

THURSDAY



May 3

Loyola University Chicago

Location: Schreiber Center , 16 East Pearson Room
816, show ID upon entering the building

Faculty present academic research to their peers

12:30-1PM

WELCOME

1-1:30PM

**MARTIN BLOCK, NORTHWESTERN
UNIVERSITY**

*The Changing Consumer: The Rise of Amazon
and Dancing with Alexa*

1:30-2PM

**JONATHON COPULSKY, NORTHWESTERN
UNIVERSITY**

*Conversational Marketing: Creating Compelling
Customer Connections*

2-2:30 PM

BEHICE ILHAN, DEPAUL UNIVERSITY

*Rival Brand Engagement: How Do Rival Fans
Interact on Social Media*

2:30-3PM

ELINA TANG, UNIVERSITY OF ILLINOIS- CHICAGO

*Can Materialistic Consumers Be Influenced to Be
Environmental Friendly*

3-4PM

STACY NEIER BERAN, LOYOLA UNIVERSITY CHICAGO

*An Exploration of Slack's Collaboration Potential in
Undergraduate Marketing Research*

**LINDA TUNCAY ZAYER, JENNA DRENTEN, STACY NEIER
BERAN, LOYOLA UNIVERSITY CHICAGO**

Brand Storytelling: The Case of Loyola and the Final Four

4:00-4:30PM

10 MINUTE BREAK & SUSAN JONES

More information on MMEF & the IMC Handbook

4:30-5PM

JOAN M. PHILLIPS, LOYOLA UNIVERSITY CHICAGO

*Are Political Opinions Contagious? Merely
Connecting With Others With Dissimilar Opinions
Causes Attitude Polarization*

**JOIN US FOR A CELEBRATORY COCKTAIL AT A NEARBY
RESTAURANT TBA**