

Saturday, October 7th

7:45 AM	Registration Opens		
8:00 - 9:00 AM	First - Timer Orientation and Welcome		
9:00 - 12:00PM	Jacobs & Clevenger Case Writers' Workshop		
12:00 - 1:00 PM	Meet the Editors Lunch		
1:15- 2:30 PM	<p align="center">Session 1: Pedagogical</p> <p>Addressing Online Behavioral Advertising and Privacy Implications: A Comparison of Passive versus Active Learning Approaches <i>Ereni Markos, Suffolk University; Lauren I Labrecque, Loyola University Chicago; Aron Darmody, Suffolk University</i></p> <p>Using LinkedIn in a Capstone Marketing Course for Personal Branding and Job Search <i>Denny McCorkle, University of Northern Colorado; Joe Alexander, Belmont University; Memo Diriker, Salisbury University</i></p> <p>Certification in Interactive Direct Marketing: What Educators Can Learn <i>Harvey Markovitz, Dennis Sandler, Deborah Fain, Pace University</i></p> <p>Improving The Post-Millennial Student Experience Through Student-Centered Content Communication <i>Spencer Ross, University of Massachusetts-Lowell</i></p> <p>Writing and Publishing Cases in Integrated Marketing Communications <i>Susan Jones, Ferris State University; Blodwen Tarter, Golden Gate University</i></p> <p>Session Chair: Jan Owens, Carthage College</p>	<p align="center">Session 2: Social Media</p> <p>Social Media Services Branding: The Use of Corporate Brand Names <i>Kunal Swani, Wright State University; George Milne, Elizabeth Miller, University of Massachusetts-Amherst</i></p> <p>Opening the Business-to-Business (B2B) Social Media Black Box: A Process Theorization of Symbolic Convergence <i>Brandon Gustafson, Oakland University; Nadia Pomirleanu, University of Nevada Las Vegas; Babu John Mariadoss, Washington State University; Jean Johnson, Washington State University</i></p> <p>Measuring Social Media Success <i>John Schibrowsky, Nadia Pomirleanu, Alexander Nill, University of Nevada Las Vegas</i></p> <p>How Does Culture Shape the Use and Influences of Social Media? <i>Jae Min Jung, California State Polytechnic University-Pomona; Kyeong Sam Min, University of New Orleans; Kristen Schiele, Anthony Kim, Jing Hu, California State Polytechnic University-Pomona</i></p> <p>Session Chair: Jae Min Jung, California State Polytechnic University-Pomona</p>	<p align="center">Session 3: Mobile Marketing</p> <p>Complementarity or Substitution? An Empirical Examination of Customers' Mobile App and Cross-Platform Engagement <i>Rebecca JH Wang, Lehigh University</i></p> <p>Brand Touchpoints' Orchestration: Understanding the Impact of Digital, Traditional and Mobile Touchpoints on Customer Journeys <i>Grégoire Bothorel, Paris Sorbonne University - Numberly (1000mercis Group); Régine Vanheems, IAE Lyon - Lyon 3 University; Anne Guerin, Numberly (1000 mercis Group)</i></p> <p>Targeting through Smartphone Application in Off-Line Retail: Evidence from Field Experiment <i>Mariya Okuneva, University of Kiel; Dmitriy Potapov, Higher School of Economics</i></p> <p>The Sound of Switching: Unraveling the Positive Associations between the Credit Card and Shopping Habits Using Ambient Transaction Noise <i>Kirsten Cowan, NEOMA; Seth Ketron, East Carolina University</i></p> <p>Session Chair: Nakeisha Lewis, University of St. Thomas</p>

