



2023

# AMA MARKETING AND PUBLIC POLICY CONFERENCE



June 8-10 | Arlington, VA

Thank you to our sponsor:





## Thursday, 8 June

5:30pm **Welcome Reception**

## Friday, 9 June

7am **Conference Breakfast**

7am **2024 MPPC Conference Planning Committee (By Invitation Only)**

8am **Opening Plenary Session: Contemporary Threats to the Integrity of Marketing & Public Policy Research**

Chaired by: Dr. Beth Vallen (United States) and Dr. Jeremy Kees (United States)

### Contemporary Threats to the Integrity of Marketing & Public Policy Research

» [Dr. Beth Vallen](#) (United States) - Villanova University, [Dr. Jeremy Kees](#) (United States) - Villanova University, [Dr. Joseph Goodman](#) (United States) - Ohio State University, [Dr. Leib Litman](#) (United States) - CloudResearch, [Dr. Rebecca Hamilton](#) (United States) - Georgetown University, [Dr. Ritu Agarwal](#) (United States) - Johns Hopkins University, [Dr. Cait Lamberton](#) (United States) - University of Pennsylvania

9:30am **Pitfall and Triumphs in Conducting Research on Racism and Discrimination**

Chaired by: Dr. Samantha Cross (United States) and Dr. Stephanie Dellande (United States)

### Pitfalls and Triumphs in Conducting Research on Racism and Discrimination

» [Dr. Samantha Cross](#) (United States) - Iowa State University, [Dr. Stephanie Dellande](#) (United States) - Menlo College, [Dr. Sonya Grier](#) (United States) - American University, [Dr. Sterling Bone](#) (United States) - Utah State University, [Dr. Benet DeBerry Spence](#) (United States) - University of Illinois, Chicago, [Dr. Stacey Baker](#) (United States) - Creighton University, [Dr. Madhu Viswanathan](#) (United States) - Loyola Marymount University, [Dr. Ron Hill](#) (United States) - American University, [Dr. David Crockett](#) (United States) - University of Illinois, Chicago

9:30am **Cultivating a Path from Mindless Consumption to Mindfulness Education**

Chaired by: Dr. Ellen Campos Sousa (United States) and Dr. Steven Chan (United States)

### Cultivating a Path from Mindless Consumption to Mindfulness Education

» [Dr. Steven Chan](#) (United States) - Thomas Jefferson University, [Dr. Ellen Campos Sousa](#) (United States) - Gardner-Webb University, [Dr. Shalini Bahl-Milne](#) (United States) - KnowYourMind, LLC, [Dr. George Milne](#) (United States) - University of Massachusetts Amherst, [Dr. Amy Watson](#) (United States) - Valdosta State University, [Ms. Kelly Moore](#) (United States) - Duquesne University

9:30am **Economic Security and Financial Well-Being**

Chaired by: Ms. Valentina Ubal (United States)

### Jargon in Consumer Information: The Case of Investment Fund Fees

» [Dr. Alycia Chin](#) (United States) - Securities and Exchange Commission, [Dr. Brian Scholl](#) (United States) - Securities and Exchange Commission, [Dr. Eric Van Epps](#) (United States) - University of Utah

### The Impact of Income Change on Financial Decision-Making: The Role of (In)Stability and Trust in Financial Institutions

» [Ms. Valentina Ubal](#) (United States) - Florida State University, [Dr. Martin Mende](#) (United States) - Florida State University, [Dr. Maura Scott](#) (United States) - Florida State University



Continued from Friday, 9 June

### Professional Financial Help as a Preventative Service

» Ms. Heejae (Hannah) Lee (United States) - University of Georgia, Dr. Dee Warmath (United States) - University of Georgia, Dr. John Grable (United States) - University of Georgia, Mr. Patrick Kump (United States) - University of Georgia

### Motivating Consumers to Behave Sustainably with Circular Economy Message Framing

» Prof. Jolie Gutentag (United States) - Pepperdine University, Prof. Cristel Russell (United States) - Pepperdine University

9:30am

### Understanding and Motivating Sustainable Behaviors

Chaired by: Meryl Gardner (United States)

### Poppy the Puffin: A Case Study Guide to Single-Use Plastic Education for Policy Makers, Business Leaders and Consumers.

