

DAY 1
 Thursday, March 20, 2025
 (All Sessions are in the Central Time Zone)

Location	ROOM 1	ROOM 2
8:00 AM - 8:50 AM	MMA WELCOME & INTRODUCTIONS Q&A Session on Maneuvering the Whova App	
9:00 AM - 9:50 AM	<p style="text-align: center;">REFEREED PAPER</p> <p style="text-align: center;"><i>Consumer Behavior Track</i></p> <p style="text-align: center;">SATISFACTION AND LOYALTY OF CUSTOMERS TOWARDS THE RETAIL STORE FORMATS- EVIDENCE FROM INDIA</p> <p style="text-align: center;"><i>Tamana Anand, Stevenson University</i> <i>Jayalakshmy Ramachandran, University of Nottingham Malaysia</i></p> <p style="text-align: center;"><i>Consumer Behavior Track</i></p> <p style="text-align: center;">LEVERAGING THIRD PLACE AND IDENTITY IN THE METAVERSE</p> <p style="text-align: center;"><i>Patricia Todd, Western Kentucky University</i></p>	<p style="text-align: center;">DEVELOPMENTAL PAPER</p> <p style="text-align: center;"><i>Marketing Education Track</i></p> <p style="text-align: center;">ENHANCING MARKETING EDUCATION SUCCESS: INTEGRATING HOW STUDENTS STUDY WITH HOW THEY LEARN</p> <p style="text-align: center;"><i>William T. Faranda, James Madison University</i> <i>Theresa B. Clarke, James Madison University</i></p>
10:00 AM - 10:50 AM	<p style="text-align: center;">SPECIAL SESSION</p> <p style="text-align: center;"><i>Marketing Data, Analytics, & Artificial Intelligence Track</i></p> <p style="text-align: center;">GENERATIVE ARTIFICIAL INTELLIGENCE – TEACHING FACULTY AND STUDENTS TO USE IT RESPONSIBLY</p> <p style="text-align: center;"><i>Elizabeth Elam, Western New England University</i> <i>Janelle Goodnight, Western New England University</i> <i>*Mary Schoonmaker, Western New England University</i> <i>Harlan Spotts, Western New England University</i></p>	<p style="text-align: center;">REFEREED PAPER</p> <p style="text-align: center;"><i>Marketing Communications & Promotions Track</i></p> <p style="text-align: center;">PHYSICIAN’S NEW DRUG TRIAL INTENTION: IMPLICATION FOR PHARMACEUTICAL FIRMS</p> <p style="text-align: center;"><i>Eddie Rhee, Stonehill College</i> <i>John C. Yi, Saint Joseph's University</i></p> <p style="text-align: center;"><i>Marketing Communications & Promotions Track</i></p> <p style="text-align: center;">ADVERTISING EFFECTIVENESS IN IMC: A REFINED EXPLANATION THROUGH SOCIAL INFLUENCE AND INTRINSIC MOTIVATION THEORY</p> <p style="text-align: center;"><i>Jack Lesser, Metropolitan State University</i> <i>Michael Theisen, Metropolitan State University</i></p>

