

# International Society of Marketing

## Fall Educators' Conference

October 8-10, 2025 – Hampton Inn Downtown Crossroads  
Kansas City, Missouri

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Welcome to the 2025 Fall Educators' Conference. We think you will find it one of the most enjoyable and informative conferences you have attended. The key to the success of our sessions is participation and dialogue.

We would like to thank our sponsors for helping make this conference possible. They are acknowledged on the last few pages of this program.

If you would like to know more about ISM or would like to volunteer to take a more active role, please visit <https://internationalsocietyofmarketing.org>

Welcome to Kansas City!

Dr. David Price

Conference Chair

[david.price@washburn.edu](mailto:david.price@washburn.edu)

# CONFERENCE SCHEDULE

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## Wednesday, October 8<sup>th</sup>

**12:00 – 4:00pm      Registration Desk Open - Hotel Lobby**

**ALL SESSIONS WILL BE HELD IN THE LOBBY MEETING ROOM**

**2:00 - 2:50pm      Session 1**

“A curated list of GenAI tools available to students and faculty to learn marketing and conduct marketing research”

**Bob Boncella, Washburn University**

“Advancing doctoral students’ intellectual well-being through critical reflections and discourse: An action research”

**Pi-Chi Han, National Kaohsiung Normal University, Taiwan**

“From policing to partnering: Redefining academic integrity in the age of generative AI”

**Dawn Schneider, Lewis University**

**3:00 - 3:50pm      Session 2 - Presentation and Discussion Panel:**

“Supporting technology-phobic learners: Best practices for closing digital divides”

**Stacey Hills, Columbia-Greene Community College**

**4:00 - 4:50pm      Session 3 - AI Workshop 1:**

“AI prompt engineering”

**Tara Gerstner, Illinois Wesleyan University**

**Jaime Peters, Maryville University**

**5.00 - 6:00pm      *“Happy Hour” - Streetcar Grille & Tavern (across the street)***

**6:30pm              *Dinner on your own - Meet in lobby for dinner companions***

## **Thursday, October 9<sup>th</sup>**

- 6:00 - 9:30am**      **Complimentary Hotel Breakfast - Lobby**
- 9:00 - 9:50am**      **Session 4 - Presentation and Discussion Panel:**  
“Humanizing asynchronous learning”  
**Shelia Hyde, Jennifer Flanagan, Devalina Nag, Dan Chen,  
David Rylander, Texas Woman’s University**
- 10:00 – 10:50am**      **Session 5 - Practitioner Presentation and Discussion Panel:**  
“How today’s marketing professionals are using AI and what  
educators should know”  
**Tara Dimick, Partner, Compass Marketing & Advertising,  
Owner & Publisher, TK Business Magazine;  
Jessica Horton, former Marketing Manager, Sprout Creative,  
SBDC Director, Washburn University;  
Mia Monarca, Data Scientist, University of Kansas Health System**
- 11:00 - 11:50am**      **Session 6 - Presentation and Discussion Panel:**  
“Magellan student exchange programs & opportunities”  
**Dmitri Nizovtsev, Washburn University  
Peter Gordon, Southeast Missouri State University (Retired)**  
  
“Oh the places you’ll go: Traveling near and far with students”  
**David Rylander, Texas Woman’s University  
Lou Pelton, University of North Texas**
- 12:00 - 1:15pm**      ***Conference Lunch - Banksia Bistro (Power & Light District)***  
**Host: International Society of Marketing**

- 1:30 - 2:20pm**      **Session 7**  
 “Teaching in the ideological minefield: Contagion theory in an era of political polarization”  
**Lou Pelton, University of North Texas**
- “Teaching in the age of AI: Who do learners prefer? Student perceptions of AI vs human instructors in online education”  
**Parichehr Kianian, Sam Houston State University**
- “Coordinating courses, connecting concepts: A client-based model for marketing education”  
**Tom Hickman & David Price, Washburn University**
- 2:30 - 3:20pm**      **Session 8 - Presentation and Discussion Panel:**  
 “Empowering small businesses and entrepreneurial ecosystems: The role of business faculty in AI resource training and community linkage”  
**Lisa Cooley, Zinaida Taran, Delta University; Stacey Hills, Columbia Greene Community College; Suzanne Altobello, University of North Carolina at Pembroke; David Rylander, Texas Woman’s University**
- 3:30 - 5:00pm**      **(Extended) Session 9 – AI Workshop 2:**  
 “Using AI in the classroom”  
**Tara Gerstner, Illinois Wesleyan University**  
**Jaime Peters, Maryville University**
- 5:00 - 6:00pm**      **ISM Board Member Meeting**  
 Hotel boardroom
- 5:00 - 6:00pm**      ***“Happy Hour” across the street at Streetcar Grille & Tavern***
- 6:30 – 8:30pm**      ***Conference Dinner - County Road Ice House (Power & Light District)***  
**Host: Washburn University Brenneman School of Business**

