

MEA SPRING 2022 CONFERENCE

FINAL SCHEDULE

Dated April 21, 2022

The following MEA 2022 Seattle Conference Schedule is tentative. The following information provides an overview of the preliminary conference schedule. All listed times are in US Pacific Time (PT). Changes may occur between now and the first day of the conference. A final schedule will be published on WHOVA and be available to onsite attendees on or before the first day of the conference.

THURSDAY, APRIL 21

Time	Meeting/Participants	Location
12:30pm-2:00pm	MEA Board of Directors Meeting (by invitation only)	East Room
11am – 4pm	Conference opens: Registration, Sponsor exhibition open & networking	Registration and Networking– Madison Foyer Sponsors – Madison Salon A/B
2:15pm – 3:15pm	Special Session: Teaching Marketing Analytics: Why, Where, How, and When. Author: John Schibrowsky (University of Nevada - Las Vegas)	North
	Competitive Paper: Building a Professional Network to Support Marketing Students: A case study. Authors: Nicole Vowles (Metropolitan State University of Denver); Sally Baalbaki (Metropolitan State University of Denver); Laurel Lane (Metropolitan State University of Denver) And	South

	<p>Competitive Paper: Assessment of the Best Practices in Coaching and Mentoring for Competency-based Education. Authors: Peter Anthony ((Central Washington University), Elizabeth Fountain (Central Washington University), Hideki Takei (Central Washington University), and Luke Williams (Central Washington University)</p>	
	<p>Special Session: Certifications, Curriculum, and Competencies, Oh My! An opportunity to meet multiple needs by constructing integrated degree and certification pathways. Authors: Elizabeth Fountain (Central Washington University); Laura Williamson (Central Washington University); Robert Lupton (Central Washington University); Behishta Reha (Central Washington University)</p>	East
	<p>Sponsor: Interpretive Simulations - Practical Ways to Use Simulations to Teach Marketing</p> <p>Presenter: Tim Sams, Director of Marketing, Interpretive Simulations. Summary: Marketing simulations are one of the best resources to help students make the connection between concept and practice. However, to use them effectively takes some work. Come to our session and we'll offer some practical ideas on how to integrate a simulation into your class and get the most out of it! Tim Sams has been with Interpretive Simulations for 12 years and he review some of the best practices he's gleaned from the thousands of professors who have used our sims.</p>	West
3:20pm – 4:20pm	<p>Online Special Session - Marketing Metrics for Managers, a New Course for MBA Students. Author: Gopala Ganesh (University of North Texas)</p>	North
	<p>Special Session: Exploring Key Pedagogical Issues in Wine Business Programs at AACSB Business Schools. Author: Kyuho Lee (Sonoma State University)</p>	South

	<p>Special Session: Casting Too Far: The Use Blackfishing in Social Media Marketing and Promotion. Author: LaCalvince Simpson (Indiana University East)</p>	<p>East</p>
	<p>Special Session: Keeping the good stuff: engagement practices coming out of the pandemic Going from online to face-to-face in person classroom. Author: Olga Di Franco (California State Fullerton); Catherine Atwong (California State Fullerton); Diana Sifford (California State Fullerton)</p>	<p>West</p>
<p>4:25pm – 5:25pm</p>	<p>Online Position Paper: Repopulating the Marketing Classroom: Considerations from the Student Perspective. David Ackerman (California State University, Northridge); Jing Hu (Cal Poly Pomona)</p> <p>and</p> <p>Online Position Paper: A Win-Win-Win Project: Developing a Student-Centered Marketing Consultancy. Authors: Ishani Banerji (Fort Lewis College); Cristian A. Sepulveda (Fort Lewis College); Tomasz Miaskiewicz (Fort Lewis College)</p>	<p>North</p>
	<p>Sponsor: Hubro Education</p> <p>and</p> <p>Position Paper: Experiential/Immersive Learning Activities: Student Attitudes and Perceived Outcomes. Authors: Denny McCorkle (Monfort College of Business); Jim Reardon (Monfort College of Business); Chip Miller (Drake University)</p>	<p>South</p>
	<p>Special Session: Hands-on Classroom Exercises to Cultivate Divergent Thinking. Authors: Renee Gravois (Sam Houston State University) and Katharine Hubbard (Sam Houston State University)</p>	<p>East</p>
	<p>Competitive Paper: Enabling Conditions for Value Co-creation in Higher Education: The Case of International Study Trips. Authors: Eimante Survilaite (ISM University of Management and Economics); Vida Skudiene (ISM University of Management and Economics)</p>	<p>West</p>

