
WEDNESDAY, APRIL 10

SALON 1

Time	Session
1:30 – 2:45 PM	<p>Careers in Transition Panel: Late Career <i>It is all about Purpose: Retirement Considerations</i> K. Heischmidt, Southeast Missouri State University W. Redmond, Southeast Missouri State University</p>
3:00 – 4:15 PM	<p>Technology and Consumer Shopping Behaviors <i>Perceptions, Preferences and Pathways: A Psychological Understanding of Customer Webrooming Behavior</i> N. Palaniswamy, PSG College of Technology S.K. Kumar, University of Wisconsin-Green Bay J. Sampath, University of Wisconsin-Madison</p> <p><i>Supermarkets in the Digital Age: Navigating Hedonic and Utilitarian Consumer Shopping Values and BOPIS Usage Intentions</i> S.C. Gibson, Robert Morris University A.J. Dahl, University of Wisconsin-Whitewater M.K. Hsu, University of Wisconsin-Whitewater</p>
4:30 – 5:45 PM	None

WEDNESDAY, APRIL 10

SALON 2

Time	Session
1:30 – 2:45 PM	None
3:00 – 4:15 PM	None
4:30 – 5:45 PM	None

WEDNESDAY, APRIL 10

SALON 3

Time	Session
1:30 – 2:45 PM	<p>Trends and Technology in the Sports Marketing Classroom <i>Sport Advocacy Marketing Driven by Technology: Community-focused Research Linked to Real-world Student Learning</i> J.L. Gorhan, Midway University G. Washington, Midway University J. Kocis, Midway University, L. Logan, Midway University C. Schrecongost, University of Northern Colorado</p> <p><i>Exploring the Efficacy of Micro-Credentials and Badging in Academic Courses</i> K. Sweeney, University of North Florida T. Kim, University of North Florida E.N. Jackson, Howard University</p>
3:00 – 4:15 PM	<p>Careers in Transition Panel: Change and Challenge <i>Faculty Adaptability and Mental Health</i> Z. Taran, Delta State University D. Williamson, The College of St. Rose S. Hills, Columbia-Greene Community College</p>
4:30 – 5:45 PM	ISM Board of Directors Meeting

THURSDAY, APRIL 11

SALON 1

Time	Session
8:00 – 9:00 AM	<p>Marketing Management and the Higher Education Landscape <i>A Market Orientation Study in Higher Education</i> by R.L. Webster, Ouachita Baptist University, and K.L. Hammond, The University of Tennessee at Martin</p> <p><i>The Invisible Student: Artificial Intelligence and the Creative Destruction of the American Education System</i> by R. Ryman, Millikin University</p>
9:15 – 10:30 AM	None
10:45 – 12:00 PM	NONE – please enjoy the ISM Brunch and Business Meeting.
12:15 – 1:15 PM	
1:30 – 2:45 PM	<p>Technology Integration in the Sports Marketing Classroom <i>PitchVantage Technology in Sport Marketing 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> by Y. Chiang, National Taiwan Sport University</p>
3:00 – 4:15 PM	NONE – please enjoy the Constellation Brands Industry Presentation (Salon 3)
4:30 – 5:45 PM	NONE – please enjoy the Constellation Brands Reception

THURSDAY, APRIL 11

SALON 2

Time	Session
8:00 – 9:00 AM	<p>AI Issues in Consumer Behavior</p> <p><i>The Efficacy of Artificial Intelligence (AI) in Higher Education</i> by O. McKnight, Ashland University, R. Paugh, Ashland University, M. Bartuccio, Ursuline College, and J. Locust Jr. Winona State University</p> <p><i>A Theory of Loneliness and Anthropomorphizing AI</i> by A.R. Bennett, Texas Woman's University, and F. Muniz, Texas Woman's University</p>
9:15 – 10:30 AM	<p>Sports Marketing: Perceptions and Branding Issues</p> <p><i>Attitudes Toward Division III Sports</i> by L.L. Lohman, Augsburg University, N. Olson, Augsburg University, B. Dudley, Augsburg University, W. Bestler, Augsburg University, C. Moua, Augsburg University, and A. Hinz, Augsburg University</p> <p><i>Miss Ya Blue: An Examination of the Still-Active Half-Life of the Houston Oilers Brand</i> by B.D. Goss, Missouri State University</p>
10:45 – 12:00 PM	NONE – please enjoy the ISM Brunch and Business Meeting
12:15 – 1:15 PM	
1:30 – 2:45 PM	<p>Techniques for Enhancing Student Engagement</p> <p><i>The Use of Technology to Teach CRMs in Marketing Classes: Tips from the Classroom</i> by W.R. Clark, Middle Tennessee State University</p> <p><i>Readability of Sales Textbooks</i> by A.B. Czyzewski, Indiana State University, D. Fleming, Indiana State University, and J. R. Ferguson, Middle Tennessee State University</p>
3:00 – 4:15 PM	NONE – please enjoy the Constellation Brands Industry Presentation (Salon 3)
4:30 – 5:45 PM	NONE – please enjoy the Constellation Brands Reception

