

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

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Vivek Natarajan, Lamar University (Chair)

CONGRATULATIONS!

2017 Federation of Business Disciplines Distinguished Paper Award

The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory

Haithem Zourrig, Kent State University
Mengxia Zhang, University of International Business and Economics
Kamel El Hedhli, Qatar University

**2017 Federation of Business Disciplines
Outstanding Educator Award**

Gopala Ganesh, University of North Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Branding and Brand Management

Türkan Dursun-Kilic, West Texas A&M University

Consumer Behavior and Customer Relationship Management

Kishwar Joonas, Prairie View A&M University

Ethics, Legal, and Public Policy

Grant C. Aguirre, University of Central Oklahoma

Global and Cross-Cultural Marketing

David K. Amponsah, Troy University

Marketing Education and Experiential and Service Learning

Stacey Bolin, East Central University

Marketing Research

Sanjay S. Mehta, Sam Houston State University

Marketing Strategy and Innovation

Silvia L. Martin, California State University, Los Angeles

New Media, Advertising, and Marketing Communications

Marilyn Eastman, Morningside College

Retailing and Services Marketing

Bo Dai, Georgia Southern University

Student Research

Pamela L. Mickelson, Morningside College

Supply Chain Management and Business to Business Marketing

Mel F. Zuberi, Saint John Fisher College

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

BEST OF TRACK PAPER AWARD WINNERS

Global and Cross Cultural Marketing

The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory

Haithem Zourrig, Kent State University

Mengxia Zhang, University of International Business and Economics

Kamel El Hedhli, Qatar University

Product and Brand Management

Factors Affecting Brand Equity and Customer Relationships in an Insurance Company in Iran

Massoud Saffarian, Rogers State University

Ehsan Adelpour, Islamic Azad University

Maryam Karbalaee, Islamic Azad University

Mina Movahedian Attar, Islamic Azad University

Dana Moore Gray, Rogers State University

Please join us for the 2018 ACME Conference!
March 7-10, 2018 ♦ Albuquerque, New Mexico

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 9, 2017
(Thursday)**

8:30 a.m. – 10:00 a.m.

Grampas (CC)

SESSION A Global and Cross-Cultural Marketing

Session Chair: **David K. Amponsah**, Troy University

Beauty Perception and Diversity in the Fashion Industry

Valery Chistov, Tecnológico de Monterrey

Animosity and Consumer Behavior: An Integrative Literature Review

Zafar U. Ahmed, University of Kuwait

Vivek Natarajan, Lamar University

Mahmood O. E. Hamad, University of Malaya

Technology and Globalization: Impact on U.S. Trade Policy and Trans-Pacific Partnership

Sarath A. Nonis, Arkansas State University

Mobile Phone Services in Sub-Saharan Africa: A Model for Researching Consumer Loyalty

Willie Frank Thompson, Jr., Troy University

David K. Amponsah, Troy University

Gordon Mosley, Troy University

8:30 a.m. – 10:00 a.m.

Petit Jean (CC)

SESSION B Ethics, Law, and Public Policy

Session Chair: **Grant C. Aguirre**, University of Central Oklahoma

The Perceived Deceptiveness of Insurance Fraud: A Cross-cultural Perspective on Information Manipulation Theory

Haithem Zourrig, Kent State University

Mengxia Zhang, University of International Business and Economics

Kamel El Hedhli, Qatar University

First Sale Doctrine and Company Control over its Distribution Channels

Madeline Johnson, University of Houston Downtown

A Content Analysis of Advertising in the Political Marketplace: Coverage of the Elections from Clinton to Trump

Grant C. Aguirre, University of Central Oklahoma

Melissa Graham, University of Central Oklahoma

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 9, 2017
(Thursday)**

8:30 a.m. – 10:00 a.m.