2:45 - 4:00 PM	<p align="center">Session 4: Pedagogical</p> <p>Incorporating Third-Party Certifications into a Marketing Course: The Effect of Learning Style on Student Responses <i>Dae-Hee Kim, Matt Hettche, Lisa Spiller, Christopher Newport University</i></p> <p>Students' Motivation to Participate via Mobile Technology in the Classroom: A Uses and Gratifications Approach <i>Bela Florenthal, William Paterson University</i></p> <p>Are 21st Century Marketing Curriculums Adapting to Business Practice? <i>Michael Clayton, American University; Matt Hettche, Christopher Newport University</i></p> <p>How Organizational Inertia Works Against Teaching Digital Marketing at the University Level <i>Debra Zahay, David Altounian, Juli James, Wesley Pollitte, St. Edward's University</i></p> <p>Analytics in Marketing: Implications for Curriculum Change in Undergraduate Marketing Programs <i>John McCarty, The College of New Jersey</i></p> <p>Session Chair: Takisha Toler, Stevenson University</p>	<p align="center">Session 5: WOM</p> <p>"I'd Like to Share it with My Friends on Facebook" Investigating Message Strategies to Encourage sWOM <i>Young Kim, University of Iowa; Mark Yim, University of Massachusetts-Lowell; Eunjin (Anna) Kim, Southern Methodist University; William Reeves, NEOMA Business School</i></p> <p>A Comparison of the Effects of Positive and Negative eWOM on Customer Loyalty <i>Jos Schijns, Open University of the Netherlands; Niels van Bruggen, Significant</i></p> <p>WOMM Gone Viral: An Exploration of Consumer Engagement in Extraordinary Experiences in an Unsolicited Social Media Context An Abstract <i>Hannah Stolze, Natalie Tanner, Wheaton College</i></p> <p>Millennials & Snapchat: The Self-Expression through the Use and Its Influence in the Purchase Motivation <i>José A. Flecha Ortiz, María De Los M. Santos Corrada, Alberto Vega, Virgin Dones, Evelyn Lopez, University of Turabo</i></p> <p>Session Chair: Joel Järvinen, University of Jyväskylä</p>	<p align="center">Session 6: Omni Channel</p> <p>Digital Health Information Seeking in an Omni-Channel Environment: A Shared Decision-Making and Service-Dominant Logic Perspective <i>Andrew Dahl, University of Wisconsin-Whitewater; George Milne, University of Massachusetts-Amherst; James Peltier, University of Wisconsin-Whitewater</i></p> <p>Smart-retailing: How SIST are Revolutionizing the Physical Store in a French Context <i>Mehdi El Abed, University of Paris 1 Pantheon Sorbonne; Jean Francois Lemoine, University Paris 1 Pantheon Sorbonne (PRISM) and ESSCA Ecole de Management Paris</i></p> <p>The Determinants of Big Data Analytics Driven Marketing Decision-Making <i>Devon Johnson, Montclair State University; Debika Sibi, Southwestern University; Laurent Muzellec, Trinity College Dublin</i></p> <p>Session Chair: Maria Petrescu, Nova Southeastern University</p>
4:15 - 5:00 PM	<p align="center">Session 7: Concurrent Panel</p> <p>Digital and Data Marketing Panel Moderator: Denish Shah, Georgia State University; Conference Co-Chair Panelists: Andy Arlotta, Co-Owner & President, Georgia Swarm Professional LaCrosse Stewart Pearson, Founder, Consilient Elizabeth Levy Ward, Principal, Thought Partners Consulting; CMO, United Way of Greater Atlanta</p>		<p align="center">Session 8: Concurrent Panel</p> <p>What is Old Is New Again - The Convergence of Communication & Commerce, Now Powered by Data Moderator: Haroon Abbu, Senior Director, Analytics and Digital Transformation, Bell & Howell; and Pace University Panelists: Ramesh Ratan, CEO, Bell & Howell; and Vice-chair, Universal Postal Union Don McKenzie, President & Chief Growth Officer, Innovairre Communications</p>
5:30 - 6:45 PM	Networking Reception		

Sunday, October 8 th			
9:00 - 10:15 AM	Session 9: IoT	Session 10: Miscellaneous	Session 11: Social Media
	<p>Internet-of-Things Enabled Marketing (IoTeM): Opportunities, Challenges, and Implications for Future Research <i>Denish Shah, Alvin Glay, Kenneth Stinson, Georgia State University</i></p> <p>Smart Services: Why It's Important to Take into Account Consumers' Concerns <i>Zied Mani, Nantes University, Inès Chouk, Cergy-Pontoise University & Paris-Dauphine University</i></p> <p>Need for Service. How the Importance of Artificial Intelligence Interactions and Human Interactions are Influencing Customer Service and Loyalty <i>Elizabeth Manser Payne, Jimmy Peltier, University of Wisconsin-Whitewater</i></p> <p>The Internet of things (IoT), Big Data and Customer Engagement <i>Youmna Mohamed Abdelghany Youssef, Mansoura University Egypt and Georgia State University; Wesley J. Johnston, Georgia State University</i></p> <p>Session Chair: Eric Rhiney, Webster University</p>	<p>Effect of Appeal Content on Fundraising Success and Donor Behavior <i>Juncai Jiang, Virginia Tech; Sriharsha Kamatham, Parneet Pahwa, Nanda Kumar, University of Texas at Dallas</i></p> <p>The Path to Success: Maximizing Customer Equity through Customer Journey Analysis <i>Markus Gahler, Michael Paul, University of Augsburg; Thorsten Hennig-Thurau, University of Muenster; Thomas Rudolph, University of St. Gallen</i></p> <p>Managing (Online) Customer Journeys <i>Rumela Sengupta, Denish Shah, Georgia State University</i></p> <p>Pricing of Internet Leads: Cost Per Lead Advertising Auction versus Affiliate Marketing <i>Somnath Banerjee, North Dakota State University; Pradeep Bharadwaj, University of Central Florida</i></p> <p>Session Chair: Somnath Banerjee, North Dakota State University</p>	<p>Solitary or Sociable? Segmenting Mobile Micro-Moments with Social Media Geoforensics <i>Syagnik Banerjee, University of Michigan Flint; Fareena Sultan, Northeastern University</i></p> <p>A Polyadic Customization-Engagement Paradox of Hypertargeting in Social Media: Can Exclusive Personalization be Detrimental to Consumer-to-Consumer Engagement? <i>Todd Bacile, Loyola University New Orleans; Dong-Jun Min, Kristi Martin, University of New Orleans</i></p> <p>Feeling Good or Functioning Effectively? How Regulatory Focus Orientation Affects Sense of Virtual Community <i>Anjala Krishen, University of Nevada-Las Vegas; Orië Berezan, California State University, Dominguez Hills; Carola Raab, University of Nevada, Las Vegas</i></p> <p>Using Big Data to Examine Brand-Related User-Generated Content on Twitter <i>Xia Liu, Rowan University; Alvin C. Burns, Louisiana State University</i></p> <p>#DeleteUber: Hashtag Crises and Chaos <i>Kimberly Legocki, Grenoble Ecole de Management; Kristen Walker, California State University, Northridge</i></p> <p>Session Chair: Kimberly Legocki, Grenoble Ecole de Management</p>

