

OFFICIAL PROGRAM

Forty-Ninth ANNUAL MEETING

March 2 – March 5, 2022



FEDERATION OF BUSINESS DISCIPLINES
(Formerly Southwestern Federation of Administrative Disciplines)

National and International Constituency

Compiled and Edited by Degan J. Kettles
Brigham Young University

With special thanks to the 2022 FBD Association Program Chairs

And to

MI Printing
www.miprinting.net

49th Annual Conference

March 2 - 5, 2022
Hilton New Orleans Riverside
New Orleans, Louisiana

50th Annual Conference

March 8 - 11, 2023
Hyatt Regency Houston
Houston, Texas



For more information visit

FEDERATION OF BUSINESS DISCIPLINES

Website:

<http://www.fbdonline.org>

FBD POSTER PRESENTATIONS

This year we are proud to sponsor our 5th Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall – St Charles to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research. Badges are required to enter the Exhibit Hall.

Thursday, March 3

3:00 p.m. – 4:00 p.m. – Exhibit Hall – St Charles

ACES: Accounting Career Essential Skills, a Co-Curricular Program (SWAAA)

Stephanie Watson, University of Central Arkansas

Qifeng Wu, University of Central Arkansas

Diversity and Inclusion in the on-line class: mindful selection of course materials, examples and activities (SWAAA)

Lyudmyla Vasylivna Krylova, Texas State University

The Production Company – an Activity Based Assessment for Introductory Managerial Accounting Concepts (SWAAA)

Angela M. Brown, Penn State University-Schuylkill

Enhancing Course Engagement Through Use of a Digital Class Notebook (SWAAA)

Kimberly J. Webb, Texas Wesleyan University

Financial Accounting Research Paper (SWAAA)

Karen Marie Oxner, University of Central Arkansas

Friday, March 4

10:00 a.m. – 11:00 a.m. – Exhibit Hall – St Charles

Crude oil prices, analyst forecast revisions and stock returns (SWAAA)

Guoyu Lin, Clarkston University

The Zombie Firm Effect and the Inefficient Allocation of Capital (SWAAA)

Joseph Faello, Mississippi State University-Meridian

Yingge Qu, Mississippi State University-Meridian

Accelerators in Iran Entrepreneurial Environment (SWAM)

Nazanin Tourani, Penn State Fayette

Soheil Khodadadi, Concordia University

Martin Zargaran, Amirkabir University of Technology

Investor Sentiment and Financial Reporting Quality (SWAAA)

Tianpei LI, Florida Atlantic University

Tyler Ricco, Florida Atlantic University

Marketing Intramurals & Campus Recreation at Small Colleges: An Exploratory Study (ACME)

Robert Zullo, West Minster College

Tell Me Why: The Effect of Others' Attributions in Feedback (SWAM)

FBD POSTER PRESENTATIONS

Friday, March 13

3:00 p.m. – 4:00 p.m. – Exhibit Hall - Regency Center

A Wicked Problem of the Global Covid-19 Vaccine Rollout: How Pharmaceutical Firms Made Sense of the Pandemic and Dealt with External Stakeholders (SWAM)

eksandra Rebeka, Franklin and Marshall College

Anna Abdulmanova, Robert Morris University

Ellyn Fritz, Franklin and Marshall College

Study of Restaurant Business Owners during the Covid-19 Pandemic (SWAM)

Aleksandra Rebeka, Franklin and Marshall College

Alysse Danyi, Franklin and Marshall College

Lily Nolan, Franklin and Marshall College

Client Communication Tasks in Tax Return Projects (SWAAA)

Andrew Dale Almand, Henderson State University

Ashley Phillips, University of Central Arkansas

Joshua Simer, University of Central Arkansas

Gender Diversity in Undergraduate Business Majors: Understanding the Major Selection Process (SWAM)

Suzanne Clinton, University of Central Oklahoma

Lori Marie Houghtalen, Abilene Christian University

Jody Jones, Abilene Christian University

Kimberly Merritt, Oklahoma Christian University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Welcome to New Orleans and the ACME 2022 Conference!



Association of Collegiate Marketing Educators

ACME Officers, 2021-2022

President	Türkan Dursun-Kilic , West Texas A&M University, Canyon, Texas
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ACME Program Planning Team, 2021-2022

Rajasree K. Rajamma, Program Chair, Fairfield University, Fairfield, Connecticut

Lilly Ye, Vice President of Membership and Associate Program Chair,
Frostburg State University, Frostburg, Maryland

Renée Gravois, Sam Houston State University, Huntsville, Texas

Atefeh Yazdanparast Ardestani, Clark University, Worcester, Massachusetts

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

CONGRATULATIONS!