» Dr. Sarah Fischbach (United States) - Pepperdine University

### Gleaning Farm Food Waste To Innovative Food Products: A Consumer Perspective

» Dr. Christine Kowalczyk (United States) - East Carolina University, Dr. Brian Taillon (United States) - East Carolina University, Dr. Steven Mueller (United States) - Longwood University

### When Recycling Seems Risky: Are Consumers Afraid to Recycle Sensitive Information?

» Dr. Gabriel E. Gonzales (United States) - Montclair State University, Dr. Matthew D. Meng (United States) - Utah State University, Dr. Christopher Berry (United States) - Colorado State University, Dr. R. Bret Leary (United States) - University of Nevada, Reno

9:30am

### Misinformation: Presence, Response, and Consequence

Chaired by: Prof. Shelly Rathee (United States)

### Misinformation: Presence, Response, and Consequence

» Prof. Shelly Rathee (United States) - Villanova University, Dr. Beth Vallen (United States) - Villanova University, Dr. Craig Andrews (United States) - Marquette University, Dr. Christopher Berry (United States) - Colorado State University, Dr. Martin Mende (United States) - Florida State University, Prof. Richard Netemeyer (United States) - University of Virginia

11am

### TCR / AMA Special Session: Marketing and the U.N. Sustainable Development Goals

Chaired by: Dr. Martin Mende (United States) and Dr. Kelly Martin (United States) and Dr. Maura Scott (United States)

11am

### Consumer Food Waste: Motivations & Methods

Chaired by: Dr. Alexei Gloukhovtsev (Finland)

### Consumer Food Waste: Motivations & Methods

» Ms. Amber Werkman (Netherlands) - University of Groningen, Ms. Daphne Ribbers (Belgium) - University of Ghent, Dr. Alexei Gloukhovtsev (Finland) - Aalto University

### No waste like home: How the good provider identity boosts household food waste

» Ms. Amber Werkman (Netherlands) - University of Groningen, Prof. Jenny van Doorn (Netherlands) - University of Groningen, Prof. Koert van Ittersum (Netherlands) - University of Groningen, Ms. Alynda Kok (Netherlands) - University of Groningen

### Development and Validation of the Motivation To Avoid Food Waste Scale

» Ms. Daphne Ribbers (Belgium) - University of Ghent, Prof. Maggie Geuens (Belgium) - Ghent University, Prof. Mario Pandelaere (United States) - Virginia Tech, Dr. Erica van Herpen (Netherlands) - Wageningen University



Continued from Friday, 9 June

### Household Food Waste: A Policy-oriented Systematic Literature Review of Measures and Research Methods

» [Dr. Alexei Gloukhovtsev](#) (Finland) - Aalto University, [Dr. Mia Birau](#) (France) - EM-Lyon, [Dr. Monica LaBarge](#) (Canada) - Queen's University, [Dr. Erica van Herpen](#) (Netherlands) - Wageningen University, [Ms. Henriikka Seittu](#) (Finland) - Aalto University

11am

### Politics and Political Activism

Chaired by: [Dr. Nea North](#) (United States)

### Leveraging Marketing and Public Policy to Fight Infodemics: An Exploration of Warning Labels as Antidotes to Mis- and Disinformation

» [Dr. Martin Mende](#) (United States) - Florida State University, [Ms. Valentina Ubal](#) (United States) - Florida State University, [Ms. Marina Cozac](#) (United States) - Florida State University, [Dr. Christopher Berry](#) (United States) - Colorado State University, [Dr. Beth Vallen](#) (United States) - Villanova University

### Seeking Corporate Legitimacy in Times of War

» [Dr. Andriy Kovalenko](#) (New Zealand) - Toi Ohomai Institute of Technology

### POLITICAL EARTHQUAKES' AND POLITICAL TRIBES' IMPACT ON POLITICAL ACTIVISM

» [Dr. Emily C. Tanner](#) (United States) - West Virginia University, [Dr. M. Paula Fitzgerald](#) (United States) - West Virginia University, [Dr. Elizabeth T. Gratz](#) (United States) - St. Bonaventure University

### Effects of Politics on Public Policy Attitudes and Behavior

» [Dr. Eric Van Steenburg](#) (United States) - Montana State University

### Political Ideology and the Impacts on Aid Application Effort Requirements

» [Dr. Nea North](#) (United States) - Providence College, [Dr. Connie Pechmann](#) (United States) - University of California, Irvine

11am

### Directions in Sustainability and Environmental Security

Chaired by: [Ms. Archana Mannem](#) (United States)

### To be Objective or Evaluative when Comparing: Influence of Additional Labels on Comparative Claims in Enhancing Choice and Attitudes Toward Nondominant Brands

» [Ms. Archana Mannem](#) (United States) - Wayne State University, [Dr. Andrea Tangari](#) (United States) - Wayne State University, [Dr. Cassandra Davis](#) (United States) - Wayne State University

### From the Good to the Great Work: Environmental Ethics, Self-Stewardship, and Envisioning a Better Future Beyond Sustainable Consumption

» [Dr. Richard Vann](#) (United States) - Gonzaga University, [Dr. Brian Henning](#) (United States) - Gonzaga University, [Dr. William Montford](#) (United States) - University of North Florida, [Dr. R. Bret Leary](#) (United States) - University of Nevada, Reno

