

INTERNATIONAL SOCIETY OF MARKETING: SPRING 2026 AGENDA FOR ANNUAL CONFERENCE (MBAA INTERNATIONAL, CHICAGO, IL)								
*Date	*Time Start	*Time End	Tracks	*Session Title	Room/Location	Paper Title	Submitting Author	Session chair
WEDNESDAY								
3/25/2026	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor			
3/25/2026	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor	TEACHING CRITICAL THINKING SKILLS IN MARKETING RESEARCH USING MULTIPLE AI PLATFORMS	Suzanne Altobello	
3/25/2026	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor	Can [Mobile] Money Buy Happiness? Global Evidence on Mobile Money and Life Evaluation	Zinaida Taran	
3/25/2026	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor	Cohort Labeled Budget Signatures in U.S. Household Consumption: An Income Standardized Consumer Behavior Perspective	Abdulmumini Ajia	
3/25/2026	1:30 PM	2:45 PM	Marketing	Marketing 1a	Grant Park Parlor	WHAT KEY FACTORS AFFECT THE CONSUMER'S WILLINGNESS TO USE BITCOIN BLOCKCHAIN IN A DEVELOPING COUNTRY?	Aijaz Shaikh	
3/25/2026	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor	Leon Hess Societal Impact Award presentations		Min Lu & Ashley Bosonac, Monmouth
3/25/2026	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor	Artificial Intelligence Integration in Business Education: A Systematic Review and Multi-Phase Research Framework	Andy Shome	
3/25/2026	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor	Artificial Intelligence and Marketing Analytics in Managerial Decision-Making: A Theory of Algorithm Reliance with Societal Impact	Rangarajan Parthasarathy	
3/25/2026	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor	Conceptualization and Review of Harmful Market-Mediated Behaviors	Pierre Lamoureux	
3/25/2026	3:00 PM	4:15 PM	Marketing	Marketing 2a	Grant Park Parlor	Strategic Alignment for Societal Impact: How Business Schools Operationalize AACSB (2020) Standard 9	Nadia Shuayto	
3/25/2026	4:30 PM	5:45 PM	Marketing	Marketing 3a	Grant Park Parlor	ISM Board Meeting		
3/25/2026	6:00 PM	7:55 PM	MBAA	MBAA International	6th floor			
3/25/2026	8:00 PM		MBAA	Trivia Night--Wedne	Adams Room, 6th floor			
3/25/2026	11:00 PM		MBAA	MBAA International	Hospitality Suite--Wednesday			
THURSDAY								
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4a	Grant Park Parlor			
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4a	Grant Park Parlor	Adjudication Theory in Mediating Buyer and Seller Responsibilities	Lou Pelton	
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4a	Grant Park Parlor	THE SOUND OF SILENCE: ORGANIZATIONAL SILENCE THEORY IN MARKETING COMMUNICATIONS	Jeff Radighieri	
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4a	Grant Park Parlor	Global Marketing Strategy and Market Attractiveness: Globalization and Logistics as Key Drivers	Sangwon Lee	
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4b	Hancock Parlor			
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4b	Hancock Parlor	Closing the Relevance Gap: Advisory Board Valuations of General Education Requirements for Marketing Majors	Mark Kubik	
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4b	Hancock Parlor	Maximizing Effects of the Customer Value Delivery at a European Football Stadium Museum	Perry Haan	
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4b	Hancock Parlor	Perceptions of practical principles: Student responses to a Stukent simulation in the introductory marketing course	Carrie Trimble	
3/26/2026	8:00 AM	9:00 AM	Marketing	Marketing 4b	Hancock Parlor	Blocking and Tackling a Sales Career	Mark Kubik	
3/26/2026	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor			