## **Friday, October 10<sup>th</sup>**

**6:00 - 9:30am Complimentary Hotel Breakfast - Lobby**

**\*8:45 - 9:50am Session 10 - Presentation and Workshop:**

“Revisiting the “Big Six” as a strategic imperative: An initial look at the effects of strategic planning”

**Eric Harris, Florida Southern College**

“AI in the classroom: A new tool that we need to augment”

**Hyeong-Gyu Choi, Nebraska Wesleyan University**

“AI simulation tool: A tool that can be incorporated into the classroom to help students work with AI more efficiently” (*Zoom Presentation*)

**Guneet Kaur Nagpal, Western University, Canada  
Robin Nagpal, Creator**

**10:00 - 10:50am Session 11 – AI Workshop 3:**

“How AI can assist in research”

**Tara Gerstner, Illinois Wesleyan University  
Jaime Peters, Maryville University**

**11:00 - 11:50am Session 12 – Presentation and Discussion Panel:**

“How students are adapting to the new realities of AI, online instruction and publisher-produced curriculum”

**MBA/Undergraduate students: Peyton Price & Mia Anthony,  
Washburn University**

**12:00 - 1:30pm *Conference Lunch (optional) - Location TBA***

**Host: International Society of Marketing**

**\*Earlier Start**

# Additional Helpful Information

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## AI Workshops:

Notes to participants to prepare before the sessions:

- Bring your laptops as these are hands-on workshops/training.
- Please have a version of any LLM (Copilot, ChatGPT, Gemini) of your choice ready to go. It can be a free version, but having this ready will speed up the session.
- Remember most people already have Copilot as it is included with Office 365 online access. Simply log into Office online and it will be the first thing that pops up on the landing page.
- All sessions will work with free versions, but paid versions can do more.
- Here are some additional websites our instructors suggest you explore and can sign up for free of charge:
  - Napkin.ai (highly suggested)
  - 7taps
  - Lumen5
  - Elicit.org
  - Scite.ai

### **Workshop 1: AI Prompt Engineering - Wednesday Oct 8, 4-4:50pm**

- This session will discuss the importance of understanding and using helpful prompts in different AI platforms. Prompt engineering for AI can make or break good results or assignments. We will walk through many examples of effective prompting in AI to obtain the best results.

### **Workshop 2: Using AI in the Classroom – Thursday Oct 9, 3:30-5pm**

- Join us for an extended session, where we focus on using AI in the classroom with several specific examples. Instructors will discuss both successful and not-so successful assignments that have been used in the classroom and some that have been learned from others. Presenters will briefly discuss one of their recently published papers titled “AI Mistakes in the Classroom.” Learning from our mistakes in this fast-changing environment is critical and makes us stronger

over time. Participants should come prepared with their computers, as we will then transition into creating two types of AI-based assignments that have proved popular with students and instructors.

### **Workshop 3: Can AI Assist in Our Research? – Friday Oct 10, 10-10:50am**

- This session aims to equip academic researchers with the knowledge and skills to efficiently utilize AI in their research, particularly the literature review process. We will explore various AI platforms, discuss the advantages and potential pitfalls of using AI, and delve into the ethical considerations relevant to AI-assisted research.

### **AI Instructors:**

#### **Tara Gerstner**

- Dr. Tara Gerstner is the Director of Entrepreneurship and Assistant Professor of Business, Marketing, and Entrepreneurship at Illinois Wesleyan University. Under her leadership, the IWU Entrepreneurship program was ranked number one in a five-state region and number nine nationally by College Factual. Dr. Gerstner is a published scholar in the field of entrepreneurship focusing on innovative pedagogy and the emerging field of AI use in the classroom.

#### **Jaime Peters**

- Dr. Peters' affinity for helping people to understand difficult financial and economic concepts led to her transition from a successful career as a stock analyst at Morningstar, Inc. into academia, which began as an assistant professor of finance at Illinois Wesleyan University and led to her current role as an Assistant Professor and Associate Dean at Maryville. Believing that data analysis, critical thinking, and extrapolation are critical for jobs in the financial sector, she is committed to cultivating these qualities in her students to equip them to become future leaders of the finance industry. In addition, she is equally passionate about harnessing the power of technology to improve learning. As a result, her research primarily is in the use of AI inside the classroom. Her most recent articles have been accepted by the Journal of Financial Issues about AI Mistakes in the Classroom and the Journal of University Teaching & Learning Practice about Faculty Perception on the Use of AI in the Classroom.