### Motivating Sustainable Energy Consumption Within Organizations: The Role of Analytics and Optimized Communication

» [Dr. Christopher Amaral](#) (United Kingdom) - University of Bath, [Dr. Ceren Kolsarici](#) (Canada) - Queen's University, [Dr. Iina Ikonen](#) (United Kingdom) - University of Bath, [Dr. Nicole Robitaille](#) (Canada) - Queen's University

### Two Heads Are Better Than One: How Framing Scientists as Communal Improves Consumer Support for Scientists and Their Findings

» [Dr. Aviva Philipp-Muller](#) (Canada) - Beedie School of Business at Simon Fraser University, [Dr. Jesse Walker](#) (United States) - Fisher College of Business at The Ohio State University, [Dr. Rebecca Reczek](#) (United States) - Fisher College of Business at The Ohio State University

12:30pm

### Awards Lunch and Keynote Address by Kirk McDonald, CEO of GroupM

2pm

### Reducing Structural Disparities and Discrimination

Chaired by: [Dr. Aronté Marie Bennett](#) (United States)



Continued from **Friday, 9 June**

### **Woke-washing and Brand Responses**

» Ms. Priscilla Peña (United States) - University of Rhode Island, Dr. Lauren Labrecque (United States) - University of Rhode Island

### **"Hamiltonization" of Historical Media Representations: Implications for Diversity, Equity, and Inclusion**

» Dr. Ron Hill (United States) - American University, Dr. Joshua Dorsey (United States) - Florida International University, Prof. Jung Eun Kwon (Korea, Republic of) - Seoul National University

### **THE TIP OF THE TONGUE: LANGUAGE-BASED CHRONIC SOCIAL EXCLUSION AND TIPPING INTENTIONS**

» Dr. Aaminah Zaman Malik (United States) - University of North Texas, Dr. Francisco Guzmán (United States) - University of North Texas, Dr. Audhesh Paswan (United States) - University of North Texas

2pm

### **Food Well-Being and Consumer Protection**

Chaired by: Ms. Marina Cozac (United States)

### **Front-of-Package Labeling and Innovation in the Food Industry: An Integrative Review and Research Priorities**

» Ms. Theresa Doppstadt (Germany) - Ludwig-Maximilians-Universität Munich, Ms. Jelena Spanjol (Germany) - Ludwig-Maximilians-Universität Munich

### **Can Taste Information Labels Improve Nutrition Label Impact?**

» Prof. Mike Palazzolo (United States) - University of California, Davis, Prof. Beatriz Pereira (United States) - Iowa State University

### **Consumer Preferences for Fuel Snacks at the Intersection of Caregiving Stress and Gender**

» Ms. Marina Cozac (United States) - Florida State University, Dr. Martin Mende (United States) - Florida State University, Dr. Maura Scott (United States) - Florida State University

2pm

### **Competing for Children's Online Privacy Protection: Government and Industry Perspectives**

Chaired by: Dr. Kristen Walker (United States) and Dr. Alexa Fox (United States)

### **COMPETING FOR CHILDREN'S ONLINE PRIVACY PROTECTION: GOVERNMENT AND INDUSTRY PERSPECTIVES**

» Dr. Kristen Walker (United States) - California State University, Northridge, Dr. Alexa Fox (United States) - The University of Akron

2pm

### **Religion, Moral Identity, and Doing the Right Thing**

### **The Impact of Moral Identity and Brand Globalness on Consumer Punitive Reactions to Corporate Environmental Transgressions**

» Dr. Irem Yoruk (United States) - California State University, Los Angeles, Dr. Lorena Garcia Ramon (United States) - University of Northern Colorado

### **Consumer Religiosity and Brand Perceptions of Faith-Based Hospitals: When Jesus Takes the Wheel**

» Dr. Deidre Popovich (United States) - Texas Tech University, Dr. Kelli Frias (United States) - American University, Ms. Mikaela Trussell (United States) - Texas Tech University

### **To Treat or Prevent the Charitable Cause? How the Efficacy of Different Donation Appeals Varies Based on Negative Emotion**

» Prof. Anthony Salerno (United States) - Vanderbilt University, Prof. Tatiana Fajardo (United States) - Florida State University

### **Buying as Domination or Elevation? White Western Consumers' Support of Products and Related Policies from Offshored Manufacturing is Predicted by its Perceived Impact on Host Countries and Social Dominance Ideologies**

» Dr. Matthew Maxwell-Smith (Canada) - Huron University College, Dr. Jeff Rotman (Australia) - Deakin University

3:30pm

### **Perspectives on Maladaptive Consumption**

Chaired by: Prof. Ingrid Martin (United States) and Prof. David Stewart (United States)





Continued from Friday, 9 June

### Perspectives on Maladaptive Consumption

» [Prof. Ingrid Martin](#) (United States) - California State University Long Beach, [Prof. David Stewart](#) (United States) - Loyola Marymount University

