SMS

SOUTHEAST MARKETING SYMPOSIUM

2024

APRIL 11 - 13, 2024

Department of Marketing

LSU | E. J. Ourso College of Business

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ACKNOWLEDGMENTS

WE WOULD LIKE TO THANK EVERYONE FOR THEIR GENEROUS SUPPORT AND TIME IN PLANNING THE SOUTHEAST MARKETING SYMPOSIUM.

Mennatalla Abdelrehim, PhD Student, Louisiana State University
Greg Accardo, Director of the Professional Sales Institute, Louisiana State University
Md "Muhammad" Nurul Alam, PhD Student, Louisiana State University
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Judith Anne Garretson Folse, Department Chair and Professor of Marketing, University of Arkansas
Aaron Gleiberman, Instructor, Louisiana State University
Roy Haggerty, Executive Vice President and Provost, Louisiana State University
Kris Lindsey Hall, Assistant Professor of Marketing, Louisiana State University
David Hardesty, Department Chair and Professor of Marketing, University of Kentucky
Jonathan Hasford, Associate Professor of Marketing and PhD Program Advisor
Viktor Jarotschkin, Assistant Professor of Marketing, Louisiana State University
Vincent Jeseo, Assistant Professor of Marketing, Rowan University
Thomas Karam, Distinguished Instructor, Louisiana State University
Andrew Kuo, Associate Professor of Marketing, Louisiana State University
Matthew Lastner, Assistant Professor of Marketing, University of North Carolina – Wilmington
Amanda Ledet, Instructor, Louisiana State University
Jared Llorens, Dean of the E.J. Ourso College of Business, Louisiana State University
Andrew Long, Assistant Professor of Marketing, Louisiana State University
Donald Lund, Associate Professor of Marketing, Louisiana State University
Candice Marti, PhD Student, Louisiana State University
Elizabeth McDougal, PhD Student, Louisiana State University
Laurel Miceli, Business Office Coordinator, Louisiana State University
Jordan Moffett, Assistant Professor of Marketing, University of Kentucky
Ron Niedrich, Department Chair and Professor of Marketing, Louisiana State University
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McDowell Porter, Associate Professor of Marketing, Fresno State University
Stephen Radcliffe, Creative Strategist of External Affairs, Louisiana State University
Dan Rice, Associate Professor of Marketing, Louisiana State University
Mostofa Soykoth, PhD Student, Louisiana State University
Jianan Wu, Professor of Marketing and PhD Program Advisor, Louisiana State University

SPONSORS & DONORS

THANK YOU TO THIS YEAR'S PARTNERS FOR THEIR GENEROUS CONTRIBUTION TO THE SOUTHEAST MARKETING SYMPOSIUM.

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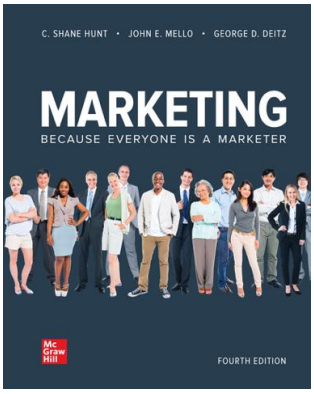

Dr. Shane Hunt, Idaho State University

Dr. George Dietz, University of Alabama – Birmingham

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This initiative was partially funded by the LSU Provost's Fund for Innovation in Research – Seminar/Collaborator Support Fund.

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SMS SOUTHEAST MARKETING SYMPOSIUM 2024 LSU E. J. OURSO COLLEGE OF BUSINESS

ABOUT

LOUISIANA STATE UNIVERSITY

LSU isn't just an institution of higher education. We are a community and a culture. Through learning, research, and community engagement, we are dedicated to changing lives, whether it's a student in the classroom or the citizens of Louisiana and the world.

As the flagship institution of the state, the vision of Louisiana State University is to be a leading research-extensive university, challenging undergraduate and graduate students to achieve the highest levels of intellectual and personal development.

E. J. OURSO COLLEGE OF BUSINESS

Since its establishment in 1928, the E. J. Ourso College of Business has served as the flagship business college of Louisiana, playing an essential role in uplifting the economy of the state and the well-being of its citizens. Each year, the college graduates more than 1,000 exceptional students who are the business leaders and entrepreneurs of the future.

We are committed to delivering a superior academic and professional learning experience that prepares future business leaders for lifetime success. In support of the university and college's mission, our dedicated faculty engage in cutting-edge, innovative research that directly and positively impacts the business community, both locally and abroad. The value of a business education from the E. J. Ourso College is readily seen in the success of our alumni and their continued support of the college throughout their professional careers.

DEPARTMENT OF MARKETING

The LSU Department of Marketing has a focused approach — maintaining a foundational curriculum meant to adapt to evolving industry challenges. We believe marketing is a critical part of any business plan that seeks to generate growth organically and create sustainable value by better understanding the needs of target markets and effectively delivering the appropriate products and services. Our students enjoy the practical application of marketing principles through participation in competitions and case studies outside the classroom and exploring relevant industry issues within the classroom, all leading to graduates ready to lead in their chosen careers.

The Department of Marketing faculty draw on behavioral, economic, psychological, and administrative theory to examine the current and future needs and wants of a customer. The Behavioral Research Lab is a state-of-the-art facility that provides our faculty with the means to conduct cutting-edge, technology-based marketing research.

Our faculty are elite researchers who combine current theories and methods with hands-on learning and projects in their courses. They publish articles in top academic journals, write textbooks, and participate actively in the marketing profession, resulting in a well-rounded education from theoretical and real-world perspectives.

NEED TO KNOW INFO

SMS CONFERENCE 2024 MAP

GETTING AROUND THE LSU E. J. OURSO COLLEGE OF BUSINESS

Connect to Wi-Fi:

1. Make sure your wireless adapter is set to dynamically obtain an IP address.

2. Connect to the wireless network: **lsuguest**

3. Enter the credentials:
   Username: **SMS 2024**
   Password: **260291**

Important Reminders:

- Don't forget your ID for our Thursday and Friday night events.
- Wear your school's spirit wear on Friday and prepare for outdoor fun!
- Food and refreshments are available throughout the conference in the SMS Pantry located in the BEC Rotunda.
- Visit the SMS Website after the event to access the photos. semarketingsymposium.com

Tag us! #SMS2024

We want your pics! Send pics and videos of your SMS 2024 moments to emcdou3@lsu.edu.

Note: Your registration and presence at the event constitute your consent to be photographed and/or otherwise recorded and to the release of any recorded media for the purpose of documenting and marketing this and future SMS events.

ITINERARY

THURSDAY, APRIL 11

3:00 PM	The Cook Hotel Check-in and Symposium Check-in
4:15 PM	**Bus: Depart the Cook Hotel to Tiger Stadium** *Optional:* LSU Tiger Stadium Tour
5:20 PM	**Bus: Depart Tiger Stadium to The Queen following the tour** **Bus: Depart the Cook Hotel to The Queen** **Late bus departing the Cook Hotel to The Queen available at 6:15 pm.*
6:00 PM	**Welcome Reception** **Don't forget! Your ID is required for entry to The Queen*
9:00 PM	Event Concludes **Busses depart The Queen to the Cook at 8:30 pm, 9:00 pm, and 9:30 pm.*

FRIDAY, APRIL 12

7:00 AM	Breakfast Buffet at the Cook Hotel
8:00 AM	**Van: Depart the Cook Hotel to the E. J. Ourso College of Business** *Optional:* Behavioral Lab and Professional Sales Lab Tours
9:00 AM	Conference Welcome | BEC 1125
9:30 AM	**Research Presentations**

Session A | BEC 1220
Consumer Desires and Identity
(Moderator: Associate Professor Dan Rice)

How Desired Upward Romantic Affiliation Impacts Consumption
Faiyaz Hussain, Mississippi State University

In Praise of Modesty: How Lay Beliefs Shape Reactions to Luxury Consumption
Sujin Park, University of Florida

Fighting for Identity: An Ethnography of Women Martial Artists
Rafaela Canova Davide, University of Arkansas

Session B | BEC 1920
Frontline Employee Experiences
(Moderator: Associate Professor McDowell Porter)

Close Calls: A Sensory and Social Presence Perspective of Video Call Selling
Nicole Boylan, University of Alabama

Enhancing Customer Engagement through Frontline Employee Brand Psychology and Customer-Driven Proactive Behaviors
Candice Marti, Louisiana State University

Feeling the Heat (or Not): Exploring the Impact of Different Types of Frontline Employee Job Pressures
Elizabeth McDougal, Louisiana State University

10:45 AM Refreshment Break | SMS Pantry in the BEC Rotunda

11:00 AM **Research Presentations**

Session C | BEC 1220
Consumer Product Evaluation and Decision-Making
(Moderator: Assistant Professor Jordan Moffett)

When the End is Near: How Hitting Pan Affects Product Evaluation and Repurchase Intention
Xinwei (Sylvia) Liu, Mississippi State University

Food Shopping for Children: A Comparison of Alternative Front-of-Package Summary Nutrition Labeling Icons
Tanisha Jain, University of Mississippi

The Role of Insurance in Medical Decision-Making: Moral Hazard Effects on Consumer Healthcare Treatment Choices
Matilda Vevera, Florida State University

Session D | BEC 1920
Navigating Privacy, Diversity, and Engagement
(Moderator: Assistant Professor Vincent Jeseo)

Signaling Security: Examining the Effects of Firm Privacy Strategies on Equity Risk
Laurel Johnston, University of Tennessee

Go Woke Go Broke? Diverging Responses to Advertisements Featuring Diversity
Francis (Joey) Lawall, University of Arkansas

Finding the Right Influencer: An Inverted-U Relationship Between Follower Growth Rate and Engagement Ratio
Jia Jocelyn Cao, University of Georgia

12:20 PM Lunch and Award Presentations | BEC Rotunda
**Sponsored by the University of Georgia and the Academy of Marketing Science.*

1:45 PM **Research Presentations**

Session E | BEC 1220
Consumer Insights and Influence
(Moderator: Associate Professor Donald Lund)

Beyond Knowledge: Exploring Popularity as a Source of Perceived Expertise
Krissa Nakos, University of Georgia

Uncovering Covert Influences in the Consumer Persuasion Process
Emma Welch, University of Mississippi

Session F | BEC 1920
Predicting Brand and Salesperson Success
(Moderator: Assistant Professor Matt Lastner)

Small GAIM: How Generative-AI Impacts the Social Capital of Small Brands
Michael R. Jenkins, University of Kentucky

The Differential Effects of Hunting and Farming Momentum on Lead Pursuit and Conversion
Melissa Baucum, University of Tennessee

2:45 PM Refreshment Break | SMS Pantry in the BEC Rotunda

3:00 PM Speed Networking Activity and Raffle | BEC Rotunda
(Moderator: Senior Instructor Aaron Gleiberman)

4:00 PM **Van: Depart the E. J. Ourso College of Business to the Cook Hotel**
Optional: Behavioral Lab and Professional Sales Lab Tours
**Vans available every 15 minutes.*

6:00 PM LSU Tailgate and Crawfish Boil | BEC Courtyard
**Wear your school's colors (casual wear) and be prepared for outdoor fun!*
**Don't forget to bring your ID!*

9:00 PM Event Concludes
**Vans depart the E.J. Ourso College of Business to the Cook Hotel at 8:30 pm, 9:00 pm, and 9:30 pm.*
Optional: Cash Bar available in the Cook Hotel until Midnight.

