



Association of Collegiate Marketing Educators

Welcome to the ACME 2021 Virtual Conference!
March 17-19, 2021

Welcome to the ACME 2021 Virtual Conference! We are excited you are here with us. Thank you for your support of ACME and we appreciate your sharing your work at this year's conference.

We have a terrific program in store for you and a wide variety of conference events, including three plenary presentations from distinguished speakers, interesting research sessions from faculty and students, the ACME AxxessCapon Teaching Innovation Competition, a workshop, special sessions, our annual ACME Awards Ceremony and Business Meeting, networking sessions, and much more.

Enjoy the conference!

ACME Officers, 2020-2021

President	Mel F. Zuberi , Hood College, Frederick, Maryland
Program Chair	Türkan Dursun-Kilic , West Texas A&M University, Canyon, Texas
Vice President for Membership and Associate Program Chair	Rajasree K. Rajamma , Fairfield University, Fairfield, Connecticut
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ACME Board of Directors, 2020-2021

Renée Gravois, Chair, Sam Houston State University, Huntsville, Texas
Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Vivekshankar Natarajan, Lamar University, Beaumont, Texas
Vaidas Lukosius, Tennessee State University, Nashville, Tennessee
Sharon Thach, Tennessee State University, Nashville, Tennessee

CONGRATULATIONS!

**2021 ACME
Distinguished Paper Award**

The Impact of Public and Private Advice Reception on Consumers' Advice Utilization

Michael Sciandra
Fairfield University, Fairfield, Connecticut

CONGRATULATIONS!

**2021 ACME
Outstanding Educator Award**

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

CONGRATULATIONS!

2021 Lou E. Pelton Emerging Scholar Award

Prachi Gala
Elon University, Elon, North Carolina

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

CONGRATULATIONS!

BEST PAPER IN TRACK AWARD WINNERS

Branding and Brand Management Track

*Assessing the Impact of 'Green' Brand Personality on Consumer Purchase Behaviour:
Indian Insights*

Shaunak Roy, St. Xavier's College (Autonomous), Kolkata, India
Shivaji Banerjee, St. Xavier's College (Autonomous), Kolkata, India

Consumer Behavior and Psychology Track

The Impact of Public and Private Advice Reception on Consumers' Advice Utilization

Michael Sciandra, Fairfield University, Fairfield, Connecticut

Marketing Education and Experiential and Service Learning Track

Technology Use as Double-edged Sword for Disadvantaged College Students

Weixing Ford, Texas A&M University-San Antonio, Texas
Leonard Love, Texas A&M University-San Antonio, Texas

Retailing and Electronic Commerce Track

Product Allocation in a Multi-Segment Market Under Uniformly Distributed Demand

Hongkai Zhang, East Central University, Ada, Oklahoma
Jiehui Ma, University of Wisconsin – Whitewater, Whitewater, Wisconsin
James Rauch, East Central University, Ada, Oklahoma

CONGRATULATIONS!

2020 ACME AxxessCapon Teaching Innovation Award

Congratulations to the winner and finalists of the 2020 ACME AxxessCapon Teaching Innovation Competition and Award, who were recognized at the 2020 ACME Conference in San Antonio, Texas.

Winner

Aidin Namin, Loyola Marymount University, Los Angeles, California
Enhancing Student Learning: An Innovative Teaching Approach Tailored to Gen Z and Millennials

First Runner-Up

Haithem Zourrig, Kent State University, Kent, Ohio
*Smartphone-based Virtual Reality:
An Immersive Tool for Teaching CB Concepts*

Second Runner-Up

Weixing Ford, Texas A&M University-San Antonio, Texas
Amy Lewis, Texas A&M University-San Antonio, Texas
Josephine Sosa-Fey, Texas A&M University-San Antonio, Texas
Students as Consultants in High Impact Experiential Learning

ACME expresses its gratitude to Wessex Publishing
for the generous sponsorship of this award.

*Don't miss the finalist presentations for the
2021 ACME AxxessCapon Teaching Innovation Competition
on Thursday, March 18, 2021, at 2:15 p.m., Central Time.*

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

ACME 2021 Track Chairs

Thank you to the ACME Track Chairs for 2020-2021. ACME greatly appreciates your service!