**2022 Federation of Business Disciplines
Distinguished Paper Award**

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak

Florida International University, Miami, Florida

Jae Hoon Lee

Florida International University, Miami, Florida

CONGRATULATIONS!

**2022 Federation of Business Disciplines
Outstanding Educator Award**

Irfan Ahmed

Sam Houston State University, Huntsville, Texas

CONGRATULATIONS!

**2022 Lou E. Pelton Award for
Early Career Excellence in Marketing**

J. Ricky Fergurson

Indiana State University, Terre Haute, Indiana

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

Marketing Education and Experiential Learning Track

*The Value of Service Learning for Marketing: An Empirical Research
Review of the Literature*

Ray Wang, Thammasat University, Bangkok, Thailand

Personal Selling and Sales Management Track

The Use of AI in Sales: A Literature Review and Bibliometric Analysis

John Gironda, University of North Carolina-Wilmington, Wilmington, North Carolina

Maria Petrescu, Embry-Riddle Aeronautical University, Daytona Beach, Florida

Social Media, Mobile Marketing, and Digital Marketing Track

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak, Florida International University, Miami, Florida

Jae Hoon Lee, Florida International University, Miami, Florida

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs

Thank you to the ACME Track Chairs for 2021-2022. ACME greatly appreciates your service!

Advertising and Integrated Marketing Communications

Tommy Hsu, Tarleton State University, Stephenville, Texas

Branding and Brand Management

David Taylor, Sacred Heart University, Fairfield, Connecticut

Consumer Behavior and Psychology

Gary Holmes, University of North Texas at Dallas, Dallas, Texas

Saeed Tajdini, Indiana University Southeast, New Albany, Indiana

Public Policy, Sustainability, and Social Responsibility

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

Kate Abraham, Concordia University, Chicago, Illinois

Global Marketing

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

Sangeeta Devanathan, Jain University, Bangalore, India

Fashion Merchandising

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

Kiseol Yang, University of North Texas, Denton, Texas

Health Care and Pharmaceutical Marketing

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

Logistics and Supply Chain Management

Subhro Mitra, University of North Texas at Dallas, Dallas, Texas

Macromarketing and Political Marketing

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Ardhendu Shekhar Singh, Symbiosis International, Pune, India

Marketing Education and Experiential Learning

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

Data Driven Marketing for Consumer Insights

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

Guanyu Geng, University of North Texas, Denton, Texas

Marketing Strategy, New Product Development, and Innovation

Jun Yu, University of Louisiana Monroe, Monroe, Louisiana

Prachi Gala, Kennesaw State University, Kennesaw, Georgia

Retailing and Electronic Commerce

Joyce Zhou, University of Louisiana Monroe, Monroe, Louisiana

Ayse Ersoy, Cape Breton University, Nova Scotia, Canada

Personal Selling and Sales Management

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

Track Chairs (continued)

Services, Tourism and Hospitality Marketing

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

Social Media, Mobile Marketing, and Digital Marketing

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

Eyad Youssef (deceased), Frostburg State University, Frostburg, Maryland

Sports and Recreational Marketing

Joshua Shuart, Sacred Heart University, Fairfield, Connecticut

Student Research

Marilyn Eastman, Morningside University, Sioux City, Iowa

Special Sessions, Panel Discussions, Workshops, and Posters

Atefeh Yazdanparast Ardestani, Clark University, Worcester, Massachusetts

ACME Reviewers

ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2022 ACME Conference!

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Aaron Arndt, Old Dominion University, Norfolk, Virginia

Laurie Babin, University of Mississippi, University, Mississippi

Michelle Bednarz Beauchamp, Mississippi College, Clinton, Mississippi

Banu Goktan Bilhan, University of North Texas at Dallas, Dallas, Texas

Pankaj Chaudhary, North Carolina A&T State University, Greensboro, North Carolina

Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas

Rui Chen, Tarleton State University, Stephenville, Texas

Marilyn Eastman, Morningside University, Sioux City, Iowa

David Fleming, Indiana State University, Terre Haute, Indiana

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

Judith Forney, University of North Texas, Denton, Texas

Lili Gai, University of Texas at Permian Basin, Odessa, Texas

Guanyu Geng, University of North Texas, Denton, Texas

Aisha Ghimire, University of Mississippi, Oxford, Mississippi

Lynn Godwin, University of St. Thomas, Houston, Texas

Renée Gravois, Sam Houston State University, Huntsville, Texas

Scott Griffith, Briar Cliff University, Sioux City, Iowa

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

Gary R. Holmes, University of North Texas at Dallas, Dallas, Texas

Chang Huh, University of Texas Rio Grande Valley, Edinburg, Texas

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

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

Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas

Dee Knight, University of North Texas, Denton, Texas

Jae Hoon Lee, Florida International University, Miami, Florida

Robert Lloyd, Fort Hays State University, Fort Hays, Kansas

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MARKETING EDUCATORS**

ACME Reviewers (continued)