## **Hampton Inn & Suites, Kansas City Downtown Crossroads, 1571 Main St, KCMO**

This Hampton Inn & Suites is a newly renovated facility offering the best value for our attendees along with the convenience of the Streetcar with easy access to the KC downtown experience. All sessions will be held in hotel lobby meeting room with complimentary water, tea and coffee at any time (but don't worry, there is a Starbucks in the lobby from 6am to 6pm daily). The Hampton Inn hotel offers a complimentary breakfast daily from 6am to 9:30am and the Streetcar stops outside the hotel door. The hotel has a monitor inside the lobby that gives real time information on the next car arrival and departure. The Streetcar stop for the hotel is called the "Crossroads" at 19<sup>th</sup> & Main. Parking is available adjacent to the hotel for a daily rate.

## **Kansas City Power & Light District and the KC Streetcar**

The Kansas City Power & Light District is a lively downtown area with a mix of restaurants, bars, and entertainment. Its walkable setting makes it easy to enjoy dining, shopping, and live music in a central location. It has a very welcoming atmosphere and is a popular spot for both locals and visitors to gather day or night.

The recent addition of the KC Streetcar makes travel and exploration of the district fun and easy. The new downtown KC Streetcar includes 16 stops on a 2.2-mile route along Main Street connecting the River Market to Union Station and Crown Center.

The KC Streetcar is **FREE** to ride with unlimited use.

**Hours of Operation:** Monday - Thursday 6am - midnight; Friday 6am - 1am.

# Instructions for Lunch & Dinner Thursday; Lunch Friday

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Various meals during the conference will be provided for attendees, as well as a complimentary breakfast provided daily as part of your hotel stay. All lunch and dinner locations are within walking distance or take the free Streetcar from the hotel.

## **Lunch - Thursday, Oct. 9:**

*Banksia Bistro, 1183 Main Street, Downtown KCMO*

Banksia is described as a “Multicultural Australian influence that provides a unique Midwest restaurant experience.” Catch the Streetcar in front of the hotel and exit at the third stop called “Metro Center” (12<sup>th</sup> & Main). Banksia is directly in front of the stop.

## **Dinner - Thursday, Oct. 9:**

*County Road Ice House, 100 E 14th St, Kansas City, MO 64106*

Enjoy some of Kansas City’s best barbeque at the award-winning Joe’s BBQ, located in the County Road Ice House. Catch the Streetcar in front of the hotel and exit at the second stop called “Power & Light” (14<sup>th</sup> & Main). The restaurant is a short walk along 14<sup>th</sup> Street and is on the corner of 14<sup>th</sup> & Walnut.

## **Lunch - Friday, Oct. 10:**

Lunch will be provided for attendees that would like to stay after the conference ends on Friday afternoon. Use the coupon provided at registration to participate. The location for this event is yet to be decided, but there are numerous options available.

# 2025 Fall Educators' Conference Sponsors

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**Gold Sponsor: Washburn University Brenneman School of Business, Topeka, Kansas**



Washburn University is located in Topeka, Kansas, the state capital and has approximately 7000 students in undergraduate and graduate programs. It is unique as the only county/municipal-supported institution in the US and is considered a public institution; but receives separate funding from local tax revenue and maintains its own board of regents. It was founded in 1865 as Lincoln College but renamed after a benefactor saved the college from financial ruin in 1868; this man's name was "Ichabod Washburn."

Washburn is the top ranked public regional university in the state of Kansas as well as a Top 25 Public School in the Midwest according to the latest 2025 U.S. News and World Report. Washburn also earned the distinction as having the lowest student debt among Kansas schools, and 5th lowest throughout the Midwest.

The Washburn University Brenneman School of Business is an AACSB accredited business school with approximately 600 students in undergraduate and MBA and MAcc programs. The School recently received a \$50 million gift from alumni and is currently building a new facility to house the Brenneman School of Business.



## Conference Sponsors (cont'd)

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### **HARRISON COLLEGE OF BUSINESS AND COMPUTING**

At the Donald L. Harrison College of Business and Computing, we engage students in technology-rich experiential learning to serve the evolving global business environment.



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



The Magellan Exchange offers an opportunity for students at member institutions to have an affordable educational and cultural experience overseas for a semester, a year or short term. The Magellan Exchange also offers faculty members at partner institutions the opportunity for short term professional development and collaboration through its faculty exchange program.



The Leon Hess Business School (LHBS) provides learners personalized instruction through a community of teachers, scholars, and practitioners. LHBS learners develop knowledge, skills and critical thinking that prepare them to lead businesses as a force for good.