



ISM Spring Conference 2023

Program

Wednesday March 22nd

9.00 – 1.30. Registration - 3rd Floor

1.30 – 2.45 - Consumer Behavior & Services Marketing

Theme: Consumer perceptions

Session Chair: Sajna Razi

Location: Salon 1, 3rd Floor

1. Statistical Doubling Impacting Services Marketing; Diplomats Verses Managers - Dr. Irena Bagdady- Eminent Management Services, Inc.
2. Encouraging Self-Regulation of Moral Grandstanding to Reduce Polarization and Conflict on Social Networking Sites - Andrea R. Bennett, Assistant Professor of Marketing - Dillard College of Business, Midwestern State University & Nikolitsa Grigoropoulou, Postdoctoral Researcher, SOCIUM Research Center on Inequality and Social Policy- University of Bremen
3. Counting to a Round Number Precisely: Effect of Symmetric Chunking on Ease of the Process and Counting Confidence -Sakshi Aggarwal, Assistant Professor - Indian Institute of Management (IIM) Amritsar, India & Sanjeev Tripathi, Professor, Indian Institute of Management (IIM) Indore, India & Sudipta Mandal, Assistant Professor, Indian Institute of Management (IIM) Indore, India
4. Prefer Linear or Crooked? A Visual Representation Perspective - Sakshi Aggarwal, Assistant Professor, Indian Institute of Management (IIM) Amritsar, India & Sanjeev Tripathi, Professor, Indian Institute of Management (IIM) Indore, India & Sudipta Mandal, Assistant Professor, Indian Institute of Management (IIM) Indore, India

3.00 – 4.15 - Selling & Sales Management

Theme: Sales and Supply chain in marketing

Session Chair: Jim Traleaven

Location: Salon 1, 3rd Floor

1. Drivers of Sales Career Intent: A Comparison of College Athletes Versus Non-Athletes - Mark A. Kubik, DBA, Grand Valley State University/ Richard A. Rocco, PhD, DePaul University/ Joseph P. Little, PhD, Grand Valley State University/ Jason Timmer, Grand Valley State University & Ty DeGraaf, Grand Valley State University
2. Panel – **What should marketers know about supply chain?** – Harry Haney, Kraft, Loyola University & Jean-Michel dos Remedios – Bel

4.30– 5.45 – ISM Board meeting - Location: Salon 3, 3rd Floor

6.00 – 7.55 MBAA Dinner – Location: Crystal Room, 3rd Floor

8.00 – Fun Night – Empire Room

Until 11.00 - MBAA International Hospitality Suite - Location: Room 128, 8th Floor

Thursday, March 23rd

9.15-10.30 - Marketing Education

Theme: Interdisciplinarity in teaching marketing

Session Chair: John McGrath

Location: Salon 1, 3rd Floor

1. Teaching Marketing During and After the Pandemic: Let's Go, Zoomers! - Héctor R. Lozada, Seton Hall University & Gary H. Kritz, Seton Hall University
2. Writing with the Wind: Collaborating with the Nonhuman Agents in Marketing Education Classrooms - Lisa Bailey, Clinical Assistant Professor, Marketing Department, College of Business Administration, UIC
3. **Panel** - Interdisciplinary Teaching and Research: Is it valuable? - Frederick B. Hoyt, **chair** Illinois Wesleyan University/Tara Gerstner, Illinois Wesleyan University/Gavin Leach, Illinois Wesleyan University/Jaime Peters, Maryville University/Lori Lohman, Augsburg University/Rebecca Hochradel, Transylvania University/Stephanie Jacobsen, Bridgewater State University

9.15-10.30 - Consumer Behavior & Services Marketing

Theme: Customer engagement and service quality

Session Chair: Krittinee Nuttavuthisit

Location: Salon 2, 3rd Floor

1. When Net Promoter Score boosts firm's growth and profit and customer satisfaction and loyalty - Ionan Ariel de Souza, INSPER/Carla Ramos, INSPER/ Valter Afonso Vieira, State University of Maringá & Danny Pimentel Claro, INSPER
2. How well are you being served? A Survey of Tipping Behaviors - Pushkala Raman, Texas Woman's University, College of Business

3. Impact Of Customer Engagement on Purchase Intention Through Online Social Influencers and Customer Experiences - Dr. Rizwan Ali, Lahore Business School; The University of Lahore, Punjab, Pakistan.