Lafayette (M)

SESSION C Student Research Symposium

Session Chair: **Pamela L. Mickelson**, Morningside College

Panel: Undergraduate Research: Designing, Managing, and Mentoring for Student Success

Nancy D. Albers-Miller, Louisiana State University-Shreveport

Pamela L. Mickelson, Morningside College

Marilyn Eastman, Morningside College

Theresa Clarke, James Madison University

Thanh Tran, University of Central Oklahoma

Renée Gravois, Sam Houston State University

8:30 a.m. – 10:00 a.m.

Harris Brake (CC)

SESSION D Marketing Strategy and Innovation

Session Chair: **Silvia L. Martin**, California State University

Exclusivity Strategies in Marketing

Danny Upshaw, Northwestern State University of Louisiana

Marcia Hardy, Northwestern State University of Louisiana

Doug Amyx, Louisiana Tech University

Love or Hate: The Missing Link Between CEO Pay Gap and Marketing Outcomes of the Firm

Prachi Gala, The University of Mississippi

Resource-Advantage Theory: A Foundation of Integrated Marketing Communication and Market Orientation to Achieve Superior Performance

Yi-Chia Wu, Tarleton State University

Revisiting New Internationalization Patterns

Silvia L. Martin, California State University

Conceptualization and Operationalization of Market Orientation: An Integrated Review

Türkan Dursun-Kilic, West Texas A&M University

Ceyhan Kilic, Tarleton State University

10:00 a.m. – 10:30 a.m.

Governor's Hall 1 (SHCC)

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.*

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 9, 2017
(Thursday)**

10:30 a.m. – 12:00 p.m.

Grampas (CC)

SESSION A The Marketing Discipline and Pedagogy

Session Chair: **Renée Gravois**, Sam Houston State University

Contemporary Marketing

Henry Migliore, Northeastern State University

Dana Moore Gray, Rogers State University

Indigenous Populations and Marketing Education: Challenges and Strategies

Irfan Ahmed, Sam Houston State University

Jeri Rubin, University of Alaska Anchorage

An Experiential Learning Exercise to Develop Critical Thinking in a Data Analysis Course

Sarath A. Nonis, Arkansas State University

Gail I. Hudson, Arkansas State University

You are Hired! Experiential Learning in a Marketing Promotional Strategies Course

Amanda Evert, Southwestern Oklahoma State University

10:30 a.m. – 12:00 p.m.

Petit Jean (CC)

SESSION B New Media, Advertising, and Marketing Communications

Session Chair: **Marilyn Eastman**, Morningside College

Incremental Revenue and Headcount from a Promotion

Jim Rauch, East Central University

Tom Lanis, East Central University

Hongkai Zhang, East Central University

Impact of Online Advertising on Social Media Engagement Among College Students in Kuwait

Ayse Begum Ersoy, American University of the Middle East

Piotr Kwaitek, American University of the Middle East

Web Advertising and Its Impact on Consumer Buying Behavior

Amanpreet Kaur, NECS Group of Institutions, Karnal, India

Tanu Kalsi, Himachal Pradesh University, India

Digital Marketing to Reach Millennials: Findings from a Student Research Project

Marilyn Eastman, Morningside College

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 9, 2017
(Thursday)**

10:30 a.m. – 12:00 p.m.

Lafayette (M)

SESSION C Student Research Symposium: Student Research I

Session Chair: **Nancy D. Albers-Miller**, Louisiana State University-Shreveport

Not Every Online Review/Rating is Created Equally: How Do Online Reviews and Ratings Affect the Firm's Reputation?

Oanh Nguyen, University of Central Oklahoma

Thanh Tran, University of Central Oklahoma

Parasocial Bonding and the Effectiveness of Strategic eWOM Messages: An Experiment

Travis D. Miller, Louisiana State University-Shreveport

Nancy D. Albers-Miller, Louisiana State University-Shreveport

Trials and Tribulations or Wonder and Wisdom: Perceptions of the Undergraduate Experience on Loyalty and Giving

Caitlyn A. Miller, Louisiana State University: Shreveport

Nancy D. Albers-Miller, Louisiana State University-Shreveport

Noon – 1:30 p.m.