3/26/2026	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor	Beyond Clicks: Meaningful Metrics for Marketing Performance in the AI Era	Zinaida Taran	
3/26/2026	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor	Manufactured Authenticity: Challenges Posed by Social Media Influencers	Suzanne Benet	
3/26/2026	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor	Message Framing and Persuasive Technology: The Role of Cognitive Effort in Shaping Sustainable Fashion Behaviour among Gen Z	Stephen Ukenna	
3/26/2026	9:15 AM	10:30 AM	Marketing	Marketing 5b	Hancock Parlor	JOIN MY PATREON? THE EVOLUTION OF YOUTUBE GAMING CREATOR PROMOTIONS OVER THE LIFE CYCLE	Stacey Hills	
3/26/2026	10:45 AM	12:00 PM	Marketing			ISM Brunch and Business Meeting (ticket required)		
3/26/2026	12:15 PM	1:30 PM	Marketing			ISM Brunch and Business Meeting (ticket required)		
3/26/2026	1:30 PM	2:45 PM	Marketing			ISM Field trip to AMA Headquarters (email registration required; limited availability)		John McGrath
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 7a	Grant Park Parlor			
3/26/2026	1:30 PM	2:45 PM	Marketing	Marketing 7a	Grant Park Parlor	FORGOTTEN FAILURES: HOW THE AMNESIA-INERTIA LOOP ENTRENCHES IMMORAL INACTION	Andrea Bennett	
3/26/2026	1:30 PM	2:45 PM	Marketing	Marketing 7a	Grant Park Parlor	The Influence of ADHD in Consumer Decision Making	Logan Pant	
3/26/2026	1:30 PM	2:45 PM	Marketing	Marketing 7a	Grant Park Parlor	CREATING CONNECTION ON MAIN STREET: THE ROLE OF EXPERIENTIAL MARKETING IN SHAPING CONSUMER ATTITUDES	Amber Chatelain	
3/26/2026	1:30 PM	2:45 PM	Marketing	Marketing 7a	Grant Park Parlor	Thematic Evolution in Omnichannel Research: A combined Main Path Analysis and LDA Topic Modeling	Samantha Gibson	
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 8a	Grant Park Parlor			
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 8a	Grant Park Parlor	Constellation Brands Practitioner Session: Mike Charles, Foot Locker		
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 8b	Hancock Parlor			
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 8b	Hancock Parlor	ChatGPT, Gemini, and homework: Is AI Usage Impacting Student Retention	Stephanie Jacobsen	
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 8b	Hancock Parlor	From Static Content to Grounded AI Mentors: Improving Student Learning and Strategic Decision-Making in Introductory Marketing	Kathy Bohley	
3/26/2026	3:00 PM	4:15 PM	Marketing	Marketing 8b	Hancock Parlor	BRIDGING REGIONAL GAPS IN R&D ACCESS IN AN EMERGING ECONOMY	Ardak Turginbayeva	
3/26/2026	4:20 PM	6:00 PM	MBAA	MBAAl business mee	Adams Room, 6th floor			
3/26/2026	8:00 PM		MBAA	Music Night--Thursd	Adams Room, 6th floor			
3/26/2026		11:00 PM	MBAA	MBAA International	Hospitality Suite--Thursday			
FRIDAY								
3/27/2026	7:30 AM	8:00 AM				Breakfast or meeting option		
3/27/2026	8:00 AM	9:15 AM	Marketing	Marketing 9a	Grant Park Parlor	Panel Presentation		
3/27/2026	8:00 AM	9:15 AM	Marketing	Marketing 9a	Grant Park Parlor	Industry Experience in Pedagogy: Pro or Con?	Tara Gerstner	
3/27/2026	8:00 AM	9:15 AM	Marketing	Marketing 9c--Virtual	Sandburg 6 7th floor			Suzanne Altobello
3/27/2026	8:00 AM	9:15 AM	Marketing	Marketing 9c--Virtual	Sandburg 6 7th floor	Split or Sprint: How Scarcity-Driven FOMO Shapes Payment-Method Choice	Asia Alexander	
3/27/2026	8:00 AM	9:15 AM	Marketing	Marketing 9c--Virtual	Sandburg 6 7th floor			
3/27/2026	8:00 AM	9:15 AM	Marketing	Marketing 9c--Virtual	Sandburg 6 7th floor			
3/27/2026	9:30 AM	10:45 AM	Marketing	Marketing 10a	Grant Park Parlor	Research "Speed Dating" Session to connect academics for research collaborations & planning for 2027!	Suzanne Altobello	