

2022

AMA MARKETING AND PUBLIC POLICY CONFERENCE



June 9-11 | Austin, TX + Virtual

Thank you to our Sponsors:





Thursday, 9 June

9:45am **Virtual | Marketing, Policy and COVID-19: Evolving Perspectives of Well-Being in the Americas**
Chaired by: Dr. Clifford Shultz (United States)

Marketing, Policy and COVID-19: Evolving Perspectives of Well-Being in the Americas

» Dr. Clifford Shultz (United States) - Loyola University Chicago, Dr. Andrés Barrios (Colombia) - Universidad de los Andes School of Management, Dr. Marcus Hemaïs (Brazil) - Pontifícia Universidade Católica do Rio de Janeiro, Dr. Jaqueline Pels (Argentina) - Universidad Torcuato Di Tella, Dr. Don Rahtz (United States) - College of William and Mary, Dr. João Felipe Remalt Sauerbronn (Brazil) - Universidade do Grande Rio, Dr. M. Joseph Sirgy (United States) - Virginia Tech, Dr. Stanley Shapiro (Canada) - Simon Fraser University, Dr. Julie Stanton (United States) - The Pennsylvania State University

11:15am **Virtual | The COVID-19 Pandemic**
Chaired by: Dr. Nada Nasr Bechwati (United States)

Religious Coping and Consumer Wellbeing: A Study Amidst the COVID-19 Pandemic

» Ms. Nour Abdelrazek (Egypt) - German University in Cairo, Dr. Hadeer Hammad (Egypt) - German University in Cairo, Dr. Hagar Adib (Egypt) - German University in Cairo, Dr. Noha El-Bassiouny (Egypt) - German University in Cairo

Pandemic, fate belief and ethical consumption: A two-country analysis

» Dr. Junjun Cheng (China) - SILC Business School, Shanghai University

The Impact of COVID-19 on Responsible Consumption Behavior and Consumer Well-Being: A Three-Wave Pre-During-Post Pandemic Comparison

» Dr. Nada Nasr Bechwati (United States) - Bentley University, Dr. Najwa Nasr (Lebanon) - Haigazian University

Post-Pandemic Aware Customers and Marketing

» Dr. Muhammad Farooq (Malaysia) - Limkokwing University of Creative Technology, Dr. Nagina Kanwal (Malaysia) - Limkokwing University of Creative Technology, Dr. Valliappan Raju (Malaysia) - Limkokwing University of Creative Technology

11:15am **Virtual | Health & Well-Being: Session 1**
Chaired by: Dr. Cassandra Davis (United States)

Vomiting for Views: An Investigation of risky behavior in user generated alcohol branded content on YouTube and its role in driving engagement

» Dr. Jackie London (United States) - Loyola University Maryland, Dr. Marie Yeh (United States) - Loyola University Maryland

The Impact of Disclosures on Social Media-based Pharmaceutical Advertising

» Dr. Cassandra Davis (United States) - Wayne State University, Dr. Andrea Tangari (United States) - Wayne State University

HOW THE EFFECT OF ADDING REGRET TO FEAR APPEALS DEPENDS ON THE THE PERCEIVED LIKELIHOOD OF THE NEGATIVE EVENT

» Prof. Sandra Praxmarer-Carus (Germany) - Universität der Bundeswehr München, Mr. Stefan Wolkenstoerfer (Germany) - Universität der Bundeswehr München

MOTHERS WITH EMPTY ARMS: MARKETING, STIGMA, AND BEREAVED MOTHERS

» Dr. Elizabeth Minton (United States) - University of Wyoming, Dr. Cindy Wang (United States) - Cal Poly, Ms. Carissa Anthony (United States) - Drexel University, Dr. Alexa K. Fox (United States) - The University of Akron

11:15am **Virtual | Social Change**
Chaired by: Dr. Steven Dahlquist (United States)

Toward a Dynamic Framework of Marketing Ideology

» Dr. Steven Dahlquist (United States) - Grand Valley State University, Dr. Kevin Lehnert (United States) - Grand Valley State University



Continued from Thursday, 9 June

Campaign Raises Questions About Privacy Concerns

» [Dr. Sarah Keller](#) (United States) - Montana State University Billings, [Dr. Agnes Otjen](#) (United States) - Montana State University Billings, Dr. Timothy Wilkinson (United States) - Whitworth University

Body Image Issues in Men, An "Ignored" Population: A Content-Analysis Approach

» Ms. Rachel Miller (United States) - Plymouth State University, [Dr. Mardie Burckes-Miller](#) (United States) - Plymouth State University, Dr. Aditi Grover (United States) - Oklahoma State University

The Power of the Platform: Persuading Consumer Behavior for Social Good

» [Dr. Christine Kowalczyk](#) (United States) - East Carolina University, Ms. Della Garner (United States) - University of Memphis, Ms. Allison Jones (United States) - East Carolina University

COP26 and the State of Sustainable Consumption. Shift Up or Shift Down?

» [Dr. Monisha Das](#) (United States) - UMES, Dr. Andrew Schiff (United States) - Towson University, Prof. Prem Saggar (United States) - University of Maryland College Park

12:45pm **Virtual | Pursuing Well Being in a Digital World**
Chaired by: Dr. Sunaina Chugani (United States)

Pursuing Well-Being in a Digital World

» [Dr. Sunaina Chugani](#) (United States) - The University of Texas Rio Grande Valley, Dr. Abigail Schneider (United States) - Regis University, Dr. Michael Luchs (United States) - William & Mary, Dr. Tavleen Kaur (Korea, Republic of) - Independent Researcher, [Ms. Marina Cozac](#) (United States) - Florida State University, Dr. Gia Nardini (United States) - University of Denver, Dr. Camilla Euyoung Song (Hong Kong) - City University of Hong Kong, Dr. Richard Lutz (United States) - University of Florida, Dr. Colleen Bee (United States) - Oregon State University, Dr. Aida Faber (Canada) - Laval University, Dr. Naz Onel (United States) - Stockton University, Dr. Marina Girju (United States) - California Baptist University, Ms. AnneMarie Rossi (United States) - Be Mindful, [Dr. Steven Chan](#) (United States) - Independent Researcher, Dr. Michelle Van Solt (United States) - Valparaiso University, Dr. Shalini Bahl (United States) - University of Massachusetts Amherst, Dr. Matthew Philp (Canada) - Ryerson University, Dr. Ryan Cruz (United States) - Thomas Jefferson University, Ms. Nuket Serin (United States) - Florida International University, Dr. Nelson Amaral (Canada) - Ontario Tech University, [Ms. Laura Pricer](#) (United States) - University of North Texas, Dr. Priyali Rajagopal (United States) - University of North Texas