Lunch on Your Own

Get together with some ACME colleagues and enjoy lunch!

1:30 p.m. – 3:00 p.m.

Grampas (CC)

SESSION A Value Chain Management and Business-to-Business Marketing

Session Chair: **Mel F. Zuberi**, Saint John Fisher College

Risk-Reward Analysis of Manufacturer-Controlled Quality Assurance on B2B Supply Chain Costs

Craig Pickett, Texas A&M University

Malini Natarajarathinam, Texas A&M University

Successful Launch Strategies for a Meal Replacement Product

Buster Gorman, Texas A&M University

Malini Natarajarathinam, Texas A&M University

Development and Deployment of a Sales Training Program for Small to Medium Enterprises

Dakota Massey, Texas A&M University

Malini Natarajarathinam, Texas A&M University

Bharani Nagarathnam, Texas A&M University

Assessing the Feasibility and Profitability for a License Holder

Michael Roberts, Texas A&M University

Malini Natarajarathinam, Texas A&M University

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 9, 2017
(Thursday)

1:30 p.m. - 3:00 p.m.

Petit Jean (CC)

SESSION B Product and Brand Management

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

Factors Affecting Brand Equity and Customer Relationships in an Insurance Company in Iran

Massoud Saffarian, Rogers State University

Ehsan Adelpour, Islamic Azad University

Maryam Karbalaee, Islamic Azad University

Mina Movahedian Attar, Islamic Azad University

Dana Moore Gray, Rogers State University

NFP Brand Equity and Millennials

Andrea Finchum, West Texas A&M University

Adoption of Fashion Products: The Role of Repeated Exposure

Caroline Le Bon, University of Houston Downtown

Dwight Merunka, Aix-Marseille University and Kedge Business School

Impact of Extrinsic and Intrinsic R&D Enablers on New Product Development: Insights from a Qualitative Study in Northern India

Tejinder Sharma, Kurukshetra University

Neeraj Rani, Punjab College of Commerce and Agriculture

Vivek Natarajan, Lamar University

Difference Between the Proposed Brand Values and Perceived Experience of Location- Based Social Media Platforms Among College Students

Priyanka Khandelwal, Texas Tech University

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 9, 2017
(Thursday)**

1:30 p.m. - 3:00 p.m.

Lafayette (M)

SESSION C Student Research Symposium: Student Research II

Session Chair: **Pamela L. Mickelson**, Morningside College

Millennial Perceptions of Celebrity Chefs

Briana Cifelli, James Madison University

Theresa B. Clarke, James Madison University

Ethics of PETA's Advertising

Lexa Rahn, Morningside College

Pamela L. Mickelson, Morningside College

The Meaning Behind the Ink: The Motivations Behind Tribute Tattoos

Cassidy Jensen Stallworth, Sam Houston State University

Renée Gravois, Sam Houston State University

3:00 p.m. – 3:30 p.m.

Governor's Hall 1 SHCC

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 **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

3:30 p.m. – 5:00 p.m.

Grampas (CC)

SESSION A AccessCapon Teaching Innovation Competition — Finalist Presentations

Session Chair: **Silvia L. Martin**, California State University, Los Angeles

Please join us for this session featuring finalists from the 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 once again sponsoring an ACME teaching award! AccessCapon specializes in marketing textbooks and international business textbooks with an innovative variety of formats and prices. Visit www.axcesscapon.com for more information.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 9, 2017
(Thursday)**

3:30 p.m. – 5:00 p.m.