3:30pm

### Protecting Vulnerable Consumers

Chaired by: Ms. Natalie Marquart (United States)

### A Conceptual Exploration of the Relationship Between Childhood Trauma and Health-Related Outcomes

» [Ms. Natalie Marquart](#) (United States) - West Virginia University, Dr. Emily C. Tanner (United States) - West Virginia University

### Limiting social media usage and its potential backfire effect on consumer well-being

» [Ms. Emma Welch](#) (United States) - University of Mississippi, Dr. Christopher Newman (United States) - University of Mississippi

### Marketplace violence: Consumption and collective healing in public spaces after tragedies

» [Dr. Amy Fehl](#) (United States) - Georgia Gwinnett College, Dr. Marlys Mason (United States) - Oklahoma State University, Ms. Mariann Gyorke (France) - ESCP

3:30pm

### Anti-Trust and Competition Policy

Chaired by: Dr. Gregory T. Gundlach (United States)

### How do Implausible Tensile Price Claims affect Consumer Perceptions of Deceptiveness and Willingness to Purchase in Online Environments?

» [Dr. Hualu Zheng](#) (United States) - Susquehanna University, Dr. Shuai Yang (China) - Donghua University, Ms. Xinyu Chang (China) - Donghua University, Dr. William Ross Jr. (United States) - University of Connecticut

### Price Maintenance and Over-Promotion: Marketing Insights for Public Policy

» [Dr. Gregory T. Gundlach](#) (United States) - University of North Florida, Dr. Riley T. Krotz (United States) - Texas Tech University

### ASSESSING THE ANTITRUST LIABILITY OF VERTICAL RESTRAINTS

» [Prof. Anthony Dukes](#) (United States) - University of Southern California, Ms. Aishwarya Joshi (United States) - University of Michigan, Prof. Daniel Sokol (United States) - University of Southern California

### RESPONSES TO A SIMULATED PRIVACY INVASION: CROSS-CULTURAL COMPARISONS OF INVASION AND REWARD EFFECTS IN THE US AND GERMANY

» [Dr. Matt Hettche](#) (United States) - Christopher Newport University, Dr. Janina Magdalena Schaumann (Germany) - Hochschule Bremen - City University of Applied Sciences, Dr. Dae-Hee Kim (United States) - Christopher Newport University, Dr. Philipp Riehm (Germany) - Macromedia University, Dr. Michael J. Clayton (United States) - American University

3:30pm

### Journal of Public Policy and Marketing Editorial Review Board Meeting

5pm

### Poster Reception

### Public Policy Origins of Misinformation: Learning From History to Protect Privacy and Personal Freedom

» [Mr. David Eisenberg](#) (United States) - New Jersey Institute of Technology, Dr. Jorge Fresneda Fernandez (United States) - New Jersey Institute of Technology

### How Firms Perform During Economic Crisis? - A Study on an Emerging Economy

» [Dr. Shanta Banik](#) (Bangladesh) - University of Chittagong



Continued from Friday, 9 June

### Meeting Privacy Expectations around the World

» [Mr. Alec Slepchuk](#) (United States) - University of Massachusetts Amherst, [Dr. George Milne](#) (United States) - University of Massachusetts Amherst, [Dr. Kunal Swani](#) (United States) - Wright State University

### Food Transparency: How Sourcing Information Impacts Repurchases for Local and Chain Restaurants

» [Mr. Woocheol Kim](#) (United States) - University of Oregon, [Ms. Chi Tran](#) (United States) - University of Oregon, [Prof. John A Clithero](#) (United States) - University of Oregon

### Return the Bagging: Why Monetary Incentives are Necessary but not Sufficient for BYOB

» [Mr. Woocheol Kim](#) (United States) - University of Oregon

### Prosocial Consumer Behavior - A Systematic Literature Review

» [Ms. Eileen Dauti](#) (Germany) - University of Passau

### COVID 19 and Nurse Professionalization

» [Dr. Rama Jayanti](#) (United States) - CSU, [Dr. Wendy Regoeczi](#) (United States) - University of South Carolina

### FUTURE MONEY, INVESTMENT, OR HEARTACHE? ADVANCING A MARKETING & PUBLIC POLICY RESEARCH AGENDA ON CRYPTOCURRENCY

» [Dr. Adrienne Muldrow](#) (United States) - East Carolina University, [Dr. Spencer Ross](#) (United States) - University of Massachusetts Lowell, [Dr. Pia Albinsson](#) (United States) - Appalachian State University, [Dr. Shelle Santana](#) (United States) - Bentley University, [Dr. Lagnajita Chatterjee](#) (United States) - Worcester State University, [Dr. Charlene Dadzie](#) (United States) - South Alabama University