12:45pm **Virtual | Health & Well-Being: Session 2**
Chaired by: Mr. Rodrigo Dias (United States)

Spending and Happiness: The Role of Perceived Financial Constraints

» [Mr. Rodrigo Dias](#) (United States) - Duke University, Dr. Eesha Sharma (United States) - San Diego State University, Dr. Gavan Fitzsimons (United States) - Duke University

The Deferral Momentum Effect

» [Dr. Tanya Singh](#) (Canada) - Concordia University, Dr. Caroline Roux (Canada) - Concordia University

Consumer Response to Disturbing Over-The-Counter DNA Test Results: The Impact of Self-Efficacy and Counseling

» [Dr. Mary Schramm](#) (United States) - Quinnipiac University, Dr. Tilottama G. Chowdhury (United States) - Quinnipiac University

12:45pm **Virtual | The Marketplace**
Chaired by: Prof. Cristel Russell (United States)



Continued from Thursday, 9 June

Kensington as 'The Walmart of Heroin': How do Localized Drug Markets Flourish?

» [Dr. Jeffrey Podoshen](#) (United States) - Franklin and Marshall College & Rutgers School of Business - Camden, [Dr. Jessica Keech](#) (United States) - Franklin & Marshall College

CAN RESTRICTIVE CUSTOMER ACQUISITION POLICIES BE EFFECTIVE IN MARKETS THAT TRANSITION FROM ILLEGAL TO LEGAL? EVIDENCE FROM THE SEX TRADE

» [Dr. Kashef Majid](#) (United States) - University of Mary Washington, [Prof. Cristel Russell](#) (United States) - Pepperdine University

Sustainable Product Purchase Behavior: Are Consumers Still Concerned?

» [Dr. Keith E. Ferguson](#) (United States) - Florida State University, [Mr. Muhammad Mollah](#) (United States) - Saint Louis University, [Prof. Joe Hair](#) (United States) - University of South Alabama

2:15pm

Virtual | Regulation of "Up To" Claims in Advertising: Academic, FTC and BBB Perspectives

Chaired by: [Prof. Manoj Hastak](#) (United States)

Regulation of "Up To" Claims in Advertising: Academic, FTC and BBB Perspectives

» [Prof. Manoj Hastak](#) (United States) - American University, [Dr. Nelson B. Amaral](#) (Canada) - Ontario Tech University, [Mr. Richard L. Cleland](#) (United States) - Assistant Director, Division of Advertising Practices, Federal Trade Commission, [Ms. Mary K. Engle](#) (United States) - Executive Vice President, Policy, BBB National Programs, [Prof. Debra L. Ringold](#) (United States) - Willamette University

2:15pm

Virtual | Sustainability: Session 1

Chaired by: [Dr. Carlos Lourenco](#) (Brazil)

Investigating Australian consumers' green energy purchase intention and behaviour within the scope of TPB: PLS-SEM modeling approach

» [Dr. Al Sadat - Ibne Ahmed](#) (Australia) - Lecturer, [Dr. Parves Sultan](#) (Australia) - Professor

The role of retail service quality, brand perception and trust in the green energy sector - a research agenda—foundations and overview

» [Dr. Al Sadat - Ibne Ahmed](#) (Australia) - Lecturer, [Dr. Parves Sultan](#) (Australia) - Professor

The Positive Utility of Consumer Travel: Investigating Consumer Adoption of Green and Non-Motorized Transportation Modes

» [Mr. Joshua Ward](#) (United States) - Utah State University, [Dr. Antje Graul](#) (United States) - Utah State University, [Dr. Patrick Singleton](#) (United States) - Utah State University

Is Organic Fair Trade going to be the New Luxury ? An Empirical Research to prompt Fresh Post-Pandemic CSR

» [Dr. Myriam Dramisino](#) (Italy) - Bocconi and Unisa

2:15pm

Virtual | Reducing Structural Disparities

Chaired by: [Dr. Aziza Jones](#) (United States)

White Is Right: The Pervasive Impact of Whiteness on Female Beauty Standards And Consumer Well-Being

» [Dr. Charlene Dadzie](#) (United States) - University of South Alabama, [Dr. Ron Hill](#) (United States) - American University, [Dr. Sarah Mady](#) (United States) - American University

School Choice Increases Racial Segregation Even When Parents Do Not Care About Race

» [Dr. Kalinda Ukanwa](#) (United States) - UNIVERSITY OF SOUTHERN CALIFORNIA, [Dr. Aziza Jones](#) (United States) - University of Wisconsin, [Dr. Broderick Turner](#) (United States) - Virginia Tech



Continued from Thursday, 9 June

Where Have All the Power Plants Gone? Assessing the Distributive (In)Justice of Energy Market Systems

» [Dr. Laurel Steinfield](#) (United States) - Bentley University, Dr. Zana Cranmer (United States) - Bentley University, Mr. Javier Miranda Gonzalez (United States) - Bentley University, Ms. Taryn Stohler (United States) - Bentley University

Exploring the Factors that Influence American Millennial Women's Donation Intent in Non-Profit Social Media Marketing

» [Ms. Sarah Theobald](#) (United States) - University of Greenwich, Dr. Klairong Phairor (United Kingdom) - University of Greenwich

3:45pm

Virtual | Imagining A More Inclusive Post-Pandemic World: The Role of Marketing and Public Policy Research

Chaired by: Dr. Meryl Gardner (United States) and Dr. Nwamaka A. Anaza (United States) and Dr. Benét DeBerry-Spence (United States) and Dr. Mariam (Maia) Beruchashvili (United States) and Dr. Paul Connell (United States) and Dr. Punam Anand Keller (United States) and Dr. Naomi Mandel (United States) and Dr. Diane Martin (Australia) and Dr. Risto Moio (United States) and Dr. Julie Ozanne (Australia) and Dr. Caroline Roux (Canada) and Dr. Madhubalan Viswanathan (United States)

