**Association of Collegiate Marketing Educators Officers**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
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<tr>
<td>President</td>
<td>Nacef Mouri</td>
<td>George Mason University</td>
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<tr>
<td>Assistant to the President</td>
<td>Patrick D. “Pat” Fountain</td>
<td>East Central University</td>
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<td>Program Chair</td>
<td>Prashant Srivastava</td>
<td>Drexel University</td>
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<td>VP Membership</td>
<td>Vivek S. Natarajan</td>
<td>Lamar University</td>
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<td>Secretary</td>
<td>Renee Gravois Lee</td>
<td>Sam Houston State University</td>
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<td>Treasurer</td>
<td>Patrick D. “Pat” Fountain</td>
<td>East Central University</td>
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<tr>
<td>Webmaster</td>
<td>Vaidas Lukosius</td>
<td>Tennessee State University</td>
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<td>Past President</td>
<td>Vaidas Lukosius</td>
<td>Tennessee State University</td>
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<td>Proceedings Editor</td>
<td>Qiang Fei</td>
<td>Prairie View A&amp;M University</td>
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**Panel, Workshop and Special Session Coordinators**

- Gopala “GG” Ganesh, University of North Texas
- P.J. Forrest, Alcorn State University
- Thomas W. Lanis, East Central University
- Kishwar Joonas, Prairie View A&M University
- Kimball P. Marshall, Alcorn State University
- Sue Y. McGorry, DeSales University
- Vivek S. Natarajan, Lamar University
- Irfan Ahmed, Sam Houston State University
- Kabir Sen, Lamar University

**Congratulations!**

**Recipient of the 2014 McGraw-Hill Distinguished Paper Award**

- Ceyhan Kilic, Independent Marketing Consultant
- Turkan Dursun-Kilic, West Texas A&M University

**Recipient of the 2014 Federation of Business Disciplines Outstanding Educator Award**

- Gordon G. Mosley
  - Troy University

**AxcessCapon 2014 Innovative Marketing Teacher of the Year Award**

- Kimball P. Marshall
  - Alcorn State University
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

Track Chairs

Global & Cross-Cultural Marketing  David K. Amponsah, Troy University

New Media, Advertising & Marketing Communications  Maxwell Hsu, University of Wisconsin-Whitewater

Marketing Research  Sanjay S. Mehta, Sam Houston State University

B-to-B, Technology Commercialization & New Product Development  John Newbold, Sam Houston State University

Ethics, Legal and Public Policy  Sharon V. Thach, Tennessee State University

Student Papers  Thomas W. Lanis, East Central University

Logistics & Supply Chain Management  Prashant Srivastava, Drexel University, and Nacef Mouri, George Mason University

Marketing Strategy & Entrepreneurship  Silvia L. Martin, Lynchburg College

Consumer Behavior & Customer Relationship Management  Kishwar Joomas, Prairie View A&M University, and Vivek S. Natarajan, Lamar University

Marketing Education  Renée Gravois Lee, Sam Houston State University, and William F. Spear, Colby-Sawyer College

Experiential & Service Learning  Patrick D. “Pat” Fountain, East Central University, and Lynn Murray, Pittsburg State University

Personal Selling & Sales Management  Dennis Kopf, University of Wisconsin-Whitewater

Retailing & Services Marketing  Ramaprasad Unni, Tennessee State University

Branding and Brand Management  Türkan Dursun-Kilic, West Texas A&M University

Pharmaceutical & Healthcare Marketing  Michael Howley, Drexel University
CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Global and Cross Cultural Marketing
A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study
Haithem Zourrig, University of Regina
Kamel El Hedhli, Abu Dhabi University
Jean-Charles Chebat, HEC Montreal

Ethics, Legal and Public Policy
Ethical Consumption Behavior and Materialism – A Study of Consumers in a Super-rich Market
Khurram Jahanig Sharif, Qatar University

