

**OFFICIAL PROGRAM**

**Forty-Ninth ANNUAL MEETING**

**March 2 – March 5, 2022**



**FEDERATION OF BUSINESS DISCIPLINES**  
(Formerly Southwestern Federation of Administrative Disciplines)

**National and International Constituency**

Compiled and Edited by Degan J. Kettles  
Brigham Young University

With special thanks to the 2022 FBD Association Program Chairs

**49<sup>th</sup> Annual Conference**

March 2 - 5, 2022  
Hilton New Orleans Riverside  
New Orleans, Louisiana

**50<sup>th</sup> Annual Conference**

March 8 - 11, 2023  
Hyatt Regency Houston  
Houston, Texas

**51<sup>st</sup> Annual Conference**

April 10 - 13, 2024  
Moody Gardens Hotel & Convention  
Galveston, Texas



For more information visit

**FEDERATION OF BUSINESS DISCIPLINES**

Website:

**<http://www.fbdonline.org>**

## FBD POSTER PRESENTATIONS

This year we are proud to sponsor our 5th Annual Conference-wide Poster Sessions. Take time to visit the Exhibit Hall – St Charles to view the research selected for inclusion in these sessions. Authors will be available to discuss their research with you. This is a great chance for you to engage in this interactive presentation of research. Badges are required to enter the Exhibit Hall.

### Thursday, March 3

3:00 p.m. – 4:00 p.m. – Exhibit Hall – St Charles

*ACES: Accounting Career Essential Skills, a Co-Curricular Program* (SWAAA)

**Stephanie Watson**, University of Central Arkansas

**Qifeng Wu**, University of Central Arkansas

*Diversity and Inclusion in the on-line class: mindful selection of course materials, examples and activities* (SWAAA)

**Lyudmyla Vasylivna Krylova**, Texas State University

*The Production Company – an Activity Based Assessment for Introductory Managerial Accounting Concepts* (SWAAA)

**Angela M. Brown**, Penn State University-Schuylkill

*Enhancing Course Engagement Through Use of a Digital Class Notebook* (SWAAA)

**Kimberly J. Webb**, Texas Wesleyan University

**Bonnie R. Albritton**, Texas Wesleyan University

*Financial Accounting Research Paper* (SWAAA)

**Karen Marie Oxner**, University of Central Arkansas

### Friday, March 4

10:00 a.m. – 11:00 a.m. – Exhibit Hall – St Charles

*Crude oil prices, analyst forecast revisions and stock returns* (SWAAA)

**Guoyu Lin**, Clarkston University

*The Zombie Firm Effect and the Inefficient Allocation of Capital* (SWAAA)

**Joseph Faello**, Mississippi State University-Meridian

**Yingge Qu**, Mississippi State University-Meridian

*Accelerators in Iran Entrepreneurial Environment* (SWAM)

**Nazanin Tourani**, Penn State Fayette

**Soheil Khodadadi**, Concordia University

**Martin Zargarani**, Amirkabir University of Technology

*Investor Sentiment and Financial Reporting Quality* (SWAAA)

**Tianpei Li**, Florida Atlantic University

**Tyler Ricco**, Florida Atlantic University

*Marketing Intramurals & Campus Recreation at Small Colleges: An Exploratory Study* (ACME)

**Robert Zullo**, West Minster College

*Tell Me Why: The Effect of Others' Attributions in Feedback* (SWAM)

**Caitlin Sockbeson**, Jacksonville University

## FBD POSTER PRESENTATIONS

**Friday, March 4**  
**3:00 p.m. – 4:00 p.m. – Exhibit Hall – St Charles**

*A Wicked Problem of the Global Covid-19 Vaccine Rollout: How Pharmaceutical Firms Made Sense of the Pandemic and Dealt with External Stakeholders* (SWAM)

**Aleksandra Rebeka**, Franklin and Marshall College

**Anna Abdulmanova**, Robert Morris University

**Ellyn Fritz**, Franklin and Marshall College

*Study of Restaurant Business Owners during the Covid-19 Pandemic* (SWAM)

**Aleksandra Rebeka**, Franklin and Marshall College

**Alysse Danyi**, Franklin and Marshall College

**Lily Nolan**, Franklin and Marshall College

*Client Communication Tasks in Tax Return Projects* (SWAAA)

**Andrew Dale Almand**, Henderson State University

**Ashley Phillips**, University of Central Arkansas

**Joshua Simer**, University of Central Arkansas

*Gender Diversity in Undergraduate Business Majors: Understanding the Major Selection Process* (SWAM)

**Suzanne Clinton**, University of Central Oklahoma

**Lori Marie Houghtalen**, Abilene Christian University

**Jody Jones**, Abilene Christian University

**Kimberly Merritt**, Oklahoma Christian University

Please make plans to visit the exhibits to receive information on the latest books and newest education technologies.



Please let exhibitors know how much we appreciate their presence and continued support!

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

Welcome to New Orleans and the ACME 2022 Conference!



