TRANSFORMATIONAL MARKETING

2014 SMA CONFERENCE

November 4-8, 2014
Hotel Monteleone
New Orleans, Louisiana

Program Chair
J. Charlene Davis
Trinity University
cdavis2@trinity.edu
Transformational Marketing

November 4-8, 2014
Hotel Monteleone
New Orleans, Louisiana

Society for Marketing Advances

is a premier marketing association that brings together marketing educators and professionals from all over the world. SMA fosters service, research, and education in all phases of marketing and encourages the exchange of ideas among members with similar interests. SMA endeavors to promote the growth of intellectual leadership in the field of marketing on the part of teachers, researchers, and students in universities and business and government executives.
Society for Marketing Advances

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President
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**J. Craig Thompson**

J. Craig Thompson is the Gilbert and Helen Churchill Professor in the Marketing Department of the Wisconsin School of Business. His research focuses on issues related to the use of qualitative methodologies in marketing, gender differences among consumers, media effects on consumer perceptions and body images, consumer satisfaction, and the symbolic aspects of consumer behavior. Craig has published articles in the _Journal of Consumer Research_, _Journal of Public Policy & Marketing_, and _International Journal of Research in Marketing_.

J. Craig Thompson is an expert in the field of consumer behavior and retail management. His research has contributed significantly to the understanding of consumer behavior and its implications in marketing strategies. He holds a Ph.D. in marketing from the University of Tennessee.
Transformational Marketing

November 4-8, 2014 • Hotel Monteleone • New Orleans, Louisiana

PROGRAM SESSIONS
2014 Annual SMA Conference • November 4-8, 2014
Hotel Monteleone • New Orleans, Louisiana
Program Chair: J. Charlene Davis, Trinity University

**WEDNESDAY AT A GLANCE**

<table>
<thead>
<tr>
<th>Time</th>
<th>Beauregard Room</th>
<th>Cabildo Room</th>
<th>French Market Room &amp; Parlor</th>
<th>Bonnet Carre Room</th>
<th>Board Room</th>
<th>Queen Anne Ballroom</th>
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<td>11:00 AM</td>
<td>Session 1.1 8th Annual SMA Structural Equation Modeling Workshop</td>
<td>Session 1.2 2nd Annual SMA Quantitative and Qualitative Case Study Research Workshop</td>
<td>Session 1.3 26th Annual SMA Doctoral Consortium</td>
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**WEDNESDAY, NOVEMBER 5, 2014**

**All Day**

**WEDNESDAY** 8:30 AM - 5:30 PM

Session 1.1: 8th Annual SMA Structural Equation Modeling Workshop
Beauregard Room
Facilitators: Barry J. Babin, Louisiana Tech, USA
Joseph F. Hair Jr., Kennesaw State University, USA

**WEDNESDAY** 8:30 AM - 5:30 PM

Session 1.2: 2nd Annual SMA Quantitative and Qualitative Case Study Research Workshop
Cabildo Room
Facilitators: Arch G. Woodside, Boston College, USA
Carol M. Megehee, Coastal Carolina University, USA

**WEDNESDAY** 8:30 AM - 5:30 PM

Session 1.3: 26th Annual SMA Doctoral Consortium
Bonnet Carre Room
Chairs: Christopher D. Hopkins, Clemson University, USA
Charles Ingers, University of Oklahoma, USA

**Afternoon**

**WEDNESDAY** 1:00 PM - 4:00 PM

SMA Officers Meeting
Board Room
Chair: John D. Branch, University of Michigan, USA

**WEDNESDAY** 4:00 PM - 6:00 PM

SMA Conference Registration
Royal Salon B
Cynthia Rodriguez Cano, Northwood University, USA

**WEDNESDAY** 4:00 PM - 6:00 PM

SMA Conference Exhibitors
Royal Salon B
Cynthia Rodriguez Cano, Northwood University, USA

**WEDNESDAY** 4:00 PM - 6:00 PM

SMA Academic Placement Services
French Market Room and Parlor
Diane R. Edmundson, Middle Tennessee State University, USA

**WEDNESDAY** 6:00 PM - 7:30 PM

SMA Welcome Reception
Queen Anne Ballroom

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**SMA Welcome Reception** 6:00 PM - 7:30 PM
Queen Anne Ballroom

Please wear your name badge for bar service.
### THURSDAY AT A GLANCE

<table>
<thead>
<tr>
<th>Time</th>
<th>Royal Salon B</th>
<th>French Market Room &amp; Parlor</th>
<th>Bonnet Carre Room</th>
<th>Beauregard Room</th>
<th>Gallerie Room</th>
<th>SMA Academic Placement Services</th>
<th>26th Annual SMA Doctoral Consortium</th>
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<tr>
<td>8:30 AM</td>
<td>SMA Conference Registration and Exhibitors</td>
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<td>SMA Conference Registration and Exhibitors</td>
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<td>Session 3.1 Special Session: Techniques in Structural Equation Modelling</td>
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<td>Session 3.2 Cengage Prides/Innovations in Teaching Competition I</td>
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<td>Session 4.1 Let's Talk Supply Chain</td>
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<td>Session 4.2 Cengage Prides/Innovations in Teaching Competition II</td>
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<td>Session 4.3 Strategic Trends in Customer Decisions and Responses</td>
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<td>Session 5.1 What's in Your Grocery Basket: Food Marketing and Policy</td>
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<td>Session 5.3 Special Session: Incorporating a Promise to Pay Claims fairly, Promptly, and Directly</td>
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### THURSDAY, NOVEMBER 6, 2014