SATURDAY, APRIL 13

7:00 AM Breakfast Buffet at the Cook Hotel

8:00 AM **Van: Depart the Cook Hotel to the E. J. Ourso College of Business**
**If driving, parking is available in the BEC parking lot.*

8:30 AM Department Chair and PhD Coordinator's Meeting
**Invite Only*

9:15 AM **Van: Depart the Cook Hotel to the E. J. Ourso College of Business**
**Last van departing the Cook Hotel available at 9:30 am.*

10:00 AM **Research Presentations**

Session G | BEC 1220
Narratives of Consumer Consumption
(Moderator: Assistant Professor Viktor Jarotschkin)

Pride, Prejudice, and Paperbacks: Exploring the Consumption of Romance Novels
Jordan R. Burkes, Louisiana State University

A Blessing and A Curse: The Diverging Impact of Personalized Recommender Systems on News Consumption Among Liberals and Conservatives
Yvonne Huang, University of Florida

Session H | BEC 1920
Brand Resilience
(Moderator: Assistant Professor Patrick Fennell)

The Joint Impact of Brand Coolness and Power Distance Belief Following a Product Failure
Md Nurul Alam, Louisiana State University

The Paradox of Pain: Positive Consumer and Brand Benefits of Physical Pain
Lacey Wallace, University of Alabama

11:00 AM Award Presentation and Closing Remarks
Boxed Lunch
**Sponsored by Dr. Shane Hunt and Dr. George Dietz.*

12:00 PM **Van: Depart the E. J. Ourso College of Business to The Cook Hotel**
**Last van departing the E.J. Ourso College of Business available at 12:30 pm*

LSU FACULTY

RONALD W. NIEDRICH is Professor and Robert S. Greer Chair in Marketing, E. J. Ourso College of Business, Louisiana State University. Professor Niedrich has been employed by LSU since 1999 and has served as Department Chair from 2013 to present. He also served as the Director of the Professional Sales Institute from 2013 to 2015, the Marketing Department Ph.D. Advisor from 2008 to 2012, and the Behavioral Research Lab Administrator from 2000 to 2008. His research focuses on consumer judgment and decision making and has appeared in *Journal of Consumer Research, Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Retailing,* and others. Professor Niedrich teaches Ph.D. seminars in Consumer Behavior, Structural Equation Modeling, and Applications of Marketing Theory. He was recognized with the E. J. Ourso College of Business Research Excellence Award in 2011 and the LSU Tiger Athletic Foundation Undergraduate Teaching Award in 2007 and 2013. Professor Niedrich has a BS in Engineering from Clemson University, an MBA from the College of William and Mary, and a Ph.D. in Business Administration from the University of South Carolina.

JIANAN WU is a professor and Ph.D. program advisor of marketing at E. J. Ourso College of Business of LSU. His research focuses on understanding consumer behavior and firm decisions in interactive marketing and has been published in Marketing Science, Journal of Marketing Research, Information Systems Research, among others. He serves on the Editorial Review Board of the Journal of Interactive Marketing.

GREG ACCARDO brings over 20 years of business and sales expertise as Director of the LSU Professional Sales Institute, where he acts as the chief industry liaison and coaches the university's award-winning sales team. He also teaches Professional Sales, Sales Practicum, and CRM & Sales Technology. His industry influence extends to developing corporate partnerships for research in sales management and consulting on sales strategy reorganizations. An LSU alumnus, Accardo holds an MBA and a BA in Political Science. He has earned accolades such as the Outstanding Instructor Teaching Award and has published and presented research in sales education. Notably, his mentorship has led to national victories in collegiate sales competitions, highlighting his dedication to fostering excellence in professional sales education and practice.

NAWAR N. CHAKER is an Assistant Professor of Marketing in the E.J. Ourso College of Business, Louisiana State University. He earned a Ph.D. in Marketing from the University of Tennessee. Prior to joining academia, he spent about seven years in industry primarily in selling roles. His main research interests revolve around understanding drivers of salesperson performance, emotions in sales, the salesperson-sales manager interface, cross-functional sales relationships, and front-line employee management. His research has appeared in the *Journal of the Academy of Marketing Science, Production and Operations Management, Decision Sciences, Journal of Service Research, Journal of Business Ethics, Industrial Marketing Management, Journal of Personal Selling & Sales Management,* among others. He is also an editorial review board member at the *Journal of the Academy of Marketing Science, Journal of Business Research, Journal of Personal Selling & Sales Management*, and *Journal of Marketing Theory and Practice*.

AARON GLEIBERMAN is a Senior Instructor of Marketing at the E. J. Ourso College of Business. He teaches an array of marketing subjects, including sales, promotions, and digital marketing. He also supervises undergraduate theses and independent study courses. Aaron's research interests and work lead to projects and publications in areas such as corporate social responsibility, sales management, and relationship marketing. He serves on the Professional Sales Institute board, chairs the Undergraduate Courses and Curriculum committee at LSU, and is a board member of the Sales and Marketing Executives of Baton Rouge. When he's not on campus, you can find him prepping for next year's Mardi Gras as the captain of a Baton Rouge krewe.

DAN HAMILTON RICE is an Associate Professor and the current holder of the Herbert Huey McElveen Professorship for Developing Scholars & Robert J. Peltier Professor in the Department of Marketing, E. J. Ourso College of Business, Louisiana State University. Dr. Rice received his undergraduate degree and MBA from Cornell University, and his Ph.D. from the University of Florida. He is a consumer psychologist who is trained in experimental research methodologies. Dr. Rice has also received multiple teaching awards for his teaching, and he is consistently one of the highest-ranked instructors as rated by students. He was also the principal investigator for three Louisiana Board of Regents Grants, totaling nearly three-quarters of a million dollars, which funded the equipment and development of the LSU College of Business's behavioral research lab. Currently, Dr. Rice serves as the Director of the behavioral lab to ensure that scheduling, the experimental participant pool and credit assignment system work together and smoothly, and he was previously Director of Graduate Studies Ph.D. Program for the Department of Marketing.

VIKTOR JAROTSCHKIN is an Assistant Professor of Marketing in the E. J. Ourso College of Business, Louisiana State University. He earned a Dr. rer. Pol. (Ph.D. equivalent) in Marketing from the Free University of Berlin. Prior to this, Viktor worked at Deutsche Bahn Station & Service developing strategies for the diffusion of technological innovations in the mobility sector. His main research interests revolve around technology development and diffusion, strategic management, and the transforming role of sales in the face of technological change. Viktor's current research work has been published in the journal Industrial Marketing Management.

TOMMY KARAM received his Ph.D. from LSU. He is a Distinguished Instructor in the E.J. Ourso College of Business and the Flores MBA at L.S.U. where he teaches sports marketing, personal branding, negotiations, and professional presentations courses. In addition to working with sports teams and athletes, he also works with companies on personal branding and professional communication.

ANDREW KUO, Ph.D is the John C. Hamilton Family Developing Scholar & V. Price LeBlanc Professor of Marketing at Louisiana State University. Their research interests include branding, digital media strategy, and corporate social responsibility. Dr. Kuo's award-winning work has been published in top journals such as the *Journal of Consumer Research, Journal of Consumer Psychology, and Journal of Business Research*. They also have expertise with technologies such as eye-tracking, computer-assisted facial expression analysis, and biometric measures such as galvanic skin response (GSR).

AMANDA LEDET is an instructor in the Marketing Department at the LSU E. J. Ourso College of Business. She currently serves as the department internship coordinator. She has experience teaching a diverse array of courses, including topics such as sports business, consumer behavior, principles of marketing, and marketing management. Dr. Ledet has given multiple presentations on current marketing topics at national conferences and for organizations in the Baton Rouge community. She has been recognized with the Award for Outstanding Dedication to the Students of LSU by Sigma Phi Epsilon for the years 2020, 2021, 2022, 2023, and 2024. Dr. Ledet is also a co-founder of Stripes Social, a social media influencing firm with a mission to connect former students with local businesses and other entrepreneurial-minded individuals. She is a member of Sales and Marketing Executives of Baton Rouge, Women Leaders in Sports, Sports Marketing Association, and the Academy of Marketing Science.

KRIS LINDSEY-HALL (Ph.D., The University of Alabama) is an Assistant Professor of Marketing in the E.J. Ourso College of Business at Louisiana State University. As an organizational frontlines and service marketing researcher, her primary research interests include frontline employee-customer interactions with an emphasis on service failure and recovery; multi-level stakeholder engagement, collaboration, and wellbeing; and interdisciplinary service management. Kris has received six grants and a fellowship to pursue her research, which has been presented at more than 40 international, national, and regional conferences and accepted or published in the *Journal of Service Research, Journal of Business Research, Journal of Service Management, Journal of Marketing Theory and Practice*, and *Journal of Personal Selling and Sales Management*, among others. Kris has also been instrumental in developing the LSU Behavioral Lab. Previously, she gained professional experience in marketing, branding, customer-service, and cost-control administration in the hospitality, financial services, and petrochemical industries.

ANDREW LONG is an Assistant Professor of Marketing in the E. J. Ourso College of Business, Louisiana State University. He earned a Ph.D. in Marketing from the University of Colorado Boulder. He conducts research on consumer and managerial decision making and cognition. His projects focus on knowledge structure and causal reasoning in financial decision making and product perceptions. His research has appeared in *Journal of Marketing Research* and *Journal of Consumer Research*.

DONALD J. LUND is an Associate Professor of Marketing at Louisiana State University. He received his Ph.D. from the University of Missouri in 2010 and then began his career as a professor with the University of Alabama at Birmingham. He joined the faculty at LSU in 2018. Donald's research focuses on customer relationships at the consumer and organizational levels, and has been published in the *Journal of Marketing*, *Journal of Retailing*, *Journal of International Marketing*, *Journal of Personal Selling and Sales Management*, *European Journal of Marketing*, *Psychology and Marketing* and others. Donald currently serves on the editorial review boards of the Journal of Retailing and the Journal of the Academy of Marketing Science. Prior to earning his Ph.D., Donald was a multi-store Domino's Pizza Franchisee.

LSU STUDENTS

MENNATALLA ABDELREHIM is a first-year doctoral student in the Department of Marketing at the E. J. Ourso College of Business at Louisiana State University (LSU). She graduated from Cairo University with a BSc in Business Administration with a Marketing minor. Her research interests include frontline employees, service provision, as well as the effect of false advertising on customers' behaviors. Prior to attending LSU, Mennatalla worked as a Marketing and Management teaching assistant, as well as a Marketing team leader and a consultant in the education industry.

MD NURUL ALAM is a third-year doctoral student in the Department of Marketing at E. J Ourso College of Business at Louisiana State University. Prior to attending to the doctoral program, he completed his Master's in Finance with honor from the University of Tampa. He grew interests in Customer Relationship, B2B Marketing and Marketing Strategy while working as a practitioner at Coats Bangladesh Ltd., a subsidiary of Coats Plc, UK. His research interests broadly include Relationship Marketing, Marketing Strategy, political orientation and Sales. He has also co-authored research papers in Sustainability, Foods, and the British Food Journal.

COLIN BISBEE is a first-year doctoral student in the Department of Marketing at the E. J. Ourso College of Business at Louisiana State University (LSU). He graduated from Cornell University with an M.P.S. in Behavioral Marketing and from the University of Massachusetts Amherst with a B.S. in Psychology. His research interests include decision-making processes at the cognitive level and how we consume based on social groups. Prior to attending LSU, Colin held manager positions in both retail and food, served as Treasurer and Sergeant at Arms for a national co-ed service fraternity, and was a campus DJ for WMUA 91.1 in Western Massachusetts.

JORDAN RIDLEY BURKES is a third-year doctoral student in the Department of Marketing at the E. J. Ourso College of Business at Louisiana State University (LSU). She graduated from Auburn University with an M.B.A. and M.S. in Finance and Texas A&M University with a B.S. in Business Administration. Her research interests include romance consumption, digital and social media marketing, and corporate social responsibility. Her dissertation focuses on the consumption of romance literature and the readers' immersion into the romantic experience. Prior to attending LSU, Jordan was the program coordinator for the Auburn Center for Ethical Organizational Cultures and writer for the Auburn Plainsman.

CANDICE MARTI is a third-year doctoral student in the Department of Marketing at the E. J. Ourso College of Business at Louisiana State University (LSU). Candice earned her B.A. in social science with a minor in psychology and her M.B.A. with an emphasis in marketing and international business from Chapman University in Orange, CA. Her research interests include frontline employee-customer interactions, the influence of service leaders in service firm strategy, superstition, retailing, the impacts of risky product consumption, and atmospherics. Prior to pursuing a Ph.D. at LSU, Candice held marketing leadership positions in multiple industries, including healthcare, financial services, public health, and transportation.

ELIZABETH MCDOUGAL is a third-year doctoral student in the Department of Marketing at the E. J. Ourso College of Business at Louisiana State University. She holds an MBA and M.S. in Marketing from Georgia State University and a B.A. in Marketing from Southeastern Louisiana University. Her research interests center on how various factors within the sales environment— including organizational culture, management practices, and the psychological impacts of boundary-spanning work—affect the mental, emotional, and social well-being of salespeople and other organizational frontline workers. Additionally, she investigates buyer-seller interactions in a digital context and the effects and drivers of perceptions of authenticity. She has published past research focusing on brand storytelling and innovative marketing pedagogy. Before attending LSU, Elizabeth worked as a university marketing instructor, as well as a marketing manager and consultant in multiple industries, including aerospace, financial services, media, higher education, and manufacturing.