9.15-10.30 – Marketing Management & Strategy

Theme: Myopia, Data governance and Mobile advertising

Session Chair: Lou Pelton

Location: Salon 3, 3rd Floor

1. When Myopic Marketing Faces The Firm's Strategic Orientation In Boosting Stock Value - Evelini Lauri Mori Garcia, School of Accounting, State University of Maringá/ Valter Afonso Vieira, School of Management, State University of Maringá & Raj Agnihotri Mary Warner Fellow and Director of Ivy Sales Forum / Associate Professor, Iowa State University
2. Exploring the Application and Development of Data Governance in Sports Short Videos – Yi-hsuan Chiang, Associate professor, National Taiwan Sport University & Yu-sheng Wu, Assistant professor, National Taiwan Sport University
3. Key Factors that Drive Black Millennials' Acceptance of Mobile Advertising - Gyongyi Konyu-Fogel, DBA, DED, Full-Time Faculty, School of Business and Management, California Southern University (A Member of the American InterContinental University System) & Sabrina Kizzie, DBA, MPA, FT Faculty- Doctoral Lecturer, Baruch College

10.45-12.00 – Ethics, Social Responsibility & Sustainability

Theme: CSR and Greenwashing

Session Chair: John Cherry

Location: Salon 1, 3rd Floor

1. Understanding Consumer Sentiment: What this means for firms using CSR - Kristina Harrison, University of Southern Mississippi & Lei Huang, The State University of New York at Fredonia
2. GREENWASHING: A CONTINUING PROBLEM - Gene C. Wunder, Professor Emeritus, Washburn University School of Business
3. **Tiesta Tea Presentation – *Giving back to the community in the tea industry***

12.15 – 1.25 – Brown Bag Lunch

Discussant: John McGrath

ChatGPT: How will it impact Marketing education?

Location: Salon 2, 3rd Floor

1.30– 2.45 - Consumer Behavior & Services Marketing

Theme: SERVQUAL, Short food supply chain, Lazarus effect and User experience

Session Chair: Stephanie Jacobsen

Location: Salon 1, 3rd Floor

1. The Measurement of Service Quality in the Medical Field from a Thyroid Cancer Patient Perspective: Does SERVQUAL Still Work? - Gary H. Kritz, Associate Professor of Marketing - Department of Marketing, Stillman School of Business, Seton Hall University & Héctor R. Lozada, Associate Professor of Marketing - Department of Marketing, Stillman School of Business
2. Short Food Supply Chains: Issues and Solutions for Large Businesses vs. SMEs, Krittinee Nuttavuthisit - Associate Professor of Marketing - Sasin School of Management -Visiting Scholar, UIC & Katherine Jusuf - Jakarta Intercultural School
3. THE LAZARUS EFFECT: A SEMIOTIC STUDY OF THE PET CLONING CONSUMER - Noelle Butski, University of Arkansas, Little Rock & Robert Boostrom, University of Wisconsin-Whitewater
4. Content Marketing Strategies for First, Second, and Third-Generation College Students: The User Experience (UX) - Oscar McKnight, Ashland University/ Chris Mahar, Kent State University/Matthew Bartuccio, Ursuline College & Jonathan E. Locust, Jr., Winona State University

