



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**

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

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, [Prof. 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

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. Michelle Perkins](#) (United States) - Positive Youth & Family Development Services

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

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

9:30am **Understanding and Motivating Sustainable Behaviors**
Chaired by: Meryl Gardner (United States)

Social Cognitive Theory and Reciprocal Determinism: A Guide to Single-Use Plastic Education for Policy Makers, Business Leaders and Consumers.

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



Continued from **Friday, 9 June**

Gleaning Farm 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

Feeling Sustainable: Effect of Product Density on Consumer Recycling Behavior

» [Ms. Lyndsay Loomer](#) (United States) - University of Georgia, [Dr. Sarah C. Whitley](#) (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

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

11am

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

11am

Consumer Food Waste: Motivations & Methods

Chaired by: [Dr. Monica LaBarge](#) (Canada)

Consumer Food Waste: Motivations & Methods

» [Dr. Monica LaBarge](#) (Canada) - Queen's University, [Dr. Mia Birau](#) (France) - EM-Lyon, [Ms. Amber Werkman](#) (Netherlands) - University of Groningen, [Ms. Daphne Ribbers](#) (Belgium) - University of Ghent

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 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



Continued from **Friday, 9 June**

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)

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

Chronic social exclusion: Non-native speakers threatened needs and their tipping behavior

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

Examining Consumer and Investor Responses to Corporate Social Responsibility Initiatives and Firm Diversity Targets

» [Dr. Karen Wallach](#) (United States) - University of Alabama in Huntsville, [Dr. Dionne Nickerson](#) (United States) - Indiana University, [Dr. Beth Fossen](#) (United States) - Indiana University

2pm Food Well-Being and Consumer Protection

Chaired by: Ms. Marina Cozac (United States)

The Lasting Smell of Temptation: Counteractive Effects of Indulgent Food Scents

» [Dr. Boyoun Chae](#) (Hong Kong) - The Hong Kong Polytechnic University, [Dr. Sangsuk Yoon](#) (United States) - University of Dayton, [Dr. Ernest Baskin](#) (United States) - Saint Joseph's University, [Dr. Juliet Zhu](#) (China) - Cheung Kong Graduate School of Business

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



Continued from **Friday, 9 June**

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 Childrens' 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

Chaired by: Dr. Frank Cabano (United States)

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. Lena Cavusoglu (United States) - University of North Carolina Pembroke, Dr. Lorena Garcia Ramon (United States) - University of Northern Colorado

Loving My Local Business as My Neighbor: Religiosity's Influence on Local Business Support During a Crisis

» Dr. Elizabeth Minton (United States) - University of Wyoming, [Dr. Frank Cabano](#) (United States) - University of Texas at El Paso

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

3:30pm

Journal of Public Policy and Marketing Editorial Review Board Meeting

3:30pm

Perspectives on Maladaptive Consumption

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

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 Tanner (United States) - WVU

Universal Basic Income: Propositions and Implications for Marketing

» [Dr. Forrest Morgeson](#) (United States) - Michigan State University, Dr. Anita Pansari (United States) - Michigan State University, Mr. Udit Sharma (United States) - Michigan State University, Mrs. Xiaoxu Wu (United States) - Michigan State University



Continued from **Friday, 9 June**

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. Riley T. Krotz (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

Marketing at the Edge of Law: The Case 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

5pm

Poster Reception

Inclusive and Contextual Marketing to Close Age and Race Gaps in Elections: Experimental Evidence on Influencing Nonvoters' Intention to Vote

» [Ms. Julia Cummings](#) (United States) - University of Colorado Denver

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

How Policies Impact the Financial Well-Being of Immigrants

» [Mr. Bryce Pyrah](#) (United States) - University of Iowa

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



Continued from Friday, 9 June

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

The role of benefits, information sensitivity and trust in willingness to disclose personal information on different retailers

» [Ms. Ting-Yu Chung](#) (United States) - University of Texas at Arlington

COVID 19 and Nurse Professionalization

» [Dr. Rama Jayanti](#) (United States) - CSU, [Dr. Wendy Regoecki](#) (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 SHORT- AND LONG-TERM EFFECTS OF CELEBRITY POLITICAL ACTIVISM ON CONSUMER INTEREST

» [Dr. Chris Hydock](#) (United States) - California Polytechnic State University, [Dr. Cindy Wang](#) (United States) - California Polytechnic State University, [Dr. Jan Klostermann](#) (Germany) - Cologne University

Exploring how women business professionals want to be portrayed in advertisements

» [Ms. Brooke Listwin](#) (Canada) - University of Saskatchewan, [Dr. Maureen Bourassa](#) (Canada) - University of Saskatchewan

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

How Company Size Impacts Perceived Responsibility for Sustainable Development Goals

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

Australian consumers' environmental engagement and its impact on green consumption and resource conservation