3:45pm

Virtual | Sustainability: Session 2

Chaired by: Ms. Serwaa Karikari (United States)

A Brand-New Day: How Commitment and Trust Impact Perceived Motivation of a Firm's Efforts to Do Good

» [Prof. Tara-Ann Dugan](#) (United States) - DePaul University, Dr. James Mourey (United States) - DePaul University

AFFORDING DISPOSAL CONTROL: THE EFFECT OF CIRCULAR TAKE-BACK PROGRAMS ON PSYCHOLOGICAL OWNERSHIP AND VALUATION

» [Ms. Anna Tari](#) (United States) - Boston University, Mr. Remi Trudel (United States) - Boston University

Measuring State Dependence Effect in Hospital Value Based Purchasing Payment Adjustment

» [Dr. Lu Liu](#) (United States) - St Bonaventure University

Households' water conservation: Implications for social marketing and public policy

» [Ms. Lina Khattab](#) (United Kingdom) - University of York

3:45pm

Virtual | Influences in Eating

Chaired by: Mr. BERNARDO DE MELLO (Brazil)

How Poverty Shapes Food Attribute Perceptions and Preferences

» [Mr. BERNARDO DE MELLO](#) (Brazil) - Center of Behavioral Research - Getulio Vargas Foundation, Dr. Van Vieites (Brazil) - Center of Behavioral Research - Getulio Vargas Foundation, [Ms. Larissa Elmor](#) (Brazil) - Center of Behavioral Research - Getulio Vargas Foundation, Dr. Eduardo Andrade (Brazil) - Center of Behavioral Research - Getulio Vargas Foundation

Food Security in Emerging Economies: Trends from Scoping Review Under the 2030 Agenda Lens

» [Dr. Carlos Lourenco](#) (Brazil) - getu, Mr. Flavio Pinheiro Martins (Brazil) - São Paulo University

Category Bias and Front-of-Package Labels

» [Dr. Iina Ikonen](#) (United Kingdom) - University of Bath, Dr. Florian Buehler (Netherlands) - Vrije Universiteit Amsterdam

The influences of Instagram food related content on eating behaviour and the role of mindfulness and self-control in addressing those influences.

» [Ms. Styliani Kanaki](#) (United Kingdom) - University of Y

5pm

Virtual | Asynchronous Poster Session in Whova

Incentivizing health behaviors for self and others through rewards and punishments

» [Dr. Namita Bhatnagar](#) (Canada) - University of Manitoba, Dr. Jane McKay-Nesbitt (United States) - Bryant University



Continued from **Thursday, 9 June**

IS PANDEMIC CONSUMPTION SUSTAINABLE? EXPLORATORY INSIGHTS FROM WOMEN DURING THE COVID-19 PANDEMIC.

» Ms. Serwaa Karikari (United States) - Morgan State University, Dr. Shimi Ahmad (United States) - Morgan State University

Assessing consumer Attitudes to Brand Activism

» Ms. Serwaa Karikari (United States) - Morgan State University, Dr. Michael Callow (United States) - Morgan State University

Corporate social responsibility in the Nigerian consumers' perceptions: Addressing social change and smooth transition in a developing market

» Ms. Nanret Dawuk (United Kingdom) - Bournemouth University, Dr. Hiroko Oe (United Kingdom) - Bournemouth University

Cyberspace marketing based on metaverse strategy to support a sustainable agricultural sector after a pandemic: Addressing social change and smooth transition in an emerging market

» Mr. Sitsada Sartamorn (United Kingdom) - Bournemouth University, Dr. Hiroko Oe (United Kingdom) - Bournemouth University

Basic Accommodations to Facilitate the Employment of Disabled Individuals for a More Equitable and Diverse Post-COVID Economy

» Mrs. Amira Johnson (United States) - Midwestern State University, Dr. Andrea Bennett (United States) - Midwestern State University

THE DEVELOPMENT OF A NEW TIME MANAGEMENT AND TRACKING APP TO HELP WORKING PARENTS BALANCE WORK LIFE DURING PANDEMIC

» Mr. JIANGYANG LU (United States) - MOREAU CATHOLIC HIGH SCHOOL

Keeping Tabs on Myself: Tracking as Self-Regulation in Financial Goal Attainment

» Ms. Yiling Zhang (United States) - UW-Madison, Prof. Nancy Wong (United States) - UW-Madison

IMPACT OF VIRTUAL FITNESS CLASSES ON HEALTH AND WEIGHT OF YOUNG PEOPLE (AGE OF 25 TO 40) IN CHINA AND ITS POPULARITY UNDER THE CONTEXT OF PANDEMIC

» Mr. Tianhua Chen (China) - Living Word Shanghai

Challenges Communicating Non-Congregant Sheltering Options During a Pandemic-Hurricane

» Dr. Vicky Seiler (United States) - Old Dominion University, Dr. Nicole Hutton (United States) - Old Dominion University

Behaviour change appeal, Psychological Reactance and Marketing mix

» Dr. Nilamadhab Mohanty (India) - chandragupt Institute of Management Patna (CIMP)

Social Changes in Behavior of Digital Natives: Handling Cyberbullying in Post Pandemic Era

» Dr. Muhammad Farooq (Malaysia) - Limkokwing University of Creative Technology, Dr. Nagina Kanwal (Malaysia) - Limkokwing University of Creative Technology, Dr. Valliappan Raju (Malaysia) - Limkokwing University of Creative Technology

DIGITAL TRANSFORMATION CAPABILITIES AND CHALLENGES AS STRATEGIC DETERMINANTS OF MENTAL HEALTH INSTITUTES PERFORMANCE: A CASE STUDY OF VIMHANS

» Ms. HONEY YADAV (India) - Indian Institute of Technology Delhi, Prof. Mahim Sagar (India) - Indian Institute of Technology Delhi

Second Chance

» Dr. Myriam Dramisino (Italy) - University of Salerno, Bocconi University

The Effect of Covid-19 on Consumer Behavior: The Impact of Risk and Uncertainty on Purchasing Decisions

» Ms. Hia Akbik (Germany) - Hochschule Rhein-Waal



Continued from **Thursday, 9 June**

'Improving decisions about health, wealth, and happiness'? The ethics of consumer-oriented nudging from public policy to the business sector