Advertising and Integrated Marketing Communications

Nazuk Sharma, Fairfield University, Fairfield, Connecticut

Branding and Brand Management

Michael R. Sciandra, Fairfield University, Fairfield, Connecticut

Consumer Behavior and Psychology

Sunny (Shuoyang) Zhang, University of St. Thomas, Houston, Texas

Ceren Ekebas-Turedi, Purdue University Northwest, Hammond, Indiana

Ethics, Legal, and Public Policy Issues

Julie Haworth, University of Texas at Dallas, Texas

Kriti Chauhan, University of Louisiana at Monroe, Louisiana

Ethnic and Multicultural Marketing

Daniel Rajaratnam, University of Texas at Dallas, Texas

Fashion Merchandising

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

Health Care and Pharmaceutical Marketing

Amit Malhan, North Carolina A&T State University, Greensboro, North Carolina

International Marketing and Global Trade

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Ardhendu Shekhar Singh, Symbiosis International (Deemed University), Pune, Maharashtra, India

Logistics and Supply Chain Management

Madhav Pappu, Texas A&M University, College Station, Texas

Macromarketing and Political Marketing

Arne Baruca, Texas A&M University-San Antonio, Texas

Marketing Education and Experiential and Service Learning

Adam J. Mills, Loyola University, New Orleans, Louisiana

Marketing Metrics, Data Analytics, and Methodology

Guanyu Geng, University of North Texas, Denton, Texas

Amir Javadinia, Florida Atlantic University, Boca Raton, Florida

Marketing Strategy and Innovation

Prachi Gala, Elon University, Elon, North Carolina

Tanawat Hirunyawipada, University of Dayton, Dayton, Ohio

Marketing During Turbulent Times

David G. Taylor, Sacred Heart University, Fairfield, Connecticut

Professional Selling and Sales Management

J. Ricky Fergurson, Indiana State University, Terre Haute, Indiana

Eddie Inyang, The College of New Jersey, Ewing, New Jersey

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs (continued)

Retailing and Electronic Commerce

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

Social Media, Mobile Marketing, and Digital Marketing

Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

Sports, Video-Gaming, and Recreational Marketing

Gary Holmes, University of North Texas at Dallas, Texas

Tourism and Hospitality Marketing

Arjun Singh, University of Texas Rio Grande Valley, Texas

Jingxian “Kelly” Jiang, Texas A&M University, College Station, Texas

Student Research

Renée Gravois, Sam Houston State University, Huntsville, Texas

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ACME 2021 Reviewers

ACME thanks each of the following colleagues for your valuable service in reviewing submissions for our 2021 ACME Virtual Conference!

Annika Abell, University of Tennessee Knoxville, Knoxville, Tennessee
Irfan Ahmed, Sam Houston State University, Huntsville, Texas
Syed Tariq Anwar, West Texas A&M University, Canyon, Texas
Minoo Ashoori, Purdue University Northwest, Hammond, Indiana
Paul G. Barretta, Wagner College, Staten Island, New York
James Blair, Eastern Kentucky University, Richmond, Kentucky
Malika Chaudhuri, Oakland University, Rochester, Michigan
Vassilis Dalakas, California State University-San Marcos, San Marcos, California
Marilyn Eastman, Morningside College, Sioux City, Iowa
Ayse Ersoy, Cape Breton University, Sydney, Nova Scotia, Canada
Weixing M. Ford, Texas A&M University-San Antonio, Texas
Michael Frechette, Sacred Heart University, Fairfield, Connecticut
Wesley Friske, Missouri State University, Springfield, Missouri
Gaetan Giannini, DeSales University, Center Valley, Pennsylvania
Renée Gravois, Sam Houston State University, Huntsville, Texas
Guanyu Geng, University of North Texas, Denton, Texas
Alisha Horky, Columbus State University, Salem, Alabama
Eddie Horton, Northwestern State University of Louisiana, Natchitoches, Louisiana
Chang Huh, Niagara University, Lewiston, New York
Pramod Iyer, Middle Tennessee State University, Murfreesboro, Tennessee
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Elika Kordrostami, Rowan University, Glassboro, New Jersey
Michael Levin, Otterbain University, Westerville, Ohio
Marisabel Romero Lopez, Colorado State University, Fort Collins, Colorado
Vaidas Lukosius, Tennessee State University, Nashville, Tennessee
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Jose Mendoza, Sacred Heart University, Fairfield, Connecticut
Lisa Monahan, Meredith College, Raleigh, North Carolina
Susan Myers, University of Central Arkansas, Conway, Arkansas
Iman Naderi, Fairfield University, Fairfield, Connecticut
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Efua Obeng, Howard University, Washington, District of Columbia
Denise Ogden, Penn State Lehigh Valley, Center Valley, Pennsylvania
Robert Pavur, University of North Texas, Denton, Texas
Lou E. Pelton, University of North Texas, Denton, Texas
Musa Pinar, Valparaiso University, Valparaiso, Indiana
Daniel Rajaratnam, University of Texas at Dallas, Texas
Pushkala Raman, Texas Woman's University, Denton, Texas
Scott Roberts, University of the Incarnate Word, San Antonio, Texas
Ruta Ruzeviciute, University of Tennessee, Knoxville, Knoxville, Tennessee
Samuel Sekar, University of South Florida, Tampa, Florida
Debika Sihi, Southwestern University, Georgetown, Texas
Serdar Turedi, Purdue University Northwest, Hammond, Indiana
Danny Upshaw, Northwestern State University, Natchitoches, Louisiana
Yong J. Wang, West Chester University of Pennsylvania, West Chester, Pennsylvania
Jacqueline Williams, North Carolina A&T University, Greensboro, North Carolina
Zhenning Xu, California State University, Bakersfield, California
Joyce Young, Indiana State University, Terre Haute, Indiana
Zhihao Yu, University of South Florida, Tampa, Florida
Noni Zaharia, Saint Louis University, St. Louis, Missouri
Debra Zahay-Blatz, St Edward's University, Austin, Texas
Hongkai Zhang, East Central University, Ada, Oklahoma
Shuoyang Zhang, University of St. Thomas, Houston, Texas