### Don't Know, Don't Care: Three Generations of Blissfully Ignorant Tanners

» [Dr. Amy Watson](#) (United States) - Valdosta State University, [Dr. Anna M. Turri](#) (United States) - Texas State University, [Dr. Gail Zank](#) (United States) - Texas State University

### Stigmatization of Women\* in Marketing Has to Stop! Period.

» [Ms. Klara Greinwald](#) (Germany) - University of Passau, [Dr. Alisa Keller](#) (Germany) - University of Passau, [Ms. Eileen Dauti](#) (Germany) - University of Passau, [Prof. Dirk Totzek](#) (Germany) - University of Passau

### THE VARIOUS PREFERENCES OF FOOD PANTRY CLIENTS

» [Dr. Andrew Bryant](#) (United States) - Drake University

### What Can TikTok Reveal About Hunger Experiences in the United States? A Grounded Theory Approach

» [Mr. Adam Book](#) (United States) - Auburn University, [Dr. Kate Thornton](#) (United States) - Auburn University, [Mr. Yu-Wei Hsu](#) (Taiwan) - Auburn University, [Ms. Maggie Tennant](#) (United States) - Auburn University

### Responsibility for the Sustainable Development Goals: Does Company Size Matter?

» [Ms. Hannah Smith](#) (United States) - The Pennsylvania State University, [Dr. Lisa Bolton](#) (United States) - The Pennsylvania State University, [Dr. Karen Page Winterich](#) (United States) - The Pennsylvania State University

### Modern Corporate Mobility Management Done Right – Developing an Acceptance Model for More Sustainable Mobility Concepts in Companies on the Basis of Mobility Budgets

» [Mrs. Lea Schwehn](#) (Germany) - Wiesbaden Business School, [Prof. Tobias Heußler](#) (Germany) - Wiesbaden Business School

### SNAP: Lifestyle impacts and policy-induced attrition of food pantry clients

» [Dr. Lendie Follett](#) (United States) - Drake University, [Dr. Andrew Bryant](#) (United States) - Drake University

### How to Measure ESG Performance: A Comparative Analysis of SVI and SPC in Korea

» [Dr. Jinyoung Kim](#) (Korea, Republic of) - Korea Social Enterprise Promotion Agency, [Mr. Jinsuk Kim](#) (Korea, Republic of) - Korea Social Enterprise Promotion Agency, [Dr. JungYun Kang](#) (Korea, Republic of) - Korea Social Enterprise Promotion Agency





Continued from Friday, 9 June

**Sharing Personal Information for Connection: The Effect of Social Exclusion on Consumer Self-Disclosure to Brands**

» [Dr. Jiyoung Lee](#) (Australia) - University of Technology Sydney, Dr. Andrew Gershoff (United States) - University of Texas at Austin, Dr. Jerry Han (Korea, Republic of) - Sungkyunkwan University

**The role of British business schools in educating environmentally aware business and marketing students.**

» [Dr. Barbara Czarnecka](#) (United Kingdom) - London South Bank University, Dr. Grace O'Rourke (United Kingdom) - University of Greenwich, Dr. Katherine Baxter (United Kingdom) - Liverpool Hope University

**Sustainable Diets Adoption in an Emerging Economy**

» [Ms. Manuela Dominguez](#) (Brazil) - FGV, [Dr. Carlos Lourenco](#) (Brazil) - FGV

**I'll Donate Nail Clippers but Not Lipstick: Why Donors Avoid Charities That Provide Recipients with Hedonic Products**

» [Dr. Aviva Philipp-Muller](#) (Canada) - Beedie School of Business at Simon Fraser University, Dr. John Costello (United States) - Mendoza College of Business at Notre Dame University

**A Look at Public Policy and Research on Financial Literacy**

» [Prof. Rafaela Almeida Cordeiro](#) (Brazil) - Universidade de São Paulo

**THE STATE OF US TRANSIT ELECTRIFICATION AND ASSOCIATED PUBLIC POLICY: A QUANTITATIVE ANALYSIS**

» [Mr. Tyler Rich](#) (United States) - Utah State University, Dr. Antje Graul (United States) - Utah State University

**When Do Authenticity and Justice Perceptions Drive Responses to Incongruence in Brand Activism?**

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

**The Possibilities and Limits Of Self-Regulation For Consumer Protection: A Case Study Of Used Car Dealers In Singapore**

» [Dr. Peng Hwa Ang](#) (Singapore) - Nanyang Technological University Wee Kim Wee School of Communication and Information, Ms. Si Yu Lee (Singapore) - Nanyang Technological University Wee Kim Wee School of Communication and Information

**Lonely Consumers - Coping Strategies during COVID-19 and Vulnerabilities Thereafter**

» [Dr. Joseann Knight](#) (Barbados) - university of the west indies, Ms. Ro-Ann Smith (New Zealand) - Massey University

