



Southwestern Oklahoma State University
SWOSU Digital Commons

Oklahoma Research Day Abstracts

2018 Oklahoma Research Day

Mar 9th, 12:00 AM

07. Marketing

Southwestern Oklahoma State University

Follow this and additional works at: <https://dc.swosu.edu/ordabstracts>

Southwestern Oklahoma State University, "07. Marketing" (2018). *Oklahoma Research Day Abstracts*. 7. <https://dc.swosu.edu/ordabstracts/2018oklahomaresearchday/businessadministration/7>

This Event is brought to you for free and open access by the Oklahoma Research Day at SWOSU Digital Commons. It has been accepted for inclusion in Oklahoma Research Day Abstracts by an authorized administrator of SWOSU Digital Commons. An ADA compliant document is available upon request. For more information, please contact phillip.fitzsimmons@swosu.edu.

07 Marketing

01.07.01 ~ Leadership through Thick and Thin: An Examination of Corning's Identity Development

Jeanetta Sims - University of Central Oklahoma

Zakery Dixon - University of Central Oklahoma

01.07.02 ~ A Family-Led Identity: Examining Zildjian's Executive Leadership and Market Prominence

Jeanetta Sims - University of Central Oklahoma

Peyton Alexander - University of Central Oklahoma

01.07.03 ~ Global Disney: How a Brand Fails, Adapts, and Succeeds across Cultures

Jeanetta Sims - University of Central Oklahoma

Allyson Muldoon - University of Central Oklahoma

Jennalin Partee - University of Central Oklahoma

Kasey Robinson - University of Central Oklahoma

01.07.04 ~ Inside Out: An Analysis of Southwest Airlines' Identity Development

Jeanetta Sims - University of Central Oklahoma

Myah Murphy- University of Central Oklahoma

Kailee Mills - University of Central Oklahoma

Dalton Stone - University of Central Oklahoma

01.07.05 ~ The Evolution of Leadership and Identity within the Ford Motor Company

Jeanetta Sims - University of Central Oklahoma

Mary Balcerak- University of Central Oklahoma

Gabe DeGroot - University of Central Oklahoma

01.07.06 ~ Coast to Coast Growth: An Identity Analysis of Love's and Their Family Values

Jeanetta Sims - University of Central Oklahoma

Colt Weiner - University of Central Oklahoma

Joe Biby- University of Central Oklahoma

John Woolever - University of Central Oklahoma

Ty Golay- University of Central Oklahoma

01.07.07 ~ An Examination of Amazon's Identity: From Start to Prime

Jeanetta Sims - University of Central Oklahoma

Haylee Christian - University of Central Oklahoma

Grant Lemmons - University of Central Oklahoma

01.07.08 ~ Should Managers consider the Tenure of the Salesperson when implementing Output Controls?

Joy Chong - University of Central Oklahoma

Northwestern Oklahoma State University

Manoshi Samaraweera - University of Central Oklahoma

01.07.09 ~ Do We Need the Transition from Value Chain to Value Creation?

Kanghyun Yoon - University of Central Oklahoma

Chae Hyeon Lee - University of Central Oklahoma