Association of Collegiate Marketing Educators

**ACME Officers, 2021-2022**

<b>President</b>	<b>Türkan Dursun-Kilic</b> , West Texas A&M University, Canyon, Texas
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**Rajasree K. Rajamma**, Program Chair, Fairfield University, Fairfield, Connecticut

**Lilly Ye**, Vice President of Membership and Associate Program Chair,  
Frostburg State University, Frostburg, Maryland

**Renée Gravois**, Sam Houston State University, Huntsville, Texas

**Atefeh Yazdanparast Ardestani**, Clark University, Worcester, Massachusetts

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**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Vivekshankar Natarajan**, Lamar University, Beaumont, Texas

**Vaidas Lukosius**, Tennessee State University, Nashville, Tennessee

**CONGRATULATIONS!**

**2022 Federation of Business Disciplines  
Distinguished Paper Award**

*Critical Role of Perceived Humor When Brands Post Memes on Social Media*

**Sphurti Sewak**

Florida International University, Miami, Florida

**Jae Hoon Lee**

Florida International University, Miami, Florida

**CONGRATULATIONS!**

**2022 Federation of Business Disciplines  
Outstanding Educator Award**

**Irfan Ahmed**

Sam Houston State University, Huntsville, Texas

**CONGRATULATIONS!**

**2022 Lou E. Pelton Award for  
Early Career Excellence in Marketing**

**J. Ricky Fergurson**

Indiana State University, Terre Haute, Indiana

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ACME expresses its tremendous gratitude to Lou E. Pelton,  
University of North Texas, for his vision and generosity in funding this award.

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**CONGRATULATIONS!**

**BEST PAPER IN TRACK AWARD WINNERS**

**Marketing Education and Experiential Learning Track**

*The Value of Service Learning for Marketing: An Empirical Research  
Review of the Literature*

**Ray Wang**, Thammasat University, Bangkok, Thailand

**Personal Selling and Sales Management Track**

*The Use of AI in Sales: A Literature Review and Bibliometric Analysis*

**John Gironda**, University of North Carolina-Wilmington, Wilmington, North Carolina  
**Maria Petrescu**, Embry-Riddle Aeronautical University, Daytona Beach, Florida

**Social Media, Mobile Marketing, and Digital Marketing Track**

*Critical Role of Perceived Humor When Brands Post Memes on Social Media*

**Sphurti Sewak**, Florida International University, Miami, Florida  
**Jae Hoon Lee**, Florida International University, Miami, Florida

**Make plans to join us in Houston, Texas for our 2023 conference.**



**50th Annual Conference**

March 8 - 11, 2023

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Houston, Texas

**51st Annual Conference**

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**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Track Chairs**

*Thank you to the ACME Track Chairs for 2021-2022. ACME greatly appreciates your service!*

*Advertising and Integrated Marketing Communications*

**Tommy Hsu**, Tarleton State University, Stephenville, Texas

*Branding and Brand Management*

**David Taylor**, Sacred Heart University, Fairfield, Connecticut

*Consumer Behavior and Psychology*

**Gary Holmes**, University of North Texas at Dallas, Dallas, Texas

**Saeed Tajdini**, Indiana University Southeast, New Albany, Indiana

*Public Policy, Sustainability, and Social Responsibility*

**Julie Haworth**, University of Texas at Dallas, Richardson, Texas

**Kate Abraham**, Concordia University, Chicago, Illinois

*Global Marketing*

**Daniel Rajaratnam**, University of Texas at Dallas, Richardson, Texas

**Sangeeta Devanathan**, Jain University, Bangalore, India

*Fashion Merchandising*

**Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

**Kiseol Yang**, University of North Texas, Denton, Texas

*Health Care and Pharmaceutical Marketing*

**Amit Malhan**, North Carolina A&T State University, Greensboro, North Carolina

*Logistics and Supply Chain Management*

**Subhro Mitra**, University of North Texas at Dallas, Dallas, Texas

*Macromarketing and Political Marketing*

**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Ardhendu Shekhar Singh**, Symbiosis International, Pune, India

*Marketing Education and Experiential Learning*

**Adam J. Mills**, Loyola University, New Orleans, Louisiana

*Data Driven Marketing for Consumer Insights*

**Zhenning “Jimmy” Xu**, California State University-Bakersfield, Bakersfield, California

**Guanyu Geng**, University of North Texas, Denton, Texas

*Marketing Strategy, New Product Development, and Innovation*

**Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana

**Prachi Gala**, Kennesaw State University, Kennesaw, Georgia

*Retailing and Electronic Commerce*

**Joyce Zhou**, University of Louisiana Monroe, Monroe, Louisiana

**Ayşe Begüm Ersoy**, Cape Breton University, Nova Scotia, Canada

*Personal Selling and Sales Management*

**J. Ricky Ferguson**, Indiana State University, Terre Haute, Indiana



**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**Track Chairs (continued)**

*Services, Tourism and Hospitality Marketing*

**Jingxian “Kelly” Jiang**, Texas A&M University, College Station, Texas

*Social Media, Mobile Marketing, and Digital Marketing*

**Scott D. Roberts**, University of the Incarnate Word, San Antonio, Texas

**Eyad Youssef** (deceased), Frostburg State University, Frostburg, Maryland

*Sports and Recreational Marketing*

**Joshua Shuart**, Sacred Heart University, Fairfield, Connecticut

*Student Research*

**Marilyn Eastman**, Morningside University, Sioux City, Iowa

*Special Sessions, Panel Discussions, Workshops, and Posters*

**Atefeh Yazdanparast Ardestani**, Clark University, Worcester, Massachusetts

**ACME Reviewers**

*ACME thanks each of the following colleagues for their valuable service in reviewing submissions for our 2022 ACME Conference!*

**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Aaron Arndt**, Old Dominion University, Norfolk, Virginia

**Laurie Babin**, University of Mississippi, University, Mississippi

**Michelle Bednarz Beauchamp**, Mississippi College, Clinton, Mississippi

**Banu Goktan Bilhan**, University of North Texas at Dallas, Dallas, Texas

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**Jing Chen**, Texas A&M University-Kingsville, Kingsville, Texas