1.30 – 2.45 – Marketing Education

Theme: Hyflex, Artificial Intelligence teaching post covid

Session Chair: Anne Magi

Location: Salon 2, 3rd Floor

1. Teaching effectiveness using Hyflex delivery methodology during the 2020 Covid Pandemic -Marta Almeyda-Ibáñez, DBA, Associate Professor of Marketing, Southwest Minnesota State University/Denise Gochenouer, Ph.D., Professor of Marketing, Southwest Minnesota State University/Lei Huang, Ph.D., Associate Professor of Marketing, SUNY at Fredonia/Heather Rickgarn, Ph.D., Assistant Professor of Management, Southwest Minnesota State University
2. Will Adoption Of Artificial Intelligence Powered Robotic Teaching Assistant Help Teachers In Enhancing Classroom Engagement And Help Undergraduate Students On Low Motivation To Graduate On Time? - Dr. Andy (Aninda) Shome, Asst. Professor Business Ferrum College, VA
3. **Panel** - Teaching the Post COVID Student -Frederick B. Hoyt, Illinois Wesleyan, **chair** University/Tara Gerstner, Illinois Wesleyan University/Gavin Leach, Illinois Wesleyan University/Jaime Peters, Maryville University/Lori Lohman, Augsburg University/Rebecca Hochradel, Transylvania University/Stephanie Jacobsen, Bridgewater State University

1.30– 2.45 – Sports and Experiential Marketing

Theme: Infographics, humor, Mascot and rural economic development

Session Chair: Stacey Hills

Location: Salon 3, 3rd Floor

1. Sports Infographics and Knowledge Translation: Mobilizing Economic Impact Data to Build Student Skills, Share Research Impacts and Enable Sport Development - Jebediah Gorham, Ph.D., Associate Professor/ Stacey Hills, Ph.D., Assistant Professor/Cassidy Schrecongost, Student/ Jacob Kocis, Student/Louisa Garcia & Luke Logan, Student, Midway University Midway University
2. Humor and Ad Recall in the Context of Super Bowl Advertising - Rama Yelkur, College of Business, Texas Woman's University
3. Athletics and their New Friend: The Tournament Mascot as an Identity Shaper through Social Marketing during the Pandemic - Yi-hsuan Chiang, Associate Professor, National Taiwan Sport University/Hsing-chi Hsu, Graduate student, National Taiwan Sport University/Chih-chin Hsiao, Graduate student, National Taiwan Sport University & Lulu Chia-lu Chiang, Undergraduate student, The New School - Parsons School of Design
4. If You Build It, Will They Come? Exploring the Role of Unique Experiences in Rural Economic Development - Dr. Zinaida Taran, Delta State University/Dr. Stacey Hills, Columbia-Greene Community College/Dr. Lisa Cooley, Delta State University

1.30-2.45 - LHBS Jury meeting

3.00- 4.15 – Constellation Brands presentation - Introduction by Rama Yelkur

Location: Salon 2, 3rd Floor

4.30– 6.00 – Constellation Brands reception - 3rd Floor

8.00 – Fun Night – Empire Room

Until 11.00 - MBAA International Hospitality Suite - Location: Room 128, 8th Floor

Friday, March 24th

9.15-10.30 - Contemporary and Post Pandemic Marketing Practices /Branding & Product Development

Theme: FOMO/JOMO, Craft Alcohol marketing, legitimization of cannabis and brand resonance

Session Chair: David Rylander

Location: Salon 1, 3rd Floor

1. Out with the FOMO and in with the JOMO: The construct of the Joy of Missing Out - Stephanie Jacobsen, Associate Professor, Bridgewater State University
2. The Covid-19 Pandemic “Effect” on Craft Alcohol Marketing - Alistair Williams, College of Hospitality Management, Johnson & Wales University, Charlotte, North Carolina, USA/Glyn Atwal, CEREN EA 7477, Burgundy School of Business, Université Bourgogne, Franche-Comté, Dijon, France & Alice Guzzetti, Università Cattolica del Sacro Cuore, Milan, Italy
3. Categorization and legitimization of the cannabis market - Sang Bong Lee, School of Business, Black Hills State University & Taewon Suh, McCoy College of Business Administration, Texas State University
4. IMPLICATIONS OF REACHING THE HOLY GRAIL OF BRAND MANAGEMENT: BRAND RESONANCE - Hyeong-Gyu Choi, Augustana College, Rock Island IL