<table>
<thead>
<tr>
<th>Time</th>
<th>Ursuline Room</th>
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<th>Cathedral Ballroom</th>
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<tr>
<td>8:30 AM</td>
<td>Session 2.4 Emerging Promotional Ideas</td>
<td>Session 2.7 Social Media Sentiments</td>
<td>Session 2.5 Special Session: Teaching Sales Online: Going the Distance</td>
<td>Session 2.6 Special Session: Exploring Nonprofit Marketing in a New Nonprofit Leadership: Are We Experiencing Offering Marketing to Non-Business Students</td>
<td>Session 2.6 Special Session: Developing Students’ Client Interaction Skills</td>
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<td>Session 3.6 Special Session: Creating a Very Large Section, Hybrid Principles of Marketing Public University</td>
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<td>Session 3.7 The Paradox: Examining the Service Recovery</td>
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<td>Session 4.1 Consumer Perceptions toward Luxury Brands</td>
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<td>Session 4.4 Special Session: Introduction to Service Learning through Marketing Research</td>
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<td>Session 4.5 Special Session: Teaching the Teacher: A Tutorial in Forecasting Methods</td>
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<td>Session 4.6 Special Session: Using PSPP Statistical Software in Marketing Research Classes</td>
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THURSDAY, NOVEMBER 6, 2014

All Day

THURSDAY 8:30 AM - 5:30 PM
Session 2.9: 26th Annual SMA Doctoral Consortium
Bonnet Carre Room
Chairs:
Christopher D. Hopkins, Clemson University, USA
Charles Ingene, University of Oklahoma, USA

THURSDAY 8:30 AM - 5:30 PM
SMA Conference Registration
Royal Salon B
Cynthia Rodriguez Cano, Northwood University, USA

THURSDAY 8:30 AM - 5:30 PM
SMA Conference Exhibitors
Royal Salon B
Cynthia Rodriguez Cano, Northwood University, USA

THURSDAY 8:30 AM - 5:30 PM
SMA Academic Placement Services
French Market Room and Parlor
Diane R. Edmondson, Middle Tennessee State University, USA

Morning

THURSDAY 8:30 AM - 10:00 AM
Session 2.1: Games, Teams and Ads…On My! Very Creative Approaches in Teaching
Beauregard Room
Chair:
Mario V. Gonzalez-Fuentes, Trinity University, USA

THURSDAY 8:30 AM - 10:00 AM
How to Win an Addy: Employing Fink’s Taxonomy of Significant Learning in Advertising Pedagogy
• Theresa Billiot, Cameron University, USA
• Kevin J. Shanahan, Mississippi State University, USA

THURSDAY 8:30 AM - 10:00 AM
This Bud’s for You: Using Budweiser Advertising to Teach Creativity Principles
• Claire Stammerjohan, University of Louisiana Monroe, USA
• Sonja Martin Poole, University of Arkansas at Little Rock, USA
• Kim H. Williams, University of New Orleans, USA
• Elyria Kemp, University of New Orleans, USA
• Lauri Patterson, University of New Orleans, USA

THURSDAY 8:30 AM - 10:00 AM
Innovation in Learning through Teamwork: The Case of the Independent Study Team
• Teresa Preston, University of Arkansas at Little Rock, USA

THURSDAY 8:30 AM - 10:00 AM
Session 2.2: Guys vs. Girls: Fitness, Liquor, Tattoos, and Shopping
Cabildo Room
Chair: Session Chair:
Aysha Tariq, The University of Alabama, USA

College Students on Pins and Needles: Gendered Differences of Tattoos and Piercings
• Elizabeth F. Pompton, Marist College, USA
• Giles D’Souza, The University of Alabama, USA
• Esther Swilley, Kansas State University, USA
• Arthur W. Allaway, The University of Alabama, USA

The Transformation of Fitness Activity Gender Roles and the Marketing of Fitness Centers
• Stephanie Wacker, Kansas State University, USA
• Esther Swilley, Kansas State University, USA
• Philip Hill, Kansas State University, USA

THURSDAY 8:30 AM - 10:00 AM
Session 2.2: Grocery Shopping: It’s a Guy Thing
Cabildo Room
Chair: Session Chair:
Aysha Tariq, The University of Alabama, USA

Gender Differences in Liquor Consumption Occasions
• Philip Hill, Kansas State University, USA
• Esther Swilley, Kansas State University, USA
THURSDAY 8:30 AM - 10:00 AM Session 2.3: Shame on You! Consumer Ethics and Decision-Making
Gallerie Room
Chair: Jeff Langenderfer, Meredith College, USA
Shame, Guilt, Pride: Exploring the Role of Moral Emotions in Transitions to Pro-Environmental Behavior
• Kathleen A. Kerling, Manchester Business School, UK
• Peter J. McGoldrick, Manchester Business School, UK

Product Placement in Social Media via Celebrities: Exploring Consumer Attitudes and the Need for Government Regulation
• Christine M. Kowalczyk, East Carolina University, USA

Internet Panel Response Quality: An Online Replication of a Federal Trade Commission Deceptive Advertising Mall Intercept Study
• Jeff Langenderfer, Meredith College, USA
• Steven W. Kepp, University of Arkansas, USA
• Alla Akiyeva, Meredith College, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.4: Emerging Promotional Ideas
Ursuline Room
Chair: Eva M. Hyatt, Appalachian State University, USA
Best Paper in Promotions Track

THURSDAY 8:30 AM - 10:00 AM Session 2.5: Social Media Sentiments
Pontalba Room
Chair: Julie Guidry Moulard, Louisiana Tech University, USA
Like the Brand, Join Its Brand Page
• Alexander Moik, Texas State University, USA
• Christina Chung, Ramapo College of New Jersey, USA
• En-Chi Chang, Perfect Translation & Computer, Taiwan

Diff erential Effects of Twitter Sentiment on Retail Performance: Market Mavens, College Fashionistas, and the General Public
• Yuna Kim, California State University Fullerton, USA
• Carolyn Findley Morrow, Indiana University Southeast, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.6: Panel Session
Cathedral Room
Chair: Robert Effmeyer, University of Wisconsin-Eau Claire, USA
Panelists:
• Robert Effmeyer, University of Wisconsin-Eau Claire, USA
• Stephen B. Castleberry, University of Wisconsin-Eau Claire, USA
• John D. Branch, University of Michigan, USA

Affective Arousal and Recall of Social Media Call-to-Action in Motion Picture Trailers
• George D. Detz, The University of Memphis, USA
• Alexia K. Fox, The University of Memphis, USA

