

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Welcome to the ACME Conference!

ACME Officers, 2018-2019

Acting President	Irfan Ahmed , Sam Houston State University, Huntsville, Texas
Acting Program Chair	Renée Gravois , Sam Houston State University, Huntsville, Texas
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ACME Board of Directors, 2018-2019

Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Renée Gravois, Sam Houston State University, Huntsville, Texas
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Prashant Srivastava, Drexel University, Philadelphia, Pennsylvania
Nacef Mouri, Université Internationale de Rabat, Salé, Morocco

Please join us for the 2020 ACME Conference!
March 11-14, 2020 ♦ San Antonio, Texas ♦ Hyatt Regency San Antonio

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

**2019 Federation of Business Disciplines
Distinguished Paper Award**

*International Business Event Perceived Quality, Visitors' Positive Emotions,
and Behavioral Intentions to Attend: An Investigation of Relationships*

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Clint Relyea, Troy University, Troy, Alabama

CONGRATULATIONS!

**2019 Federation of Business Disciplines
Outstanding Educator Award**

Patrick D. "Pat" Fountain
Professor Emeritus
East Central University, Ada, Oklahoma

CONGRATULATIONS!

**2019 Lou E. Pelton Award for
Early Career Excellence in Marketing**

Priyanka Khandelwal
West Texas A&M University, Canyon, Texas

ACME expresses its tremendous gratitude to Lou E. Pelton,
University of North Texas, for his vision and generosity in funding this award.

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

CONGRATULATIONS!

BEST PAPER IN TRACK AWARD WINNERS

Consumer Behavior and Customer Relationship Management Track

International Business Event Perceived Quality, Visitors' Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Clint Relyea, Troy University, Troy, Alabama

Marketing Education and Experiential and Service Learning Track

Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Gail Hudson, Arkansas State University, Jonesboro, Arkansas
Melodie Philhours, Arkansas State University, Jonesboro, Arkansas

Marketing Strategy and Innovation Track

CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation

Prachi B. Gala, Elon University, Elon, North Carolina

Supply Chain and Business-to-Business Marketing Track

Exploring the Impact of Organizational and Customer Complexity on Direct Sellers' Relational Incongruity and its Ensuing Role on Direct Sales Distributor and System Performance

Guanyu "Charles" Geng, University of North Texas, Denton, Texas
Lou E. Pelton, University of North Texas, Denton, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Branding and Brand Management

Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

Consumer Behavior and Customer Relationship Management

Kishwar Joonas, Prairie View A&M University, Prairie View, Texas

Ethics, Legal, and Public Policy

Grant C. Aguirre, University of Central Oklahoma, Ada, Oklahoma
Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and
St. John’s University, Collegeville, Minnesota

Global and Cross-Cultural Marketing

Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas

Marketing Education and Experiential and Service Learning

Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Marketing Research

Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Marketing Strategy and Innovation

Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile
Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown University,
Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain

New Media, Advertising, and Marketing Communications

Priyanka Khandelwal, West Texas A&M University, Canyon, Texas

Student Research

Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

Supply Chain Management and Business-to-Business Marketing

Mel F. Zuberi, Hood College, Frederick, Maryland

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

ACME Reviewers

ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2019 ACME Conference!

Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma
Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Ahmet Aksoy, Texas Tech University, Lubbock, Texas
Syed Tariq Anwar, West Texas A&M University, Canyon, Texas
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile
Ayse Balas, Virginia State University, Petersburg, Virginia
Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain
Stacey Bolin, East Central University, Ada, Oklahoma
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
Weixing Ford, Texas A&M University – San Antonio, San Antonio, Texas
Patrick D. “Pat” Fountain, Professor Emeritus, East Central University, Ada, Oklahoma
Stefan E. Genchev, University of Central Oklahoma, Edmond, Oklahoma
Souparno Ghosh, Texas Tech University, Lubbock, Texas
Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma
Renée Gravois, Sam Houston State University, Huntsville, Texas
Julie Haworth, University of Texas at Dallas, Dallas, Texas
Heidi E. Huntington, West Texas A&M University, Canyon, Texas
Michael R. Hyman, New Mexico State University, Las Cruces, New Mexico
Kishwar Joonas, Prairie View A&M University, Prairie View, Texas
Priyanka Khandelwal, West Texas A&M University, Canyon, Texas
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Jackie Marr, West Texas A&M University, Canyon, Texas
Silvia L. Martin, California State University - Los Angeles, Los Angeles, California
Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Pamela L. Mickelson, Morningside College, Sioux City, Iowa
John J. Newbold, Sam Houston State University, Huntsville, Texas
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma
Sanjeev Verma, National Institute of Industrial Engineering, Mumbai, India
Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas
Meltem Yaman, Nisantasi University, Istanbul, Turkey
Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and
St. John’s University, Collegeville, Minnesota
Yafei Zhang, West Texas A&M University, Canyon, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Mesquite

