



ASSOCIATION OF MARKETING THEORY & PRACTICE

2022 PROGRAM

CONFERENCE EVENTS

AT SANDESTIN GOLF AND BEACH RESORT, MARCH 23-26, 2022

WEDNESDAY, MARCH 23, 2022 – EARLY BIRD RECEPTION (6:00 PM – 7:30PM)

Room: Azalea Foyer/Veranda

THURSDAY, MARCH 24, 2022 – GOLF TOURNAMENT 12:30PM

LINKS GOLF COURSE

THURSDAY, MARCH 24, 2022 – PLS-SEM SEMINAR (1:00PM – 5:00PM)

Presenters: Dr. Joe Hair, Dr. Dana Harrison, and Dr. Haya Ajjan

Room: Camelia I

THURSDAY, MARCH 24, 2022 – MEMBER RECEPTION (6:30PM – 8:00PM)

Room: Azelia Foyer

FRIDAY, MARCH 25, 2022 – AWARD LUNCHEON (12:30PM – 2:30PM)

Room: Azalea Foyer

FRIDAY, MARCH 25, 2022 – PLS-SEM SEMINAR (2:00PM – 5:00PM)

Room: Camelia I

FRIDAY, MARCH 25, 2022 – EVENING EVENT (6:30PM – 8:00PM)

Room: Azalea II & III

SATURDAY, MARCH 26, 2022 – TRACK CHAIR MEETING (8:00AM – 8:30AM)

Jasmine/Zoom (Central Daylight Time)

SATURDAY, MARCH 26, 2022 – BOARD MEETING (9:00AM – 10:00PM)

Jasmine/Zoom (Central Daylight Time)

THURSDAY, MARCH 24, 2022 (8:00 AM – 9:15AM)

Session 1.1 Cross-Cultural Marketing I

Room 1: Jasmine

Session Chair: **Arlene Q. Chen**, Florida State University

How Cultural Factors Affect Chinese Americans' Attitudes Towards Seeking Mental Health Services

Arlene Q. Chen, Florida State University

Xinji Xiao, Florida State University

Yueting Wu, Florida State University

Xuan Zhang, Florida State University

Sindy Chapa, Florida State University

How Bystander Brands Can Win the Free Agent Game Following Brand Activism

Katharine Howie, University of Southern Mississippi

Jessica Vredenburg, Auckland University of Technology

Rhiannon Mesler, University of Lethbridge

Meghan Rennie, University of Lethbridge

Rainbow-Washing Away Customers: Does the Consumer's Perception of Rainbow-Washing Affect Purchasing Behavior?

Ashley N. Johns, Florida State University

Sindy Chapa, Florida State University

Nakima Brooks, Florida State University

Holly Coleman, Florida State University

Maya DuBois, Florida State University

THURSDAY, MARCH 24, 2022 (8:00 AM – 9:15AM)

Session 1.2 Sports Marketing

Room 2: Camelia I

Session Chair: **Kirk Aiken**, California State University-Chico

The Sport Marketing Portfolio Matrix: How Brand Relevance Aligns with Fan Behavior

Kirk D. Aiken, California State University-Chico

Richard M. Campbell, Sonoma State University

Ajay Sukhdial, Oklahoma State University

Does the Sponsorship of Sports Entities by Gambling Organizations Conform to the Set of Benefits as Conceptualized in the Model of Sports Sponsorship?

Sam Fullerton, North-West University (South Africa) and Eastern Michigan University

Michael McCall, Michigan State University

Ronald Dick, Duquesne University

College Sport Ethics: Moral versus Consequentialist Drivers of Student Ethics in Sport Activities

Arturo Z. Vasquez-Parraga, University of Texas Rio Grande Valley

Miguel A. Sahagun, High Point University

Jason Flores, Oklahoma City University

THURSDAY, MARCH 24, 2022 (8:00 AM – 9:15AM)

Session 1.3 Consumer Behavior I

Room 3: Camelia II

Session Chair: **Randy Stuart**, Kennesaw State University

The Effects of Shape-Taste Congruency on Product Evaluations

Jurui Zhang, University of Massachusetts Boston

Raymond Liu, University of Massachusetts Boston

Yufang Jin, Dalian University of Technology

Menglin Li, Renmin University

Mothers with Empty Arms: Marketing, Stigma, and Bereaved Mothers

Elizabeth Minton, University of Wyoming

Carissa Anthony, Drexel University

Cindy Wang, California Polytechnic State University, San Luis Obispo

Alexa K. Fox, The University of Akron

The Relationships Between Prosocial Consumer Behavior, Consumer Resilience, Consumer Risk Taking Propensity and Consumer Hoarding During Covid-19