Logistics and Supply Chain Management
Ethics in Supply Chain Management: Educators’ Perspective
Grant Aguirre, University of Central Oklahoma
Stefan Genchev, University of Central Oklahoma
Darrell Goudge, University of Central Oklahoma

Marketing Strategy and Entrepreneurship
Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach
Ceyhan Kilic, Independent Marketing Consultant
Turkan Dursun-Kilic, West Texas A&M University

Consumer Behavior and Customer Relationship Management
Decision-making Style, College Loan Debt, and Credit Card Misuse
Xiankui Hu, Arkansas State University
Gail I. Hudson, Arkansas State University
Melodie Philhours, Arkansas State University

Personal Selling and Sales Management
An Application of Leadership and Management Concepts to Sales Management
Kristen Maceli, Pittsburg State University
Donald Baack, Pittsburg State University

Retailing and Services Marketing
Shopping Well-Being: Is it Just a Matter of Pleasure or Doing the Task?
Kamel El Hedhli, Abu Dhabi University
Haithem Zourrig, University of Regina
Jean-Charles Chebat, HEC Montréal

Branding and Brand Management
Can Human Brand Extensions Transform To Brands?
Ravi K. Jillapalli, Texas State University-San Marcos
Regina Jillapalli, Texas State University-San Marcos

Student Track
Is Source Credibility a Central or a Peripheral Element?
Mari Mathuos Kasbar Ouhan, Abu Dhabi University
Kamel El Hedhli, Abu Dhabi University
### SESSION A  
**Ethics, Legal and Public Policy**

**Session Chair:** Sharon V. Thach, Tennessee State University

- *Ethical Consumption Behavior and Materialism - A Study of Consumers in a Super-rich Market*
  - Khurram Jahangir Sharif, Qatar University

- *Ethical Issues in Higher Education*
  - Ann-Marie Rizzo, Tennessee State University
  - Sharon V. Thach, Tennessee State University

- *Strategy and Tactics in Arts Marketing: Necessary Research Issues*
  - Sharon V. Thach, Tennessee State University
  - Kimball P. Marshall, Alcorn State University

- *A Macro-Marketing Perspective of the Influences of Consumer Sentiments on Financial and Real Estate Market Indicators*
  - Akash Dania, Alcorn State University
  - Kimball P. Marshall, Alcorn State University

### SESSION B  
**Retailing and Services Marketing**

**Session Chair:** Ramprasad Unni, Tennessee State University

- *Shopping Well-Being: Is it Just a Matter of Pleasure or Doing the Task?*
  - Kamel El Hedhli, Abu Dhabi University
  - Haithem Zourrig, University of Regina
  - Jean-Charles Chebat, HEC Montréal

- *Initial Service Failure and the Size of the Gratuity: A Social-Cognitive Approach*
  - Lawrence S. Silver, Southeastern Oklahoma State University

- *Is Source Credibility a Central or a Peripheral Element?*
  - Mari Mattiuss Kasbar Ouhan, Abu Dhabi University
  - Kamel El Hedhli, Abu Dhabi University

- *Gamification and Service Marketing*
  - Mario Cortes Garay, Monterrey Institute of Technology
  - Roger Conaway, Monterrey Institute of Technology

### SESSION C  
**Logistics and Supply Chain Management**

**Session Chair:** Prashant Srivastava, Drexel University

- *Ethics in Supply Chain Management: Educators’ Perspective*
  - Grant Aguirre, University of Central Oklahoma
  - Stefan Genchev, University of Central Oklahoma
  - Darrell Goudge, University of Central Oklahoma

- *How to Pay the Transporter: The Effect of Type of Contracts on Optimal Logistics Decisions*
  - Thanh V. Tran, University of Central Oklahoma
  - Stefan Genchev, University of Central Oklahoma
  - Darrell Goudge, University of Central Oklahoma

- *Capabilities, Collaboration and Supply Chain Performance*
  - Prashant Srivastava, Drexel University
  - Karthik N.S. Iyer, University of Northern Iowa
  - Mohammed Y.A. Rawwas, University of Northern Iowa
FBD COFFEE BREAK

Please make plans to visit the exhibits for information on the latest books and newest educational technologies. Let our exhibitors know how much we appreciate their presence and continued support!