» Mr. Leonardo Conte (Switzerland) - Università della Svizzera italiana, Prof. Léna Pellandini-Simányi (Switzerland) - Università della Svizzera italiana

5:30pm **Opening Reception**

Friday, 10 June

8am **Journal of Public Policy and Marketing | Open ERB Meeting**
Chaired by: Dr. Kelly Martin (United States) and Dr. Maura Scott (United States)

8am **Markets Most Impacted by Marketing/Public Policy Intersectionality: Cannabis Marketing in a Highly Regulated World**
Chaired by: Prof. Susan Dobscha (United States) and Prof. Aimee Dinnin Huff (United States)

Markets Most Impacted by Marketing/Public Policy Intersectionality: Cannabis Marketing in a Highly Regulated World

» Prof. Susan Dobscha (United States) - Bentley University, Prof. Aimee Dinnin Huff (United States) - Oregon State University, Ms. Elena Elkanova (United States) - Bentley University, Prof. Ashlee Humphreys (United States) - Northwestern University, Prof. Sarah Wilner (Canada) - Wilfred Laurier University

8am **The Internet**
Chaired by: Dr. Marie Yeh (United States)

Understanding How the Source of Online Consumer Data Affects Response Quality and Conclusions Drawn for Policy-Relevant Research

» Dr. Scot Burton (United States) - University of Arkansas, Dr. Jeremy Kees (United States) - Villanova University, Dr. Christopher Berry (United States) - Colorado State, Dr. Craig Andrews (United States) - Marquette University

Privacy Sandbox: Redefining Consumer Privacy on the Internet?

» Ms. Akshatha Ilangoan (Switzerland) - SBS Swiss Business School, Prof. Richard Beswick (Switzerland) - SBS Swiss Business School, Dr. Enelli Murali Darshan (India) - Jawaharlal Nehru Technological University, Ms. Rosita Cardoza (India) - Datafoundry, Mr. Thejas Prabakaran (India) - PSG College of Technology

Filling the Void? A Critical Assessment of Consumer Protection Regulation and User-Generated Content in the Pharmaceutical Industry

» Dr. Meike Eilert (United States) - Medallia, Dr. Kimberly V. Legocki (United States) - St. Mary's College of California, Ms. Molly Torres (United States) - California State University Northridge, Dr. Kristen Walker (United States) - California State University - Northridge, Dr. Marie Yeh (United States) - Loyola University Maryland

8am **Consumers & COVID**
Chaired by: Dr. Matthew Godfrey (United States)

Coronavirus ethics: pandemic severity and judgments of marketing ethics

» Dr. Yvetta Simonyan (United Kingdom) - University of Bath, Prof. N. Craig Smith (France) - INSEAD

Behavior Change Amid Societal Disruption: Consumer Adoption And Negotiation Of Norms And Values In Unsettled Times

» Dr. Matthew Godfrey (United States) - University of Massachusetts Amherst, Dr. Elizabeth Miller (United States) - University of Massachusetts Amherst, Dr. Clark Cao (Hong Kong) - Lingnan University



Continued from Friday, 10 June

Purchase Behaviors During Emergencies: Exploratory Analysis and Predictive Models

» [Dr. Philip Trocchia](#) (United States) - University of South Florida, Dr. Varol Kayhan (United States) - University of South Florida, Dr. Alison Watkins (United States) - University of South Florida

Cities During The Pandemic: The Need for Inclusion and Diversity

» [Ms. Sphurti Sewak](#) (United States) - Florida International University, Dr. Jayati Sinha (United States) - Florida International University, Dr. Kimberly Taylor (United States) - Florida International University

9:30am

Generating Impact with Transformative Consumer Research

Chaired by: Dr. Melissa Bublitz (United States) and Dr. Laura Peracchio (United States)

Generating Impact with Transformative Consumer Research

» [Dr. Melissa Bublitz](#) (United States) - University of Wisconsin Oshkosh, Dr. Laura Peracchio (United States) - University of Wisconsin-Milwaukee, Dr. Stacey Finkelstein (United States) - Stony Brook University, Dr. Eva Kipnis (United Kingdom) - Sheffield University Management School, Dr. Martin Mende (United States) - Florida State University, Dr. Elizabeth Miller (United States) - University of Massachusetts Amherst, Dr. Laurel Steinfeld (United States) - Bentley University, Dr. Beth Vallen (United States) - Villanova University

9:30am

Job Market Workshop Part 1 – Preparation & Positioning

Chaired by: Dr. Courtney Azzari (United States) and Meredith Rhoads Thomas

Job Market Workshop Part 1 – Preparation & Positioning

» [Dr. Courtney Azzari](#) (United States) - University of North Florida

9:30am

The Power of Social

Chaired by: Dr. Michelle Van Solt (United States)

Social Media FOMO: A Holistic Approach to Understanding Social Media Fear of Missing Out and Its Effects on Consumer Wellbeing

» Dr. Steven Chan (United States) - Independent Researcher, [Dr. Michelle Van Solt](#) (United States) - Valparaiso University, Dr. Shalini Bahl (United States) - University of Massachusetts Amherst, Dr. Matthew Philp (Canada) - Ryerson University, Dr. Ryan Cruz (United States) - Thomas Jefferson University, Ms. Nuket Serin (United States) - Florida International University, Dr. Nelson Amaral (Canada) - Ontario Tech University, Dr. Robert Schindler (United States) - Rutgers University, Dr. Abbey Bartosiak (United States) - The Ohio State University, Ms. Smriti Kumar (United States) - University of Massachusetts - Amherst, Dr. Murad Canbulut (United States) - Altinbas University

An Exploration of the Characteristics of Social Media Influencers in the Health and Wellness Industry and the Impact of COVID-19

» [Dr. Pamela Harper](#) (United States) - Marist College, Ms. Jocelyn Antonio (United States) - Marist College, Ms. JoAnna Valdez (United States) - Marist College, Ms. Julie Janecek (United States) - Marist College

#PutKids1st: Health Professionals using Social Media for Health Advocacy - From Collective Action to Connective Action

» Prof. Theo Lynn (Ireland) - Dublin City University, Dr. Pierangelo Rosati (Ireland) - Dublin City University, [Dr. Charles Wood](#) (United States) - University of Tulsa