MOSTOFA WAHID SOYKOTH is a first-year doctoral student enrolled in the Department of Marketing at the esteemed E. J. Ourso College of Business, Louisiana State University. He holds a Master of Science in Information Technology (MSIT) from Emporia State University, USA. Before this, he completed his Bachelor of Business Administration (BBA) and Master of Business Administration (MBA) degrees with a specialization in Marketing at Shahjalal University of Science and Technology, Bangladesh. His research interests are primarily focused on the domain of sales and technology, strategy, brand, service marketing, and artificial intelligence. Mostofa has been privileged to present his research at prestigious academic conferences, including the Academy of Marketing Science and the Southwest Decision Sciences Institute.

LSU ALUMNI

DORA E. BOCK joined the Harbert College of Business in 2015. She received her doctorate from Louisiana State University in 2012. Her research focuses on customer relationships, gratitude, and decision-making. Bock's work has appeared in various journals, including the Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research, Journal of Services Marketing, Journal of Business Research, and Journal of Business Ethics, among others.

In 2021, Dr. Bock and her colleagues received the Best Article of the Year Award from the Journal of Services Marketing for their research on artificial intelligence in services. She and her colleagues also received the Best Article of the Year award from the Journal of Marketing Theory and Practice for their research on retirement decision-making. Her research has been highlighted in many outlets such as the Wall Street Journal, HR Magazine, Cosmopolitan Magazine, and the Washington Post. She has received Auburn University's Department of Marketing's Outstanding Research Award and has been recognized for her teaching as the recipient of the prestigious Lowder Teaching Award, awarded by the Harbert College of Business at Auburn University.

PATRICK B. FENNELL is an Assistant Professor of Marketing at the Michael J. Coles College of Business, Kennesaw State University. After working in the fields of advertising and corporate communications in the consumer electronics industry, he received his Ph.D. from Louisiana State University. As an academic, Professor Fennell's primary research interests revolve around retailing and frontline services, where he employs a variety of methods to examine phenomena from diverse perspectives. His work has been published in leading academic journals, including Business and Society, Journal of Business Research, Journal of Service Research, Psychology and Marketing, and others.

VINCENT "VINNY" JESEO is an Assistant Professor of Marketing in the Rohrer College of Business at Rowan University. Dr. Jeseo earned his Ph.D. in Business Administration from Louisiana State University. His research stream focuses on relationship dynamics within sales and service contexts, with a particular emphasis on customer engagement, customer retention, and firm performance strategies. Dr. Jeseo's research has been published in the Journal of Services Marketing and has been presented at several notable conferences. He also serves as an editor for the Academy of Marketing Science (AMS) Conference Proceedings. Prior to his career in academia, Dr. Jeseo worked in insurance and financial services, the sports and entertainment industry, and the non-profit sector.

MATT LASTNER is an Assistant Professor of Marketing at the University of North Carolina Wilmington. Matt joined UNCW in the fall of 2019, and prior to that, worked at Illinois State University from 2017-2019. He earned his Ph.D. from Louisiana State University in 2017. Matt's research primarily deals with disruption and recovery in buyer-seller relationships, and his work has been published in the Journal of Business Research, Psychology & Marketing, and the European Journal of Marketing among others. Prior to academia, Matt worked for several years in sales and business development. His primary teaching responsibilities at UNCW are within the sales concentration (Professional Selling, Sales Management, and Negotiation), and he is also actively involved in supporting the University Sales Center, serving as the advisor to the Sales Club and coach for the Sales Competition Team. Most notably, Matt won the inaugural (and only) National Conference in Sales Management Ping Pong Tournament in April of 2016 in Milwaukee, Wisconsin. He still has the trophy to prove it.

STEPHANIE M. MANGUS, Ph.D. (Louisiana State University), is an assistant professor of Marketing at Baylor University. Her research focuses on buyer-seller dyads in sales and the sales and service interface, including service recovery and the emotions driving salesperson and customer behaviors. Her research has been published in the Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Journal of Business Research, Journal of Personal Selling & Sales Management, Industrial Marketing Management, and Psychology & Marketing. She is also an accomplished educator earning multiple awards for her efforts, including at the national level when she earned the 2019 AMA Sales Interest Group's Excellence in Teaching Award.

Mangus serves the discipline through engagement in the academy. She serves as Area Editor and Editorial Review Board member for the Journal of Personal Selling & Sales Management, and as an ERB member for the Journal of the Academy of Marketing Science and the Journal of Business Research. Notably, she has served on the Board of the American Marketing Association's Sales Special Interest Group since 2019, currently as Chair Elect. This Board serves the sales academy worldwide developing programming and recognizing scholars for their work. She regularly contributes to scholarly programming facilitating and moderating research sessions, while regularly presenting at conferences such as the American Marketing Association Educator's Conference, Sales Educator's Academy, and the Global Sales Science Institute.

JORDAN MOFFETT is an Assistant Professor of Marketing at the Gatton College of Business and Economics, University of Kentucky and a research fellow for the Sales and Marketing Strategy (SAMS) Institute. Before joining the University of Kentucky, Moffett completed her Ph.D. at Louisiana State University and was a research fellow for the University of Washington's Center for Sales and Marketing Strategy. Moffett's research focuses primarily on relationship marketing theory and strategy with an emphasis in customer-firm communication, social media experience design, and customer privacy. Moffett employs conceptual, secondary-data, and experimental approaches to study these topics. Her research has appeared in in Journal of the Academy of Marketing Science and Marketing Science Institute Working Paper Series.

MCDOWELL PORTER III is an Associate Professor in the Department of Marketing and Logistics at California State University, Fresno. Dr. Porter earned his doctorate from Louisiana State University (LSU), his Master of Business Administratior degree from the University of Southern California's Marshall School of Business, and his Bachelor of Science in Marketing degree from Northern Illinois University. Dr. Porter placed his work in several journals, including Psychology & Marketing, the Journal of Public Policy and Marketing, the International Journal of Advertising, the Journal of Selling, the Journal of Consumer Marketing, and the Journal of Marketing Theory and Practice. He has also presented his work at numerous conferences, suct as the American Marketing Association (AMA), Academy of Marketing Science (AMS) Global Sales Science Institute (GSSI), Marketing Management Association (MMA), Society for Marketing Advances (SMA), Southeast Marketing Symposium (SMS), and more. Dr. Porter's work has had a positive social impact, including advocating for diversity, equity, inclusion, and belongingness (DEIB) research as the DEIB Track Co-Chair for the Academy of Marketing Science 2021 and 2024 Summer Conferences. He was also the Digital and Social Media Marketing Track Co-Chair at the 2022 American Marketing Association's Summer Academic Conference.

FLORIDA STATE UNIVERSITY FACULTY

TATIANA M. FAJARDO is an Associate Professor in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. She also serves as the co-director of the college' marketing major in the Ph.D. Program. She currently teaches consumer behavior at the undergraduate level and previously taught marketing principles. Her research interests include symbolic consumption, branding and charitable giving. Dr. Fajardo's work has been published in top-tier academic journals, including the Journal of Marketing, Journal of Consumer Research and Journal of Consumer Psychology and has been presented at the Association of Consumer Research, Judgment and Decision-Making, and Society for Consumer Psychology conferences.

Dr. Fajardo earned a Bachelor of Arts in marketing and finance and a Ph.D. in marketing, both from the University of Miami.

COLLEEN HARMELING is the Dr. Persis E. Rockwood Associate Professor of Marketing in the Dr. Persis E. Rockwood School of Marketing at Florida State University's College of Business. She also serves as the co-director of the college' marketing major in the Ph.D. Program. Dr. Harmeling has taught undergraduate, graduate and doctoral marketing courses, including marketing strategy, marketing management, consumer behavior and marketing research.

Dr. Harmeling's research focuses on engagement marketing theory and strategy with an emphasis in relationship dynamics, transformational events, customer experience design, customer engagement, relationship recovery, and brand advocacy in business-to-business, service and retail markets. Her research has appeared in Journal of Marketing, Harvard Business Review, Journal of Academy of Marketing Science, Journal of International Business Studies and Marketing Science Institute Working Paper Series, and has been presented at numerous marketing conferences. She has edited a book and co-authored book chapters on relationship development and customer engagement. Dr. Harmeling serves on the editorial review board for the Journal of Marketing, Journal of Academy of Marketing Science, Journal of Service Research, and Journal of Retailing. Her work in group marketing won the 2017 Shelby D. Hunt/Harold Maynard Award for the best theory contribution to the Journal of Marketing. Her work in online engagement strategies has been funded by the Marketing Science Institute and was nominated for the Paul Root Award for the best contribution to marketing practice in Journal of Marketing. She has provided consulting and worked on collaborative research projects with firms in various industries including Emerson Electric, Belkin, Golden Lighting, Insinkerator, Wells Fargo, SC Johnson, Schneider Electric, Nature's Bounty and World Vision.

FLORIDA STATE UNIVERSITY STUDENTS

MICHAEL BURRAGE II is a first-year doctoral student in the Rockwood School of Marketing at Florida State University. Prior to joining FSU, he worked in the industry as a salesman for a Fortune 100 company and then consulting for an international recruitment firm in his hometown of Chicago. Before his time in the industry, Michael completed a Bachelor of Science in Music Technology from Columbia College Chicago, focusing on Acoustics and Audio Engineering. He also completed undergraduate research examining the effects of audio visualization on consumers. Michael has been invited to the upcoming Junior Scholars Workshop pre-conference at the Marketing and Public Policy Conference. His current research interests include human-computer interaction, services marketing, and innovation.

MARINA COZAC is a fifth-year doctoral candidate at Florida State University. Her research is focused on food consumption and perceptions, misinformation, consumer health and well-being, Transformative Consumer Research, and consumer-based strategy. Marina has presented her work at multiple conferences, including the Association for Consumer Research, American Marketing Association, Marketing and Public Policy, and Southeast Marketing Symposium. Her research is published in the Journal of Marketing Research, Journal of Public Policy & Marketing, Journal of Business Research, and Journal of Consumer Affairs.

YE "TERRY" TIAN is a first-year Ph.D. student in the Marketing department. He is originally from China but have lived in South Florida for 13 years. Prior to joining FSU, he has been a teacher for 5 years, instructing Mandarin Chinese and traditional Chinese culture in South Florida. Other work experiences include running two restaurants for 3 years as the general manager and business partner, working at a luxury hotel in downtown Miami for 3 years, founding and running an ice cream shop in 2017, and volunteering for the 2008 Beijing Olympic Games. Given his hospitality background, his research interest is focused on services marketing and consumer behavior.

MATILDA VEVERA is a second year Ph.D. student at Florida State University. She also has B.S. degrees in Actuarial Sciences and Risk Management & Insurance from Florida State University. Her interests lie in services and consumer-based strategy research. Her current work focuses on medical decision-making under the effects of insurance in healthcare services combining both qualitative and quantitative methods. Matilda's work has been presented at the Winter AMA conference in 2024. She seeks her doctoral degree under the guidance of Dr. Colleen Harmeling.

JIN ZHANG BRAITHWAITE is a first-year doctoral student in the Marketing Department at Florida State University. Her research interest is in brand strategy. Before becoming a doctoral student, Jin was an adjunct professor in the Marketing Department at FSU. She taught Promotional Management and Basic Marketing Concepts, consistently receiving nearly 5 out of 5 in overall class evaluations. Jin received her MBA from New York University, and her bachelor degree from Fundan University in China. She has extensive experiences with global brand marketing and had led iconic brands like Dove, Axe, and L'Oréal Paris. Jin co-founded a marketing research-based consulting firm, specializing in bridging Asia and Western markets. She helped Western brands launch in China and Chinese brands launch in America. Clients include BMW, PVCP, Jahwa, Xiaomi, and Usmile.

MISSISSIPPI STATE UNIVERSITY FACULTY

MICHAEL BREAZEALE is a Professor of Marketing at Mississippi State University. Mike's primary areas of research encompass consumer-brand relationships, retail atmospherics, branding applications for non-traditional organizations, and social media marketing. He has won multiple awards for both teaching and research and serves as reviewer for several top marketing journals. Mike has been named one of Social Media Marketing Magazine's Top 20 Marketing Professors on Twitter and a Top 100 Web Savvy Professor by Best Online Universities. He has published articles in Journal of Retailing, Journal of Public Policy and Marketing and Journal of Business Research, among others and has produced two best-selling books on consumer-brand relationships. Mike is also director and co-founder of the Market Innovation Lab and Observatory at Mississippi State and the Inclusion and Diversity Officer for the College of Business. He can be reached at mbreazeale@business.msstate.edu and Twitter @MktgMike.

