



**ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS
FEDERATION OF BUSINESS DISCIPLINES**

ACME 2023 Award Recipients

Inaugural ACME Trailblazer Award for Impactful Contributions in Marketing

Gerald Zaltman

Harvard University, Cambridge, Massachusetts

Federation of Business Disciplines Outstanding Educator Award

Adam J. Mills

Loyola University, New Orleans, Louisiana

Federation of Business Disciplines Distinguished Paper Award

Analysis of Influencing Factors of Patients' Online Doctor Selection Behavior from the Dual-Path Perspective: Taking the Psychiatric Patients of Haodf.com as an Example

Chengyi Le, Shan Li, Feiyan Qiu, Zhenhao Zhang, and Xinya Zhu

East China Jiaotong University, Nanchuang, China

BEST PAPER IN TRACK AWARD WINNERS

Consumer Behavior and Psychology Track

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“My Morality Does Not Allow Me to Put Others at Risk”: Moral Obligation as a Mediator Between the
Big 5 Personality Traits and Shopping Destinations

Swagata Chakraborty, University of North Texas, Denton, Texas

Amrut Sadachar, University of North Texas, Denton, Texas

Logistics and Supply Chain Management Track

Management of Shipping Logistics: A Warning Model

Yiran Liu, University of International Business and Economics, Beijing, China

Yang Lu, Beijing Technology and Business University, Beijing, China

Marketing Education and Experiential Learning Track

*“Bridging the Gap” for Business Students’ Quantitative Skills with the
Motivation-Implementation-Reflection-Reinforcement Loop*

Weixing M. Ford, Texas A&M University-San Antonio, San Antonio, Texas

Student Research Track

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*Analysis of Influencing Factors of Patients' Online Doctor Selection Behavior
from the Dual-Path Perspective*

Chengyi Le, East China Jiangtong University, Nanchang, China

Shan Li, East China Jiangtong University, Nanchang, China

Feiyan Qiu, East China Jiangtong University, Nanchang, China

Zhenhao Zhang, East China Jiangtong University, Nanchang, China

Xinya Zhu, East China Jiangtong University, Nanchang, China