**The Effect of Political Orientation on Self-Reported Electric Vehicle Adoption Intent in the United States**

» [Mr. Jacob Huff](#) (United States) - Utah State University, Dr. Antje Graul (United States) - Utah State University

**PANDEMIC AND DIGITAL DASHBOARDS: HOW BEHAVIORAL GUIDANCE INFLUENCES INTENTIONS TO ENGAGE IN PREVENTIVE BEHAVIORS**

» [Dr. Georgiana Craciun](#) (United States) - Duquesne University, Dr. Aimee Kane (United States) - Duquesne University, Dr. Jacqueline Pike Gerber (United States) - Duquesne University

**SUSTAINABLE BEHAVIOR WITH NO MANDATED POLICY: A CASE STUDY OF GREENSBURG, KS**

» [Dr. Matthew Lunde](#) (United States) - University of Minnesota Duluth, [Mr. Jon Chenchar](#) (United States) - University of Colorado Denver

**Inherently Incongruent? The Schema (In)Congruity Of Sustainable Products**

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

**Social Media Cops: The Role of Police Officers as Social Media Influencers on Public Trust and Perception of Police**

» [Dr. Mehrnoosh Reshadi](#) (United States) - California State University Fullerton, [Dr. Neda Mossaei](#) (United States) - California State University Los Angeles



Continued from Friday, 9 June

### Is This Cultural Appropriation? Using an IMC Framework to Determine the Use of Hip Hop Music in Marketing Campaigns

» [Dr. Kimberly V. Legocki](#) (United States) - St. Mary's College of California, [Dr. Dexter Purnell](#) (United States) - University of North Texas

### Employing IMC to Accomplish DEI Initiatives

» [Dr. Dexter Purnell](#) (United States) - University of North Texas, [Dr. Kimberly V. Legocki](#) (United States) - St. Mary's College of California

Saturday, 10 June

8am

### Transformative Pedagogy for Marketing Education

Chaired by: [Dr. Alexei Gloukhovtsev](#) (Finland) and [Dr. Abigail Nappier Cherup](#) (United States)

### Transformative Pedagogy for Marketing Education

» [Dr. Alexei Gloukhovtsev](#) (Finland) - Aalto University, [Dr. Abigail Nappier Cherup](#) (United States) - California State University San Marcos, [Dr. Stacey Baker](#) (United States) - Creighton University, [Dr. Christopher Berry](#) (United States) - Colorado State University, [Dr. Steven Shepherd](#) (United States) - Oklahoma State University, [Prof. Timothy Dewhirst](#) (Canada) - University of Guelph

8am

### Financial Well-Being, Vulnerability, and Decision-Making

Chaired by: [Dr. Linda Salisbury](#) (United States)

### Financial Well-Being, Vulnerability, and Decision-Making

» [Dr. Linda Salisbury](#) (United States) - Boston College, [Dr. Patrick Heck](#) (United States) - Consumer Financial Protection Bureau, [Dr. Joseph Harvey](#) (United States) - Consumer Financial Protection Bureau, [Ms. Lena Kim](#) (United States) - Cornell University

### Disclosing Uncertain Outcomes: How Consumers React to Vague Language

» [Dr. Brianna Middlewood](#) (United States) - Consumer Financial Protection Bureau, [Dr. Patrick Heck](#) (United States) - Consumer Financial Protection Bureau

### Consumer Attention and Information Comprehension on Mobile Devices

» [Dr. Linda Salisbury](#) (United States) - Boston College, [Dr. Joseph Harvey](#) (United States) - Consumer Financial Protection Bureau

### Developing a Financial Mindfulness Scale

» [Dr. Emily Garbinsky](#) (United States) - Cornell University, [Dr. Simon Blanchard](#) (United States) - Georgetown University, [Ms. Lena Kim](#) (United States) - Cornell University

### Beyond Income: Dynamic Consumer Financial Vulnerability

» [Dr. Linda Salisbury](#) (United States) - Boston College, [Dr. Gergana Nenkov](#) (United States) - Boston College, [Dr. Simon Blanchard](#) (United States) - Georgetown University, [Dr. Ron Hill](#) (United States) - American University, [Dr. Alex Brown](#) (United States) - Texas A&M University, [Dr. Kelly Martin](#) (United States) - Colorado State University

8am

### Brand Activism and Pro-Social Activity

### Corporate Sociopolitical Activism and Shareholder Wealth: The Impact of Brand Rating Dispersion

» [Dr. Courtney Peters](#) (United States) - Samford University, [Dr. George Deitz](#) (United States) - University of Memphis, [Ms. Nicole Boylan](#) (United States) - University of Alabama