Great Door Prize Drawings take place at 10:15 a.m. in the Exhibit Area. Must be present to win.

SESSION A  Marketing Education: Strategies to Challenge and Engage Students
Session Chair: William F. Spear, Colby-Sawyer College

Technology Readiness and Learning Goals as Antecedents to Student Satisfaction and Learning Outcomes in Online and Traditional Settings: A Preliminary Empirical Investigation
Vivek S. Natarajan, Lamar University
Lynn Godkin, Lamar University

Thinking Outside the Box: Using Supplemental Reading and Presentation Assignments to Increase Rigor, Student Engagement, and Student Responsibility for Learning
William F. Spear, Colby-Sawyer College

Advancing Student Learning Beyond Summarizing: Creating Secondary Research Assignments to Foster Evaluation and Synthesis Skills
Pamela L. Mickelson, Morningside College
Renée Gravois Lee, Sam Houston State University

Do Entrepreneurial Camp Programs Influence Entrepreneurial Intention Of Participants?: A Proposed Study of An Experiential Learning Approach to Creating New Entrepreneurs
Stacey Bolin, East Central University
Patrick D. “Pat” Fountain, East Central University

SESSION B  Marketing Strategy and Entrepreneurship
Session Chair: Silvia L. Martin, Lynchburg College

Entrepreneurial Network Development: the case of French immigrants in Mexico
Jorge H. Mejia-Morelos, Instituto Tecnologico Autonomo de Mexico

Scientific Conceptual Inquiry of International New Ventures: A Review and suggestions for developing the field
Silvia L. Martin, Lynchburg College
Carolina Medina, Lynchburg College

Drivers and Outcomes of Individual Customer Orientation: A Holistic Approach
Ceyhan Kilic, Independent Marketing Consultant, Amarillo, TX
Türkcan Dursun-Kilic, West Texas A&M University

From an Entrepreneurial Strategy to Business Models: A Comparative Model from Practitioners’ Perspective
Hector Macfarland, Instituto Tecnologico de Estudios Superiores de Monterrey
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014 (Thursday)

1:30 p.m. – 3:00 p.m. Atrium

SESSION A  Marketing Education: Great Assignments and Teaching Ideas

Session Chair:  Renée Gravois Lee, Sam Houston State University

Conducting Large Scale Project-Based Learning Assignments
**Julie Haworth**, The University of Texas at Dallas

New Product Development Assignment for Principles of Marketing
**Sanjay S. Mehta**, Sam Houston State University

Creating Transformative Learning Experiences for Students in a Basic International Marketing Course
**Sarath A. Nonis**, Arkansas State University

Principles of Marketing Class: Multi-Format Design Solutions for Diverse Student Body
**Vaidas Lukosius**, Tennessee State University

1:30 p.m. – 3:00 p.m. Seminar Theatre

SESSION B  Branding and Brand Management

Session Chair:  Türkan Dursun-Kilic, West Texas A&M University

Can Human Brand Extensions Transform To Brands?
**Ravi K. Jillapalli**, Texas State University-San Marcos
**Regina Jillapalli**, Texas State University-San Marcos

An Analysis for the Effects of UN Global Contact on Company Reputation
**Meltem Yaman**, Nisantasi University, Istanbul, Turkey

Creation of Brand Equity and Its Effects on Consumer Intentions in the Purchase of Consumer Durable Goods in Turkey
**Buket Besen**, Nisantasi University, Istanbul, Turkey

The Effect of Corporate Name Changes on Firm Value
**Ceyhan Kilic**, Independent Marketing Consultant, Amarillo, TX
**Türkan Dursun-Kilic**, West Texas A&M University

3:00 p.m. – 3:30 p.m. Lone Star Ballroom

FBD COFFEE BREAK

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ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014
(Thursday)