**Rui Chen**, Tarleton State University, Stephenville, Texas

**Marilyn Eastman**, Morningside University, Sioux City, Iowa

**Ayşe Begüm Ersoy**, Cape Breton University, Nova Scotia, Canada

**David Fleming**, Indiana State University, Terre Haute, Indiana

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

**Judith Forney**, University of North Texas, Denton, Texas

**Lili Gai**, University of Texas at Permian Basin, Odessa, Texas

**Guanyu Geng**, University of North Texas, Denton, Texas

**Aisha Ghimire**, University of Mississippi, Oxford, Mississippi

**Lynn Godwin**, University of St. Thomas, Houston, Texas

**Renée Gravois**, Sam Houston State University, Huntsville, Texas

**Scott Griffith**, Briar Cliff University, Sioux City, Iowa

**Julie Haworth**, University of Texas at Dallas, Richardson, Texas

**Gary R. Holmes**, University of North Texas at Dallas, Dallas, Texas

**Chang Huh**, University of Texas Rio Grande Valley, Edinburg, Texas

**Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

**Jingxian “Kelly” Jiang**, Texas A&M University, College Station, Texas

**Jing Chen**, Texas A&M University-Kingsville, Kingsville, Texas

**Dee Knight**, University of North Texas, Denton, Texas

**Jae Hoon Lee**, Florida International University, Miami, Florida

**Robert Lloyd**, Fort Hays State University, Fort Hays, Kansas

**ASSOCIATION OF COLLEGIATE  
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**Laura Munoz**, University of Dallas, Irving, Texas  
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**Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas  
**Adam J. Mills**, Loyola University, New Orleans, Louisiana  
**Iman Naderi**, Fairfield University, Fairfield, Connecticut  
**Atanas Nikolov**, Appalachian State University, Boone, North Carolina  
**Audhesh K. Pasawan**, University of North Texas, Denton, Texas  
**Rajasree K. Rajamma**, Fairfield University, Fairfield, Connecticut  
**Daniel Rajaratnam**, University of Texas at Dallas, Richardson, Texas  
**Jan Riley**, Kennesaw State University, Kennesaw, Georgia  
**Scott D. Roberts**, University of the Incarnate Word, San Antonio, Texas  
**Don Roy**, Middle Tennessee State University, Murfreesboro, Tennessee  
**David Rylander**, Texas Woman's University, Denton, Texas  
**Anshu Saran**, University of Texas - Permian Basin, Odessa, Texas  
**Michael Sciandra**, Fairfield University, Fairfield, Connecticut  
**Sphurti Sewak**, Florida International University, Miami, Florida  
**Nazuk Sharma**, Fairfield University, Fairfield, Connecticut  
**Butch Sim**, Emporia State University, Emporia, Kansas  
**Arjun Singh**, University of Texas Rio Grande Valley, Edinburg, Texas  
**Prashant Srivastava**, University of Tennessee, Chattanooga, Tennessee  
**John Story**, University of St. Thomas, Houston, Texas  
**Saeed Tajdini**, Indiana University Southeast, New Albany, Indiana  
**Ray Wang**, Thammasat University, Bangkok, Thailand  
**Jeffrey Wendt**, University of North Texas at Dallas, Dallas, Texas  
**Zhenning "Jimmy" Xu**, California State University-Bakersfield, Bakersfield, California  
**Kiseol Yang**, University of North Texas, Denton, Texas  
**Atefeh Yazdanparast Ardestani**, Clark University, Worcester, Massachusetts  
**Lilly Ye**, Frostburg State University, Frostburg, Maryland  
**Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana  
**Noni Zaharia**, Saint Louis University, St. Louis, Missouri  
**Joyce Zhou**, University of Louisiana Monroe, Monroe, Louisiana

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Interested in volunteering for the 2023 ACME Conference in Houston, Texas?  
Contact Lilly Ye, ACME Program Chair for 2022-2023, at [lye@frostburg.edu](mailto:lye@frostburg.edu).

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 2, 2022  
(Wednesday)

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1:30 p.m. – 3:00 p.m.

Commerce

**SESSION A**      **Strategic Curriculum Design**

Research Presentations | Marketing Education and Experiential Learning Track

**Session Chair:**      **Lilly Ye**, Frostburg State University, Frostburg, Maryland

*Marketing Metrics for Managers: A New, Fully Online Course for MBA Students*

**Gopala “GG” Ganesh**, University of North Texas, Denton, Texas

*Which Colleges Can Offer a More Innovative Marketing Curriculum?*

**Selcuk Ertekin**, Brenau University, Gainesville, Georgia

**Linda Barton**, Brenau University, Gainesville, Georgia

*Whited Sepulchers: Religious Colleges in the United States*

**Lynn Godwin**, University of St. Thomas, Houston, Texas

**John Story**, University of St. Thomas, Houston, Texas

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1:30 p.m. – 3:00 p.m.

Warwick

**SESSION B**      **Student Research**

Research Presentations | Student Track

**Session Chair:**      **Robert Lloyd**, Fort Hays State University, Hays, Kansas

*A Qualitative Analysis of the Social Media Revolution on the Performance of Small Businesses*

**Shelain Lewis**, Morningside University, Sioux City, Iowa

*Zoomed Out and Mentally Logged Off: The Impact of Virtual Fatigue During COVID-19 on College Students' Co-curricular Experiences*

**Clarisa Galindo**, Sam Houston State University, Huntsville, Texas

**Renée Gravois**, Sam Houston State University, Huntsville, Texas

**Meredith Conrey**, Sam Houston State University, Huntsville, Texas

*The Impact of Event Sustainability Using the Triple Bottom Line*

**Zoë Cooper**, Fort Hays State University, Hays, Kansas

**James Budge**, Fort Hays State University, Hays, Kansas

**Robert Lloyd**, Fort Hays State University, Hays, Kansas

**Thomas Lippert**, Fort Hays State University, Hays, Kansas

*Analysis of the Disconnect Between Generation Z Work Preferences and Traditional Work Model*

**Jemar Lee**, Morningside University, Sioux City, Iowa

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 2, 2022  
(Wednesday)

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1:30 p.m. – 3:00 p.m.