### Brand Activism; the Role of Moral Grandstanding

» [Ms. Sahel Zabolji](#) (United States) - Oklahoma State University, [Dr. Steven Shepherd](#) (United States) - Oklahoma State University

### Understanding the Effectiveness of Distant Appeals: A Meta-Analysis

» [Ms. Aimee Smith](#) (Australia) - University of Technology Sydney, [Dr. Natalina Zlatevska](#) (Australia) - University of Technology Sydney



Continued from **Saturday, 10 June**

8am **Corporate and Consumer Pro-Environmental Behaviors**  
Chaired by: Dr. Feisal Murshed (United States)

**Green supplier selection using Fuzzy extent analysis**

» Dr. Veenu Sharma (India) - Assistant Professor of Marketing

**Sustainability Performance of SMEs: A Configurational View of the Interplay of Strategic Orientations and Environmental Conditions**

» Dr. Hafiz Khizar (Pakistan) - The Islamia University of Bahawalpur, Dr. Feisal Murshed (United States) - Kutztown University of Pennsylvania, Dr. Mujtaba Ahsan (United States) - San Diego State University, Dr. Muhammad Iqbal (Pakistan) - The Islamia University of Bahawalpur

**The role of internal motivations in consumer upcycling and upcycled product purchasing**

» Ms. Tianfeng Shi (Canada) - McGill University, Prof. Rong Huang (United States) - Saint Anselm College, Prof. Emine Sarigollu (Canada) - McGill University

9:30am **Increasing the Societal Impact of Scholarship Through Relational Engagement**

Chaired by: Dr. Brennan Davis (United States) and Dr. Elizabeth Miller (United States) and Mr. Jonathan Hansen (United States)

**Increasing the Societal Impact of Scholarship through Relational Engagement**

» Dr. Brennan Davis (United States) - California Polytechnic State University, Dr. Elizabeth Miller (United States) - University of Massachusetts Amherst, Mr. Jonathan Hansen (United States) - Hunger Task Force

9:30am **Forensic Research in Marketing: Applying Science to Law**  
Chaired by: Dr. Gregory T. Gundlach (United States)

**FORENSIC RESEARCH IN MARKETING: APPLYING SCIENCE TO LAW**

» Dr. Gregory T. Gundlach (United States) - university of north florida, Dr. William L. Wilkie (United States) - University of Notre Dame, Prof. David Stewart (United States) - Loyola Marymount University, Dr. Suneal Bedi (United States) - Indiana University, Dr. Patricia Norberg (United States) - Quinnipiac University

9:30am **Regulation and Deregulation of Tobacco and Cannabis**  
Chaired by: Dr. Joshua Dorsey (United States)

**Philip Morris International's Formula 1 Sponsorship-Linked Marketing: Transformation from Marlboro to Mission Winnow**

» Prof. Timothy Dewhirst (Canada) - University of Guelph, Prof. Wonkyong Beth Lee (Canada) - Western University, Prof. Lauren Czaplicki (United States) - Johns Hopkins University

**Too Much of a Bad Thing?: Unanticipated Consequences of Cigarette Graphic Health Warnings on E-cigarette Attitudes, Motivations, and Purchase Intentions**

» Dr. Kamal Ahmmad (United States) - Utah Valley University, Dr. Elizabeth Howlett (United States) - Washington State University, Dr. Mina Park (Korea, Republic of) - Kangwon National University, Dr. Christopher Berry (United States) - Colorado State University

**From Stoned to Sustenance: A Conceptual Introduction to Cannabis for Well-being**

» Dr. Joshua Dorsey (United States) - Florida International University, Dr. Ron Hill (United States) - American University, Mr. Kevin Fox (United States) - American University

9:30am **Life and Work in a Post-COVID World**  
Chaired by: Dr. Rama Jayanti (United States)

**Recalibrating: The role of quiet quitting in employee approaches to restoring work-life balance in the face of burnout**

» Mr. Camden Cusumano (United States) - University of Georgia, Dr. Dee Warmath (United States) - University of Georgia



Continued from **Saturday, 10 June**

### **The Influence of Compassion on Prosocial Data Disclosure**

» Ms. Klara Greinwald (Germany) - University of Passau, Ms. Eileen Dauti (Germany) - University of Passau, Dr. Alisa Keller (Germany) - University of Passau, Prof. Dirk Totzek (Germany) - University of Passau

### **The Role of Need for Cognition Versus Need for Affect on Vaccine Acceptance**

» Dr. Stacey Finkelstein (United States) - Stony Brook University, Dr. Amy Fehl (United States) - Georgia Gwinnett College, Prof. Beatriz Pereira (United States) - Iowa State University, Dr. Marta Caserotti (Italy) - University of Padua

### **Examining the Determinants of COVID-19 Vaccine Hesitancy Among Vulnerable Americans**

» Dr. Nancy Brinson (United States) - University of Alabama, Ms. Bahareh Amini (United States) - University of Alabama