Association of Collegiate Marketing Educators

2021 ACME Virtual Conference Program

All times are in U.S. Central Daylight Savings Time (GMT – 5 hours), same as Chicago Time.

All presentations will be made Live via Zoom.

Thank you to Sam Houston State University for hosting our Zoom sessions and our ACME 2021 Virtual Conference landing page.

March 17, 2021
(Wednesday)

9:30 a.m. – 10:00 a.m.

Zoom Meeting 1

SESSION 1 **ACME 2021 Conference Welcome**

Session Chair: **Türkan Dursun-Kilic**, ACME Program Chair, 2020-2021,
West Texas A&M University, Canyon, Texas

10:15 a.m. – 11:30 a.m.

Zoom Meeting 2A

SESSION 2A **Social Media and Digital Marketing**

Session Chair: **Scott D. Roberts**, University of the Incarnate Word, San Antonio, Texas

The Impact of Fame and Popularity on Musicians' Instagram Outcomes
Susan Myers, University of Central Arkansas, Conway, Arkansas

The Market Impact of Verzuz InstaConcert for Black Musicians during the COVID-19 Pandemic
Jennifer Sadler, Columbia College Chicago, Chicago, Illinois

Brodie Smith #128378, Entrepreneur Athlete: Selling a Successful Career Change via Social Media
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas

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MARKETING EDUCATORS

March 17, 2021
(Wednesday)

10:15 a.m. – 11:30 a.m.

Zoom Meeting 2B

SESSION 2B Student Research I

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

The Intricacies of Memorable Moments in Tourism: Integrating the Theory of Structured Experiences and Peak Moments

Lika Pasurishvili, California Polytechnic State University, San Luis Obispo, California

Andrew Lacanienta, California Polytechnic State University, San Luis Obispo, California

Consequences of Consumer Burnout

Hannah Southern, Elon University, Elon, North Carolina

Prachi Gala, Elon University, Elon, North Carolina

An Overview of Criticisms of Marketing and Healthcare Marketing

Michelle Smith, University of Houston-Clear Lake, Houston, Texas

The Perceived Benefits of Instagram Shoppable Posts Affecting Consumer Behavior

Christine Davis, Texas Wesleyan University, Fort Worth, Texas

Iram Lafarga, Texas Wesleyan University, Fort Worth, Texas

Linus Richter, Texas Wesleyan University, Fort Worth, Texas

Dracius McKee, Texas Wesleyan University, Fort Worth, Texas

Sarah Renfro, Texas Wesleyan University, Fort Worth, Texas

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

11:45 a.m. – 1:00 p.m.