Durham

**SESSION C**      **Fashion Marketing and Merchandising**  
Research Presentations | Fashion Marketing and Merchandising Track

**Session Chair:**      **Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

*Systematic Review of Sustainable Packaging Solutions in the Apparel and Footwear Industry*

**Iva Jestratijevic**, University of North Texas, Denton, Texas

**Urška Vrabič-Brodnjak**, University of Ljubljana, Slovenia

*Transparency in the Fashion, Clothing, and Textile Industry*

**Gabriella Wulff**, University of Borås, Sverige, Sweden

**Iva Jestratijevic**, University of North Texas, Denton, Texas

*Understanding Consumers in Purchasing Clothes through Online Reviews*

**Shaoqiong Zhao**, State University of New York, Plattsburgh, New York

**Md Al-Emran**, McNeese State University, Lake Charles, Louisiana

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1:30 p.m. – 3:00 p.m.

Norwich

**SESSION D**      **Understanding Consumers**  
Research Presentations | Consumer Behavior and Psychology Track

**Session Chair:**      **Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

*The Buying Center Concept: A Bibliometric Analysis*

**Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**Vivekshankar Natarajan**, Lamar University, Beaumont, Texas

**Sanjay Mehta**, Sam Houston State University, Huntsville, Texas

**C. Ganeshkumar**, Indian Institute of Plantation Management, Bengaluru, India

*The Role of Cultural Dimensions in Flow Search Experience: Comparing Taiwanese and Mexican Online Consumers*

**Kishwar Joonas**, Prairie View A&M University, Prairie View, Texas

**Ahmed Mahfouz**, Prairie View A&M University, Prairie View, Texas

**Wen-Hung Stephen Wang**, National Taiwan Ocean University, Keelung City, Taiwan

**Diana Dávila Ruiz**, Universidad Anahuac, Naucalpan de Juárez, Mexico

**Claudia Jaquelina Jackie González-Trujillo**, Universidad de Monterrey, San Pedro Garza García, Mexico

*Service Failures, Recovery Efforts, and Customer Satisfaction within the Amazon Corporation*

**Andreas W. Stratemeyer**, California State University-Fresno, Fresno, California

**Susan D. Geringer**, California State University-Fresno, Fresno, California

**James Taylor**, California State University-Fresno, Fresno, California

*How Mindsets Influence the Effects of Valence of Online Reviews*

**Dipanwita Bhattacharjee**, Bond University, Queensland, Australia

**Mark Spence**, Bond University, Queensland, Australia

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 2, 2022  
(Wednesday)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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**Session Break.** During the break, be sure to network with ACME colleagues!

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

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3:30 p.m. – 5:00 p.m.

Commerce

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**SESSION A**      **Workshop on Confirmatory Factor Analysis using Structural Equation Modelling (AMOS)**  
Workshop | Open to Members of All FBD Associations | \*Requires Registration\*

**Session Chair:**      **Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas

**Presenter:**          **Barry J. Babin**, University of Mississippi, University, Mississippi

Join us for this hands-on workshop on Confirmatory Factor Analysis using Structural Equation Modelling. Workshop includes advanced topics such as a comparison of the Preacher and Hayes (more recently Hayes) apps with SEM, as well as the use of AMOS and R. *Attendees should bring a laptop.*  
\* Workshop requires advance registration. \*

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3:30 p.m. – 5:00 p.m.

Durham

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**SESSION B**      **Student Research**  
Research Presentations | Student Track

**Session Chair:**      **Marilyn Eastman**, Morningside University, Sioux City, Iowa

*It's a New World: How Generation Z Views Investing and the Financial Markets*  
**Robin Thomala**, Morningside University, Sioux City, Iowa

*The Effects of Nike's Social Justice Position on Consumer's Brand Image and Purchasing Behavior*  
**Laia Badosa**, Morningside University, Sioux City, Iowa

*Consumer Perceptions of the Environmental Impact of the Fast Fashion Clothing Industry in Mexico and the USA*  
**Maria Nava**, Morningside University, Sioux City, Iowa

*Corporate Social Responsibility and its Influence on Marketing Activities and Outcomes*  
**James Budge**, Fort Hays State University, Hays, Kansas  
**Zoë Cooper**, Fort Hays State University, Hays, Kansas  
**Robert Lloyd**, Fort Hays State University, Hays, Kansas  
**Thomas Lippert**, Fort Hays State University, Hays, Kansas

*The Psychological Impact of Using Influencers as Brand Ambassadors*  
**Giuseppe Del Rio Broggi**, Morningside University, Sioux City, Iowa

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 2, 2022  
(Wednesday)**

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3:30 p.m. – 5:00 p.m.

Norwich

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**SESSION C**      **Why Bother with the Liberal Arts?**  
Panel Discussion | Marketing Education and Experiential Learning Track

**Session Chair:**      **Matthew Vollrath**, Ohio Wesleyan University, Delaware, Ohio

**Matthew Vollrath**, Ohio Wesleyan University, Delaware, Ohio  
**Dan Mertens**, Jacksonville State University, Jacksonville, Alabama  
**Robert Lloyd**, Fort Hays State University, Hays, Kansas  
**Marlon Ware**, Azusa Pacific University, Azusa, California  
**Daniel Thoman**, PAE, George Mason University, Fairfax, Virginia

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Evening

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**Dinner on Your Own**

Get together with some ACME and FBD colleagues and  
Enjoy dinner together! Explore New Orleans!

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**ACME Volunteer Opportunities**

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Contact Lilly Ye, ACME Program Chair for 2022-2023, at [lye@frostburg.edu](mailto:lye@frostburg.edu).