3:30 p.m. – 5:00 p.m.  Atrium

SESSION A  New Media, Advertising and Marketing Communications

Session Chair:  Silvia L. Martin, Lynchburg College

Social Media: A Business Imperative
William S. Piper, Alcorn State University
P.J. Forrest, Alcorn State University

The Impact of Gender and National Culture on Electronic Word of Mouth Communication
Wendy Shen, University of Denver
Kristen M. Maceli, Pittsburg State University
Yue Zhao, University of Denver
Daniel W. Baack, University of Denver
Donald R. Bacon, University of Denver

The Use of Eco-Labels as a Marketing or Promotional Tool: Analysis of the Impact of Eco-Labels on the Attitude Towards the Product or Brand Carrying the Label
Sven Gross, Trier University of Applied Sciences
Phillip Wilson, Midwestern State University
Chris Shao, Midwestern State University
Jie Zhang, Midwestern State University

Incremental Revenue from an Entertainment Venue
James Rauch, East Central University

3:30 p.m. – 5:00 p.m.  Seminar Theatre

SESSION B  Workshop: Student Development and Assessment of Learning through Research and Service-Learning

Session Chair:  Kishwar Joonas, Prairie View A&M University

Literature indicates that research and service-learning are valuable pedagogical tools. Moreover, they are useful in student development and assessment of learning. The workshop covers modalities of student research, such as a team format, validation of article selection, originality check, support for style and formatting, milestone tracking, comprehensive feedback, student reflections, presentation, and external evaluation. Samples of student work will be provided.

Make plans to join us in Houston for our 2015 conference.

♦♦♦

42nd Annual Conference

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

March 13, 2014 (Thursday)

3:30 p.m. – 5:00 p.m. Lone Star Ballroom A1

SESSION C Consumer Behavior and Customer Relationship Management

Session Chair: Vivek Natarajan, Lamar University

Decision-making Style, College Loan Debt, and Credit Card Misuse

Sarith A. Nonis, Arkansas State University
Xiankui Hu, Arkansas State University
Gail I. Hudson, Arkansas State University
Melodie Philhours, Arkansas State University

Marketing of Financial Services by Indian Universal Banks: A study on State Bank of India
Sanjay Arora, Kurushetra University
Vishal Kumar, Panjab University
Sachin Sethi, Bharati Vidyapeeth University

Marketing Practices in Rural India: A Study of Haryana State
Sanjay Arora, Kurushetra University
Vishal Kumar, Panjab University
Akshta Dhirgra, Kurushetra University

Shopping Mall Motivation of Indian Consumers
Suresh K Chadha, Panjab University
Sneha Sharma, Panjab University

A Descriptive Study of the Impact of Self-Regulatory Focus on Long-Term Compliance Behavior in Higher Education
Kishwar Joonas, Prairie View A&M University
Stephanie Dellande, Menlo College

5:30 p.m. – 7:00 p.m. Ballroom

FBD Meet and Greet Social

Everyone is invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and live music. A Cash Bar is available and a limited number of drink tickets will also be distributed. Stop by to relax and wind down from the day’s conference activities before heading out to other association and cultural events, dinner, or historic Old Town.

Make plans to join us in Houston for our 2015 conference.

★★★

42nd Annual Conference

March 10 - 14, 2015
Hyatt Regency Hotel
Houston, Texas
ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2014
(Friday)

7:30 a.m. – 8:30 a.m.  Entrance to Seminar Theatre

ACME Coffee and Pastries
All ACME members are invited and encouraged to come and meet old friends, make new acquaintances and enjoy coffee.

8:30 a.m. – 10:00 a.m.  Seminar Theatre

SESSION A  Marketing Metrics Workshop
Session Chair:  Kimball P. Marshall, Alcorn State University

Presenters:  Kimball P. Marshall, Alcorn State University
Sue Y. McGorry, DeSales University
P.J. Forrest, Alcorn State University

Workshop Description:

The objectives of this workshop are to familiarize marketing educators with the field of marketing metrics, to offer practical and tested guidance for the design of a marketing metrics course including content and student assignments, to offer guidance for collecting and accessing data online to support metrics assignments, and to provide guidance in the development of marketing dashboards for monitoring marketing metrics in real world situations.