Zoom Meeting 3

SESSION 3 Plenary Speaker Presentation I

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

Plenary Speaker: **Flower Darby**, Educator-Author-Speaker, Author of *Small Teaching Online: Applying Learning Science in Online Classes* with James M. Lang

Presentation Title: *Fostering Social and Emotional Connections to Invigorate Student Learning Online*

Join us for the 2022 ACME/FBD Conference!
March 2-5, 2022 ♦ New Orleans, Louisiana

Hilton New Orleans Riverside

ACME Volunteer Opportunities

Interested in volunteering for the 2022 ACME Conference in New Orleans, Louisiana?
Contact Rajasree K. Rajamma, ACME Program Chair for 2021-2022, at rrajamma@fairfield.edu.

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MARKETING EDUCATORS

March 17, 2021
(Wednesday)

1:15 p.m. – 2:30 p.m.

Zoom Meeting 4A

SESSION 4A Tourism, Hospitality, and Healthcare Marketing

Session Chairs: **Jingxian Kelly Jiang**, Texas A&M University, College Station, Texas
 Arjun Singh, University of Texas-Rio Grande Valley, Edinburg, Texas

Rural Tourism as a Development Tool: Insight from Kelichapada, India

Ardhendu Shekhar Singh, Symbiosis International (Deemed University), India

Dilip Ambarkhane, Symbiosis International (Deemed University), India

Bhama Venkataramani, Symbiosis International (Deemed University), India

Rajeshree Joshi, BAIF Development Research Foundation, India

Sanjai Kumar Parahoo, Hamdan Bin Mohammed Smart University, United Arab Emirates

Prabhat Kumar, Bharati Vidyapeeth, Deemed University, India

Determining the Work Stress and Work Satisfaction Levels of Healthcare Workers during the Covid-19 Pandemic

Oğuz Kiraz, Ahmet Yesevi University, Turkey

Dilaver Tengilimoğlu, Atılım University, Turkey

Perihan Şenel Tekin, Ankara University, Turkey

Aysu Zekioglu, Trakya University, Turkey

Situational Engagement Experiences: Measurement Options and Theory Testing

Jingxian Jiang, Texas A&M University, College Station, Texas

Gary Ellis, Texas A&M University and AgriLife Research, College Station, Texas

Andrea Ettekal, Texas A&M University, College Station, Texas

Chad Nelson, Texas A&M University, College Station, Texas

1:15 p.m. – 2:30 p.m.

Zoom Meeting 4B

**SESSION 4B Marketing Education Special Session:
 Connecting in Disconnected Times: Strategies for Building Community and
 Connection in the Era of COVID-19**

Session Chairs: **Renée Gravois**, Sam Houston State University, Huntsville, Texas
 Elizabeth R. McDougal, Southeastern Louisiana University, Hammond, Louisiana

Connecting in Disconnected Times: Strategies for Building Community and Connection in the Era of COVID-19

Renée Gravois, Sam Houston State University, Huntsville, Texas

Elizabeth R. McDougal, Southeastern Louisiana University, Hammond, Louisiana

Community-Building Practices for Synchronous and Asynchronous Online Classes

Stacey Bolin, East Central University, Ada, Oklahoma

Marilyn Eastman, Morningside College, Sioux City, Iowa

Making Virtual Teams Work: Ways to Facilitate Group Work and Build Communities

Pushkala Raman, Texas Woman's University, Denton, Texas

Adapting Client-based Projects to Online Environments

Renée Gravois, Sam Houston State University, Huntsville, Texas

Holly A. Syrdal, Texas State University, San Marcos, Texas

That One Time My Hair Fell Out: Lessons on Faculty Self-Care and Student Empathy

Elizabeth R. McDougal, Southeastern Louisiana University, Hammond, Louisiana

Tará Burnthorne Lopez, Southeastern Louisiana University, Hammond, Louisiana

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**March 17, 2021
(Wednesday)**

1:15 p.m. – 2:30 p.m.