For a premier publishing opportunity, check out the peer-reviewed  
**FBD Journal** at <https://www.fbdonline.org/journal/>.



*All FBD conference participants are eligible to have their work considered  
for the low submission fee of \$40.*

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 3, 2022  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Windsor

**SESSION A**      **Fostering Students' Quantitative Reasoning, Research, and Reading Skills**  
Panel Discussion and Presentation | Marketing Education and Experiential  
Learning Track

**Session Chair:**      **Vaidas Lukosius**, Tennessee State University, Nashville, Tennessee

*Enhancing Quantitative Reasoning Skills Across the Business Curriculum*

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

**Ruby Daniels**, Texas A&M University - San Antonio, San Antonio, Texas

**Kathryn Appenzeller Knowles**, Texas A&M University - San Antonio, San Antonio, Texas

**Kenneth Sweet**, Texas A&M University - San Antonio, San Antonio, Texas

*Past, Present, and Future of Using Textbooks in Core Marketing Classes*

**Vaidas Lukosius**, Tennessee State University, Nashville, Tennessee

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8:30 a.m. – 10:00 a.m.

Ascot

**SESSION B**      **Social Media, Mobile Marketing, and Digital Marketing**  
Research Presentations | Social Media, Mobile Marketing, and Digital Marketing Track

**Session Chair:**      **David Rylander**, Texas Woman's University, Denton, Texas

*Critical Role of Perceived Humor When Brands Post Memes on Social Media*

**Sphurti Sewak**, Florida International University, Miami, Florida

**Jae Hoon Lee**, Florida International University, Miami, Florida

*Social Media in a Global Crisis*

**David Rylander**, Texas Woman's University, Denton, Texas

**Jeffrey Radighieri**, Texas Woman's University, Denton, Texas

*An Exploratory Study of Acronyms Used in Social Media Comments*

**Selcuk Ertekin**, Brenau University, Gainesville, Georgia

**Susie Pryor**, Buena Vista University, Storm Lake, Iowa

ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 3, 2022  
(Thursday)

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8:30 a.m. – 10:00 a.m.

Newberry

**SESSION C**      **Technology and Fashion Marketing**  
Research Presentations | Fashion Marketing and Merchandising Track

**Session Chair:**      **Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

*Attitudes Toward Facebook Mobile Retail Apps: A Thai Consumer Perspective*

**Dee Knight**, University of North Texas, Denton, Texas

**Suksai Sukitta**, University of North Texas, Denton, Texas

**Judith Forney**, University of North Texas, Denton, Texas

*Changing Consumer Shopping Attitudes and Behaviors in a Post-Pandemic Era*

**Jill Kurp**, Robert Morris University, Moon Township, Pennsylvania

**Theresa Clarke**, James Madison University, Harrisonburg, Virginia

**Jordan Pratt**, James Madison University, Harrisonburg, Virginia

*Mobile Fashion Apps: Influences of Motivations and Fashion Innovativeness*

**Pushkala Raman**, Texas Woman's University, Denton, Texas

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8:30 a.m. – 10:00 a.m.

Trafalgar

**SESSION D**      **ACME AxxessCapon Teaching Innovation Competition – Finalist Presentations**

**Session Chair:**      **Lilly Ye**, Frostburg State University, Frostburg, Maryland

Join us for this session featuring finalists for the 2022 ACME AxxessCapon Teaching Innovation Competition. The winning teaching innovation will be selected from the finalist presentations, with all finalists recognized at the ACME Awards Luncheon and Business Meeting on Friday from 12:15-2:15.

*Thank you to Wessex Press for its generous sponsorship of this competition and award!*

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St. James

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

Door prize drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

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10:30 a.m. – 12:00 p.m.

Windsor

**PLENARY SESSION**

**MARKETING NEW ORLEANS: THE CULTURAL CAPITAL OF THE SOUTH**

*Members of all FBD associations are invited to attend.*

**Mark Romig**, Senior Vice President and Chief Marketing Officer, New Orleans & Company

**Lisa D. Alexis**, Director, Mayor's Office of Cultural Economy, City of New Orleans, and  
President and CEO, New Orleans Tourism and Cultural Fund Corporation

**Session Chair:** **Renée Gravois**, Sam Houston State University, Huntsville, Texas



ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS

March 3, 2022  
(Thursday)

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12:00 p.m. – 1:00 p.m.

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**LUNCH ON YOUR OWN**

Get together with some ACME and FBD colleagues and  
add conversation to your lunch! Explore New Orleans!

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1:30 p.m. – 3:00 p.m.

Royal

**SESSION A**      **Consumer Behavior and Psychology**  
Research Presentations | Consumer Behavior and Psychology Track

**Session Chair:**      **Gary Holmes**, University of North Texas at Dallas, Dallas, Texas

*Brand Loyalty for the Automotive Market*

**Gary Holmes**, University of North Texas at Dallas, Dallas, Texas

*Using WOM to Overcome Consumer Aversion for Returned Products*

**Ishani Banerji**, Fort Lewis College, Durango, Colorado

*How Having Access to Customer Information Influences Service Provider's Service Disposition: A Test from Two Competing Theories*

**Jing Chen**, Texas A&M University-Kingsville, Kingsville, Texas

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1:30 p.m. – 3:00 p.m.

