

INTERNATIONAL SOCIETY OF MARKETING SPRING 2025 SCHEDULE									
Date	Time Start	Time End	Tracks	Session Title	Room/Location	Paper Title	Authors & Institutions	Session chair	Delivery
4/9/2025	12:00	4:30			Adams Room, 6th flr	MBAA Registration, Conference headquarters & Exhibition Hall			
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1a	ISM Room 1				
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor, 6th flr	The Use of Guided Mental Imagery in Marketing and Management Education: Practical Demonstrations That Work	Kenneth Heischmidt, Southeast Missouri State University; Erin Fluegge, Southeast Missouri State University	Lori Lohman	In-person
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor, 6th flr	THE POWER OF THREE: LEVERAGING NPS, CES, AND TOMA FOR ENHANCED CUSTOMER INSIGHTS	Oscar McKnight, Ashland University; Matthew Bartuccio, Ursuline College	Lori Lohman	in-person
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor, 6th flr	From Day One to Retention: Breaking the Ice to Strengthen Marketing Concepts in a Principles of Marketing Course	Kathy Bohley, University of Indianapolis	Lori Lohman	in-person
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1b	ISM Room 2				
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1b	Hancock Parlor, 6th flr	Sacred Identities and Brand Activism: Analyzing Emotional Responses Across the Abrahamic Religions of Christianity, Judaism, and Islam	Morgan Herron, DePaul University	Stacey Hills	in-person
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1b	Hancock Parlor, 6th flr	DEFINING AND AVOIDING CULTURAL APPROPRIATION IN MARKETING EFFORTS	Robert Boostrom, University of Wisconsin-Whitewater	Stacey Hills	in-person
4/9/2025	1:30 PM	2:45 PM	Marketing	Marketing 1b	Hancock Parlor, 6th flr	Resilient Salespeople: The Role of Humor and Gender Dynamics in Enhancing Well-Being	Samantha Gibson, Robert Morris University; Gabriel Moreno, Robert Morris University; Maxwell Hsu, University of Wisconsin-Whitewater; Andrew Dahl, University of Wisconsin-Whitewater	Stacey Hills	In-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2a	ISM Room 1				
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor, 6th flr	How Effective is Influencer Marketing? A Deeper Look at Influencers' Impact on Consumer Perceptions and Purchase Intentions	Lindsay Locke, College of Charleston; John McGrath, College of Charleston	Ashley Bosonac	in-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor, 6th flr	Growing Where Planted: Helping Students Find Voice & Drive Change in an Incarcerated Setting (A Case Study)	Stacey Hills, SUNY Columbia-Greene Community College	Ashley Bosonac	in-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor, 6th flr	Measuring the Impact of Immersive VR Time Travel on Young Tourists' Sustainability Awareness	Yu (Viviane) Chen, State University of New York Farmingdale State College	Ashley Bosonac	in-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2b	ISM Room 2				
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2b	Hancock Parlor, 6th flr	Reading Between the Lines: The Gemini "Dear Sydney" Ad	Nadia Abidin, Ohio University	Jeb Gorman	in-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2b	Hancock Parlor, 6th flr	Stuffed Animals and Adults	Anna Reed, Lindenwood University	Jeb Gorman	in-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2b	Hancock Parlor, 6th flr	The Effect of User Needs on Willingness to Use Metaverse : The Moderating Role of Flow Experience	Yaping Zhao, Silla University; Jiali Li, Silla University; Kyung-Min Kim, Silla University; Sangwon Lee, Ball State University	Jeb Gorman	in-person
4/9/2025	3:00 PM	4:15 PM	Marketing	Marketing 2b	Hancock Parlor, 6th flr	An Initial Analysis of Consumers who Do Not Support Brand Activism	Andrea Bennett, Texas Woman's University; Laura Pricer, University of North Georgia; Courtney Peters, Samford University	Jeb Gorman	in-person
