



Conference Welcome and a Brief History...

On behalf of the International Society of Marketing and MBAA International, we would like to welcome you to the inaugural fall conference. Astronomically, it is really a summer conference, but academics seem to think more in terms of Fall and Spring (when you can skip classes to attend). So here we are in Nashville in September.

It would be here where we would include greetings from the Governor of Tennessee, the Mayor of Nashville and other dignitaries. If we had them, that is. Although they may not care that you are here, we are excited that you came and hope that you will take much meaningful information back to the classrooms after the conference.

Since 1964, MBAA has sponsored an annual spring conference, mostly in Chicago at the Palmer House. As part of that conference, a marketing organization was established in 1977. In 1996 it expanded to present the first Fall Educators Conference, in St Louis. Interestingly, 9 of the first 15 fall conferences were organized by this conference's co-chairs.

This schedule of spring MBAAI and fall marketing educators' conferences continued until the MBAAI affiliated marketing organization decided to split all connections with MBAAI. As a result, the ISM was formed in 2021 with the support of the majority of previous-presidents and leadership team of the organization the name of which shall not be mentioned.

ISM had its first on-site conferences in Spring of 2022 and in Spring of 2023. Recognizing the value of being part of a multi-disciplinary conference, a further collaboration was proposed – you are now attending the result of that artnership. A small first step, somewhat belatedly organized, that we hope will grow into a “must attend” fall conference.

For more information on the ISM / MBAAI conference visit [Homepage - \(internationalsocietyofmarketing.org\)](http://Homepage-(internationalsocietyofmarketing.org)) Whatever your academic business discipline, you will find why the MBAA International Conference is known as America's best -value business conference. The MBAAI home page is currently undergoing re-construction but details of the 2024 conference will be posted; MBAA International | Remember the dates – April 10-12, 2024.

We hope to see you in Chicago and again next fall for the 2nd ISM/MBAA-I educators' conference.

Peter Gordon & John Cherry
2023 Conference Co-Chairs

Jeff Clark
MBAAI Executive Director

Rama Yelkur
ISM President

<ul style="list-style-type: none"> • ISM Charter Members: Jeff Clark, MBAA International John Cherry Linda Ferrell O.C. Ferrell Peter Gordon Stacey Hills Frederick Hoyt Eliane Karsaklian Lou Pelton Judy Wiles Rama Yelkur 	<ul style="list-style-type: none"> • ISM Current Board Members: Rama Yelkur, President Carrie Trimble Kenneth Heischmidt Linda Ferrell O.C. Ferrell Suzanne Altobello Peter Gordon Raj Devasagayam Lou Pelton Andrea Bennett Min Lu David Price Jeff Clark, MBAA International
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FALL CONFERENCE SPONSORS

The International Society of Marketing and MBAA International wish to thank the following sponsors for their kind contribution to help support this, our inaugural conference.

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The Magellan Exchange also offers faculty members at Magellan partner institutions the opportunity for short-term professional development and research collaboration experiences through its faculty exchange program. Bring your experiences back to the classroom to encourage students to go abroad as well!



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Texas Woman's University is a public university known for its contributions and leadership in the fields of nursing, education, the health care professions, nutrition, the arts and sciences and business.

Lou E. Pelton

Lou is a Charter Member of ISM and continues to support the growth of the organization and in particular, the Fall Conference.



Fall Educators' Conference Schedule of Events

(updated September 9, 2023)



Nashville TN September 10 -12, 2023

Sunday, September 10th

1:30 – 5:00 Registration in Lobby – pick up Conference packet

Coffee available in lobby all day

Time/ Place	Presentation	Presenter(s) / Affiliation
2:00 – 3:15 Tyne (lobby level)	Using Film to Teach Business Ethics	Grace Johnson, Marietta College johnsong@marietta.edu
3:30 – 5:00 Tyne (lobby level)	Societal Impact of Pedagogy: Ideas and Innovations	Ashley Bosonac, Monmouth University abosonac@monmouth.edu David Rylander, Texas Woman's University drylander@twu.edu Rama Yelkur, Texas Woman's University ryelkur@twu.edu
5:30 – 7:00	8th Floor, Drury "Kick Back." Free Food & Drinks for Hotel Guests	
7:00 – 9:00	Dinner at Martin's BBQ Joint, Rutledge Room (upstairs). 410 4th Ave S. (3-minute walk). Dinner + 2 drinks. Drink coupons are enclosed with in Registration package.	
9:00 – 11:00	8th Floor "Bar + Kitchen." Post-Dinner Social Time. Live music. Conference registrants receive 2 drink coupons in their conference packet.	

Monday September 11th (Morning)