Windsor

**SESSION B**      **The Learning Experience**  
Research Presentations | Marketing Education and Experiential Learning Track

**Session Chair:**      **Laurie Babin**, University of Mississippi, University, Mississippi

*Experiential Learning in Undergraduate Research*

**Judith Forney**, University of North Texas, Denton, Texas

**Dee Knight**, University of North Texas, Denton, Texas

*The Value of Service Learning for Marketing: An Empirical Research Review of the Literature*

**Ray Wang**, Thammasat University, Bangkok, Thailand

*Implementing Yellowdig in Marketing Principles: Case Study and Recommendations*

**Laurie Babin**, University of Mississippi, University, Mississippi

*Reflections on Working with a Local Foundation on the Largest Giving Day Event in the Country*

**Julie Haworth**, University of Texas at Dallas, Richardson, Texas

**ASSOCIATION OF COLLEGIATE  
MARKETING EDUCATORS**

**March 3, 2022  
(Thursday)**

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1:30 p.m. – 3:00 p.m.

Ascot

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**SESSION C      Personal Selling and Sales Management**  
Research Presentations | Personal Selling and Sales Management Track

**Session Chair:      J. Ricky Ferguson**, Indiana State University, Terre Haute, Indiana

*How Does Supervisory Support Impact Salesperson Lone Wolf Tendencies and the Resulting Relationship with Turnover Intention and Outcome Performance?*

**Barron Brown**, Louisiana Tech University, Ruston, Louisiana

**David Locander**, University of Tennessee at Chattanooga, Chattanooga, Tennessee

**William Locander**, Louisiana Tech University, Ruston, Louisiana

*The Important Roles of Time Flexibility and Compensation Equity in Salesperson Work-Life Balance*

**Blake Nielson**, Weber State University, Ogden, Utah

**Nicole Flink**, Weber State University, Ogden, Utah

**Mikelle Barberi-Weil**, Weber State University, Ogden, Utah

**Brock Adams**, Weber State University, Ogden, Utah

*The Use of AI in Sales: A Literature Review and Bibliometric Analysis*

**John Gironda**, University of North Carolina-Wilmington, Wilmington, North Carolina

**Maria Petrescu**, Embry-Riddle Aeronautical University, Daytona Beach, Florida

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1:30 p.m. – 3:00 p.m.

Trafalgar

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**SESSION D      Student Research**  
Research Presentations and Panel Discussion | Student Track

**Session Chair:      Marilyn Eastman**, Morningside University, Sioux City, Iowa

*Delivering Online Classes: An Examination of Student Expectations Across Business Disciplines*

**Travis Albers**, Louisiana State University-Shreveport, Shreveport, Louisiana

**Nancy Albers**, Louisiana State University-Shreveport, Shreveport, Louisiana

**Tami Knotts**, Louisiana State University-Shreveport, Shreveport, Louisiana

*The Influences of Targeted Social Media Advertising on Consumer Behavior*

**Sean Guerrero**, Texas Wesleyan University, Fort Worth, Texas

**Juan Taboada**, Texas Wesleyan University, Fort Worth, Texas

**Dana Mejia**, Texas Wesleyan University, Fort Worth, Texas

**Mechelle Poche**, Texas Wesleyan University, Fort Worth, Texas

**Sua Jeon**, Texas Wesleyan University, Fort Worth, Texas

*Best Practices in Encouraging, Guiding, and Enjoying Student Research*

**Marilyn Eastman**, Morningside University, Sioux City, Iowa

**Zhenning “Jimmy” Xu**, California State University-Bakersfield, Bakersfield, California

**Renée Gravois**, Sam Houston State University, Huntsville, Texas

**Scott Griffith**, Briar Cliff University, Sioux City, Iowa

**Robert Lloyd**, Fort Hays State University, Hays, Kansas

ASSOCIATION OF COLLEGIATE  
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March 3, 2022  
(Thursday)

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

Door prize drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

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3:30 p.m. – 5:00 p.m.

Royal

**SESSION A**      **Translating Knowledge into Practice**  
Panel Discussion and Presentation | Marketing Education and Experiential Learning Track

**Session Chair:**      **Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas

*Methods for Teaching Social Responsibility by Addressing UT Dallas' 100 Hours of Student Community Engagement Requirement*

**Julie Haworth**, University of Texas at Dallas, Richardson, Texas

**Rita Egeland**, University of Texas at Dallas, Richardson, Texas

**Daniel Rajaratnam**, University of Texas at Dallas, Richardson, Texas

*The Value Proposition Problem in Business Education: Inadequate Knowledge of "Life Skills"*

**Sanjay S. Mehta**, Sam Houston State University, Huntsville, Texas

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3:30 p.m. – 5:00 p.m.

Windsor

**SESSION B**      **Services, Tourism, and Hospitality Marketing**  
Research Presentations | Services, Tourism, and Hospitality Marketing Track

**Session Chair:**      **Jingxian "Kelly" Jiang**, Texas A&M University, College Station, Texas

*A Framework for Defining and Conceptualizing Structured Experiences*

**Gary Ellis**, Texas A&M University, College Station, Texas

**Patti Freeman**, Brigham Young University, Provo, Utah

**Jingxian "Kelly" Jiang**, Texas A&M University, College Station, Texas

*The Role of Social Capital in Shaping Sustainable Marketing: Tips for Practitioners*

**Lilly Ye**, Frostburg State University, Frostburg, Maryland

**Yimin Zhuang**, Frostburg State University, Frostburg, Maryland

**Mousumi Bose Godbole**, Fairfield University, Fairfield, Connecticut

*Design and Implementation of Human Resource Practices in Order to Deliver Brand Promise in the Hospitality Industry*

**Tonya Crombie**, Southeastern Louisiana University, Hammond, Louisiana

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**March 3, 2022  
(Thursday)**

3:30 p.m. – 5:00 p.m.

