

ASSOCIATION OF COLLEGIATE MARKETING EDUCATORS

Welcome to the ACME 2026 Conference!

**53rd Annual Meeting
March 18-21, 2026
Renaissance Dallas Richardson Hotel
Dallas, Texas**



Association of Collegiate Marketing Educators

The Southwestern Marketing Association (SWMA) was founded in 1973 and changed its name to the Association of Collegiate Marketing Educators (ACME) in 2000.

ACME 2026 Program Compiled and Edited by

Zhenning (Jimmy) Xu, ACME Program Chair, 2025-2026
California State University Bakersfield

With special thanks to the ACME 2026 Program Committee and Track Chairs

Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 18, 2026 (Wednesday)	
1:30 p.m. – 3:00 p.m.	Cottonwood 1

Session A: Consumer Behavior & Psychological Well-Being 1
 Session Chair: Mona Safizadeh, University of Texas Rio Grande Valley

Understanding Cosmopolitanism and Ethnocentrism Through the Lens of Regulatory Focus
 Jonghan Hyun University of North Texas

Purpose In Life and Consumption Behavior: A Phenomenological Approach
 Mona Safizadeh University of Texas Rio Grande Valley
 Atefeh Yazdanparast East Texas A&M University

To Curve Them Out or Not? How Shape Effect Works on Smartphone Application Icons and Device Purchase Intention
 Heshan Dong University of Texas Permian Basin
 Lili Gai University of Texas Permian Basin

Financial Literacy Knowledge Among Marketing Students
 Vivekshankar Natarajan Lamar University
 Sanjay Mehta Sam Houston State University
 Irfan Ahmed Sam Houston State University
 Vinu Simon Sam Houston State University

1:30 p.m. – 3:00 p.m.

Texas 3

Session B: Advertising, Branding, and IMC
 Session Chair: Atefeh Yazdanparast, East Texas A & M University

Invisible Sustainability: Curricular Innovations in Design Education that Lead to Design Choices with Positive Social and Environmental Impact
 Samuel Dong Saul University of Northern Colorado

Do I Rebrand or Reposition? A Decision-Making Guide
 Danny Upshaw Northwestern State University of Louisiana
 Anna Upshaw Northwestern State University of Louisiana
 Marcia Hardy Louisiana Christian University
 Eddie Horton Northwestern State University of Louisiana

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A Systematic Review of Literature on Relationships Between Brand Logo Design and Brand Equity

Tahseen Tawseef	Auburn University
Wi-Suk Kwon	Auburn University
Mohammed Siddique	Auburn University

Balancing Convenience and Cost: Consumer Trade-Offs in Online Food Delivery

Yuying Shi	East Texas A & M University
Xun Xu	San José State University

3:30 p.m. – 5:00 p.m.

Cottonwood 1

Special Session 1: Marketing Education - From Classroom to Career: Cultivating Marketing Students' Professional Identity

Session Chairs: Renée Gravois, Sam Houston State University
Jordan Burkes, Southeastern Louisiana University

Professionalism in Progress: A Scaffolded Assignment to Support Professional Identity Reflection and Formation

Renée Gravois	Sam Houston State University
Jordan Burkes	Southeastern Louisiana University

Building Students' Professional Identity through Industry Engagement

Pushkala Raman	Texas Woman's University
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Storytelling Strategies for Developing Professional Identity and Career Readiness: Curricular and Co-Curricular Approaches

Renée Gravois	Sam Houston State University
Christine Cardinal	Sam Houston State University
Philip Cody	Sam Houston State University

Launching Leaders: Career Readiness Strategies for First-Year Business Students

Madison Smith	Southeastern Louisiana University
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Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 19, 2026 (Thursday)	
8:00 a.m. – 10:00 a.m.	Cottonwood 1

ACME 2026 Teaching Innovation Competition
Finalist Presentations

Session Chair: Yolanda Obaze, University of Evansville

**Global Youth, Local Culture: Experiential Learning Through
Cultural Immersion in an International Marketing Course**

Prachi Gala
Kennesaw State University

Brand Analysis and Generative AI Advertising

Rita To
Tarleton State University

**From Data to Decision: A Scaffolded, CEO-Focused Simulation
for Graduate Marketing Strategy**

Andrea Bennett
Texas Woman's University

Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 19, 2026 (Thursday)	
8:30 a.m. – 10:00 a.m.	Cottonwood 2

Session A: Marketing and AI Applications - Session 1 - Transforming Marketing with AI
 Session Chair: Monsour Shahhosseini, University of Texas at Dallas

Strategic Visual Disclosure and Behavioral Frictions in Secondhand Markets: A Model of Price Dispersion Beyond Quality Asymmetry

Mansour Shahhosseini University of Texas at Dallas
 Shervin Shahrokhi Tehrani University of Texas at Dallas