Christy M. Cook, Appalachian State University

James E. Stoddard, Appalachian State University

Pia A. Albinsson, Appalachian State University

THURSDAY, MARCH 24, 2022 (8:00 AM – 9:15AM)

Session 1.4 Social Media I

Room 4: Azelia III

Session Chair: **Tyreal Yizhou Qian**, Louisiana State University and Agricultural and Mechanical College

Gamification usage and platform loyalty in esports livestreams: An analysis of unobserved heterogeneity with FIMIX-PLS and IPMA

Tyreal Yizhou Qian, Louisiana State University and Agricultural and Mechanical College

Jean Martinez, Louisiana State University and Agricultural and Mechanical College

Robbie Matz, Belmont University

Love at First Touch: How Swiping vs. Typing Changes Online Dating Decision-Making

Farhana Nusrat, Drexel University

Yanliu Huang, Drexel University

Cait Lamberton, University of Pennsylvania

Social Media Followers: Are They Buying It?

Britton Leggett, University of South Alabama

THURSDAY, MARCH 24, 2022 (9:30 AM – 10:45AM)

Session 2.1 Potpourri I

Room 1: Jasmine

Session Chair: **Gary Futrell**, Valdosta State University

Defining Health Care Marketing

Gary Futrell, Valdosta State University

There is No I in Team: The Role of Sales Faculty Coaching and Organizational Culture on Student Competition Teams

Stefan Sleep, Kennesaw State University

Brent McCulloch, Kennesaw State University

Determining Patient Satisfaction and Well-being in Dental Healthcare: Expanding Theoretical Models through Grounded-Theory Methods

Kristina M. Harrison, University of Southern Mississippi

THURSDAY, MARCH 24, 2022 (9:30 AM – 10:45AM)

Session 2.2 Marketing Education

Room 2: Camelia I

Session Chair: **Sohyoun Shin**, California State University, Chico

Business Faculty's Communication Strategies for Students during the COVID-19 Pandemic

Sohyoun Shin, California State University, Chico

Monetizing Student Projects: Advice for Marketing Educators

Zach Moore, University of Louisiana at Monroe

Professional networking and personal branding with LinkedIn during the COVID-19 pandemic: Personality, impression management, and dirtiness in digital contexts

Carlos Valdez, University of Central Florida

Christopher Leo, University of Central Florida

Leslie Connell, University of Central Florida

Jennifer Morin, University of Central Florida

THURSDAY, MARCH 24, 2022 (9:30 AM – 10:45AM)

Session 2.3 Retailing & Services I

Room 3: Camelia II

Session Chair: **Dale Cake**, Savannah State University

The New Grocery Retail Journey: Stimuli and Mobile Influences on the Consumer's Unplanned Shopping Behavior

Dale A. Cake, Savannah State University

Vikas Agrawal, Jacksonville University

Douglas Johansen, Jacksonville University

Wooyang Kim, Minnesota State University Moorhead

Trends in Global Bridal Industry: Emergence of Online Bridal Stores and Survival of Brick-and-Mortar Stores

Libby C. Jones, Missouri State University

Ismet Anitsal, Missouri State University

Melek Meral Anitsal, Tennessee Tech University

Exploring Stakeholders' Perceptions Toward Event Innovations

Sophie Unson, The University of Southern Mississippi

Wei Wang, The University of Southern Mississippi

THURSDAY, MARCH 24, 2022 (9:30 AM – 10:45AM)

Session 2.4 Non-Profit I

Room 4: Azelia III

Session Chair: **Elizabeth Minton**, University of Wyoming

The Responding Differences in Business Misdeeds: A Moderation Effect on the Corporate Remedy Strategies between Current and Potential Consumers

Lei Huang, SUNY Fredonia

Awareness Marketing: Cause Marketing Without Contribution

Elizabeth Minton, University of Wyoming

Frank Cabano, University of Texas El Paso

Anti-consumption: A Preliminary Examination of a Set of Social Considerations That Impact a Consumer's Decision to 'Punish' Marketers Deemed to be Engaging in Irresponsible Behavior

Tammy McCullough, Eastern Michigan University

Ania Izabela Rynarzewska, Mercer University

Sam Fullerton, North-West University (South Africa) and Eastern Michigan University

THURSDAY, MARCH 24, 2022 (11:00 AM – 12:15PM)

Session 3.1 Professional Selling

Room 1: Camelia I

Session Chair: **Larry Cunningham**, University of Colorado Denver

Intention to Pursue a Sales Career: A Dyadic Study of Students and Parents

Mark Kubik, Grand Valley State University
Joseph Little, Grand Valley State University
Alexander King, Grand Valley State University
Grant Weidman, Grand Valley State University