	<p>Economics); Vilde Auruskeviciene (ISM University of Management and Economics)</p> <p>AND</p> <p>Position Paper: Student Attitudes After a Year of Forced On-line Instruction: Many Want More! Authors: Deborah Heisley, (California State University, Northridge); Deone Zell (California State University, Northridge); Nina Golden (California State University, Northridge)</p>	
5:30pm-6:00pm	Break	
6pm-7pm	President's Reception	Visions
7-10pm	Awards Dinner – Plated Sit-Down Dinner	Visions

FRIDAY, APRIL 22

Time	Meeting/Participants	Location
7:00am-8:30am	Breakfast Buffet	Madison Salon A/B
8am-9am	<p>Online Coffee and Networking Session</p> <p>Hosted by Pamela Richardson</p>	Whova
9am-4pm	Conference: Registration, Sponsor exhibition, Networking	<p>Registration – Compass</p> <p>Sponsors – Salon A/B</p>

		Networking - Compass Foyer
9am – 10am	Online/In-person Special Session: Serving Students in the New Normal. Author: Kristen R Schiele (California State Poly Pomona), Elif Ozkaya (California State Poly Pomona), Jun Myers (California State Poly Pomona), Frank Bryant (California State Poly Pomona), Robert Fabrize (California State Poly Pomona), Maha Ghosn (California State Poly Pomona), Olga Di Franco (California State Poly Pomona), Lydia Chen Shah (California State Poly Pomona)	North
	Special Session: Personal Branding Education for College Athletes in the Name, Image, and Likeness Era. Author: Peggy Sue Loroz (Gonzaga University); Ed Reese (Sixth Man Marketing)	South
	Competitive Paper: Eradicating the Zombies in Group Projects. Author: Suzanne Conner (Georgia Southwestern State University) AND Competitive Paper: A Case Study of MTABS Analyses of 2x2 Cross-Tabulations in JME. Author: John Dickinson (University of Windsor)	East
	Competitive Paper: A Theoretical and Practical Framework for Teaching CSR as Part of Marketing Strategy. Authors: Vicki Eveland (Seattle Pacific University) and Tammy Crutchfield (Mercer University)	West

10:05am - 11:05am	<p>Online Competitive Paper: Optimal Orderings of Multiple-Choice Exam Questions. Author: John Dickinson (University of Windsor)</p> <p>AND</p> <p>Online Competitive Paper: Marketing Business Minors. Authors. Mary Thomas (St. Catherine University) Edie Wasylyszyn (St. Catherine University), Sally Adams (St. Catherine University); Julie Nelsen (St. Catherine University)</p>	North
	<p>Competitive Paper: Do Online Classes Lead to More Cheating? Exploring Faculty Experiences and Responses to Cheating During the COVID-19 Pandemic. Authors: Glen Brodowsky (CSU, San Marcos); David Ackerman (California State University, Northridge); Barbara L. Gross (California State University, Northridge); Susan Cadwallader (Cal State Fullerton); Beng Ong (CSU Fresno); Jun Myers (Cal Poly Pomona); Foo-nin Ho (San Francisco State University)</p> <p>AND</p> <p>Competitive Paper: Enhancing Online Peer Grading Satisfaction with Perceived Justice and Marketing Expertise. Authors: Brian A Vander Schee (Indiana University, Kelley School of Business - Indianapolis); Tony Stovall (Indiana University, Kelley School of Business - Indianapolis); Demetra Andrews (Indiana University, Kelley School of Business - Indianapolis)</p>	South
	<p>Sponsor: Direct Effect</p>	East
	<p>Online Position Paper: Student development in client-based projects (CBP) with small business and non-profit clients. Authors: Ray Sylvester (Anderson University) and Victoria Shaw (Anderson University)</p>	West