Arwen Matos-Wood, Kennesaw State University, Kennesaw, Georgia
Laura Munoz, University of Dallas, Irving, Texas
Amit Malhan, North Carolina A&T State University, Greensboro, North Carolina
Sanjay S. Mehta, Sam Houston State University, Huntsville, Texas
Adam J. Mills, Loyola University, New Orleans, Louisiana
Iman Naderi, Fairfield University, Fairfield, Connecticut
Atanas Nikolov, Appalachian State University, Boone, North Carolina
Audhesh K. Pasawan, University of North Texas, Denton, Texas
Rajasree K. Rajamma, Fairfield University, Fairfield, Connecticut
Daniel Rajaratnam, University of Texas at Dallas, Richardson, Texas
Jen Riley, Kennesaw State University, Kennesaw, Georgia
Scott D. Roberts, University of the Incarnate Word, San Antonio, Texas
Don Roy, Middle Tennessee State University, Murfreesboro, Tennessee
David Rylander, Texas Woman's University, Denton, Texas
Anshu Saran, University of Texas - Permian Basin, Odessa, Texas
Michael Sciandra, Fairfield University, Fairfield, Connecticut
Sphurti Sewak, Florida International University, Miami, Florida
Nazuk Sharma, Fairfield University, Fairfield, Connecticut
Butch Sim, Emporia State University, Emporia, Kansas
Arjun Singh, University of Texas Rio Grande Valley, Edinburg, Texas
Prashant Srivastava, University of Tennessee, Chattanooga, Tennessee
John Story, University of St. Thomas, Houston, Texas
Saeed Tajdini, Indiana University Southeast, New Albany, Indiana
Ray Wang, Thammasat University, Bangkok, Thailand
Jeffrey Wendt, University of North Texas at Dallas, Dallas, Texas
Zhenning "Jimmy" Xu, California State University-Bakersfield, Bakersfield, California
Kiseol Yang, University of North Texas, Denton, Texas
Atefeh Yazdanparast Ardestani, Clark University, Worcester, Massachusetts
Lilly Ye, Frostburg State University, Frostburg, Maryland
Noni Zaharia, Saint Louis University, St. Louis, Missouri

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ♦ Houston, Texas

ACME Volunteer Opportunities

Interested in volunteering for the 2023 ACME Conference in Houston, Texas?
Contact Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.edu.

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2022
(Wednesday)

1:30 p.m. – 3:00 p.m.

Commerce

SESSION A Strategic Curriculum Design

Research Presentations | Marketing Education and Experiential Learning Track

Session Chair: Hector Gomez Macfarland, Huston-Tillotson University, Austin, Texas

Marketing Metrics for Managers: A New, Fully Online Course for MBA Students

Gopala “GG” Ganesh, University of North Texas, Denton, Texas

Which Colleges Can Offer a More Innovative Marketing Curriculum?

Selcuk Ertekin, Brenau University, Gainesville, Georgia

Linda Barton, Brenau University, Gainesville, Georgia

Whited Sepulchers: Religious Colleges in the United States

Lynn Godwin, University of St. Thomas, Houston, Texas

John Story, University of St. Thomas, Houston, Texas

1:30 p.m. – 3:00 p.m.

Warwick

SESSION B Student Research

Research Presentations | Student Track

Session Chair: Robert Lloyd, Fort Hays State University, Hays, Kansas

A Qualitative Analysis of the Social Media Revolution on the Performance of Small Businesses

Shelain Lewis, Morningside University, Sioux City, Iowa

Zoomed Out and Mentally Logged Off: The Impact of Virtual Fatigue During COVID-19 on College Students' Co-curricular Experiences

Clarisa Galindo, Sam Houston State University, Huntsville, Texas

Renée Gravois, Sam Houston State University, Huntsville, Texas

Meredith Conrey, Sam Houston State University, Huntsville, Texas

The Impact of Event Sustainability Using the Triple Bottom Line

Zoë Cooper, Fort Hays State University, Hays, Kansas

James Budge, Fort Hays State University, Hays, Kansas

Robert Lloyd, Fort Hays State University, Hays, Kansas

Thomas Lippert, Fort Hays State University, Hays, Kansas

Analysis of the Disconnect Between Generation Z Work Preferences and Traditional Work Model

Jemar Lee, Morningside University, Sioux City, Iowa

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 2, 2022
(Wednesday)

1:30 p.m. – 3:00 p.m.