An Examination of Digital Accessibility Issues with Social Media: Opportunities, Policy Implications, and Future Research

» [Ms. Hillary Smith](#) (United States) - Clemson University, [Prof. Mary Anne Raymond](#) (United States) - Clemson University, [Prof. Leslie Carlson](#) (United States) - University of Nebraska-Lincoln

9:30am

Helping Consumers with Death & Taxes

Chaired by: Dr. Mark Peterson (United States)

End-of-Life: From Ignored to Inspirational

» Dr. Justine Farrell (United States) - University of San Diego, Dr. Kristin Scott (United States) - Minnesota State University, Mankato, Dr. Todd Weaver (United States) - Point University, [Dr. Mark Mulder](#) (United States) - Pacific Lutheran University, Dr. Leslie Koppenhafer (United States) - Boise State University



Continued from Friday, 10 June

Integrating Service-Dominant Logic in the Governmental Budgeting Process

» [Dr. Robert Godby](#) (United States) - University of Wyoming, [Dr. Mark Peterson](#) (United States) - University of Wyoming, Mr. David Feldman (United States) - SDR Consulting, Inc.

Second order effects of marketing interventions: Evidence from firearm daily deals

» [Dr. Ted Matherly](#) (United States) - Tulane University, Dr. Brad Greenwood (United States) - George Mason University

11am

Marketing to End War, Create Peace and Enhance Sustainable Well-Being: Discussion and Invitation to Participate in a Special Issue of the Journal of Public Policy & Marketing

Chaired by: Dr. Clifford Shultz (United States) and Dr. Alan Malter (United States)

Marketing to End War, Create Peace and Enhance Sustainable Well-Being: Discussion and Invitation to Participate in a Special Issue of the Journal of Public Policy & Marketing

» [Dr. Clifford Shultz](#) (United States) - Loyola University Chicago, [Dr. Alan Malter](#) (United States) - University of Illinois, Chicago

11am

Job Market Workshop Part 2 – Navigation & Negotiation

Chaired by: Dr. Courtney Azzari (United States) and Meredith Rhoads Thomas

Job Market Workshop Part 2 – Navigation & Negotiation

» [Dr. Courtney Azzari](#) (United States) - University of North Florida

11am

Consumers, Finance & Cashless Economies

Chaired by: Dr. Nea North (United States)

Consumer Activism toward Cashless Economies: The Swedish Case

» [Dr. Spencer Ross](#) (United States) - UMass Lowell, Dr. Pia Albinsson (United States) - Appalachian State University

Understanding the Influence of Gender-Role Ideology, Financial Self-Efficacy, and Gender Identity on Women's Financial Literacy

» [Ms. Lorena Garcia-Ramon](#) (United States) - University of Texas Rio Grande Valley, Dr. Xiaojing Sheng (United States) - University of Texas Rio Grande Valley, Dr. Reto Felix (United States) - University of Texas Rio Grande Valley

Paycheck Protection Program Loans: Lender-Type and Loan Forgiveness

» [Dr. Sarah Quintanar](#) (United States) - Midwestern State University, [Ms. Sonia White](#) (United States) - University of South Alabama, Dr. Sanchari Choudhury (United States) - Midwestern State University, Dr. Andrea Bennett (United States) - Midwestern State University

11am

Influencing Consumers' Healthcare Journeys

Chaired by: Dr. Kyungwon Lee (United States)

Medical Decision Making: Factors influencing High-Stake Health Screening Decisions

» [Dr. Kyungwon Lee](#) (United States) - University of Michigan-Dearborn, [Dr. SEVINGUL ULU](#) (United States) - NJCU

How Consumers Experience and Negotiate Role and Script Conflict in Innovative Healthcare Services

» Ms. Henriikka Seittu (Finland) - Aalto University School of Business, [Dr. Alexei Gloukhovtsev](#) (Finland) - Aalto University School of Business, Dr. Tomas Falk (Finland) - Aalto University School of Business, Dr. Henri Weijo (Finland) - Aalto University School of Business

Consumer Healthcare Journeys: Implications for Transformative Service Research

» Dr. Danielle Brick (United States) - University of Connecticut, [Dr. Ron Hill](#) (United States) - American University, Dr. Veronica Thomas (United States) - Old Dominion University

Emphasizing for Action – Probability Framing in Healthcare Messages

» [Mr. Arslan Javed](#) (France) - ESSEC Business School, Franc, Dr. Reetika Gupta (Singapore) - ESSEC Business School

12:30pm

Awards Lunch



Continued from Friday, 10 June

2pm **Marketing and Public Policy Research: Having Impact Beyond the Journal Pages**
Chaired by: Dr. Maura Scott (United States) and Dr. Kelly Martin (United States)

2pm **What Exactly is Marketing and Public Policy? Insights for JPPM Researchers**
Chaired by: Dr. Craig Andrews (United States) and Dr. Scot Burton (United States)

What Exactly is Marketing and Public Policy? Insights for JPPM Researchers

» [Dr. Craig Andrews](#) (United States) - Marquette University, Dr. Scot Burton (United States) - University of Arkansas, Dr. Gregory T. Gundlach (United States) - University of North Florida, Dr. Ron Hill (United States) - American University, Dr. Jeremy Kees (United States) - Villanova University, Dr. Richard Netemeyer (United States) - University of Virginia, Dr. Kristen Walker (United States) - California State University - Northridge

2pm **Combatting COVID-19**
Chaired by: Dr. Beatriz Pereira (United States)

Marketing and the Better Post-Pandemic World

» [Dr. A. FUAT FIRAT](#) (United States) - University of Texas Rio Grande Valley

The Company You (Don't) Keep: an Examination of Stigma within the Vaccination Discourse on Twitter

» [Ms. Antonia Egli](#) (Ireland) - Dublin City University, Prof. Theo Lynn (Ireland) - Dublin City University, Dr. Pierangelo Rosati (Ireland) - Dublin City University, Dr. Gary Sinclair (Ireland) - Dublin City University

EMBRACING COLLECTIVE IDENTITY IN DEEDS TO LOWER VACCINE HESITANCY AND INCREASE IMMUNIZATION ADVOCACY INTENT

» [Mr. Yuri Martirosyan](#) (United States) - University of Texas Rio Grande Valley

Scarcity in COVID-19 vaccine supplies reduces perceived vaccination priority and increases vaccine hesitancy

