

2026 SOUTHEAST MARKETING SYMPOSIUM

SAM M. WALTON COLLEGE OF BUSINESS



UNIVERSITY OF
ARKANSAS

Sam M. Walton College of Business

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Acknowledgments & Conference Sponsors

2026 Southeast Marketing Symposium

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

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Leah Smith, Assistant Professor

Monica Sprankell, Program Coordinator

Mili Tewari, Ph.D. Student

Daniel Villanova, Associate Professor and Doctoral Program Director

**THANK YOU TO THIS YEAR'S SPONSORS FOR THEIR GENEROUS
CONTRIBUTION TO THE SOUTHEAST MARKETING SYMPOSIUM!**



Dr. Shane Hunt,
Idaho State
University

Dr. George Dietz,
University of
Alabama –
Birmingham





About the University of Arkansas

2026 Southeast Marketing Symposium

University of Arkansas

The University of Arkansas is determined to build a better world by providing transformational opportunities and skills, promoting a culture of collaboration, nurturing creativity, and solving problems through research and discovery, all in service to Arkansas.

Since 1871, our fundamental purpose as a land-grant institution and the state's flagship university has remained unchanged: to serve the state of Arkansas as a partner, resource, and catalyst. We do this by providing access to a comprehensive and internationally competitive public education while fostering student success across a wide spectrum of disciplines. Through research, discovery, and creative activity, we work to improve quality of life, develop solutions to the challenges our communities face, and help drive the state's economy. Our mission is further carried out through service and expertise shared with communities across the state through outreach, engagement, and collaboration.

Sam M. Walton College of Business

The story of the Sam M. Walton College of Business at the University of Arkansas doesn't begin or end with the historic \$50 million gift from the Walton Family Charitable Support Foundation. That watershed moment in 1998, however, has proven to be a fitting tribute to our past, a solid foundation for our present, and a significant springboard toward our future.

The mission of the Sam M. Walton College of Business is to advance and disseminate business knowledge using a diverse, inclusive, and global perspective and to encourage innovation in our primary strategic endeavors: Retail, Data Analytics, and Entrepreneurship.

Through our teaching, research, and service, the Sam M. Walton College of Business will be a thought leader and a catalyst for transforming lives in Arkansas, the United States and the world.

Department of Marketing

Our faculty members are recognized for their excellence in teaching, research, and service, bringing a diverse range of expertise that combines industry experience with cutting-edge, impactful research, enriching our students' education. Students in the Department of Marketing have an abundance of experiential learning opportunities, such as the Shopper Marketing Brand Challenge and the Walton College Sales Competition, digital marketing and social media projects, and retail store walks. These opportunities connect students with industry professionals and allow them to apply their academic knowledge in real-world settings.

Need to Know Info

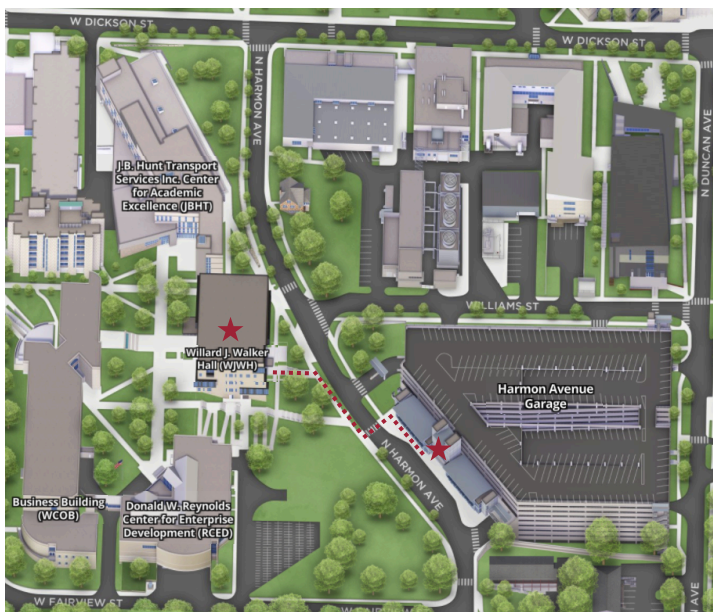
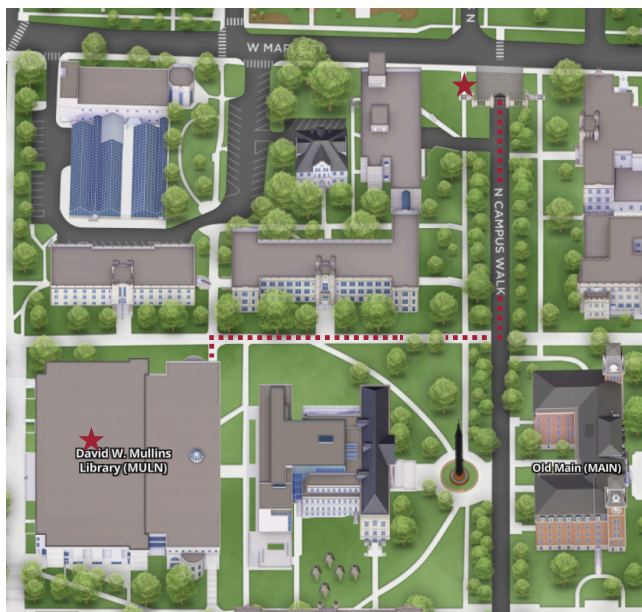
2026 Southeast Marketing Symposium