Durham

SESSION C **Fashion Marketing and Merchandising**
Research Presentations | Fashion Marketing and Merchandising Track

Session Chair: **Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry

Iva Jestratijevic, University of North Texas, Denton, Texas

Urška Vrabič-Brodnjak, University of Ljubljana, Slovenia

Transparency in the Fashion, Clothing, and Textile Industry

Gabriella Wulff, University of Borås, Sverige, Sweden

Iva Jestratijevic, University of North Texas, Denton, Texas

Understanding Consumers in Purchasing Clothes through Online Reviews

Shaoqiong Zhao, State University of New York, Plattsburgh, New York

Md Al-Emran, McNeese State University, Lake Charles, Louisiana

1:30 p.m. – 3:00 p.m.

Norwich

SESSION D **Understanding Consumers**
Research Presentations | Consumer Behavior and Psychology Track

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

The Role of Cultural Dimensions in Flow Search Experience: Comparing Taiwanese and Mexican Online Consumers

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

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

Wen-Hung Stephen Huang, National Taiwan Ocean University, Keelung City, Taiwan

Diana Dávila Ruiz, Universidad Anahuac, Naucalpan de Juárez, Mexico

Claudia Jaquelina Jackie González-Trujillo, Universidad de Monterrey, San Pedro Garza García, Mexico

Service Failures, Recovery Efforts, and Customer Satisfaction within the Amazon Corporation

Andreas W. Stratemeyer, California State University-Fresno, Fresno, California

Susan D. Geringer, California State University-Fresno, Fresno, California

James Taylor, California State University-Fresno, Fresno, California

The Buying Center Concept: A Bibliometric Analysis

Irfan Ahmed, Sam Houston State University, Huntsville, Texas

Vivekshankar Natarajan, Lamar University, Beaumont, Texas

Sanjay Mehta, Sam Houston State University, Huntsville, Texas

C. Ganeshkumar, Indian Institute of Plantation Management, Bengaluru, India

How Mindsets Influence the Effects of Valence of Online Reviews

Dipanwita Bhattacharjee, Bond University, Queensland, Australia

Mark Spence, Bond University, Queensland, Australia

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2022
(Wednesday)**

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

Session Break. During the break, be sure to network with ACME colleagues!

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!

3:30 p.m. – 5:00 p.m.

Commerce

SESSION A Workshop on Confirmatory Factor Analysis using Structural Equation Modelling (AMOS)

Workshop | Open to Members of All FBD Associations | *Requires Registration*

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

Presenter: **Barry J. Babin**, University of Mississippi, University, Mississippi

Join us for this hands-on workshop on Confirmatory Factor Analysis using Structural Equation Modelling. Workshop includes advanced topics such as a comparison of the Preacher and Hayes (more recently Hayes) apps with SEM, as well as the use of AMOS and R. *Attendees should bring a laptop.*

* Workshop requires advance registration.*

3:30 p.m. – 5:00 p.m.

Durham

SESSION B Student Research

Research Presentations | Student Track

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

It's a New World: How Generation Z Views Investing and the Financial Markets

Robin Thomala, Morningside University, Sioux City, Iowa

The Effects of Nike's Social Justice Position on Consumer's Brand Image and Purchasing Behavior

Laia Badosa, Morningside University, Sioux City, Iowa

Consumer Perceptions of the Environmental Impact of the Fast Fashion Clothing Industry in Mexico and the USA

Maria Nava, Morningside University, Sioux City, Iowa

Corporate Social Responsibility and its Influence on Marketing Activities and Outcomes

James Budge, Fort Hays State University, Hays, Kansas

Zoë Cooper, Fort Hays State University, Hays, Kansas

Robert Lloyd, Fort Hays State University, Hays, Kansas

Thomas Lippert, Fort Hays State University, Hays, Kansas

The Psychological Impact of Using Influencers as Brand Ambassadors

Giuseppe Del Rio Broggi, Morningside University, Sioux City, Iowa

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 2, 2022
(Wednesday)**

3:30 p.m. – 5:00 p.m.

Norwich

SESSION C **Why Bother with the Liberal Arts?**
Panel Discussion | Marketing Education and Experiential Learning Track

Session Chair: **Matthew Vollrath**, Ohio Wesleyan University, Delaware, Ohio

Matthew Vollrath, Ohio Wesleyan University, Delaware, Ohio

Dan Mertens, Jacksonville State University, Jacksonville, Alabama

Robert Lloyd, Fort Hays State University, Hays, Kansas

Evening

Dinner on Your Own

Get together with some ACME and FBD colleagues and
Enjoy dinner together! Explore New Orleans!

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ◆ Houston, Texas

ACME Volunteer Opportunities

Interested in volunteering for the 2023 ACME Conference in Houston, Texas?
Contact Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.edu.