Reframing Customer Orientation in The Age of AI

Ceyhan Kilic Tarleton State University
 Turkan Dursun Kilic West Texas A&M University

Synthetic Data in Marketing: Systematically Addressing Opportunities, Methodological Risks, and Deep Ethical Dilemmas

Vinu Simon Sam Houston State University
 Sanjay Mehta Sam Houston State University
 Irfan Ahmed Sam Houston State University
 Vivekshankar Natarajan Lamar University

8:30 a.m. – 10:00 a.m.	Cottonwood 3
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Session B: Logistics and Global Marketing Strategies
 Session Chairs: Jeff Radighieri, Texas Woman's University
 Amit Kohli, University Canada West

Pathways To Eco-Conscious Consumption: An Application of the Self-Discrepancy Theory

Swagata Chakraborty University of North Texas
 Jonghan Hyun University of North Texas

The Impact of Culture on Brand Betrayal

Jeff Radighieri Texas Woman's University
 Maria Barua Texas Woman's University

Cross-cultural Comparison of Volunteerism Motivation

Rajasree K. Rajamma Fairfield University
 Audhesh Paswan University of North Texas
 Qin Sun California State University, Northridge

Optimizing Logistics in Manufacturing SMEs through Digital Twin Technology

Amit Kohli University Canada West
 Mosunmola Dayo-Olotu University Canada West

Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 19, 2026 (Thursday)	
10:00 a.m. – 10:30 a.m.	Foyer

FBD Coffee Break and Poster Sessions

Attend poster sessions. Visit exhibits for information on the latest books and educational technologies. Let our exhibitors know how much we appreciate their presence and continued support.

10:30 a.m. – 12:00 p.m.	Cottonwood 2
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Special Sessions 3: Marketing Metrics and AI
 Session Chair: Gopala Ganesh, University of North Texas

Two Fully Online Marketing Metrics Courses: A Comparison
 Gopala Ganesh University of North Texas

How AI Reconceptualizes the Marketing Mix: From 9Ps to a Learning Mix
 Olfat Ganji Bidmeshk University Canada West
 Amit Kohli University Canada West

Virtue at a Cost: CEO Integrity, Firm Risk-Taking, and Digital Orientation
 Prachi Gala Kennesaw State University

10:30 a.m. – 12:00 p.m.	Cottonwood 1
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Meet the Editors

Seth Ketron, University of St. Thomas
 Associate Editor, *Journal of Product & Brand Management* and *Journal of Consumer Behaviour*

Atefeh Yazdanparast, East Texas A&M University
 Senior Associate Editor, *Marketing Intelligence & Planning* and *Journal of Consumer Behaviour*

Qin Sun, California State University Northridge
 Senior Associate Editor, *Journal of Global Marketing*

Xun Xu, San Jose State University
 Editor in Chief, *International Journal of Logistics Economics and Globalisation*

12:00 p.m. – 1:00 p.m.

Lunch – On Your Own

Get together with fellow ACME and FBD colleagues!

Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 19, 2026 (Thursday)	
1:30 p.m. – 3:00 p.m.	Cottonwood 1

Special Session 2: Marketing Education
 Session Chairs: Vinu Simon, Sam Houston State University
 Yi-Chia “Shair” Wu, Tarleton State University

Wither the Marketing Textbook?

Irfan Ahmed	Sam Houston State University
Vinu Simon	Sam Houston State University
Sanjay Mehta	Sam Houston State University
Vivekshankar Natarajan	Lamar University
Vaidas Lukosius	Tennessee State University

1:30 p.m. – 3:00 p.m.	Cottonwood 2
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Session A: Consumer Behavior and Psychological Well-Being - Session 2
 Session Chairs: Gina Tran, Florida Gulf Coast University
 Mousumi Bose Godbole, Fairfield University

Eat to Live or Live to Eat? Investigating Hedonism and Emotions Towards Luxury Dining Attitudes

Gina Tran	Florida Gulf Coast University
F. Mark Case	Florida Gulf Coast University
Jacqueline Eastman	Florida Gulf Coast University
Vincent Belier	Florida Gulf Coast University

Aesthetics in the Adoption of Technology Device

Fernando Parra	California State University, Fresno
Belal Abdelfattah	George Mason University

The Green Side of Power

Iman Naderi	Fairfield University
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“Why Do I Switch Brand?” Drivers of Brand Switching Behavior amongst Acquisitive Buyers Compared to Mainstream Buyers

Mousumi Bose Godbole	Fairfield University
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Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 19, 2026 (Thursday)	
1:30 p.m. – 3:00 p.m.	Cottonwood 3

Session B: Retailing, E-Commerce, and Fashion Merchandising
 Session Chairs: Sua Jeon, Texas Wesleyan University
 Suchi Subhra Acharjya, Texas Wesleyan University