Understanding the Power of Storytelling in Consumer Health Promotion: A Comparative Analysis of Videos, Graphic Narratives, and Blogs
• Gunhildur (Temo) Uma-Navarre, Sacred Heart University, USA
• Elise (Pookie) Sautter, New Mexico State University, USA

THURSDAY 8:30 AM - 10:00 AM Special Session

THURSDAY 8:30 AM - 10:00 AM Session 2.7: Panel Session
Iberville Room
Chair: Stephen B. Castleberry, University of Wisconsin-Eau Claire, USA
Panelists: 
• Robert Effmeyer, University of Wisconsin-Eau Claire, USA
• Stephen B. Castleberry, University of Wisconsin-Eau Claire, USA
• John D. Branch, University of Michigan, USA

Social Media Sentiments
• Julie Guidry Moulard, Louisiana Tech University, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.8: Panel Session
Bienville Room
Chair: Renee Graves, Sam Houston State University, USA
Panelists:
• Renee Graves, Sam Houston State University, USA
• Tara Burnhorne Lopez, Southeastern Louisiana University, USA
• Teri Root, Southeastern Louisiana University, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.9: Panel Session
Cabildo Room
Chair: G. David Shows, Appalachian State University, USA
Panelists:
• G. David Shows, Appalachian State University, USA
• Dennis A. Kopf, University of Wisconsin-Whitewater, USA
• Maxwell K. Hsu, University of Wisconsin-Whitewater, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.10: Panel Session
Cabildo Room
Chair: Larry G. Seale, Queensland University of Technology, Australia
Judges:
• John D. Branch, University of Michigan, USA
• Sam D. Fullerton, Eastern Michigan University, USA
• Brian A. Vander Schee, Aurora University, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.11: Panel Session
Iberville Room
Chair: Charles S. Madden, Baylor University, USA
Promote Intrinsic Motivation to Learn through Multi-Channel Networking and Communication
• Weixing M. Ford, University of Houston, USA
• Jie Zheng, Tsinghua University, China

THURSDAY 8:30 AM - 10:00 AM Session 2.12: Panel Session
Caballo Room
Chair: Karen M. Hood, Eastern Kentucky University, USA
Social Media Usage by Institutions of Higher Learning: An Examination by Platform, Institution Type, and Size
• Komal Kazemi, Lamar University, USA
• Katherine A. Fraccarotta, Lamar University, USA

Closing the Gap: Raising Hispanic Achievement through Internet Marketing
• Monica Samaella, Louisiana State University, USA

Gender and Personality Characteristics of Accounting, Marketing, and Psychology Majors
• Noel Mark Noel, University of South Florida Sarasota-Manatee, USA
• Philip J. Teschha, University of South Florida St. Petersburg, USA
• Michael G. Luckett, University of South Florida St. Petersburg, USA

Qualitative Research in Marketing for Undergraduate Business Majors
• Karen M. Hood, Eastern Kentucky University, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.13: Panel Session
Royal Salon B
Chair: C. Michael Powell, University of North Georgia, USA
Mobile Shoppers Engagement Tendencies with Mobile Retailers
• Kathy Wachter, The University of Mississippi, USA

Food Truck Marketing: Factors that Impact Value Creation
• Sampathkumar Ranganathan, University of Wisconsin-Green Bay, USA

THURSDAY 8:30 AM - 10:00 AM Session 2.14: Panel Session
Royal Salon B
Chair: Karen M. Hood, Eastern Kentucky University, USA
Promoting Intrinsic Motivation to Learn through Multi-Channel Networking and Communication
• Weixing M. Ford, University of Houston, USA
• Jie Zheng, Tsinghua University, China

Popsicle Stick Pocker
• Kevin J. Shanahan, Mississippi State University, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.1: Panel Session
Bienville Room
Chair: Renee Graves, Sam Houston State University, USA
Panelists:
• Renee Graves, Sam Houston State University, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.1.1: Panel Session
Bienville Room
Chair: G. David Shows, Appalachian State University, USA
Panelists:
• G. David Shows, Appalachian State University, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.2: Panel Session
Caballo Room
Chair: Larry G. Seale, Queensland University of Technology, Australia
Judges:
• John D. Branch, University of Michigan, USA
• Sam D. Fullerton, Eastern Michigan University, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.3: Panel Session
Cathedral Room
Chair: Robert Effmeyer, University of Wisconsin-Eau Claire, USA
Panelists:
• Robert Effmeyer, University of Wisconsin-Eau Claire, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.4: Panel Session
Pontalba Room
Chair: Julie Guidry Moulard, Louisiana Tech University, USA
Panelists:
• Julie Guidry Moulard, Louisiana Tech University, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.5: Panel Session
Iberville Room
Chair: C. Michael Powell, University of North Georgia, USA
Judge:
• C. Michael Powell, University of North Georgia, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.6: Panel Session
Caballo Room
Chair: Karen M. Hood, Eastern Kentucky University, USA
Judge:
• Karen M. Hood, Eastern Kentucky University, USA

Closing the Gap: Raising Hispanic Achievement through Internet Marketing
• Monica Samaella, Louisiana State University, USA

Gender and Personality Characteristics of Accounting, Marketing, and Psychology Majors
• Noel Mark Noel, University of South Florida Sarasota-Manatee, USA
• Philip J. Teschha, University of South Florida St. Petersburg, USA
• Michael G. Luckett, University of South Florida St. Petersburg, USA

Qualitative Research in Marketing for Undergraduate Business Majors
• Karen M. Hood, Eastern Kentucky University, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.7: Panel Session
Royal Salon B
Chair: C. Michael Powell, University of North Georgia, USA
Judge:
• C. Michael Powell, University of North Georgia, USA

Mobile Shoppers Engagement Tendencies with Mobile Retailers
• Kathy Wachter, The University of Mississippi, USA

Food Truck Marketing: Factors that Impact Value Creation
• Sampathkumar Ranganathan, University of Wisconsin-Green Bay, USA

THURSDAY 10:30 AM - 12:00 PM Session 3.8: Panel Session
Royal Salon B
Chair: C. Michael Powell, University of North Georgia, USA
Judge:
• C. Michael Powell, University of North Georgia, USA