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 3, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Durham

SESSION A **Fostering Students' Quantitative Reasoning and Research Skills**
Panel Discussions | Marketing Education and Experiential Learning Track

Session Chair: **Weixing M. Ford**, Texas A&M University – San Antonio, San Antonio, Texas

Enhancing Quantitative Reasoning Skills Across the Business Curriculum

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

Ruby Daniels, Texas A&M University - San Antonio, San Antonio, Texas

Kathryn Knowles, Texas A&M University - San Antonio, San Antonio, Texas

Kenneth Sweet, Texas A&M University - San Antonio, San Antonio, Texas

Best Practices in Encouraging, Guiding, and Enjoying Student Research

Marilyn Eastman, Morningside University, Sioux City, Iowa

Zhenning "Jimmy" Xu, California State University-Bakersfield, Bakersfield, California

Renée Gravois, Sam Houston State University, Huntsville, Texas

Scott Griffith, Briar Cliff University, Sioux City, Iowa

Robert Lloyd, Fort Hays State University, Hays, Kansas

8:30 a.m. – 10:00 a.m.

Ascot

SESSION B **Social Media, Mobile Marketing, and Digital Marketing**
Research Presentations | Social Media, Mobile Marketing, and Digital Marketing Track

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

Critical Role of Perceived Humor When Brands Post Memes on Social Media

Sphurti Sewak, Florida International University, Miami, Florida

Jae Hoon Lee, Florida International University, Miami, Florida

Do Social Media Marketing Activities Help in Creating Masstige Brand Value?

Mallika Srivastava, SVKM's Narsee Monjee Institute of Management Studies, Bangalore, India

Mudita Sinha, Christ University, Bengaluru, India

Social Media in a Global Crisis

David Rylander, Texas Woman's University, Denton, Texas

Jeffrey Radighieri, Texas Woman's University, Denton, Texas

An Exploratory Study of Acronyms Used in Social Media Comments

Selcuk Ertekin, Brenau University, Gainesville, Georgia

Susie Pryor, Buena Vista University, Storm Lake, Iowa

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

8:30 a.m. – 10:00 a.m.

Newberry

SESSION C Technology and Fashion Marketing
Research Presentations | Fashion Marketing and Merchandising Track

Session Chair: Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

Attitudes Toward Facebook Mobile Retail Apps: A Thai Consumer Perspective

Dee Knight, University of North Texas, Denton, Texas

Suksai Sukitta, University of North Texas, Denton, Texas

Judith Forney, University of North Texas, Denton, Texas

Changing Consumer Shopping Attitudes and Behaviors in a Post-Pandemic Era

Jill Kurp, Robert Morris University, Moon Township, Pennsylvania

Theresa Clarke, James Madison University, Harrisonburg, Virginia

Jordan Pratt, James Madison University, Harrisonburg, Virginia

Mobile Fashion Apps: Influences of Motivations and Fashion Innovativeness

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

8:30 a.m. – 10:00 a.m.

Trafalgar

SESSION D ACME AxxessCapon Teaching Innovation Competition – Finalist Presentations

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

Join us for this session featuring finalists for the 2022 ACME AxxessCapon 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 from 12:15-2:15.

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

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

FBD COFFEE BREAK. Attend poster sessions. 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.

Windsor

PLENARY SESSION

Members of all FBD associations are invited to attend.

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

MARKETING NEW ORLEANS IN AN EVER-CHANGING WORLD

Mark Romig, Senior Vice President and Chief Marketing Officer, New Orleans & Company

Kelly Schulz, Senior Vice President, Communications and Public Relations, New Orleans & Company

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

12:00 p.m. – 1:00 p.m.

LUNCH ON YOUR OWN

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

1:30 p.m. – 3:00 p.m.

Royal

SESSION A Consumer Behavior and Psychology
Research Presentations | Consumer Behavior and Psychology Track

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

Brand Loyalty for the Automotive Market

Gary Holmes, University of North Texas at Dallas, Dallas, Texas

Using WOM to Overcome Consumer Aversion for Returned Products

Ishani Banerji, Fort Lewis College, Durango, Colorado

How Having Access to Customer Information Influences Service Provider's Service Disposition: A Test from Two Competing Theories

Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas

Brand Essence Effects on Extension Information Accessibility

Joseph W. Chang, University of Massachusetts-Dartmouth, Dartmouth, Massachusetts

1:30 p.m. – 3:00 p.m.

Windsor

SESSION B The Learning Experience
Research Presentations | Marketing Education and Experiential Learning Track

Session Chair: Joe Alexander, Belmont University, Nashville, Tennessee

Experiential Learning in Undergraduate Research

Judith Forney, University of North Texas, Denton, Texas

Dee Knight, University of North Texas, Denton, Texas

The Value of Service Learning for Marketing: An Empirical Research Review of the Literature

Ray Wang, Thammasat University, Bangkok, Thailand

Implementing Yellowdig in Marketing Principles: Case Study and Recommendations

Laurie Babin, University of Mississippi, University, Mississippi

Reflections on Working with a Local Foundation on the Largest Giving Day Event in the Country

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

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

1:30 p.m. – 3:00 p.m.