6:00 – 9:00 8th Floor Drury Buffet Breakfast for Hotel Guests

8:30 – 11:45 Registration Desk on Lower Level, by Belle Meade meeting rooms

Coffee available in lobby all day

Time / Place	Presentation	Presenter(s) / Affiliation
9:00 – 9:50 Belle Meade 1	Marketing Jobs and Employment Requirements	Richard Vaughan, University of St. Francis rvaughan@stfrancis.edu
9:00 – 9:50 Belle Meade 2	Back to the Future of Marketing Strategy: Unusual Approaches to the Case Method	David Aron, Dominican University daron@dom.edu
10:00 – 10:50 Belle Meade 1	The Google Effect: Technological Transformation Awareness and Deliberation in Teaching	Irena Bagdady, Chicago Public Schools irenabagdady@gmail.com Gyongi Konyu-Fogel, University of Maryland Global Campus gyongyi.konyu-fogel@faculty.umgc.edu
10:00 – 10:50 Belle Meade 2	Multiple topics: *Example of self-graded tests *Tips on How to get published *Open Discussion of “whatever”	<i>Session Moderator:</i> Peter Gordon, Southeast Missouri State University pgordon@semo.edu
11:00 – 11:50 Belle Meade 1	Revising a Longstanding Assessment Plan: An Action Research Project	Elizabeth Reger, Missouri State University elizabethreger@missouristate.edu
11:00 – 11:50 Belle Meade 2	Open Discussion Potpourri Current Events	<i>Session Moderator:</i> John Cherry, Southeast Missouri State University jcherry@semo.edu
12:00 – 1:30	Conference Buffet Lunch, 8th Floor Breakfast Area Please wear name badge	

Monday September 11th (Afternoon)

8:30 – 11:45

Registration Desk on Lower Level, outside Belle Meade meeting rooms

Time / Place	Presentation	Presenter(s) / Affiliation
1:30 – 2:30 Belle Meade 1	Semester Abroad: Magellan Exchange and Bi-Lateral Programs	Peter Gordon, SE Missouri State University pgordon@semo.edu Willie Redmond, SE Missouri State University wredmond@semo.edu Chris Ziemnowicz, University of North Carolina Pembroke ziemnow@uncp.edu Lou Pelton, University of North Texas LouE.Pelton@unt.edu
1:30 – 2:30 Belle Meade 2	Maintaining Momentum in Advancing Teaching Excellence.	Jen Brill, Monmouth University jbrill@monmouth.edu Min Lu, Monmouth University mlu@monmouth.edu Luke Liska, Radford University lliska@radford.edu Samantha Blevins, Radford University sblevins@radford.edu Anna Sadovnikova, Monmouth University asadovni@monmouth.edu
2:45 – 3:45 Belle Meade 1	Effective Virtual Teams	Pushkala Raman, Texas Woman's University praman@twu.edu David Rylander, Texas Woman's University drylander@twu.edu
2:45 – 3:45 Belle Meade 2	Program Assessment Challenges: A Focus on Pretest-Posttesting	John Stockmyer, NW Oklahoma State Univ. jstockmyer@nwsu.edu Anca Traian, East Tennessee State Univ. traian@etsu.edu
2:45 – 3:45	ISM BOARD MEETING. 8 th Floor Breakfast Area	
4:00 – 5:00 Belle Meade 1	Education Today for the Workforce of the Future	Pamela Baker, Texas Woman's University pbaker1@twu.edu
4:00 – 5:00 Belle Meade 2	Effortless Engagement: Designing Interactive Learning Experiences in All Class Sizes	Kinda Wilson, Stukent. kinda@globalmentor.com Darlyn Kirby, Product Marketing Manager at Stukent darlyn.herald@stukent.com
5:30 – 7:00	8th Floor, Drury "Kick Back." Free Food & Drinks for Hotel Guests	
7:00 – 9:00	Explore Nashville: Broadway, Music, Food	
9:00 – 11:00	8th Floor "Bar + Kitchen." Post-Dinner Social Time. Live Music. Conference registrants receive 2 drink coupons in their conference packet.	

Tuesday September 12th

6:00 – 9:00 8th Floor Drury Buffet Breakfast for Hotel Guests
8:30 – 11:45 Registration Desk on Lower Level, outside Belle Meade meeting rooms

Time / Place	Presentation	Presenter(s) / Affiliation
9:00 – 10:15 Belle Meade 1	Using Free and Open-Access Resources in the Business Classroom (F2F and Online)	Andrea Bennett, Texas Woman's University abennett16@twu.edu Fernanda Muniz, Texas Woman's University fmuniz1@twu.edu
9:00 – 10:15 Belle Meade 2	Societal Impact: Incorporating New Business Accreditation Standards into Management Courses	Chris Ziemnowicz, Univ of North Carolina Pembroke ziemnow@uncp.edu
10:30 – 11:50 Belle Meade 1	Enhancing Engagement in an Online Environment	Pushkala Raman, Texas Woman's University praman@twu.edu Jennifer Flanagan, Texas Woman's University jltflanagan@twu.edu
10:30 – 11:50 Belle Meade 2	Generative AI: Fears and Hopes	Lee Brown, Texas Woman's University lbrown37@twu.edu Zina Taran, Delta State University ztaran@deltastate.edu
12:00 – 1:30	Lunch – 8th Floor Drury. Coupons to Order Meal (+ drink) of Your Choice will be distributed on the 8th floor @ 12:00.	
1:30 – 2:20 Belle Meade 1	The Rise and Fall of the FTX Group	Beverley Alleyne, Belmont University beverley.alleyne@belmont.edu
1:30 – 2:20 Belle Meade 2	Experiential Learning Opportunities for Students	Gaye Acikdilli, Bowie State University gacikdilli@bowiestate.edu
2:30 – 3:30 Belle Meade 1	A question for senior faculty: Do you or do you not retire?	Ken Heischmidt, SE Missouri State University kheischmidt@semo.edu
2:30 – 3:30 Belle Meade 2	What Advertising Findings Might We Apply to Online Teaching?	Denise Williams. Univ Tennessee Martin denisew@utm.edu
5:30 – 7:00	8th Floor, Drury “Kick Back.” Free Food & Drinks for Hotel Guests	
7:00 - ?	Informal Dinner for Late Leavers. No specific plan	