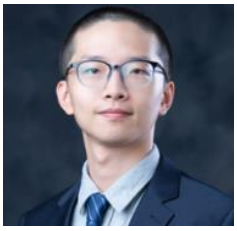
JOEL E. COLLIER (Ph.D., University of Memphis) is the Tommy and Terri Nusz Professor of Marketing at Mississippi State University. His areas of research are in self-service technology, experiential marketing, and nostalgia. He has previously published in the Journal of Retailing, Journal of the Academy of Marketing Science, Journal of Service Research, MIT Sloan Management Review, Journal of Personal Selling and Sales Management, and Journal of Public Policy and Marketing. Lastly, he is the author of the book Applied Structural Equation Modeling Using AMOS: Basics to Advanced Techniques.

MISSISSIPPI STATE UNIVERSITY STUDENTS

PAULO GOMES is a third-year Marketing Ph.D. student. Paulo has published work in Knowledge and Process Management, Journal of Nonprofit and Public Sector Marketing, and International Review on Public and Nonprofit Marketing. Most of his research is focused on marketing strategy, supply chain management, and corporate social responsibility. More specifically, Paulo is interested in using different quantitative and qualitative methods to address the following primary streams of research: (1) institutional drivers of corporate social responsibility; (2) social network; (3) application of theories of stakeholder and the firm to strategic marketing. Currently, he is devoting special attention to his dissertation, which focuses on how institutional forces drive formulation and implementation of CSR-oriented strategies and the impact of those efforts on an organization's network of stakeholders. He has taught multiple courses, including Social Media Marketing, Internet Marketing, and Personal Selling. Prior to entering the Ph.D. program, Paulo had a procurement role in a Brazilian telecom company, and a marketing role in a global bank operating in Brazil.

FAIYAZ HUSSAIN is a first-year Marketing doctoral student, hailing from Dhaka, Bangladesh. He earned a Bachelor's of Science in Business and Administration, as well as a Master's of Science in Economic Development, both from the University of Southern Mississippi. His work experiences include working for an investment company in Dhaka, as well as a credit union in Flowood, Mississippi. His research interests are in cross-cultural research, specifically factors causing differences in firm and consumer behavior from one region to another.

XINWEI (SYLVIA) LIU, originally from China, is a second-year Marketing Ph.D. student at Mississippi State University. With a Bachelor's degree in psychology, she brings a unique perspective to her academic pursuits. Her research focus revolves around consumer emotion and perception, makeup product design, sustainability, as well as consumer well-being and happiness. In addition to her research, Xinwei has gained valuable teaching experience through facilitating an online Consumer Behavior course.



ZHAO (ZACK) LIU is currently advancing his academic journey as a second-year Marketing Ph.D. student at Mississippi State University. He received his Bachelor of Information and Calculation Science at South China Agricultural University in China and his MBA at Emporia State University in Kansas, USA. Currently, his research focuses on the intersection of technology and marketing, with a particular emphasis on the role of artificial intelligence in consumer behavior, the impact of virtual influencers, green marketing, and the influence of social media in molding consumer attitudes and behaviors.

UNIVERSITY OF ALABAMA FACULTY

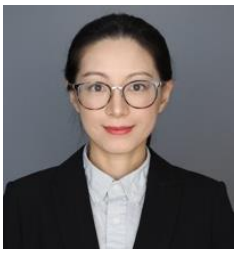
SHARON E. BEATTY (Ph.D., Oregon, 1980) is Professor Emerita, The University of Alabama. She conducts services and employee frontline research. She has published in journals such as *Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Service Research,* and *Journal of Business Research*, and her work has over 38,000 citations. She serves on the editorial review boards of *Journal of Retailing, Journal of Service Research,* and *Journal of Business Research.* In 1998, she was named AMS Distinguished Fellow, in 2001 SMA Distinguished Scholar, in 2014 SMA Distinguished Fellow, in 2015 she received AMS's Distinguished Service Award, in 2016 the Southeast Marketing Symposium's Outstanding Contributions to Doctoral Education award, and in 2019 AMS's Cutco/Vector Distinguished Marketing Educator award. She co-chaired three AMS Doctoral Consortia and was Doctoral Coordinator at UA for 27 years, chairing 24 dissertations.

ADAM FARMER earned his Ph.D. from the University of Kentucky in 2014 and is an Associate Professor in Marketing at the University of Alabama as well as Associate Department Chair and Ph.D. Program Coordinator. Adam's research focuses on consumer behavior, specifically in the domains of sustainability, donation behavior, political ideology (the fundamental differences between liberals and conservatives), and retailing. He has published in the *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Journal of Public Policy and Marketing*, and *Journal of Business Research*. His work has also appeared at various conferences including the Association for Consumer Research, Society for Consumer Psychology, and Academy of Marketing Science and has been featured in numerous outlets including HBR.org, and AMA.org. He also serves on the Editorial Review Board for the *Journal of Retailing*, *Journal of Public Policy and Marketing*, and *Journal of Business Research*, and is a reviewer for several topic marketing journals.

CLAY VOORHEES is the Morris Mayer Endowed Chair of Teaching Excellence in Marketing and Professor of Marketing at the Culverhouse College of Business at the University of Alabama. He currently serves as a Co-Editor of the *Journal of Service Research*. His research focuses on customer experience management, relationship marketing, and digital marketing. His work has been published in leading journals, such as the *Journal of Service Research*, *Journal of Marketing*, *Journal of Marketing Research*, *Strategic Management Journal*, *Journal of the Academy of Marketing Science*. Clay's research has been featured in media outlets such as: *Wall Street Journal*, *Harvard Business Review*, *TIME* Magazine, *BusinessWeek*, *USA Today*, and other domestic and international periodicals. Given the managerial focus of his research, Clay partners with a range of multi-national and regional firms on an ongoing basis.

UNIVERSITY OF ALABAMA STUDENTS

NICOLE BOYLAN is a second-year doctoral student at the University of Alabama. Her research interests focus on marketing strategy, specifically in the areas of B2B relationship marketing, salesforce management, and personal selling. She has an article published in the *Journal of Personal Selling and Sales Management*. Nicole's works in progress focus on better understanding the key drivers of digital sales call performance and the interplay between post-sales service and future sales growth. She holds an MBA and a B.S. in Marketing and Management from West Chester University of Pennsylvania. Prior to a career in academia, Nicole worked in B2B sales for a consumer-packaged goods firm and founded a digital selling firm in the services industry. She has experience working with both B2B buyers and B2C customers.



QINGSHUO (SHERRY) CHEN is a second-year Marketing Ph.D. student at the University of Alabama. Her research focuses on consumer well-being. Specifically, her ongoing projects examine the consumption and donation behaviors of financially vulnerable consumers, alongside an interest in how the retail space environment influences consumer behavior.

ALEXANDER HANSON is a second-year Marketing Ph.D. student at the University of Alabama. His current interests center around donation behavior and consumer well-being. Specifically, curiosities impact on donation behavior, brand mental health advocacy, predatory gambling promotions, and misleading donation methods. Prior to entering the Ph.D. program, he received his undergraduate degree in Marketing, and an MBA from the University of Central Arkansas.

LANDON MCFARLAND is a first-year doctoral student at the University of Alabama. Before starting the Ph.D. program, he earned his B.S.B.A. in Marketing and B.S. in Applied Economics from The University of Southern Mississippi. His research interests focus on services marketing, frontline employee interactions, and marketing strategy.

ELISSA BORCHERT SHULTS is a researcher in Consumer Behavior. Her research agenda centers around feelings of safety derived from physical environments in both retail and service spaces. She leverages evolutionary psychology to unpack the interplay between individuals and built environments. Prior to starting her Ph.D. at the University of Alabama, she graduated with honors from Milligan University in Business with a minor in Economics. She earned a master's degree in Marketing Analytics from the University of Alabama. Following her graduation, she worked as a market researcher in both the Corporate Strategy and the Innovation departments at Eastman Chemical Company, a Fortune 500 company.

ALI SOLTANINEJAD is a first-year doctoral student at the University of Alabama. Prior to entering the Ph.D. program, he received his master's in management information systems and undergraduate in Business Management from Shahid Bahonar University. He also worked for the marketing department at GAJ international publication. His research interest focuses on service marketing, influencer marketing, and online review helpfulness.

LACEY K. WALLACE is a third-year doctoral candidate at The University of Alabama. Her research interests lie within consumer psychology, focusing on moral decisions in marketing and counter-hedonic consumption. For instance, she investigates how painful experiences can elicit a range of emotions, leading to diverse outcomes for both consumers and brands. Prior to pursuing a Ph.D., she earned her BSBA and MBA from the University of Southern Mississippi and worked in graphic design, digital advertising, and content creation. In addition to her research, she teaches Consumer Behavior and Marketing Research.

TONGXI WANG is a fourth-year Ph.D. candidate in Marketing at The University of Alabama who is graduating in Summer 2024. She will join Grand Valley State University as an Assistant Professor of Marketing in Fall 2024. She earned her master's degree from Michigan State University. Her research interests include gift-giving, stigmatized consumption, and service design. Tongxi has presented her research at conferences like ACR, AMA and SCP. One of her research investigates the impact of the gift recipient's body type on the giver's choice for socially responsible products and how weight stigma plays a role. Before starting the Ph.D. program, Tongxi worked as a senior marketing specialist at Seagate. She took charge of the Seagate E-commerce business on Alibaba in China from a digital marketing perspective.

UNIVERSITY OF ARKANSAS FACULTY

JUDITH ANNE GARRETSON FOLSE holds the R. A. and Vivian Young Endowed Chair and serves as the Chair of the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. Her research focuses on consumer-based strategy through explorations of source and message effects (persuasion), consumption emotions (e.g., gratitude, pride, regret, empathy), brand authenticity, and firm/customer interactions with theoretically and managerially relevant implications for bilateral and unilateral communications, services, and relationship marketing decisions. Dr. Folse's work has appeared in the *Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Service Research, Journal of Retailing, Journal of Advertising, Psychology & Marketing, Journal of Advertising Research, Journal of Public Policy & Marketing*, *Journal of Business Research*, and others.

SCOT BURTON is Distinguished Professor and Tyson Chair in Food and Consumer Products Retailing, Sam M. Walton College of Business, University of Arkansas-Fayetteville. His research interests include consumer health and well-being, public policy concerns, advertising and promotion, and survey measurement issues. He served as Coeditor-in-Chief of the *Journal of Public Policy & Marketing* from 2017-2020, and also as a special external consultant to the FDA Risk Communications Advisory Committee. He has received the AMA Lifetime Achievement Award in the domain of Marketing & Society, and outstanding article awards in several journals. His research has been published in more than one hundred journal articles, including the *Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Public Policy & Marketing, JAMS, Journal of Retailing, American Journal of Public Health, Journal of Applied Psychology, Tobacco Control, Public Opinion Quarterly, Journal of Advertising, Journal of Advertising Research, Journal of Management, MIS Quarterly, OBHDP,* and others.

DANIEL VILLANOVA is an Assistant Professor and serves as the Doctoral Program Director in the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. His research focuses primarily on consumer responses to numerical information with applications to financial decision-making (e.g., debt origination and repayment) and framing product attribute information (e.g., pricing). He also studies how individuals' identities shape their interactions with products and their behaviors on social media. His research has been published in various outlets, including the *Journal of Consumer Research*, *Journal of Marketing, Journal of Experimental Social Psychology, Journal of Retailing,* and *AMS Review.*

UNIVERSITY OF ARKANSAS STUDENTS

RAFAELA CANOVA DAVIDE is a second-year doctoral student in the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. Rafaela teaches consumer behavior to undergraduate marketing majors. Rafaela's dissertation research centers around Consumer Culture Theory, focusing on how individuals representing marginalized groups negotiate identity. She is currently active in the academic association Gender, Markets, and Consumers contributing to the leadership council as the graduate student representative. A former college tennis athlete and originally from Brazil, Rafaela has been living in the U.S since 2016.

FRANCIS "JOEY" LAWALL is a second-year doctoral student in the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. He received his BSM from Tulane University with a concentration in marketing and psychology in 2020. Joey's research interests center around social influence, identity-based consumption, digital marketing, and DEI in advertising.

