Need Public Speaking Training: Elevator Pitches Just Aren't Enough

John Cicala, University of Northern Alabama

Selling a Sales Emphasis Program to Students & Administration: Breaking Down Stereotypes

Tori Bush, University of Mississippi

Perspectives On Undergraduate Students Pursuing Careers in Sales

Mark Kubik, Grand Valley State University

Developing a Sales Center: Insights on Strategy, Structure & Support

Richard A. Rocco, DePaul University

12:00-1:30 Lunch on your own.

Session 3.5 1:30-2:45

Theme: Marketing Education Issues & Opportunities (Virtual & In-Person)

Chair: Hector Lozada, Seton Hall University

Marketing Students' Intent to Pursue a Sales Career: Validation & Reduction of the ITPSC Instrument

Maxwell K. Hsu, University of Wisconsin, Whitewater

Gary Chao, Kurtztown University

Paul J. Radich, The Catholic University of America

Kazakhstan Marketing Students Perspectives Regarding Ways to Enhance the Online Learning Process

Aiman Kazybayeva, Almaty Management University

Madina Smykova, Eurasian National University

Thomas M. Krueger, Texas A&M University, Kingsville

Nataliya Sokhatskaya, Almaty Management University

Madina Duchshanova, Almaty Management University

Using Multiple Progress Reports to Enhance Students' Experiences in Marketing Courses

Hector R. Lozada, Seton Hall University

Gary H. Kritz, Seton Hall University

Session 3.6 3:00-4:15

Theme: Product Considerations & The Evolution of the Sharing Economy (In-Person Only)

Chair: Sangwon Lee, Ball State University

Does Culture Matter in New Product Design? The Interaction of Form & Functional Design on Willingness to Buy New Products

Sangwon Lee, Ball State University

Why Do We Share? Analyzing the Determinants of the Sharing Economy Participation: Evidence from Six Continents

Ashok Bhattarai, Southern Illinois University, Carbondale

Nwamaka Anaza, Southern Illinois University, Carbondale

Bhaskar Subedi, Southern Illinois University, Carbondale



Session 3.7 3:00-4:15

Theme: Data Visualization, Social Media and Advertising (Virtual & In-Person)

Chair: Maxwell K. Hsu, University of Wisconsin-Whitewater

Data Visualization

Robert Boostrom, University of Wisconsin-Whitewater

Dennis Kopf, University of Wisconsin-Whitewater

Thank you for helping me decide what to buy: A Cialdini Framework for Understanding Online Shopping Behavior

Elisa Fredericks, Northern Illinois University

The Effects of Parasocial Attachment to Podcast Hosts on Advertising Outcomes for Brands

Suzanne Altobello, University of North Carolina-Pembroke

The Persuasive Process of Social Media News: An adaptation of the Elaboration Likelihood Model of Persuasion

Eliane Karsaklian, Université de la Sorbonne Nouvelle, France