4/9/2025	4:30 PM	5:45 PM	Marketing	Marketing 3a	ISM Room 1				
4/9/2025	4:30 PM	5:45 PM	Marketing	Marketing 3a	Grant Park Parlor, 6th flr	ISM Board Meeting			
4/9/2025	6:00 PM	7:55 PM	MBAA	MBAA International	Spire Parlor	MBAA International Track Chair Recognition Dinner & Advisory Council Meeting (invitation only)			
4/9/2025	8:00 PM		MBAA	Fun Night--Wednesday	Monroe Room, 6th flr	MBAA Trivia Night			
4/9/2025		11:00 PM	MBAA	MBAA International	Room 128, 8th Flr	MBAA International Hospitality Suite--Wednesday			
4/10/2025	8:00 AM	4:15 PM			Adams Room, 6th flr	MBAA Registration, Conference headquarters & Exhibition Hall			
4/10/2025	8:00 AM	9:00 AM	Marketing	Marketing 4a	ISM Room 1				
4/10/2025	8:00 AM	9:00 AM	Marketing	Marketing 4a	Grant Park Parlor, 6th flr	Student-Created Cases for Small Business Startups in the Marketing Curriculum	Melissa Goodson, The College of St. Scholastica	Suzanne Altobello	virtual
4/10/2025	8:00 AM	9:00 AM	Marketing	Marketing 4a	Grant Park Parlor, 6th flr	The Impact of Real vs. Virtual Social Media Influencers on Purchase Intent: Examining the Mediating Roles of Anthropomorphism, Authenticity, Customer Engagement, and Trust	Nichaya Suntornpithug, Purdue University Fort Wayne; Janakiraman Moorthy, S. P. Jain Institute of Management and Research	Suzanne Altobello	virtual
4/10/2025	8:00 AM	9:00 AM	Marketing	Marketing 4b	ISM Room 2				
4/10/2025	8:00 AM	9:00 AM	Marketing	Marketing 4b	Hancock Parlor, 6th flr	(PANEL) A new marketing era?	Zinaida Taran, Delta State University; Stacey Hills, Columbia-Greene Community college; Lisa Cooley, Delta State University,		in-person
4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5a	ISM Room 1				
4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5a	Grant Park Parlor, 6th flr	(PANEL) The Latest and the Greatest: The State of Artificial Intelligence Tools and Options for their place in the Marketing Classroom	Robert Boostrom, University of Wisconsin-Whitewater; Andrew J. Dahl, University of Wisconsin-Whitewater; Maxwell K. Hsu, University of Wisconsin-Whitewater; Garo Agopian, Northeastern Illinois University; Samantha C. Gibson, Robert Morris University		In-person

4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5b	ISM Room 2				
4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor, 6th flr	Utilizing Brands by Indicating Sustainability through Sustainable Brand Communications	Ahsan Siraj, Zhengzhou University; Shilpa Taneja, The University of Sheffield; Ehtisham Ali, University of Naples Parthenope; Yaru Wei, Zhengzhou University	Andrea Bennett	in-person
4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor, 6th flr	Catering to the Quiet and the Sociable: A Proposal of Introversion and Extraversion as Emerging Market Segments	Ashley Bosonac, Monmouth University	Andrea Bennett	in-person
4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor, 6th flr	JOMO VS. FOMO: CAN MISSING OUT BE A SUCCESSFUL MARKETING STRATEGY?	Stephanie Jacobsen, Bridgewater State University	Andrea Bennett	in-person
4/10/2025	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor, 6th flr	Optimizing Omni-Channel Marketing: The Impact of Service Integration and Demographic Moderators on Consumer Satisfaction	Wanmo Koo, Western Illinois University	Andrea Bennett	in-person
4/10/2025	11:00 AM	1:30 PM	Marketing	Marketing 7a	ISM Room 1				
4/10/2025	11:00 AM	1:30 PM	Marketing	Marketing 7a	Crystal Room, 3rd flr	ISM Brunch and Business Meeting (ticket required)			
4/10/2025	1:30 PM	2:45 PM	Marketing	Marketing 8a	ISM Room 1				
4/10/2025	1:30 PM	2:45 PM	Marketing	Marketing 8a	Grant Park Parlor, 6th flr	Livestream of GrubHub field trip			
4/10/2025	1:30 PM	2:45 PM	Marketing	Marketing 8b	ISM Room 2				