MANISHA SHUKLA is a third-year doctoral student in the Department of Marketing in the Sam M. Walton College of Business at the University of Arkansas. Her work primarily focuses on online word-of-mouth and consumer judgment and decision-making. She holds a master's degree in Computer Science from the University of Arkansas. Before joining UARK, she worked as a Project Engineer at Center for Development of Advanced Computing, Pune, India.

UNIVERSITY OF FLORIDA FACULTY

RICHARD LUTZ is the Chairman of the Marketing Department and the Peter S. Sealey Ph.D. Professor of Marketing at the University of Florida, where he has taught since 1982. He received his B.S., M.S. and Ph.D. in Marketing, all from the University of Illinois, Urbana-Champaign. He taught at UCLA for nine years before joining UF in 1982. He is a past president of the Association for Consumer Research and a former Vice President of Publications of the American Marketing Association (AMA). He is a past editor of the Journal of Consumer Research and has authored over 100 articles and books, focusing on consumer response to marketing communications. Lutz has taught introductory marketing at the undergraduate level to over 100,000 students and has won the Warrington College of Business Teacher of the Year Award on six occasions. He was named the 2010 AMA Irwin/McGraw-Hill Distinguished Marketing Educator, the highest honor conferred by the AMA for distinguished service and outstanding contributions in marketing education. In 2015 he was named an inaugural AMA Fellow, and in 2018 he was named a Fellow of the Association for Consumer Research. He is married, with two grown sons, both of whom are UF alumni and local entrepreneurs, and two beautiful grandchildren.

UNIVERSITY OF FLORIDA STUDENTS

GUANGZHI CHEN is a third-year Ph.D. student in Marketing at Warrington College of Business, University of Florida. His research focuses on quantitative marketing, using methodology including economic theory, econometrics, and machine learning. He is currently interested in data-driven technology, social media marketing, and online marketplace.

YVONNE HUANG is a third-year Ph.D. student in Marketing at the University of Florida. Her research broadly explores consumer decision-making within the digital marketplace. Specifically, she examines the impact of today's social technology landscape, such as the advancements of artificial intelligence and social media, on consumer choices and overall well-being. Her goal through this research is to gain a deeper insight into consumer digital experiences and offer practical implications to enhance consumer welfare.

HYE RIN KIM is a first-year Ph.D. student majoring in quantitative marketing at the Warrington College of Business, University of Florida. Her research interest lies in applying machine learning methods to study online consumer behavior. Her research explores what consumers do on an e-commerce platform, such as browsing and doing keyword searches. I also work on topics that deal with designs of online platforms, such as Airbnb.

YUHAO LU is a first-year Ph.D. student in Marketing at the University of Florida. With a keen interest in the intersection of AI and consumer behavior, his research explores how technologies influence purchasing decisions and market trends. He is particularly interested in how AI can leverage big data to enhance customer experience, drive sustainable marketing practices, and guide marketers toward more ethical and effective strategies.

SUJIN PARK is a 2nd year Ph.D. student in the Marketing Department at the University of Florida. She is interested in studying how people make decisions and evaluations in different contexts, as well as exploring interventions that can improve consumers' well-being. Additionally, her research interests extend to a range of topics of compensatory reasoning, emerging technologies, and conspicuous consumption.

SOO YON RYU is a Ph.D. candidate in the Marketing Department at the Warrington College of Business. Prior to pursuing doctoral degree, Soo Yon received her two bachelor's degrees in Culture and Design Management as well as Business Administration from Yonsei University and Master's in Art Management from Seoul National University. She also owned two small businesses in fashion and arts, where she now draws her research inspiration from. Currently, she conducts research on how aesthetics influence consumer choice and what encourages or discourages ethical consumption. Soo Yon is passionate about teaching and has received the Ph.D. Teaching Award from the Warrington College of Business. Soo Yon will be in the 2024 job market.

ZHIYU ZHANG is a first-year quant student at UF. His research interests mainly focus on the application of modern statistical techniques in marketing and management science areas to get meaningful data-driven insights and promote efficiency.

UNIVERSITY OF GEORGIA FACULTY

ANINDITA CHAKRAVARTY is Associate Professor of Marketing at the Terry College of Business, University of Georgia. Her research interests lie in marketing strategy and digital marketing. She has published in top tier marketing journals such as Marketing Science, Journal of Marketing, Journal of Marketing Research, Management Science, Journal of the Academy of Marketing Science. In terms of service to the field, she is an associate editor at Journal of Marketing Research and serves on the editorial boards of Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Interactive Marketing. She has won the Lehmann Award in 2017. She was awarded the 2020 Varadarajan award for early career excellence in strategy research. She was also recognized as a MSI scholar in 2020.

JOHN HULLAND is the Emily H. and Charles M. Tanner, Jr. Chair in Sales Management, and Professor of Marketing at the Terry College of Business, University of Georgia. His research interests include understanding how social interactions – particularly in online communities – influence attitudes and behaviors. He is also interested in Dark Web, chatbot, and online privacy issues. John's research has appeared in a wide variety of leading journals, including Journal of the Academy of Marketing Science (JAMS), Journal of Consumer Research, Marketing Science, Journal of Marketing Research, and Journal of Marketing. John is currently ranked 36th for lifetime research impact in the marketing discipline (based on published data compiled by an interdisciplinary team of scientists, ranking the top 2% of all scholars across 174 academic fields of study). He is also the current Editor-in-Chief of JAMS. John's personal interests include shouting at clouds in the winter and swearing at missed golf shots in the summer. He collects old video games and pinball machines, and is equally bad at both. John's passions include frequent use of the word "peachy" and wearing colorful sports shirts.

UNIVERSITY OF GEORGIA STUDENTS

JOCELYN CAO is a second-year Ph.D. student at the Terry College of Business, University of Georgia. Her research interests are in the areas of influencer marketing, social media, and metaverse in business-to-business.

JIAQI CAO is a first-year Ph.D. student at the Terry College of Business, University of Georgia. Her primary research interests include packaging and new technology.

MADHUR MOHAN is a first-year Ph.D. student at the Terry College of Business, University of Georgia. His primary research interest is in technologies, platforms, and digital marketing.

KRISSA NAKOS is a fourth-year Ph.D. student at the Terry College of Business, University of Georgia. She received her master's degree in Marketing Research and her bachelor's degree in Marketing and International Business from the University of Georgia. Her research focuses on consumer behavior, specifically in the areas of aesthetics, sensory marketing, and packaging.

WANWAN YANG is a second-year Ph.D. student at the Terry College of Business, University of Georgia. She primarily focuses on digital and social media marketing. She is also interested in service marketing and the adaptive application of Generative AIs. Wanwan received her MS in Analytics from Northeastern University and holds a Bachelor of Hospitality Management from the Beijing Hospitality Institute.

UNIVERSITY OF KENTUCKY FACULTY

DAVID M. HARDESTY is a University Research Professor, a Carol Martin Gatton Endowed Chair of Marketing, and the Chair of the Department of Marketing and Supply Chain. He has served as the Department Chair, Director of the Behavioral Research Lab, and Director of Graduate Studies. Previously, he was a faculty member at the University of Miami and the University of Southern Mississippi. He has published in journals such as the Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and the Journal of Retailing.

David's research focuses on the behavioral aspects of pricing, emotional intelligence, knowledge, political ideology, and measurement. He serves as an associate editor for the Journal of Retailing. He is also on the editorial review boards for the Journal of Consumer Research and the Journal of Marketing Research and has previously served on the review boards for the Journal of Service Research, Journal of Business Research, and the Journal of Product & Brand Management. He has won a Best Reviewer award for the Journal of Consumer Research in 2020 and for the Journal of Retailing in 2015 and 2008. He also co-edited special issues focused on pricing for the Journal of Retailing in 2009 as well as the Journal of the Association for Consumer Research in 2020. David's main teaching interests are Marketing Research and Consumer Behavior. David was named a University Research Professor in 2017 and won the 2011 Robertson Outstanding Gatton Faculty Research Award. He was named the most outstanding faculty member in the MBA program at UK in 2007 and received the Bell South Outstanding Professor Award in the College of Business at the University of Southern Mississippi in 2001. Most recently, he received a lifetime achievement award for doctoral education at the 2023 Southeast Marketing Symposium. David also has served on the Board of Trustees for The Club at Spindletop, is currently a high school tennis head coach, and has consulted with the Promotional Products Association International as well as NASA.

ADAM CRAIG is the Carol Martin Gatton Associate Professor of Marketing in the Gatton College of Business and Economics at the University of Kentucky. He received his Ph.D. from the University of South Carolina. His research utilizes techniques ranging from paper and online preference questionnaires to eye-tracking and functional brain imaging (fMRI) to study consumer and financial decision-making. Adam is currently the Director of Graduate Studies for the Marketing and Supply Chain department.

UNIVERSITY OF KENTUCKY STUDENTS

ZEYNEP ERDEM is a first-year doctoral student in the Department of Marketing and Supply Chain at the University of Kentucky. Before starting the doctoral program, Zeynep earned her bachelor's degree in Psychology, and her MBA from TOBB University of Economics and Technology with a full merit scholarship. Before starting the program, she worked as a research and teaching assistant, and also as a psychologist in non-profit organizations. Her general research interests include emotion regulation, diversity, and consumer psychology.

MICHAEL R. JENKINS is a fourth-year marketing doctoral candidate at the University of Kentucky. He was his department's 2024 recipient of the Doctoral Research Excellence Award and the runner-up for the 2023 William O Bearden Competitive Paper Award. He was also a 2023 AMA Sheth Doctoral Consortium Fellow. Michael has presented his research at the Southeastern Marketing Symposium and the American Marketing Association winter and summer conferences. His research interests are in brand social dynamics with an emphasis on small, local, and personal brands. Michael currently teaches consumer behavior at Kentucky and has taught introductory marketing and marketing analytics in the past at BYU. Michael earned a bachelor's in marketing from Brigham Young University (BYU) and holds additional degrees in both statistics and creative writing. He has worked for various small businesses and start-ups including Blue Fire Leads as a digital marketing strategist and Rapid Reboot as a marketing director.

TIANJIAO LIU is a first-year marketing doctoral student in the Department of Marketing and Supply Chain at the University of Kentucky. Prior to the doctoral program, she received her master's degree and bachelor's degree in business administration from Jiangnan University in Wuxi, China. Her current research interests are in branding, time perception, and cultural differences.

UNIVERSITY OF MEMPHIS FACULTY

GANGA URUMUTTA HEWAGE is an Assistant Professor of Marketing in the Fogelman College of Business & Economics at the University of Memphis. Her research focuses on consumer decision making in experiential and material purchases and visual perception. Her work has appeared in premier journals such as *Journal of Business Research, Marketing Letters, Journal of Retailing and Consumer Services,* and *Journal of Experimental Psychology-Applied. She* has received numerous research grants including Transformative Consumer Research-ACR AMA grant. She is a professionally qualified Chartered Marketer and a Fellow in the Chartered Institute of Marketing (UK).

SUSANA (SUSY) JARAMILLO is an Assistant Professor of Marketing in the Marketing and Supply Chain Management Department at the University of Memphis. She received a Ph.D. and an MS degree in Marketing at the University of Alabama and MS and BS degrees in Administration from EAFIT University in Colombia. Susana has taught Consumer Behavior at the University of Alabama and is currently teaching Marketing Research at the University of Memphis. Her research interests include the role of emotions in service interactions, service relationships, service recovery, and transformative consumer research.

ALEX PRATT is an Assistant Professor in the Department of Marketing at the University of Memphis. His research delves deep into understanding the nuances of how marketing strategies shape customer evaluations and perceptions in their relationships with businesses. Key areas of exploration include customer experience management, digital marketing strategy, the interplay between sales and service, moral considerations in marketing, and innovative retailing strategies. Dr. Pratt's research has been published in the *Journal of the Academy of Marketing Science*, *Journal of Retailing*, and *International Journal of Research in Marketing*.

UNIVERSITY OF MEMPHIS STUDENTS

DELLA CLARK joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in the fall of 2020. She received her B.S. in Marketing at Clemson University in 2007 and was working on her MBA at the University of Alabama at Birmingham prior to joining the program. She brings 13 years of relevant corporate experience within multiple facets of marketing and advertising. She has experience teaching at both the undergraduate and graduate levels. Her research interests lie within consumer behavior, advertising, and stigma. In addition to her research, Della serves on the executive boards of both the Graduate Student Association (GSA) and the Institute for Intelligent Systems Student Organization (IISSO).