11:05am- 11:30am	Break/Informal Networking	Madison Foyer
11:30am – 1pm	Business Lunch and Networking	Madison Salon A/B
1:05pm – 2:05pm	<p>Online Competitive Paper: Virtual In-Depth Interviews: Strategies for Teaching Qualitative Marketing Research in a Remote Context. Authors: Rika Houston (California State University Los Angeles); Shikha Upadhyaya (California State University Los Angeles); Mine Üçok Hughes (California State University Los Angeles)</p> <p>AND</p> <p>Online Competitive Paper: Building Community in the Virtual Classroom through Speed Networking. Authors: Gema Vinales (San Jose State University); Gauri Kulkarni (Towson University); Veronica Thomas (Old Dominion University)</p>	North
	<p>Special Session: Shaken. Not Stirred. With a Twist. Reimagining conventional learning modules. Authors: Susan Cadwallader (Cal State Fullerton); Kirti Celly (California State University Dominguez Hills); Howard Forman (California State Fullerton); Diana Sifford (California State Fullerton)</p>	South
	<p>Sponsor: Marketplace Live Simulations</p>	East

2:10pm – 3:10pm	<p>Online Position Paper: High School Students Earn College Credits by Engaging in “Spread Kindness” Project. Authors: Bela Florenthal (William Paterson University); Lisa Chestnutt (Butler High School)</p> <p>And</p> <p>Online Position Paper: Incorporating the Speaking Abilities into Marketing Education Using AI. Author: Nikki Wingate (Sacred Heart University)</p>	North
	<p>Sponsor: Hubspot</p> <p>and</p> <p>Position Paper: Gen Z Students’ Assessment of “Woke Culture”. Author: Phillip M. Frank (Missouri Western State University)</p>	South
	<p>Special Session: Video Book for Principles of Marketing: A New Generation “Textbook” for a New Generation of Students. Author: Chiranjeev Kohli (California State University Fullerton)</p>	East
3:15pm – 4:15pm	<p>Online Position Paper: Designing A Strategic Mobile Marketing Course Curriculum. Authors: Kristen R Schiele (California State Poly Pomona); Mary Beth McCabe (Point Loma Nazarene University); Michael Becker (Identity Praxis Inc)</p> <p>AND</p> <p>Position Paper: Experiential Learning through a Student-run Venture. Ekin Pehlivan (California State University Channel Islands); Taylan Yalcin (California State University Channel Islands)</p>	North
	<p>Competitive Paper: Promoting Customer Flourishing: Leveraging the Power of Storytelling through Documentary Films. Gary Karns (Seattle Pacific University)</p> <p>AND</p>	South

	<p>Competitive Paper: Gen Z Rising: Emerging Implications for Marketing Education. Author: Neil Granitz (California State Fullerton)</p>	
	<p>Competitive Paper: Investigating Consumer Trust in AI Technologies: The Case of PopShop Kiosk. Authors: Miranda Chinichian (California State University - Northridge); Wei Shen (California State University - Northridge); Sylvia Duzaryan (California State University - Northridge); Angelina Vinogradova (California State University - Northridge); Angeli Kumar (California State University - Northridge)</p> <p>AND</p> <p>Competitive Paper: Using Proximal Learning Theory to Implement Project Based Learning of Data Analysis: A -Sensemaking View. Author: Vladimir Pashkevich (St. Francis College)</p>	East
4:20pm – 5:20pm	<p>Online: Competitive Paper: The Marketing Plan as a Threshold Concept. Authors: Linda Rochford (University of Minnesota Duluth); Geoffrey Bell (University of Minnesota Duluth)</p> <p>AND</p> <p>Online Position Paper: Actions Speak Louder Than Words: Predictors of Students’ Final Grades in Synchronous Online Marketing Courses. Author: Jayoung Koo (Augsburg University)</p>	North
	<p>Special Session: Managing Your Online Education Offerings: Rethinking Online Marketing Classes from the Student’s Perspective, the Experience Marketing Approach to Course Design and Delivery. Author: John Schibrowsky (University of Nevada - Las Vegas)</p>	South
	<p>Competitive Paper: Does Participation Affect Perceptions? The Impact of Behavioral Lab Participation on Students’ Perceptions of Research and Graduate Education. Authors: Sarah Fischbach (Pepperdine University); Clark Johnson (Pepperdine University); Klive Oh (Pepperdine University); Anthony Ang (Pepperdine University); Corinne Novell (Pepperdine University); Alice Labban (Pepperdine University); Cristina Gibson (Pepperdine University);</p>	East