World Wide Wine: Wine Without Borders
• C. Michael Powell, University of North Georgia, USA

Christopher Gonza, University of Mount Olive, USA
**THURSDAY 10:30 AM - 12:00 PM**
**Session 3.5:**
**Brand Strategy on Social Media**
**Pontalba Room**
Chair: Manisha Mathur, Lawrence Technological University, USA

A Conceptual Model of Virtual Leadership Capability: Toward Leveraging Embedded Brand Communities
- Samuel A. Sprall, III, Central Michigan University, USA

Social Media and Brand Equity: Leveraging the Power of Consumers
- Manisha Mathur, Lawrence Technological University, USA
- Positive WOM and Negative Avoidance on Social Media: The Role of Actual and Ideal Self-Brand Congruence
- Yu-Shan Huang, Oklahoma State University, USA
- Yao-Chin Wang, Oklahoma State University, USA
- Pe-Jou Kuo, University of New Hampshire, USA

An Exploration of Brand Loyalty Within a Social Media Context
- Yewen Shan, Clemson University, USA
- Michael J. Dorsch, Clemson University, USA
- Jesse N. Moore, Clemson University, USA

**THURSDAY 10:30 AM - 12:00 PM**
**Session 3.6:**
**Operating a Very Large-Section, Hybrid Principles of Marketing Class at a Public University**
**Cathedral Room**
Larry Marks, Kent State University, USA

**THURSDAY 10:30 AM - 12:00 PM**
**Session 3.7:**
**The Paradox: Examining the Service Recovery**
**Bienville Room**
Chair: Marta Kalamas, Kennesaw State University, USA

**Best Paper in Services Marketing Track**
Recovers Involving Bundled Products and Services
- Patrick Fennell, Louisiana State University, USA
- Matthew M. Lastner, Louisiana State University, USA

A Conceptual Model of Consumer Expectation of Service Recovery Involving Counterfactual Thought
- Nusser Raajpoot, Central Connecticut State University, USA

The Impact of Incidental Similarity on Service Expectations and Recovery
- Kristina K. Lindsey, The University of Alabama, USA

**THURSDAY 2:00 PM - 3:30 PM**
**Session 4.1:**
**Let’s Talk Supply Chain**
**Bienville Room**
Chair: Elyria Kemp, University of New Orleans, USA

**Best Paper in Logistics & Supply Chain Management Track**
A Diagnostic Model of Perceived Return Customer Orientation and Its Impact on Subsequent Consumer Behavior
- Robert S. Moore, Mississippi State University, USA
- Zachary Williams, Central Michigan University, USA
- Joel E. Collier, Mississippi State University, USA
- Melissa L. Moore, Mississippi State University, USA

Trouble in the Supply Chain: Examining the Effects of Coping Strategies on Emotional Health and Customer Relationship Quality for Small Business Owners
- Elyria Kemp, University of New Orleans, USA
- Joo Richo, Xavier University of Louisiana, USA
- Mark Quinn, Xavier University of Louisiana, USA
- McDowell Porter, III, Louisiana State University, USA

Organizational Culture: Examining Chinese and American Supply Chain Relationships
- Gaoming Wang, Kansas State University, USA
- Esther Swively, Kansas State University, USA

**THURSDAY 2:00 PM - 3:30 PM**
**Session 4.2:**
**Cengage Pride/Ferrrell Innovations in Teaching Competition II**
**Cabildo Room**
Chair: Larry G. Neal, Queensland University of Technology, Australia

John D. Branch, University of Michigan, USA
- Sam D. Fullerton, Eastern Michigan University, USA and Potchefstroom Business School, South Africa
- Brian A. Vander Schee, Aurora University, USA
- Barbara Ross Wooldridge, The University of Texas at Tyler, USA

Export Odyssey - Student Teams Generating Real World Export Sales
- Nicholas C. Williamson, University of North Carolina at Greensboro, USA

The Marketing and Entrepreneurship Challenge
- Carolyn Popp Garraty, Birmingham-Southern College, USA
- Mary P. Harrison, Birmingham-Southern College, USA
- Rick Lester, Birmingham-Southern College, USA

Losing Control of the Classroom…in a Good Way
- Rex McClure, Marshall University, USA

Developing the Perfect Pitch
- Dawn Edmiston, The College of William and Mary, USA

**THURSDAY 2:00 PM - 3:30 PM**
**Session 4.3:**
**Strategic Trends in Customers’ Decisions and Responses**
**Gallier Room**
Chair: Jac G. Fowler, Valdosta State University, USA

**Best Paper in Marketing Strategy Track**
Customer Response to the Risks of Moral Hazard and Adverse Selection: Integrating Informal Leadership and Power Theory
- Jennifer J. Lee, Binghamton University, USA

Impact of Trust on Decisions Regarding Convenience and Shopping Products
- Josef R. Concha, Universidad Icesi, Colombia

Religion and Green Consumption - More Than What Meets the Eye
- Pramod Iyer, University of Texas at Austin, USA
- Arzeo Davari, University of North Texas, USA

Peacock Presentations-of-Self Increase Charitable Giving
- David B. Richwine, The College of William and Mary, USA

**THURSDAY 2:00 PM - 3:30 PM**
**Session 4.4:**
**The Online Consumer: Technology Acceptance and Online Influence**
**Pontalba Room**
Chair: Russell Reams, UPS, USA

**Best Paper in Marketing Technology Track**
The Impact of Buzz on Internet IPO Valuation: Is It All Hype?
- Claire E. Cutchley, Auburn University, USA
- Astrid L. Koel, University of La Verne, USA
- Beverly Bain Marshall, Auburn University, USA

It’s Not Vain, It’s Me: A Motivated Behavior Model of Technology Acceptance and Use
- Raymond C. Herry, University of Arkansas, USA

SOS! Measuring Consumers’ Susceptibility to Online Social Influence
- Alexander Jakubanecs, Norwegian School of Economics, Norway