» [Dr. Beatriz Pereira](#) (United States) - Iowa State University, Dr. Amy Fehl (United States) - Georgia Gwinnett College, Dr. Stacey Finkelstein (United States) - Stony Brook University, Dr. Gabriela Jiga-Boy (United Kingdom) - Swansea University, Dr. Marta Caserotti (Italy) - University of Padova

2pm **Consumer Vulnerability in Digital Spaces**
Chaired by: Dr. Cinthia Saturnino (United States)

Impact of Immersive Technology on Attitudes Toward the Homeless and Intent to Help the Homeless

» [Dr. Philip Trocchia](#) (United States) - University of South Florida, Dr. Casey Frechette (United States) - University of South Florida, Dr. Stephen Diasio (United States) - University of South Florida, Dr. Michael G. Luckett (United States) - University of South Florida, Ms. Summer Natali (United States) - University of South Florida, Mr. David Brodosi (United States) - University of South Florida, Dr. David Rosengrant (United States) - University of South Florida

The Role of Marginalization and Privilege in AI-enabled Exchanges

» [Dr. Cinthia Saturnino](#) (United States) - University of New Hampshire, [Dr. Alexis Allen](#) (United States) - University of Kentucky, Ms. Ivon Rodriguez (United States) - Virginia Tech

Rules of Engagement: Understanding Consumer Vulnerability on Digital Platforms

» [Dr. Kyungwon Lee](#) (United States) - University of Michigan-Dearborn, Dr. Tyson Ang (United States) - Marshall University, Dr. Yakov Bart (United States) - Northeastern University, Dr. Caroline Cauffman (Netherlands) - Maastricht University, Dr. Shuqin (Monica) Wei (United States) - Marshall University



Continued from Friday, 10 June

3:30pm

Imagining A More Inclusive Post-Pandemic World: The Role of Marketing and Public Policy Research

Chaired by: Dr. Ingrid Martin (United States) and Dr. Marlys Mason (United States) and Dr. Stacey Menzel Baker (United States) and Dr. Wendy Boland (United States) and Dr. Susan Broniarczyk (United States) and Ms. Marina Cozac (United States) and Dr. Pam Ellen (United States) and Dr. Stacey Finkelstein (United States) and Dr. M. Paula Fitzgerald (United States) and Dr. Julie R. Irwin (United States) and Dr. Amit Kumar (United States) and Dr. Leonard Lee (Singapore) and Dr. Martin Mende (United States) and Dr. Ann M. Mirabito (United States) and Dr. Stephanie Oneto (United States) and Dr. Mark Peterson (United States) and Dr. Rebecca Walker Reczek (United States) and Dr. Steven Shepherd (United States) and Dr. Clifford Shultz (United States) and Dr. Maura Scott (United States) and Dr. Srinivas Venugopal (United States) and Dr. Keith Wilcox (United States) and Dr. Marie Yeh (United States)

3:30pm

The Sustainable Consumer

Chaired by: Ms. Maria Langlois (France)

Healthy by Nature: How Exposure to the Natural Environment Leads to Healthier Food Choices

» Ms. Maria Langlois (France) - INSEAD, Dr. Pierre Chandon (France) - INSEAD

SINGLE-USE PLASTIC SOLUTION GUIDE FOR DECISION MAKERS: BUSINESS, NON-PROFIT, EDUCATION & POLICY

» Dr. Sarah Fischbach (United States) - Pepperdine University, Ms. Brielle Yauney (United States) - Pepperdine University

FUTURE THINKING CLIMATE CHANGE: CONSUMER PERSPECTIVES, PREDICTIONS, PREFERENCES, AND PATHS FORWARD

» Dr. Sidney Anderson (United States) - Texas State University, Dr. Steven W. Rayburn (United States) - Texas State University, Dr. Gail Zank (United States) - Texas State University, Dr. Karen Smith (United States) - Texas State University, Dr. Jeremy Sierra (United States) - Texas State University

3:30pm

Brands and their Actions

Chaired by: Dr. Dionne Nickerson (United States)

Show and Sell: Studying the Effects of Branded Cigarette Product Placement in TV Shows on Cigarette Sales

» Dr. Ali Goli (United States) - University of Washington, Dr. Simha Mummalaneni (United States) - University of Washington, Dr. Pradeep Chintagunta (United States) - University of Chicago, Dr. Sanjay Dhar (United States) - University of Chicago

ANTECEDENTS AND CONSEQUENCES OF AN INCLUSIVE BRAND MARKETING STRATEGY

» Dr. Dionne Nickerson (United States) - Indiana University, Dr. Omar Rodríguez-Vilá (United States) - Emory University, Dr. Sundar Bharadwaj (United States) - University of Georgia

Speak up! Brands' Responsiveness Matters: Consumer Reactions to Brand Communications in the Early Stages of a Crisis

» Dr. Tessa Garcia-Collart (United States) - University of Missouri - St Louis, Dr. Jayati Sinha (United States) - Florida International University

The Effects of Perceived Brand Political Orientation on Consumer Choice Intentions

» Ms. Amelia Guldin (United States) - Virginia Commonwealth University, Dr. Jodie Ferguson (United States) - Virginia Commonwealth University, Dr. Mayoor Mohan (United States) - Virginia Commonwealth University

3:30pm

Influencing Consumers

Chaired by: Dr. Kelly Moore (United States)

Administering Aid in the Face of Scarcity: Downstream Holistic Impacts on Consumers

» Dr. Nea North (United States) - Providence College



Continued from Friday, 10 June

FEELING HOT, HOT, HOT: WHY RESTRAINED EATERS SHOULD ENGAGE THE COOL SYSTEM TO FIGHT FOOD CRAVINGS WITH MINDFUL EATING

» Dr. Kelly Moore (United States) - Duquesne University, Dr. Doug Walker (United States) - Kansas State University, Dr. Russ Lacznia (United States) - Iowa State University

CONTRACEPTION TENSION: HOW CULTURE, SOCIETY AND NARRATIVE INFORM CONSUMER IDENTITY AND CONTRACEPTIVE USE

» Ms. TARA LUCYSHYN (Canada) - University of Saskatchewan, Dr. Marjorie Delbaere (Canada) - Edwards School of Business