10:00 a.m. – 10:30 a.m.  Lone Star Ballroom

FBD COFFEE BREAK

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10:30 a.m. – 11:45 a.m.  Seminar Theatre

SESSION A  Keynote Address: Professor Noel Capon, Columbia University

Managing Global Accounts: Strategies for Global Account Management
12:00 p.m. – 1:15 p.m.  Houston Ballroom C

**ACME Business Luncheon and Awards Meeting**

All ACME members and invited guests are encouraged to attend as we honor our award winners and hold our annual Business Meeting.

This event is open ONLY to ACME Members and invited guests. Others will be charged $50. Checks should be payable to Association of Collegiate Marketing Educators.

1:30 p.m. – 3:00 p.m.  Atrium

**SESSION A**

Panel Discussion: Marketing Metrics

**Moderator:** Vivek S. Natarajan, Lamar University

**Discussant:**
- Gopala “GG” Ganesh, University of North Texas
- Thomas W. Lanis, East Central University
- Kimball P. Marshall, Alcorn State University
- Kabir Sen, Lamar University
- Irfan Ahmed, Sam Houston State University

1:30 p.m. – 3:00 p.m.  Seminar Theatre

**SESSION B**

Being an ACME Track Chair

**Session Chair:** Prashant Srivastava, Drexel University

**Description:**

Interested in chairing a track? Have a question about what a track chair does? This session is for you. ACME members interested in chairing a track (or tracks) are encouraged to attend this session to learn about the role of the track chair and possibly select a track to chair for next year’s conference. Current track chairs will be available to provide input and answer your questions.

3:00 p.m. – 3:30 p.m.  Lone Star Ballroom

**FBD Coffee Break**

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**42nd Annual Conference**

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ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS  

March 14, 2014  
(Friday)  

3:30 p.m. – 5:00 p.m.  
Atrium  

SESSION A  
Personal Selling, Sales Management and Strategy  

Session Chair:  
Dennis A. Kopf, University of Wisconsin-Whitewater  

Mail-in Rebate Redemption: A Conceptual Model  
Alma Mintu-Winsatt, Texas A & M University-Commerce  
Chris Myers, Texas A & M University-Commerce  
Ruiliang Yan, Texas A & M University-Commerce  

An Application of Leadership and Management Concepts to Sales Management  
Kristen Maceli, Pittsburg State University  
Donald Baack, Pittsburg State University  

Business Model Enablement through IT/Business Alignment  
Mauricio Corona, La Salle University  

Use of Social Media for Sales Force Motivation  
Dennis A. Kopf, University of Wisconsin-Whitewater  

3:30 p.m. – 5:00 p.m.  
Seminar Theatre  

SESSION B  
Global and Cross Cultural Marketing  

Session Chair:  
David K. Amponsah, Troy University  

A Cross-Cultural Perspective on Consumer Perceptions of Service Failures Severity: A Pilot Study  
Haithem Zourring, University of Regina  
Kamel El Hedhli, Abu Dhabi University  
Jean-Charles Chebat, HEC Montreal  

The Importance of Different Attractions to Prospective Tourists to Africa  
David K. Amponsah, Troy University  
Gordon G. Mosley, Troy University  
Frank Thompson, Troy University  

The Applied Dimensions of Relationship Marketing and Their Impact on Customer Retention Levels  
Zafar U. Ahmed, Lebanese American University  
Jamal Bojel, University Putra Malaysia  
Che Aniza Binti Che Wel, University Kebangsaan  
Craig C. Julian, Southern Cross University  

Marketing Standardization: Democratic Development and Cultural Values  
Russell Adams, University of Texas at Brownsville  
Clara Downey, University of Texas at Brownsville  

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