9.15-10.30 – Social, Digital & Marketing Analytics

Theme: Influencers, data collection and sentiment analysis

Session Chair: Suzanne Altobello

Location: Salon 2, 3rd Floor

1. Computer-Generated Imagery as Influencers: The Effect of Virtual Influencers on Consumers’ Brand Attitude - Fernanda Muniz, Assistant Professor of Marketing, Texas Woman’s University/Kristin Stewart, Associate Professor of Marketing, California State University San Marcos & Lívia Magalhães
2. A Strategy for Reducing Redundancy in Survey Data Collection - Matthew D. Mattei, Student, Stanford University/Stephen J. Hellebusch, Ph.D., Hellebusch Research and Consulting & Michael D. Mattei, Ph.D., Bellarmine University
3. Assessing the Performance of 2022 Superbowl Ads. Using Sentiment Analysis - Mary Stevens, Student, College of Business, Michigan Technological University/ Kalle Keranen, Student, College of Business, Michigan Technological University/ Junhong Min, Associate Professor of Marketing, College of Business, Michigan Technological University & Matthew Monte, President, Monte Consulting
4. **Rishie Narula from Google – *Beyond data analytics in Marketing***

9.15-10.30 – Marketing Education

Theme: Client partnership, Team project case study and marketing analytics with Excel

Session Chair: Maxwell Hsu

Location: Salon 3, 3rd Floor

1. Teaching Students to Create Real Marketing Strategies with a Paid Client Partnership - Melissa Goodson, Ph.D., Associate Professor of Marketing and Business Management, The College of St. Scholastica

2. Consumer Behavior Team Project Case Study: Student Reality Versus Expectations in an Experiential Learning Marketing Project - Carrie S. Trimble, Millikin University/ Gaelle Kinja, Millikin University & Kylie Venable, Millikin University
3. Incorporating Marketing Analytics and Microsoft Excel® into the Marketing Curriculum and the Rest of the Business Curricula - R.J. Podeschi, Millikin University & Carrie S. Trimble, Millikin University,

11.00 – 12.15 – ISM Business Meeting Brunch

LHBS Societal Impact Award

Best papers Awards

Guest Speaker: Zizi Papacharissi – *The impact of (mis)information on social media and society*

1.30- 2.45 – Marketing Education

Theme: Using Wix and student engagement

Session Chair: Jacinta Banks

Location: Salon 1, 3rd Floor

1. Teaching Retail Website Development Concepts to Marketing Students Using Wix - Hope Corrigan (Retired), Loyola University Maryland, Sellinger School of Business and Management & Alexandra Hutto, PhD, Associate Professor of Marketing, Lombardo College of Business, Millersville University of Pennsylvania
2. **Panel** – STUDENT ENGAGEMENT FOR THE MARKETING CURRICULUM: COULD DATA ANALYTICS HELP? - Maxwell K. Hsu, University of Wisconsin-Whitewater/Robert Boostrom, University of Wisconsin-Whitewater/Noelle Butski, University of Arkansas, Little Rock & Paul Radich, The Catholic University of America

1.30- 2.45 - International, Diversity & Inclusion Marketing

Theme: Multiculturalism, Diversity and Post-Covid international education

Session Chair: Ken Heischmidt

Location: Salon 2, 3rd Floor

1. Teaching Multicultural Marketing: Openness to Diversity and the Moderating Role of Cultural Curiosity – Eliane Karsaklian, Clinical Professor, University of Illinois Chicago
2. **Panel** - Title: International Business Education in a Post-COVID Environment - Session Chair: Kenneth Heischmidt, Professor of Marketing/Willie Redmond, Professor of