Ascot

**SESSION C Using R to Create Data Visualizations** | Open to Members of All FBD Associations Workshop | Data Driven Marketing for Consumer Insights Track

**Presenter:** **Zhenning “Jimmy” Xu**, California State University-Bakersfield, Bakersfield, California

Join us for this hands-on workshop on using R to create data visualizations, starting with an overview of the structure of the program and terminology used. The workshop will include a sample data visualization project, focusing especially on some of the cool features that might benefit marketing researchers and business analytics professionals. Participants will gain exposure to the language and dashboard design principles with a real-world example. Beginners are welcome – the workshop is designed for people with all different interests and skill levels. *Attendees should bring a laptop.*

5:30 p.m. – 7:00 p.m.

Exhibit Hall – St James

**FBD Presidential Welcome Reception – Badge required for entry**

You are invited to attend this FBD conference-wide social event. Visit with long-time friends and make new ones as you enjoy light appetizers and a cash bar. Stop by to relax and wind down from the day’s conference activities before heading out for the evening. To enter the Exhibit Hall, all persons older than six years of age are required to wear their conference or guest badge. All badges can be obtained from the FBD Registration area during its open hours.

Join us for the 2023 ACME/FBD Conference!  
March 8-11, 2023  
Hyatt Regency Houston ♦ Houston, Texas

**ACME Volunteer Opportunities**

Interested in volunteering for the 2023 ACME Conference in Houston, Texas?  
Contact Lilly Ye, ACME Program Chair for 2022-2023, at [lye@frostburg.edu](mailto:lye@frostburg.edu).

For a premier publishing opportunity, check out the peer-reviewed  
**FBD Journal** at <https://www.fbdonline.org/journal/>



*All FBD conference participants are eligible to have their work considered  
for the low submission fee of \$40.*

ASSOCIATION OF COLLEGIATE  
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March 4, 2022  
(Friday)

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8:30 a.m. – 10:00 a.m.

Windsor

**SESSION A**      **Knowing and Doing: Student Success**

Research Presentations | Marketing Education and Experiential Learning Track

**Session Chairs:**      **Yang He**, Belmont University, Nashville, Tennessee

*Exploring Writing Skills Sought in Recent Marketing Graduates*

**Michelle Bednarz Beauchamp**, Mississippi College, Clinton, Mississippi

**Donald P. Roy**, Middle Tennessee State University, Murfreesboro, Tennessee

*Marketing Students Know Analytics Is Important, But Why Do They Not Enroll?*

**Yang He**, Belmont University, Nashville, Tennessee

**Joe Alexander**, Belmont University, Nashville, Tennessee

**Rui Chen**, Tarleton State University, Stephenville, Texas

**Atanas Nikolov**, Appalachian State University, Boone, North Carolina

*Motivational Factors in Entrepreneurship: Theoretical Framework*

**Alma Cristina Gomez Macfarland**, Tec de Monterrey, Monterrey, Mexico

**Hector Gomez Macfarland**, Huston-Tillotson University, Austin, Texas

**Rohan R. Thompson**, Huston-Tillotson University, Austin, Texas

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8:30 a.m. – 10:00 a.m.

Ascot

**SESSION B**      **Marketing Strategy**

Research Presentations | Marketing Strategy Track

**Session Chair:**      **Joyce Zhou**, University of Louisiana Monroe, Monroe, Louisiana

*Stock Market Reaction to Chief Marketing Officer's Promotion Announcements*

**Aisha Ghimire**, University of Mississippi, University, Mississippi

*The Effect of Fancy Brand Names on Young Consumers' Perception of Products*

**Tingxuan Lu**, Idaho State University, Pocatello, Idaho

**Jun Yu**, University of Louisiana Monroe, Monroe, Louisiana

**Joyce Zhou**, University of Louisiana Monroe, Monroe, Louisiana

**Mostofa Wahid SoykothJun Yu**, Emporia State University, Emporia, Kansas

*Strategic Orientation, Organizational Learning Behavior, and New Product Performance*

**Prashant Srivastava**, University of Tennessee, Chattanooga, Tennessee

**Karthik Iyer**, University of Northern Iowa, Cedar Falls, Iowa

*A Chance to Shine: Impact of Chief Marketing Officers During Crisis and the Role of Corporate Social Performance and Chief Innovation Officers*

**Jasmine Parajuli**, University of Mississippi, University, Mississippi

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8:30 a.m. – 10:00 a.m.

Newberry

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**SESSION C    The Process and Value of Digital Marketing Certifications for BBA and MBA Students**

Panel | Social Media, and Mobile and Digital Marketing Track

**Session Chair:** **Sphurti Sewak**, Florida International University, Miami, Florida

*Integrating Hubspot Student Certifications into the Curriculum*

**Anshu Saran**, University of Texas Permian Basin, Odessa, Texas

*Google Ads Certification: More than a Resume Builder*

**Scott Roberts**, University of the Incarnate Word, San Antonio, Texas

*Google Analytics as Career Prep for Graduate and Undergraduate Students*

**Sereikhuoch Eng**, Emerson College, Boston, Massachusetts

*This session is dedicated to the late Dr. Eyad Youssef.*

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10:00 a.m. – 10:30 a.m.

Exhibit Hall – St James

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**FBD COFFEE BREAK.** Attend poster sessions. Visit the exhibits for information on the latest books and educational technologies. Let our exhibitors know how much we appreciate their presence and continued support. Door prize drawings take place at **10:15 a.m.** in the Exhibit Area. *Must be present to win.*

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10:30 a.m. – 12:00 p.m.

Windsor

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**PLENARY SESSION**

Members of all FBD associations are invited to attend.