Tourists' Motivation for Buying Traditional Costumes During Traveling
 Suchi Subhra Acharjya University of North Texas
 Kelcie Slaton University of North Texas

Fashion x Luxury and Behavioral Domain
 Audhesh Paswan University of North Texas

Retailing the Past: The Power of Nostalgia on Consumer Behavior
 Sua Jeon Texas Wesleyan University
 Junghoon Song Texas Wesleyan University
 Soo-Kyoung Ahn Chonnam National University

Developing and Validating an Omnichannel Consistency Perception Scale: A Multidimensional Approach to Brand Loyalty Integration
 Mallika Srivastava NMIMS
 Narayani Ramachandran NMIMS
 Mudita Sinha Christ University
 Semila Fernandes Symbiosis Institute of Business Management

3:00 p.m.-3:30 p.m.

Foyer

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Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 19, 2026 (Thursday)	
3:30 p.m. – 5:00 p.m.	Cottonwood 1

Session A: Marketing Education - Exploring Learning, Skill Building, and Employment Outcomes

Session Chairs: Audhesh Paswan, University of North Texas
Joyce Zhou, University of Louisiana Monroe

Beyond the Textbook: Developing Marketable Skills through NACE-Aligned Marketing Instruction
Joyce Zhou University of Louisiana Monroe

Antecedents to Intention to Enroll in Online Classes
Audhesh Paswan University of North Texas
Jhinuk Chowdhury University of North Texas
Lou Pelton University of North Texas

Undergraduate Marketing Salaries for UT Dallas Are Reliably Tracked by SeekUT
Julie Haworth University of Texas at Dallas

Case-Based Learning and Student Outcomes: The Role of Brand Equity and Experiential Pedagogy in Marketing Education
Robert Mackalski University of Nebraska, Lincoln
Kasey Linde University of Nebraska, Lincoln
Seth Polsley University of Nebraska, Lincoln

3:30 p.m. – 5:00 p.m.	Cottonwood 2
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Session B: Social Media, Digital Marketing, and Sports Marketing
Session Chairs: Sabrina Reed, University of Southern Mississippi
Ali Jamali, Independent Researcher

Measuring the ROI of Influencer Marketing in Emerging Markets: Challenges and Opportunities
Ali Jamali Independent Researcher

Investing Impacts of MiLB Alternate Identities: A Content Analysis of Attendance in the Southern League
Sabrina Reed University of Southern Mississippi
Alison Fridley University of Southern Mississippi
Chris Croft University of Southern Mississippi
Chris Coker East Texas A&M University

Spectator Motivation and the NIL Landscape
Alison Fridley University of Southern Mississippi

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Sabrina Reed	University of Southern Mississippi
Chris Croft	University of Southern Mississippi
Chris Coker	East Texas A&M University University

Impact of NBA Jersey Patches Sponsorships: A Content Analysis of Sponsorship Backgrounds, Connections, and Financial Impact

Sabrina Reed	University of Southern Mississippi
Alison Fridley	University of Southern Mississippi
Chris Croft	University of Southern Mississippi
Chris Coker	East Texas A&M University

3:30 p.m. – 5:00 p.m.

Cottonwood 3

Session C: Exploration and Innovation: Student Perspectives 1
Session Chairs: Atefah Yazdanparast, East Texas A&M University
Jonghan Hyun, University of North Texas

Educational AI: An Examination of the Perceptions of Students and Educators

Nicole Weise	Clark University
Atefah Yazdanparast	East Texas A&M University

Generation Z Metaverse Buy-In: Understanding Factors Influencing Adoption and Engagement

Sua Jeon	Texas Wesleyan University
Alexis Greenidge	Texas Wesleyan University
Jonathan Fellers	Texas Wesleyan University
Ashton Mitchell	Texas Wesleyan University
Breyden Balckwell	Texas Wesleyan University

Predicting the Chinese Consumer's Consumption Value of Using Mobile Apps to Shop Fashion Products in the Offline Channels

Zhangyahui Liu	Kent State University
Jihyun Kim-Vick	Kent State University
Jonghan Hyun	University of North Texas

Thinking and Feeling in Stories: Reconceptualizing Narrative Transportation in Persuasion

Reza Pedarpour Vajargah	Kent State University
Pouneh Sadeghi Shabestari	University of Wisconsin-Milwaukee

Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 20, 2026 (Friday)	
8:30 a.m. – 10:00 a.m.	Cottonwood 1

Special Session 2: Marketing and Entrepreneurship
 Session Chair: Rajasree K. Rajamma, Fairfield University

Igniting Innovation: How Universities Can Foster Entrepreneurship

Rajasree K. Rajamma	Fairfield University
Madison Governale	Fairfield University
Paige Governale	Fairfield University
Sanjay Mehta	Sam Houston State University
Mann Hamdan	HEXA Global Ventures