11am

### **How Health Policies, Practices, and Outcomes Can Lead to Unintended Consequences**

Chaired by: Dr. Kelli Frias (United States)

### **How Health Policies, Practices, and Outcomes Can Lead to Unintended Consequences**

» Dr. Kelli Frias (United States) - American University, Dr. Deidre Popovich (United States) - Texas Tech University, Ms. Emilia Amaro (United States) - American University, Dr. Ron Hill (United States) - American University, Dr. Sarah Mady (United States) - American University, Dr. Mrinal Ghosh (United States) - The University of Arizona, Dr. Beth Vallen (United States) - Villanova University, Dr. Stacey Finkelstein (United States) - Stony Brook University, Dr. Marie Yeh (United States) - Loyola University, Maryland, Dr. Wendy Boland (United States) - American University

### **Stitching Together Health: Shopping Across Markets and Its Consequences**

» Ms. Emilia Amaro (United States) - American University, Dr. Kelli Frias (United States) - American University, Dr. Deidre Popovich (United States) - Texas Tech University, Dr. Ron Hill (United States) - American University

### **Outsourcing, Productivity, and Quality in the Market for In-Vitro Fertilization Services**

» Dr. Mrinal Ghosh (United States) - The University of Arizona, Prof. Shan Yu (United States) - University of Massachusetts, Dr. Madhu Viswanathan (India) - Indian School of Business

### **Beauty Standards and Women's Psychological Well-being: Unintended Consequences in International Marketing**

» Dr. Sarah Mady (United States) - American University, Dr. Dibyangana Biswas (India) - University of Calcutta, Dr. Charlene Dadzie (United States) - South Alabama University, Dr. Ron Hill (United States) - American University, Dr. Rehana Paul (United States) - American University

### **Exploring Healthcare Seeking through a Consumer Behavior Lens: A Comprehensive and Generative Model**

» Dr. Beth Vallen (United States) - Villanova University, Dr. Stacey Finkelstein (United States) - Stony Brook University, Dr. Marie Yeh (United States) - Loyola University, Maryland, Dr. Wendy Boland (United States) - American University

11am

### **Applying Public Policy to the Protection of Vulnerable Consumers**

Chaired by: Dr. Justine Farrell (United States)

### **When and How Does Humanizing an eHealth App Influence Elderly Consumers' Evaluation and Usage?**

» Dr. Shuili Du (United States) - University of New Hampshire, Dr. Richard Bagozzi (United States) - University of Michigan, Dr. Chunyan Xie (Norway) - Western Norway University of Applied Sciences, Ms. Kristi Skeie (Norway) - University of Stavanger, Dr. Tatiana Iakovleva (Norway) - University of Stavanger, Dr. Elin Oftedal (Norway) - University of Stavanger

### **A SCALE TO MEASURE CONSUMERS' ATTITUDES TOWARDS INTELLECTUALLY DISABLED FRONTLINE EMPLOYEES**

» Dr. Maria Lucila Osorio (Mexico) - Egade Business School, Tecnológico de Monterrey



Continued from **Saturday, 10 June**

**Mental Illness and Marketing: A 50 Year Scoping Review**

» Dr. Jane Machin (United States) - Radford University, [Dr. Justine Farrell](#) (United States) - University of San Diego, Dr. Ann Mirabito (United States) - Baylor University, Dr. Christina Chan-Park (United States) - Baylor University, Dr. Natalie Adkins (United States) - Drake University, Dr. Elizabeth Crosby (United States) - University of Wisconsin La Crosse, Dr. Jenna Drenten (United States) - Loyola University, Chicago

**Ageism in marketing: A scoping review**

» Prof. Catherine Paquet (Canada) - Laval University, Prof. Jessica Darveau (Canada) - Laval University, [Prof. Aida Faber](#) (Canada) - Laval University, Prof. Valérie Champagne-Saint-Arnaud (Canada) - Laval University

11am

**Poverty and Subsistence Marketplaces**

Chaired by: Dr. Tyler Milfeld (United States)

**Selling snail soup: An investigation of coopetition in a Moroccan subsistence Marketplace**

» Dr. Delphine Godefroit-Winkel (Morocco) - TBS Business School, [Dr. Aronté Marie Bennett](#) (United States) - Villanova University

**Food Insecurity on Campus: Student Experiences and Implications for University Food Pantries**

» [Dr. Tyler Milfeld](#) (United States) - Villanova University, Dr. Michelle Childs (United States) - University of Tennessee, Knoxville

**Recognising uncertainty, risk, and the need for promises: securing vulnerable Bottom of the Pyramid consumers well-being**

» [Dr. Gauri Misra](#) (United Kingdom) - Bournemouth University, Dr. Andrew Lindridge (United Kingdom) - Newcastle University