

## 2015 AMA Best in Track

### Advertising

#### [The Effect of Advertorial Format and Copy Length on Attitudes of Female \(Target\) and Male \(Non-Target\) Audiences](#)

Cynthia B. Hanson, High Point University, [chanson@highpoint.edu](mailto:chanson@highpoint.edu)

### CB/Research

#### [Fitting Consumer Needs to Perceived Product Value: The Example of Apple versus Samsung Products](#)

Yi-Chia Wu, Tarleton State University, [yichiawu@tarleton.edu](mailto:yichiawu@tarleton.edu)

Arturo Vasquez-Parraga, University of Texas-Rio Grande Valley, [avasquez@utpa.edu](mailto:avasquez@utpa.edu)

### Green Marketing/Sustainability

#### [An Exploratory Investigation of the Public's Attitude on the Effects of Global Warming: The Media's Role in Influencing Opinions as Moderated by Having Lived through a Major Storm](#)

George W Stone, North Carolina A&T State University, [gwstone@ncat.edu](mailto:gwstone@ncat.edu)

Percy Williams, North Carolina A&T State University

Britney Hamilton, North Carolina A&T State University

### Marketing Education

#### [College Students Use Social Networking Sites for Sharing with Friends, But Guess Who Else Is Looking?](#)

Liz Alexander, Marshall University, [alexanec@marshall.edu](mailto:alexanec@marshall.edu)

Fred Mader, Marshall University, [mader@marshall.edu](mailto:mader@marshall.edu)

Deanna Mader, Marshall University, [maderd@marshall.edu](mailto:maderd@marshall.edu)

### Music/Arts

#### [Authenticity in Music Performance: Evidence from the Singer-Songwriter Community](#)

Jon Littlefield, Dalton State College, [jlittlefield@daltonstate.edu](mailto:jlittlefield@daltonstate.edu)

## **Retailing**

### **How Customer Shopping Motivation Influences Perceived Design of the Retail Environment**

Julie Steen, University of South Carolina-Aiken, [julies@usca.edu](mailto:julies@usca.edu)

## **Social Media**

### **Using Focus Groups and Correspondence Analysis to Explore the Relationship Between Millennials' Online Behavior and Their Opinions of Online Reviews**

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## **Special Sessions/Case Studies**

### **Cutting the Cord: An Examination of Changing TV Viewership**

John Crawford, Lipscomb University, [john.crawford@lipscomb.edu](mailto:john.crawford@lipscomb.edu)

## **Sports Marketing**

### **Dynamic Pricing in Major League Baseball Tickets: Issues and Challenges**

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# **2015 AMA Best in CONFERENCE**

### **Using Focus Groups and Correspondence Analysis to Explore the Relationship Between Millennials' Online Behavior and Their Opinions of Online Reviews**

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