Chamber of Commerce Membership: An Explanatory Model of Member Organizations' Normative, Continuance and Affective Commitment

Shawn F. Clouse, University of Montana, Missoula
Simona Stan, University of Montana, Missoula
Nader Shooshtari, University of Montana, Missoula

Is Sales Competition a Good Motivator or a Bad Idea? The Underlying Mechanism of Threat Appraisals

William J. Zahn, University of Houston - Main
Yi Peng, Tennessee Technological University
Willy Bolander, Florida State University
Bryan Hochstein, University of Alabama - Tuscaloosa
David Mathis, University of Alabama - Tuscaloosa

THURSDAY, MARCH 24, 2022 (11:00 AM – 12:15PM)

Session 3.2 Branding I

Room 2: Camelia II

Session Chair: **Laura Boman**, Mercer University

The Role of Exclusivity on Chandlers Between Loud and Discrete Luxury Brands

Lauren E. Beverly, University of Southern Mississippi
Jamyne Foster, University of Southern Mississippi

Nostalgia as a Tactic for Marketers: The Use of Retro Marketing to Entice Consumer Purchase

Cortnee Y. Bunch, University of South Alabama

The Effect of Diversity Initiatives by Brands on Consumer Perceptions

Dolph F. Nelson IV, Mercer University
Laura Boman, Mercer University

THURSDAY, MARCH 24, 2022 (11:00 AM – 12:15PM)

Session 3.3 Corporate Social Responsibility

Room 3: Azelia III

Session Chair: **Ahmed Maamoun**, University of Minnesota Duluth

Saving Face: Comparing the Effects of Endorsement Marketing Strategies on Millennial Americans

Alessandra Noli, Florida State University
Tim O'Hara, Florida State University
Daniela Castillo, Florida State University
Tyler Trobert, Florida State University
Anna Dean, Florida State University
Sindy Chapa, Florida State University

Resource Scarcity: The Effect on Ethical Behavior

Todd C. Haderlie Jr., Florida International University
Jaehoon Lee, Florida International University

Going Green: Carving a Niche in a Global Market

Ahmed Maamoun, University of Minnesota Duluth

FRIDAY, MARCH 25, 2022 (8:00 AM to 9:45AM – CDT-Central Daylight Time)

Virtual Session 1 - Zoom Link: <https://psu.zoom.us/my/tulaygirard>

Session Chair: **Tulay Girard**, Penn State Altoona and **Musa Pinar**, Valparaiso University

The Role Of AI-Based Virtual Service Assistants on Consumer Mental Health

Devdeep Maity, Delaware State University
Juha Munnukka, University of Jyväskylä
Ashwini Gangadharan, Kutztown University of Pennsylvania
Daeryong Kim, Delaware State University
Sumeet Jhamb, University of Alaska, Anchorage

Destruction and Reconstruction of Corporate Reputation in International Business Network Context

Nikolina Koporcic, Laurea University of Applied Sciences
Maria Ivanova-Gongne, Abo Akademi University
Jan-Ake Tornroos, Abo Akademi University
Olga Dziubaniuk, Abo Akademi University

Communicating Temporary Brick-and-Mortar Store Closures During Covid-19 Lockdowns in the UK

Zsofia Toth, University of Durham
Tristan Emerson, University of Nottingham
Nikolina Koporcic, Laurea University of Applied Sciences
Sally McKechnie, University of Nottingham
Muzna Shehzad, University of Nottingham

Social Media Influencers: Talk is Not Cheap!

Antoinette Okono, University of South Alabama

Human Chefs Cook More Calories: The Impact of Human (vs. Robotic) Food Producer on Calorie Estimation

Wenyan Yin, Drexel University
Yanliu Huang, Drexel University
Cait Lamberton, University of Pennsylvania

FRIDAY, MARCH 25, 2022 (8:00 AM to 9:15AM)

Session 4.1 Non-Profit II

Room 1: Camelia I

Session Chair: **Dawn Hart**, Jacksonville University

The Lonely Reason Impeding Compliance with COVID-19 Prevention Guidelines

Ainslie E. Schultz, Providence College

Kevin P. Newman, Providence College

Transaction-Based Cause-Related Marketing: The Role of Corporate Credibility in Consumer Trust, Self-congruity, and Purchase Intention

Dawn D. Hart, Jacksonville University

Douglas Johansen, Jacksonville University

Empathy, Altruism, CSR, and Consumer Boycott Behavior During Covid 19: Lessons Learned