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DAY 1 (continued) Thursday, March 20, 2025 (All Sessions are in the Central Time Zone)		
Location	ROOM 1	ROOM 2
11:00 AM - 11:50 AM	<p>REFEREED PAPER</p> <p>Marketing Education Track ENHANCING TEACHING, LEARNING, AND ENGAGEMENT: REASONS TO IMPLEMENT VIDEO QUIZZES IN THE COLLEGE CLASSROOM Brittany Dobill, McKendree University</p> <p>Marketing Education Track ACHIEVING STUDENT LEARNING OBJECTIVES: THE EFFICACY OF THE NEW SHOES SIMULATION Daniel Coleman, Schreiner University</p>	<p>PANEL SESSION</p> <p>Entrepreneurial Product & Small Business Development - Track ENTREPRENEURIAL PRODUCT & SMALL BUSINESS DEVELOPMENT Melissa Goodson, The College of Saint Scholastica Ashley Kilburn, University of Tennessee Martin *Felice Williams, Louisiana State University Shreveport</p>
12:00 PM - 12:50 PM	<p>12:00 PM - 12:50 PM Central Time LUNCH BREAK</p>	
1:00 PM - 1:50 PM	<p>PANEL SESSION</p> <p>Marketing Education MARKETING EDUCATION Debika Sihi, Southwestern University *Hannah Walters, Northern State University</p>	<p>REFEREED PAPER</p> <p>Marketing Education FROM COLLABORATION TO COMPREHENSION: EVALUATING THE IMPACT OF REFLECTION ESSAYS ON MARKETING STUDENTS' LEARNING OUTCOMES Atin Basu Choudhary, Virginia Military Institute Raymond MacDermott, Virginia Military Institute</p> <p>Marketing Education FOSTERING STUDENTS' WELL-BEING THROUGH PROSOCIAL EDUCATION IN MARKETING CURRICULUM Bela Florenthal, William Paterson University</p>
2:00 PM - 2:50 PM	<p>DEVELOPMENTAL PAPER</p> <p>Consumer Behavior Track SCENTS OF IDENTITY: DEODORANT SELECTION AND BLACK MASCULINITY AMONG BLACK MALE CONSUMERS Asia Alexander, East Texas A&M University</p> <p>Marketing Education Track RETENTION STARTS WITH ENGAGEMENT: THE FACULTY FACTOR IN MARKETING EDUCATION Hannah Walters, Northern State University</p>	<p>PANEL SESSION</p> <p>Marketing Education Track MARKETING EDUCATION Austin Hostetter, Ball State University *Chris Wilkey, Ball State University</p>

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DAY 1 (continued) Thursday, March 20, 2025 (All Sessions are in the Central Time Zone)		
Location	ROOM 1	ROOM 2
3:00 PM - 3:50 PM	<p>REFEREED PAPER</p> <p><i>Social Media & Digital Marketing Track</i> THE EMOTIONAL BLUEPRINT OF SOCIAL MEDIA: INVESTIGATING THE DUAL IMPACTS ON USER WELL-BEING <i>Manas Rajkumar, Illinois Mathematics and Science Academy</i> <i>Rakshan Chandrasekhar, Cupertino High School</i> <i>Sampath Kumar, University of Wisconsin-Green Bay</i></p> <p><i>Social Media & Digital Marketing Track</i> THE IMPACT OF CONTENT MARKETING STRATEGY ON SALES: CASE STUDY ON THE LAUNCH OF AN ORIENTAL RESTAURANT IN ALGERIA <i>Fadia Chahinez Bezzaoucha, LAREGE Laboratory Oran 2</i> <i>Danielle Lecointre-Erickson, GRANEM Research Unit</i></p>	<p>DEVELOPMENTAL PAPER</p> <p><i>Marketing Communications & Promotions Track</i> LGBT INCLUSIVE TOURISM ADVERTISING AND PURCHASE INTENTION <i>Ilgim Dara Benoit, Appalachian State University</i> <i>Jeffrey Foreman, Appalachian State University</i></p> <p><i>Marketing Data, Analytics, & Artificial Intelligence Track</i> HOW CAN IMAGE ANALYTICS HELP DECONSTRUCT TOURISM KNOWLEDGE FROM THE COLONIAL GAZE?: EVIDENCE FROM NEW YORK TIME EXPEDITION BESTSELLERS (2014-2017) <i>Jiyoon An, Fayetteville State University</i> <i>Nami Kim, University of Pennsylvania</i></p>
	<p>DEVELOPMENTAL PAPER</p> <p><i>Marketing Ethics, Sustainability, & Public Policy Track</i> UNDERSTANDING TERRORIST ACTIVITIES THROUGH A MARKETING LENS: IMPLICATIONS FOR COUNTER-TERRORISM <i>Raymond MacDermott, Virginia Military Institute</i> <i>Atin Basu Choudhary, Virginia Military Institute</i></p> <p><i>Marketing Strategy & Brand Management Track</i> FUNERAL PRODUCT AND/OR SERVICE PROVIDERS SHOULD NOT WAIT FOR FTC'S FUNERAL RULE TO BE REVISED <i>John Crane, Belmont Abbey College</i></p>	<p>PANEL SESSION</p> <p><i>Marketing Education Track</i> MARKETING EDUCATION <i>*Jean Beaupre, Nichols College</i> <i>Weixing Ford, Texas A&M University-San Antonio</i></p>