Trial and Acceptance of Alternative Payment Infrastructures: Insights into Consumer Adoption
- Thomas D. Jensen, University of Arkansas, USA
- Joseph F. Haier, Jr, Kennesaw State University, USA
- Norman Shaw, Ryerson University, USA
- Donna Smith, Ryerson University, USA
<table>
<thead>
<tr>
<th>Time</th>
<th>Royal Salon B Room</th>
<th>French Market Room &amp; Parlor</th>
<th>Beauregard Room</th>
<th>Cabildo Room</th>
<th>Gallier Room</th>
<th>Bienville Room</th>
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<tbody>
<tr>
<td>8:30 AM</td>
<td>SMA Conference Registration and Exhibitors</td>
<td>SMA Academic Placement Services</td>
<td>Session 6.1 Promotion and Communication</td>
<td>Session 6.2 New Perspectives in Sales</td>
<td>Session 6.3 Influencing Consumer Behavior for Better Health</td>
<td>Session 6.4 Consumer Decision Making</td>
<td>Session 6.5 Consumer Insights Concerning Branding</td>
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</table>
Problem vs. Emotional-Focused Coping with Consumer Defensiveness: How Positive Submit and Respond Strategies Support Win-Back
- Richa Chugh, Victoria University of Wellington, New Zealand
- Noel Gould, VF Foundation International, USA
- Annie H. Liu, Texas State University, USA
- Mark R. Leach, Loyola Marymount University, USA

Coping Ingenuity: Coping Strategies and Organizational Commitment Among Boundary Spanning Employees
- Rajesh Srivastava, Middle Tennessee State University, USA
- Thomas Li-Ping Tang, Middle Tennessee State University, USA

FRIDAY 2:00 PM - 3:30 PM
Session 7:4
Marketing Strategy and Its Impact on Corporate Stakeholders
Bonnieville Room
Chair:
Elhona Stuart, University of South Carolina Upstate, USA
Doing the Right Thing at the Wrong Time: An Evaluation of Corporate Sustainability, Marketing Strategy, and Stakeholder (Dis)Satisfaction
- Jon F. Kerchoff, East Carolina University, USA
- Stacey Robinson, East Carolina University, USA
- William J. Rowe, East Carolina University, USA
Corporate Cultural Integration - The Spillover Effect of Rebranding in Merger and Acquisitions
- Debika Sibi, Southern Illinois University, USA
- Jayson L. Burr, Valdosta State University, USA
- Terry Clark, Southern Illinois University, Carbondale, USA

FRIDAY 2:00 PM - 3:30 PM
Session 7:5
Mobile Marketing: Apps and Augmented Reality
Ponchatoula Room
Chair:
Bryan T. McErod, Southern Illinois University, Carbondale, USA
The Motives of Adopting Mobile Apps Among College Students: A Cross-Cultural Examination
- David B. Kuhlmeier, Valdosta State University, USA
- David J. Ortinau, University of South Florida, USA
- Jon G. Bowler, Valdosta State University, USA
Augmented Reality Marketing: The WOW Factor
- Jamie Foster, The University of Southern Mississippi, USA
- Galina B.B. Ivanova, The University of Southern Mississippi, USA
- Erik Johnson, Learning Technology Group, USA
Understanding Mobile Apps Discontinuance Behavior
- Lisa Deng, Kansas State University, USA
- Esther Osolny, Kansas State University, USA
- Mark J. Pelleter, Mississippi State University, USA
- Alisha Blakeney Horky, Elon University, USA

FRIDAY 2:00 PM - 3:30 PM
Session 7:6
Panel Session
The Extended Enterprise:
Is the Juice Worth the Squeeze?
Cathedral Room
Chair:
Gregory D. Herrin, The University of Alabama, USA
Panelists:
Gregory D. Herrin, The University of Alabama, USA
Tyler DeGoster, The University of Alabama, USA
Mark Siciliano, The University of Alabama, USA
Debra Hoffman, Gartner Supply Chain Research Group, USA

FRIDAY 2:00 PM - 3:30 PM
Session 7:7
Difficulties and Issues Doctorate Students Face in the Process of Transitioning into a Researcher and Scholar:
Ph.D. Students' Perspectives
This session is for Ph.D. students and by invitation only:
Orleans Room
Chair:
David J. Orimau, University of South Florida, USA
Panelists:
Jennifer A. Espinosa, University of South Florida, USA
Lisa Monahan, University of South Florida, USA
Nina Lisa Krey, Louisiana Tech University, USA
Joanne M. Tran, Louisiana Tech University, USA