Ania Izabela Rynerzewska, Mercer University

Eliza Herrick, Mercer University

FRIDAY, MARCH 25, 2022 (8:00 AM to 9:15AM)

Session 4.2 Retailing & Services II

Room 2: Camelia II

Session Chair: **Thomas L. Powers**, University of Alabama at Birmingham

Bank Consolidation and its Effect on Service Quality

Thomas L. Powers, University of Alabama at Birmingham

William S. Spears, Cenergistic

Seongwon Choi, Trinity University

The Application of Kahneman's Concepts to Marketing Police in Ontario, Canada

Pritpal Thind, University of Texas of the Permian Basin

Stephen LeMay, The University of West Florida

Dave McMahon, Pepperdine University

The Effect of Bundling on Incongruent Product Purchase: Case of Liberals vs. Conservatives

Kaan Canayaz, Florida International University

Shivam Agarwal, Florida International University

Jaehoon Lee, Florida International University

Brand Love and Purchase Intention: Does a Sports Team Name Matter?

Kristy C. Grayson, Utah Tech University
Katie Kamachi, University of Nevada, Las Vegas
David Olsen, Utah Tech University

FRIDAY, MARCH 25, 2022 (8:00 AM to 9:15AM)

Session 4.3 Social Media III

Room 4: Azelia III

Session Chair: **Manisha Mathur**, Augusta University

Facilitating the Choice of College Major Using the Consumer Decision Process, Content Marketing, and Social Media

Julie M. Pharr, Tennessee Technological University

Developing Marketing Capabilities to Mitigate Perceived Cybersecurity Risk in Healthcare Organizations

Manisha Mathur, Augusta University

Exploring the Impact of Brands Roasting on Social Media

Sphurti Sewak, Florida International University
William Humphrey, Florida International University
Jayati Sinha, Florida International University

FRIDAY, MARCH 25, 2022 (10:00 AM to 12:15PM - CDT-Central Daylight Time)

Virtual Session 2 - Zoom Link: <https://psu.zoom.us/my/tulaygirard>

Session Chair: **Tulay Girard**, Penn State Altoona and **Musa Pinar**, Valparaiso University

Flipping the Online Classroom - Comparing the Effectiveness of Two Teaching Modalities for Online Experiential Learning

William J. Zahn, University of Houston

Investigating how tacit knowledge management inclination and explicit marketing agendas impact business success

Christine A. Makama, Jacksonville University

Proposing a Predictive Model for Product to Service Brand Extension Acceptance

Michael Musante, Springfield College

Slogans as Persuasive Accelerants of Electronic Word-of-Mouth Communication: A Preliminary Conceptual Model

Charles M. Wood, University of Tulsa

Theo G. Lynn, Dublin City University
Pierangelo Rosati, Dublin City University

Consumer Disidentification: Its Personality Trait Antecedents

Yi Peng, Tennessee Technological University

Examining the Relationships between Branding Factors and Likelihood of Recommending: Determinants of Net Promoter Score (NPS)

Musa Pinar, Valparaiso University,
Tulay Girard, The Pennsylvania State University-Altoona

FRIDAY, MARCH 25, 2022 (9:30 AM – 10:45PM)

Session 5.1 Cross Cultural Marketing II

Room 1: Camelia I

Session Chair: **Mousumi Bose Godbole**, Fairfield University

“Just Hanging with my Friends”: U.S. Latina/o/x’s Perspectives on Parasocial Relationships in Podcast Listening during COVID-19

Arthur D. Soto-Vasquez, Texas A&M International University

M. Olguta (Olga) Vilceanu, Rowan University

Kristine Johnson, Rowan University

The Complexity of Understanding Online Product Evaluation Expressions in the Chinese Cultural Context: How Ratings and Reviews Tell a Different Story

Mousumi Bose Godbole, Fairfield University

Lilly Ye, Frostburg State University

Attendance of International Students at U.S. Colleges and Universities

Nader H. Shoostari, University of Montana

Chinese’ Impulsive Shopping Behavior in a Post-Pandemic Era: Exploring the Impact of Long-Term Orientation on Self Control, and Utilitarian and Hedonic Shopping Values

Pei Wang, Florida State University

Sindy Chapa, Florida State University

FRIDAY, MARCH 25, 2022 (9:30 AM – 10:45PM)

Session 5.2 Branding II

Room 2: Camelia II

Session Chair: **William Jones**, Ramapo College of New Jersey

Event-Related Potentials Differentiate Gender-Based Responses to Brands

William Jones, Ramapo College of New Jersey

Kelene A. Fercho, Federal Aviation

Lee A. Baugh, University of South Dakota

From Customizing Products to Possessive Bonds: The Role of Consumer Involvement and Consumer Privacy Concern