PRODUCT LABELS REVEALING THE TOXIC HEAVY METALS IN BABY FOOD: CONSUMER REACTION TO GOVERNMENT VS. SELF-REGULATORY OVERSIGHT

» Dr. Amy Watson (United States) - Valdosta State University, Dr. Anna M. Turri (United States) - Texas State University

5pm

Poster Reception

EXPLORING INSTITUTIONAL STRUCTURES AND VALUES FOR COLLABORATION: THE CASE OF THE COVID-19 GLOBAL PANDEMIC MARKET

» Mr. Tanner Parsons (United States) - Georgia Institute of Technology, Ms. Anastasia Thyroff (United States) - Clemson University

CONSPICUOUS CONSUMPTION OF PRODUCTS FROM ENDANGERED SPECIES: CONSUMERS' RATIONALE, ETHICS, AND HEALTH RISK

» Dr. Arturo Vasquez (United States) - University of Texas

Green Spaces, New Faces: Economic Development and Luxury Advertising Signals in Online Real Estate Listings.

» Dr. Morgan Bryant Reeder (United States) - St. Joseph's University

Personal Data Management: Re-conceptualizing the Consumer Data Landscape

» Ms. Smriti Kumar (United States) - University of Massachusetts - Amherst, Dr. George Milne (United States) - University of Massachusetts - Amherst, Dr. Elizabeth Miller (United States) - University of Massachusetts Amherst

The Fast and the Autonomous: Political Orientation and Need for Closure Predict Likelihood of Using Autonomous Vehicles

» Dr. Andrew W. Perkins (United States) - Washington State University, Dr. Pavan Munaganti (United States) - San Jose State University, Dr. T.J. Weber (United States) - Cal Poly, Ms. Deepika Naidu (United States) - Washington State University, Ms. Anabella Donnadiou Borquez (United States) - Washington State University

LAB-TO-TABLE? THE INFLUENCE OF ONTOLOGICAL INSECURITY ON CONSUMER ACCEPTANCE OF NOVEL FOODS OF ANIMAL ORIGIN

» Mr. Kamal Ahmmad (United States) - Washington State University, Dr. Elizabeth Howlett (United States) - Washington State University, Dr. KUNTER GUNASTI (United States) - Washington State University

Empirical Analysis of the Most Effective Complaints Directed to the Consumer Financial Protection Bureau

» Dr. Farnoush Reshadi (United States) - Worcester Polytechnic Institute, Ms. Natalie Marquart (United States) - West Virginia University, Dr. M. Paula Fitzgerald (United States) - West Virginia University

Biting the Bullet: People Overestimate Consumer Backlash against Firm Action to Reduce Gun Violence

» Dr. Nicholas Light (United States) - Portland State University, Dr. Justin Pomerance (United States) - University of New Hampshire, Dr. Lawrence Williams (United States) - University of Colorado Boulder

Accessibility and Inclusiveness for an Air Travel Experience Dementia-Friendly

» Ms. Valentina Primossi (Canada) - University of Ottawa, Dr. Michael Mulvey (Canada) - University of Ottawa



Continued from Friday, 10 June

THE EFFECT OF CELEBRITY POLITICAL ACTIVISM ON SEARCH VOLUME

» Ms. Kelsea Jones (United States) - California Polytechnic State University, [Dr. Chris Hydock](#) (United States) - California Polytechnic State University

When Scientists Go Rogue: How Belief Framing Can Increase Conservative Consumers' Interest in Scientific Products

» [Ms. Aviva Philipp-Muller](#) (United States) - The Ohio State University, Dr. Jesse Walker (United States) - The Ohio State University, Dr. Rebecca Walker Reczek (United States) - The Ohio State University

When Presenting Healthy Food Items in Picture Format Helps vs. Backfires: The Role of Health Consciousness

» [Mr. Jiajun \(Jacob\) Li](#) (United States) - Stony Brook University, Dr. Denise Buhrau (United States) - Stony Brook University

Bad medical news and the aversion of generic drugs

» [Mr. Manuel Hermosilla](#) (United States) - Johns Hopkins University, Mr. Andrew Ching (United States) - Johns Hopkins University

WARNING: Label Effects on Consumer Attitudes and Purchase Intentions

» [Ms. Lauren Drury](#) (United States) - Saint Louis University, [Ms. Kristina Medvedeva](#) (United States) - Saint Louis University

CLOSING DISPARITY BETWEEN ONLINE DEGREE AND TRADITIONAL DEGREE

» [Mr. Yuankai Liu](#) (United States) - Babson College

The Decameron19: Special Abbreviated Marketing Edition

» [Dr. Lynn Godwin](#) (United States) - University of St. Thomas -- Houston

Addressing Human Trafficking through Ethical Tourism: A Case Study on Community Development

» Mrs. Megan Elliott (United States) - Auburn University, [Mr. Adam Book](#) (United States) - Auburn University

The Differential Impact of Body- and Self-Referent Food-Related Branding on Consumers' Health Perceptions

» [Ms. Deepika Naidu](#) (United States) - Washington State University, Dr. Andrew W. Perkins (United States) - Washington State University, Dr. Elizabeth Howlett (United States) - Washington State University

IMPACT OF K-12 ONLINE LEARNING ON HEALTH AND WELLBEING OF TEENAGERS UNDER COVID PANDEMIC AND ITS IMPLICATION IN POST-PANDEMIC SCHOOL POLICY

» [Mr. Yuankai Liu](#) (United States) - Babson College

Powerful Experiencers: The Role of Power on Preference for Experiential Purchases

» [Dr. Jerry Han](#) (Korea, Republic of) - Sungkyunkwan University (SKKU), Dr. Myungjin Chung (United States) - St. Ambrose University, Dr. Jiyoung Lee (Korea, Republic of) - University of technology sydney

NAVIGATING THROUGH NUTRITION LABELING EFFECTS: A SECOND ORDER META-ANALYSIS

» [Dr. Natalina Zlatevska](#) (Australia) - University of technology sydney, Dr. Belinda Barton (Australia) - University of technology sydney, Dr. Chris Dubelaar (Australia) - Deakin University

6:45pm

Research Topic Based Dine Arouds at Local Restaurants

Saturday, 11 June

8am

Labeling, Packaging & Claims: Oh My!

Chaired by: Prof. Eugene Chan (United States)

Can Beliefs About Superfoods Explain the Superhype?