	<p>Cristel Russell (Pepperdine University); Destin Kvidera (Pepperdine University)</p> <p>AND</p> <p>Position Paper: Immersive Experiential Learning to Real-life Experiences; Student-Run Agencies. Author: Ronda Mariani (Bloomsburg University) and Thomas Tanner (Bloomsburg University)</p>	
	<p>Special Session: Client-based MBA Marketing Plan Project. Author: Qin Sun (California State University, Northridge)</p>	West
5:20pm-6:00pm	Break	
6pm-10pm	Friday Night Marketing Band “The Bobs”	Madison Salon A/B

SATURDAY, APRIL 23

Time	Meeting/Participants	Location
7:00am-8:30am	Breakfast Buffet	Madison Salon A/B
9am-4pm	Registration, Sponsor Exhibition, and Networking	<p>Registration and Networking– Madison</p> <p>Sponsors - Madison Salon A/B</p>
9:00am-10am	<p>Academic Journal Editor Panel</p> <ul style="list-style-type: none"> Vicky Crittenden, Journal of Marketing Education 	North

	<ul style="list-style-type: none"> • Pallab Paul, Journal for the Advancement of Marketing Education • Robert Palmatier, Journal of Marketing • Martin Schreier, International Journal of Research in Marketing • Qin Sun, Journal of Global Marketing 	
<p>10:05am - 11:05am</p>	<p>Online Position Paper: Situated Learning in a Marketing Management Class: Using Course Clients as a Pedagogical Tool. Authors: Brandon Chicotsky (TCU Neeley School of Business)</p> <p>and</p> <p>Online Position Paper: The MUSIC Model of Academic Motivation in Action. Author: Raymond MacDermott (Virginia Military Institute)</p>	<p>North</p>
	<p>Sponsor: Stukent</p> <p>And</p> <p>Position Paper: Integrating Nonmarket Strategy Considerations into the Marketing Curriculum: The Role of the Marketing Professor. Authors: Amit Mukherjee (Stockton University); Naz Onel (Stockton University)</p>	<p>South</p>
	<p>Competitive Paper: Innovating Business School Curriculum for Money and Mental Health: A Class on Marketing, Individual Wellbeing, and Societal Welfare. Author: Arianna Uhalde (University of Southern California, Marshall School of Business)</p> <p>AND</p> <p>Competitive Paper: Examining Potential Drivers to Promote Organic Snacks: The Case of Sun & Swell Foods. Authors: Taline Sarkisian (California State University Northridge); Pia Aquije (California State University Northridge); Bhavani Prasad (California State University Northridge); Ken Roy Mejes (California State University Northridge); Laurie Abbou (California State University Northridge)</p>	<p>East</p>

11:10am-12:10pm	<p>Online Position Paper: Integrating Lateral Reading in the Marketing Curricula to Increase Media Literacy. Author: Jennifer Zarzosa (Henderson State University); Cecilia Ruvalcaba (University of the Pacific)</p> <p>AND</p> <p>Online Competitive Paper: Developing and Launching a Faculty-Authored Industry Partner Certificate Program. Author: Melissa A Goodson (The College of St. Scholastica)</p>	North
	<p>Competitive Paper: Exploring the Role of Client Type on Student Evaluations of Client-based Experiential Learning Project. Author: Qin Sun (California State University, Northridge); Annette Besnilian (California State University Northridge)</p> <p>AND</p> <p>Position Paper: Incorporating the Speaking Abilities into Marketing Education Using AI. Author: Nikki Wingate (Sacred Heart University)</p>	South
	<p>Competitive Paper: Developing and Testing an EU-Funded Experiential Learning Game-Based Teaching Module on Branding During a Pandemic. Authors: Sabine Emad (HEG Geneva - HES-SO); Stephane Ganassali (Université Savoie Mont Blanc); Marta Grybs-Kabocik (University of Economics in Katowice); Diana Ionita (University of Bucharest); Justyna Matysiewicz (University of Economics in Katowice); Magdalena Platis (University of Bucharest); Francisco Suay Perez (Universidad CEU Cardenale Herrera); Lieven Theys (Howest University College); Frédéric Vlummens (Howest University College)</p>	East
12:15pm – 1:15pm	MEA Business Lunch - Buffet	Madison Salon A/B

Attendance not confirmed via conference registration as of 3.31.22 and thus not scheduled to present.

Position Paper: Enhancing Online Learning Using Software-Based Assessment in Retail. Romi Sainy (Jaipuria Institute of Management)

Position Paper: Will Micro-Credentials Sate the Need for Digital Certifications in Digital Marketing Education? An Industry Recruitment Perspective. Author: Brittany Beck (Louisiana Tech University)