<p>10:30 - 11:45 AM</p>	<p>Session 12: Online Video/Piracy</p> <p>ARIMA Modeling of Online Video Trends <i>Stephen France, Mississippi State University; Mayhar Sharif Vaghefi, University of Wisconsin-Milwaukee</i></p> <p>To Purchase or Pirate Music: A Global Perspective <i>James Reardon, University of Northern Colorado; Anita Radon, Swedish Institute for Innovative Retailing; Main Sundstrom, Hogsckolan Boras; Denny McCorkle, University of Northern Colorado; Desalegn Abraha, University of Skovde</i></p> <p>The Quality of Digitized Data: Spheres of (un)Certainty <i>Kristen Walker, Nickolaus Violin, California State University, Northridge</i></p> <p>Let's Face It!: Understanding the Effect of Faces on Instagram Engagement in the 2016 Presidential Primary Season <i>Caroline Munoz, University of North Georgia; Terri Towner, Oakland University</i></p> <p>Mobile Video Brand Storytelling in Social Media Marketing Content Management <i>John Cronin, Western Connecticut State University</i></p> <p>Session Chair: Eric Rhiney, Webster University</p>	<p>Session 13: Online Reviews</p> <p>Consumer Privacy in Online Purchasing Environments: A Dual-calculus Framework and Research Directions <i>Mirja Bues, University of Muenster</i></p> <p>Synergistic Effects of Market Orientation Implementation and Internalization & Its Impact on Firm Performance - An Empirical Analysis in the Context of Digital Transformation in Direct Marketing Service Provider Industry <i>Haroon Abbu, Bell & Howell; Pradeep Gopalakrishna, Pace University</i></p> <p>Investigating the Relationship between Online Reviews, Review Helpfulness, and New Product Sales <i>Omer Topaloglu, Fairleigh Dickinson University; Mayukh Das, Texas Tech University</i></p> <p>The Influence of Selfies in Online Reviews <i>Patrick Barbro, Rowan University</i></p> <p>Session Chair: Natalie Adkins, Drake University</p>	<p>Session 14: Technology Adoption</p> <p>How Innovative Should We Seem? Brand Technology Adoption as Consumer Signaling Cue <i>Spencer Ross, University of Massachusetts-Lowell; Fatima Hajjat, Ithaca College; Humza Arshad, University of Massachusetts-Lowell</i></p> <p>The Adoption of Marketing Automation Technology in the B2B Sector: Identifying Organizational Challenges in the Adoption Process and How to Overcome Them <i>Joel Järvinen, Miira Leinonen, University of Jyväskylä</i></p> <p>Risk Mitigation for Cross-border Merger and Acquisitions <i>Yimai Zhang, Georgia State University; Konstantinos Bozos, Leeds University</i></p> <p>TAM and Use of Communication Technology by Aging Americans <i>Anyuan Shen, State University of New York at New Paltz</i></p> <p>Session Chair: Anyuan "Daniel" Shen, State University of New York at New Paltz</p>
<p>11:45 - 1:15 PM</p>	<p>Awards Luncheon & Keynote Keynote: "Creatively Analytic" Ways to Grow <i>Andrew Malcolm, CMO, Evernote</i></p>		
<p>1:30 - 1:45 PM</p>	<p>Closing Plenary Session</p>		