SESSION A Consumer Behavior and Customer Relationship Management

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

International Business Event Perceived Quality, Visitors' Positive Emotions, and Behavioral Intentions to Attend: An Investigation of Relationships

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

Clint Relyea, Troy University, Troy, Alabama

Sensing Market Pulse for New Product Development: A Netnographic Approach

Sanjeev Verma, National Institute of Industrial Engineering (NITIE), Mumbai, India

Abhishek Prasad, National Institute of Industrial Engineering (NITIE), Mumbai, India

The Reward, the Promotion or the Philanthropy? A Study Exploring the Giving of the Mobile Service Providers in the Hurricane Season

Priyanka Khandelwal, West Texas A&M University, Canyon, Texas

Cynthia Carrera, West Texas A&M University, Canyon, Texas

An Examination of Nationalism and the U.S. Consumer

Phyllis L. Flott, Tennessee State University, Nashville, Tennessee

Lydia Njoroge, University of North Texas, Denton, Texas

8:30 a.m. – 10:00 a.m.

Redbud

SESSION B Backpacks to Briefcases: Experiences that Prepare Students for their Futures
Special Session | Marketing Education and Experiential and Service Learning Track

Session Chairs: **Stacey Bolin**, East Central University, Ada, Oklahoma

Kristen Byers, East Central University, Ada, Oklahoma

The Interview Assignment: A Realistic Career Preview

Patrick D. "Pat" Fountain, East Central University, Ada, Oklahoma

Nathan D. Fountain, East Central University, Ada, Oklahoma

Creating a Consulting Mindset: Driving Students from Academic Expectations to Professional Competencies

Elizabeth Randon McDougal, Southeastern Louisiana University, Hammond, Louisiana

Renée Gravois, Sam Houston State University, Huntsville, Texas

OKC Thunder College Influencer Program: An All-Star Marketing Project

Kristen Byers, East Central University, Ada, Oklahoma

Chelsea Tucker, East Central University, Ada, Oklahoma

Hands-on Marketing Projects with Rave Student Reviews

Stacey Bolin, East Central University, Ada, Oklahoma

Michael Scott, East Central University, Ada, Oklahoma

Chloe Hull, East Central University, Ada, Oklahoma

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 14, 2019
(Thursday)**

8:30 a.m. – 10:00 a.m.

Cottonwood

SESSION C Student Research Symposium

Session Chair: **Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

Traditional Versus Social Celebrities and YouTube Success

Lauren A. Calderaro, James Madison University, Harrisonburg, Virginia

Mary Margaret Anthony, James Madison University, Harrisonburg, Virginia

Theresa B. Clarke, James Madison University, Harrisonburg, Virginia

Understanding Consumer Cyber-smearing: A Conceptual Framework

Haylee Hermann, Kent State University Stark, North Canton, Ohio

Haithem Zourrig, Kent State University Stark, North Canton, Ohio

Impact of Stock-Trak on ECU Students

CeJay Bonner, East Central University, Ada, Oklahoma

Jim Rauch, East Central University, Ada, Oklahoma

Panel Discussion – Student Research: A Transformative Learning Experience

Student and Faculty Participants, Student Research Track

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK. Please make plans to visit the exhibits for information on the latest books and educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Door prize drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

10:30 a.m. – 12:00 p.m.