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DAY 2 Friday, March 21, 2025 (All Sessions are in the Central Time Zone)		
Location	ROOM 1	ROOM 2
8:00 AM - 8:50 AM	MMA COFFEE HOUR <i>Q&A Session on Maneuvering the Whova App</i>	
9:00 AM - 9:50 AM	PANEL SESSION <i>Marketing Strategy & Brand Management Track</i> MARKETING STRATEGY & BRAND MANAGEMENT <i>Bo Liang, Nevada State University</i> <i>*Ursula Sullivan, Northern Illinois University</i>	PANEL SESSION <i>Marketing Education Track</i> FROM DISRUPTIVE BEHAVIOR TO CONSTRUCTIVE ENGAGEMENT: CLASSROOM MANAGEMENT STRATEGIES <i>Sona Klucarova, University of Nebraska Omaha</i> <i>Priyanka Singh, SUNY-Plattsburgh</i> <i>*Zinaida Taran, Delta State University</i> <i>Brian Vander Schee, Indiana University</i>
10:00 AM - 10:50 AM	DEVELOPMENTAL PAPER <i>Consumer Behavior Track</i> STUDYING THE CONSUMER BEHAVIORS OF PREGNANT AND POSTPARTUM WOMEN <i>Jennifer A. Espinosa, Rowan University</i> <i>Consumer Behavior Track</i> REASONABLY GREEN - THE EFFECT OF GIVING REASONS ON GREEN CONSUMPTION <i>Xinghui Chen, University of Wisconsin-Platteville</i> <i>Indranil Goswami, University at Buffalo</i>	PANEL SESSION <i>Marketing Data, Analytics, & Artificial Intelligence Track</i> MARKETING DATA, ANALYTICS, & ARTIFICIAL INTELLIGENCE <i>David DiSabito, Western New England University</i> <i>*Sajna Razi, University of Illinois at Chicago</i> <i>Mary Schoonmaker, Western New England University</i>
11:00 AM - 12:00 PM	11:00 AM - 12:00 PM Central Time AWARDS SESSION Marketing Management Association Innovators Award Recipient <i>Jimmy Peltier, University of Wisconsin-Whitewater</i> Best Paper Award Nominees	

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12:00 PM - 12:50 PM	12:00 PM - 12:50 PM Central Time LUNCH BREAK	
1:00 PM - 1:50 PM	<p style="text-align: center;"><i>DEVELOPMENTAL PAPER</i></p> <p style="text-align: center;"><i>Marketing Education Track</i></p> <p style="text-align: center;">IDENTIFYING INDUSTRY-RELEVANT DIGITAL MARKETING COMPETENCIES USING NATURAL LANGUAGE PROCESSING OF JOB LISTINGS</p> <p style="text-align: center;"><i>Vinay Gonela, Texas A&M University-Central Texas</i> <i>Sayantani, Mukherjee, Central Washington University</i> <i>Faiza Khoja, Central Washington University</i></p> <p style="text-align: center;"><i>Marketing Education Track</i></p> <p style="text-align: center;">EMPIRICAL INSIGHTS INTO THE BARRIERS OF INTEGRATING SUSTAINABILITY INTO MARKETING CURRICULUM: AN ANALYSIS OF AACSB-ACCREDITED BUSINESS SCHOOLS</p> <p style="text-align: center;"><i>William Ball, Indiana University-Kelley School of Business</i> <i>Indianapolis</i> <i>Jan Weiss, Montpellier Business School</i> <i>Matthias Staessens, Montpellier Business School</i></p>	<p style="text-align: center;"><i>PANEL SESSION</i></p> <p style="text-align: center;"><i>Marketing Data, Analytics, & Artificial Intelligence Track</i></p> <p style="text-align: center;">MARKETING DATA, ANALYTICS, & ARTIFICIAL INTELLIGENCE</p> <p style="text-align: center;"><i>*Weixing Ford, Texas A&M University-San Antonio</i> <i>Zinaida Taran, Delta State University</i></p>
2:00 PM - 2:50 PM	<p style="text-align: center;"><i>DEVELOPMENTAL PAPER</i></p> <p style="text-align: center;"><i>Social Media & Digital Marketing Track</i></p> <p style="text-align: center;">PLACE MARKETING: BRIDGING THE GAP BETWEEN LONGTIME LOCALS, NEWCOMERS, AND TOURISTS THROUGH DIGITAL MARKETING</p> <p style="text-align: center;"><i>Debika Sihi, Southwestern University</i></p> <p style="text-align: center;"><i>Social Media & Digital Marketing Track</i></p> <p style="text-align: center;">HOW INDIVIDUALS' PERCEPTIONS OF HEALTH-RELATED CONTENT ON SOCIAL MEDIA ARE SHAPED: THE IMPACT OF INFORMATION SOURCES AND MESSAGE CHARACTERISTICS</p> <p style="text-align: center;"><i>Grace Hensley, Butler University</i> <i>Chi (Cathy) Zhang, Butler University</i></p>	<p style="text-align: center;"><i>DEVELOPMENTAL PAPER</i></p> <p style="text-align: center;"><i>Marketing Strategy & Brand Management Track</i></p> <p style="text-align: center;">THE INFUSE FRAMEWORK: A MARKETING APPROACH TO MENTORING RELATIONSHIPS</p> <p style="text-align: center;"><i>David Aron, Dominican University</i></p> <p style="text-align: center;"><i>Entrepreneurial Product & Small Business Development Track</i></p> <p style="text-align: center;">NAVIGATING THE AISLE OF IDENTITY: A QUALITATIVE EXPLORATION OF IN-STORE SHOPPING PREFERENCES OF BLACK CONSUMERS AT BLACK-OWNED BUSINESSES</p> <p style="text-align: center;"><i>Kimberly K. Powell, Southern University and A&M College</i> <i>Melanie Powell Rey, Southern University Law Center</i> <i>Asia Alexander, East Texas A&M University</i></p>