8:30 a.m. – 10:00 a.m.	Cottonwood 2
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Session A: Exploration and Innovation: Student Perspectives 2
 Session Chairs: Sua Jeon, Texas Wesleyan University
 Pushkala Raman, Texas Woman’s University

How AI Marketing Hurts a Brand’s Image

Sua Jeon	Texas Wesleyan University
Bryce Edwards	Texas Wesleyan University
Marco Salamanca	Texas Wesleyan University
Alvaro Gutierrez	Texas Wesleyan University
Thanh Nguyen	Texas Wesleyan University

Brand Loyalty in Flux: How Shopping Frequency Shapes Gen Z Switching Behavior

Ayana Godbole	Hopkins School
Lilly Ye	Frostburg State University

An Inductive Qualitative Investigation of Brand Transgression Experiences: Preliminary Mapping of Transgression Types, Negative Emotions, and Customer Reactions

Douglas Grisaffe	University of Texas at Arlington
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Exploring the Dynamics of Knowledge Sharing Among Nonacademic Staff in Higher Education Across Different Workforce Generations

Linda Mckeiver	University of North Texas
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10:30 a.m. – 12:00 p.m.	Texas 4
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ACME Keynote Session

Session Chair: Lili Gai, University of Texas Permian Basin

**Resourcing Hope in Times of Trouble:
The Perspective of a Marketing Educator**

*Dr. Linda L. Price**

*Dick and Maggie Scarlett Chair and Professor of Marketing
University of Wyoming*

Marketing Generosity: From Career Path to Community Impact

Rebecca Babin

*Senior Director, North Texas Giving Day and Marketing Strategy
Communities Foundation of Texas*

*Dr. Price is the recipient of the 2026 ACME Trailblazer Award for Impactful Contributions in Marketing. All ACME registrants are invited to join us on Friday for the presentation of this award to Dr. Price during the ACME Luncheon, Business Meeting, and Award Ceremony.

12:00 p.m. – 2:00 p.m.	Texas 4
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ACME Luncheon, Business Meeting and Award Ceremony

Host: Lili Gai, ACME President, 2025-2026, University of Texas Permian Basin

All ACME members and pre-registered ACME guests are encouraged to attend as we honor our award winners and hold our Annual Business Meeting.

****THIS EVENT IS OPEN ONLY TO ACME MEMBERS AND PRE-REGISTERED GUESTS.***

Association of Collegiate Marketing Educators	
In-Person Sessions – All Times are in U.S. Central Time	
March 20, 2026 (Friday)	
2:00 p.m. – 3:30 p.m.	Cottonwood 1

Session: Marketing Education: Exploring New Practices in Eye-Tracking, AI, and Data Visualization

Session Chairs: Jeongah Shin, University of Cincinnati
Farnoosh Farzaneh, University Canada West

Exploring Eye-Tracking as a Teaching Tool through Reflective Practice

Jeongah Shin University of Cincinnati
Yoo-Kyoung Seock University of Georgia

Learning by Doing in Marketing Classrooms: Integrating AI and Experiential Approaches in Higher Education

Farnoosh Farzaneh University Canada West

Teaching Business Students Data Visualization and Problem-solving Skills Using Tableau, R, and Python

Zhenning Xu California State University, Bakersfield
Di Wu California State University, Bakersfield
Ji Li California State University, Bakersfield

3:00 p.m. – 3:30 p.m.

Foyer

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Association of Collegiate Marketing Educators	
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March 20, 2026 (Friday)	
3:30 p.m. – 5:00 p.m.	Cottonwood 1

Session A: Marketing and AI Applications - Session 2 - AI Use Cases and Benefits
 Session Chairs: Kelcie Slaton, University of North Texas
 Pooja Lekhi, University Canada West
 Jeongah Shin, University of Cincinnati

The Views of AI in Education and the Fashion Industry: A Typology of Fashion Merchandising Students through the Human Ecosystem

Kelcie Slaton University of North Texas
 Jonghan Hyun University of North Texas

The Convergence of AI and Blockchain in Financial Systems: Opportunities, Challenges, and Future Directions

Pooja Lekhi University Canada West
 Kamal Nain Sharma Lovely Professional University

Using Voice-Activated Shopping: Integrating Voice Commerce to Meet Modern Consumer Demands

Olamide Amosu University of Virginia
 Adenike Fadina Independent Researcher

From Interaction to Absorption: Exploring How AR-Based Learning Shapes Students' Learning Experience

Jeongah Shin University of Cincinnati

3:45 p.m. – 5:15 p.m.	Texas 4
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ACME Officer Meeting

Thank you for attending ACME 2026!
 We look forward to seeing you again next year at ACME 2027.