FRIDAY 2:00 PM - 3:30 PM
Special Session
Marketing Metrics Workshop 2014
Uruguay Room
Part 1: Introduction to Marketing Metrics and an Overview of a Marketing Metrics Course
Kimball P. Marshall, Alcorn State University, USA
Part 2: Marketing Dashboard
Pj Forrest, Alcorn State University, USA
FRIDAY 2:00 PM - 3:30 PM
Session 7:9
SMA Teaching Moments
Bonnet Carre Room
Chairs:
D. Joel Whalen, DePaul University, USA
John F. (Jeff) Tanner, Jr., Baylor University, USA
Lifetime Achievements - Goal Setting to Action Items - Two Years Later: The Road to Your Future Begins Now
• Daniel Butler, Auburn University, USA
You Will Change My Grade!
• Stephen B. Castleberry, University of Minnesota Duluth, USA
Teaching to Suit: Techniques to Facilitate an Adaptive Classroom
• Kesha K. Coker, Eastern Illinois University, USA
Marketing Education
• D. Joel Whalen, DePaul University, USA
\textbf{FRIDAY 4:00 PM - 5:30 PM}
Session 8:1
Global Marketplace I: International Strategies
Cabildo Room
Chair:
Jie G. Fowler, Valdosta State University, USA
The Country-of-Origin Effect on Dominant Brands
• Joel R. Goucha, Universidad Icesi, Colombia
The Effects of Fit, Culture, and Trust on Brand Extension Evaluation
• Neel Das, Appalachian State University, USA
• Michael J. Dotson, Appalachian State University, USA
• Jennifer Novins Benson, Appalachian State University, USA
• Gaëlle Pautin-Sohier, Université d’Agen, France
Examining the “Decoy” Effect in Substitute and Related Products: Evidence from Chile
• Rodrigo Larraín, Universidad de Chile, Chile
• Enrique Mannur, Universidad de Chile, Chile
• Maximiliano Werner, Universidad de Chile, Chile
Consumer Perceptions of Marketing: Past and Present
• Gary L. Hunter, Illinois State University, USA
The Impact of Socially Responsible Marketing Activities on Consumers’ Willingness to Pay
• Anthony Patino, University of San Francisco, USA
• Veltchka Kalkova, Loyola Marymount University, USA
• Robert D. Winsor, Loyola Marymount University, USA
• Richard C. Leventhal, Ashford University, USA
• Dennis A. Pitta, University of Baltimore, USA
• Leslie Goldgeln, University of San Francisco, USA
Regulation of Marijuana Promotion in the US: An Exploratory Study and Framework to Address Policy Issues
• Jeffrey Foreman, Pennsylvania State University Harrisburg, USA
FRIDAY 4:00 PM - 5:30 PM
Session 8:2
Using Science to Build Student’s Communication Skills
Guillot Room
Chair:
Obinna Obilo, Central Michigan University, USA
Five Minutes to Perfection
• Barbara Ross Wooldridge, The University of Texas at Tyler, USA
• Allyn White, Loyola University New Orleans, USA
• D. Joel Whalen, DePaul University, USA
• Dora E. Bock, Georgia Southern University, USA
Panelists:
Obinna Obilo, Central Michigan University, USA
Allyn White, Loyola University New Orleans, USA
D. Joel Whalen, DePaul University, USA
Todd J. Barile, Loyola University New Orleans, USA
Jeffrey W. Totten, McNeese State University, USA
An Exploratory Study of the Tipping Norm Knowledge of Consumers
• Jeffrey W. Totten, McNeese State University, USA
Foreign Currency Pricing and Life-Digit Pricing
• Mazen Jaber, Saginaw Valley State University, USA
• Mohitar Das, Lebanese American University, USA
The Impact of Gender, Perceived Knowledge, and Perceived Risk on Retirement Investment Decisions: An Exploratory Study
• Dora E. Bock, Georgia Southern University, USA
• Lindsay Larson, Georgia Southern University, USA
• Jacqueline K. Eastman, Georgia Southern University, USA
Panelists:
Obinna Obilo, Central Michigan University, USA
Allyn White, Loyola University New Orleans, USA
D. Joel Whalen, DePaul University, USA
Todd J. Barile, Loyola University New Orleans, USA
Jeffrey W. Totten, McNeese State University, USA
An Exploratory Study of the Tipping Norm Knowledge of Consumers
• Jeffrey W. Totten, McNeese State University, USA
FRIDAY 4:00 PM - 5:30 PM
Session 8:3
Local Session: Life in the Bullpen and Beyond
Guillot Room
Chair:
Obinna Obilo, Central Michigan University, USA
Panelists:
Obinna Obilo, Central Michigan University, USA
Allyn White, Loyola University New Orleans, USA
D. Joel Whalen, DePaul University, USA
Todd J. Barile, Loyola University New Orleans, USA
Jeffrey W. Totten, McNeese State University, USA
An Exploratory Study of the Tipping Norm Knowledge of Consumers
• Jeffrey W. Totten, McNeese State University, USA
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The Impact of Gender, Perceived Knowledge, and Perceived Risk on Retirement Investment Decisions: An Exploratory Study
• Dora E. Bock, Georgia Southern University, USA
• Lindsay Larson, Georgia Southern University, USA
• Jacqueline K. Eastman, Georgia Southern University, USA
FRIDAY 4:00 PM - 5:30 PM
Session 8:4
Special Session: Walking the Social Animal Inside the Selling Team: The Effect of Social Media Usage on Team Selling
Bienville Room
Chair:
Katerina Hrubnova, University of Northern Alabama, USA
Riley Doug, University of Dayton, USA
FRIDAY 4:00 PM - 5:30 PM
Session 8:5
Is That the Up or Up? Consumer Perceptions of Marketing Practices
Pontalba Room
Chair:
Jeffrey Foreman, Pennsylvania State University Harrisburg, USA
CONSUMER ATTITUDES AND EMOTIONS
### SATURDAY AT A GLANCE

<table>
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<tr>
<th>Time</th>
<th>Room</th>
<th>Session Title</th>
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<tr>
<td>8:30 AM</td>
<td>Beauxregard</td>
<td>Session 9.1: Price Comparisons and Perceptions</td>
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<td>Session 9.2: Brand Strategies in Brand Communities</td>
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<td>9:00 AM</td>
<td>Cathedral</td>
<td>Session 9.3: Global Market Strategies in Advertising</td>
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<td>French Market Room &amp; Peler</td>
<td>Session 9.4: Working for the Weekend</td>
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<td>Session 9.5: Sports, Sex and Celebrity</td>
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<td>Session 9.6: Services and Advantage, Customer Centricity and Personal Marketing</td>
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<td>Session 9.7: Core Service Satisfaction</td>
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<td>Session 9.8: Core Service Satisfaction</td>
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### SATURDAY NOVEMBER 8, 2014

#### Morning

**SATURDAY 8:30 AM - 10:00 AM**

**SMA New Officers Meeting**
- **Board Room**

**SATURDAY 8:30 AM - 10:00 AM**

**Session 9.1: Price Comparisons and Perceptions**
- **Beauxregard Room**
  - **Chair:** Tracy Meyer, University of North Carolina at Wilmington, USA
  - **Best Paper in Pricing Track**
    - You Paid Less Than Me…and I’m Okay with That
      - Matthew M. Larson, Louisiana State University, USA
      - Patrick Fennell, Louisiana State University, USA
      - McDowell Porter, III, Louisiana State University, USA
      - Mathew M. Lastner, Louisiana State University, USA

