

# WEDNESDAY, APRIL 10

Time	Salon 1	Salon 2	Salon 3
1:30 – 2:45 PM	<p><b>Careers in Transition Panel: Late Career</b> <i>It is all about Purpose: Retirement Considerations</i></p>		<p><b>Trends and Technology in the Sports Marketing Classroom</b> <i>Sport Advocacy Marketing Driven by Technology: Community- focused Research Linked to Real-world Student Learning</i></p> <p><i>Exploring the Efficacy of Micro-Credentials and Badging in Academic Courses</i></p>
3:00 – 4:15 PM	<p><b>Technology and Consumer Shopping Behaviors</b> <i>Perceptions, Preferences and Pathways: A Psychological Understanding of Customer Webrooming Behavior</i></p> <p><i>Supermarkets in the Digital Age: Navigating Hedonic and Utilitarian Consumer Shopping Values and BOPIS Usage Intentions</i></p>		<p><b>Careers in Transition Panel: Change and Challenge</b> <i>Faculty Adaptability and Mental Health</i></p>
4:30 – 5:45 PM	None		ISM Board of Directors Meeting

# THURSDAY, APRIL 11

Time	Salon 1	Salon 2	Salon 3
8:00 – 9:00 AM	<p><b>Marketing Management and the Higher Education Landscape</b> <i>A Market Orientation Study in Higher Education</i></p> <p><i>The Invisible Student: Artificial Intelligence and the Creative Destruction of the American Education System</i></p>	<p><b>AI Issues in Consumer Behavior</b> <i>The Efficacy of Artificial Intelligence (AI) in Higher Education</i></p> <p><i>A Theory of Loneliness and Anthropomorphizing AI</i></p>	<p><b>LHBS 2<sup>nd</sup> Annual Societal Impact Award Finalist Presentations</b> <i>Synergy of Societal Impact, Experiential Learning, and Digital Marketing: A Case Study</i></p> <p><i>From Code to Conservation: A consumer-Centric Exploration of Artificial Intelligence for Sustainability</i></p> <p><i>The Authenticity Paradox: An Exploration of AI Influencers' Impact on Consumers' Attitudes toward Endorsed Brands</i></p>
9:15 – 10:30 AM		<p><b>Sports Marketing: Perceptions and Branding Issues</b> <i>Attitudes Toward Division III Sports</i></p> <p><i>Miss Ya Blue: An Examination of the Still-Active Half-Life of the Houston Oilers Brand</i></p>	<p><b>Harnessing Technology to Teach Students</b> <i>Artificial Intelligence and Pedagogy: Advancing Undergraduate Completion Rates via Hyper-Personalized That is Available 24/7 &amp; On-Demand</i></p> <p><i>Creating a Gamification Platform to Track Students' Career Readiness Requirement</i></p>
10:45 – 12:00 PM	<b>ISM Brunch and Business Meeting</b>		
12:15 – 1:15 PM			

## Thursday 4/11, Continued

	Salon 1	Salon 2	Salon 3
1:30 – 2:45 PM	<p><b>Technology Integration in the Sports Marketing Classroom</b> <i>PitchVantage Technology in Sport Marketing</i> <i>Communications: Classroom Integrations and Practical Applications</i> by J.L. Gorham, Midway University, L. Garcia, Midway University, J. Kocis, Midway University, and B. Blanchard, Midway University</p> <p><i>Trends in Sports Communication Education and Cross-disciplinary Teaching in the Generative AI Era</i></p>	<p><b>Techniques for Enhancing Student Engagement</b> <i>The Use of Technology to Teach CRMs in Marketing Classes: Tips from the Classroom</i></p> <p><i>Readability of Sales Textbooks</i></p>	<p><b>Marketing Communications and Channel Preferences</b> <i>College Student Omnichannel Shopping Preferences for Grocery Retailing</i></p> <p><i>Digital Charisma: Decoding the Effect of Virtual Influencers on Credibility and Clicks</i></p> <p><i>The Interplay of Brand Name and Processing Fluency On Perceived Brand Value : Case of US and Mexican Brand Name</i></p>
3:00 – 4:15 PM	<p><b>Constellation Brands Industry Presentation, Salon 3: The Chicago Architecture Center</b></p>		
4:30 – 5:45 PM	<p><b>Constellation Brands Reception, outside the Salons</b></p>		

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## FRIDAY, APRIL 12

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Time	Salon 1	Salon 2	Salon 3
8:00 – 9:15 AM	<b>Panel: Perspectives on Artificial Intelligence</b> <i>AI: Friend, Foe or Both?</i>	<b>Careers in Transition Panel: Advancement</b> <i>Preparing for Promotion &amp; Tenure</i>	<b>None</b>
9:30 – 10:45 AM	<b>Panel: Technology Education Today</b> <i>Technology: What Should We Be Teaching Our Students?</i>	<b>Panel: Journal &amp; Publication Interests</b> <i>Navigating Publication Interests: New Journal Development for The International Society of Marketing</i>	<b>Explorations in Strategy, Research and Analytics</b> <i>Human-Assisted Artificial Intelligence (HAAI) in Civil Trial Preparation: Will AI Supersede the Focus Group</i>  <i>Firm SCR Strategy and Industry Characteristics: The Impact on SME's Performance</i>  <i>AI In Marketing: A Necessary Incorporation</i>
11:00 – 12:15 PM	<b>Panel: The Role of Client Projects in Career Advancement</b> <i>Empowering Success Beyond the Classroom: The Impact of Client-Based Projects</i>	<b>Careers in Transition Panel: The Academic Job Market</b> <i>Navigating the Academic Job Market</i>	<b>Social Responsibility and Environmental Issues</b> <i>Do firms gain or lose from innovation of environmental products? A Structured Abstract</i>  <i>How can fashion brands be sustainable? A circular economy model in the fashion industry</i>