Ascot

SESSION C Personal Selling and Sales Management
Research Presentations | Personal Selling and Sales Management Track

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

How Does Supervisory Support Impact Salesperson Lone Wolf Tendencies and the Resulting Relationship with Turnover Intention and Outcome Performance?

Barron Brown, Louisiana Tech University, Ruston, Louisiana

David Locander, University of Tennessee at Chattanooga, Chattanooga, Tennessee

William Locander, Louisiana Tech University, Ruston, Louisiana

The Important Roles of Time Flexibility and Compensation Equity in Salesperson Work-Life Balance

Blake Nielson, Weber State University, Ogden, Utah

Nicole Flink, Weber State University, Ogden, Utah

Mikelle Barberi-Weil, Weber State University, Ogden, Utah

Brock Adams, Weber State University, Ogden, Utah

The Use of AI in Sales: A Literature Review and Bibliometric Analysis

John Gironda, University of North Carolina-Wilmington, Wilmington, North Carolina

Maria Petrescu, Embry-Riddle Aeronautical University, Daytona Beach, Florida

1:30 p.m. – 3:00 p.m.

Trafalgar

SESSION D Student Research
Research Presentations | Student Track

Session Chair: Marilyn Eastman, Morningside University, Sioux City, Iowa

Delivering Online Classes: An Examination of Student Expectations Across Business Disciplines

Travis Albers, Louisiana State University-Shreveport, Shreveport, Louisiana

Nancy Albers, Louisiana State University-Shreveport, Shreveport, Louisiana

Tami Knotts, Louisiana State University-Shreveport, Shreveport, Louisiana

Analyzing Organic Listings, Paid Results, and Text Reviews on Yelp: Seeing the Forest from the Trees

Yi Hua Tseng, California State University-Bakersfield, Bakersfield, California

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

Applying Data Science to Analyze Avocado Retail Pricing for Years 2017-2020

Javier Moreno, California State University-Bakersfield, Bakersfield, California

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

The Influences of Targeted Social Media Advertising on Consumer Behavior

Sean Guerrero, Texas Wesleyan University, Fort Worth, Texas

Juan Taboada, Texas Wesleyan University, Fort Worth, Texas

Dana Mejia, Texas Wesleyan University, Fort Worth, Texas

Mechelle Poche, Texas Wesleyan University, Fort Worth, Texas

Sua Jeon, Texas Wesleyan University, Fort Worth, Texas

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

FBD COFFEE BREAK. Attend poster sessions. 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.

Royal

SESSION A Translating Knowledge into Practice

Panel Discussion; Workshop | Marketing Education and Experiential Learning Track

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

Methods for Teaching Social Responsibility by Addressing UT Dallas' 100 Hours of Student Community Engagement Requirement

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

Rita Egeland, University of Texas at Dallas, Richardson, Texas

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

The Value Proposition Problem in Business Education: Inadequate Knowledge of "Life Skills"

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

3:30 p.m. – 5:00 p.m.

Windsor

SESSION B Services, Tourism, and Hospitality Marketing

Research Presentations | Services, Tourism, and Hospitality Marketing Track

Session Chair: **Jingxian "Kelly" Jiang**, Texas A&M University, College Station, Texas

COVID 19 Effect on Casino Revenue and Headcount

James Rauch, East Central University, Ada, Oklahoma

A Framework for Defining and Conceptualizing Structured Experiences

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

Patti Freeman, Brigham Young University, Provo, Utah

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

Family Holidays as Welfare Benefits: The Case for Rebranding Vacations as Necessities Rather Than Luxuries?

Jeff Christensen, Brigham Young University-Hawaii, Laie, Hawaii

The Role of Social Capital in Shaping Sustainable Marketing: Tips for Practitioners

Lilly Ye, Frostburg State University, Frostburg, Maryland

Yimin Zhuang, Frostburg State University, Frostburg, Maryland

Mousumi Bose Godbole, Fairfield University, Fairfield, Connecticut

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 3, 2022
(Thursday)**

3:30 p.m. – 5:00 p.m.

Ascot

SESSION C Using R to Create Data Visualizations | Open to Members of All FBD Associations Workshop | Data Driven Marketing for Consumer Insights Track

Presenter: Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California

Join us for this hands-on workshop on using R to create data visualizations, starting with an overview of the structure of the program and terminology used. The workshop will include a sample data visualization project, focusing especially on some of the cool features that might benefit marketing researchers and business analytics professionals. Participants will gain exposure to the language and dashboard design principles with a real-world example. Beginners are welcome – the workshop is designed for people with all different interests and skill levels. *Attendees should bring a laptop.*

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

FBD Presidential Welcome Reception – Badge required for entry

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day’s conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the FBD Registration area during its open hours.