Zoom Meeting 4C

SESSION 4C Student Research II

Session Chairs: **Sharon Thach**, Tennessee State University, Nashville, Tennessee
 Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Panel Moderator: **Prachi Gala**, Elon University, Elon, North Carolina

Restructuring the MBA Program at Nicholls State University: A Marketing Perspective

Saidy Hebert, Nicholls State University, Thibodaux, Louisiana
Katherine Bernard, Nicholls State University, Thibodaux, Louisiana
Alexander Galy, Nicholls State University, Thibodaux, Louisiana
Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

12-Month MBA Program: Survey Results and Advertising of the Restructured Program at Nicholls State University

Taylor Meyer, Nicholls State University, Thibodaux, Louisiana
Amanda Gianelloni, Nicholls State University, Thibodaux, Louisiana
Keilan Kiger, Nicholls State University, Thibodaux, Louisiana
Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Panel Discussion – Student Research: A Transformative Learning Experience
Student and Faculty Participants, Student Research Track

2:15 p.m. – 3:15 p.m.

Zoom Meeting 5

SESSION 5 Networking Session: Teaching Challenges, Best Practices, and Tips
Enjoy informal time with your ACME colleagues and share your teaching challenges, best practices, and tips.

Session Chairs: **Kishwar Joonas**, Prairie View A&M University, Prairie View, Texas
 Vivekshankar Natarajan, Lamar University, Beaumont, Texas

ACME Sponsorship Opportunities

Interested in ACME sponsorship opportunities?
Contact Türkan Dursun-Kilic, ACME President for 2021-2022,
at tkilic@wtamu.edu.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 18, 2021
(Thursday)**

8:30 a.m. – 9:45 a.m.

Zoom Meeting 6A

SESSION 6A Consumer Behavior and Psychology I

Session Chair: **Ceren Ekebas-Turedi**, Purdue University Northwest, Hammond, Indiana

Consumers Switch: An Extended Version of Push-Pull-Mooring Model

Arun Kumar Kaushik, Indian Institute of Management Amritsar, India

The Impact of Public and Private Advice Reception on Consumers' Advice Utilization

Michael Sciandra, Fairfield University, Fairfield, Connecticut

From Internal to External Information Search: The Role of Information Accessibility, Information Diagnosticity, and Consumer Involvement

Saeed Tajdini, Indiana University Southeast, New Albany, Indiana

Edward Ramirez, University of Texas at El Paso, El Paso, Texas

Zhenning “Jimmy” Xu, California State University, Bakersfield, California

8:30 a.m. – 9:45 a.m.

Zoom Meeting 6B

SESSION 6B Advertising and Integrated Marketing Communications

Session Chair: **Nazuk Sharma**, Fairfield University, Fairfield, Connecticut

Can Source Credibility Play a Concomitant Dual Role? A Conceptual Model and Empirical Evidence

Haithem Zourrig, Kent State University, Kent, Ohio

Kamel Hedhli, Qatar University, Qatar

Imene Becheur, Qatar University, Qatar

Breaking the News: How Does CEO Media Coverage Influence Consumer and Shareholder Perceptions?

Samuel Staebler, Tilburg University, Netherlands

Prachi Gala, Elon University, Elon, North Carolina

If a Picture is Worth 1000 Words, How Much is a Video Worth? Examining the Effectiveness of Image vs. Video Ads on Facebook

Kristin Stewart, California State University San Marcos, San Marcos, California

Vassilis Dalakas, California State University San Marcos, San Marcos, California

Danielle Eells, California State University San Marcos, San Marcos, California

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Join us for the 2022 ACME/FBD Conference!

March 2-5, 2022 ♦ New Orleans, Louisiana

Hilton New Orleans Riverside

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 18, 2021
(Thursday)

8:30 a.m. – 9:45 a.m.

Zoom Meeting 6C

SESSION 6C Marketing Education: Nuances of the New Normal: Online Learning 2021

Session Chair: **Adam J. Mills**, Loyola University, New Orleans, Louisiana

Technology Use as Double-Edged Sword for Disadvantaged College Students

Weixing Ford, Texas A & M University -San Antonio, San Antonio, Texas

Leonard Love, Texas A & M University -San Antonio, San Antonio, Texas

Using Social Media to Improve Student Engagement and Learning in a HyFlex Environment

Tommy Hsu, Tarleton State University, Stephenville, Texas

Online Education During Times of Crisis

Danny Upshaw, Northwestern State University, Natchitoches, Louisiana

Anna Upshaw, Northwestern State University, Natchitoches, Louisiana

Eddie Horton, Northwestern State University, Natchitoches, Louisiana

Marcia Hardy, Northwestern State University, Natchitoches, Louisiana

Asleep in the Class? Antecedents and Outcomes of Digital Exhaustion in Virtual Academic Environments

Vaidas Lukosius, Tennessee State University, Nashville, Tennessee

Ramaprasad Unni, Tennessee State University, Nashville, Tennessee

10:00 a.m. – 11:15 a.m.