Research interests: Artificial intelligence, haptics, time, and retail servicescapes.

SIDDHARTHA KUSHWAHA joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in the Fall of 2023. He received his Bachelor of Engineering in Mechanical Engineering (2007), MBA (2011), and his first Ph.D. (2016) in Operations Management from Universities in India. He was a Visiting Scholar at Fogelman College of Business and Economics during his first Ph.D. in 2012-13. He was a full-time Assistant Professor with two of the top 40 B-Schools in India. He brings seven years of experience in multiple B-School duties, including teaching, research, and being a member of AACSB accreditation committees at these schools. He has experience teaching at the undergraduate, graduate, and doctoral levels. His work has appeared in the *International Journal of Production Research* and the *Journal of Cleaner Production*.

Research interests: Consumer Behavior, Lay Beliefs, Reverse Supply Chain and environmental policies.

RAJAT SHARMA joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in Fall 2023. He completed his M.B.A in 2008. He comes with rich industry experience of more than 14 years in sales and operations roles ranging across B2B and B2C segments. He has worked closely with various State Government departments in India for implementation of public policies and large-scale projects for development of IT infrastructure and IT enabled education. Prior to joining the University of Memphis, he was the lead consultant on Corporate Social Responsibility (CSR) for one of the largest container ports in the world where he designed and implemented several projects aligned with the U. N's sustainable development goals.

Research Interests: CSR, Sales, Sustainable Marketing, and Consumer Well-being.

YUPAL SHUKIA is a Ph.D. student in marketing at the Fogelman College of Business and Economics. Before joining Ph.D. program at University of Memphis, Yupal has worked at Department of Management, University of Bologna, Italy as an Adjunct Professor. Yupal has got teaching and research experience for serving leading business schools of India such as MICA, IIM Mumbai and NMIMS Mumbai. He serves as director of IRSSM- A SERI Initiative, a leading forum to promote and nurture service research and researchers. His research interests are in sustainable service marketing and consumer well-being. His research work has appeared in journals like the *Journal of Business Research, Journal of Services Marketing, Journal of Strategic Marketing, Journal of Consumer Behavior, International Business Review, International Journal of Consumer Studies, International Journal of Information Management, Australasian Marketing Journal, Journal of Retailing and Consumer Services, International Review on Public and Nonprofit Marketing, British*

Food Journal, International Journal of Emerging Markets, Technological Forecasting and Social Change, Journal of Vacation Marketing, Online Information Review, to name few.

Research Interests: Sustainable Service Marketing, Consumer Wellbeing, Technology in Marketing

CASEY WALDSMITH joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in Fall 2021. Before beginning her Ph.D. program at the University of Memphis, she was a full-time Senior Program Manager for KSU Journey Honors College and instructor of Marketing for Coles College of Business at Kennesaw State University (KSU). During her tenure at KSU, she recruited and retained top students at the institution, ultimately increasing Honors Program enrollment by 177%. Casey also worked closely with the Dean of KSU Journey Honors College to secure a $10 million dollar endowment for student scholarships, the largest gift in KSU history.

Research Interests: digital and social media, digital targeting, digital advertising, neuromarketing

JAMES YOUN joined the Fogelman College of Business and Economics as a Marketing Ph.D. student in Fall 2023. Before joining the Ph.D. program, he was an Instructor in the Marketing Department at Southeast Missouri State University for six years. He brings 18 years of industry experience in entrepreneurship, sports marketing, international trade, and manufacturing. His research interests include consumer decision making, international marketing and culture, sales and retail, brands, and artificial intelligence. His work has appeared in the *Journal of Business Research.*

UNIVERSITY OF MISSISSIPPI FACULTY

BARRY J. BABIN, Ph.D. (LSU), is Phil B. Hardin Professor of Marketing and Chair of the Department of Marketing, Analytics, and Professional Sales (MAPS) at the Ole Miss Business School. Barry also serves as the Executive Director of the Academy of Marketing Science ® (www.ams-web.org). He has authored over 200 professional publications with research appearing in the International Journal of Wine Business Research, Journal of the Academy of Marketing Science, Journal of Marketing, Journal of Retailing, Journal of Business Research (JBR), Journal of Consumer Research, International Journal of Research in Marketing, the Journal of Wine Research, and many others. His Google Scholar h-index, which demonstrates the impact of his publications is 88. His research emphasis areas include wine marketing, marketing analytics, meta-analyses, and designing effective value-delivering retail customer experiences. Barry is past president of the Academy of Marketing Science® (AMS) and a previous recipient of the prestigious AMS Harold W. Berkman Distinguished Service Award. He is co-author of several leading books including CB: A Consumer Value Framework, Multivariate Data Analysis, and Essentials of Marketing Research. He is internationally known as an expert in marketing research and is a guest speaker at universities and conferences across the world, particularly in France. He has directed over 20 Dissertations/Theses and has served as a consultant to institutes of higher learning in structuring graduate business programs. In industry, he has considerable experience as an expert witness on matters dealing with consumers or marketing research.

DAVID MATHIS, is an Assistant Professor of Marketing at the University of Mississippi. His research interests focus on digital marketing, online shopping behaviors, and the impact of eCommerce on traditional retail. His classroom experience includes courses taught on principles of marketing, marketing strategy, digital & social media marketing, and supply chain management. Dr. Mathis earned a Ph.D. in marketing from the University of Alabama and holds an MBA from Utah State University and a B.A. in advertising from Brigham Young University.
Prior to a career in academia, Dr. Mathis worked in marketing management for 15 years at both private-sector companies and public universities. He has experience working with several customer groups, including general consumers, law enforcement & military clients, and first-generation or underserved college students.

UNIVERSITY OF MISSISSIPPI STUDENTS

TANISHA JAIN is a second-year doctoral student in Marketing at The University of Mississippi. She has a master's degree in social psychology from The University of Chicago. Prior to attending Ole Miss, Tanisha was working as an RA at IIM Bangalore. She has also worked as a senior analyst in digital marketing. Tanisha is primarily interested in consumer behavior and decision making.

ARMIN MORADI is a first-year doctoral student in Marketing at The University of Mississippi. He has a Master's degree in business administration in Tehran Islamic Azad University-Science and Research Branch. Before attending Ole Miss, Armin was working as a sales manager in Iran for Jantaleather for five years. Armin is primarily interested in consumer behavior and holistic marketing. He published a paper with 19 citations in 2020 and is trying to increase his publications.

CHRISSY ROSS is a first-year doctoral student at the University of Mississippi. Prior to joining the marketing program, she completed her undergraduate degree in Marketing and worked at a full-service marketing agency focusing on digital strategy and content marketing. She is interested in consumer behavior.

EMMA WELCH is a fourth-year doctoral student in the Department of Marketing at the University of Mississippi (Ole Miss). Her research interests mainly fall within the area of investigating how "new-age" persuasive tactics affect consumer perceptions, intentions, and behaviors within the current marketing climate. Prior to attending Ole Miss, Emma was a social media manager for a clinical sports psychologist. She has also worked as a digital account manager, managing different marketing channels for clients as well as overseeing several rebranding projects.

UNIVERSITY OF TENNESSEE FACULTY

ALEX R. ZABLAH is the Gerber/Taylor Professor of Marketing in the Haslam College of Business at the University of Tennessee, Knoxville, and currently serves as head of the Department of Marketing. Zablah's research seeks to improve understanding of how frontline factors (organizational processes, employees and technologies) influence the quality of the interactions that occur between a firm and its customers, and, ultimately, firm performance. His research has been published in leading marketing, management and information systems journals, including the Journal of Marketing, Journal of Applied Psychology, Information Systems Research, Journal of the Academy of Marketing Science and International Journal of Research in Marketing.

JONATHAN HASFORD is the Douglas and Brenda Horne Professor of Business and director of the Ph.D. program in Marketing at the University of Tennessee. Jonathan's research focuses on emotions in decision making, including the study of emotional intelligence, food choice, and donation behavior. His research has appeared in JCR, JMR, JM, IJRM, and the Journal of Experimental Social Psychology, among others.

UNIVERSITY OF TENNESSEE STUDENTS

MELISSA BAUCUM is a fourth-year marketing Ph.D. Candidate at the University of Tennessee's Haslam College of Business. She partners with a variety of organizations to conduct marketing strategy research on topics in the frontline employee and customer management domains. Since joining the doctoral program, she has been recognized for research (AMA's OFR Young Scholar Competition Award 2023; AMA's Strategy SIG Student Research Award 2023) and teaching (finalist for Haslam Outstanding Doctoral Student Teacher) excellence. Prior to pursuing a Ph.D., Melissa worked as an insights analyst for Hulu (under The Walt Disney Company) and as a research manager for a global marketing services agency. She holds a B.A. in Integrated Marketing from Pepperdine University.

LAUREL JOHNSTON is a first-year student who entered the marketing Ph.D. program in fall 2023. She is a graduate of Western Kentucky University with a BS in strategic marketing and a certificate in applied data analytics. Her research interests include consumer protection and the customer-brand relationship, with ongoing projects investigating data privacy, service recovery, music, and gender stereotypes. Johnston's work has been presented at the Association for Marketing Theory and Practice and the Atlantic Marketing Conference. Her professional experience includes public communications for the Federal Reserve Board of Governors, digital marketing for a Kentucky creative agency and consultation for various nonprofits.

MEGAN MILLER entered the marketing Ph.D. program at the University of Tennessee, Knoxville's Haslam College of Business in fall 2022. Her current research interests focus on consumer behavior and include sensory marketing, digital marketing, and aesthetics. Prior to joining the doctoral program in 2022, she was a student and employee at Colorado State University. She completed her MBA with a graduate certificate in marketing management and obtained her bachelor's degree in business administration with a concentration in marketing and a minor in mathematics. She was also employed by Colorado State University's Office of Admissions and most recently served as the assistant director for scholar recruitment, where she gained experience in territory management, employee supervision, and event planning.

GARRETT SHIPLEY received undergraduate degrees in neuroscience and psychology from the University of Cincinnati. Garrett's research is at the intersection of consumer behavior and marketing analytics. His dissertation leverages a combination of web scraping, text analytics, and experimental design to examine the factors driving consumer engagement in sports betting communities. Outside of his dissertation, Garrett is working on projects investigating the influence of monochromatic color palettes in television advertisements and the strategic use of experiential versus functional product descriptions. In his free time, he builds open-source packages in Python and R that make marketing measures and methods more readily available to practitioners and researchers alike.

KIWOONG YOO is a fourth-year Marketing Ph.D. Candidate at the University of Tennessee's Haslam College of Business. Before joining the Marketing Ph.D. program, Kiwoong worked for three years at Deloitte as an auditor and consultant for clients across various industries, such as gaming, commodities trading, and healthcare insurance. He is a certified public accountant in New York. Kiwoong holds a B.B.A. in Accounting from Hofstra University and a B.S. in Interdisciplinary Studies concentrating in Biological Sciences from Cornell University. His diverse professional and academic background plays a significant role in his approach to marketing research. Kiwoong's research has been published in the *Journal of Retailing,* examining retailing strategies in the metaverse from consumer, retailer, and brand perspectives. This publication reflects his research focus on marketing decision-making, especially in contexts of market disruptions and technological innovations. Moreover, Kiwoong is actively involved in the academic marketing community, having served as the Vice Chair of Communications for the American Marketing Association (AMA) Doctoral Special Interest Group (DocSIG).

SPECIAL GUEST

GEORGE D. DEITZ, Ph.D. is Professor of Marketing at the University of Alabama at Birmingham. He previously served as University Research Professor and Marketing Ph.D. program coordinator at The University of Memphis. He received his Ph.D. from The University of Alabama and hold Bachelors and Master's degrees from West Virginia University. Prior to beginning his academic career, he spent 11 years as a sales and marketing executive for several leading software companies. Dr. Deitz' substantive research involves strategic marketing issues, primarily in the context of services, retail, and "creative industries" (e.g., software development, film). In directing consumer neuroscience research labs at UM and UAB, he also pursues research opportunities that emphasize the application of biometric measurement systems in studying the influence of attention and emotion upon decision making. His work has been published in a number of leading journals, including the Journal of the Academy of Marketing Science, Journal of Retailing, Journal of Business Venturing, Journal of Services Research, Industrial Marketing Management, and Journal of Business Logistics. He currently serves as AE for Journal of Business Research and is on the editorial review board for the Journal of Business Logistics.