SMS Conference 2026 Map

[Click here to find the full interactive campus map.](#)

Friday, April 10

Saturday, April 11



Important Reminders:



Don't forget your ID for our events on Thursday and Friday night.



Parking on Saturday is available in the Harmon Parking Garage.



Luggage holding space available at Walton (Walker Hall 103) on Saturday.



Shuttle bus to the XNA Airport available Saturday at 12:30pm.

Visit the SMS Website after the event to access the photos:

semarketingssymposium.com

Tag us! #SMS2026



@walton_mktg



Department of Marketing at the
Sam M. Walton College of Business

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

Itinerary

2026 Southeast Marketing Symposium

Thursday, April 9th

4:00 PM	Hotel Check-In and SMS Check-in <i>The Graduate Hotel</i>	The Graduate Hotel <i>70 N East Ave, Fayetteville, AR 72701</i> <i>Check in at front desk</i>
5:15 PM	First shuttle to Theatre Squared Last shuttle ~5:45 PM <i>(8-minute walk from hotel)</i>	Theatre Squared <i>477 W Spring St, Fayetteville, AR 72701</i>
5:30 PM	Welcome Reception and SMS Check-in at Theatre Squared, Heavy hors d'oeuvres <i>**ID Required for Drinks</i>	
6:00 PM	Welcome, Dean Brent Williams	
9:00 PM	First shuttle to the hotel Last shuttle ~9:45 PM	

Friday, April 10th

7:30 AM	First shuttle to Mullins Library Last shuttle ~8:30AM <i>(drop off at Pi Phi Gates)</i>	
7:45-9:00 AM	Breakfast on-site, Room 217 <i>**Mullins Library</i>	
9:00 AM	Conference Welcome, Room 217	
9:30-10:45 AM	Research Presentations AI and Human-Machine Interaction, Room 439	

Itinerary

2026 Southeast Marketing Symposium

AI Chabot Humanization Scale
Melika (Mel) Charkhkard, University of Mississippi

The Asocial Animal: Why Machines are Sometimes Preferred
Tongmao Li, University of Florida

The AI Allocation Dilemma: Differential Value from Embedding AI in Core and Supplementary Components
Madhur Mohan, University of Georgia

Communication and Messaging, Room 449

Turning Insults into Engagement: How Brands Can Use Humor to Counter Derogatory Brand Nicknames
Md Hafez, Florida State University

We Get It: How Marketplace Shared Reality Boosts Brand Outcomes
Jess Farace, University of Kentucky

The Optimal Imperfection Effect: When and Why Messy Communication Enhances Consumer Responses
Faiyaz Hussain, Mississippi State University

10:45-11:00 AM

Refreshment Break, Room 217

11:00-11:50 AM

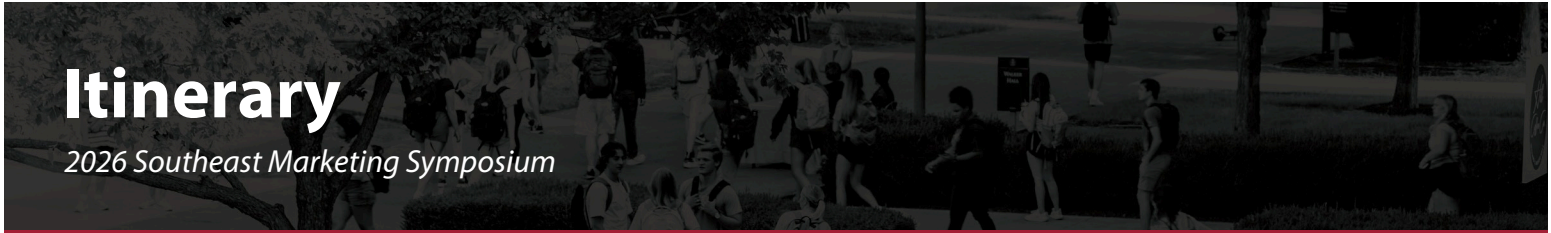
Research Presentations

Social Media, Room 439

Impact of Family Loss on Conspicuous Consumption: Exploring Social Media Usage
Mariam O. Jinadu, Florida State University