» [Prof. Eugene Chan](#) (United States) - Purdue, Dr. Natalina Zlatevska (Australia) - University of technology sydney, Dr. Yi Li (Australia) - Macquarie University



Continued from **Saturday, 11 June**

Plainly healthy: the effects of authentic packaging on perception of food healthiness

» Dr. Mia Birau (France) - EMlyon Business School

Reducing the Negative Impact of Ultra-Processed Foods: Effects of Processing Claims and Stop Sign Disclosures on Disease Risk, Health Perception, and Purchase Intentions for Ultra-Processed Food Products

» Mr. Garrett Rybak (United States) - University of Arkansas, Dr. Scot Burton (United States) - University of Arkansas

"Cow-nterfeit" Information: The Side Effects of Antibiotic-Free Milk Labeling Perspectives from Consumers and Suppliers

» Ms. Elizabeth T. Gratz (United States) - West Virginia University, Dr. Laurel Cook (United States) - West Virginia University, Dr. Emily Tanner (United States) - West Virginia University

8am

Levers of Policy and Government in Digital Environments

Chaired by: Dr. Monica LaBarge (Canada) and Dr. Kristen Walker (United States) and Dr. Courtney Azzari (United States)

Levers of Policy and Government in Digital Environments

» Dr. Monica LaBarge (Canada) - Queen's University, Dr. Kristen Walker (United States) - California State University - Northridge, Dr. Courtney Azzari (United States) - University of North Florida, Dr. Gregory T. Gundlach (United States) - University of North Florida, Dr. Riley Krotz (United States) - Texas Tech University, Dr. Chiara Longoni (United States) - Boston University

9:30am

Answering the Call: Conducting Research on Mental Health, Public Policy and the Market

Chaired by: Dr. Natalie Ross Adkins (United States)

Answering the Call: Conducting Research on Mental Health, Public Policy and the Market

» Dr. Natalie Ross Adkins (United States) - Dr. Dr. Jane Machin (United States) - Radford University, Dr. Ann M. Mirabito (United States) - Baylor University, Dr. Justine Farrell (United States) - University of San Diego, Dr. Kate Pounders (United States) - University of Texas at Austin

9:30am

The Power of Connection

Chaired by: Dr. Richard Gretz (United States)

Using WOM to Overcome Consumer Aversion for Returned Products

» Dr. Ishani Banerji (United States) - Fort Lewis College, Dr. Richard Gretz (United States) - University of Texas at San Antonio, Dr. Kurt Carlson (United States) - College of William and Mary

FRONT AND CENTER: When Allyship Messages Empower the Disadvantaged

» Dr. Edith Shalev (Israel) - The Open University, Israel, Dr. Sarit Moldovan (Israel) - The Open University, Israel, Dr. Aronte Bennett (United States) - Villanova University

Sharenting in a Pandemic: The Intersection of Online Connection and Consumer Vulnerability

» Dr. L. Lin Ong (United States) - Cal Poly Pomona, Dr. Alexa K. Fox (United States) - University of Akron, Dr. Laurel Cook (United States) - West Virginia University, Dr. Claire Bessant (United Kingdom) - Northumbria University, Ms. Pingping Gan (United States) - Iowa State University, Dr. Mariea Hoy (United States) - University of Tennessee, Dr. Emma Nottingham (United Kingdom) - University of Winchester, Dr. Beatriz Pereira (United States) - Iowa State University, Prof. Stacey Steinberg (United States) - University of Florida

The European Union approach to the "green transition": the opportunity of a shift from the stereotypes of the "Mediterranean Syndrome" to a "marketing driven" strategy

» Dr. Faidra Sourpi (Italy) - Graduate School Bocconi University, Milan, Dr. Elena Bellio (Italy) - Department of Marketing Bocconi University, Milan and Department of Management Ca' Foscari University, Venice, Prof. Luca Buccoliero (Italy) - Department of Marketing Bocconi University, Milan



Continued from **Saturday, 11 June**

The Role of Post-Consumer Package-Return Incentive Schemes in the Success of Closed-Loop Supply Chains: The Case of Reusable Bottles

» [Dr. Hossein Eslami](#) (Lebanon) - Lebanese American University

11am

The Impact of Policy on Choice

Chaired by: Dr. Michael Puntiroli (Switzerland)

Effective Communication with Vulnerable People

» [Dr. Michael Puntiroli](#) (Switzerland) - University of Neuchâtel, Prof. Sascha Alavi (Germany) - Ruhr University Bochum, Prof. Valery Bezencon (Switzerland) - University of Neuchâtel, Prof. Bruno Kocher (Switzerland) - University of Neuchâtel

It's Not Me, It's You: Awareness of Being Nudged Results in Oppositional Changes in Self-Perceptions

» [Mr. Cory Haltman](#) (United States) - The Ohio State University, Dr. Rebecca Walker Reczek (United States) - The Ohio State University, Dr. Cait Lamberton (United States) - University of Pennsylvania

THE NOTICE-AND-CHOICE PRIVACY GAMBLE: GAME THEORY, CONSUMER AGENCY, AND IMPLICATIONS FOR GDPR

» [Dr. Matt Hettche](#) (United States) - Christopher Newport University, Dr. Dae-Hee Kim (United States) - Christopher Newport University, Dr. Michael Clayton (United States) - American University

11am

Consumers, Finance & Cashless Economies

Chaired by: Mr. Pradeep Jacob (United States)

Moral Grandstanding: Educating the Public to Minimize Online Conflict

» [Dr. Andrea Bennett](#) (United States) - Midwestern State University

THE ENDS JUSTIFY THE MEANS: WHY LIBERALS (VS. CONSERVATIVES) WRITE MORE FAKE REVIEWS

» [Mr. Pradeep Jacob](#) (United States) - Arizona State University, Dr. Naomi Mandel (United States) - Arizona State University

Political Ideology and Climate Change-Mitigating Behaviors: Insights From Fixed World Beliefs

» [Prof. Eugene Chan](#) (United States) - Purdue University, Ms. Amy Faria (United States) - Purdue University

Political Ideology and Psychological Reactance: How Serious Should Climate Change Be?

» [Prof. Eugene Chan](#) (United States) - Purdue University, Mr. Jack Lin (United States) - California State University Northridge