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01.07.01 Explaining the Role of Associative Networks in the Inoculation Process

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The purpose of this research project is to explore inoculation theory in the area of the mechanism of shifting networks and network structures to better understand how inoculation affects resistance through associative networks. Using a 2 x 2 x 2 factorial design, which incorporates specific issues, inoculation messages and counterattitudinal attacks, the study will be conducted in three research phases, including Phase 1: pre screener and initial measures; Phase 2: inoculation message and measures; and Phase 3: counterattitudinal attack and measures. The assessment of associative networks across all three research phases will take place using concept maps, in order to measure the impact of inoculation upon the network structure.

01.07.02 Exploring the Dialectical Tensions Experienced by Racioethnic Female Executive Directors of Nonprofit Organizations

Jeanetta Sims, Cierra Maddox,

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Using Baxter and Montgomery's (1996) relational dialectics, this investigation explores the dialectical tensions experienced by racioethnic female Executive Directors of nonprofit organizations. Through 24 personal interviews, this project will contribute to the body of organizational diversity and public administration literatures by revealing the tensions that are negotiated in the areas of career progression, financing and management, and volunteerism and marketing. This understanding will improve the future success of females interested in careers with nonprofit organizations.
01.07.03  What Social Media Expectancy Discrepancies Reveal about Prospective Employee Perceptions and Attitudes

Jeanetta Sims, Anthony Murray, Sarah Neese,

University of Central Oklahoma

This investigation explores how college students’ social media expectations influence their perceptions of prospective employers and their attitudes toward employment. Using a 2x2x2 factorial design, 240 participants are required. This project contributes to public relations and communication literatures by revealing the influence of expectations while simultaneously exploring message strategies and social media behavior. Study results will improve the future success of company communications and enhance the understanding of professional social media use among college students.

01.07.04  A Price-Based Approach to the Dialectics in African American Female Entrepreneur Experiences

Jeanetta Sims, Atoya Sims, Cierra Maddox, Jalea Shuff, Peggy Anderson, Sarah Neese,

University of Central Oklahoma

This research seeks to better understand the experiences of African American female entrepreneurs using a price-based, dialectical approach. Through 20 interviews with African American female entrepreneurs about their experiences of managing, marketing, and obtaining business financing, the costs and benefits they experienced as entrepreneurs are explored. Using grounded theory, the interviews were analyzed and four price-based dialectics emerged: (1) Changing self vs. Maintaining self, (2) Being distrustful of others vs. Being faithful and trusting in God, (3) Weak support from own ethnicity vs. Strong supportive ethnic identity, and (4) Being halted by others’ perceptions vs. Moving forward despite pre-conceived notions.

01.07.05  Exploring the Dialectical Tensions Negotiated by African American Male Entrepreneurs

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Using Baxter and Montgomery’s (1996) relational dialectics, this investigation explores the dialectical tensions experienced by African American male entrepreneurs from a racioethnic and gendered perspective. Through 25 personal interviews, this project aims to contribute to the body of organizational diversity literature by understanding the tensions that are negotiated in the areas of business management, business financing, and business marketing from the perspectives of minority entrepreneurs.
01.07.06  Should My Class Go Social? How can Social Media Help Improve Learning

Thanh Tran, Kanghyun Yoon,

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The process of learning occurs within a social context, in which interactions play an important role. These interactions represent “an important factor in student motivation, involvement and success”. This project investigates how social media can be adopted to improve these interactions and enhance students’ transformative learning outcomes. The project includes three studies: In the Study One, we explore students’ attitude toward using social-media-based applications in both traditional and online class settings. Study Two identifies the potential effects of using these applications on (1) class communication, (2) information retention and material comprehension, and (3) information exploration and sharing. As part of this study, we develop the underlying theory to explain these effects along with the metrics to measure the corresponding constructs. Finally, in Study Three, we implement three social-media-based applications into our classes and investigate their effectiveness in real-world classroom settings. The theory developed here contributes to the literature on social media and education—especially that on innovative teaching/learning applications—and the findings of this project provides yet another motivation to instructors to be innovative in their quest for perfection in teaching.

01.07.07  Measuring Brand Equity in Accounting Service Industry

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Given the definition of brand equity as “the set of assets and liabilities linked to a brand’s name and symbol that adds to or subtracts from the value provided by a product or service to a firm and/or that firm’s customers” (Keller 1996), marketing scholars and industry practitioners have devoted lots of their efforts on developing various types of measurement metrics for brand equity and investigating the linkages between brand equity and company performances. However, little efforts have been done in accounting service industry. As expected, the nature and aspects of brand equity, along with its measurement approach, in accounting service industry are different from those in other industries. The way of measuring the brand equity in accounting service industry should be treated differently since it—i.e., the added value endowed on services (Keller 1993)—comes from the services driven by reliable and useful accounting information. In this regard, the goal of this study is to develop an effective way of measuring brand equity (BE) which is useful in the accounting service industry after reviewing the current literature in brand equity. After we conduct our review of literature on brand equity, it is found that the aspects of our measurement metrics are unique and easily applicable to the accounting service industry.
01.07.08  **Linking Types of Loyalty Programs to Firms' Performance**

Kanghyun Yoon, Minh Ha,

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In recent years, customers have faced various kinds of loyalty or reward programs offered by companies in a wide range of industries such as frequently mileage programs from airline companies, cash back programs for credit-card companies, free refills at the retail coffee stores, among others. When implementing these loyalty programs, marketers have expected that the programs are supposed to be an important key to the company’s profit. However, there have been little prior empirical works studying how the loyalty programs affect company profitability. To fill this gap, the goals of this study are 1) to develop a conceptual framework which describes how the marketing efforts with loyalty programs can be led to the firm’s profitability and 2) empirically test the relationship between the behavioral outcomes of loyalty programs and the profitability as an indicator of company performance. As the key features, this study incorporates the concepts of return on investment (ROI), customer lifetime value (CLV), and consumer heterogeneity in the perspective of loyalty marketing with the ultimate goal of making any customer loyal. It is found that this study provides new insights to marketers, who are in charge of designing and implementing various types of loyalty programs, when attempting to maximize the company performance using the loyalty programs.

01.07.09  **The Effects of Multi-Product Bundling on Consumers' Reference Price and Brand Perception**

Rui Xu, Thanh Tran,

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Product bundling is one of the common types of promotion that marketers use to increase sales. However, it is unclear whether bundling provides a long-term profitability for the participating brands/products. For instance, consumers may have the perception of inferior quality and expect lower prices for the bundled brands/products. This project addresses the above issue by exploring the effects of product bundling on consumers’ reference price as well as perception about the brand. Accordingly, we hypothesize that product bundling may negatively affect: (1) consumers’ reference price and (2) consumers’ valuation of the participating brands; these hypotheses are then tested using experimental design. The findings of this project will help companies improve the profitability of product bundling—and marketing promotions in general—which requires a careful consideration of the trade-off between the benefits and the associated costs.