**SATURDAY 8:30 AM - 10:00 AM**

**Session 9.2: Brand Strategies in Brand Communities**
- **Cabildo Room**
  - **Chair:** Manisha Mathur, Lawrence Technological University, USA
  - An Exploratory Approach of the Interplay Between Brand Personality and Emotions for the Perception of French Ski Resort Brands
    - Rita Valette-Florence, IAE and GERAG, France
    - Pierre Valette-Florence, IAE and GERAG, France
  - **Regional Brand Strategy in Changing Structure of Production and Distribution**
    - Isao Fujimoto, Osaka University of Economics, Japan
    - Yasuhiko Kubo, Kagami Women’s University, Japan
  - **The Ties that Bind: Building Brand Advocacy through Regional Identification**
    - Donald C. Barnes, University of South Carolina, USA
    - Tracy Meyer, University of North Carolina at Wilmington, USA
    - Thomas W. Porter, University of North Carolina at Wilmington, USA
    - Fredrick J. Spencer, University of North Carolina at Wilmington, USA

**SATURDAY 8:30 AM - 10:00 AM**

**Session 9.3: Global Market Strategies in Tourism, and Advertising**
- **Gallier Room**
  - **Chair:** Jennifer A. Espinosa, University of South Florida, USA
  - How Advertising Content Can Stimulate Consumer Ethnocentrism
    - William T. Nerro, Nicholls State University, USA
    - Jeffrey J. Haynie, Nicholls State University, USA
    - J. Robert Field, Nicholls State University, USA
    - R. Charles Vosca, Nicholls State University, USA
  - **Building Formal Models of the Tourist’s Gaze**
    - Arch G. Woods, Boston College, USA
  - **Fashion Ideals in Advertising: Its Impact on American and Chinese Women**
    - Timothy H. Reiseinwein, Valdosta State University, USA
    - Jie G. Fowler, Valdosta State University, USA
    - Ashley R. Fowler, III, Valdosta State University, USA

**SATURDAY 8:30 AM - 10:00 AM**

**Session 9.4: Working for the Weekend**
- **French Market Room and Parlor**
  - **Chair:** Jeremy Morgan, The University of Texas at Arlington, USA
  - **Propensity for Reciprocity and Cooperation Among Front-Line Employees**
    - David A. Gilliam, University of Arkansas at Little Rock, USA
    - Steven William Rayburn, II, Texas State University, USA
  - **Performance Benefits of Being a Great Retailer to Work For: A Resource-Based Perspective**
    - Timothy D. Butler, The University of Alabama, USA
    - Craig E. Armstrong, The University of Alabama, USA
  - **Vertical versus Horizontal Line Extensions’ Effect on Brand Retail Sales: The Role of Assortment Size**
    - Helena E. Alman, University of West Florida, USA
    - Martin S. Bush, University of Hartford, USA
    - Thomas J. Madden, University of South Carolina, USA

#### Transformational Marketing
SATURDAY 8:30 AM - 10:00 AM
Session 9.5:
Promotion and Branding
Pontalba Room
Chair:
En-Chi Chang, Perfect Translation & Computex, Taiwan
A Guideline for Bank Promotion Concept Development: The Effect on Saving Amount Decision
• Junhong Min, Michigan Technological University, USA
• Minhye Park, Sungkyunkwan University, South Korea
• Sungmin Ruy, Sungkyungwan University, South Korea
Revisiting the Skeptic: Claim Objectivity and Product Price Level in Consumer Skepticism of Advertising
• Teresa Preston, University of Arkansas at Little Rock, USA
• Keshia K. Coler, Eastern Illinois University, USA
The Susceptibility of Innovation Brands to Inferior Innovations: Perspectives of Consumer Innovativeness Perceived innovativeness, and Levels of Innovation
• Joseph W. Chang, Vancouver Island University, Canada
• Stephanie T. Gillison, University of Tennessee at Chattanooga, USA
• Kristy E. Reynolds, The University of Alabama, USA
Choice of Gift, Gift Recipient Age, and Gift Satisfaction
• Suzanne Conner, University of Northern California, USA
• Pia A. Albinsson, Appalachian State University, USA
CO2 Labeling in the Fast Food Industry - A Strategic Perspective
• Donald A. Michie, The University of Texas at El Paso, USA
• Maria E. Barua, Texas Woman's University, USA
Resource Advantage Theory: A Conceptual Framework
• Michael J. Dorsch, Clemson University, USA
• Anita Qureshi, St. Mary's University, USA
• Atefeh Yazdanparast, University of Evansville, USA
The Portrayal of Quality of Life for the Elderly in Chinese Advertising: A Literary Criticism Approach
• John T. Gironda, Nova Southeastern University, USA
• John D. Branch, University of Michigan, USA
• Mathew Joseph, St. Mary's University, USA

SATURDAY 8:30 AM - 10:00 AM
Session 9.6:
Sports, Sex, and Celebrities
Cathedral Room
Chair:
R. Wixel Barnwell, Mississippi State University, USA
Compensating NCAA Student Athletes: Legal and Policy Issues
• Jonathan A. Beber, University of South Dakota, USA
• Josh D. Bensch, University of South Dakota, USA
• William J. Jones, University of South Dakota, USA
• Jeffrey J. Stolman, Wayne State University, USA
• Fred W. Morgan, Wayne State University, USA
Consumer Misbehavior: A Concurrent Look at the Impact That the Size of the Victim and Size of the Loss Have on Opinions Regarding the Acceptance or Unacceptance of 12 Questionable Consumer Actions
• Sam D. Fullerton, Eastern Michigan University, USA and Potchefstroom Consumer Actions
• Sam D. Fullerton, Eastern Michigan University, USA