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ♦ Houston, Texas

ACME Volunteer Opportunities

Interested in volunteering for the 2023 ACME Conference in Houston, Texas?
Contact Lilly Ye, ACME Program Chair for 2022-2023, at lye@frostburg.edu.

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 4, 2022
(Friday)

8:30 a.m. – 10:00 a.m.

Windsor

SESSION A **Knowing and Doing: Student Success**
Special Session | Marketing Education and Experiential Learning Track

Session Chairs: **Michelle Bedbnarz Beauchamp**, Mississippi College, Clinton, Mississippi

Exploring Writing Skills Sought in Recent Marketing Graduates

Michelle Bedbnarz Beauchamp, Mississippi College, Clinton, Mississippi

Donald P. Roy, Middle Tennessee State University, Murfreesboro, Tennessee

Marketing Students Know Analytics Is Important, But Why Do They Not Enroll?

Yang He, Belmont University, Nashville, Tennessee

Joe Alexander, Belmont University, Nashville, Tennessee

Rui Chen, Tarleton State University, Stephenville, Texas

Atanas Nikolov, Appalachian State University, Boone, North Carolina

Motivational Factors in Entrepreneurship: Theoretical Framework

Alma Cristina Gomez Macfarland, Tec de Monterrey, Monterrey, Mexico

Hector Gomez Macfarland, Huston-Tillotson University, Austin, Texas

Rohan R. Thompson, Huston-Tillotson University, Austin, Texas

8:30 a.m. – 10:00 a.m.

Ascot

SESSION B **Marketing Strategy**
Research Presentations | Marketing Strategy Track

Session Chair: **Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana

Stock Market Reaction to Chief Marketing Officer's Promotion Announcements

Aisha Ghimire, University of Mississippi, University, Mississippi

The Effect of Fancy Brand Names on Young Consumers' Perception of Products

Tingxuan Lu, Idaho State University, Pocatello, Idaho

Jun Yu, University of Louisiana Monroe, Monroe, Louisiana

Joyce Zhou, University of Louisiana Monroe, Monroe, Louisiana

Mostofa Wahid SoykothJun Yu, Emporia State University, Emporia, Kansas

Strategic Orientation, Organizational Learning Behavior, and New Product Performance

Prashant Srivastava, University of Tennessee, Chattanooga, Tennessee

Karthik Iyer, University of Northern Iowa, Cedar Falls, Iowa

A Chance to Shine: Impact of Chief Marketing Officers During Crisis and the Role of Corporate Social Performance and Chief Innovation Officers

Jasmine Parajuli, University of Mississippi, University, Mississippi

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 4, 2022
(Friday)

8:30 a.m. – 10:00 a.m.

Newberry

SESSION C The Process and Value of Digital Marketing Certifications for BBA and MBA Students

Panel | Social Media, and Mobile and Digital Marketing Track

Session Chair: Sphurti Sewak, Florida International University, Miami, Florida

Integrating Hubspot Student Certifications into the Curriculum

Anshu Saran, University of Texas Permian Basin, Odessa, Texas

Google Ads Certification: More than a Resume Builder

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

Google Analytics as Career Prep for Graduate and Undergraduate Students

Sereikhuoch Eng, Emerson College, Boston, Massachusetts

This session is dedicated to the late Dr. Eyad Youssef.

10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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10:30 a.m. – 12:00 p.m.

Windsor

PLENARY SESSION

Members of all FBD associations are invited to attend.

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

LEADING THE WAY TO SUCCESS – WAYS TO BE A TRANSFORMATIONAL LEADER

Beheruz N. Sethna, Regents' Professor of Marketing, Richards College of Business
University of West Georgia, Carrollton, Georgia

Dr. Beheruz N. Sethna is that rare Marketing academic who has also been an accomplished administrator in higher education. Dr. Sethna has served in various universities in the capacity of Department Chair, Dean, Interim Executive Vice President, President, and Interim Executive Chancellor for the entire University System of Georgia. He served as President of the University of West Georgia (UWG) for nineteen years, and when he retired from administration, was the longest-serving University President in the State of Georgia (among both public and private colleges and universities). Some of his outstanding achievements include increasing enrollments by 50% to 12,000 students, spearheading the construction of about 40 new buildings, increasing the endowment ten-fold from the time he started, and bringing transformative change to the institution from a College to a State University to a Ph.D.-granting SACS Level VI University. In December of 2013, after his retirement from the position of President, he was given the University of West Georgia's highest honor, The Founder's Award. The Carnegie Corporation has recognized him as being one of America's Great Immigrants.