Zoom Meeting 7A

SESSION 7A Brand Strategy and Management

Session Chair: **J. Ricky Ferguson**, Indiana State University, Terre Haute, Indiana

Analogy of Brand Recall through Indian Movies and Web Series

Dibyarpita Ghosh, Symbiosis Institute of Business Management, India

Ashmita Biswas, Symbiosis Institute of Business Management, India

Tanmoy De, Symbiosis Institute of Business Management, India

The Influence of Experiential Attributes-Based Brand Positioning on Brand Extensions

Samuel Sekar, University of South Florida, Tampa, Florida

Website Scraping to Determine Franchise Performance of Top-Performing Franchise Brands

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

Stavros Sindakis, University of Sharjah, United Arab Emirates

ACME Volunteer Opportunities

Interested in volunteering for the 2022 ACME Conference in New Orleans, Louisiana?
Contact Rajasree K. Rajamma, ACME Program Chair for 2021-2022, at rrajamma@fairfield.edu.

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 18, 2021
(Thursday)

10:00 a.m. – 11:15 a.m.

Zoom Meeting 7B

SESSION 7B Retailing and E-Commerce

Session Chairs: **Yi-Chia “Shair” Wu**, Tarleton State University, Stephenville, Texas
Amit Malhan, NC A&T State University, Greensboro, North Carolina

Product Allocation in a Multi-Segment Market Under Uniformly Distributed Demand

Hongkai Zhang, East Central University, Ada, Oklahoma

Jiehui Ma, University of Wisconsin – Whitewater, Whitewater, Wisconsin

James Rauch, East Central University, Ada, Oklahoma

Artificial Intelligence in Online Retail in India

Ayşe Ersoy, Cape Breton University, Canada

Retail Failure: Definition, Scope, and Implications

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Sanjay Mehta, Sam Houston State University, Huntsville, Texas

C Ganeshkumar, Indian Institute of Plantation Management, India

Vivekshankar Natarajan, Lamar University, Beaumont, Texas

10:00 a.m. – 11:15 a.m.

Zoom Meeting 7C

SESSION 7C Technology in Marketing

Session Chair: **David G. Taylor**, Sacred Heart University, Fairfield, Connecticut

Using the Technology Acceptance Model to Understand the Use of Anonymous Location-Based Apps

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

Omni-Channel in the Fashion Industry: Indian Experience

Romi Sainy, Jaipuria Institute of Management Indore, India

Sahil Jasrotia, Jaipuria Institute of Management Indore, India

The Art of Subtle Advertising on Social Media

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

11:30 a.m. – 12:45 p.m.

Zoom Meeting 8A

SESSION 8A Meet the Editors Panel

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

Session Panelists: **Justin Paul**, Editor-in-Chief, *International Journal of Consumer Studies*

Mary Fischer, Editor, *FBD Journal*

Binshan Lin, Editor, Several DSI Journals

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 18, 2021
(Thursday)**

11:30 a.m. – 12:45 p.m.

Zoom Meeting 8B

SESSION 8B Student Research III

Session Chair: **Marilyn Eastman**, Morningside College, Sioux City, Iowa

Artificial Intelligence for Startup Strategy

Varika Pinnam, University of Texas at Dallas, Texas

Julie Haworth, University of Texas at Dallas, Texas

The Effects of the Pandemic on Supply Chains in Health Care Systems in Montana and Iowa

Jory Opp, Morningside College, Sioux City, Iowa

Marilyn Eastman, Morningside College, Sioux City, Iowa

Consumer Susceptibility to Greenwashing of Consumer Product Brands

Grace Rusmann, Morningside College, Sioux City, Iowa

Marilyn Eastman, Morningside College, Sioux City, Iowa

Classifying Nomads, Insurance Hunters and Quality Seekers in a Local Insurance Market

Yvette Federspiel, California State University, Bakersfield, California

Raul Mancilla, California State University, Bakersfield, California

Zhenning “Jimmy” Xu, California State University, Bakersfield, California

1:00 p.m. – 2:00 p.m.