Lafayette (M)

SESSION B Student Research Symposium: Student Research III

Session Chair: **Marilyn Eastman**, Morningside College

Designing Job Shadowing as a Learning Tool: Results in a Sales Management Course

Emma Miller, Morningside College

Derek Clayton, Morningside College

Skyler Bauer, Morningside College

Marilyn Eastman, Morningside College

Dove vs Victoria's Secret – Ethics in Advertising

Alyssa Nehring, Morningside College

Pamela L. Mickelson, Morningside College

Product Attributes Desired in Sports Apparel

Jami R. Adler, James Madison University

Theresa B. Clarke, James Madison University

5:30 p.m. – 7:00 p.m.

Governor's Hall 1 (SHCC)

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 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 sites.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 10, 2017
(Friday)**

7:30 a.m. – 8:30 a.m.

Wally Allen D

ACME Networking Breakfast (ACME members only)

8:30 a.m. – 10:00 a.m.

Grampas (CC)

SESSION A Consumer and Marketer Behavior

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

Segmentation of Mexican Consumers: The Future of a New Grouping Process

Mario Cortés Garay, Tecnológico de Monterrey

Sara Aguilera, Tecnológico de Monterrey

Image Transfer From Malls to Stores and Its Influence on Shopping Values and Mall Patronage: The Role of Self-congruity.

Kamel El Hedhli, Qatar University

Haithem Zourrig, Kent State University

Jeongsoo Park, Komazawa University

Individual Level Market Orientation of Healthcare Professionals

Ceyhan Kilic, Tarleton State University

Türkan Dursun-Kilic, West Texas A&M University

Consumer Behavior in a Multisensory Environment: Theoretical Approach for a Study in Mexico

Diana Dávila Ruiz, Universidad de Monterrey

Kishwar Joonas, Prairie View A&M University

8:30 a.m. – 10:00 a.m.

Petit Jean (CC)

SESSION B Teaching Marketing Research through Experiential Learning

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

Teaching Sampling Concepts in Marketing Research

Gopala “GG” Ganesh, University of North Texas

The Challenges and Benefits of Teaching Marketing Research with Projects from Local Businesses

Daniel Rajaratnam, University of Texas at Dallas

Awareness of Goals: Outcomes of Marketing Students' Research and Service-Learning Assignments

Kishwar Joonas, Prairie View A&M University

Engaging Students in Marketing Research

Sanjay S. Mehta, Sam Houston State University

Developing and Teaching a Multivariate Data Analysis Course

Maxwell K. Hsu, University of Wisconsin-Whitewater

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 10, 2017
(Friday)**

8:30 a.m. – 10:00 a.m.

LaFayette (M)

SESSION C Student Research Symposium: Student Experiences

Session Chair: **Nancy D. Albers-Miller**, Louisiana State University-Shreveport

Derek Clayton, Morningside College

Caitlyn A. Miller, Louisiana State University-Shreveport

Jami R. Adler, James Madison University

8:30 a.m. – 10:00 a.m.

Marion (M)

SESSION D Supply Chain Management and Business to Business Marketing

Session Chair: **Mel F. Zuberi**, Saint John Fisher College

Panel: Customer Relationship Management in the Value Chain

Zinaida Taran, Delta State University

Ronald C. Sicker, Saint John Fisher College

Mel F. Zuberi, Saint John Fisher College

10:00 a.m. – 10:30 a.m.

Governor's Hall 1 (SHCC)

FBD COFFEE BREAK

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10:30 a.m. – 12:00 p.m.

Conway (CC)

**FBD/ACME Choice Pick Session
PLENARY SESSION**

Session Chair: **Irfan Ahmed**, Sam Houston State University

From Startup to Success: The Rhea Lana's Experience

Rhea Lana Riner, CEO, Rhea Lana's Franchise Systems, Inc.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 10, 2017
(Friday)**

12:00 p.m. – 1:30 p.m.

Arkansas Ballroom (M)

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.

The 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.

3:00 p.m. – 3:30 p.m.

Governor's Hall 1 (SHCC)

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March 7-10, 2018 ♦ Albuquerque, New Mexico