In this talk, Dr. Sethna will share some lessons he has learned over a professional lifetime of leadership at the departmental, college, and university levels at a variety of different types of institutions – Research I, Research III, Comprehensive, commuter and residential, rural and urban.

**ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS**

**March 4, 2022
(Friday)**

12:15 p.m. – 2:15 p.m.

Port

**ACME LUNCHEON, BUSINESS MEETING,
AND AWARDS CEREMONY**

All ACME members and registered 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 REGISTERED GUESTS

2:15 p.m. – 3:00 p.m.

Port

NETWORKING AND PHOTOS

- Enjoy networking and taking photos with your ACME colleagues.
- Start discussions about your submission plans for the 2023 ACME Conference in Houston.
- Chat with ACME officers to learn more about how you can contribute to next year's conference.

3:00 p.m. – 3:30 p.m.

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3:30 p.m. – 5:00 p.m.

Windsor

SESSION A Healthcare and Pharmaceutical Marketing
Research Presentations | Healthcare and Pharmaceutical Marketing Track

Session Chair: **Amit Malhan**, North Carolina A&T State University, Greensboro, North Carolina

National Culture and Coronavirus Deaths: Focus on Inglehart's and Weitzel's Two Cultural Values Dimensions - Traditional vs. Secular Values and Survival vs. Self-Expressive Values
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas

The Influence of Stress and Financial Stabilizing Measures Used During Covid by Dentists Have on Their Psychological Outcomes
Gary Stillwell, Arkansas State University, Jonesboro, Arkansas
Kim Hester, Arkansas State University, Jonesboro, Arkansas
Sarath Nonis, Arkansas State University, Jonesboro, Arkansas
Hilary Schloemer, Arkansas State University, Jonesboro, Arkansas

Customer Orientation of Health Care Professionals in Covid Era
Ceyhan Kilic, Tarleton State University, Stephenville, Texas
Türkan Dursun-Kilic, West Texas A&M University, Canyon, Texas

ASSOCIATION OF COLLEGIATE
MARKETING EDUCATORS

March 4, 2022
(Friday)

3:30 p.m. – 5:00 p.m.

Ascot

SESSION B Hospitality Marketing

Special Session | Services, Tourism, and Hospitality Marketing Track

Session Chair: **Jingxian “Kelly” Jiang**, Texas A&M University, College Station, Texas

Designing and Managing an Omni-channel Guest Experience: Lessons from one Asian Airline
Jeff Christensen, Brigham Young University-Hawaii, Laie, Hawaii

3:30 p.m. – 5:00 p.m.

Newberry

SESSION C Applied Analytics

Research Presentations | Consumer Behavior and Psychology Track

Session Chair: **Guanyu Geng**, University of North Texas, Denton, Texas

Consumer Market Analysis for Branded Packaged Food in Sub Urban Markets in India
Sanjay Arora, Guru Nanak Khalsa College, Yamunanagar, India
Suhani Arora, Cap Gemini, New Delhi, India

Understanding SEO Success Factors Using Principal Component Analysis
Zhenning “Jimmy” Xu, California State University-Bakersfield, Bakersfield, California
Jing Chen, Texas A&M University-Kingsville, Kingsville, Texas
Fernando Parra, California State University-Fresno, Fresno, California

A Framework for Airport Evacuation: Assessment of Landside Capacity Using Micro-Meso Simulation Model
Subhro Mitra, University of North Texas at Dallas, Dallas, Texas

Thank you for attending ACME 2022!

Join us for the 2023 ACME/FBD Conference!
March 8-11, 2023
Hyatt Regency Houston ♦ Houston, Texas



Association of Collegiate Marketing Educators

CONFERENCE COVID PROTOCOL

New Orleans Mandate about Vaccination and Testing

The New Orleans Health Department is placing restrictions on certain activities pursuant to the Mayor's emergency powers provided by La. R.S. 29:727(F) and the "Mayoral Proclamation to Further Promulgate Emergency Orders During the State of Emergency Due to COVID-19" filed on May 15, 2020. These restrictions will be effective as of January 3, 2022 at 6:00 A.M.

These restrictions include the following mandates related to any indoor gatherings of more than 500 people (which applies to FBD) as well as all indoor dining, indoor fitness, and indoor entertainment and/or performances.

- Individuals attending indoor or outdoor events of more than 500 individuals are strongly recommended to wear masks through the duration of event (except while actively eating or drinking).
- Proof of vaccination or negative antigen or PCR COVID-19 test taken within 72 hours before entry (*must include the individual's name, date of the test, and results clearly visible on an official report*) required at all indoor gatherings at establishments included in these requirements.