FRIDAY, APRIL 12th | 9:30–10:45 AM

SESSION A | BEC 1220

CONSUMER DESIRES AND IDENTITY

(Moderator: Associate Professor Dan Rice)

How Desired Upward Romantic Affiliation Impacts Consumption

Faiyaz Hussain, Mississippi State University

Moving up the social ladder is the goal of many across the globe. While there are multiple different avenues that individuals choose to explore in pursuit of this goal, one potential method of improving one's social class position is through a strategic romantic affiliation. Being able to portray oneself as belonging to a higher social class creates the opportunity to interact with and potentially attract someone placed in a higher rung on the social ladder. This paper seeks to explore specific behaviors which one can imitate as they try to appear as if they belong to an eminent social class. Furthermore, in this scenario, the marketplace becomes a tool that can be utilized when seeking such a strategic relationship due to the strength of the marketplace as a signaling tool. As a result, the paper also attempts to analyze the role the marketplace can play in helping individuals achieve their objective of appearing to hail from a superior social class, in order to create a strategic romantic affiliation.

In Praise of Modesty: How Lay Beliefs Shape Reactions to Luxury Consumption

Sujin Park, University of Florida

Consumers often purchase and display luxury items to signal status, competence, and success. Luxury consumption, in turn, often leads observers to perceive the person displaying luxury as more successful, competent, and higher in status. But is this always the case? Might luxury consumption sometimes backfire, leading observers to see luxury buyers as less competent and more likely to fail? We find that people hold, to varying degrees, a lay belief associating social bragging with an elevated likelihood of failure. Because displaying luxury can be seen as a form of social bragging, the extent to which people hold the lay belief that bragging begets failure (hereafter "BBF belief") predicts the inferences they draw from luxury consumption in novel ways. We find that people who hold BBF lay beliefs perceive luxury consumers as less competent and more likely to fail in the future, compared with non-luxury consumers. Diverging from prior findings that wearing luxury can undermine perceived warmth and morality, the BBF belief's effects on the judgment of luxury consumers are pronounced in contexts that emphasize competence and performance rather than interpersonal warmth. The findings have practical implications for consumers and marketers of luxury consumption and make theoretical contributions to research on luxury, lay beliefs, and social signaling.

Fighting for Identity: An Ethnography of Women Martial Artists

Rafaela Canova Davide, University of Arkansas

Finding identity while adapting to a new environment can be difficult, especially when consumers hold a marginalized position within that field. These marginalized consumers may face what Pierre Bourdieu calls hysteresis, when learned dispositions are out of sync with the rules of the field (Grenfell 2014). To understand how marginalized consumers negotiate identity while facing disorientation, I examine how women, upon entering the male-dominated martial arts field, experience hysteresis due to the disparity between their gendered habitus and the field's established masculine ideals. By following the logic of the extended case method (ECM) proposed by Burawoy (1998), I employ existential-phenomenological interviews, ethnography, and visual analysis techniques. The data suggest that in their quest for identity amid hysteresis, these women absorb support within their immediate community while deliberately resisting broader societal gender roles. To elucidate this agentic strategy, I conceptualize Habermas' notions of lifeworld and social system (Finlayson 2005), along with Charles Taylor's concepts of porous and buffered selves (Balcomb 2019; Taylor 2007). The integration of these concepts explains that when confronted with a repressive social milieu, these women assume a “buffered” identity strategy as a defensive mechanism against unsupportive elements of a patriarchal social system. Conversely, when support for identity exists, these women fighters absorb the support offered by the lifeworld, adopting a “porous” identity strategy. This analysis suggests that, throughout this process, consumers actively employ an agentic strategy in negotiating identity when confronted with hysteresis.

FRIDAY, APRIL 12th | 9:30–10:45 AM

SESSION B | BEC 1920

FRONTLINE EMPLOYEE EXPERIENCES

(Moderator: Associate Professor McDowell Porter)

Close Calls: A Sensory and Social Presence Perspective of Video Call Selling

Nicole Boylan, University of Alabama

Up to 80% of B2B buyers prefer digital interactions with sales representatives, causing many sales teams to shift their go-to-market strategies from in-person meetings to digital engagements. Despite this rapid transition to videoconference selling, little is known about how the unique elements of the online selling environment can move customers through the sales funnel. Across two studies, we provide initial insights into the role of various visual elements in digital selling interactions. In the first study, we partnered with a B2B solutions provider that provided data for 3,500 video sales calls across 76 sales representatives and 935 customers. The results demonstrate that varying cues can impact sales outcomes and improve the likelihood of progressing customers through the sales funnel. In a follow-up experiment, we dive deeper into the underlying mechanisms by which altering cues can impact customer intentions toward the firm. The results indicate that sensory involvement plays a crucial role in the success of video sales calls and, if managed effectively, can enhance sales performance.

Enhancing Customer Engagement through Frontline Employee Brand Psychology and Customer-Driven Proactive Behaviors

Candice Marti, Louisiana State University

Academic research (e.g., Good et al. 2022) suggests a sense of purpose or meaning and connection at work can lead employees to form stronger relationships with their organization, more fulfilling and happier work lives, and potentially enhance important downstream customer-related outcomes. We posit that proactive FLE behaviors are critical for bridging purposeful work and enhancing customer engagement. Therefore, our first study attempts to answer the question: Can FLE brand psychology enhance customer engagement through proactive customer-driven FLE behaviors? Using dyadic (FLE-customer) data, we propose and establish these direct and mediating effects, demonstrating that FLE brand psychology (i.e., psychological brand ownership and brand belief) translates into organizational citizenship behaviors that lead to enhanced customer engagement through adaptive sales and service behaviors.

Furthermore, as sales and service frontline roles are changing, FLEs are asked to take on more tasks to ensure positive customer engagement (Lindsey Hall et al. 2023). Therefore, we propose it is critical to evaluate the interdependency of these adaptive sales and service behaviors (i.e., FLE ambidexterity) and explore if this can be accomplished individually and/or through ambidextrous teams and various deployment styles (Lindsey Hall et al. 2023). Thus, Study 2 takes a qualitative approach to probe some potential boundary conditions of these findings.

Feeling the Heat (or Not): Exploring the Impact of Different Types of Frontline Employee Job Pressures

Elizabeth McDougal, Louisiana State University

Employees at the organizational frontline are uniquely susceptible to a multitude of job pressures stemming from organizational, managerial, environmental, and customer-related factors. Understanding these pressures is a critical issue for managers and researchers alike. However, research on frontline employee pressures has yet to be integrated into a comprehensive framework that unifies the extant literature. We utilize a systematic literature approach to advance a rich synthesis of the literature for the pressures facing business-to-business salespeople and business-to-consumer frontline employees. Grounded in the transactional theory of stress, we present a conceptual model that categorizes frontline employee pressures, captures their impact on levels of felt stress, and clarifies their influence on job-related outcomes. Our findings shed light on and bring depth to the current understanding of frontline employee pressures. Leveraging these findings, we offer a detailed agenda for future research.

FRIDAY, APRIL 12th | 11:00–12:15 PM

SESSION C | BEC 1220

CONSUMER PRODUCT EVALUATION AND DECISION-MAKING

(Moderator: Assistant Professor Jordan Moffett)

When the End is Near: How Hitting Pan Affects Product Evaluation and Repurchase Intention

Xinwei (Sylvia) Liu, Mississippi State University

Hitting pan, which refers to the point at which a makeup product has been used to the extent that the metal or plastic pan holding the product becomes visible, has garnered high engagement from global audiences through social media platforms such as Sina Weibo, YouTube, and Instagram. Although hitting pan on a makeup product has gained significant attention, to our knowledge, its effects on consumers' evaluations and attitudes toward the product remain unexplored in the marketing literature.

Previous literature has shown that product usage could motivate consumers to have positive experiences and product perceptions. For example, Ram and Jung (1991) found that usage frequency and usage situation could affect satisfaction: the more the product is used, the more satisfied consumers are. Additionally, product satisfaction could encourage continued product use (Bolton and Lemon 1999). While hitting pan and product usage are related, it is unclear whether hitting pan has its unique influence on product evaluations and repurchase intentions beyond product usage. This research tries to address this question by examining how hitting the pan (vs. not) on a makeup product influences consumers' evaluations of the product and repurchase intentions. By conducting multiple experiments, we show that seeing the bottom of a makeup product (i.e., hitting pan vs. not) leads to increased product evaluations and repurchase intentions even when the amount being used is the same.

Our findings have managerial implications because understanding how the makeup hitting pan experience affects consumers' attitudes and evaluations can help makeup manufacturers leverage the trend through strategic makeup package designs. It might also be beneficial to replace the traditional makeup advertising method by employing popular social media influencers to present a makeup product that hits pan rather than a makeup product that is brand-new to the target audience.

Food Shopping for Children: A Comparison of Alternative Front-of-Package Summary Nutrition Labeling Icons

Tanisha Jain, University of Mississippi

The overarching purpose of this research is to provide a better understanding of how front-of-package (FOP) nutrition information provision may aid in the long-term fight against childhood obesity. Specifically, we examine how a reductive FOP icon (*Facts up Front*) and tiered evaluative FOP icon (*Healthy Stars*) perform when adult consumers food shop for their children. We additionally explore the critical moderating role of consumer skepticism toward FOP nutrition information. Findings generally show that the FOP icons had a positive impact (no impact) on less (more) skeptical parents' attitudes toward serving the food items to children, healthfulness perceptions, and purchase intentions. Results for consumer health, public policy, and marketing managers are discussed.

The Role of Insurance in Medical Decision-Making: Moral Hazard Effects on Consumer Healthcare Treatment Choices

Matilda Vevera, Florida State University

Insurance providers have the ability to act as legitimizing institutions that can signal appropriateness of treatments and may encourage consumers to engage in risk increasing behaviors, or moral hazard, due to being able to offset costs to a third party (Rowell and Connelly 2012). Moral hazard has been seen when consumers misuse retail products under warranty because they can get a repair or replacement free of charge (Boulding and Kirmani 1993). When making medical decisions consumers demand more frequent and invasive care under higher levels of coverage (Pauly 1968; Mehta, Srinivasan, and Sun 2017) suggesting that consumers may handle their bodily health the same way as these warranted products. This moral hazard effect could be mitigated by the level of involvement, or coproduction, with medical providers in the decision-making process (Oshima, Lee, and Emanuel 2013; Mende, Scott, Bitner, and Ostrom 2017; Clapp, Schwarze, and Fleisher 2022).

Moral hazard has been heavily studied in insurance literature on an aggregate scale considering downstream coverage consequences. However, possible underlying and cognitive mechanisms through which moral hazard exists on an individual scale has not yet been considered in depth. The goal of this paper is to study these mediating mechanisms along with a moderating variable of medical provider coproduction to better understand consumer medical decision-making. Possible underlying mechanisms are individual, subjective, and informal explanations for the way the world works, or lay beliefs, (Kilby and Sherman 2020) which can influence their goals, decisions, and perceptions (Huang and Lee 2023). Lay beliefs about perceived ability and motivation, or self-efficacy, (Keller 2006; Wang, Keh, Bolton 2010) along with perceived personal control over health outcomes (Moorman and Matulich 1993) are mechanisms through which moral hazard could be impacting decision-making.

FRIDAY, APRIL 12th | 11:00–12:15 PM

SESSION D | BEC 1920

NAVIGATING PRIVACY, DIVERSITY, AND ENGAGEMENT

(Moderator: Assistant Professor Vincent Jeseo)

Signaling Security: Examining the Effects of Firm Privacy Strategies on Equity Risk

Laurel Johnston, University of Tennessee

Customer privacy is a growing concern for company stakeholders, yet little is known about the benefits firms can accrue from firms promoting their privacy practices. As a result, marketing scholars have advocated for investigation into how firms can address these concerns and integrate privacy initiatives into their marketing strategies. Drawing from Signaling Theory, this research examines the effects of strategic privacy activities on firm risk. Manager interviews inform the proposed econometric approach, which aims to source parameters from a secondary dataset of firms, regulatory orders, and company websites, while also accounting for industry-level variables and occurrences of data breaches. Strategic privacy activities observed include privacy innovations, privacy policies, appointment of security and privacy officers, and privacy certifications. Through a comprehensive analysis of the individual and interactive effects of firm communications related to customer privacy, this analysis aims to guide strategic decision-making by delineating which firm communications regarding customer data privacy result in the greatest reduction in equity risk.