Mesquite

SESSION A Global and Cross-Cultural Marketing

Session Chair: **Yi-Chia “Shair” Wu**, Tarleton State University, Stephenville, Texas

Does it Pay to be Glocal? An Investigation into the Congruence Between Personal Identity and Brand Outcomes

Terence Motsi, Earlham College, Richmond, Indiana

Edita Danielyan, Earlham College, Richmond, Indiana

Jeremy Nicholas Douyere, Earlham College, Richmond, Indiana

The Impact of Culture on the Consumption and Preferences on the Private Brand Versus the National Brand

Pei-Chiang Wu, National Cheng Kung University, Tainan, Taiwan

Ya-Hui Kuo, National Cheng Kung University, Tainan, Taiwan

Perception of Marketing Expertise in International Business

Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas

Ceyhan Kilic, Tarleton State University, Stephenville, Texas

Aray Chen, Tarleton State University, Stephenville, Texas

Del Nagy, Tarleton State University, Stephenville, Texas

H. Kevin Fulk, Tarleton State University, Stephenville, Texas

User Perceptions and Cultural Adaptation Online: A Study of American and Malaysian Restaurants’ Website and Social Media Pages

Missy W. Graham, University of Central Oklahoma, Edmond, Oklahoma

Kim Chong, University of Central Oklahoma, Edmond, Oklahoma

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2019
(Thursday)

10:30 a.m. – 12:00 p.m.

Redbud

SESSION B Panel Discussion: What 100+ Years of Academic Life has Taught Us

Session Chair: **Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas

Panelists: **Nancy D. Albers-Miller**, Louisiana State University at Shreveport, Shreveport, Louisiana
Barry J. Babin, Louisiana Tech University, Ruston, Louisiana
Lou E. Pelton, University of North Texas, Denton, Texas
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

10:30 a.m. – 12:00 p.m.

Cottonwood

SESSION C Student Research Symposium

Session Chair: **Thanh Tran**, University of Central Oklahoma, Edmond, Oklahoma

Is Price-Matching Really Attractive? How and When to Use Price-Matching in a Competitive Marketplace

Linh Doan, University of Central Oklahoma, Edmond, Oklahoma

Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

The NFL Protest from a Marketing Perspective: Does Protesting Affect NFL Ticket Sales?

Audra Phillips Crow, University of Texas at Dallas, Dallas, Texas

Julie Haworth, University of Texas at Dallas, Dallas, Texas

The Impact of Mentors on Student Productivity as Evidenced by Project Journal Entries

Claudia Kwee, University of Texas at Dallas, Dallas, Texas

Julie Haworth, University of Texas at Dallas, Dallas, Texas

Panel Discussion – Student Research: Challenges and Opportunities

Student and Faculty Participants, Student Research Track

12:00 p.m. – 1:30 p.m.

Lunch on Your Own

Get together with some ACME and FBD colleagues and
add conversation to your lunch!

Please join us for the 2020 ACME Conference!
March 11-14, 2020 ♦ San Antonio, Texas ♦ Hyatt Regency San Antonio

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2019
(Thursday)

1:30 p.m. – 3:00 p.m.

Regency Room

PLENARY SESSION

***Houston Livestock Show and Rodeo:
Economic Impact and Future Directions***

Co-hosted by ACME and the Southwest Case Research Association (SWCRA)
Members of all FBD associations are invited to attend

Plenary Session Overview

Since its origins in 1932, the Houston Livestock Show and Rodeo™ (HLSR) has hosted “an annual, family-friendly experience that educates and entertains the public, supports Texas youth, showcases Western heritage and provides year-round educational support within the community” (<https://www.rodeohouston.com/>). The event is the biggest livestock exhibition and rodeo in the world. It attracts 2.5 million visitors each year and has contributed more than \$475 million to programs benefiting Texas youth.

Learn about the challenges of managing a rodeo legacy of 90+ years, marketing a nationally-renowned and legendary brand, and introducing fresh initiatives and experiences to ensure continued growth and engage new audiences and generations of fans.

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK. Please make plans to visit the exhibits for information on the latest books and educational technologies. Let our exhibitors know how much we appreciate their presence and continued support! Door prize drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.