4/10/2025	1:30 PM	2:45 PM	Marketing	Marketing 8b	Hancock Parlor, 6th flr	(PANEL) Planning for Potential Impacts of Legal Changes Affecting Higher Education	David Rylander, Texas Woman's University; Lou Pelton, University of North Texas		in-person
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9a	ISM Room 1				
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9a	Grant Park Parlor, 6th flr	(PANEL) Teaching Students to Appreciate Integrated Metrics Across the Curriculum: Linking Research, Course Content and Real-world Learning with Marketing as the End Game	Jebediah Gorham, Midway University; Gavin Washington, Midway University; Louisa Garcia, Midway University; Bradley Blanchard, Midway University		in-person
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9b	ISM Room 2				
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9b	Hancock Parlor, 6th flr	ARTIFICIAL INTELLIGENCE AS A PRODUCT ATTRIBUTE: CONSUMER RESPONSE TO EXPLICIT INCLUSION OF ARTIFICIAL INTELLIGENCE AMONG A PRODUCT'S FEATURES	Robert Boostrom, University of Wisconsin-Whitewater; Maxwell Hsu, University of Wisconsin-Whitewater; Joel Preston, University of Wisconsin-Whitewater; Alix McCorkle, University of Wisconsin-Whitewater	Suzanne Altobello	In-person
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9b	Hancock Parlor, 6th flr	Blurring the Lines: The Impact of Virtual Influencers on Consumer Engagement and Purchase Intentions	Fernanda Muniz, Texas Woman's University; Kristin Stewart, California State University San Marcos	Suzanne Altobello	In-person
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9b	Hancock Parlor, 6th flr	A SENTIMENT ANALYSIS OF PERCEIVED PHYGITAL SHOPPING EXPERIENCES IN FRANCE	Danielle Lecointre-Erickson, University Institute of Technology	Suzanne Altobello	In-person
4/10/2025	3:00 PM	4:15 PM	Marketing	Marketing 9b	Hancock Parlor, 6th flr	TEACHING STUDENTS HOW TO CREATE AN ONLINE, PRINT-ON-DEMAND STORE USING AI TOOLS: A TUTORIAL FOR MARKETING PROFESSORS	Suzanne Altobello, University of North Carolina at Pembroke		In-person
4/10/2025	4:20 PM	6:00 PM	MBAA		Adams Room, 6th flr	Constellation Brands Reception & MBAA International Business Meeting			
4/10/2025	8:00 PM		MBAA	Fun Night--Thursd	Monroe Room, 6th flr	Big Ray and Chicago's Most Wanted (Blues Band)			
4/10/2025		11:00 PM	MBAA		Room 128, 8th	MBAA International Hospitality Suite--Thursday			
4/11/2025	8:00 AM	11:00 AM			Adams Room, 6th flr	MBAA Registration, Conference headquarters & Exhibition Hall			
4/11/2025	9:30 AM	10:45 AM	Marketing	Marketing 12a	ISM Room 1				
4/11/2025	9:30 AM	10:45 AM	Marketing	Marketing 12a	Grant Park Parlor, 6th flr	(PANEL) Lifecycle of Academic Positions	Tara Gerstner, Illinois Wesleyan University; Jaime Peters, Maryville University; Fred Hoyt, Illinois Wesleyan University; Lori Lohman, Augsburg University		in-person
4/11/2025	9:30 AM	10:45 AM	Marketing	Marketing 12b	ISM Room 2				
4/11/2025	9:30 AM	10:45 AM	Marketing	Marketing 12b	Hancock Parlor, 6th flr	What's Cool in a Glass? Gen Z's Geographical Perspectives on Wine	Glyn Atwal, Burgundy School of Business; Douglas Bryson, Rennes School of Business	Maxwell Hsu	In-person
4/11/2025	9:30 AM	10:45 AM	Marketing	Marketing 12b	Hancock Parlor, 6th flr	Countering the Marketing of Indoor Tanning: Lessons from the Tobacco Experience	Suzanne Benet, Grand Valley State University; Frederic B. Kraft, Grand Valley State University	Maxwell Hsu	In-person
4/11/2025	9:30 AM	10:45 AM	Marketing	Marketing 12b	Hancock Parlor, 6th flr	An Initial Analysis of Consumers who Do Not Support Brand Activism	Andrea Bennett, Texas Woman's University; Laura Pricer, University of North Georgia; Courtney Peters, Samford University	Maxwell Hsu	In-person
4/11/2025	11:00 AM	12:15 PM	Marketing	Marketing 14a	ISM Room 1				
4/11/2025	11:00 AM	12:15 PM	Marketing	Marketing 14a	Grant Park Parlor, 6th flr	(OPEN SESSION FOR ALL) Research Speed Dating		Stacey Hills & Suzanne Altobello	In-person