Go Woke Go Broke? Diverging Responses to Advertisements Featuring Diversity

Francis (Joey) Lawall, University of Arkansas

Brands often engage in corporate social responsibility activities, which are activities related to social obligations (Sen & Bhattacharya, 2016). One increasingly used category of corporate social responsibility activity focuses on promoting diversity, specifically through advertising featuring underrepresented groups (diversity appeals). However, these strategies are not without risk (for example, the 2023 Bud Light – Dylan Mulvaney controversy).

We consider how perceptions of brand inclusivity, similarity, manipulative intent, consumer self-brand connection (Escalas & Bettman, 2003), influence consumer responses toward advertisements featuring a diversity appeal. Across three experimental studies, we find that consumers respond negatively toward diversity appeals when they perceive themselves as dissimilar to the model featured in the advertisement. Additionally, we find that consumers tend to attribute manipulative intent toward diversity signaling in advertising, resulting in decreased purchase intentions. On the other hand, brands can benefit from diversity appeals when the advertisements are perceived as attempts by the brand to be inclusive. However, we find that strong self-brand connection offsets this positive effect. The present research contributes to research related to diversity in advertising and demonstrates that these strategies can be both beneficial and detrimental for brands.

Finding the Right Influencer: An Inverted-U Relationship Between Follower Growth Rate and Engagement Ratio

Jia Jocelyn Cao, University of Georgia

Online Influencer Marketing is growing in importance as a strategy in social media platforms. The emergence of brands selecting online influencers to engage with their followers to promote brands' products is because people trust people more than brands. With follower size changing over time, consumers identify the trend and utilize the trend to make a decision. As a crucial component for indicating influencers' current performance and predicting future tendencies, it is necessary to understand the concept of follower growth. While research is growing, the issue of how follower growth rate affects consumer engagement is relatively unexamined. Moreover, it is still unclear as to what mechanism(s) explain influencers' follower growth rate's effect on consumer engagement. This multi-method study combines an analysis of observational data from more than 1600 online influencers with lab experiment. The findings suggest an inverted U-shaped relationship between follower growth rate and engagement ratio. Endorsement diversification and influencer audience exert moderating effects on the follower growth-engagement ratio relationship with a low level of endorsement diversity and a high level of influencer audience flattening the inverted U-shaped relationship. Moreover, the lab experiment further confirms the predicted inverted U-shaped relationship. We theorize that the audience will form group-level connectedness and view influencers with continuously growing followers as "Our" influencers instead of "My" influencers. On the contrary, when growth rate is too fast, followers are likely to feel distanced from such influencers to engage with. The lab experiment provides support for social connectedness as mediators.

FRIDAY, APRIL 12th | 1:45–2:45 PM

SESSION E | BEC 1220

CONSUMER INSIGHTS AND INFLUENCE

(Moderator: Associate Professor Donald Lund)

Beyond Knowledge: Exploring Popularity as a Source of Perceived Expertise

Krissa Nakos, University of Georgia

Social media influencers often post about a variety of topics, and they tend to serve as a source of advice for their followers. Consistent with the principle of social proof, the current research demonstrates that the popularity of an influencer affects the perceived likelihood that consumers will follow her advice. Illuminating a novel underlying mechanism, we propose that this effect occurs because popularity is considered a signal of expertise. In contrast to prior research which has generally treated perceived expertise as a construct deriving solely from knowledge, we argue that perceived expertise can also stem from popularity. Four studies demonstrate that the perceived likelihood to follow an influencer's advice increases as the influencer's popularity increases, and this effect is mediated by perceived expertise. We also show that the effect of popularity on the perceived likelihood to follow advice diminishes as the advice category becomes less similar to the influencer's focal domains. Additionally, we reveal self-other differences in sensitivity to an influencer's popularity, such that consumers appear to be more stringent when judging signals of expertise in choices for themselves versus others.

Uncovering Covert Influences in the Consumer Persuasion Process

Emma Welch, University of Mississippi

This research assesses the impact covert influences can have on individual self-deception that arises by turning off one's "defense mechanisms". Specifically, the current research aids in addressing the larger public policy questions concerning the tradeoffs between improving technological innovation and the effect it has on consumers' rational thinking and brand choices. By what process do consumers come to accept or question non-overt marketing communications? More importantly, do consumers wish to "dig deeper" depending on how they are exposed to the information?

Using a sample of 397 consumers, the research demonstrates how the impact of ulterior motives (presented through a profit versus non-profit context and also through a human versus artificial intelligence context) changes consumer choices to pursue marketing information further. The research offers theoretical and managerial implications on the impact new technology can have on consumer processing and whether for-profit motives enact implicit or explicit processing.

FRIDAY, APRIL 12th | 1:45–2:45 PM

SESSION F | BEC 1920

PREDICTING BRAND AND SALESPERSON SUCCESS

(Moderator: Assistant Professor Matt Lastner)

Small GAIM: How Generative-AI Impacts the Social Capital of Small Brands

Michael R. Jenkins, University of Kentucky

The introduction of generative AI marketing (GAIM) is reshaping the relationships between brands, consumers, and society. Despite a growing body of research on consumer-AI interactions, the impact of GAIM on human connectivity and brand societal connections remains underexplored. In this research, we focus specifically on how GAIM impacts small brands, a perspective not yet explored by prior work. Specifically, we adopt a social capital theory perspective to posit that small brands suffer a disparate impact from GAIM, eroding their perceived genuineness and communal connections relative to large brands that use GAIM. In three studies we find general support for this theory and show that the effect is driven by a violation of social roles and conventions. By introducing the concept of brand social capital (BSC) into the branding literature, our research broadens brand theory beyond individual consumer-brand relationships, contributes to the AI literature by showing how AI may impact a brand's connections to its local community, and provides meaningful insights to marketing managers by highlighting the importance of brand-size considerations when implementing GAIM.

The Differential Effects of Hunting and Farming Momentum on Lead Pursuit and Conversion

Melissa Baucum, University of Tennessee

The idea that past success breeds future success is thought to be true in many contexts, such as athletics, investing, and sales. Underlying this phenomenon is the notion of momentum, which occurs when repeated past successes lead to an increased sense of probable future success. In B2B sales, the probability of success overall – regardless of momentum – tends to be much higher for cross-selling to existing customers ("farming") than when converting non-customers ("hunting"). This research explores how a salesperson's momentum type—constructed from past success with either non-customers or customers—alters their decision to pursue and ability to convert prospective sales leads. We propose that the *type of success* that create momentum alters future outcomes because accruing "hunting" successes may lead salespeople to attribute their achievements to selling-oriented factors, like persistence, whereas accruing "farming" successes may lead salespeople to attribute their achievements to customer-oriented factors, like relationship building. Consistent with this expectation, analysis of CRM data from a Fortune 500 company reveals that experiencing momentum from "hunting" successes (as opposed to "farming" successes) contributes to different outcomes for sales lead pursuit and conversion. Specifically, salespeople who experience momentum successfully "hunting" new customers are significantly more likely to pursue but less likely to convert their subsequent lead, regardless of whether the next lead is with a customer. Alternatively, those who experience momentum successfully "farming" existing customers experience no change in pursuit likelihood but are significantly more likely to convert their subsequent lead. A simulation based on the study results reveals that, while holding the total amount of momentum constant, a mere 10% increase in farming momentum at our focal firm (relative to hunting momentum) would have generated an additional $100M in revenue over a 7-year period. These findings, which point to a change in pursuit strategy and conversion ability rooted in identity-reinforcing attributions, have important financial and organizational implications for sales managers and offer a more nuanced understanding of the influence of past success on sales performance.

SATURDAY, APRIL 13th | 10:00–11:00 AM

SESSION G | BEC 1220

NARRATIVES OF CONSUMER CONSUMPTION

(Moderator: Assistant Professor Viktor Jarotschkin)

Pride, Prejudice, and Paperbacks: Exploring the Consumption of Romance Novels

Jordan R. Burkes, Louisiana State University

This research explores the consumption of romance literature and the reader's immersion into the romantic experience. The romance genre of literature has developed into a powerhouse genre that supports more prestigious, but often less lucrative, genres. This genre commands a substantial share of the book market, and understanding the dynamics behind this consumption is imperative. Despite the global popularity and economic significance of the romance novel industry, academic research examining this consumption process is sparse. Through seventeen interviews with both men and women participants across various ages, the authors explore the dimensions of romance novel consumption such as escapism, parasocial relationships, psychological richness, and narrative empathy. This research has implications for marketing academics as well as authors in their book promotion.

A Blessing and A Curse: The Diverging Impact of Personalized Recommender Systems on News Consumption Among Liberals and Conservatives

Yvonne Huang, University of Florida

Amidst growing concerns over political polarization and the formation of echo chambers, previous research has shown that consumers often exhibit selective exposure by choosing to consume political news that aligns with their previous-existing attitudes (Van Der Meer and Hameleers 2021). Existing theories and empirical studies largely suggested that liberals are more willing to engage in cross-ideological conversations online compared to conservatives (Barberá et al. 2015; Iyengar et al. 2008; Jost, Nosek and Gosling 2008), although some studies found no difference (Frimer, Skitka and Motyl 2017; Stroud 2008). In the era of rapid advancement of artificial intelligence, the role of personalized recommender systems in shaping news consumption has become increasingly prominent. However, the active role consumers play in interacting with recommender systems through selecting information presented to them remains largely unexplored. In this research, we investigate the impact of personalized recommender systems on the consumption of political news online. Specifically, it examines how such systems differently impact the willingness of liberals and conservatives to engage with opposing ideological perspectives. Our findings reveal that in the presence of personalized recommender systems, conservatives are more likely than liberals to interact with information that challenges their political beliefs. This behavior is a result of conservatives' stronger motivation to follow the social norm that citizens in a democracy should attend to diverse and dissimilar views (Fernandes and Mandel 2014; Wojcieszak, Winter and Yu 2020). This research sheds light on how the development of artificial intelligence might influence consumer choices and the significant role that political ideology plays in this dynamic.

SATURDAY, APRIL 13th | 10:00–11:00 AM

SESSION H | BEC 1920

BRAND RESILIENCE

(Moderator: Assistant Professor Patrick Fennell)

The Joint Impact of Brand Coolness and Power Distance Belief Following a Product Failure

Md Nurul Alam, Louisiana State University

Previous studies have delved into repercussions of product failures on metrics like stock market performance (Eilert et al., 2018), recent work establishing "brand coolness" (Warren et al., 2019) suggests that cool (vs. uncool) brands may be insulated following a product failure. This study investigates the potential insulating effect of brand coolness following a product failure. Given that a "cool" brand is recognized as being "at a different level" than uncool brands, this research also investigates how culture (e.g., power-distance belief – PDB) may influence the insulating effect of brand coolness in shaping consumer responses to product failures.

Across six studies, we find that cool (uncool) brands insulate the negative impact of product failure on several consumer responses with higher level of trust, WoM, brand attitude, satisfaction, and repurchase intentions, brand avoidance. Furthermore, the influence of brand coolness is more pronounced among consumers with low PDB compared to those with high PDB (as measured in studies 2 and 3 and manipulated in study 4). Study 5, which collected data from both low PDB countries (USA and UK) and high PDB countries (India and Malaysia), supports the notion that cool brands offer greater insulation in low PDB countries compared to high PDB countries. Finally, in study 6, we corroborate our findings through a secondary data analysis of sentiment from online reviews, revealing that the dampening effect of coolness on product recall popularity searches is more evident in conservative states (i.e., high PDB) than in liberal states (low PDB).

The Paradox of Pain: Positive Consumer and Brand Benefits of Physical Pain

Lacey Wallace, University of Alabama

Pain is often viewed as negative and something to be avoided. Yet, consumers routinely engage in activities and experiences where they seek out pain. From the latest viral challenge of consuming spicy foods, severe cold exposure, or participating in extreme obstacle races, consumers are clearly searching for opportunities to experience physical pain. Often these experiences involve interacting with or even promoting specific brands. This research explores the effect of experiencing physical pain on connections with these brands. Across three experiments and one field study, this paper examines how physically painful experiences enhance brand engagement. The effect of physical pain is mediated by a sense of pride which creates a strong brand attachment, ultimately increasing brand engagement. Shared experiences are also investigated, as is the effect of observing these painful experiences, such as through social media.