Zoom Meeting 9

SESSION 9 Plenary Speaker Presentation II

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

Plenary Speaker: **Dr. Terry Clark**, Dean and Professor of Marketing, College of Business and Analytics, Southern Illinois University at Carbondale

Presentation Title: *A Meditation on the COVID Pandemic’s Impact on Business, Innovation, and Analytics*

2:15 p.m. – 3:30 p.m.

Zoom Meeting 10A

SESSION 10A ACME AccessCapon Teaching Innovation Competition

Session Chair: **Rajasree K. Rajamma**, Fairfield University, Fairfield, Connecticut

Selling a Sales Program: A Student Publication Assignment in Junior and Senior Sales Classes to Communicate Program Benefits

Laura Lott Valenti, Nicholls State University, Thibodaux, Louisiana

An Immersive Business Game Simulation for Digital Marketing

Nadia Steils, University of Lille (IAE Lille), France

The Know Me Activity: A Self-expansion Exercise to Overcome Instructor-Student Social Isolation

Holly A. Syrdal, Texas State University, San Marcos, Texas

Brian A. Vander Schee, Indiana University, Indianapolis, Indiana

Rebecca A. VanMeter, Ball State University, Muncie, Indiana

Parker J. Woodroof, University of Central Arkansas, Conway, Arkansas

Thank you to Wessex Press for generous sponsorship of this competition and award!

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 18, 2021
(Thursday)**

2:15 p.m. – 3:30 p.m.

Zoom Meeting 10B

SESSION 10B Branding and Brand Management

Session Chair: **Michael Sciandra**, Fairfield University, Fairfield, Connecticut

Assessing the Impact of 'Green' Brand Personality on Consumer Purchase Behaviour: Indian Insights

Shaunak Roy, St. Xavier's College, India

Shivaji Banerjee, St. Xavier's College, India

Effect of User Generated Reviews on Initial Brand Trust: Insights from Conjoint Analysis

Syama K S, Cochin University of Science and Technology, India

Manoj Edward, Cochin University of Science and Technology, India

Social Entrepreneurship, Smart Brands, And High Character Leadership: An Inside Out Approach to Branding Knowledge Products in Social Media

Stavroula Kalogeras, University of Plymouth, United Kingdom

2:15 p.m. – 3:30 p.m.

Zoom Meeting 10C

SESSION 10C Sports and Recreational Marketing

Session Chair: **Gary Holmes**, University of North Texas at Dallas, Dallas, Texas

Male and Female Sports Fans: Team Identification, Satisfaction with Team Performance, and Consumption Behavior

Stefan Genchev, University of Central Oklahoma, Edmond, Oklahoma

Gordon Gray, University of Central Oklahoma, Edmond, Oklahoma

Stacia Wert-Gray, University of Central Oklahoma, Edmond, Oklahoma

How Do I Engage You When You Are Not Fanatical About Me? Examining Digital Content for Lower Level Fanship

Caroline S.L. Tan, University of Tsukuba, Japan

The Moderating Role of CSR Initiatives and Team Net Worth on Consumer Authenticity Perceptions of Professional Sports Leagues

Kylee Hebert, Elon University, Elon, North Carolina

Prachi Gala, Elon University, Elon, North Carolina

3:45 p.m. – 4:30 p.m.

Zoom Meeting 11

SESSION 11 Networking Session: Enhancing Your Research Productivity

Enjoy informal time with your ACME colleagues and share your challenges, best practices, and tips for enhancing your research productivity.

Session Chairs: **Adam J. Mills**, Loyola University, New Orleans, Louisiana

Nazuk Sharma, Fairfield University, Fairfield, Connecticut

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

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 19, 2021
(Friday)

8:30 a.m. – 9:45 a.m.

Zoom Meeting 12A

SESSION 12A Workshop on Pedagogy of Critical Conversations in Teaching

Session Chair: **Lilly Ye**, Frostburg University, Frostburg, Maryland

Pedagogical Approaches to Critical Conversations on Race, Politics, and Social Justice Topics in Marketing and Mass Media

Jennifer Sadler, Columbia College Chicago, Chicago, Illinois

8:30 a.m. – 9:45 a.m.

Zoom Meeting 12B

SESSION 12B Marketing Education Special Session: Teaching Marketing Research Online

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

Redesigning an Online, MBA Marketing Research Class as an 8-week Offering

Gopala Ganesh, University of North Texas, Denton, Texas

10:00 a.m. – 11:15 a.m.