Hua Chang, Towson University

Lingling Zhang, Towson University

FRIDAY, MARCH 25, 2022 (9:30 AM – 10:45PM)

Session 5.3 Potpourri II

Room 3: Azelia III

Session Chair: **Laurel Johnston**, Western Kentucky University

Exploring the Effects of Linguistic Elements of Social Media Corporate Apologies on Consumer Responses

Laurel Johnston, Western Kentucky University

Supply Chain Resilience and Agility During COVID19: The Case of Automobile Manufacturing

Stephen LeMay, University of West Florida

Dave McMahon, Pepperdine University

Leor Ben-Meir, University of West Florida

Building a Personal Brand using Impression Management in Social Networks

Carlos Valdez, University of Central Florida and

Jorge Villegas, University of Illinois at Springfield

FRIDAY, MARCH 25, 2022 (11:00 AM – 12:15PM)

Session 6.1 Consumer Behavior III

Room 2: Camelia I

Session Chair: **Laura Boman**, Mercer University

The Unintended Effects of Tamper-Evident Packaging

Marissa Orlowski, Metropolitan State University of Denver

Sarah Lefebvre, Murray State University

Laura Boman, Mercer University

When the Going Gets Tough: Motivations of Customer Helpers' Further Green Helping Behavior Intentions

Estelle van Tonder, North-West University (South Africa)

BC Mkhondo, North-West University (South Africa)

Christo Bisschoff, North-West University (South Africa)

Sam Fullerton, North-West University (South Africa) and Eastern Michigan University

An Examination of Portrayal of Disability in Brand Ads

Sphurti Sewak, Florida International University

Jayati Sinha, Florida International University

The Impact of Materialism on the Adoption of Lifestyles of Health and Sustainability Sooyeon Choi, Loras College

FRIDAY, MARCH 25, 2022 (11:00 AM – 12:15PM)

Session 6.2 Services Marketing

Room 3: Camelia II

Session Chair: **Kaan Canayaz**, Florida International University

Service Recovery Expectations from a Social Class Perspective

Kaan Canayaz, Florida International University

Shivam Agarwal, Florida International University

Jachoon Lee, Florida International University

Investigating Consumer Choice Criteria for Free Services

Samer Hajjar, National University of Singapore

Shaheen Borna, Ball State University

Russell Wahlers, Ball State University

The Perils of Using Self-Deprecating Humor: Customer Evaluations of the Firm after a Service Failure

Hyunju Shin, Georgia Southern University

Lindsay R. Levine, Georgia Southern University

The Patient-Centric Blockchain

Sunil Erevelles, University of North Carolina at Charlotte

Maanasi Bulusu, Carnegie Mellon University

Timea Honeycutt, University of North Carolina at Charlotte

Stephanie Seligman, University of Southern California

Padma Bulusu, Wellington Management, LLC

SATURDAY MARCH 26, 2022 (9:00 AM to 10:30AM)

Session 7.1 Potpourri III

Room 1: Azelia I

Session Chair: **Irina T. Toteva**, Georgia Southwestern State University

The Need for Non-Market Strategy: Epistemic Communities, Globesity and Marketing of Fast Food

Amit Mukherjee, Stockton University

Naz Onel, Stockton University

The Perceptions and Experiences of Human Resources Recruiters Regarding LinkedIn as an Online Personal Branding Representation of Recent Business Graduates

Carlos Valdez, University of Central Florida
Carole Ann Creque, University of Central Florida
David Penn, University of Central Florida
James Gallo, University of Central Florida

The IKEA Effect in Service Delivery: Does Ordering Influence Brand Loyalty

Irina T. Toteva, Georgia Southwestern State University
Selen Savas-Hall, Jacksonville University

SATURDAY MARCH 26, 2022 (9:00 AM to 10:30AM)

Session 7.2 Promotion & Advertising

Room 2: Azelia II

Session Chair: **Rebecca A. VanMeter**, Ball State University

Money, Medals, and Championships: Politically Driven Conspiracy of Silence, Model Development; Implications to Diversity and Inclusion

Ania Izabela Rynerzewska, Mercer University

Impact of Model Gender on the Effectiveness of Advertisements Targeted at Older Viewers: An Analysis in the Context of Ageing

Corinne Chevalier, Université Paris Saclay
Gaëlle M. Moal, ISEN Yncrea Ouest

Spending All Your Money on Me: Influencer Marketing's Impact on Engagement

Rebecca A. VanMeter, Ball State University
Michael C. Peasley, Middle Tennessee State University
Parker J. Woodroof, University of Alabama at Birmingham