Mesquite

SESSION A Marketing Strategy and Supply Chain

Session Chair: **Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas

Exploring the Impact of Organizational and Customer Complexity on Direct Sellers' Relational Incongruity and its Ensuing Role on Direct Sales Distributor and System Performance

Guanyu “Charles” Geng, University of North Texas, Denton, Texas

Lou E. Pelton, University of North Texas, Denton, Texas

*The Role of Operations Analytics in Creating Sustainable Competitive Advantage:
A Practice-Based View (PBV)*

Venugopal Gopalakrishna-Remani, University of Texas at Tyler, Tyler, Texas

Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

Incremental Revenue and Headcount from a Casino Promotion

Jim Rauch, East Central University, Ada, Oklahoma

Hongkai Zhang, East Central University, Ada, Oklahoma

Richard Strickler, East Central University, Ada, Oklahoma

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 14, 2019
(Thursday)

3:30 p.m. – 5:00 p.m.

Redbud

SESSION B ACME AccessCapon Teaching Innovation Competition – Finalist Presentations

Session Chair: Mel F. Zuberi, Hood College, Frederick, Maryland

Please join us for this session featuring finalists from the ACME AccessCapon Teaching Innovation Competition. The winning teaching innovation will be selected from the finalist presentations, with all finalists recognized at the ACME Awards Luncheon and Business Meeting on Friday at 12:00.

ACME expresses its tremendous gratitude to AccessCapon for sponsoring this award. AccessCapon specializes in marketing and international business textbooks with a variety of formats and affordable prices. For more information, visit <https://wessexlearning.com>.

3:30 p.m. – 5:00 p.m.

Cottonwood

SESSION C Student Research Symposium

Session Chair: Thanh Tran, University of Central Oklahoma, Edmond, Oklahoma

International Sales Practices: A Comparative Study Between the United States and México

Alejandro Lopez Diaz, University of Central Oklahoma, Edmond, Oklahoma

Stefan E. Genchev, University of Central Oklahoma, Edmond, Oklahoma

OKC Thunder College Uproar Program

Chelsea Tucker, East Central University, Ada, Oklahoma

Kristen Byers, East Central University, Ada, Oklahoma

Impact of Oklahoma Business Week on ECU Students

Chloe Hull, East Central University, Ada, Oklahoma

Stacey Bolin, East Central University, Ada, Oklahoma

Michael Scott, East Central University, Ada, Oklahoma

Effects of New Certification Program at East Central University

Corey Allen Burton, East Central University, Ada, Oklahoma

Stacey Bolin, East Central University, Ada, Oklahoma

5:30 p.m. – 7:00 p.m.

Exhibit Hall - Market Place

FBD Presidential Welcome Reception

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 be distributed. Stop by to relax and wind down from conference activities before heading out to dinner, other association events, or cultural events.

ACME Volunteer Opportunities

Interested in volunteering for the 2020 ACME Conference in San Antonio?
Contact Mel F. Zuberi, ACME Program Chair for 2019-2020, at zuberi@hood.edu.

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2019
(Friday)

8:30 a.m. – 10:00 a.m.

Mesquite

SESSION A Branding, Brand Management, and Marketing Communications

Session Chairs: **Türkan Dursun-Kilic**, West Texas A&M University, Canyon, Texas
 Priyanka Khandelwal, West Texas A&M University, Canyon, Texas

The Power of Intangible Assets: CEO, Corporate Reputation, and Brand Value
Chien-Chung Chen, New Mexico Highlands University, Las Vegas, New Mexico
Ali Arshad, New Mexico Highlands University, Las Vegas, New Mexico

The Effects of Mood, Website Personality, and Human Personality on Impulse Buying
Elizabeth Dunn, University of North Texas, Denton, Texas

Greener or Better? The Effect of Tradeoff Between Functional and Environmental Product Attributes on Green Product Choice
Pradnya Joshi, West Texas A&M University, Canyon, Texas

Digital Marketing Expertise Model
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas
Yi-Chia “Shair” Wu, Tarleton State University, Stephenville, Texas
Aray Chen, Tarleton State University, Stephenville, Texas
H. Kevin Fulk, Tarleton State University, Stephenville, Texas
Del Nagy, Tarleton State University, Stephenville, Texas

8:30 a.m. – 10:00 a.m.

Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: **Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

Where Does the Time Go? Time Use of College Students Today Versus Twelve Years Ago
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Gail Hudson, Arkansas State University, Jonesboro, Arkansas
Melodie Philhours, Arkansas State University, Jonesboro, Arkansas

Performance-Centric Course Design: Overcoming the Fixation on Graded Deliverables
Adam J. Mills, University of New Orleans, New Orleans, Louisiana

Developing Microskills in Professional Sales Students in Think-Pair-Share Format
Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Impact Chain Analysis: A Pedagogical Method for Explicating Marketing Environment Events
Irfan Ahmed, Sam Houston State University, Huntsville, Texas

8:30 a.m. – 10:00 a.m.

Conference Room 9

SESSION C Assessing the Impact of a Web-based Marketing Metrics Drill Exercise

Special Session | Marketing Education and Experiential and Service Learning Track

Session Presenter: **Gopala “GG” Ganesh**, University of North Texas, Denton, Texas

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2019
(Friday)

10:00 a.m. – 10:30 a.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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Door prize drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

10:30 a.m. – 12:00 p.m.

Mesquite

SESSION A Ethics, Legal, and Public Policy Issues

Session Chairs: **Qiang “Tony” Yan**, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota
Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma

Clean Water Projects in Rural Guatemala: Community-Impact Survey and Usage Research
Julie Haworth, University of Texas at Dallas, Dallas, Texas

Internal Marketing of Corporate Wellness Programs: A Literature Review

Kimball Marshall, Alcorn State University, Lorman, Mississippi
Faith Bontranger, Cigna Health and Life Insurance Company

Consumers’ False Voice and Exit and Effective Brands Provision

Qiang “Tony” Yan, College of St. Benedict, St. Joseph, Minnesota; and St. John’s University, Collegeville, Minnesota
Grant C. Aguirre, University of Central Oklahoma, Edmond, Oklahoma

10:30 a.m. – 12:00 p.m.

Redbud

SESSION B Content of Marketing Research, Analytics, and Metrics Courses
Panel Discussion | Marketing Research Track

Session Chair: **Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas

Panelists: **Gopala “GG” Ganesh**, University of North Texas, Denton, Texas
Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas
Vivek S. Natarajan, Lamar University, Beaumont, Texas
Mel F. Zuberi, Hood College, Frederick, Maryland
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas

12:00 p.m. – 1:15 p.m.

Cottonwood

ACME Business Meeting and Awards Luncheon

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

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2019
(Friday)

1:30 p.m. – 3:00 p.m.

Mesquite

SESSION A Marketing Strategy and Innovation

Session Chair: **Enrique Marinao Artigas**, Universidad de Santiago de Chile, Santiago, Chile
Paloma Bernal-Turnes, The World Bank, Washington, DC; Georgetown
University, Washington, DC; and Universidad Rey Juan Carlos, Madrid, Spain

CEO Integrity and Entrepreneurial Orientation: Role Played by Marketing Power and Compensation
Prachi B. Gala, Elon University, Elon, North Carolina

*Correlation Between Creative Tourism and Agrotourism Services Experiences: An Empirical Research
in the Mexican Rural Tourism Environment*

Alma Cristina Gómez Macfarland, Instituto Tecnológico y de Estudios Superiores de Monterrey, México
Hector Gómez Macfarland, Huston-Tillotson University, Austin, Texas
Rohan R. Thompson, Huston-Tillotson University, Austin, Texas

Tourism Marketing Strategies. Role of Trust Toward the Tourist Destination

Leslier Valenzuela-Fernández, Universidad de Chile, Santiago, Chile
Karla Barajas-Portas, Universidad Anáhuac México, Campus Sur, Ciudad de México
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile

*Marketing Management Innovation Organizational Capabilities. How Well Are We Prepared to
Face Future Challenges?*

Karla Barajas-Portas, Universidad Anáhuac México, Campus Sur, Ciudad de México
Leslier Valenzuela-Fernández, Universidad de Chile, Santiago, Chile
Natacha Peñaloza Briones, Universidad de Chile, Santiago, Chile
Enrique Marinao Artigas, Universidad de Santiago de Chile, Santiago, Chile
Silvia L. Martin, California State University, Los Angeles, Los Angeles, California

1:30 p.m. – 3:00 p.m.

Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: **Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

Inspiring Entrepreneurialism Among High School Students

Stacey Bolin, East Central University, Ada, Oklahoma
Michael Scott, East Central University, Ada, Oklahoma

Learning Management Systems and Mobile Device Support

Danny Upshaw, Northwestern State University of Louisiana, Natchitoches, Louisiana
Marcia Hardy, Northwestern State University of Louisiana, Natchitoches, Louisiana
Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana

Development and Assessment of a Financial Literacy Course

Ian Norris, Berea College, Berea, Kentucky

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2019
(Friday)

1:30 p.m. – 3:00 p.m.

Arboretum 3

SESSION C Supply Chain Management and Business-to-Business Marketing

Session Chair: **Mel F. Zuberi**, Hood College, Frederick, Maryland

The Advantages of Using Additive Manufacturing for Repair Parts in the U.S. Army

Bryson Soden, Texas A&M University, College Station, Texas

Malini Natarajarithnam, Texas A&M University, College Station, Texas

Wei Lu, Texas A&M University, College Station, Texas

Re-insourcing Warehousing to Improve Logistics Efficiency: A Case Study

Dawn Ellis, Texas A&M University, College Station, Texas

Malini Natarajarithnam, Texas A&M University, College Station, Texas

Wei Lu, Texas A&M University, College Station, Texas

Quantifying Customer Value for TTI, Inc.

Jill Roberts, Texas A&M University, College Station, Texas

Malini Natarajarithnam, Texas A&M University, College Station, Texas

Wei Lu, Texas A&M University, College Station, Texas

Customer Reacquisition in the Age of Digital Marketing

Mel F. Zuberi, Hood College, Frederick, Maryland

Daniel Rajaratnam, University of Texas at Dallas, Dallas, Texas

Lou E. Pelton, University of North Texas, Denton, Texas

3:00 p.m. – 3:30 p.m.

Exhibit Hall - Market Place

FBD COFFEE BREAK

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For a premier publishing opportunity, check out the peer-reviewed
FBD Journal at <https://www.fbdonline.org/journal/>.

◆
*All FBD conference participants are eligible to have their work considered
for the low submission fee of \$40.*

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 15, 2019
(Friday)

3:30 p.m. – 5:00 p.m.

Mesquite

SESSION A Marketing Issues in the Indian Sub-Continent

Session Chair: **Yi-Chia “Shair” Wu**, Tarleton State University, Stephenville, Texas

India's Regional Economic Integration with ASEAN and SAARC Countries: An Evaluation of Trade Flows Using Gravity Model

Raj Kumar Singh, Himachal Pradesh University, Shimla, India

Devinder Sharma, Himachal Pradesh University, Shimla, India

Balbir Singh, Government Degree College, Bassa, Mandi, Himachal Pradesh, India

Conceptualizing a New Model of Luxury Brand Purchase Intention in an Emerging Country Setting: A Sri Lankan Perspective

Sumith S. De Silva, Management and Science University, Shah Alam, Selangor, Malaysia

Eugene L. Seeley, Utah Valley University, Orem, Utah

Gerry N. Muuka, Al-Ghurair University, Dubai, United Arab Emirates

Zafar U. Ahmed, Al-Ghurair University, Dubai, United Arab Emirates

Is Product Life Cycle a Cause or a Result?

Uday Salunkhe, Welingkar Institute of Management Development and Research, Mumbai, India

D. N. Murthy, Welingkar Institute of Management Development and Research, Bengaluru, India

Ashish Chandra, University of Houston-Clear Lake, Houston, Texas

An Exploration into Marketing Mix Practices of the Handloom Industry in India: A Case Study of District Panipat, Haryana

Sanjay Arora, Guru Nanak Khalsa (PG) College, Yamuna Nagar, India

Akshita Dhingra, Budha College, Karnal, Haryana, India

3:30 p.m. – 5:00 p.m.

Redbud

SESSION B Marketing Education and Experiential and Service Learning

Session Chair: **Missy W. Graham**, University of Central Oklahoma, Edmond, Oklahoma

Graduate-Level Experiences in Service-Learning

Kishwar Joonas, Prairie View A&M University, Prairie View, Texas

Chidiebere Udooye, Prairie View A&M University, Prairie View, Texas

Experiential Learning Effectiveness in the Marketing Research Course

Susanna Warnock, Piedmont College, Demorest, Georgia

Keeping the Social Media Marketing and Communications Course Fresh and Fun: Assignments and Activities to Increase Engagement

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