The Effects of Symmetric Brand Profile Design on Brand Attitudes and Social Media Engagement
Ali Soltaninejad, University of Alabama

Brand Perceptions, Room 449



Itinerary

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To Brag or Not to Brag: The Effect of Brands Bragging on
Brand Attitudes Through Perceptions of Altruism
Joseph (Joey) Lawall, University of Arkansas

The Alignment of Luxury: How Left Justified Text Alignment Affects Brand
Perceptions
Megan Miller, University of Tennessee

12:00 PM

Lunch and Awards Presentations, Room 217

1:30-2:45 PM

Research Presentations

Digital Platforms and Online Consumption, Room 439

Who's Writing? How Lay Beliefs Shape Source Attribution
in Online Reviews
Su Hyun Lee, University of Florida

Designing the Digital Shelf: Visual Merchandising Strategies for E-
grocery Retailers
Maggie Whitman, University of Mississippi

Playing for Progress: How Free-to-Play Design Levers Drive Satisfaction,
Engagement, and Spending
Colin Bisbee, Louisiana State University

Pricing and Promotions, Room 449

The Psychological Resilience Point: How Round-Number
Thresholds Interrupt Price Momentum Perception
Saeed Pakfard, University of Kentucky

Out of Order: When Random Price Presentation Enhances Product
Assortment Evaluations
Jiaqi (Jackie) Cao, University of Georgia

When Promotions Obscure Value: Targeting, Misvaluation,
and Optimism in Online Gambling Offers
Alex Hansen, University of Alabama

Itinerary

2026 Southeast Marketing Symposium

2:45-3:00 PM	Refreshment Break, Room 217
3:00-3:50 PM	Networking Activity, Room 217
4:00 PM	First bus to the hotel Second/last bus ~4:30 PM
5:20 PM	First bus to the SEC Club Second/last bus ~5:45 PM
5:30 PM	Reception at the SEC Club Heavy hors d'oeuvres <i>**ID Required for Drinks</i>
6:15 PM	Stadium Tour <i>**Optional</i>
7:00 PM	SMS Group Photo <i>** Everyone</i>
9:00 PM	First bus to the hotel Second/last bus ~9:30 PM

Saturday, April 11th

Note: Hotel check-out time is 11:00 AM

8:00 AM	Department Chair and PhD Coordinators bus to Walton College
8:30 AM	Department Chair and PhD Coordinators Meeting, Walker Hall 504 <i>**Invite Only</i>
8:30 AM	First bus to Walton College Second/last bus ~9:00 AM <i>(drop off at Harmon Garage)</i>
8:15-10:00 AM	Breakfast on-site, Walker Hall 203 <i>**Luggage Drop available in Room 103</i>

Itinerary

2026 Southeast Marketing Symposium

9:30-9:45 AM

Behavioral Business Research Lab Drop-In, J.B. HUNT 127

10:00-10:50 AM

Research Presentations

Corporate Social Responsibility, Walker Hall 403

Nuanced Advocacy: How Integrative Complexity Shapes Credibility and Purchase Intentions in Corporate Sociopolitical Activism
Md Nurul Alam, Louisiana State University

No Thank You!!: The Paradox of Prosocial Behavior in Customer Loyalty Programs
Rajat Sharma, University of Memphis

Culture and Marketplace Meanings, Walker Hall 427

Culture Borrowing: Where Appreciation Turns into Appropriation from Third-Culture Individuals' Perspective
Alessandro Foca, Mississippi State University

Bodies that Transform: Tactical Oscillation in a World of Warring Logics
Rafaela Canova Davide, University of Arkansas

11:00 AM

Boxed lunch, Award Presentations and Closing Remarks, Walker Hall 203

***Sponsored by Dr. Shane Hunt and Dr. George Deitz*

12:00 PM

Optional bus to The Graduate Hotel

12:30 PM

Optional bus to XNA