Zoom Meeting 13A

SESSION 13A Consumer Behavior and Psychology II

Session Chair: **Sunny Shuoyang Zhang**, University of St. Thomas, Houston, Texas

Consumer Attitude and Intention toward Avoiding Food Waste: The Role of Perceived Risk

Asli Elif Aydin, Istanbul Bilgi University, Turkey

Pinar Yildirim, Istanbul Bilgi University, Turkey

A Study of Taiwanese Consumers' Flow Search Experience

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

Ahmed Y. Mahfouz, Prairie View A&M University, Prairie View, Texas

Wen-Hung Wang, National Taiwan Ocean University, Taiwan

How Vietnamese Students Select Universities: A Study Proposal

Tri D. Le, International University and Vietnam National University, Ho Chi Minh City, Viet Nam

Tan T. Nguyen, International University and Vietnam National University, Ho Chi Minh City, Viet Nam

Nhi V. Le, International University and Vietnam National University, Ho Chi Minh City, Viet Nam

Khoa T. Tran, International University and Vietnam National University, Ho Chi Minh City, Viet Nam

Phuong Ngoc Duy Nguyen, International University and Vietnam National University, Ho Chi Minh City, Viet Nam

ACME Volunteer Opportunities

Interested in serving as a Reviewer, Track Chair, Session Chair, or volunteering in another capacity for the 2022 ACME Conference in New Orleans, Louisiana?

Contact Rajasree K. Rajamma, ACME Program Chair for 2021-2022, at rrajamma@fairfield.edu.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 19, 2021
(Friday)**

10:00 a.m. – 11:15 a.m.

Zoom Meeting 13B

SESSION 13B Marketing Strategy and Innovation Management

Session Chairs: **Prachi Gala**, Elon University, Elon, North Carolina
 Guanyu Geng, University of North Texas, Denton, Texas

Effects of COVID-19 Concerns on Consumers' Price Dependency

Myung Jin Chung, St. Ambrose University, Davenport, Iowa

Ritesh Saini, University of Texas at Arlington, Arlington, Texas

Tracing the Characteristics and Consequences of Luxury - Through a Review of Literature

Sangeeta Devanathan, Jain (Deemed University), India

Market Orientation of the Supply-Chain Members

Ceyhan Kilic, Tarleton State University, Stephenville, Texas

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

10:00 a.m. – 11:15 a.m.

Zoom Meeting 13C

SESSION 13C Marketing Education: Learning Beyond the Lecture Hall

Session Chair: **Danny Upshaw**, Northwestern State University, Natchitoches, Louisiana

A Holistic Framework for Life-long Learning in College Students

Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

Lecturing Strategies for Effective Student Engagement: A Conceptual Framework

Vivek Madupu, Indian Institute of Management Visakhapatnam, India

Expanding Department Visibility by Starting an Industry Council

Denise Ogden, Penn State Lehigh Valley, Lehigh County, Pennsylvania

James Ogden, Council for Retail and Sales, Lehigh Valley, Pennsylvania

Gaetan Giannini, DeSales University, Lehigh County, Pennsylvania

11:30 a.m. – 12:30 p.m.

Zoom Meeting 14

SESSION 14 Plenary Speaker Presentation III

Session Chair: **Rajasree K. Rajamma**, Fairfield University, Fairfield, Connecticut

Plenary Speaker: **Dr. J. Jeffrey Inman**, Albert Wesley Frey Professor of Marketing and Associate
Dean for Research and Faculty, University of Pittsburgh. Former Editor-in-Chief of
the *Journal of Consumer Research*

Presentation Title: *Contemporary Challenges and Potential Opportunities in Conducting
Consumer-Centric Research*

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 19, 2021
(Friday)**

12:45 p.m. – 2:00 p.m.

Zoom Meeting 15

SESSION 15 ACME Awards Ceremony and Annual Business Meeting

Session Chairs: **Mel F. Zuberi**, ACME President, 2020-2021, Hood College, Frederick, Maryland,
and the ACME Officer Team

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

**Thank you for attending ACME 2021 and
we look forward to seeing you next year!**

Please join us for the 2022 ACME/FBD Conference.
March 2-5, 2022 ♦ New Orleans, Louisiana

Hilton New Orleans Riverside

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