**Session Chair:** **Irfan Ahmed**, Sam Houston State University, Huntsville, Texas

**LEADING THE WAY TO SUCCESS – WAYS TO BE A TRANSFORMATIONAL LEADER**

**Beheruz N. Sethna**, Regents' Professor of Marketing, Richards College of Business  
University of West Georgia, Carrollton, Georgia

Dr. Beheruz N. Sethna is that rare Marketing academic who has also been an accomplished administrator in higher education. Dr. Sethna has served in various universities in the capacity of Department Chair, Dean, Interim Executive Vice President, President, and Interim Executive Chancellor for the entire University System of Georgia. He served as President of the University of West Georgia (UWG) for nineteen years, and when he retired from administration, was the longest-serving University President in the State of Georgia (among both public and private colleges and universities). Some of his outstanding achievements include increasing enrollments by 50% to 12,000 students, spearheading the construction of about 40 new buildings, increasing the endowment ten-fold from the time he started, and bringing transformative change to the institution from a College to a State University to a Ph.D.-granting SACS Level VI University. In December of 2013, after his retirement from the position of President, he was given the University of West Georgia's highest honor, The Founder's Award. The Carnegie Corporation has recognized him as being one of America's Great Immigrants.

In this talk, Dr. Sethna will share some lessons he has learned over a professional lifetime of leadership at the departmental, college, and university levels at a variety of different types of institutions – Research I, Research III, Comprehensive, commuter and residential, rural and urban.

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12:15 p.m. – 2:15 p.m.

Port

ACME LUNCHEON, BUSINESS MEETING,  
AND AWARDS CEREMONY

All ACME members and registered 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 REGISTERED GUESTS**

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2:15 p.m. – 3:00 p.m.

Port

NETWORKING AND PHOTOS

- Enjoy networking and taking photos with your ACME colleagues.
- Start discussions about your submission plans for the 2023 ACME Conference in Houston.
- Chat with ACME officers to learn more about how you can contribute to next year's conference.

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3:00 p.m. – 3:30 p.m.

Exhibit Hall – St James

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

Door prize drawings take place at **3:15 p.m.** in the Exhibit Area. *Must be present to win.*

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3:30 p.m. – 5:00 p.m.

Windsor

**SESSION A      Healthcare and Pharmaceutical Marketing**  
Research Presentations | Healthcare and Pharmaceutical Marketing Track

**Session Chair:**      **Amit Malhan**, North Carolina A&T State University, Greensboro, North Carolina

*National Culture and Coronavirus Deaths: Focus on Inglehart's and Weitzel's Two Cultural Values Dimensions - Traditional vs. Secular Values and Survival vs. Self-Expressive Values*

**Sarath Nonis**, Arkansas State University, Jonesboro, Arkansas

*The Influence of Stress and Financial Stabilizing Measures Used During Covid by Dentists Have on Their Psychological Outcomes*

**Gary Stillwell**, Arkansas State University, Jonesboro, Arkansas

**Kim Hester**, Arkansas State University, Jonesboro, Arkansas

**Sarath Nonis**, Arkansas State University, Jonesboro, Arkansas

**Hilary Schloemer**, Arkansas State University, Jonesboro, Arkansas

*Customer Orientation of Health Care Professionals in Covid Era*

**Ceyhan Kilic**, Tarleton State University, Stephenville, Texas

**Türkan Dursun-Kilic**, West Texas A&M University, Canyon, Texas

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(Friday)

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3:30 p.m. – 5:00 p.m.

Ascot

**SESSION B Hospitality Marketing**

Special Session | Services, Tourism, and Hospitality Marketing Track

**Session Chair:** **Jingxian “Kelly” Jiang**, Texas A&M University, College Station, Texas

*Designing and Managing an Omni-channel Guest Experience: Lessons from one Asian Airline*  
**Jeff Christensen**, Brigham Young University-Hawaii, Laie, Hawaii

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3:30 p.m. – 5:00 p.m.

Newberry

**SESSION C Applied Analytics**

Research Presentations | Consumer Behavior and Psychology Track

**Session Chair:** **Zhenning “Jimmy” Xu**, California State University-Bakersfield, Bakersfield, California

*Understanding SEO Success Factors Using Principal Component Analysis*  
**Zhenning “Jimmy” Xu**, California State University-Bakersfield, Bakersfield, California  
**Jing Chen**, Texas A&M University-Kingsville, Kingsville, Texas  
**Fernando Parra**, California State University-Fresno, Fresno, California

*A Framework for Airport Evacuation: Assessment of Landside Capacity Using Micro-Meso Simulation Model*

**Subhro Mitra**, University of North Texas at Dallas, Dallas, Texas

*Artificial Intelligence (AI) Applications in Retail Marketing in China*  
**Ayşe Begüm Ersoy**, Cape Breton University, Nova Scotia, Canada

Thank you for attending ACME 2022!

Join us for the 2023 ACME/FBD Conference!

March 8-11, 2023

Hyatt Regency Houston ♦ Houston, Texas



Association of Collegiate Marketing Educators



## CONFERENCE COVID-19 PROTOCOL

### New Orleans Mandate about Vaccination and Testing

The New Orleans Health Department is placing restrictions on certain activities pursuant to the Mayor's emergency powers provided by La. R.S. 29:727(F) and the "Mayoral Proclamation to Further Promulgate Emergency Orders During the State of Emergency Due to COVID-19" filed on May 15, 2020. These restrictions will be effective as of January 3, 2022, at 6:00 A.M.

These restrictions include the following mandates related to any indoor gatherings of more than 500 people (which applies to FBD) as well as all indoor dining, indoor fitness, and indoor entertainment and/or performances.

- Individuals attending indoor or outdoor events of more than 500 individuals are strongly recommended to wear masks through the duration of event (except while actively eating or drinking).
- Proof of vaccination or negative antigen or PCR COVID-19 test taken within 72 hours before entry (*must include the individual's name, date of the test, and results clearly visible on an official report*) required at all indoor gatherings at establishments included in these requirements.