SATURDAY 8:30 AM - 10:00 AM
Session 9.7:
Services at Work: Competitive Advantage, Service Convenience, and Internal Marketing
Bonnet Carre Room
Chair:
Kristen L. Gowen, University of North Texas, USA
Dynamic Tacit Knowledge Conveyance in the Hospitality Sector: Maintaining Competitive Advantage through Storytelling
• Alvin J. Williams, University of South Alabama, USA
• Tony L. Benthome, University of Nevada Las Vegas, USA
• Babu P. George, Swiss Management Center University, Switzerland
Examining the Effects of Service Convenience: A Case for a Large National Retailer
• Sandipan Sen, Southeast Missouri State University, USA
• Aloksha Alexandrou, University of Wisconsin-Oshkosh, USA
• Emin Bahadur, The University of Memphis, USA
The Need for Internal Service Recovery: Safeguarding the Service Profit Chair
• Stephen J. Grove, Clemson University, USA
• Michael J. Dorsch, Clemson University, USA
• Lex C. Carlson, University of Nebraska Lincoln, USA
Scale Development: Measuring Internal Marketing in Service Firms
• J. Michael Weber, Mercer University, USA

SATURDAY 10:30 AM - 12:00 PM
Session 10.1:
Best Paper in Product and Brand Management Track
Vanguard Room
Chair:
Susan Bradbury, Indiana University East, USA
Does Attachment Drive Meaningful Social Media Interactions? Which Retail Customers are Talking and Are You Listening?
• Holly Avocado Syrdal, The University of Texas at Arlington, USA
• Rebecca VanMeter, Ball State University, USA
• Douglas B. Grisaffe, The University of Texas at Arlington, USA
The Relationship Between Entry Timing and New Brand Strategy Performance Under Different Market Conditions
• Danielle A. Chmielewski-Raimondo, University of Melbourne, Australia
• Ivonne M. Torres, New Mexico State University, USA
• Miguel A. Zúñiga, Morgan State University, USA
The Effects of Adjacent Food Color on Perceived Flavor: A Factorial Investigation
• Lawrence L. Garber, Jr., Elon University, USA and Institute of Management Technology Ghaziabad, India
• Eva M. Hyatt, Appalachian State University, USA
• Lubna Nafrica, Institute of Management Technology Ghaziabad, India
The Need for Internal Service Recovery: Safeguarding the Service Profit Chair
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• J. Michael Weber, Mercer University, USA

SATURDAY 10:30 AM - 12:00 PM
Session 10.2:
Branding and Personality
Cathedral Room
Chair:
John D. Branch, University of Michigan, USA
Effects of Cultural Orientation and Regulatory Construal Fit on Brand Attitudes
• Miguel A. Zúñiga, Morgan State University, USA
• Ivonne M. Torres, New Mexico State University, USA
• Eugene M. Torres, New Mexico State University, USA
Consumer innovativeness Effects on the Susceptibility of Innovation Brands to Inferior Innovations
• Joseph W. Chang, Vancouver Island University, Canada
Keeping Up with the Joneses: The Impact of Social Comparison on the Status Consumer's Attitude towards the Brand
• Bryan F. McLeod, Southern Illinois University Carbondale, USA
• Mand M. Houghton, Southern Illinois University Carbondale, USA

SATURDAY 10:30 AM - 12:00 PM
Session 10.3:
Advertising Revisited
Gallier Room
Chair:
Mathew Joseph, St. Mary's University, USA
Advertising Derived Brand Information and Purchase Intentions: Traditional Advertisements and Millenials
• Maria Petrescu, Nova Southeastern University, USA
• John T. Gironda, Nova Southeastern University, USA
• James W. Gentry, University of Nebraska-Lincoln, USA
Facebook Boredom: A Preliminary Analysis
• Atefeh Yazdanparast, University of Evansville, USA
• Anastasios, St. Mary's University, USA

SATURDAY 10:30 AM - 12:00 PM
Session 10.4:
This and That: Mobile Advertising Effectiveness and Resource Advantage Theory
French Market Room and Parlor
Chair:
Michael J. Dorsch, Clemson University, USA
The Role of Opportunism Within the Context of Resource Advantage Theory: A Conceptual Framework
• Maria E. Barua, Texas Woman's University, USA
• Donald A. Michie, The University of Texas at El Paso, USA
Incorporating the Customer Perspective in CI3 Models: An Exploratory Study of Customer Attitudes toward Mobile Coupons
• Jie Sun, Siena College, USA
• Stephanie T. Gillison, University of Tennessee at Chattanooga, USA
• Kristen L. Gowen, University of North Texas, USA
• Nancy Spears, University of North Texas, USA
The Factors that Effect Mobile Advertising Effectiveness in a Real-Time Bidding Environment
• Anthony R. Isaac, Queensnap University, USA
• Advait Khare, The University of Texas at Arlington, USA
• Joshua Walsh, ADThreat, Inc., USA
SATURDAY 10:30 AM - 12:00 PM
Session 10.5:  Coming Over to the Dark Side of Consumer Behavior
Pontalba Room
Chair:
Demetra Andrews, Indiana University Northwest, USA

Best Paper in Consumer Behavior Track

Calling the Neo-Tribes: Creating an Experience with 'Linking Value' At Pensacon 2014
• Richard R. Hawkins, University of West Florida, USA
• Felicia N. Morgan, University of West Florida, USA
• Marcus W. Howard, University of West Florida, USA

Fetishism - The Link Between Loyalty and Addiction
• Lili Gai, The University of Texas of the Permian Basin, USA

Stress and Online Impulse-Buying
• Brittanier Moran, Lane Bryant-Retail Company, USA
• Lynn E. Kwak, Southern Connecticut State University, USA

SATURDAY 10:30 AM - 12:00 PM
Session 10.6:  Green Marketing, Social Responsibility, and Life Transitions
Cathedral Room
Chair:
Dora E. Bock, Georgia Southern University, USA

Responsible You, Despicable Me: Contrasting Consumer Inferences from Socially Responsible Behavior
• Jonathan Hasford, Florida International University, USA
• Adam Farmer, Mississippi State University, USA

A Multi-Method Inquiry of the Influence of Resources During Life Transitions
• Jennifer Christie Siemens, Clemson University, USA
• Anastasia E. Thyroff, Clemson University, USA
• Christopher D. Hopkins, Clemson University, USA
• Steven W. Kopp, University of Arkansas, USA

The Color of Green: Exploring Ethnicity and Green Consumerism
• Nicole Bieak Kreidler, La Roche College, USA
• Sacha Joseph Mathews, University of the Pacific, USA
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