THURSDAY, APRIL 11

SALON 3

Time	Session
8:00 – 9:00 AM	<p>LHBS 2nd Annual Societal Impact Award Finalist Presentations</p> <p><i>Synergy of Societal Impact, Experiential Learning, and Digital Marketing: A Case Study</i> by P.G. Barretta</p> <p><i>From Code to Conservation: A consumer-Centric Exploration of Artificial Intelligence for Sustainability</i> by N. Onel, Stockton University, L. Elgaaied-Gambier, TBS Education, S. Baskentli, Western Washington University, and E. van Tonder, North-West University</p> <p><i>The Authenticity Paradox: An Exploration of AI Influencers' Impact on Consumers' Attitudes toward Endorsed Brands</i> by N. Suntornpithug, Purdue University Fort Wayne, K. Rahman, Purdue University Fort Wayne, and A. Sudarshan, Purdue University Fort Wayne</p>
9:15 – 10:30 AM	<p>Harnessing Technology to Teach Students</p> <p><i>Artificial Intelligence and Pedagogy: Advancing Undergraduate Completion Rates via Hyper-Personalized That is Available 24/7 & On-Demand</i> by A. Shome, Ferrum College</p> <p><i>Creating a Gamification Platform to Track Students' Career Readiness Requirement</i> by S.A. Altobello, University of North Carolina at Pembroke</p>
10:45 – 1:15PM	<p>ISM Brunch and Business Meeting</p>
1:30 – 2:45 PM	<p>Marketing Communications and Channel Preferences</p> <p><i>College Student Omnichannel Shopping Preferences for Grocery Retailing</i> by K. Brinkman, University of Wisconsin-Whitewater, N. Bulgrin, University of Wisconsin-Whitewater, E. Schulz, University of Wisconsin-Whitewater, R.E. Boostrom, Jr., University of Wisconsin-Whitewater, and M.K. Hsu, University of Wisconsin-Whitewater</p> <p><i>Digital Charisma: Decoding the Effect of Virtual Influencers on Credibility and Clicks</i> by Bryan T. McLeod, University of North Carolina at Pembroke, David M. Houghton, Xavier University, Jose Saavedra Torres, University of Northern Kentucky</p> <p><i>The Interplay of Brand Name and Processing Fluency On Perceived Brand Value : Case of US and Mexican Brand Name</i> by S. Lee, Ball State University</p>
3:00 – 4:15 PM	<p>Constellation Brands Industry Presentation featuring <i>The Chicago Architecture Center</i></p>
4:30 – 5:45 PM	<p>NONE – please enjoy the Constellation Brands Reception</p>

FRIDAY, APRIL 12

SALON 1

Time	Session
8:00 – 9:15 AM	<p>Panel: Perspectives on Artificial Intelligence <i>AI: Friend, Foe or Both?</i> by F.B. Hoyt, Illinois Wesleyan University, T. Gerstner, Illinois Wesleyan University, L. Moon, Illinois Wesleyan University, L. Lohman, Augsburg University, R. Hochradel, Transylvania University, and J. Peters, Maryville University</p>
9:30 – 10:45 AM	<p>Panel: Technology Education Today <i>Technology: What Should We Be Teaching Our Students?</i> by T. Gerstner, Illinois Wesleyan University, J. Peters, Maryville University, L. Moon Illinois Wesleyan University, F. Hoyt, Illinois Wesleyan University, L. Lohman, Augsburg University, and B. Hochradel, Transylvania University</p>
11:00 – 12:15 PM	<p>Panel: The Role of Client Projects in Career Advancement <i>Empowering Success Beyond the Classroom: The Impact of Client-Based Projects</i> by J. Beaupre, Nichols College, A.A. Wallace, Grand Valley State University, H. Walters, Northern State University, and S. Simpson, Elmhurst University</p>

FRIDAY, APRIL 12

SALON 2

Time	Session
8:00 – 9:15 AM	<p>Careers in Transition Panel: Advancement <i>Preparing for Promotion & Tenure</i> by R. Yelkur, Texas Woman's University, and S. Hills, Columbia-Greene Community College</p>
9:30 – 10:45 AM	<p>Panel: Journal & Publication Interests <i>Navigating Publication Interests: New Journal Development for The International Society of Marketing</i> by R.E. Boostrom, Jr. University of Wisconsin-Whitewater, S. Gibson, Robert Morris University, M.K. Hsu, University of Wisconsin-Whitewater, D. Kopf, University of Wisconsin-Whitewater, B. Reavey, Dominican University, and D. Rylander, Texas Woman's University</p>
11:00 – 12:15 PM	<p>Careers in Transition Panel: The Academic Job Market <i>Navigating the Academic Job Market</i> by C. Trimble, Millikin University, A. Bhadauria, Purdue Northwest, M. Kaur, Whittier College, and A.T. Mai, Purdue Northwest</p>

FRIDAY, APRIL 12

SALON 3

Time	Session
8:00 – 9:15 AM	None
9:30 – 10:45 AM	<p>Explorations in Strategy, Research and Analytics</p> <p><i>Human-Assisted Artificial Intelligence (HAAI) in Civil Trial Preparation: Will AI Supersede the Focus Group</i> by O. McKnight, Ashland University, R. Paugh, Ashland University, M. Bartuccio, Ursuline College, and J. Locust Jr., Winoa State University</p> <p><i>Firm SCR Strategy and Industry Characteristics: The Impact on SME's Performance</i> by A.G. Mikhailitchenko, California State University, and A.N. Sadovnikova, Monmouth University</p> <p><i>AI In Marketing: A Necessary Incorporation</i> by N. Ghose, University of Findlay, D.G.S. Nagathota, University of Findlay, and D. Poudel, University of Findlay</p>
11:00 – 12:15 PM	<p>Social Responsibility and Environmental Issues</p> <p><i>Can symbols change me? Exploring consumers response to waste disposal and recycling symbols on product labels</i> by O.M. Thompson, Azikiwe University, A. Nkamnebe, Azikiwe University, and S. Ukenna, Standpoint Consulting Ltd.</p> <p><i>Do firms gain or lose from innovation of environmental products? A Structured Abstract</i> by M. Rahman, Rennes School of Business</p> <p><i>How can fashion brands be sustainable? A circular economy model in the fashion industry</i> by H.J. Cho, Southeast Missouri State University, and S.G. Lee, Southern Illinois University</p>