» [Dr. Alexander Schnack](#) (New Zealand) - The New Zealand Institute for Plant and Food Research, [Dr. Ivy Gan](#) (New Zealand) - The New Zealand Institute for Plant and Food Research

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



Continued from **Friday, 9 June**

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. lungYun Kang](#) (Korea, Republic of) - Korea Social Enterprise Promotion Agency

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

“Enough is Enough”: Environmental Value Orientation and Social-Ecological Thought Marketing

» [Prof. Kihyon Kim](#) (Korea, Republic of) - Korea University Business School

Reputation Matters: The role of corporate activism in inter-organizational relationships

» [Ms. Ludovica Scalco](#) (Norway) - BI Norwegian Business School, Ms. Anna Stepanova (Norway) - BI Norwegian Business School

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

Climate Change Marketing by the World's Top 50 Brands

» [Dr. Steven Dahlquist](#) (United States) - Grand Valley State University, Ms. Valerie McIlvaine (United States) - Grand Valley State University

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 Comprehensive Review of 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

Millennial Consumers' Perception and Purchase Behaviour towards Ugly Food-A Qualitative Perspective

» [Ms. Anam Chaudhary](#) (India) - Indian Institute of Management Ahmedabad, Mr. Rajat Sharma (India) - Indian Institute of Management Ahmedabad, Mr. Amandeep Dhir (Norway) - University of Agder

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



Continued from **Friday, 9 June**

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

AN EXAMINATION OF GLOBAL CONSUMER DIETS AND THE HERITAGE CONSUMPTION OF CUISINES AND REPRESENTATIVE NATIONAL DISHES

» [Dr. Monisha Das](#) (United States) - University of Maryland Eastern Shore

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

Role of Trust in Reducing the Fixed-Pie Bias: Case of the Indian Farm Laws Negotiations

» [Prof. Vineeta Dwivedi](#) (India) - S. P. Jain Institute of Management and Research, [Prof. Malay Krishna](#) (India) - S. P. Jain Institute of Management and Research, [Dr. Varun Nagaraj](#) (India) - S. P. Jain Institute of Management and Research, [Dr. Sunny Vijay Arora](#) (India) - S. P. Jain Institute of Management and Research

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

Sustainability and Higher Education

» [Dr. Elika Kordrostami](#) (United States) - Rowan University, [Dr. Melika Kordrostami](#) (United States) - California State University, San Bernardino, [Dr. Ilgim Benoit](#) (United States) - Appalachian State University, [Dr. Ceren Turedi](#) (United States) - Purdue University Northwest

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

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



Continued from **Saturday, 10 June**

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

Chaired by: Dr. Seoyoung Kim (United States)

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 Memphis

Brand Activism and Consumer Responses

» Dr. Seoyoung Kim (United States) - Fordham University, Dr. Sundar Bharadwaj (United States) - University of Georgia

Brand Activism; the Role of Moral Grandstanding

» Ms. Sahel Zabolj (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

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

WHEN THE MESSAGE OF HOPE BACKFIRES: MODERATION EFFECT OF HOPE ON COLLECTIVE CLIMATE ACTION

» Prof. Kihyon Kim (Korea, Republic of) - Korea University Business School

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

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

Can't Take This Crap: Pro-Environmental Consumption & Motherhood

» Dr. Meike Eilert (United States) - University of Nebraska-Lincoln, Mx. Motherscholar Collective (United States) - N/A



Continued from **Saturday, 10 June**

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) and Prof. David Stewart (United States)

FORENSIC RESEARCH IN MARKETING: APPLYING SCIENCE TO LAW

» [Dr. Gregory T. Gundlach](#) (United States) - university of north florida, [Prof. David Stewart](#) (United States) - Loyola Marymount 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 Czaplícki (United States) - Johns Hopkins University

Too Much of a Bad Thing?: Unanticipated Consequences of Cigarette Graphic Health Warnings on E-cigarette Attitudes 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

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 **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



Continued from **Saturday, 10 June**

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

Repeated exposures to images increase perceived authenticity

» [Ms. Farhana Tabassum](#) (Norway) - BI Norwegian Business School, [Dr. Klemens Knoeferle](#) (Norway) - BI Norwegian Business School, [Dr. Luk Warlop](#) (Norway) - BI Norwegian Business School

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

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

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. Natalie Adkins](#) (United States) - Drake University, [Dr. Elizabeth Crosby](#) (United States) - University of Wisconsin La Crosse, [Dr. Jenna Drenten](#) (United States) - Loyola University, Chicago, [Dr. Christina Chan-Park](#) (United States) - Baylor University



Continued from **Saturday, 10 June**

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. Valérieane Champagne-Saint-Arnaud (Canada) - Laval University

11am

Poverty and Subsistence Marketplaces

Chaired by: Dr. Tyler Milfeld (United States)

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

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