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DAY 2 (continued) Friday, March 21, 2025 (All Sessions are in the Central Time Zone)		
Location	ROOM 1	ROOM 2
3:00 PM - 3:50 PM	<p>REFEREED PAPER</p> <p><i>Sports, Entertainment, & Experiential Marketing Track</i> GETTING PHYGITAL: EXPLORING THE PERCEPTION OF PHYGITAL SHOPPING EXPERIENCES IN FRANCE THROUGH ONLINE REVIEWS <i>Safaa Adil, ESSCA Research Lab</i> <i>Koffi Selom Agbokanzo, Catholic University of the West</i> <i>Mirna Bassily, Catholic University of the West</i> <i>M. Laeeq Khan, Social Media Analytics Research Team (SMART) Lab</i> <i>Danielle Lecointre-Erickson, GRANEM Research Unit</i> <i>Sourou Meatchi, GRANEM Research Unit</i></p> <p><i>Entrepreneurial Product & Small Business Development Track</i> PRICING PUMPKINS: A CASE STUDY EXAMINING VALUE-BASED PRICING FOR A SEASONAL SMALL BUSINESS SERVICE <i>Ashley Kilburn, University of Tennessee Martin</i> <i>Brandon Kilburn, University of Tennessee Martin</i></p>	<p>PANEL SESSION</p> <p><i>Marketing Education Track</i> AI & THE INNOVATIVE MARKETING EDUCATOR: INTEGRATING AI INTO DIGITAL AND SOCIAL MEDIA MARKETING EDUCATION <i>Sharmin Attaran, Bryant University</i> <i>Theresa Clarke, James Madison University</i> <i>*Ada Leung, Penn State University Berks</i> <i>Elizabeth Price, James Madison University</i></p>
4:00 PM - 4:50 PM	<p>REFEREED PAPER</p> <p><i>Supply Chain & Operations Management Track</i> AI AND SUPPLY CHAIN MANAGEMENT: USES AND CONCERNS <i>Nabarun Ghose, University of Findlay</i> <i>Ekpen Owie, University of Findlay</i></p>	<p>DEVELOPMENTAL PAPER</p> <p><i>Sports, Entertainment, & Experiential Marketing Track</i> EXPERIENTIAL MARKETING: RECRUITING EMERGING APPAREL MARKETING AND MERCHANDISING TALENT <i>Meegan Feori-Payne, California State University San Marcos</i> <i>Danielle Sponder Testa, Arizona State University</i></p> <p><i>Supply Chain & Operations Management Track</i> PROFESSIONAL PERCEPTION: INVESTIGATING PRODUCT DEVELOPER IDENTITY CONFIGURATIONS <i>Meegan Feori-Payne, California State University San Marcos</i> <i>Bertha Jacobs, University of Pretoria</i></p>
5:00 PM - 5:30 PM	MMA OFFICERS, DIRECTORS, AND BOARD MEMBERS MEETING (Link Provided Via Email)	

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